

APPENDICES.

APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

THE TRADE AND TOURIST COMMISSIONER IN CANADA AND THE EASTERN UNITED STATES.

The Trade and Tourist Commissioner reports a drastic decline in general American overseas travel business which, forecasted about a year ago, resulted early in 1940 in practically a complete cessation of travel from the United States of America. With the exception of cruise business to the West Indies and to South American countries, sea-borne pleasure traffic dwindled to a very low total. To meet the demands of travellers and with a view to increasing internal vacation travel, the United States proclaimed 1940 as "Travel in America Year," and this resulted in United States resorts and Canada and Mexico receiving very encouraging patronage.

The stricter control of shipping and other wartime factors have adversely affected hopes for sustaining United States to New Zealand travel business in the meantime. Furthermore, quickly changing conditions necessitated that the staff should concentrate on more urgent wartime activities, particularly in the direction of supply procurement.

Except for the continuance of participation at the New York World's Fair and the inclusion of a New Zealand exhibit at the Cleveland Exposition in January, 1941, no sustained programme of tourist publicity has been followed. Those travel inquiries which were received were given attention, and most requests for the loan of films and slides were fulfilled. Travel lecturing to small groups requesting information regarding New Zealand was undertaken, but in these instances the interest was more in New Zealand's industrial development and wartime effort than in the scenic and sporting facilities of the country.

New York World's Fair, 1940.—The decision of the New Zealand Government to re-enter the New York World's Fair in 1940 was received with satisfaction by the United States Government and the New York City authorities. As evidence of the united effort of the United Kingdom and the dominions, our participation was well advised. The New Zealand pavilion required very little alteration, particularly as the plan which had been in operation in 1939 was closely followed. This work was effected without delay, and the New Zealand pavilion was ready to receive visitors on the official opening-day. The exhibit was improved by the addition of some new features, particularly the Michael Lerner - American Museum of Natural History exhibit of deep-sea fish. The Department is greatly indebted to Mr. Lerner and to the American Museum of Natural History for providing these excellent trophies, and for the co-operation of the museum authorities in the erection and dismantling of this particular exhibit. Despite the fact that other exhibitors were inclined to use novel equipment to attract attention to their displays, it was preferred to maintain in the New Zealand pavilion an atmosphere of peaceful New Zealand life, and, probably because of the unsettled conditions overseas reflected in many of the pavilions of nations exhibiting, this quiet appeal was commented upon by many visitors. Purposely the wartime atmosphere was not introduced into the scheme of the New Zealand pavilion, which by nature of its original character planned in 1939 did not lend itself to such type of treatment. The war effort of the Dominion was not overlooked, however, but was stressed in the combined Empire war-effort display which was housed in the British pavilion. Here, a large hall was devoted to an exhibition of photographs and war exhibits, the theme being the unity of purpose of the countries of the British Commonwealth. This particular display attracted literally millions of visitors in the second half of the Fair period.

On several occasions the facilities of our New Zealand pavilion were made available to the Anzac War Relief Committee by arrangements with the New York World's Fair Corporation, and the opportunity was taken by the Committee on special days when there were large attendances to receive material support, which was so promptly forthcoming from American visitors. Letters of appreciation have been received from the President of the Anzac War Relief Committee in acknowledgment of this co-operation.

Our participation at the New York World's Fair was carried through 1940 with a reduction in staff and a definite reduction in cost of operation. Actually it will be found that participation in 1940 cost approximately one-half of the original amount voted for the purpose. The number of visitors estimated to have viewed the display equalled the total of 1939, when over four million persons visited the pavilion. On 26th September, Dominion Day was celebrated by the New York World's Fair Corporation, and New Zealand was honoured to have as its official representative on that occasion the late Marquis Lothian, His Majesty's Ambassador.

His Excellency was guest of honour at the ceremonies of celebration—namely, the luncheon tendered to New Zealand by the World's Fair Corporation, and the reception in honour of New Zealand held by the United States Commissioner-General. As the principal speaker at the New Zealand pavilion celebration, Lord Lothian delivered an address of timely interest in which he referred to the history and achievements of New Zealand. His speech was telegraphed to newspapers in many countries of the world, and the Ambassador was very appreciative of a special message received by him from New Zealand's Prime Minister.