

1950
NEW ZEALAND

DEPARTMENT OF TOURIST AND HEALTH RESORTS

(ANNUAL REPORT OF THE)

Presented to Both Houses of the General Assembly by Command of His Excellency

The Hon. the MINISTER IN CHARGE OF THE DEPARTMENT OF TOURIST AND HEALTH
RESORTS to HIS EXCELLENCY THE GOVERNOR-GENERAL

Wellington, 1st August, 1950.

I HAVE the honour to submit to Your Excellency the Report of the Department of
Tourist and Health Resorts for the year ended 31st March, 1950.

F. W. DOIDGE,
Minister of Tourist and Health Resorts.

His Excellency the Governor-General of New Zealand.

ANNUAL REPORT OF THE ACTING GENERAL MANAGER OF THE DEPARTMENT OF TOURIST AND HEALTH RESORTS

SIR,—

Wellington, 4th July, 1950.

I have the honour to submit the following report on the organization and work
of the Department of Tourist and Health Resorts for the year ended 31st March, 1950.

I have, &c.,

J. HOUSTON,
Acting General Manager.

The Hon. F. W. Doidge,
Minister of Tourist and Health Resorts.

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TRAVEL PROMOTION

(1) ORGANIZATION

In addition to the six active Bureaux in New Zealand centres, and also at Sydney, Melbourne, and London, the Department has twenty-two selling Agencies in this country providing an extension of the services of the main Bureaux.

The business links with private travel agencies in the principal cities and towns in Australia were strengthened and this form of representation is being extended gradually with mutually satisfactory results. Honorary Representatives in North America, South Africa, India, the Far East, and Fiji were accorded full support in their work of providing travel information and stimulating tourist traffic to New Zealand. There was active liaison in Britain between the Department's Travel Manager and travel agencies, international tourist organizations, and the British Travel Association. Fuller representation in North America is envisaged, and the initial appointment is planned to become effective after the middle of 1950. (A preliminary survey in the North American field was undertaken in the latter months of 1949, and is reported more particularly hereafter.) Work in North America has been largely of the preparatory kind but has already produced some results.

(2) SALES

The year has been marked by the provision of more plentiful supplies of necessary selling-material and the actual passenger-booking sales reported totalled £1,634,958 as compared with £1,448,955 for the previous year. As before, the transactions covered specially planned independent travel, conducted and party tours, and a great number of single and return journeys with and without inclusion of accommodation and sight-seeing services. Some noteworthy special parties were dealt with and party tours continued in strong demand.

(3) OVERSEAS BUREAUX

AUSTRALIA

Sydney.—The twelve months in review has proved the busiest on record at this Bureau. Sales increased by £19,911 over the previous year and were more than double the figures for 1939, the last "peak" year.

Two major party tours of New Zealand (one consisting wholly of residents of New South Wales) were organized, and ten others with personnel from various States were operated in conjunction with the Melbourne Bureau over the period October to March.

The variation in the exchange-rate whereby the Australian pound is at a discount as compared with New Zealand did not make the difference to the volume of traffic which might have been expected.

Shortage of hotel accommodation in New Zealand during the summer months and also lack of berths on the Tasman shipping lines probably was a deterrent to a proportion of business offering, but special arrangements made by the Department to honour all overseas bookings, including fairly late ones, during the busiest period, made it possible to "spread" incoming traffic very satisfactorily.

Melbourne.—This Bureau reports a most successful period which was stimulating from the salesman's point of view in as much as many of the circumstances which frustrated efforts to sell New Zealand travel in the post-war years have now disappeared. The results of the year's work under these encouraging conditions were a 35 per cent. increase in individual bookings and an increase in sales of 103 per cent. as compared with the previous twelve months. Increase for the year was £40,103.

Melbourne, in common with Sydney, experienced no diminution in business that could be attributed to the adverse exchange-rate.

Hotel accommodation difficulties in New Zealand at times had a braking effect on tour sales, but the co-operation of the Bureaux at Wellington and Auckland in substantially overcoming these problems is gratefully acknowledged. It is doubtful if much business was lost because of shortages in better-type accommodation, and very few complaints were received from those visitors who necessarily were obliged to accept what was often inferior accommodation.

Ten party tours were operated in conjunction with Sydney Bureau and, in addition, five parties with special interests—*e.g.*, farmers from South Australia and West Australia, &c.—were also organized. Other "special interest" party tours are planned.

BRITAIN

The Travel Manager in London is confident that tourist traffic from the United Kingdom to New Zealand is now re-established, and this contention is supported by a smart upward trend in direct bookings which are the heaviest dealt with since the end of the war, and are almost equal to the volume of business transacted in 1937. Increase for the year was £3,354.

There has been a marked improvement in the availability of steamship accommodation and there is every reason to anticipate further improvement. British shipping fleets have been largely restored on the Suez, Cape of Good Hope, and North Atlantic routes, but still remain well below pre-war level on the Pacific route. It is noteworthy that whereas several years ago ships were filled largely with "non-tourist" passengers, to-day more and more people travelling mainly for pleasure are figuring in the lists. All vessels now in service are either newly reconditioned or newly commissioned.

Although travel by sea has a strong appeal to the tourist from Britain, who is usually in search of a long leisurely holiday, the airlines, which have the best of modern aircraft in service, also help to swell passenger traffic to New Zealand. Observation tends to confirm that most visitors arriving by air are business men or officials but many of these, of course, combine New Zealand sightseeing to a greater or lesser extent with their principal objectives.

While existing currency restrictions are an impediment to international tourist travel for British people, they react to New Zealand's advantage as major tours are necessarily confined to the sterling area. For the time being, at any rate, the pleasures of round-the-world travel embracing the now troubled countries of the Near East, India, Indonesia, China, and Japan, are gone. It is noticeable, the Travel Manager reports, that as the shipping position improves travel agencies are turning their thoughts once more to the promotion of round-the-world tour parties with South Africa, Australia, and New Zealand as the most favoured countries.

Fairly extensive contact has been established with travel agencies in the United Kingdom, and a stage is being reached for a more active approach to some six hundred establishments associated with the Department's Bureau.

(4) TRANSPORTATION FROM OVERSEAS

(i) AIR

The air-line services operating to New Zealand from Australia and North America are maintained to a high standard and the frequencies of time-table in each case have been sufficient to handle adequately all traffic offering. The improved frequencies in the trans-Tasman service have been of considerable service in dealing with tourist traffic between Australia and New Zealand and *vice versa*.

(ii) SEA

With the resumption of regular services between Australia and New Zealand with reasonably large and well-appointed vessels there has been a progressive improvement in passenger traffic between both countries. To some extent sea-travel appears to be more popular among tourists and doubtless, as has been suggested in some quarters, the three and a half days' voyage is an attraction to those travellers to whom speed is not a main consideration.

The British steamship services operating to New Zealand via Panama cannot be regarded as back to normal running and capacity.

