

Extract from letter from Mr. C. B. Magnus, St. Ives, Cornwall, England :—

My visit under your auspices has been so delightful that it is my intention to return in November to make another and longer visit. Everything worked perfectly, and I am greatly indebted to the Government Tourist Bureau.

CO-OPERATION.

During the year close contact has been kept with the Economic Committee of the League of Nations, which set up a special committee of experts to make a survey of the tourist traffic of the world, which is nowadays regarded as a most important international economic factor. A very interesting and important report on this subject was received from the Special Committee to the Council of the League in January, 1936.

ADDITIONAL PLANT AND BUILDINGS.

Within the Dominion the Department has undertaken the erection of new staff quarters at the Chateau Tongariro. New staff quarters at Lake House, Waikaremoana, were completed and a sewerage plant installed at the camping-area. The Rotorua booking-office was rebuilt. At Waitomo native trees and shrubs were planted, and a new tea-house was erected at the entrance to the Caves. A new swimming-bath was constructed at Morere—this has been found to be very popular. Considerable additions were made to the Department's hotel at Te Anau. A new launch—the "Donald Sutherland"—was provided at Milford Sound. Talkie equipment has been added to the picture projector at the Chateau, and a movietone portable plant has been added to the lecture equipment of the Publicity Branch, whilst the Department's theatre for testing purposes has been improved by a sound projector. An additional bowling-green was provided at the Queenstown Gardens. The service on the Milford Track was completely reorganized, and the results were highly satisfactory. Plans are well in hand for the provision of accommodation in the Eglinton Valley and for considerable extensions at Milford Hostel to meet the anticipated greatly increased traffic when the road tunnel is through to the Sounds.

All of the Department's property has been maintained in good order.

The building of a new treatment bathhouse and sanatorium at Rotorua is contemplated. When this is erected it will be conducted by the Health Department, because it is thought to be more in the nature of work suited to control by that Department than by the Tourist Department. All of the pleasure baths will remain under the control of the Tourist Department.

FILM PUBLICITY AND DISTRIBUTION.

The following special sound 35 mm. films were produced during the year :—

Glaciers : Fox and Franz Josef.
 Movielogue : Various North Island scenes.
 Charm : General film from North to South.
 From Meadow to Market (in conjunction with Meat Board).
 All Blacks.
 Jubilee : Arrival and swearing-in of His Excellency the Governor-General, &c.
 Holiday Haunts : Rotorua.
 Magic Playgrounds.

These all met with excellent distribution at theatres in New Zealand, Australia, United Kingdom, The East, and were shown on practically all steamers trading between these countries and New Zealand. Many new 16 mm. films were made and distributed to travellers, and through our overseas offices to colleges, clubs, &c.

EMPIRE CHAMBER OF COMMERCE.

A *de luxe* folder and an itinerary folder were specially prepared by the Department for the Associated Chambers of Commerce of New Zealand for the British Empire Chamber of Commerce conference which will be held in Wellington this year. The Department has arranged for all of the travelling-facilities of the delegates to this important conference, and desires to acknowledge the valuable co-operation of the President and Secretary of the Associated Chambers of Commerce of New Zealand and of the Wellington Chamber.

FINANCIAL.

The following tables give details of revenue and expenditure for the past six years, also the receipts and expenditure at the main tourist resorts :—

| | | Return of Receipts, 1930-36. | | | | | |
|-------------------|-------|---------------------------------|----------|----------|----------|----------|----------|
| | | 1930-31. | 1931-32. | 1932-33. | 1933-34. | 1934-35. | 1935-36. |
| | | £ | £ | £ | £ | £ | £ |
| Receipts | | 68,524 | 58,876 | 59,138 | 65,077 | 75,634 | 84,564 |
| | | Return of Expenditure, 1930-36. | | | | | |
| | | 1930-31. | 1931-32. | 1932-33. | 1933-34. | 1934-35. | 1935-36. |
| | | £ | £ | £ | £ | £ | £ |
| Consolidated Fund | .. | 120,413* | 91,951* | 85,850* | 91,571* | 103,028* | 124,151* |
| Public Works Fund | .. | 60,288 | 87,609 | 14,455 | 13,510 | 12,880 | 13,683 |

* Includes overseas publicity expenditure.