

#### THE TRADE AND TOURIST COMMISSIONER IN WESTERN AMERICA.

The Trade and Tourist Commissioner for New Zealand in Western America reports that, because of the comparatively recent inauguration of New Zealand Government representation in Western America, a review of a complete year's activities has not been available hitherto and therefore comparisons by which progress may ordinarily be adjudged are not possible. Establishment in a new territory necessitated considerable preliminary work in both tourist and trade promotional fields, and, despite several uncalculated factors which militated against a more favourable initial year, undoubtedly encouraging results have been achieved.

The fact will be appreciated that, although the area nominally served by the Los Angeles office consists of only the eleven Western States of the United States of America, both trade and tourist activities will, at all times, be subject to national economic conditions. During the year under review industrial, commercial, and political situations have arisen to result in conditions not propitious to the undertakings for which the representation was established. However, an increase in the number of American visitors to the Dominion and a larger volume of trade between the United States and New Zealand indicate that, while certain factors were unfavourable, a measure of success has been achieved.

During the year the Department took its place amongst the interests competing for the American overseas travel expenditure, and close touch was kept with those engaged in travel-selling. One hundred and thirty authorized travel agents in this area are completely equipped to arrange and sell New Zealand inland tours to be carried out under the auspices of the Department in New Zealand. Agents' file-folders of information, pamphlets, booklets, posters, and other promotional material have been regularly supplied, and personal calls at the majority of these agencies have been effected to stimulate interest in the sale of New Zealand travel, to establish routine, and to create good will between the travel salesmen and the Department. An increasing number of special itineraries have been planned for agents for submission to their clients. Letters of introduction to facilitate the New Zealand visits of individuals have been furnished through the same channels. Addresses have been given to groups of tour salesmen to indicate the "selling-points" of New Zealand in order that they may be better equipped to present New Zealand as a tourist country.

One of the principal tasks to be undertaken was that of dissuading agents from offering to the public round-trip tickets to Australia, thus presenting New Zealand as merely a place of call en route.

Results from our activities were confidently anticipated to become more evident during the New Zealand tourist season now ending, but the extremely unfortunate withdrawal of the Union Line's steamers from the Pacific Coast—New Zealand route and the complete tie-up of all shipping as the result of the maritime strike were responsible for the very drastic reduction of business which had been stimulated in this way.

During the latter portion of the year it was decided, in view of the conditions then obtaining, to direct activities towards the promotion of traffic at a time when circumstances would be more favourable, and, therefore, preliminary arrangements were made with leading tour agencies in Western States to promote groups to visit New Zealand during the coming months of June, July, and August—the Northern Hemisphere mid-summer period. Support has been afforded the promoters of these proposed tourist groups, and there is every indication that at least eight special parties will visit the Dominion at the time. In addition, an increased number of independent travellers can be expected to arrive.

#### THE TRADE AND TOURIST COMMISSIONER IN EUROPE.

The Trade and Tourist Commissioner reports that opportunity was taken during the year to secure relatively inexpensive publicity through window-displays, the placing of newspaper articles, the distribution of printed publicity material, brochures, posters, &c., and action was taken with the object of securing a distribution of both theatre-size and small-size publicity film. Steps are being taken to secure if possible without payment, some publicity through broadcasting-stations, and endeavours are being made to arrange for publicity without heavy expense through an extension of the distribution of photographic and window-display material.

Steps have been taken to arrange for the writing and placing of newspaper articles in German, French, Dutch, and Scandinavian languages in a number of suitable publications throughout Northern Europe. The office was able to participate in a large poster exhibition shown in Brussels, and subsequently in a number of Continental countries. Short news paragraphs prepared in the office and also from material sent from New Zealand have been translated and distributed to newspapers in Switzerland, Holland, Germany, Scandinavia, Austria, France, and Belgium. Wherever possible photographic material has been distributed with news paragraphs.

Contact has been established with a number of tourist agencies and with important shipping companies, and offers have been made to supply information and itineraries for prospective travellers who might visit the Dominion. In conjunction with the departmental representative in London offers have been made in a number of cases for the establishment of agency arrangements which would provide European travel firms with commission on tourist business directed towards New Zealand.

#### THE TRADE AND TOURIST COMMISSIONER IN AUSTRALIA.

The Trade and Tourist Commissioner for New Zealand in Australia reports that the past year marked the continuance of more prosperous conditions throughout the Commonwealth and that a substantial increase in travel from Australia to New Zealand was recorded. The total bookings including travellers' cheques issued, &c., by the Department's branches in Sydney and Melbourne, also sub-agents, throughout the Commonwealth amounted to the substantial figure of £108,385.