Passenger services between New Zealand and North America by British lines are below normal requirements, the r.m.s. "Aorangi" being the sole vessel operating to a regular schedule. (It has recently been announced that this vessel will withdraw from this service in January, 1951.) Little definite information is known of American intentions with regard to resumption of their South Pacific time-tables, but already there are indications of planning for Pacific cruises, although regular service schedules have been considered.

There is a likelihood of reintroduction of P. and O. and Orient line extension cruises to New Zealand later, and it is expected that the giant Cunarder "Caronia" will undertake a world cruise in 1951 which will include New Zealand.

(5) TRANSPORTATION : DOMESTIC

The increasing development of internal transport services in all sections of the industry has served to meet the demands of travellers fairly satisfactorily. As usual, the peak periods of travel were characterized by certain shortages of transport accommodation. These seasonal deficiencies were relieved to some extent by the more extensive use of party-tour motor-coaches and special car travel by *de luxe* limousines. A new departure in travel in the North Island was the operation by a private organization of a through road-liner service between Auckland and Wellington and *vice versa*, and of a special motor-coach between Wellington and Rotorua by the N.Z.R. Road Services. The heavy patronage of these services appears to warrant their retention and may possibly mean amplification in the future.

(6) ACCOMMODATION

There is a growing public realization of the current inadequacies of accommodation for the traveller in New Zealand. While the present position is not peculiar to New Zealand alone, shortages in this country are a matter of grave concern. Expansion of existing services is becoming increasingly urgent. A variety of factors contributes to the present conditions, but probably the main obstacle to extension and new building is absence of priority treatment in respect of materials and labour. It is conceded that problems of general housing must be disposed of or overtaken substantially before hotel developments are proceeded with on a large scale, but it is hoped that hotel interests may be able to give attention to this most important subject in order to cater for the expanding tourist traffic. There is every prospect of this business reaching boom proportions within a few years but if our accommodation resources remain at the present unsatisfactory level, the benefits will be transitory only. Therefore, every reasonable effort should be made to develop and foster the tourist industry.

It is acknowledged that almost everywhere in New Zealand these inadequacies exist, but they are intensified in two major tourist resorts—Rotorua and Queenstown. In each of these cases immediate attention is called for and the limit of expedients has been reached. The Department's passenger-booking organization has dealt with many visitors whose tour arrangements have been seriously impaired by shortcomings in accommodation at these noted places, and these experiences are common to all other

booking agencies. It is true that many of the hotels and other accommodation establishments have been as co-operative as possible, but their obvious inability to provide minimum services for the business offering proclaims the grave necessity for active attention.

(7) TOURIST ARRIVALS

Persons arriving in New Zealand describing themselves as tourists numbered 10,768, showing an increase of 2,940 as compared with 1948-49. The countries of origin were :—

Australia	6,524
Great Britain	1,535
British Pacific islands	1,237
United States of America	504
Canada	168
Southern Rhodesia and Union of South Africa	158
Other British countries	384
All other countries	258
	10,768

Total tourist arrivals in previous years were as follows :—

1938-39	13,054	1944-45	1,425
1939-40	6,890	1945-46	2,576
1940-41	3,810	1946-47	4,840
1941-42	1,798	1947-48	7,692
1942-43	630	1948-49	7,828
1943-44	974		

(8) BUREAUX AND AGENCIES IN NEW ZEALAND

AUCKLAND

Another record tourist season was experienced and is the reflection of ever-increasing patronage of visitors and local travellers. The increase for the combined activities of the tourist and railway sections was £31,898 over the preceding year.

Eighty-four party tours were operated from this Bureau and included the parties from Australia and another from South Africa. The number of tourists from Australia has increased considerably and there was a noticeable increase also in actual bookings from North America with gratifying dollar earnings. In a single instance 5,000 United States dollars were paid for an independent tour within New Zealand by a visiting American and his wife.

ROTORUA

An increase of £4,875 was shown on the previous year's figures, or about £25,400 in advance of the sales for 1938-39, the immediate pre-war year. This is a very great increase in business for a comparatively small office and is an index to the industry and efficiency of the staff responsible. As pointed out in previous reports, there is a considerable volume of work undertaken by this office on behalf of other Bureaux and Agencies, chiefly in connection with local accommodation reservations, which is not disclosed by the actual sales turnover.

WELLINGTON

This Bureau's report shows an aggregate increase of £35,130 for combined activities as compared with 1948-49, which must be regarded as highly satisfactory.

No less than 243 people were booked on party tours from Australia and 174 residents took advantage of locally-organized party tours.

Many individual tours were planned and operated for visitors from Australia, Britain, and South Africa, and to a more limited extent for tourists from United States of America, Canada, and India, as well as for New Zealand residents.

A number of group, week-end, special car, and sporting bodies (Australian and local) tours were organized, and, in addition, special itineraries were planned for Diplomatic and Consular representatives and distinguished visitors.

CHRISTCHURCH

Business transacted here has trebled the pre-war sales, and possibly the peak of local travel turnover is in sight. Sales have been well maintained and an over-all increase for both tourist and railway sections of £4,555 has been shown.

A slightly lesser number of party and week-end tours was operated as compared with the preceding year. The chief reason for this is the various other local tourist-booking interests competing in the same field. It is noteworthy that overseas visitors patronized party tours to a greater extent than hitherto. Party tours provide a solution to accommodation difficulties that confront overseas applicants for late bookings. Several limousine tours were operated with conspicuous success.

DUNEDIN

Sales turnover at this Bureau advanced by £5,370 which figure, in view of local problems, must be considered very satisfactory.

Eight party tours were run successfully during the year, and experience clearly indicates that those not exceeding one week in duration are most popular locally, and, also, that the Eglinton Valley - Milford Sound area is outstandingly popular with party members.

All Southern Lakes and Fiordland resorts have been heavily booked and the accommodation centres for those attractions which are not seasonal remained so throughout the whole year.

INVERCARGILL

Ticket-sales here reached an all-time record and show an advance over the previous year of £12,139, which is a credit to a keen and industrious staff.

As is the case with Dunedin, party tours of short duration are more popular and more successful than longer tours.

Accommodation in the more popular resorts of the southern districts has been the major problem confronting this and other Bureaux and the Agencies. Queenstown facilities have been quite inadequate, and difficulty has also been experienced in obtaining sufficient accommodation for visitors to Invercargill and Stewart Island.

TE AROHA

Passenger-booking facilities at this resort are a minor aspect of the Department's activities, but they continue to provide a useful service to residents of the town and district, and there is an increasing tendency for the services of the local Bureau to be availed of by residents of Thames, Waihi, Paeroa, Matamata, and Morrinsville. More individual bookings were made but for a lesser return than was the case in the preceding year.

NEW ZEALAND BOOKING AGENCIES

The sales turnover of the local booking agents associated with the Department's passenger-booking organization indicates that they continue to enjoy the support of the travelling public and that the services are appreciated. Aggregate figures show an advance of £35,824 over those for the preceding year.

