

"References to New Zealand in leading United States periodicals and magazines constituted a record, and correspondence received both at the Toronto and Los Angeles offices as a direct result testified to the interest aroused. Many productive inquiries were received.

"Included among other forms of advertising were the distribution of film on passenger steamers on the Atlantic and Pacific; window displays in tourist offices in leading cities of Canada and the United States; participation in large-scale exhibitions; personal lectures to service clubs and to audiences convened by tourist agencies; and direct radio talks, together with the distribution of electrical transcriptions.

"The Toronto Office has been called upon to supply more costed itineraries than ever before, and the outlook for the summer of 1936-37 is, in my opinion, most promising. This view is shared by every leading tourist agency with which I have contact."

TRADE AND TOURIST COMMISSIONER IN WESTERN AMERICA.

"*Establishment.*—From the commencement of our activities a considerable amount of interest was displayed by travel organizations and as the result of previous visits to this territory by the New Zealand Commissioner in Canada.

"During the five months under review, ninety-nine travel agents in the Western American area have been approached with a view to seeking their closer co-operation in the sale of New Zealand tours.

"Special itineraries have been submitted to twenty-three agents at their own request for submission to their clients, and although sufficient time has not yet elapsed to permit of the actual result of this effort being traced, nevertheless we have received advice that several of these tours have been accepted and completed by the individuals for whom they were planned.

"With a view to further assisting travel agents to sell New Zealand travel, the agents in the Western American area were supplied with information regarding tours to be sold, and during the period under review no less than forty travel agents were personally interviewed.

"In addition, an advertising campaign which commenced late in the March quarter provided for announcements in the principal educational journals, and resulted in a very satisfactory number of inquiries for tours being received by the various travel agents.

"A matter which engaged our attention was the apparent policy of shipping companies to encourage their agents to sell round-trip ocean-voyage tickets in preference to suggesting stop-over tours to their clients.

"During the period opportunities have been taken to utilize various mediums for giving publicity to the scenic attractions of our country. Photographs have been distributed to magazines and other publications, posters have been supplied to schools and institutions, and the distribution of literature, principally through travel agencies, has received regular attention.

"The activities of our staff, comprising lectures to selected groups and clubs, were confined to the Los Angeles area earlier in the period, but for the last four months of the period under review centres further East have had the benefit of lectures on New Zealand."

LONDON REPRESENTATIVE.

"This bureau was established in July, 1934, following representations from the High Commissioner. The past year has been a particularly busy one, and the total value of credit notes issued has more than doubled. Earlier in the year the large number of personal tourist inquiries, correspondence, and preparation of itineraries took up the majority of the departmental representative's time, but the appointment of a qualified assistant has permitted him to make new contacts and renew old ones with many travel agencies. Enlargements and rearrangement of the facilities for interviewing prospective tourists have also greatly assisted.

"Quite a large proportion of those inquirers who were dealt with in the London Office finally booked their tours on arrival in New Zealand, the turnover in such cases being credited to the bureau actually effecting the booking. A large proportion of British visitors have expressed their appreciation of the services rendered either by personal calls or by letters after their return. It is the personal service rendered which calls forth this appreciation, which extends to verbal recommendations to friends, resulting in yet further bookings. Many examples of this have been encountered.

"Two party visits were arranged by the London Bureau, 275 members of the British Medical Association's party travelling to the conference at Melbourne were persuaded to travel via Canada and New Zealand, and most of these made a specially-arranged trip to Rotorua. Twenty-five British farmers, increased by twenty-one South African farmers, made a thirty-three day tour of the Dominion, under the auspices of the British National Union. Both parties were most enthusiastic about the arrangements made for them and the enjoyment obtained.

"The closest co-operation has been maintained between the Publicity Officer and the departmental representative, resulting in very effective publicity.

"It is proposed to endeavour to arrange 'straight-out touring parties' in the near future, in conjunction with the various travel agencies. These would lay the foundation for special parties to visit New Zealand during the Centenary celebrations.

"While uncertainty regarding the date of the British elections and the progress of the Ethiopian crisis definitely militated against travel development, the improvement in trade conditions, uncertainty regarding continental conditions, and fluctuating exchanges in comparison with the favourable exchange with New Zealand, and the prevailing high regard held in Britain for the Dominion were factors favourable to travel increases. It is expected that the Coronation ceremonies will, however, affect the number of travellers next year."