

1936.
NEW ZEALAND.

DEPARTMENT OF TOURIST AND HEALTH RESORTS AND PUBLICITY

(ANNUAL REPORT OF THE).

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

The Hon. the MINISTER IN CHARGE OF THE DEPARTMENT OF TOURIST AND HEALTH RESORTS AND
PUBLICITY to HIS EXCELLENCY THE GOVERNOR-GENERAL.

Wellington, 1st September, 1936.

I HAVE the honour to submit to Your Excellency the report of the Department of Tourist and Health
Resorts and Publicity for the year ended 31st March, 1936.

FRANK LANGSTONE,
Minister of Tourist and Health Resorts and Publicity.

His Excellency the Governor-General of New Zealand.

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

Wellington, 26th August, 1936.

SIR,—

I have the honour to submit the following report on the organization and work of the
Department of Tourist and Health Resorts, with which is now incorporated the Publicity Department,
for the year ended 31st March, 1936.

I have, &c.,

L. J. SCHMITT, General Manager.

The Hon. Frank Langstone, Minister of Tourist and Health Resorts and Publicity.

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.

PUBLICITY.

A most valuable publicity feature during the past year was the publication of a special article on New Zealand in the National Geographic Magazine, February, 1936 (over one million copies circulated), beautifully illustrated by twenty-three natural colour and thirty-one high-grade black and white photographs of the Dominion's scenic resorts, cities, &c. The Department took advantage of this issue to advertise its tourist resorts. We are indebted to Mr. Robert Moore, of the National Geographic staff, with whom the Department co-operated very closely when he visited the Dominion to secure the necessary information and illustrations for this article. A detailed map of New Zealand was included.

During the year an additional publication, entitled "New Zealand in the News," was issued regularly each month and sent overseas. From this many extracts have been taken and published by newspapers in various countries.

A talkie film, entitled "New Zealand's Scenic Charm," was released, and a special copy was presented to the "Queen Mary" for inclusion in its movietone entertaining equipment and for display on board whilst travelling between America and England.

SERVICE.

Special couriers, wearing an attractive and distinctive uniform, have been provided during the year to meet incoming steamers for the purpose of assisting visitors from overseas. This service has proved itself to be popular.

OVERSEAS ACTIVITIES.

Our Tourist and Trade Commissioner in Canada and the United States made a detailed itinerary in those countries during the year and called upon all the chief travel agents and shipping companies in that territory. The contacts made were most valuable, and the fullest information has been made available for the use and guidance of these important tour-sales services.

PARTY TOURS.

Several important party tours were planned overseas and conducted by the Department during the present season. These comprised groups of school-teachers from Honolulu and from the United States of America. The British Empire Farmers' party, the South Australian Farmers' party, the South African Farmers' party, and the Burns Philp party were all very successful ventures. Most encouraging and complimentary letters have been received from the leaders and members of these parties, who expressed thanks and appreciation of the services and help rendered by the Department during their visits to New Zealand.

SKI-ING CHAMPIONSHIPS.

The organization of a ski-ing party from Australia to compete at the Winter Sports in New Zealand during the coming winter was arranged during the year. We are now assured of a large number of competitors from the Commonwealth, who will take part in the National Championships at the Chateau next August.

EXHIBITIONS.

All of the material for a New Zealand Court at the Empire Exhibition at Johannesburg, South Africa, has been prepared and collected and shipped to the Union, where the publicity that will be given by dioramas, posters, scenic films, and special publications is expected to bear fruitful results and to encourage the people from that country to come to New Zealand for their holidays. Two experienced officers from the Department have been sent to Johannesburg in charge of the exhibit.

APPRECIATION.

The following are a few extracts from many hundreds of letters received by the Department during the year from tourists who appreciate the service given :—

Extract from letter from Mr. Martin R. Boon, Boons, Transvaal, South Africa :—

As a South African and a member of the South African section of the Empire Primary Producers' party which have just concluded our tour, I have to thank you on my behalf for your wonderful itinerary made out for us showing us your great farming and scenic beauties of New Zealand.