ADVERTISING, PUBLICITY PLANS, ETC.

(i) OVERSEAS

AUSTRALIA

Advertising in Australia has been confined chiefly to the press and various publications with newspaper advertising predominating. The sum allocated was equivalent to £1,860 Australian, and in terms of New Zealand's ability to service the traffic at present offering from that territory is considered to be sufficient.

Well-placed newspaper advertising served a useful purpose in featuring the party tours and vacant bookings were quickly sold by this means.

General publicity was maintained as before and every legitimate opportunity to publicize New Zealand natural attractions and sporting opportunities was taken. A large number of Australian publications carried articles supplied from Head Office or based on material provided from that source, or written after their return to their homeland by enthusiastic visitors. Good use has also been made of photographs to illustrate the writings of Australian contributors of New Zealand subjects to local publications.

Display material of various kinds has also been used to advantage in many cities and centres.

Much publicity is obtained by means of a library of New Zealand motion-picture films. The average issues per month exceed 175 and, although not recorded, the audiences in various parts of the Commonwealth that have seen these films must aggregate some thousands in a single year.

BRITAIN

In this territory publicity falls within the province of the Public Relations Branch of the High Commissioner's office. This Branch has been strengthened considerably since the war, and the opinion has been expressed that it has never before been better organized or more effective than at the present time.

The Department's Travel Manager works in close association with the Public Relations Officer and staff in matters of general publicity and advertising, but acts directly and independently in the "follow-up" of resulting inquiries.

The Department contributes financially towards these publicity activities and has found the existing methods very satisfactory.

As in Australia, excellent use is made of films, and tourist subjects are brought to the attention of many audiences from year to year. As in the case of Australia, too, advantage is taken of opportunities to publicize New Zealand natural attractions and sport by means of display material, photographic enlargements, &c. Furthermore, an excellent system of press liaison ensures regular distribution of written and illustrated matter to newspaper editors.

NORTH AMERICA

A senior executive officer of the Department proceeded to North America towards the end of 1949 to undertake the preparatory work for the reestablishment of the Department's representation in that territory. Contacts made with travel agencies during the visit will be very valuable to the Department when an office is established in San Francisco for travel-promotion work. Although a programme on a wide scale will not be initiated until later in 1950, some firm bookings originated with this purely exploratory visit, and are indicative of the increased business that will doubtless follow the more intensive operations now projected.

(ii) PUBLICITY WITHIN NEW ZEALAND

PUBLICATIONS

The production of tourist publications continued and the Department now possesses a wide range of useful material essential to its particular purposes. An objective aimed for and very largely attained has been the complete coverage of all natural attractions and sporting opportunities within New Zealand. Considerable attention has been given to well-illustrated information calculated to be of practical use to visitors and to touring residents and the reception of the various pieces has been most encouraging. It can be said with truth that no locality of tourist significance or having any claim to attention has been overlooked, and an analysis of the contents of the various publications already in distribution, in production, and of the amplified "loose-leaf" itinerary sheets being completed for reintroduction in the near future will disclose that every such place, of major tourist interest, has been effectively "catalogued."

During the year a series of eighteen leaflets dealing comprehensively with all tourist attractions, and commenced some time ago, was completed. In the meantime, it was found necessary to produce reprints of several, and a second impression of eight pieces in the series is also in hand.

A series of twenty information sheets is in production and will cover all major resorts and attractions. A second reprint of the five sheets first produced was run off and two subjects added to the series.

A colour folder for use in North America has been passed to the Government Printer. Another more elaborate piece has been planned and a range of natural colour pictures for illustrating the contents is being assembled.

The Department collaborated with Tasman Empire Airways, Ltd., in the production of a handsome brochure for distribution on trans-Tasman aircraft.

ADVERTISING

A newspaper advertising campaign of limited proportions was undertaken during the year for specific objects such as the selling of "Package Tours" and the publicizing of party tours, Government tourist hotel facilities, and the like. Advertising space was also availed of in various journals and publications for special purposes.

MAINTENANCE OF HOTELS, RESORTS, AND RESERVES UNDER THE DEPARTMENT'S CONTROL

(i) HOTELS, ETC.

There has been a marked increase in turnover at the resort hotels controlled by the Department. The total revenue received by the nine Tourist Department hotels was £306,000 as compared with £196,000 for the previous year. A large portion of this increase was received at the Chateau and Wairakei Hotels which are now in full operation. With the increases in tariffs and in the number of tourists visiting tourist resorts, a further advance in turnover during the year 1950-51 is expected.

The New Zealand National Tourist Conference recommended that action be taken to improve and extend accommodation at all Government hotels. The Department recognizes that departmental hotels form most important links in the chain of tourist services in New Zealand and that any major expansion in the tourist trade is dependent largely on the accommodation available at these hotels. With this end in view, the Department has immediate plans for increasing accommodation at Te Anau, Milford, The Hermitage, and Franz Josef.

Under the Licensing Amendment Act, 1948, tourist-house licences have been approved for the Chateau Tongariro and Hotel Waitomo. The licences will, no doubt, be issued as soon as necessary structural alterations, at present under way, to provide lounge bars at these hotels are completed.

(1) WAITOMO CAVES (HOTEL WAITOMO)

There has been an increase in revenue of £7,062 over the preceding year at this popular resort. It is attributable, in part, to tariff variations but mainly is due to larger numbers of guests being accommodated, more casual meals served to touring motorists, and a greater volume of visitors. Visitors to Waitomo Caves made more than 56,000 inspections.

Eighty-two conducted parties were accommodated during the year, and there were several distinguished visitors.

The usual maintenance work in the caves and to tracks was carried out. At the hotel, fire-protection measures were extended and several bedrooms were redecorated.

(2) LAKE WAIKAREMOANA (LAKE HOUSE)

A substantial increase in revenue has been shown compared with the previous year. This is in large measure due to adverse circumstances in 1948-49 when the road from Rotorua was impassable for some five months.

Extensive improvements have been made during the year and the major portion of approved works has been carried out. Buildings have been repaired, a scheme of refurnishing and redecorating has been practically completed, and excellent progress made in augmenting facilities at the camping-ground.

(3) WAIRAKEI (HOTEL WAIRAKEI)

This hotel has now been re-established for tourist business. All side-trips (which are the principal objectives of visitors) are now in daily operation as a result of the development work referred to in the previous report.

A considerable proportion of this development programme related to the hotel itself and its immediate environs. At the time of opening (13th April, 1949) a considerable portion of the approved works still remained to be done but steady progress has been made during the past year and that part involved with the hotel has been disposed of substantially. There still remains to be done certain additions and rearrangements in the main building and some essential exterior works. All these matters are, however, in hand.

The installation of central heating in the hotel is operating satisfactorily.

No comparable revenue figures are available but in view of the fact that daily average of house-guests was 75 per cent. of the potential, the results obtained must be regarded as satisfactory. The patronage of the side-trips by guests and other visitors was also substantial. Apart from its sightseeing attractions, Wairakei is regaining popularity with anglers and some excellent catches were reported.

