

good results reflects the strength of the Department's position in Great Britain. Travel to the Continent of Europe received a bad setback and, unfortunate though the causes were, they enabled a vigorous campaign to be proceeded with, which was warmly received by travel agents in Great Britain. During the year relations with travel agents have been very widely extended. Some two hundred agents are now in active co-operation, and the Department is adequately represented in every town of any consequence in England, Scotland, Wales, and Northern Ireland. This work among travel agents is the surest foundation on which to build for future business. To-day New Zealand is well-known among people in the travel and shipping industry, and the increasing number of bookings received through agents is an indication that the Department's policy of working in close co-operation with them is fully justified. Literature, posters, and display material, as well as detailed travel information, are distributed regularly, and there is constant touch by correspondence and personal visits.

In the field of tourist publicity much has been done during the past year. This feature of the Department's work is a big factor in stimulating tourist traffic to New Zealand and in publicizing New Zealand generally. Close contact has been maintained throughout the year with the Publicity Section and this was particularly in evidence during the Glasgow Exhibition. In regard to publicity, a very important development took place during the past year. This was the formation of a New Zealand Public Relations Council. The Council, which consists of representatives of the New Zealand Marketing Organizations and the Government, is proceeding with an active and very far-reaching policy of publicizing all features of New Zealand in Great Britain.

During the year the Department issued three new brochures especially for use in Great Britain—

- (1) "Ahoy! New Zealand," containing concise information about steamship routes and fares to the Dominion;
- (2) "Travel in New Zealand," a brochure explaining the services of the Department and presenting a number of specimen itineraries; and
- (3) "Trout, Salmon, and Deep-sea Angling in New Zealand waters."

These brochures have proved of great value and have been welcomed, particularly by travel agents. The publication of a Quarterly Bulletin entitled *New Zealand News and Views* is now a very important feature of the Department's publicity work and has met with warm approval from people and organizations interested in New Zealand. This magazine is being distributed by direct mail to approximately five thousand individuals, and the selective list of addresses will be extended with each issue.

An important move as regards co-operation with Australia was made during the year. Some ten to twelve thousand Australians visit England each year on round-the-world tickets. Many have not visited New Zealand, but are potential visitors on their homeward voyage. With this in mind a reciprocal arrangement was entered into with the London office of the Australian National Travel Association for the interchange of addresses. On the part of the Department the Australian National Travel Association is kept supplied with the names and addresses of New Zealand visitors to England, and the Australian National Travel Association in return supplies the Department with the names and addresses of Australian visitors. Australian visitors to Great Britain will now receive on arrival a specially illustrated leaflet entitled "Why not Return via New Zealand."

Further co-operation with the Australian officials has been made whereby all answers to inquiries received by the London office of the Australian National Travel Association now include one piece of New Zealand literature in addition to the Australian brochures that would normally be forwarded. In return one Australian brochure is now included in the packages of New Zealand literature distributed to inquirers.

Plans are in hand for taking full advantage of the opportunity afforded by the Centennial celebrations to publicize New Zealand in Great Britain. As a means of drawing attention to the Centennial a special Centennial tour is now in course of organization. Wide publicity has been given to the tour, and the active co-operation of the Shaw, Savill and Albion Line, New Zealand Shipping Co., and the Australian National Travel Association, as well as all travel agents, has been secured.

The organizing of party tours during the past year was handicapped owing to the international situation, but, in conjunction with the Workers' Travel Association, a round-the world tour with New Zealand as the main objective was successfully arranged. The party consisted of eighteen members, and some six weeks were devoted to an extensive tour in New Zealand.

As in past years, returning tourists have expressed appreciation for the service rendered by the Department.

TOURIST AGENT, TE AROHA.

The revenue figures disclose another increase, and the attendance has likewise shown improvement.

Mokena Geyser.—The work of constructing a catchment basin and storage tank has not as yet been undertaken. When completed the structure will add considerably to the attractive appearance of the geyser in its natural bush setting.

Tepid Baths.—Renovation in the form of lining and painting interior of the tepid mineral-water swimming-bath has added to its attractiveness, and it is daily becoming more popular.

The electric baths are increasing in popularity due to having them advertised on the screen per slides. The Vapour Bath, which has been in disuse, has been renovated and is fast becoming a popular treatment.

New flood lights were erected on the bowling-greens at the beginning of December, and have made a vast improvement to night bowling.

The usual maintenance has been carried out, and considerable repair work of a minor nature has been effected, such as relining sides of pools with heavy timber, repainting stained portions, replacing worm-eaten sections, &c.