Extract from a letter from Mrs. Rose Watts, Railway Hotel, Port Piri, South Australia :—

I desire to express my thanks and appreciation for the very fine manner in which my daughter and I were treated by the members of your Department during our recent visit to New Zealand.

Extract from letter from General F. J. Duncan, leader Primary Producers' Empire party :—

Our tour in New Zealand draws to its close, and the day after to-morrow we leave your hospitable shores. Before saying good-bye I should like to place on record the very warm appreciation of our party of all the arrangements which have been made by your Department for our comfort and convenience. Really, nothing could have exceeded the excellence of these arrangements. Not once has there been the slightest hitch—not even a suit-case has failed to appear in the proper owner's room. May I ask you to accept our very warmest thanks for all your Department has done.

Extract from letter from Mrs. John W. Poe, San Francisco :—

I want to thank you for the convenient way by which you made it possible for me to see so much of beautiful New Zealand in so short a time. It has been child's play to get about under your splendid system.

Extract from letter from Mr. W. Edmonds, Adelaide :—

Mrs. Oliver and I cannot express too highly our appreciation of your Bureau and its efficient arrangements for touring comforts.

Extract from letter from Mr. C. B. Magnus, St. Ives, Cornwall, England :—

My visit under your auspices has been so delightful that it is my intention to return in November to make another and longer visit. Everything worked perfectly, and I am greatly indebted to the Government Tourist Bureau.

CO-OPERATION.

During the year close contact has been kept with the Economic Committee of the League of Nations, which set up a special committee of experts to make a survey of the tourist traffic of the world, which is nowadays regarded as a most important international economic factor. A very interesting and important report on this subject was received from the Special Committee to the Council of the League in January, 1936.

ADDITIONAL PLANT AND BUILDINGS.

Within the Dominion the Department has undertaken the erection of new staff quarters at the Chateau Tongariro. New staff quarters at Lake House, Waikaremoana, were completed and a sewerage plant installed at the camping-area. The Rotorua booking-office was rebuilt. At Waitomo native trees and shrubs were planted, and a new tea-house was erected at the entrance to the Caves. A new swimming-bath was constructed at Morere—this has been found to be very popular. Considerable additions were made to the Department's hotel at Te Anau. A new launch—the “Donald Sutherland”—was provided at Milford Sound. Talkie equipment has been added to the picture projector at the Chateau, and a movietone portable plant has been added to the lecture equipment of the Publicity Branch, whilst the Department's theatre for testing purposes has been improved by a sound projector. An additional bowling-green was provided at the Queenstown Gardens. The service on the Milford Track was completely reorganized, and the results were highly satisfactory. Plans are well in hand for the provision of accommodation in the Eglinton Valley and for considerable extensions at Milford Hostel to meet the anticipated greatly increased traffic when the road tunnel is through to the Sounds.

All of the Department's property has been maintained in good order.

The building of a new treatment bathhouse and sanatorium at Rotorua is contemplated. When this is erected it will be conducted by the Health Department, because it is thought to be more in the nature of work suited to control by that Department than by the Tourist Department. All of the pleasure baths will remain under the control of the Tourist Department.

FILM PUBLICITY AND DISTRIBUTION.

The following special sound 35 mm. films were produced during the year :—

Glaciers : Fox and Franz Josef.
 Movielogue : Various North Island scenes.
 Charm : General film from North to South.
 From Meadow to Market (in conjunction with Meat Board).
 All Blacks.
 Jubilee : Arrival and swearing-in of His Excellency the Governor-General, &c.
 Holiday Haunts : Rotorua.
 Magic Playgrounds.

These all met with excellent distribution at theatres in New Zealand, Australia, United Kingdom, The East, and were shown on practically all steamers trading between these countries and New Zealand. Many new 16 mm. films were made and distributed to travellers, and through our overseas offices to colleges, clubs, &c.

EMPIRE CHAMBER OF COMMERCE.

A *de luxe* folder and an itinerary folder were specially prepared by the Department for the Associated Chambers of Commerce of New Zealand for the British Empire Chamber of Commerce conference which will be held in Wellington this year. The Department has arranged for all of the travelling-facilities of the delegates to this important conference, and desires to acknowledge the valuable co-operation of the President and Secretary of the Associated Chambers of Commerce of New Zealand and of the Wellington Chamber.