(4) TONGARIRO NATIONAL PARK (THE CHATEAU TONGARIRO)

The average daily number of guests in residence at this hotel over the year was 109 and, consequently, all services have been well patronized by visitors to the resort.

In addition to regular maintenance some minor extensions and fire-protection facilities are being undertaken in connection with the main building. Arrangements have also been made for necessary repairs and maintenance in the case of Mangatepopo, Waihohonu, and Blyth mountain huts.

The 1949 winter sports season proved very successful. Two ski-tows, one on "the Staircase" for experienced skiers and another smaller one on Scoria Flat for beginners, were installed. These have proved so popular that it is desirable to arrange for another tow to be installed before the next winter. The projected tow will operate from the end of Bruce Road via Tennants Valley to the Hut Ridge. The skilled services of the noted Swiss ski instructor, Walter Haensli, were obtained during the 1949 season, and

were of great value to those who made Mount Ruapehu the venue for their sport. Inter-Dominion and New Zealand Ski Championships were held on Ruapehu during the season and an Australian ski team competed.

The playing-area near the hotel has been maintained in excellent order. The golf-course is reported to be in good condition. The construction of the bowling-green has been proceeded with and it is likely that it will be ready for play during late spring, and another tennis-court is under construction.

(5) LAKE TAUPO (TOKAANU HOTEL)

The Manager of Tokaanu reports another successful trading period. Whereas house-guests at this establishment are mostly sporting visitors and transients, an effort was made during last winter to attract "overflow" parties from the Chateau Tongariro. Several parties were so accommodated and travelled to and from the ski-ing grounds daily by bus, and expressed themselves well satisfied with the arrangements made.

Extensive repairs, renovations, and additions were made during the year in addition to normal maintenance. The natural hot-water bore sunk in the grounds last year was brought into operation and has been providing a useful service. Water to bathrooms, piped from this source, is delivered at a constant temperature of 165° F. Arrangements for major works in hand include a new drainage scheme, needed alterations, a new store, installation of a new Diesel engine to provide electric energy at a voltage of 230 A.C., and painting of all buildings.

Fishing in the lake has been very good, and, according to local report, better than for some ten years past. On the other hand, the river angling conditions, particularly on the Tongariro, are considered to have deteriorated.

(6) MOUNT COOK (THE HERMITAGE)

Aggregate revenue has been maintained at the level of the gross earnings for the record year of 1948. In general, the year's activities have been highly successful and the Hermitage continues to enjoy prominence as one of the main resort centres with a high standard of service and comfort.

The works programme at the Hermitage and the mountain establishments has not been completed owing to insufficient labour and material, but some progress has been made with limited or local resources. Fire-protection installations are being proceeded with. It is expected that the Malte Brun Hut will be brought up to first-class condition in the immediate future, and that a new water reservoir for Ball Hut will shortly be installed. Ball Hut has been well maintained during the year and is in excellent order.

The winter sports season proved an exceptionally good one and Ball Hut was in maximum use throughout. Increasing popularity is creating accommodation problems and extensions to existing facilities will require to be given consideration.

The climbing season has not been particularly good and activities in this field were hampered considerably by the unfavourable conditions that prevailed over the Christmas - New Year period.

Part refurnishing of the interior of the main buildings is contemplated and renewed efforts are being made to give effect to plans projected for adequate staff accommodation, which will result in additional accommodation being available for guests.

(7) FRANZ JOSEF GLACIER (GLACIER HOTEL)

It is evident that the idea prevalent for many years past that this locality is a seasonal one is giving way to the knowledge that it is an attractive resort at any time of the year. Notwithstanding the geographical situation, winters in South Westland are extremely mild and comparatively frost free.

The hotel has completed its second full year under the control of the Department and the first comparable revenue figures are now available. A comparison discloses that there has been an increase of approximately £2,000 for the year in review. There is no doubt that this increase would have been greater but for local accommodation shortages. A number of guest rooms has been converted for staff use and for part of the year several guest rooms had to be made available to workmen. A programme of works providing for extensions (including the building of a new wing), additions, refurbishing, and redecoration is planned for this hotel. It is only the shortage of labour and material that has prevented this work being completed. New lawns and gardens have been laid out with pleasing results.

While glacier excursions have been the main objective of the average visitor, there is an increasing tendency to take advantage of the many excellent walks that are available in this district and to undertake one or more of other interesting side-trips. A further attraction developed during the year was the Lake Mapourika excursion. The launch "Kahurangi" (transferred from Rotorua some time ago) is licensed to carry twenty-one passengers and makes an extensive cruise on this beautiful bush-girt lake. Patronage has been encouraging, but the construction of a jetty and a slipway—the former to facilitate embarkation and disembarkation of passengers, and the latter for annual slipping for overhaul, &c.—are now urgently required.

The climbing season was not good for high work, but nevertheless upwards of twenty climbs were made.

(8) LAKE TE ANAU (TE ANAU HOTEL)

This hotel experienced a most successful year with large increases from all sources of revenue which is a clear indication of the popularity of this district with all visitors.

There have been no major improvements made to the hotel but the frontage and environs have received attention and lawns and gardens will probably be laid by next year. A new Diesel engine (27 kW.) was installed towards the end of the year and provides more power and better domestic facilities.

More tourist visitors than ever before have come to Te Anau and during the season the accommodation was taxed to capacity. In general, existing accommodation facilities are sufficient only for few other than those undertaking the Milford Track overland walk, but alterations to provide additional accommodation are planned for attention during the coming winter and these, with new furnishings and furniture, should result in improved conditions at this hotel. Many overseas visitors—Australians predominating—have been guests at Te Anau and there have been several party tours.

The m.v. "Tawera," the Department's lake steamer, has, during the season, maintained a useful service between Te Anau and Glade House landing at the head of Lake Te Anau. A small increase in revenue has been shown and a successful period of operations was experienced.

(9) EGLINTON VALLEY (CASCADE CREEK CAMP)

Cascade Creek Camp was opened for the summer season on 1st December, and was a convenient and popular accommodation place for visitor traffic between Te Anau and Milford Sound and *vice versa*. It was well patronized by motorists and walkers and by guests and others undertaking the Eglinton Valley excursion from Te Anau. An increase in revenue was shown.

The main dining-room and lounge block at this camp is in very good condition but the individual huts stand in need of painting and minor repairs and are receiving attention in the course of routine maintenance.

(10) FIORDLAND (THE MILFORD TRACK)

The season for the Milford Track opened on 1st December and although on occasions the weather conditions have been unfavourable and at other times snow lay heavily on Mackinnon Pass, the number of trampers who undertook the overland journey was greater than during previous seasons.

The state of the track prior to the opening was not very good and a great deal of labour was necessary to put it in order. The packing-in of supplies is a problem presenting difficulty and the need for some form of mechanical transport has become more apparent. (Arrangements are being made for the provision of a suitable vehicle.)

