

The Cleveland Exposition, held in January, was of two weeks' duration. It contained several displays from the New York World's Fair, and again a common Empire front was evident with the inclusion of exhibits from the United Kingdom and the dominions. The New Zealand display at Cleveland was of a general nature, small in size, but definitely of interest, and, although no immediate benefit might result, justified its inclusion and resulted in many interested inquiries being received.

THE TOURIST AND PUBLICITY REPRESENTATIVE IN WESTERN AMERICA.

Under present world conditions, tourist traffic as far as New Zealand is concerned has fallen off to such an extent as to be practically negligible, reports the New Zealand Representative in Western America.

Despite the apparent difficulties, it was hoped to promote at least some tourist traffic during the summer vacation months of June, July, and August. Efforts were concentrated first on a tour party promotion by the American Express Co., in San Francisco, and in this connection a small appropriation was made available for local newspaper advertising. In addition, a special folder was printed, and received wide distribution throughout the territory. Every indication was that the tour party would be well supported, but owing to war conditions the actual number finally making the trip was seven.

The second major promotion was that undertaken by Mr. Deane Dickason, who has conducted annually a "Far Harbour" tour. This particular tour party was *de luxe* promotion, providing for premium accommodation throughout and travel by private automobile in New Zealand. Both the Matson Navigation Co. and this office co-operated to the fullest extent, and every possible assistance was afforded Mr. Dickason. Prior to sailing there were actually twelve deposits on hand, but adverse publicity regarding war conditions caused eight cancellations. Mr. Dickason finally sent the party of four merely as an independent group.

Another agency in Southern California was instrumental in organizing a party of twelve to take the Matson escorted cruise to Australia and New Zealand. Although this meant that the party would be in New Zealand only for the day the ship was in port, they were able to undertake Auckland sightseeing and the day trip to Rotorua.

During the year under review, seventeen itineraries were requested by travel agents and individuals covering a total of approximately thirty-five people. The total value of these itineraries amounted to \$6,520-00. During the year the gross tour sales made amounted to \$3,939-50. This is a decrease of approximately \$500-00 as compared with last year's effort, but the difficulties of travel promotion have been immeasurably more acute than at any time in the past.

In addition to actual cash sales, a number of tourists left for New Zealand without making any advance arrangements, there being nineteen definite bookings, and in addition twenty-four people definitely sailed for New Zealand with the intention of making their travel arrangements on arrival. All of these people were contacted by the Auckland Bureau, and in almost every case travel sales resulted.

To add to the difficulties of tourist promotion, many of the smaller travel agents have been forced to abandon their activities at least for the duration of the war. The Matson Navigation Co. it still continuing its national advertising campaign, and although Honolulu is being featured, New Zealand is always mentioned. Similarly, the Canadian Australasian Line is still advertising travel to New Zealand.

Publicity.—As was the case in the previous year, no national magazine advertising campaign was undertaken during the year under review. During the year a total of 440 requests for information were received. Although the majority of requests originated in the United States, inquiries were received from Canada, Puerto Rico, Brazil, Philippine Islands, and China. It is interesting to note that all of the foreign requests resulted from previous advertisements in the *National Geographic* magazine.

With the inauguration of the Pan American Airways clipper service to New Zealand, an excellent opportunity was afforded to further publicize this Dominion. Great interest was evinced by the press generally and some very fine descriptive stories were printed. In addition, an inaugural banquet was held in Los Angeles, and on this occasion special New Zealand toheroa soup supplied by the New Zealand Representative was a feature of the dinner.

In July last at the Los Angeles County Fair held at Pomona, California, the Department was offered and accepted free space in a travel exhibit operated by a local travel agency. Many favourable comments were received regarding the attractiveness of the exhibit and also that the Department was able to participate in view of existing conditions.

During the year one or two travel agents in the San Francisco area have organized travel lectures, and on several occasions New Zealand publicity films have been loaned to them for special showings.

Films.—In accordance with the Department's general policy, 16 mm. publicity films have been made available without charge to various groups and individuals. During the year a total of eighty-one films have been loaned for this purpose. Fine publicity is being achieved by Messrs. Akin and Bagshaw, who operate a film exchange covering the Rocky Mountain States. The New Zealand films held by this firm receive very wide circulation. Sets of coloured slides have also been loaned to various New Zealanders temporarily residing in educational institutions, &c., in the United States. In addition to the above, many requests are received for members of the staff to provide films and lecture programmes. Actually some twenty-eight publicity lectures covering the whole of Southern California have been given by the staff.