FINANCIAL.

The following tables give details of revenue and expenditure for the past six years, also the receipts and expenditure at the main tourist resorts :—

<i>Return of Receipts, 1930–36.</i>							
		1930–31.	1931–32.	1932–33.	1933–34.	1934–35.	1935–36.
		£	£	£	£	£	£
Receipts		68,524	58,876	59,138	65,077	75,634	84,564
<i>Return of Expenditure, 1930–36.</i>							
		1930–31.	1931–32.	1932–33.	1933–34.	1934–35.	1935–36.
		£	£	£	£	£	£
Consolidated Fund	..	120,413*	91,951*	85,850*	91,571*	103,028*	124,151*
Public Works Fund	..	60,288	87,609	14,455	13,510	12,880	13,683

* Includes overseas publicity expenditure.

BOOKLETS AND GENERAL PUBLICITY.

Calls upon the Department's publicity material have continued steadily to increase, this being due largely to the wider distribution at present being made in all those countries overseas in which a greater interest in the Dominion is being evinced.

The opening of a new Commissioner's Office in Brussels and also one in Los Angeles, apart from the extra demands made by the regular agencies in all parts of the world, has also contributed towards this increase.

The cruises made by the P. and O. and Orient Lines from Australia were repeated this year, and the Department carried out a special campaign in conjunction with the shipping companies by producing two special booklets setting forth in detail particulars of the various tours available both for the cruises arriving at Auckland and also for Australian visitors using the Melbourne-Bluff service. Five cruise ships were also well provided with other publicity booklets, and the Bluff service was well patronized and supplied. There is no doubt that this additional specialized publicity helped materially both in inducing passengers to join the cruises and in assisting them to decide what places to visit during their stay. Seven cruises are already planned for the coming season, when similar publicity matter will be supplied by the Department.

Reprints of all the Department's booklets were called for on several occasions during the year, and it is felt that a larger programme of printing will be necessary to cope with the growing requirements of coming seasons.

The folder specially prepared for circulation in the East, containing a wide range of particulars both of touring and also in regard to suggested settlement in New Zealand by retiring Indian Army officers, Civil servants, and others, was sent to several thousand individual addresses, as well as in bulk to messes, clubs, &c. This has already been productive of many inquiries for additional information, while several correspondents have booked tours during which they will prospect the country for suitable properties. A further edition of this folder is to be printed shortly, having an even wider appeal.

Advices from the High Commissioner and elsewhere overseas tend to show that the booklet form of publication is proving more suitable in some cases than folders. A publication of this type was produced during the year, and, with further modifications to meet various requirements, it will be reprinted in large quantities in readiness for the coming season.

"Facts and Figures," the pocket edition of the Year Book, again proved one of the most useful of the Department's publications, and, owing to the heavy demand from overseas offices and individual inquirers, a second reprinting was necessary. A new edition with figures revised by the Government Statistician for 1936 was issued at the beginning of this year.

The "General Folder" was again printed and distributed in large numbers, and proved a most useful contact in introducing the Dominion at all offices and agencies throughout the world. It deals with all manner of subjects of interest to intending visitors, and is considered to be doing excellent work in this direction.

Posters, especially for display purposes, have been more freely utilized than in the past, and a series of striking new designs has materially assisted in brightening the walls of the various bureaux and agency offices, both within New Zealand and also in Australia. Several have been selected for printing in large numbers for distribution overseas, by reciprocal arrangements with other countries.

Window-display material has been widely utilized everywhere, local bureaux adapting this medium in connection with special trips to other centres. Dioramas, both fixed and "moving," were also constructed and exhibited.

Photographs of all sizes from the post-card to the biggest enlargement were again in great demand, both by visitors, the press, and for many other uses. Some hundreds of new subjects were added. The quality of the Department's negatives was often eulogized. Albums containing a selection of views were again compiled and distributed, while colour-plates and cover designs for many of the New Zealand press annual publications were made from prints supplied by the Department.

