

Some ten large window displays have been forwarded to different sections of the country for permanent retention in that area, and these displays are being utilized and circulated by travel agents of their own volition.

To cater to department stores needs for displays in connection with travel-equipment exhibits, the coloured enlargements supplied by Head Office have been mounted and captioned, and these are being regularly circulated throughout California by a local contractor.

The model Maori whares, tekos, canoes, poi balls, and piupius held in stock by this office have been made available on some five occasions for travel exhibits in Los Angeles and vicinity.

THE TRADE AND TOURIST COMMISSIONER IN EUROPE.

The Trade and Tourist Commissioner reports that, as was mentioned last year, it can justly be claimed that there is a need for general "educational" publicity which would make New Zealand better known in Europe and, while this might not have any immediate or direct result in trade or tourist promotion, it is desirable as a background to our ultimate national progress as a developing unit in world affairs. In the meantime the office has, so far as circumstances permit, taken advantage of those avenues of general publicity which are available.

To an increasing extent, printed publicity material has been distributed through hotels and tourist agencies, several window displays have been made, a number of articles (usually well illustrated) have been placed in newspapers and periodicals throughout northern and western Europe, radio broadcasting of New Zealand records was arranged, and photos and other publicity material have been widely distributed. Lecturers have been supplied with information and material, and miscellaneous inquiries of a tourist character have been dealt with.

Contact has been maintained and extended with shipping companies and travel agencies, and plans are in hand which it is hoped will provide for an extensive distribution of films, both through theatres and through loans of smaller films to private persons and semi-official organizations.

The work of securing these outlets for publicity on the Dominion is materially increased and difficulties greatly magnified by the need for overcoming language barriers. A great deal of translation has to be done in the office or otherwise be arranged for.

Discussions have been opened with a well-known travel agency on the subject of a possible combined effort to secure publicity—particularly through window displays—in a number of selected areas in Western Europe.

Close co-operation has been maintained with the Tourist and Publicity Officers at the High Commissioner's Office in London.

THE TRADE AND TOURIST COMMISSIONER IN AUSTRALIA.

The Trade and Tourist Commissioner reports that the total value of tours booked from Australia, including steamer fares and travellers' cheques, was £118,373. This represents an advance of not less than £9,988 in the aggregate improvement, or 9 per cent. over the previous year.

Cruise Bookings.—The sale in Australia of shore excursions in connection with P. and O. and Orient Line steamers shows an increase of approximately £3,000, and sales on board the vessels at sea or in New Zealand register a similar amount of increase. This is attributable, in the main, to the fact that two additional cruises were operated by the shipping companies during this season.

Party Tours and Congresses.—Of the three party tours, one was organized by Sydney Office during the past year—viz., the New South Wales Primary Producers' Party, with a membership of thirty-two and a gross booking value of £1,600.

The Melbourne Bureau conducted two successful party tours—the Reso Tour and the South Australian Farmers' Party. The former was organized in conjunction with the Victorian Railways Commissioners and closed with sixty-two members, the gross booking value being £5,000. The South Australian Farmers' Party, organized with the co-operation of the South Australian Government Tourist Bureau and the Adelaide *Advertiser*, contained a membership of twenty-six, and the booking was valued at £2,000.

Energetic work supported by a special publicity campaign was undertaken in an endeavour to secure business incidental to the Catholic Congress held in Auckland during February. Although the actual direct bookings derived from the effort was small there is evidence that the work will be productive of future business.

Sub-agency Business.—A substantial increase is again recorded in the case of bookings introduced by the various sub-agents, and in this connection it is also pleasing to note that many of the minor agents who, in past years, have sent in very little business have done excellent work and produced good results during the past year.

Advertising and Publicity.—Early in November an experimental radio campaign was commenced and extended over a period of eight weeks. Broadcast advertising was confined to selected stations in the three major eastern States. It is felt that the efforts have been justified and the standard of publicity given was such as to stimulate inquiries and interest, but, in view of the comparatively small amount available and the short duration, the advertising through this medium must be regarded as purely empirical. It has, however, provided experience that will be invaluable in building up a balanced programme during the coming season.

The following forms of miscellaneous advertising were carried out during the year: Posters on ferries; covers for periodicals (shipping lines); Neon signs; Chamber of Commerce journals; production costs, &c.; Centenary Float, &c.; folder in three colour; radio advertising; sundry journals.