

ADVERTISING

In order to encourage the tourist traffic to New Zealand the Department loses no legitimate opportunity to make the country's natural attractions better known overseas.

New publications, substantially for use abroad, are expected to be available within a short time. The major pieces are in sight and some of the auxiliary material has already been printed. It is the policy of the Department to forward suitable material to all principal commercial tourist agencies throughout the world, as well as to its present representatives abroad.

In principal English-speaking countries the Department has agency arrangements which permit of information and travel services being furnished to prospective visitors, and already some progress has been accomplished in renewing business associations and in rebuilding the necessary selling organization that existed prior to the war.

With the inauguration of regular steamer and aeroplane schedules this work of servicing overseas travel agents is being accelerated with a view to providing accurate and up-to-date information through all recognized travel agencies.

Connections with editors and publishers of travel magazines and travel-trade papers in overseas countries have been re-established, and articles and photographs descriptive of New Zealand attractions are being supplied for publication.

Associations with international travel offices have been maintained, and this Department is particularly interested in the development of the International Association of Tourist Organizations, and was represented at both the Paris and Oslo Conferences of this body by our London Travel Manager.

In the domestic field advertising of resorts and travel opportunities in New Zealand has been undertaken with most satisfactory results. Development of the conducted tour system of booking has reached a high standard, and many New Zealanders who otherwise would not have visited our scenic resorts have been encouraged to do so.

Within New Zealand the activities of the Bureaux and Agencies throughout the country have been supported strongly by residents.

MAINTENANCE AND DEVELOPMENT OF RESORTS, HOTELS, ETC., UNDER THE DEPARTMENT'S CONTROL

(1) SPAS AND BATHS

Rotorua.—Sanatorium: The Sanatorium and the Main Treatment Baths were transferred to the Health Department on 1st July, 1947. These institutions were administered by the Department for only three months of this year. Up to the date of transfer these activities were administered and maintained in the normal way. By arrangement with the Department of Health, the Tourist Department remains responsible for the maintenance of the supply of thermal water.

Ward and Blue Baths: These establishments continue under departmental control as they are in the nature of pleasure or recreational baths.

Revenue earned showed a decrease of about 30 per cent., principally in respect of the Blue Baths. This decrease is attributable to the specific ban on the admission of children during part of the year.

Normal maintenance has been carried out and renovation is in progress. It is expected that the necessary work will be completed in time for the next tourist season.

Te Aroha.—Revenue at this spa shows a slight increase as compared with the previous year. Notwithstanding the restrictions placed on children as a result of the poliomyelitis outbreak, there has been only a small reduction in bath receipts. This is explained by the greater patronage of higher-priced private baths. Attendances totalled 25,452.