

## APPENDICES.

## APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

## THE TRADE AND TOURIST COMMISSIONER FOR NEW ZEALAND IN AUSTRALIA.

"The past year has been a very difficult one in many ways. The Melbourne Centenary Celebrations, the visit of the Prince, the fall in wool-prices, the grasshopper pest, the fear of export restrictions on meat and dairy-produce, the unsettlement of manufacturers through tariff-reductions, the preparation by prospective tourists for a visit to London for the King's Jubilee (it is estimated that over 20,000 Australians have gone to England during the past few months) have all acted adversely on our efforts.

"Notwithstanding the above, the revenue earned by the bureaux in Australia has never before been so high. Compared with the turnover for the year prior to the reorganization of the Department in the Commonwealth this year's (1934) business shows an increase of 500 per cent., and the total number of tourists who visited New Zealand last season was by far the greatest number that ever crossed the Tasman.

"New Zealand is now particularly well known throughout the Commonwealth as a wonderful holiday resort. Our own Ministers of the Crown proved this to be so during their recent visits to this country, and as we are now actually booking through our own bureaux 35 per cent. of the total number of tourists who go to New Zealand our services may be regarded as being well known also. Hundreds of satisfied clients call to thank the Department for the wonderful treatment and service that they receive from our New Zealand and Australian bureaux and officers.

"We have employed every conceivable means to give publicity to New Zealand and to our services and organization generally. Amongst others, we used daily newspapers, weekly papers, periodicals, films and slides at theatres, large hoardings, posters, illustrated lecturettes, photo-distribution, window displays, radio talks, travel agencies, pageants, shows, articles in papers, special interviews, meeting steamers, circularizing prospects, &c.

"Australia is easily first in the world as a supplier of tourists to New Zealand and second as a buyer of New Zealand goods."

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

"*Tourist and Publicity.*—The long awaited uptrend in long-distance travel was evident last year. It was established that the bookings were much higher in the year under review than during the past four years, and noticeably, so far as the South Pacific was concerned, the increase in passenger bookings took place during the early winter in North America (November). Cruise ships on world tours had satisfactory passenger lists, and for the first time in five years de luxe accommodation was in demand on all steamer services.

"Opportunity was taken to visit the leading travel offices during the year in the large centres of population to ensure close interest being taken in New Zealand and to provide up-to-date publicity material and planned itineraries with reliable information as to cost. To elicit the interest of the public and of the chief travel organizations arrangements were made to supply attractive window-display material. Concentration in this regard was made upon the cities of New York, Washington, Baltimore, Philadelphia, Boston, Chicago, Los Angeles, and San Francisco. New Zealand sporting trophies (sword-fish heads, mounted trout, &c.), with Maori material, such as war-weapons, clothing, were supplied, together with dioramas, coloured enlarged photographs, and posters.

"In Canada a specially pleasing display was made to attract the attention of tourists at the Canadian National Exhibition held in August and September, 1934. As in past years a cinema was provided, and our publications were carefully distributed. The daily attendance averaged 107,357. The New Zealand section again earned the highest award—a gold medal—given by the directors of the Exhibition.

"The film and coloured lantern slides used by lecturers are regarded as being among the best shown on this Continent, and the audiences catered for are loud in their praise of the high-class photography and the beauty and grandeur of the Dominion's scenic attractions.

"The distribution of film has been extended to cover the Pacific and Atlantic ocean services of the Canadian Pacific steamships. All the "Empress" and "Duchess" liners trading to Japan and to Europe have been supplied with selected sound-film, and on her recent world tour, and later for her regular Atlantic sailings, the "Empress of Britain" has used, and is using, New-Zealand-produced sound-film. Further extensions in this connection are contemplated to cover other British passenger lines trading across the Atlantic.

"Miss Bathie Stuart continues to do her lecturing work faithfully and enthusiastically on the Pacific Coast. Her publicity efforts are regarded as of the highest merit by all the travel organizations.

"Whilst in New Zealand this summer I had the privilege of visiting the leading tourist and sporting resorts, and, especially in the South Island, was able to bring my information up to date by following the routes ordinarily taken by overseas travellers and adopting itineraries which proved popular and entertaining to those who made such tours for the first time."