

PUBLICITY.

A most valuable publicity feature during the past year was the publication of a special article on New Zealand in the National Geographic Magazine, February, 1936 (over one million copies circulated), beautifully illustrated by twenty-three natural colour and thirty-one high-grade black and white photographs of the Dominion's scenic resorts, cities, &c. The Department took advantage of this issue to advertise its tourist resorts. We are indebted to Mr. Robert Moore, of the National Geographic staff, with whom the Department co-operated very closely when he visited the Dominion to secure the necessary information and illustrations for this article. A detailed map of New Zealand was included.

During the year an additional publication, entitled "New Zealand in the News," was issued regularly each month and sent overseas. From this many extracts have been taken and published by newspapers in various countries.

A talkie film, entitled "New Zealand's Scenic Charm," was released, and a special copy was presented to the "Queen Mary" for inclusion in its movietone entertaining equipment and for display on board whilst travelling between America and England.

SERVICE.

Special couriers, wearing an attractive and distinctive uniform, have been provided during the year to meet incoming steamers for the purpose of assisting visitors from overseas. This service has proved itself to be popular.

OVERSEAS ACTIVITIES.

Our Tourist and Trade Commissioner in Canada and the United States made a detailed itinerary in those countries during the year and called upon all the chief travel agents and shipping companies in that territory. The contacts made were most valuable, and the fullest information has been made available for the use and guidance of these important tour-sales services.

PARTY TOURS.

Several important party tours were planned overseas and conducted by the Department during the present season. These comprised groups of school-teachers from Honolulu and from the United States of America. The British Empire Farmers' party, the South Australian Farmers' party, the South African Farmers' party, and the Burns Philp party were all very successful ventures. Most encouraging and complimentary letters have been received from the leaders and members of these parties, who expressed thanks and appreciation of the services and help rendered by the Department during their visits to New Zealand.

SKI-ING CHAMPIONSHIPS.

The organization of a ski-ing party from Australia to compete at the Winter Sports in New Zealand during the coming winter was arranged during the year. We are now assured of a large number of competitors from the Commonwealth, who will take part in the National Championships at the Chateau next August.

EXHIBITIONS.

All of the material for a New Zealand Court at the Empire Exhibition at Johannesburg, South Africa, has been prepared and collected and shipped to the Union, where the publicity that will be given by dioramas, posters, scenic films, and special publications is expected to bear fruitful results and to encourage the people from that country to come to New Zealand for their holidays. Two experienced officers from the Department have been sent to Johannesburg in charge of the exhibit.

APPRECIATION.

The following are a few extracts from many hundreds of letters received by the Department during the year from tourists who appreciate the service given:—

Extract from letter from Mr. Martin R. Boon, Boons, Transvaal, South Africa:—

As a South African and a member of the South African section of the Empire Primary Producers' party which have just concluded our tour, I have to thank you on my behalf for your wonderful itinerary made out for us showing us your great farming and scenic beauties of New Zealand.

Extract from a letter from Mrs. Rose Watts, Railway Hotel, Port Piri, South Australia:—

I desire to express my thanks and appreciation for the very fine manner in which my daughter and I were treated by the members of your Department during our recent visit to New Zealand.

Extract from letter from General F. J. Duncan, leader Primary Producers' Empire party:—

Our tour in New Zealand draws to its close, and the day after to-morrow we leave your hospitable shores. Before saying good-bye I should like to place on record the very warm appreciation of our party of all the arrangements which have been made by your Department for our comfort and convenience. Really, nothing could have exceeded the excellence of these arrangements. Not once has there been the slightest hitch—not even a suit-case has failed to appear in the proper owner's room. May I ask you to accept our very warmest thanks for all your Department has done.

Extract from letter from Mrs. John W. Poe, San Francisco:—

I want to thank you for the convenient way by which you made it possible for me to see so much of beautiful New Zealand in so short a time. It has been child's play to get about under your splendid system.

Extract from letter from Mr. W. Edmonds, Adelaide:—

Mrs. Oliver and I cannot express too highly our appreciation of your Bureau and its efficient arrangements for touring comforts.