New sets of lantern-slides were made for overseas use and were in great demand, several new subjects being included, while the addition of a small map in the corner of the slide indicating the whereabouts of the subject drew most favourable comment.

As a result of previous experience, a further newspaper advertising campaign was undertaken in Australia, with excellent results. It was also extended to the Dominion, and the figures of increased utilization of the Department's various bureau services indicate the success attending this step. Local campaigns were successfully undertaken by the various overseas offices elsewhere, while an increasing number of articles, photographically illustrated, are being supplied to the press of the world. A news bulletin containing paragraphs of interest is published regularly and despatched overseas.

The use of radio for publicity work continues to be developed, and many valuable contacts have been secured thereby.

Several well-known journalists have paid visits of varying length to New Zealand, with resultant articles appearing in overseas newspapers of good publicity value.

The Department keeps abreast of all developments in publicity activities. The establishment of new overseas offices and the resulting increased demand for material of all kinds indicates the absolute necessity for increased production, and steps have already been taken to cope with this and with the demand emanating from the increasing number of visitors for souvenir publications.

APPENDICES.

APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

THE TRADE AND TOURIST COMMISSIONER FOR NEW ZEALAND IN AUSTRALIA.

"Summarized, the past tourist season, numerically and financially, has been a record one, to which all the Department's offices in Australia have contributed.

"Some £6,200 was taken in cruise bookings alone, showing an increase of £500 over the previous year. Both the P. and O. and Orient companies have expressed themselves as fully satisfied with the success of the trips taken.

"The Brisbane Agents of the Department, Messrs. Dewar and Jones, closely co-operated with the Sydney Office, and doubled the previous year's sales.

"The shipping strike adversely affected bookings, especially from Sydney and Newcastle, but, as stated, the total turnover for the year was excellent.

"In addition to the P. and O. and Orient cruises, the following special parties were catered for—viz., Bowlers' tour (N.S.W.), Primary Producers' party (S.A.), Burns Philp party, and the American school-teachers. All of these parties had enjoyable tours in New Zealand and expressed appreciation of the Department's services.

"During the year numerous publicity avenues were followed up, including lectures, representation at national functions, window displays, radio talks, &c. Close contact was also maintained with the recognized Publicity Associations, such as the Millions and Travel Clubs, Returned Soldiers' Association, personal calls on Consular offices and their executives, and liaison maintained with the press in respect to the arrival, &c., of New-Zealanders of public standing. Briefly, every form of suitable publicity has been taken advantage of in addition to our ordinary paid avenues.

"The past year has seen a rapid development by several of the banks (New South Wales, New Zealand, and National Bank of Australasia, in particular) to cater for their clients in the travel field. In this movement we have extended full co-operation, as obviously it is in the interests of New Zealand as a whole, and at some stage usually brings such travellers into our New Zealand travel service. It has, however, tended to reduce the volume of our bureau sales.

"Thus the year has terminated with very satisfactory results, which bear eloquent testimony firstly to the excellent publicity foundation laid down by my predecessor, secondly to the loyal support and selling-capacity of the 'Tours' staff, and finally to buoyant economic tendencies and more optimistic outlook of the Australian public, which is composed for the most part of liberal spenders when they have it. I have been more than impressed also with the co-operation which is being increasingly extended. The new year will not be without its problems, of which the Coronation will take its toll of what would otherwise be our field, but this, to some extent, can be remedied by the London Office if sufficient financial capacity remains and Australian visitors to London can be induced to return via America and New Zealand."

THE TRADE AND TOURIST COMMISSIONER IN CANADA AND THE EASTERN UNITED STATES.

"The year under review has been much more active than the previous four years in the interest taken in travel to New Zealand. Dealing firstly with Canada, it can confidently be claimed that the propaganda work of the past five years, sustained over every province, has made New Zealand better known. By co-operation with the various travel offices, and particularly with the Canadian Pacific Railway Company, there has been wider distribution of booklets and posters. All the main cities have had opportunity to witness the excellent slides and films prepared by Head Office, while a careful selection of speakers and lecturers has borne excellent results.