Pompolona Hut is due for extensive improvements and repairs which it is anticipated will be completed prior to the commencement of the next tourist season.

A swing-bridge was constructed over Poisedon Creek and this work, together with other improvements to the track on the Milford Sound side of Mackinnon Pass, has made it possible for walkers to proceed along the western shore of Lake Ada instead of covering portion of the journey by outboard boat as hitherto. This also enables certain outstanding natural features to be seen to better advantage.

Building-material for improvement and maintenance purposes was also packed in to Quintin Huts.

(11) MILFORD SOUND (HOTEL MILFORD)

The Hotel Milford again experienced a record season with a consequent advance in revenue as compared with the preceding year. The destruction of the east wing of the building by fire on 15th February, 1950, reduced accommodation facilities seriously for a few days, but the local management with commendable resourcefulness speedily made alternative arrangements. The new post-office building was converted into a dormitory and the maximum accommodation potential was restored, so that it was possible to honour all bookings for the remainder of the season. The provision of additional permanent accommodation facilities is under attention.

A large proportion of the guests at Hotel Milford during the period comprised overseas visitors, mostly Australians and Americans.

The Department's sightseeing launch, "Donald Sutherland," operated to a two-trip daily schedule throughout the season and was booked to capacity on every cruise.

Large numbers of visitors and guests made the day round trip to Lake Ada via the Giants Gate Falls.

(ii) ROTORUA

(1) WAIMANGU ROUND TRIP

The year's activities have resulted in improvements to launches and other facilities for handling visitor traffic over this celebrated side-trip route. The launch "Nissan" taken over from the Army Department was redesigned for passenger accommodation and placed in service. Extensions were made to the two principal wharves on Lake Tarawera and better berthing arrangements have thus been provided. Two small jetties were also erected at the outlet of Lake Tarawera. Important alterations were made to the launch "Rotomahana" which resulted in better passenger accommodation and an increase in licensed capacity to thirty-seven persons. Building alterations were carried out in connection with boat-sheds, &c., at Tarawera. Routine maintenance included servicing of tracks, landings, bridges, overhauls of vessels, &c. Another row-boat and a 16 ft. inboard boat were built by the Department's launchmaster at Tarawera.

The Waimangu Round Trip again proved popular and is considered to be a useful and necessary service to tourists which also keeps open many points of thermal and historical interest. Launch excursions on Lake Tarawera and the hire of row-boats were largely availed of by visitors.

(2) ELECTRIC SYSTEM

The Department is the supply authority in respect of the Rotorua district. The shortage of electricity is acute in this area and, owing to the rapid expansion and development of Rotorua and district, difficulty is being experienced in keeping consumption within the allotted quota.

New consumers connected during the year were 476 as compared with 338 in the previous year. The new connections involved an equal number of heating appliances.

The major work of reticulating the Kaharoa Farming Settlement was completed during the year. The reticulation of Okareka Settlement was undertaken and also completed during the year. Principal work in hand is reticulation and extension of the main line to serve the Lake Rotoma area.

(3) GARDENS, RESERVES AND PLAYING-AREAS

Main activities in this section have been directed towards securing a better floral display and an improvement in the surfaces of playing-areas, and of the appearance of road frontages of reserves at the approaches to the town.

A wet winter and a very dry summer (with totally restricted water usage) were not conducive to good results as regards greens and lawns and combined with the heavy demands made by players caused some deterioration. The floral displays were, however, maintained at the usual high standard.

Propagation facilities were maintained at full capacity not only for the benefit of local gardens and reserves but also for horticultural assistance to other resorts. Special assistance and direction was given at Wairakei and at the Chateau Tongariro.

(4) WARD AND BLUE BATHS

Sustained dry summer weather accounted for increased patronage of the Ward and Blue Baths. The popularity of these baths during the holiday season may be gauged by the fact that during that period alone, revenue for the Ward Baths increased by $12\frac{1}{2}$ per cent. and for the Blue Baths by $24\frac{1}{2}$ per cent.

Concessions were extended to school-children throughout the year and children in classes under supervision were admitted free. Where teachers were not available to give swimming instruction, this service was provided gratuitously by the Department's attendant instructor.

Several successful carnivals were held at the Blue Baths and one of these was staged by the Australian Empire Games Team. Privileges were extended to all Empire Games competitors visiting Rotorua.

Maintenance has been kept to the highest level and the buildings have been kept in good condition. All services have been performed to the mutual satisfaction of the patrons and the Department.

Earlier in the year the Blue and Ward Baths were inspected by officials of the Health Department and the report subsequently released by the Hon. the Minister of Health testified to the hygienic conditions under which the services are operated.

(5) WHARVES AND BEACONS

Normal maintenance carried out during the year has been limited to renewal of planks in the Rotorua main wharf and the Okere Wharf.

A large tree fell across the Ohau Channel adjacent to the traffic bridge at Mourea. The difficult task of removing the obstruction and restoring the normal flow of the stream was undertaken by the Ministry of Works.

(6) MOUNT NGONGOTAHA LOOKOUT

The observation tower on the summit of Mount Ngongotaha was completed by the installation of a direction-finding plane table on the platform. By means of this device visitors are able to identify every visible natural feature of interest.

(iii) TE AROHA

(1) DOMAIN AND PLAYING-AREAS

The playing-areas were well maintained over the greater part of the season but towards the end of the period a dry spell with severe restrictions on the use of water caused serious parching, and much restoration work is inevitable. The bowling and croquet greens received special attention and conditions of play have been improved. A number of bowling and croquet tournaments was held and visiting players have commented favourably on the facilities and service provided.

The general appearance of the Domain has been improved and the cumulative effect of innumerable minor developmental and routine maintenance activities has contributed largely to this. The tracks on Te Aroha Mountain leading to Bald Spur and the trig. were kept clear, recut where necessary, and seats put in at intervals. Pathways in the Domain were resealed following the disturbance caused by last year's extensive drainage operations.

(2) WATER AND DRAINAGE

The cold water-supply was augmented during the year by a new 2 in. connection to the top 3 in. main with the result that the Domain is now on a loop of the principal supply with better pressure at times of heavy draw-off.

A watering connection to the two upper croquet-lawns was installed simultaneously.

(3) BUILDINGS AND INSTALLATIONS

Little maintenance work was needed to keep existing pavilions in good condition. Beyond the replacement of blown-down electric-light mains at the top pavilion and some minor alterations there little additional work was required. Some heavy repairs were made to various bath buildings.

The construction of a new croquet-pavilion was undertaken and completed with the exception of lining and some finishing work. It will be in use next season.

(4) BATHS AND TREATMENTS

Patronage of all baths continued to be heavy throughout the year. The swimming-bath was in constant use during the summer by visitors, residents, and by school-children receiving swimming instruction. The usual routine maintenance was undertaken. The supply of hot mineral water proved adequate. A new hot-water inlet was connected to No. 1 Ladies' Bath.

