

ANNUAL REPORT.

INTRODUCTORY.

It is particularly pleasing to report a marked increase in both overseas and internal tourist traffic during the year ended March, 1936. The greatest number of overseas visitors ever recorded made New Zealand their holiday haunt in the period under review. The Dominion was honoured by visitors from practically every part of the world. Visitors' books at the various hotels controlled by the Department show that people from all of the following countries came to enjoy our scenic wonders and to participate in our sporting facilities: United Kingdom, Australia, Canada, India, United States of America, Fiji, Germany, South Africa, China, France, Holland, Switzerland, Japan, Honolulu, South America, Malay States, Italy, New Guinea, Sweden, Persia, Java, Peru, Egypt, Jamaica, Denmark, East Africa, Burma, and Belgium.

English-speaking lands are our main sources of Tourist revenue. An analysis of the numbers of tourists declared by themselves and recorded as such by the Government Statistician reveals the following interesting table:—

From	Per Cent.
Australia	57·7 of our oversea tourists.
United Kingdom.. ..	18·4 "
United States of America	6·6 "
Canada	1·8 "
Other British colonies	10·9 "
European countries	0·9 "
All other countries	3·4 "

DEVELOPMENTAL.

For the reason that the annual report of 1934–35 contains a very full statement of the functions of the Department there is no necessity to mention these here, and it is sufficient to say that the publicity, sales service, and organization generally have been intensified and enlarged during the past twelve months.

Funds provided and used for overseas publicity increased from £18,000 to £21,000, due largely to an extension of the Department's direct activities abroad.

Tourist Commissioners were appointed in Europe and in the United States of America, and offices have been opened in Brussels and Los Angeles, and an additional tour salesman was sent to the London Branch of the Tourist Department in the High Commissioner's Office. A marked extension of the Department's activities has been brought about by linking up with practically every travel agent throughout the world, and by supplying direct to these organizations full particulars of costs and travel facilities to and in New Zealand. Within the Dominion itself the Tourist Bureaux Booking-offices in Auckland, Wellington, Christchurch, and Dunedin have been completely reconstructed, brought up to date, and made particularly attractive. This form of publicity is perhaps partially responsible for the additional turnover of bookings recorded as follows:—

	1935. £	1936. £	Increase. £
Auckland	134,991	156,653	21,662
Wellington	116,303	138,893	22,590
Christchurch	17,628	22,532	4,904
Dunedin	29,908	34,444	4,536
Invercargill	7,603	10,454	2,851

The bookings at our London Office were more than doubled compared with 1935, and at Sydney, Melbourne, and Brisbane considerably increased turnover was recorded.

A special loose-leaf system of preparing itineraries has recently been installed at the Department's booking-offices. This has proved to be a very helpful time-saving device.

CRUISES.

The following ships made cruises to New Zealand last summer: "Strathnaver," "Strathaird," "Otranto," and "Orama," and five thousand people took advantage of these ships to pay a brief visit to our shores.

STAFF CHANGES.

Several staff changes of major importance were made during the year. Mr. L. J. Schmitt, who had been Trade and Tourist Commissioner in Australia, replaced Mr. G. W. Clinkard as General Manager; the latter was appointed to Trade and Tourist Commissioner in Europe. Mr. W. W. Taylor was appointed Trade and Tourist Commissioner in Australia. Mr. R. M. Firth was transferred from Melbourne, where he had been District Manager, to Los Angeles as Trade and Tourist Commissioner.

Increasing business has necessitated several additions to the general staff, which was rather seriously depleted during the past few years. The whole staff has experienced a very busy and trying year, and special praise and credit is due to them all for the loyal and efficient service they have rendered.

Additional agents have been appointed at Timaru and Dannevirke.