"Several wealthy Canadians who made extended tours of New Zealand during 1935-36 were supplied with itineraries covering both Islands most comprehensively. Their reaction on their return has invariably been most complimentary, and has been of considerable help in persuading others to pay a visit. The one criticism has been of the lack of up-to-date hotel accommodation, especially as regards bedroom-bath facilities.

"In a recent check-up of all the leading travel agencies in Canada, it was found that ample supplies of literature and of costed itineraries were on hand and kept ready for reference. It may be confidently claimed that no agent lacks essential information to supply clients with quick and reliable details. Competition, however, is keen, and cost and time still the deciding factors.

"The United States, with a vast population educated to travel, is still the most fruitful source of tourists who are not limited to the leisured and wealthy, but are drawn from the middle classes, and particularly from educational circles. This latter group will support the winter tourist traffic to New Zealand.

"A personal visit to the West Coast and a tour of all agencies with Mr. Firth, New Zealand Commissioner at Los Angeles, has resulted in a most satisfactory liaison being established with both principals and selling staffs which should prove most profitable.

"References to New Zealand in leading United States periodicals and magazines constituted a record, and correspondence received both at the Toronto and Los Angeles offices as a direct result testified to the interest aroused. Many productive inquiries were received.

"Included among other forms of advertising were the distribution of film on passenger steamers on the Atlantic and Pacific; window displays in tourist offices in leading cities of Canada and the United States; participation in large-scale exhibitions; personal lectures to service clubs and to audiences convened by tourist agencies; and direct radio talks, together with the distribution of electrical transcriptions.

"The Toronto Office has been called upon to supply more costed itineraries than ever before, and the outlook for the summer of 1936-37 is, in my opinion, most promising. This view is shared by every leading tourist agency with which I have contact."

TRADE AND TOURIST COMMISSIONER IN WESTERN AMERICA.

"*Establishment.*—From the commencement of our activities a considerable amount of interest was displayed by travel organizations and as the result of previous visits to this territory by the New Zealand Commissioner in Canada.

"During the five months under review, ninety-nine travel agents in the Western American area have been approached with a view to seeking their closer co-operation in the sale of New Zealand tours.

"Special itineraries have been submitted to twenty-three agents at their own request for submission to their clients, and although sufficient time has not yet elapsed to permit of the actual result of this effort being traced, nevertheless we have received advice that several of these tours have been accepted and completed by the individuals for whom they were planned.

"With a view to further assisting travel agents to sell New Zealand travel, the agents in the Western American area were supplied with information regarding tours to be sold, and during the period under review no less than forty travel agents were personally interviewed.

"In addition, an advertising campaign which commenced late in the March quarter provided for announcements in the principal educational journals, and resulted in a very satisfactory number of inquiries for tours being received by the various travel agents.

"A matter which engaged our attention was the apparent policy of shipping companies to encourage their agents to sell round-trip ocean-voyage tickets in preference to suggesting stop-over tours to their clients.

"During the period opportunities have been taken to utilize various mediums for giving publicity to the scenic attractions of our country. Photographs have been distributed to magazines and other publications, posters have been supplied to schools and institutions, and the distribution of literature, principally through travel agencies, has received regular attention.

"The activities of our staff, comprising lectures to selected groups and clubs, were confined to the Los Angeles area earlier in the period, but for the last four months of the period under review centres further East have had the benefit of lectures on New Zealand."

LONDON REPRESENTATIVE.

"This bureau was established in July, 1934, following representations from the High Commissioner. The past year has been a particularly busy one, and the total value of credit notes issued has more than doubled. Earlier in the year the large number of personal tourist inquiries, correspondence, and preparation of itineraries took up the majority of the departmental representative's time, but the appointment of a qualified assistant has permitted him to make new contacts and renew old ones with many travel agencies. Enlargements and rearrangement of the facilities for interviewing prospective tourists have also greatly assisted.

"Quite a large proportion of those inquirers who were dealt with in the London Office finally booked their tours on arrival in New Zealand, the turnover in such cases being credited to the bureau actually effecting the booking. A large proportion of British visitors have expressed their appreciation of the services rendered either by personal calls or by letters after their return. It is the personal service rendered which calls forth this appreciation, which extends to verbal recommendations to friends, resulting in yet further bookings. Many examples of this have been encountered.