The physiotherapist operating in leased premises in the Domain has provided some 4,000 treatments, and has co-operated fully with local management. His useful services have no doubt contributed to increased patronage of the treatment baths.

A noteworthy incident recorded during the year was the export to Australia of seventy-two quarts of water from No. 15 Spring for the use of a visitor who had derived special benefit from its use medicinally.

(5) GENERAL

More overseas visitors than for some years past have come to Te Aroha during the period under review. Among them Australian and British visitors predominated.

Fishing and gun sport in the district is reported to have improved and is attributed to further restocking of streams and the liberation of numbers of pheasants.

(iv) MORERE HOT SPRINGS

This small but deservedly popular thermal health resort continues to provide useful services to visitors. Patronage of all baths remains fairly constantly around the 18,000 mark from year to year. During the year in review the baths were availed of on 18,600 occasions.

A small weir was built at the intake for the cold-water supply and this ensures continuity at regular pressure throughout the year. Additional inspection-boxes were placed in the hot-water main and these facilitate cleaning.

Routine maintenance has been carried out efficiently and the general appearance of the reserve and its installations is excellent. The bush-tracks are in very fair order, but the main asphalt path giving access to the various bathhouses stands in need of repairs and will receive attention. Bathhouses Nos. 1, 2, and 3 are now due for repainting. Paint-work deteriorates quickly as it is affected by condensation of steam from the mineral water.

Officers of the Wildlife Section of the Department of Internal Affairs surveyed the bush on the reserve and reported signs of considerable numbers of opossums.

(v) QUEENSTOWN

(1) THE PENINSULA DOMAIN

This attractive reserve has been maintained in excellent condition and the usual efficient attention was given to gardens and playing areas. The croquet-lawn and bowling-greens were top-dressed and the latter were also plugged with "water weed." The hard tennis-courts were resurfaced. As in previous years, both visitors and residents made the fullest use of games facilities and, as before, bowls were especially popular.

The kiosk was completely renovated and enlarged and is under capable management. The proposals mentioned in last year's report to provide additional space for players have been carried into effect and one hundred new lockers have been installed.

(2) TRACKS AND HUTS

The facilities for trampers and others under the care of the Department in the Lake Wakatipu district again received attention where required. The track from the Eglinton Valley Road to Howden Hut was cleared, and these operations extended from the hut to Lake Mackenzie. Bridges *en route* have been rebuilt or repaired and the track is reported to be in safe order. The Howden Hut was virtually demolished and re-erected and the results are regarded as very satisfactory.

The construction of a new hut at Lake Mackenzie has been under consideration and it is likely that some provision for this will be made later in the year. Some attention will also be necessary in the case of the Routeburn Huts.

Although the tracks to the summits of Ben Lomond and Queenstown Hill were in reasonable order during the period, minor repairs to the surface will be necessary after the winter.

The motor services operating from the head of Lake Wakatipu to Routeburn and Paradise, apart from providing sightseeing facilities, also furnish initial transport to walkers and mountaineers. Occasional washouts after heavy rains were repaired promptly, and both services operated without interruption.

(3) SKI-ING

Coronet Peak area, the local ski-ing field, continued to be a popular rendezvous for snow-sportsmen. Conditions for ski-ing, however, were not uniformly good throughout the season, but during the period of the visit of the Australian Ski Party they were excellent. The visitors made most favourable comments. The 1950 New Zealand Ski Championships are scheduled to take place on this field.

The hut for the Southland Ski Club is now nearly completed and a similar establishment for the Wakatipu Ski Club is also under construction. The Mount Cook and Southern Lakes Tourist Co. is engaged in erecting a new restaurant, so that, generally, amenities during the coming season will be greatly improved.

(4) ACCOMMODATION

The popularity of Queenstown as a tourist headquarters is increasingly evident but the accommodation position remains a serious problem. It is very difficult, indeed often impossible, to arrange reservations at this centre for reasonably long periods. Organized party tours stopping over for one or two nights at Queenstown further intensify difficulties and tend to dislocate independent travel arrangements. Every practicable expedient for accommodating visitors has been resorted to, even to the extent of placing visitors with residents. The co-operation of private householders and the excellent service provided in many cases is appreciated by visitors and travel organizations alike, but it is important that the additional hotel accommodation be provided at the earliest possible date in order that tourists may be afforded the opportunity of enjoying the scenic attractions of the Lake Wakatipu district.

(5) GENERAL

Passenger services operating to and from Queenstown are well organized and were improved during the year by the inauguration of a direct line of motor-coaches to Christchurch. Queenstown sightseeing trips were availed of to capacity by visitors during the season, and among them those to the head of the lake were outstandingly popular. Scenic air trips appealed strongly to overseas visitors and to many others with limited holiday time at their disposal.

(vi) LITTLE BARRIER ISLAND

A very hot and dry summer was experienced at this sanctuary reserve and the vegetation on the lower seaward slopes of the island suffered to some extent. These unusual conditions, however, demonstrated the usefulness of the permanent water-supply system installed during the previous period.

The seasonal hatches of young native birds have been exceptional and many young of most species on the island have been observed. Wood-pigeons in large flocks were seen during the winter months and there appears to have been an increase in red-fronted parakeets.

The reserve has been maintained in its primitive unspoiled condition and tracks to the summit have been kept clear. Weed-growth has been held in check. A number of animal pests was destroyed.

The dwellinghouse and outbuildings have been kept in excellent repair and some essential improvements have been made.

As usual, the island has been patrolled vigilantly, and attention given to supplementing the natural resources of the reserve with the object of conserving its unique avifauna.

(vii) LAKE PUKAKI

During the previous year the Pukaki Hotel was removed and rebuilt on a new site where it will be unaffected by hydro-electric developments. This minor establishment is leased to private interests.

(viii) TE PUIA SPRINGS

This notable hot-springs reserve continues leased to private interests and no developmental work has been required.

(ix) MARUIA SPRINGS

This hot-springs reserve, next to Hanmer Springs, the most important thermal resort in the South Island, continues leased to private interests which operate a hostel. Apart from transients *en route* from the east to the west coast and *vice versa*, the majority of patrons are residents of the northern portion of the South Island.

SPORT

To the extent that fishing, shooting, mountaineering, snow-sport, walking, and other outdoor pursuits are tourist attractions, and in large degree in New Zealand they are, the Department is vitally interested. No opportunity, therefore, is lost in giving appropriate publicity to all sporting activities in current literature and other media. The results of past and present endeavours to promote these attractions are becoming apparent. Various individuals and parties from North America and elsewhere came to New Zealand solely or substantially for fresh-water angling and for deep-sea sport. Many such persons were provided with special itineraries to ensure that their time in this country was occupied to the best possible advantage. The assistance and co-operation of the Wildlife Section of the Department of Internal Affairs, of the Fisheries Section of the Marine Department and of various local sportsmen in connection with such visitors is gratefully acknowledged.

LIAISON WITH ALLIED INTERESTS, CONFERENCES, ETC.

