

SESSION II.
1918.
NEW ZEALAND.

TOURIST AND HEALTH RESORTS DEPARTMENT
(ANNUAL REPORT OF THE).

BY THE MINISTER OF TOURIST AND HEALTH RESORTS, HON. W. D. S. MACDONALD.

Presented to both Houses of the General Assembly by Command of His Excellency.

The MINISTER IN CHARGE OF TOURIST AND HEALTH RESORTS DEPARTMENT to His Excellency the
GOVERNOR-GENERAL.

MY LORD,—

Wellington, 25th June, 1918.

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, 1918.

I have, &c.,

W. D. S. MACDONALD,

Minister of Tourist and Health Resorts.

His Excellency the Governor-General of New Zealand.

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

SIR,—

Wellington, 20th June, 1918.

I have the honour to submit herewith my report for the year ended 31st March, 1918.

I have, &c.,

B. M. WILSON,

General Manager.

The Hon. W. D. S. MacDonald, Minister of Tourist and Health Resorts.

ANNUAL REPORT.

THE revenue of the Department last year reached the amount of £32,935, and was thus only £200 short of the record year 1916–17; and in view of all the adverse conditions this must be regarded as highly satisfactory. Had it not been for the general strike which occurred in Sydney during August, September, and October, and disorganized shipping arrangements, it is safe to assume that the Department's revenue would have been considerably higher. Even with the difficulties which arose a very large number of Australian visitors came to New Zealand for sight-seeing and health purposes, and the Australian agencies were kept very busy. In this connection the kinemacolor display of New Zealand scenery in the different large centres of Australia, and the exhibition of the scenic films of the Southern Alps, were potent factors. In Sydney alone the kinemacolor pictures were shown three weeks on end at a very small cost to the Department, and were visited by 25,000 persons, and they are still being shown in other parts of Australia. During the coming season I propose getting the Government photographer to do a considerable amount of travelling and to further develop this means of advertising.

The entry of America into the war has naturally had a deterrent effect on the traffic from that country, which has always sent a good stream of tourists to New Zealand. Sets of our alpine and other films have been sent to America, and are being shown in many theatres by the leading firm of Burton Holmes and Co., and several requests for further copies and more varied films have been received. These will be supplied as opportunity offers, and the work done in this direction should bear good fruit in the future.