"Two party visits were arranged by the London Bureau, 275 members of the British Medical Association's party travelling to the conference at Melbourne were persuaded to travel via Canada and New Zealand, and most of these made a specially-arranged trip to Rotorua. Twenty-five British farmers, increased by twenty-one South African farmers, made a thirty-three day tour of the Dominion, under the auspices of the British National Union. Both parties were most enthusiastic about the arrangements made for them and the enjoyment obtained.

"The closest co-operation has been maintained between the Publicity Officer and the departmental representative, resulting in very effective publicity.

"It is proposed to endeavour to arrange 'straight-out touring parties' in the near future, in conjunction with the various travel agencies. These would lay the foundation for special parties to visit New Zealand during the Centenary celebrations.

"While uncertainty regarding the date of the British elections and the progress of the Ethiopian crisis definitely militated against travel development, the improvement in trade conditions, uncertainty regarding continental conditions, and fluctuating exchanges in comparison with the favourable exchange with New Zealand, and the prevailing high regard held in Britain for the Dominion were factors favourable to travel increases. It is expected that the Coronation ceremonies will, however, affect the number of travellers next year."

CARETAKER, LITTLE BARRIER BIRD SANCTUARY.

"The rainfall was much in excess of previous seasons, amounting to 72 in. Weather records were regularly forwarded to the Meteorological Department. The number of seine-fishing boats is on the increase, and the owners, a fine type of men, have the greatest respect and regard for the Sanctuary.

"The coast-line is frequently traversed in pursuit of cats, which get a quick dispatch, and are certainly less in number. There has been no indication whatsoever of any unlawful landing.

"The main track, as well as the others, are continually traversed and kept open, but every gale and storm uproots dead trees and sometimes live ones, which have to be cut out. Traverses of the stream-beds in the dry season give an excellent idea of the bird-life. I feel quite safe in saying that all forms of this are increasing; at times the forest rings with their music, and I rarely enter the bush without seeing stitch-birds.

"All works have been maintained."

TOURIST AGENT, TE AROHA.

"*Bath-buildings, Drinking-fountains, &c.*—The various bath-buildings, drinking-fountains, springs, &c., have been kept in good order during the year. Forty-two cans of mineral water were sent to Rotorua, as against fifty-one for last year.

"*Gardens and Playing-areas.*—The grounds have been kept in good order during the year. The abundance of rain made the flower-beds a pleasure to see. Despite the weather, the games have been well patronized.

"*Mount Te Aroha.*—The various tracks have been kept in good order. Large numbers of visitors and residents have made the climb of 3,126 ft., the native bush and wonderful views being the attraction.

"*Fishing and Shooting.*—The upper reaches of the Waihou River have yielded some good catches, while good bags of wild duck were secured early in the season, and godwit, dotterel, and curlew were plentiful along the Thames Coast, Waihi Beach, and Tauranga Harbour.

"*Music in the Domain.*—The Te Aroha Municipal Band has rendered a good number of programmes in the Domain during the year, which were well attended and much appreciated. The band is playing well.

"*X-ray Apparatus.*—Eighty-five patients were X-rayed. The apparatus was overhauled in December, 1935, and is in good order.

"*Weather.*—Rain was recorded on 202 days, with a total fall of 70 in. Records were forwarded to the Meteorological Department.

"*General.*—Maintenance work was carried out. A new croquet-lawn was made during the year."

ACTING DISTRICT MANAGER, ROTORUA.

"It is gratifying to note that the total receipts show an increase over the previous year, which itself created a record. The majority of the sections show an improvement, the largest being in the electrical. The water and drainage charges also represent an increase, though this is due no doubt to the natural growth of Rotorua as one of the premier tourist resorts of New Zealand. Bath-fee receipts are also somewhat higher than last year, indicating the popularity of the baths both from the medicinal and recreational points of view.

"Round Trip receipts indicate the return to better times, and would have been even larger but for the inclement weather at the end of the season. Launch and boat hire returns are also improved, mainly as a result of the better fishing in Lake Tarawera, which proved most popular.