A.S.T.A.

NORTH AMERICA

During the year the Department established liaison with the American Society of Travel Agents—an organization servicing a membership of upwards of 1,500 leading travel agents operating in North America.

E.C.A.F.E.

FAR EAST

Towards the end of the period in review a senior officer of the Department was seconded to UNESCO as an advisory travel expert, and is at present associated with the Economic Commission for Asia and the Far East in Thailand. Earlier in the year this Department provided the New Zealand delegates to E.C.A.F.E. with documentary material in connection with State tourist enterprise. The present temporary appointment premises the implementation of plans suitable to the needs of the Eastern countries concerned. It is expected that New Zealand, with close on half a century of experience in State tourism, may be able to make some useful contributions.

VICTORIA

A request was received from the Tourist Development Committee of the State of Victoria, Australia, for documentary material likely to be of practical value to that body in further developing their tourist resources. Special reports were compiled and details of this Department's methods were supplied to the Committee together with assurances of further co-operation in elucidating further any specific aspects, if desired. It may be interesting to note in this regard that New Zealand's methods of administering tourist attractions and its systems of passenger booking and related activities have been recognized by overseas interests on many occasions, as having features capable of adaptation to meet the needs of their own countries. Several Governments over the past thirty years have sought and have been supplied with information. Examples in recent years have been the Governments of Ceylon and Queensland.

INTERNATIONAL UNION OF OFFICIAL TRAVEL ORGANIZATIONS

In September, 1949, the Travel Manager in London represented this Department at the Annual Assembly of this Union. This Department is a full member and, fittingly so, New Zealand is rapidly regaining its position among the foremost tourist countries.

The Union is universally regarded as well-founded, financial, and everywhere is recognized as the most knowledgeable international organization in the field of tourism. Its services in this wide field are expected to be valuable and highly useful to all members, and, because the outlook is international and not national, the body is one worthy of support by all tourist countries.

COMMONWEALTH LIAISON COMMITTEE: WORKING GROUP ON TOURISM

This Working Group is one of several functioning in London under the direction of the Commonwealth Liaison Committee set up following the Commonwealth Finance Ministers' Conference in July, 1949. The terms of reference of the Group are "to consider measures to encourage tourism in the Commonwealth with the primary object of increasing dollar earnings from this source."

This Group has a high status in Commonwealth governmental affairs and as part of a confidential body its findings come to notice at a high level. The Travel Manager in London has acted for this Department as a member of the Working Group.

Opportunity was taken recently to inform the Group of the action taken by the Minister in Charge of the Department in calling together the Conference at the Chateau Tongariro as evidence of steps which New Zealand is taking to develop its tourist traffic from abroad, particularly from North America.

NEW ZEALAND NATIONAL TOURIST CONFERENCE

An important conference of certain segments of New Zealand's tourist industry was convened at the Chateau Tongariro on 4th to 6th March, 1950, by the Hon. the Minister in Charge of the Department, Hon. F. W. Doidge.

The Hon. the Minister in opening the conference epitomized the scope of the business to be transacted in his opening address, and said, *inter alia*: ". . . our purpose is to endeavour to stimulate and expand New Zealand's tourist industry . . . Those who are present . . . represent every important phase of that industry, and . . . I . . . regard this conference as an opportunity of pooling expert opinion and making a realistic survey of the problems attached to that industry. I do feel very strongly . . . that we in New Zealand have something to sell, something that men and women all over the world never cease to search for, something unchallengably and, in my view, superlatively better than the traveller will find in any other part of the world. It is my claim, and I am sure that you will say it with me, that nowhere else can be found such a diversity of tourist attractions as in New Zealand . . . The Tourist Department and I as Minister, cannot succeed alone. Nor can the job be left to individual concerns. It is obvious that co-operation is essential. And so it is that we ask you to join with us in an endeavour to work out a plan that will enable us to attract more tourists, to ensure the very best transport facilities, and to extend and improve the accommodation that will be available to tourists when they get here."

As previously indicated, some progress has already been made in the implementation of the recommendations brought down at the conference. Some, it will be seen, are matters to be resolved at a high level, and others are necessarily long-term propositions. It was possible, however, to obtain immediate action in respect of many of the proposals, and the work initiated is expected to be productive of worth-while results to the full extent of the capacity of all concerned.

The general business of the conference was to discuss :—

- (a) The economic significance of the national tourist industry.
- (b) Improvements to and development of transportation services to and within New Zealand.
- (c) Means of increasing hotel accommodation available to tourists, and also improving the standard of existing accommodation and service.
- (d) Travel promotion activities.

Forty-one delegates attended and represented the following interests: airways, motor unions, road transport operators, shipping proprietors, hotel proprietors, hotel employees, local bodies, overseas travel agents, Reserve Bank, Government Railways, Treasury, Tourist and Health Resorts Department, Lands and Survey Department.

The proceedings of conference were conducted in a general spirit of helpfulness and mutual co-operation throughout. After discussions on broad principles and the presentation of a paper on the economics of the industry by the Governor of the Reserve Bank, committees were formed to deal more particularly with the following matters :—

- (a) Advertising and publicity.
- (b) Hotel accommodation.
- (c) Transportation.

The findings and recommendations of each committee were afterwards adopted by conference and presented to the Hon. the Minister. They were as follows :—

(a) ADVERTISING AND PUBLICITY

- (1) That this committee affirms that the whole basis of any travel promotion programme, internal and overseas, must be the recognition of the principle of the payment of standard rates of commission to approved travel agents in respect of both transport and accommodation.
- (2) That a panel of advertising agents in New Zealand be called together and requested to bring down a report on their recommendations for tourist advertising in the various countries nominated by the Tourist Department.
- (3) That an approach be made to all the press representatives of American newspapers for the purpose of securing their co-operation in sending articles on New Zealand tourist attractions to their papers.
- (4) That a selected number of American papers each year be furnished with articles and photographs suitable for reproduction and that they be requested to include these in their tourist editions.
- (5) That brochures and leaflets be printed to the same high standard as set by the Tourist Department, in large quantities for world-wide circulation, and offices of the New Zealand legations and other representatives, as well as tourist agents, be requested to circulate by post and other means. This to embrace all countries.
- (6) That all air, sea, and other transport organizations be requested to carry New Zealand tourist propaganda for distribution to passengers, and that to this end B.C.P.A., C.P.A., and P.A.A. be requested to collaborate by making a personal distribution in the aircraft, and that as far as possible this should also apply to shipping and surface transport.
- (7) That an approach be made to all the international airways for the purpose of requesting them to carry New Zealand tourist brochures on their 'planes.
- (8) That in collaboration with the air and shipping services, arrangements be made for the invitation of approved tourist agents to send representatives to New Zealand free of cost, on the understanding that they will, on their return, actively engage in the selling of New Zealand tourist travel. This to apply in the first instance to United States of America, Canada, and all "hard-currency" countries.
- (9) That as a means of implementing the policy determined by this conference, all those traffic managers and/or senior traffic officers actually in contact with the tourist or general travelling public, be brought together and requested to bring down recommendations for the furtherance of this tourist business.
- (10) That New Zealand should look for and find a suitable tourist slogan and use this as the key point of its propaganda.
- (11) That collaboration with Australia is a matter of utmost importance and that a joint arrangement in this respect should be adopted and implemented at the earliest appropriate occasion.
- (12) That as New Zealand is an all-the-year-round tourist attraction, the overseas airways operators should be requested to offer off-season travel fare reductions to keep our tourist travel in New Zealand an all-the-year-round business.

