

Return of Expenditure, 1922-28.

	1922-23.	1923-24.	1924-25.	1925-26.	1926-27.	1927-28.
	£	£	£	£	£	£
Consolidated Fund ..	59,647	60,445	66,294	70,794	76,378	76,865
Public Works Fund ..	5,435	27,264	12,343	45,096	31,981	36,673

These satisfactory figures are mainly due to improvements in business generally and the results of the advertising of our resorts and booking scheme in New Zealand and Australia, and to strict economy being observed in all places under the control of the Department. Of course, as I have pointed out in previous reports, the benefits of this Department's work, where not shown directly, are reflected in the returns from the Railway Department, Customs, accommodation, and motor traffic, and in many other directions.

Last year I referred to the old standing cry of certain people that the Department's booking officers favoured the North as against the South, and I questioned the accuracy of that statement. This matter was not lost sight of during the past year, and I am glad to say the Department holds letters from the leading tourist business firms in the South Island, expressing their satisfaction with the business put in their way by the Department. Such firms as Newman Bros., of Nelson and Hokitika, the Graham Bros., of Waiho Glacier, the Mount Cook Motor Co., and other leading concerns, have all expressed themselves as satisfied with, and grateful for, the business sent them by the Department. The Department's South Island bookings are in excess of those of the North Island. All District Managers and those dealing with the touring public are under special instructions to see that all information regarding the southern as well as the northern resorts is placed before visitors or intending travellers.

In this connection it has been the policy of the Department to see that all its officers engaged in this branch of the work shall have a complete personal knowledge of the resorts of New Zealand; and there is no office in the Dominion where there is not an officer who has visited every tourist resort in it and is up to date regarding it.

The newly established offices at Nelson and Wanganui have proved very useful and successful during the year, and business in each of them has excelled expectations. An office has also been opened in Westport for the giving of information; and, though the establishment does not at present warrant the appointment of a permanent officer, I think that Mr. W. T. Slee, who is agent for other Government Departments and has a nicely equipped office, will render good service. The Greymouth agency is being removed to more commodious premises, and is doing well. The establishment of an agency in Napier is now being dealt with, and the Department has encouraging promises of support when an agency has been established there. The New Zealand Insurance Co., having kindly offered to act as the Department's Agents in India, have agreed to their representatives in Calcutta, Bombay, and Rangoon being appointed honorary agents in these centres, and I look for a steady improvement in business from the East before long.

The overseas agencies of the Department now are—

Sydney, N.S.W.	..	..	London Bank Chambers, 20 Martin Place.
Melbourne, Vic.	..	..	Dominion Chambers, 59 William Street.
Perth, W.A.	..	..	285 Queen's Buildings, Murray Street.
Brisbane ..	..	..	79 Queen Street (Mr. T. G. Dewar).
Adelaide, S.A.	..	..	Mr. V. H. Ryan, Director of South Australia Intelligence Bureau, Box 664g.
Calcutta, India	..	..	New Zealand Insurance Co., 26 Dalhousie Square West.
Bombay, India	..	..	New Zealand Insurance Co., 7-10 Elphinstone Circle.
Rangoon, India	..	..	New Zealand Insurance Co., Sofaer's Buildings.
Vancouver, B.C.	..	..	Mr. W. A. James, 1017 Metropolitan Buildings.
San Francisco	..	..	Mr. H. Stephenson Smith, 311 California Street.
Durban, South Africa	..	..	27A Union Castle Buildings.
Johannesburg, South Africa	..	..	8 Natal Bank Chambers, Market Street, Market Square.
London ..	..	..	Office of High Commissioner for New Zealand, 415 Strand, London W.C. 2.

It has been felt for some time that some outside officers should be placed in Sydney and Melbourne to push the tourist traffic from there to New Zealand, and with that object in view one officer in Sydney (Mr. W. P. Barnett), and one in Melbourne (Mr. R. M. Firth, Agent in Wanganui), have been appointed with the idea of stimulating traffic to New Zealand by personal interviews, addresses, and per medium of the radio. I look for good results from these appointments next season.

In this connection I may mention that several of the Department's District Managers, being well qualified to do so, have delivered addresses over the radio on the tourist resorts of New Zealand, and the Department holds letters from persons who, having been induced to take trips to Milford, the Hermitage, &c., have written to express their appreciation of the addresses. This is one of the best forms of advertisement the Department can possibly get, and I desire to express my thanks to the Radio Broadcasting Co. of New Zealand for their courtesy in this matter.

With a view to keeping all officers up to date it was decided to detach the Dunedin Manager for duty as Inspector during the season, to visit all resorts and keep agents advised generally as to the condition of hotels, boardinghouses, and motor services generally. I think the results will justify the action of the Department.