

1943.
NEW ZEALAND.

DEPARTMENT OF TOURIST AND HEALTH RESORTS AND PUBLICITY

(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 AND PUBLICITY TO HIS EXCELLENCY THE GOVERNOR-GENERAL.

Wellington, 12th April, 1943.

I HAVE the honour to submit to Your Excellency the report of the Department of Tourist and Health Resorts and Publicity for the year ended 31st March, 1943.

W. E. PARRY,

For Minister of Tourist and Health Resorts and Publicity.

His Excellency the Governor-General of New Zealand.

ANNUAL REPORT OF THE GENERAL MANAGER OF THE DEPARTMENT OF TOURIST AND HEALTH RESORTS AND PUBLICITY.

SIR,—

Wellington, 8th April, 1943.

I have the honour to submit the following report on the organization and work of the Department of Tourist and Health Resorts, with which is now incorporated the Publicity Department, for the year ended 31st March, 1943.

I have, &c.,

L. J. SCHMITT, General Manager.

The Hon. W. E. Parry, Acting Minister of Tourist and Health Resorts and Publicity.

ANNUAL REPORT.

BECAUSE of war conditions the overseas tourist business remains at a standstill; nevertheless the flow of inquiries from many countries about holiday and living conditions in the Dominion continues. This is a good augury for the future, and proves that with the cessation of hostilities tourist traffic will again play a large part in the future progress of New Zealand.

As recorded in the last annual report, the Department's overseas offices are now almost wholly concerned with the many urgent matters incurred by the lease-lend and supply problems.

The flow of travel business through the Department's various bureaux and offices in the Dominion continues at a satisfactory level; in fact, the bureaux in the main centres are working at full pressure with greatly reduced staffs. Visiting servicemen are making many inquiries about the Dominion's holiday resorts and attractions, and are taking the opportunity of enjoying some tours during their stay in this country.

In spite of the necessary curtailment of all transport services, internal travel continues to be brisk, and bookings by rail, road services, airways, and inter-Island steamers are being maintained at a high level.

Shortage of paper has caused a cessation of booklet and literature production generally, and the Department has to rely on rapidly-depleting stocks for supplying inquiries which continue to come to hand from overseas. Many of these inquiries are from people considering the possibilities of settling in this country, while others reflect desires to get away from the unsettled conditions overseas to enjoy a much-needed furlough in the more peaceful atmosphere of this Dominion. There are many indications that after the war New Zealand will be a most popular tourist and holiday resort.

Department's Film and Advertising Studios.—The Manager of the Studios reports that again this year the major operations have been confined to the production of information films showing New Zealand's part in the war effort, the principal output being the "Weekly Review," which is now in its eightieth week of issue. Apart from the information films, a number of special appeal films have been produced for various State Departments. No less than sixty-six films were released during the past twelve months.

A new activity of the Studios is the preparation of 16 mm. copies of training films produced by the British Army. A large output of this material is now being processed.

During the year a National Film Library was established and is now supplying borrowers throughout the Dominion.

The photographic and art branches continue to provide a growing service for many Departments, and in this connection thousands of excellent photographs depicting the war effort of New Zealand and the Allied Nations have been prepared and distributed.