

APPENDICES.

APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

THE TRADE AND TOURIST COMMISSIONER FOR NEW ZEALAND IN AUSTRALIA.

“ Summarized, the past tourist season, numerically and financially, has been a record one, to which all the Department’s offices in Australia have contributed.

“ Some £6,200 was taken in cruise bookings alone, showing an increase of £500 over the previous year. Both the P. and O. and Orient companies have expressed themselves as fully satisfied with the success of the trips taken.

“ The Brisbane Agents of the Department, Messrs. Dewar and Jones, closely co-operated with the Sydney Office, and doubled the previous year’s sales.

“ The shipping strike adversely affected bookings, especially from Sydney and Newcastle, but, as stated, the total turnover for the year was excellent.

“ In addition to the P. and O. and Orient cruises, the following special parties were catered for—viz., Bowlers’ tour (N.S.W.), Primary Producers’ party (S.A.), Burns Philp party, and the American school-teachers. All of these parties had enjoyable tours in New Zealand and expressed appreciation of the Department’s services.

“ During the year numerous publicity avenues were followed up, including lectures, representation at national functions, window displays, radio talks, &c. Close contact was also maintained with the recognized Publicity Associations, such as the Millions and Travel Clubs, Returned Soldiers’ Association, personal calls on Consular offices and their executives, and liaison maintained with the press in respect to the arrival, &c., of New-Zealanders of public standing. Briefly, every form of suitable publicity has been taken advantage of in addition to our ordinary paid avenues.

“ The past year has seen a rapid development by several of the banks (New South Wales, New Zealand, and National Bank of Australasia, in particular) to cater for their clients in the travel field. In this movement we have extended full co-operation, as obviously it is in the interests of New Zealand as a whole, and at some stage usually brings such travellers into our New Zealand travel service. It has, however, tended to reduce the volume of our bureau sales.

“ Thus the year has terminated with very satisfactory results, which bear eloquent testimony firstly to the excellent publicity foundation laid down by my predecessor, secondly to the loyal support and selling-capacity of the ‘Tours’ staff, and finally to buoyant economic tendencies and more optimistic outlook of the Australian public, which is composed for the most part of liberal spenders when they have it. I have been more than impressed also with the co-operation which is being increasingly extended. The new year will not be without its problems, of which the Coronation will take its toll of what would otherwise be our field, but this, to some extent, can be remedied by the London Office if sufficient financial capacity remains and Australian visitors to London can be induced to return via America and New Zealand.”

THE TRADE AND TOURIST COMMISSIONER IN CANADA AND THE EASTERN UNITED STATES.

“ The year under review has been much more active than the previous four years in the interest taken in travel to New Zealand. Dealing firstly with Canada, it can confidently be claimed that the propaganda work of the past five years, sustained over every province, has made New Zealand better known. By co-operation with the various travel offices, and particularly with the Canadian Pacific Railway Company, there has been wider distribution of booklets and posters. All the main cities have had opportunity to witness the excellent slides and films prepared by Head Office, while a careful selection of speakers and lecturers has borne excellent results.

“ Several wealthy Canadians who made extended tours of New Zealand during 1935–36 were supplied with itineraries covering both Islands most comprehensively. Their reaction on their return has invariably been most complimentary, and has been of considerable help in persuading others to pay a visit. The one criticism has been of the lack of up-to-date hotel accommodation, especially as regards bedroom-bath facilities.

“ In a recent check-up of all the leading travel agencies in Canada, it was found that ample supplies of literature and of costed itineraries were on hand and kept ready for reference. It may be confidently claimed that no agent lacks essential information to supply clients with quick and reliable details. Competition, however, is keen, and cost and time still the deciding factors.

“ The United States, with a vast population educated to travel, is still the most fruitful source of tourists who are not limited to the leisured and wealthy, but are drawn from the middle classes, and particularly from educational circles. This latter group will support the winter tourist traffic to New Zealand.

“ A personal visit to the West Coast and a tour of all agencies with Mr. Firth, New Zealand Commissioner at Los Angeles, has resulted in a most satisfactory liaison being established with both principals and selling staffs which should prove most profitable.