

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 that general international unrest had, even prior to the opening of the year, affected American travel abroad, and there was a noticeable decrease in the summer vacation excursions operating out of the United States from January to September. When war was declared in September, and various measures undertaken by the United States Government to protect United States neutrality, the travel business generally suffered one of the most severe shocks it has ever experienced. There was a general curtailment of travel advertising, and well-established travel agents who normally looked to overseas tours for their revenue quickly adjusted their organizations for the sale of domestic travel.

From the outbreak of war until the end of December there was naturally a lack of inquiry for travel in New Zealand. Strangely enough, a revival of interest was evident in January, 1940, and actual bookings were effected by both the Los Angeles and the Toronto offices. Shipping companies operating on the Pacific felt that the fact that the war had not come into the Pacific area should encourage them to appropriate money for advertising.

As a result of these adverse conditions there was a severe drop in actual bookings when compared with the 1938-39 season. Actually, itineraries planned were valued at \$20,761.00, but of these, a total amounting to 66 per cent. were cancelled as the direct result of the outbreak of war.

In Canada and in the United States close contact is being maintained with the Canadian Pacific Railway Company and the Matson Navigation Company, as well as the principal offices of the American Express Company and other travel agencies. It is interesting to note that another Far Harbours tour is in course of promotion, that Messrs. Thomas Cook and Sons are also promoting summer tours to the South Seas, and that the American Express Company, in conjunction with the New Zealand Government Tourist offices, is also interested in the development of a party movement during the coming summer months.

Advertising and Publicity.—As has been stated, plans for a national advertising campaign in 1939 were cancelled. However, by direct mail, and by lectures to small groups, by the distribution of films and lantern slides, and particularly through participation in the Golden Gate Exposition and the New York World's Fair, a great deal of interest concerning New Zealand was created in the minds of Americans. In addition to these displays, New Zealand was represented with attractive exhibits at the *Chicago Daily News* Travel Exposition, and at the Canadian National Exhibition.

"Chicago Daily News" Fourth Annual Travel Exposition.—A particularly attractive display was prepared by a Chicago artist, making use of an excellent selection of coloured enlarged photographs.

Many inquiries from prospective settlers and tourists were dealt with, and one tour party was put in touch with the Matson line for a definite booking. A number of inquiries followed up from Toronto.

Canadian National Exhibition.—Despite rather unfavourable weather, also the declaration of war and its consequent disturbances, the total attendance was 1,626,000. The best single day was 207,000, and the average daily attendance 116,000. It is interesting to note that the aggregate far exceeded the attendance at the Golden Gate Exposition, San Francisco, for the comparable period, while it was also within a few thousands of the attendance at the New York World's Fair for the same period.

On this occasion the whole of the display material was prepared in Toronto, and, in sections devoted to communications and transport, legislation, agriculture, industry, sporting, and scenery, was emphasized the progress made in many fields during one hundred years under British rule. A large section was also devoted solely to the attractions of the Centennial Exhibition and the important events of Centennial year. The whole exhibit was most colourful, artistic, and informative, and drew much praise from visitors.

The Board of Directors of the Canadian National Exhibition Association again honoured New Zealand with a gold medal for the excellence of the exhibit.

New York World's Fair, 1939.—During the period of the Fair New Zealand was greatly honoured by a visit to her Pavilion by their Majesties the King and Queen. On Dominion Day in September the Fair authorities honoured New Zealand's National Day at the World Fair.

It is estimated that almost four million visitors saw the New Zealand Display.

Amongst the general inquiries, information was sought regarding employment, settlement in New Zealand, housing, health services, social reforms generally, sport, and practically every phase of New Zealand life.

The Visitors' Book is tangible evidence of the opinions of the majority of those who passed through the Pavilion. Particularly is this result pleasing when it is considered that the original appropriation was far lower than those of other Governments participating, and more so when it is considered that the representation was carried out for a total figure less than the appropriation voted.