

## ADVERTISING, PUBLICITY PLANS, ETC.

### (a) GENERAL

As it was not considered timely to enter into commitments for advertising programmes overseas, especially in view of the uncertainty of transport to New Zealand, the Department confined its efforts to the servicing of offices and travel agents abroad, and to renewing associations with many travel-selling firms that had business contacts with the passenger-booking organizations in pre-war years. This work was a prerequisite to the scheme for the revival of tourist-traffic promotion from other countries and was implemented by means of the supply of comprehensive travel information in a concise form. Overseas travel organizations were equipped with special publications, maps, standard tours, photographs, film strips, posters, and other selling aids for this purpose. The material provided will enable agencies to resume New Zealand business in pace with redeveloping facilities for tourist transport to this country.

Indispensable accessories to the proper training of selling staff abroad include modern colour film and other visual aids, but delays in production precluded a full supply during the past year. Copies of colour film, on order from England, will increase these accessories within the coming year. The popularity of this colour-film publicity is clearly indicated by the experience of our Sydney and Melbourne offices, which arranged 5,500 displays of films during the year.

General publicity by the Department in overseas countries has produced good results. New Zealand's tourist attractions have gained publicity from the visits to this country of many well-known travel writers and transportation executives. Other activities in this field included a programme of short-wave broadcasts: the distribution of film strip with a set lecturette: and the supply of literature, film strip, and photographs with descriptions in the Esperanto inter-language to hundreds of addresses throughout the world. (Voluminous correspondence with overseas Esperantists originated with a brief report in an Esperanto journal of the Department's experimental use of the inter-language for a film-strip lecturette.) Photographs and specially written articles were supplied to selected newspaper and magazine publishers in principal English-speaking countries. The voluntary efforts of former New Zealanders now resident in certain foreign countries have been supported fully by the Department, and the results have been good.

The Department became a full member of the International Union of Official Travel Organizations, and associations have been established with other travel bodies. These associations are an indication that New Zealand is in the forefront of those countries that recognize the value of the tourist industry. The Department's identification with these activities calls for extended direct overseas representation, notably in North America and South Africa, whence it is reasonable to expect a substantial increase in inward tourist traffic to New Zealand in the immediate future.

### (b) PUBLICITY WITHIN NEW ZEALAND

An outstanding feature of the traffic during the year was an increase in the numbers of New Zealand residents who visited the resorts of their own country.

At certain periods of the year, notably at Christmas, New Year, and Easter, accommodation at all tourist centres was at a premium, but by a system of specially pre-planned itineraries and tours the Department's Bureaux were enabled to spread the traffic fairly uniformly throughout the country, and many people were thus in a position to take advantage of the holiday opportunities made available. This result was achieved partly by press advertising and partly by radio appeals. There is still, however, ample scope for the expansion of internal tourist traffic in the so-called "off season," which is often a more pleasant time in many ways, and the Department has