

A record was achieved in passenger-booking revenue from cruises to New Zealand, and the bookings from practically all States showed an upward movement, a very substantial increase being shown in the case of Western Australia.

The shipping companies who operated the cruises to New Zealand were well satisfied with the manner in which the Department handled the shore excursions in New Zealand.

The business secured by sub-agents throughout the Commonwealth showed a marked increase over the previous year's figures.

New Zealand publicity during the year has embraced the following avenues to the limits permitted by local circumstances and the travel-staff capacity.

Increasing co-operation has been obtained, especially in the smaller State capitals and country centres, by way of free publicity in the nature of write-ups, personal paragraphs, photographic material, articles, &c. For the most part the cabled material from New Zealand has been good.

The demand for film screenings is becoming heavier each year. Films have been shown by members of the staff not less than one night a week and, on occasions, even three nights a week, to audiences of from fifty to three hundred and fifty persons, principally in New South Wales and Victoria, but also this year in West Australia, South Australia, and Tasmania. In this respect lantern slides are proving a most valuable auxiliary to "movie" material by way of a background for introductory lectures.

The "Filmsound" 16 mm. projectors purchased during the year and reinforced by Maori records have proved a most valuable medium of publicity.

In addition, films have been loaned to numerous organizations for private screenings, notably an oil company, who have shown to audiences totalling five thousand persons, all car-owners, and issued with special invitations.

A film service has been instituted whereby all overseas passenger-ships are supplied with New Zealand publicity films, which are changed on the ship's return to Sydney after completing the round trip.

This year has proved a record period for the South Island. This has arisen by reason of the increased patronage through the southern service and the popularity of Milford. Also all substantial tours of New Zealand prepared by both the Sydney and Melbourne bureaux have included South Island travel wherever possible, and usually as the major component. The special press campaign for the South Island has also done excellent service in popularizing the southern resorts. Moreover, to the Queensland and northern New South Wales districts, the snowfields of the south have a peculiar appeal.

Full and cordial co-operation was extended to all travel interests, which was reciprocated, making for a very happy atmosphere.

From time to time throughout the year articles and letterpress of all kinds have been contributed from this office to various journals. In most cases this has been done in conjunction with the ordinary advertising, but in some instances, however, it has been gratuitous free publicity. Most of the material used has been original in its entirety.

The Department's publication, "New Zealand in the News," has been utilized to the best advantage and at times favourable publicity has been obtained. Items appearing in the sheet which are of outstanding nature, especially when supported by unusual photographs, are invariably used.

LONDON REPRESENTATIVE.

The Department's representative in London reports that throughout the year the bureau was kept busy dealing with inquiries regarding New Zealand, but owing to the extremely heavy outward bookings from New Zealand on account of the Coronation celebrations in London this year difficulty was experienced by prospective English tourists in securing return steamship accommodation, and as a consequence some business was lost.

No group tours were organized during the year under review owing to the difficulty in securing return steamship accommodation, but plans were in hand for several parties during next year, and every effort will be made to stimulate this type of tour.

Close contact was maintained with travel agencies, and these contacts will be continuously renewed and extended. Much has been done to stimulate interest in New Zealand by travel agencies, and this work will be continued. It is pleasing to record that the London bureau enjoys the full confidence of travel agencies and shipping companies.

Appreciation was expressed of the very sincere interest the High Commissioner takes in the work of the bureau. His valuable advice is available at all times. Head Office and the bureaux in New Zealand have given their fullest co-operation throughout the year, and returning tourists speak in the highest terms of the service of the Department and of the Department's officers with whom they came in contact. Personal service, both in London and in New Zealand, is one of the major factors helping to increase the flow of English tourists to New Zealand, and it is pleasing to note that with the growth of the Department this spirit of personal service remains.

TOURIST AGENT, TE AROHA.

The Government Tourist Agent at Te Aroha reports that the various springs, drinking-fountains, bath buildings, &c., have been kept in good order during the year. The water-supply, both hot and cold, has not given any trouble.

The Domain has been kept in good order during the year. The display of flowers, the neatly kept lawns, borders, and paths have given great pleasure to the many visitors to the Domain.