(13) That every encouragement be given to persons or organizations to produce suitable colour films on New Zealand, and that every effort be made to find ways and means of having these distributed judiciously, particularly overseas, and displayed where they would bring the most effective results.

(14) That organized steps be taken to give the people of New Zealand an appreciation of the value of the tourist business as an important industry in the general economy of the country, with the objective of according to the industry and the people employed therein a commensurate status in the community generally.

(15) That investigations be made into all the difficulties that surround the entrance into the country and the exit from the country by visitors, and, as a result, steps be taken to simplify the procedure and make it more convenient for visitors.

(16) That endeavours be made, by appropriate publicity or otherwise, to encourage overseas organizations to hold conferences in New Zealand.

(b) TRANSPORTATION: EXTERNAL AND INTERNAL

EXTERNAL

Air

That this conference recognizes that there is a considerable tourist potential in Canada, and recommends that existing overseas services should be extended by encouraging the C.P.A. to operate into Auckland.

It was placed on record that the standard of service of the existing air lines is satisfactory and they have the capacity to meet any likely demand.

Sea

North America.—That this conference recognizes that there is a vast potential of dollar-earning capacity for New Zealand if additional shipping were provided from the dollar countries. It is therefore recommended that by one means or another additional shipping be provided on the route between New Zealand and North America.

Other Countries.—(1) That ways and means be found to expedite the turn-round in New Zealand of ships, to increase the passenger-carrying capacity with the existing capital equipment.

(2) In view of the fact that there are likely to be empty berths in the off season, that the High Commissioner's organization should collaborate with the New Zealand passenger lines to publicize New Zealand tourism for those periods of the year when berths can be allocated.

(3) That in the near future, when it is anticipated that first-class berths will be available in the United Kingdom—New Zealand direct vessels, the Tourist Department and passenger agencies should be encouraged to consider routing dollar passengers by Panama to and from New Zealand.

General.—It is recommended that the procedures and formalities associated with the entry of visitors into New Zealand be examined, with the object of achieving the highest practical degree of simplicity and convenience to those affected.

INTERNAL

(1) That priority should be given to the sealing of the roads to major tourist resorts, which will add much to the comfort and enjoyment of our overseas tourists.

(2) That as soon as practicable dining-cars should be provided on the principal routes that carry tourists, and be equipped with amenities comparable with those on overseas railways.

(3) (a) That, while appreciating the very great improvements that have taken place in the railway service over the last few years, it be a recommendation to the Railways Department to investigate how they can give more frequent service daily, and daily frequencies, so as to cater more expeditiously for the tourist trade, both external and internal.

(b) That one or more parlour coaches be attached to those trains, and that, where possible, stops should be eliminated on such trains.

(4) That facilities for refreshments and dining at railway-stations be improved.

The committee placed on record its view that:—

(i) The existing rail services and public and private road services are capable of keeping in step with the growing needs of the travelling public, including visitors from overseas.

(ii) National Airways has sufficient capacity to assist in the internal movement of tourists on scheduled services and by special chartered flights.

(5) That the conference recognizes the great part internal road transport must play in assisting to build a great tourist business in the Dominion, and suggests that a conference be held between the Railways Department and private transport operators to consider:—

(a) The elimination of overlapping (if any):

(b) Whether routes operated by the Railways Department not directly acting as feeders to the main railways system would not, in the interests of the national economy and the future of the tourist industry, be better operated by private transport operators.

(c) HOTEL ACCOMMODATION

The hotel industry (both licensed and private hotels) recognizes its responsibility of catering for the tourist trade, including both overseas tourists and the internal travellers of New Zealand.

RECOMMENDATIONS :—

- (1) That price control in all departments of the licensed trade and the hotel and tourist industry be abolished.
- (2) That the present restrictions on the importation of wines and spirits act as a deterrent on tourist trade, and this committee recommends that the Government be requested to relax these restrictions.
- (3) That this Accommodation Committee acknowledges the existing authority and responsibility of the Licensing Control Commission to authorize and regulate the supply of hotel accommodation in New Zealand, and recommends that the Commission be supplied with a copy of the minutes of this conference and consider, in particular, the aspects of the tourist trade of the Dominion.
- (4) That this committee strongly recommends :—
 - (a) The immediate immigration of suitable workers, male or female, for the hotel industry, but urges extreme care in the selection of these suitable workers; and further recommends selection by a person with a thorough knowledge of the living and working conditions and endorsed by the industry.
 - (b) Staff instruction for all phases of the industry in co-operation with the Government Tourist Department and the Hotel Workers' Union.
- (5) That the Government should be approached to give greater priority than at present to applications for building or extending hotels catering for the tourist trade, and the Customs Department to facilitate licences for the importation of the necessary furnishings and fittings.
- (6) That it is the opinion of the committee that there is insufficient accommodation available at all Government hotels and hostels, and the committee urges the Government to take immediate action for the improvement and enlargement of existing accommodation facilities.
- (7) That it is the opinion of this committee that the holding of internal conferences during the summer tourist season causes undue congestion in hotels and interferes with the tourist trade, and the committee recommends that such conferences be not held during the months of January, February, March, and April, unless unavoidable. It requests the press to give publicity to this statement, and recommends that all organizations proposing to hold conferences should confer with the local Licensed Victuallers' Association before announcing the dates.

ADMINISTRATIVE CHANGES

Mr. L. J. Schmitt, who has been associated with the Department for many years, first as New Zealand Trade and Tourist Commissioner in Australia and since 1935 as Permanent Head, ceased active duty soon after the close of the year in review, prior to entering upon retirement leave. The General Manager designate, Mr. R. W. Marshall, O.B.E., is a former officer who for some years represented the Department in North America and during the war was engaged in other Government duties in that territory. Latterly, he has occupied the position of New Zealand Government Trade Commissioner at Washington, United States of America. Mr. Marshall is expected to take up duties later in 1950.

CONCLUSION

The comparative statement of turnover at Government Tourist Bureaux, departmental hotels, reserves, &c., is as follows :—

					£
1949-50	2,003,915
1948-49	1,738,542
					<hr/>
Increase	£265,373
					<hr/>
1938-39	782,376
Increase over best pre-war year	£1,221,539
					<hr/>

Approximate Cost of Paper.—Preparation, not given; printing (909 copies), £52 10s.

By Authority: R. E. OWEN, Government Printer, Wellington.—1950.