

“Chicago Daily News” Third Annual Travel Exposition, Hotel Stevens, Chicago, 28th April to 1st May.—The space made available enabled an attractive display to be made. Large pillars carrying transparencies flanked the central attraction, a striking pictorial enlargement of Milford Sound. On side panels photographic enlargements and posters were displayed, while various Maori curios were also shown.

Films (16 mm.) were screened several times daily in a special theatre, and a considerable quantity of literature was distributed, many inquiries being followed up from Toronto office.

There were 150 exhibitors, including many from foreign countries, and the total attendance was approximately 80,000. Newspaper write-ups prior to and during the Exposition gave a share of publicity to the exhibit. Travel agents in Chicago accepted the showing as evidence of interest in attracting business into their channels.

Canadian National Exhibition, Toronto, September, 1938. This was the Jubilee year of the Canadian National Exhibition, and the official opening of the British Government's building and the Exhibition as a whole was carried out by Right Hon. Lord Stanley, P.C., M.P., Secretary of State for Dominion Affairs, the proceedings being broadcast over a nation-wide network.

The total attendance was 1,656,000, the best single day being 226,000, or an average daily attendance of over 118,000 for the fourteen days the Exhibition was open to the public.

Extensive structural alterations were made to the Dominion's exhibit space on this occasion, all pillars being removed, and the usual fence replaced by a low barrier, with Maori motif superimposed. More favourable arrangements were also made for the display of films, which were shown for four hours daily, and at a conservative estimate at least 100,000 persons watched the screenings.

The whole of the display material was prepared by the Department's Publicity Studios in New Zealand, and the exhibits, chiefly of a tourist nature, attracted much favourable comment. The Progress Display, drawing attention to New Zealand's Centennial in 1940, was a particularly fine piece of work. About 6,000 folders, together with 250 maps and posters, were distributed to selected inquirers.

The Board of Directors of the Canadian National Exhibition Association again awarded a gold medal for the excellence of the complete exhibit.

New York's World Fair, opening officially on 30th April, also occupied a considerable amount of time, and incurred much travelling to and from New York during the year under review. Here the space consists of a section of the British Pavilion, measuring 10,000 square feet. A general display of New Zealand scenic attractions, sporting facilities, industrial and commercial accomplishments will be presented in a very well-executed setting. The amount appropriated for this representation was in comparison with the funds available to other exhibitors, exceedingly small, and yet it is confidently felt that when the display is completed it will prove a good investment for the Government.

Activities on behalf of other Departments.—Various activities were undertaken for New Zealand Departments. These included the Health Department, Stores Control Board, Mines Department, Post and Telegraph Department, and the Internal Affairs Department.

Extra Activities.—In so far as the Commissioner himself is concerned, this past year has been a particularly busy one, for, in addition to the regular work, many other duties have been undertaken in his capacity as representative of the Government. These have included attendance at official ceremonies, such as the opening of the Dominion of Canada Parliament, receptions tendered by the Lieutenant-Governor of Ontario, civic gatherings, Canadian National Exhibition functions, &c. He has also been called upon to make several visits to New York in connection with the preparation for the New York's World Fair, this in itself being a particularly arduous task.

THE TOURIST AND PUBLICITY REPRESENTATIVE IN WESTERN AMERICA.

The New Zealand Government Tourist and Publicity Representative for the Western United States reports, regarding tourist traffic development, that, consequent on the national advertising campaign, it is interesting to note that requests for literature and information on travel to New Zealand were received from some thousands of people (excluding obvious school-children) with coverage from every one of the forty-eight States in the United States, and also from the following countries outside of the United States: Canada, Philippines, India, Japan, Rumania, Canal Zone, Germany, Puerto Rico, Alaska, Mexico, Holland, Ecuador, Italy, Palestine, Hawaii, Brazil, Cuba, Chile, England, Argentina, Kenya Colony, Turkey, Columbia, Yugoslavia, Dutch East Indies, Ceylon.

The above list indicates the wide coverage of publications chosen for national advertising. The number of requests from within the United States was, in order of States, as follows: California, New York, Washington, Wisconsin, Pennsylvania, Michigan, Minnesota.

Since it takes at least forty-eight days and a minimum of \$700 to visit New Zealand it will be realized that the number of requests received by mail is not a true indication of the success of the Department's advertising, especially as it is stressed in all advertisements “consult your nearest travel agent, &c.”

The travel business in the United States is becoming more and more a specialized business, and a recent survey published estimated that 86 per cent. of steamer fares to points outside of the United States was sold by travel agents. The policy adopted in this territory has been to foster relationships with such agents, both in publicity and by servicing, so that all recognized travel agents will be in a position to give accurate information on New Zealand travel. This servicing takes the form of:—

- (a) Bulletins of information sent out at frequent intervals:
- (b) Supplies of literature:
- (c) Window displays, posters, and publicity material:
- (d) Personal visits by members of the staff:
- (e) Preparation of itineraries for agents to submit to their clients:
- (f) Contact of agents' clients at Los Angeles port prior to departure for New Zealand.

This is a valuable service and is appreciated by such clients and travel agents.