

Every opportunity has been availed of to publicize the Dominion in every legitimate way. Co-operation with the press has resulted in the insertion of free publicity in the nature of write-ups, paragraphs, and photographic reproduction totalling over 8,000 lines of letterpress through the Department's advertising agents alone. Contacts of a representational or social value have been maintained, as well as those of a general nature, with the result that cordial and valuable relations exist with the Government, civic, and social organizations, as well as with shipping and commercial offices.

The stimulation of agency work and broadening of contacts in all territories with incidental publicity has been effected by official visits to centres and tours of various districts.

Lectures on New Zealand by officers have again been a feature of the work, and no opportunity has been lost to foster these activities. Both films and slides have been used for this purpose, and co-operation with independent lecturers has been fostered.

A considerable amount of advertisement of a gratuitous character has been secured through the medium of "tourist journalism."

Writers specializing in New Zealand subjects have been given every encouragement and practical assistance possible, and, in addition, from time to time relevant articles have been prepared in the office and placed to advantage, frequently in conjunction with advertising.

LONDON REPRESENTATIVE.

The Department's representative in London reports that the year just ended has been the busiest one since the Bureau was established, and it is pleasing to record such a substantial increase in the business handled. The outstanding event in a memorable year was the Coronation of His Majesty King George VI, and visitors from all parts of the world came to London for the celebrations. Thousands of New-Zealanders were among the visitors, and the office of the High Commissioner was kept working at full pressure. Although it is usually not part of the duties of the Bureau to assist New Zealand visitors, a considerable portion of the time of the Bureau was spent in advising and helping them, particularly as regards Continental travel, a service which was much appreciated.

Travel Agencies.—Contact was maintained with travel agencies during the year, and personal calls were made on executive officers, literature supplied, and all information regarding New Zealand tours furnished.

Most agents have utilized the facilities offered by the Department for window displays, and considerable effective free publicity has been obtained by this method. The chief agencies also have allotted space to New Zealand in their attractive brochures, and as these brochures are largely distributed by post to selected mailing-lists the publicity obtained is particularly good.

Shipping.—One of the major difficulties this year was the lack of available steamship accommodation during the peak months of the year. Two factors directly responsible for this were—(a) the influx of visitors for the Coronation with a consequent increase in steamship reservations by New-Zealanders and Australians. Quite a number of definite prospects among English tourists were lost because the accommodation desired was not available; (b) the very unsettled position in the Near and Far East caused many people to change their plans, and countries like South Africa, the West Indies, South America, and New Zealand gained. With increasing prosperity in Great Britain prospects for an increase in the number of tourists visiting New Zealand are encouraging. The decision of the Shaw Savill Line to inaugurate a fast passenger-steamer service between England—South Africa—Australia and New Zealand will benefit New Zealand's tourist traffic.

Organized Party Tours.—During the year Sports Travel, Ltd., Informal Travels, Ltd., Convoys Ltd., and Pickford's Travel Service were approached in connection with organized party tours. All of these agencies decided to launch tours, and all possible assistance was extended. Sports Travel, Ltd., concentrated on the formation of a party of British bowlers for a tour of New Zealand and Australia. Close co-operation was maintained with this firm, and it is pleasing to report that the tour was successfully launched and a total of thirty-three members secured for a stay of six weeks in New Zealand.

Pickford's Travel Service conceived the idea of forming a big party of British business men for an Empire tour, and representatives from the Canadian, Australian, and New Zealand Governments met with Pickfords in conference. Unfortunately when all was ready to launch the project the situation in the Near East developed, and Pickford's management decided to postpone the tour. The matter will be rediscussed during the coming year.

Co-operation with other Offices of Department Overseas.—With the development of the Department's offices overseas it has been possible to refer from London inquiries which previously were dealt with by London. This co-operation is a good development, as it enables the office in the country where the inquiry originates to foster the inquiry. The Department's advertising in English papers and journals brings inquiries from many parts of the world. These are dealt with direct where necessary and the contacts passed on to the nearest office of the Department. In this way business which would possibly be credited to London is diffused throughout other offices. This close liaison is a wise development, and it is proposed to continue the policy. Particularly this applies to the Trade and Tourist Commissioners in Europe, in Canada, in the United States of America, to the Australian offices, and to a lesser extent with the Department's Honorary Agent in Colombo. The very closest contact is maintained with the Trade and Tourist Commissioner in Brussels, and this has been of mutual advantage in tourist matters.

Printed Itineraries.—These have proved of the greatest value and are a particularly effective "selling-point." Many very complimentary references to them are received from agents and from tourists. The different types of itineraries issued by large travel firms in Great Britain have been viewed, but they do not equal the style and efficiency of the Department's method.