

Many scores of itineraries submitted by travel agencies have been examined and costed for both parties and individuals during the period October to December, 1937, and equally as many have been originally drawn up and submitted for adoption. Evidence comes from the Pacific shipping offices of record bookings in the past few months, and of promising prospects for all sailings up to the end of April, the close of the 1937-38 summer season in New Zealand.

Four cruises were widely advertised to visit our waters by famous luxury liners, but, due to the recession in the Stock Markets of the United States, the number has been reduced to three. The seriousness and sharpness of this unexpected check on business has yet to be realized, but, despite this happening, the cruises to be undertaken will be well supported.

Summarized, New Zealand's interests from a tourist point of view have been and are being widely exploited in a planned and effective way. In Canada and the United States the competition for tourists is continuous and intensive, and some of the establishments set up by foreign government command funds which New Zealand cannot hope to match, but, nevertheless, the work of the past seven years has laid a solid foundation upon which we can build hopes for a great expansion of traffic in the future. Above all, the contacts must be kept, the services maintained, and if possible, improved, and all branches of advertising utilized and expanded.

The year under review will mark a new record in point of numbers of those visiting New Zealand's shores from North America, and this result may be attributed very largely to the provision of publicity funds and through excellent chosen media. The inclusion of New Zealand for calls by well-known world cruise ships could never have been accomplished but for the propaganda undertaken in past years, even granting that the decision was arrived at by the existence of war in areas hitherto included, notably China. The Commissioner is of the opinion that the splendid reception and services rendered to cruise passengers in New Zealand by the Department will induce the authorities to repeat and expand the calls made in future years.

The Toronto office has been favoured for several years past in having the services of competent lecturers, who have given a great deal of their time without charge in addressing audiences in both Canada and the United States on New Zealand affairs, particularly devoted to describing the scenic charms and sporting attractions of New Zealand. All applications made for support in this connection by way of the loan of films or slides are carefully examined before acceptance, with the result that those selected can be depended upon to give accurate information and fittingly describe the highlights of New Zealand's scenic charms. Some very influential Canadians, including the Right Hon. R. B. Bennett, the Bishop of Quebec, the Assistant Director of the Federal Museum at Ottawa, members of the staff of the Bureau of Statistics at Ottawa, have contributed important addresses during the year under review. In the United States, too, the New Zealand Government is privileged to have the services of many prominent men who have recently visited New Zealand, and many articles have also been contributed to leading magazines. Invariably these articles are of a most complimentary and favourable nature.

The year was also marked by increased applications for lectures by the Commissioner, all of which were accepted. Apart from these varied engagements, a special address was given in the leading auditorium in Toronto before an audience of 1,500 people, the lecture being supplemented by the showing of excellent film and coloured slides.

The Commissioner has been actively concerned with publicizing the New Zealand Centennial Exhibition and, following calls made upon Ministers and executive officials, combined with interviews with leading manufacturers, which have created practical interest, it was announced that Canada will, through its Federal Government, be fittingly represented on this historic occasion. The business prospectus issued by the Exhibition authorities has been widely distributed, and the Toronto office is now in a position to submit plans and give all relative information. The work of organization was greatly aided following the visit to Canada of Mr. C. P. Hainsworth, General Manager, who was placed in touch with all interested parties in the cities he visited, including the Hon. the Minister of Trade and Commerce, the General Manager of the Canadian National Exhibition, and the Management of the World's Fair, New York, and received every co-operation and assistance in securing most valuable information and advice.

The decision of the New Zealand Government to participate in the World's Fair, New York, has involved a great deal of foundation work, the results of which should enable the Department to proceed with the provision and collection of exhibits in ample time for the opening date. Similarly, full particulars of New Zealand's participation in the Golden Gate Exposition, San Francisco, are being gone into in conjunction with the Department's Los Angeles office.

For the eighth successive year the New Zealand Government contributed exhibits to the Canadian National Exhibition held in Toronto annually. A number of New Zealand manufacturers also provided samples of their products, and altogether a comprehensive and varied display was staged. A popular section was the cinema showing New Zealand films; illustrated maps demonstrated many New Zealand points of interest, including its geographical position in relation to North America, distances, population, social legislation, shipping and air routes. Dioramas of the highlights of New Zealand scenery, together with mounted samples of trout, swordfish, &c., occupied another section, and a fine display was made of New Zealand travelling rugs and canned and bottled goods. This display by New Zealand was regarded as being the best shown in the last eight years, and was given the award of a gold medal. The whole enterprise was most economically staged and administered, and the publicity gained for New Zealand was outstanding.

New Zealand also participated in the Annual Provincial Exhibition at Halifax, Nova Scotia, where another display created a great deal of interest and favourable comment.

Apart from these major efforts, many small exhibitions have been made of both tourist and publicity and manufactured goods, and every possible effort has been made by this means to widen knowledge of New Zealand's scenic charms and products.