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ANNUAL REPORT

INTRODUCTION

The year in review has seen the restoration of peace and, more recently, a gradual relaxation of transport controls that hitherto have restricted internal travel. The initiation and expansion of regular services to New Zealand by sea and air is developing, and the acceleration of air-line communication has, indeed, been accomplished between this country, Australia, and the British Isles, while regular trans-Pacific air services to North America have now recommenced.

It is gratifying to record that preparations and plans have advanced to the stage where it will be possible to take advantage of the opportunity for New Zealand to participate fully in the traffic that will be offering.

During the year the General Manager and Secretary of Industries and Commerce, Tourist and Publicity relinquished control of the combined organizations, when separate entity was regained by each component Department, and now functions as Permanent Head of the Department of Tourist and Health Resorts. It will be noted, therefore, that the Department in its forty-sixth year operates under the original title bestowed by the constituting Act of 1901.

From the staff angle, the Department is considerably strengthened by the return of nearly all those officers who have been absent with the Armed Forces.

THE SIGNIFICANCE OF THE EXTERNAL TOURIST TRAFFIC AND THE VALUE OF THE TOURIST INDUSTRY

Tourist traffic to New Zealand should be considered in regard to its economic significance. In the present circumstances the building-up of sterling and dollar credits—foreign exchange generally—is a matter of prime importance, and it is desirable that every proper inducement and encouragement should be offered in promoting travel to New Zealand.