

and it is hoped that many more of the hotel proprietors throughout the Dominion will be able to extend their premises in the near future. Some have already done so, others are planning additions and improvements, and the Department appreciates their help.

It is only fair to mention here, however, that the problem of providing travellers with accommodation during certain periods of the year is not confined to New Zealand alone, as owing to the widespread travel movement the hotels in several other countries are experiencing similar difficulties in catering for tourists desiring transient stop-over facilities and in providing accommodation for their regular guests.

STAFF.

It is with regret that I have to record the death of Mr. C. E. Christensen during the year. Mr. Christensen was for many years in charge of the departmental activities at Te Aroha, and during his term of office performed his duties in a most satisfactory and courteous manner and endeared himself to every one with whom he came in contact.

Mr. L. M. H. Cheriton, Stores and Works Manager at the Chateau Tongariro, was appointed Manager of Lake House, Waikaremoana, during the year, *vice* Mr. T. J. Sheffield, resigned.

Owing to the large volume of business handled in all branches the staff had a very busy year, and my thanks are due to them for their loyal co-operation and the efficient manner in which they performed their duties.

PUBLICITY.

The period covered by this report has been one in which great development has taken place in the publicity work of the Department, and at no time in its history have the efforts made to publicize the scenic attractions of this Dominion been so intensive. A generous appropriation for this work by the Government has enabled the field of operations to be extended, the benefit of which will be felt in future years.

Owing to the action now being taken by Governments, States, municipalities, and various organizations to encourage tourists, the travel industry has become a highly competitive one, particularly in North America and the United Kingdom, and it is pleasing to be able to record that it is now possible for the claims of New Zealand for a share of the world's tourist traffic to be put forward in a planned and effective way.

The following information indicates the publicity methods adopted to foster the tourist traffic from overseas, and to encourage travel within the Dominion amongst our own people :—

(a) *Advertising in Newspapers and Magazines.*—Advertising campaigns in newspapers and magazines were carried out in the United States, Canada, Australia, and the United Kingdom.

The campaign in the United States, which covered a period of four months, was confined practically to magazines of a national character, a number of which have a circulation throughout the English-speaking world. Such magazines as the *National Geographic*, *Harpers Bazaar*, *Vogue*, *Town and Country*, *The Atlantic*, *Fortune*, &c., were used in addition to educational magazines and publications circulated amongst travel agencies. These advertisements were regarded by every one engaged in the travel industry as being equal to the highest standard, and large numbers of inquiries were received regarding fares, &c., from individuals in practically every State in America, and, in addition, requests were received by the Department's Branch in Los Angeles for literature on New Zealand from Canada, Mexico, Alaska, Canal Zone, Ceylon, Cuba, Yugoslavia, Philippine Islands, Poland, Brazil, Ecuador, and Switzerland. The largest number of inquiries were received from the Pacific Coast States, then followed the Middle Western States and the New York State. It is worthy of note that one authority on advertising in the United States of America, in an independent analysis, gave this Department's advertisements a very high rating, and one full-page advertisement was ranked as one of the most outstanding advertisements of the year. The comment of the authority mentioned on this particular design was as follows :—

“*Message of the New Zealand Government.*—One of the most exciting advertisements in *Fortune* is this beautiful page ‘Beyond 30° South Latitude there's a wholly New Horizon.’ It does not take much vision to perceive that New Zealand will presently become what Switzerland and Austria were to the last generation. Every condition favours this development, for travellers cannot get much of a thrill out of places that have become almost as familiar as their home towns. They must seek new horizons. The illustration forms a charming introduction, while an unforgettable slogan is created at the close—*i.e.*, ‘A World in Itself.’ ”

The advertising plan adopted for Australia included national publications and metropolitan newspapers, and in the case of advertisements inserted in the classified columns of newspapers covered the full year, national publications being used for a period of six months. Frequent changes in the “copy” of classified advertisements enabled the attention of the travelling public to be directed to any special features in New Zealand travel, such as organized tours, &c., and excellent results were obtained from the advertising appeal made, as reference to the increase in the number of Australian tourists to New Zealand will show.

In the United Kingdom an advertising programme was arranged with the leading periodicals and newspapers, and although on a much smaller scale than the American and Australian campaigns the results obtained were definitely encouraging, many inquiries being received from readers throughout the country, and also from the Continent.

In order to encourage travel to the various tourist resorts in New Zealand, whether Government or privately owned, the Department arranged a very comprehensive advertising campaign through the newspapers, the results obtained being most satisfactory.