"The playing-areas have been very popular, and, although a small decrease in returns is shown, this is due also to the unseasonable weather. There was also a slight decrease in the number of Sanatorium patients and consequently in fees, but indications are that more advantage will be taken of the facilities provided during the coming year.

"The only other decrease of note is in passenger booking, but this can be traced to the improved facilities now available at the terminal bureaux at Auckland and Wellington, most visitors having already completed their booking-arrangements before arriving in Rotorua. Nevertheless, the usefulness of the Rotorua bureau in affording facilities for providing information, booking-arrangements, and other services renders it essential.

"The overseas cruise visitors came in great numbers, and all arrangements for their entertainment worked smoothly and were thoroughly appreciated.

"The office rebuilding scheme is now practically complete, and the separation of the various sections has resulted in increased efficiency, while the appearance of the bureau is now worthy of the importance of the town as a tourist centre. It is easily located by the Neon sign.

"*Buildings.*—No new buildings were erected, but maintenance work has been regularly carried out. As a result of the change-over in electric supply from 110 volts to 230 volts, alterations in the store to provide additional room for equipment were made. The carpenters and painters also visited the Chateau and Waitomo Hotel to carry out certain work.

"*Electrical Section.*—Very satisfactory progress has been made in the change-over in voltage, and 160 consumers have already been attended to. All new installations, of course, are now supplied with 230-volt connections wherever possible. It has been necessary to erect duplicate 230-volt lines and transformers to carry the load until the main connections are changed over. Judging from results, the change-over is most acceptable to consumers, both new and old. Extension of certain lines to new

consumers has been made and maintenance work, with renewals, carried out. The Okere plant has been maintained and has been operated for one shift throughout the year. The street-lighting system has been extended as required, and seven gaseous discharge lamps erected in Hinemoa Street for demonstration purposes.

“Water-supply.”—Fifty-four new connections have been made, and improvements in the supply service have been effected by enlarging some of the mains. It was necessary to lower ten chains of 4-in. cast-iron mains owing to new road-formation work.

“The Ohinemutu sewerage scheme, operated by the Rotorua Borough Council, was connected up with the Department’s rising main, and a good deal of work in extending the sewer connections remains to be done. Successful work has been carried out in combating the effect of sulphur on the mains, and little inconvenience has been caused by this.

“Drainage.”—Eight new connections were made and several new residences were connected. A septic tank was installed at the Gardens golf pavilion, while the sanitary conveniences at the bowling pavilion were also improved. Some trouble was experienced through the usual sulphur deposit blockages. All types of drainage maintenance were carried out, together with general plumbing work.

“Sanatorium Grounds.”—The floral display in the gardens has been warmly eulogized by visitors from all parts of the world, while the playing-areas have been kept in excellent order, as far as the weather permitted. The golf-links have been particularly popular, with an increase in green-fee returns, while considerable improvement to them has been effected, the benefit of which should be experienced in the coming season. All paths and drives in the gardens have been bitumenized, but will probably require a further coat.

“Reserves, Pukeroa.”—The boundary fences have been renewed and the roads renovated.

“Model Pa, Whaka.”—This has been kept in good order and has been largely visited by tourists. All carvings and Maori houses were repainted before the beginning of the season.

“The other reserves—Kuirau, Arikikapakapa, Waimangu, &c.”—have been well maintained.

“The nectar and berry producing shrubs which had been planted are well established, and are having an excellent effect in increasing bird-life—bell-birds and tuis being heard regularly in the gardens, &c.”

“Round Trip.”—New conveniences have been erected at Waimangu, and all tracks, &c., well maintained. The boats were overhauled and recertified.

“Owing to the wet season, Lake Rotomahana rose some 5 ft. and considerable damage was done, the boat-landing having to be reconstructed. All financial returns were up, but it will be advisable to provide an additional rowing-boat and outboard engine on Lake Tarawera to cope with the rapidly increasing fishing requirements.”

BALNEOLOGIST, ROTORUA.

“Owing to the general election there was a falling-off in financial returns, but since the beginning of the year the resources of the establishment have been taxed to the utmost.”

“Sanatorium.”—The demand for admissions has been very heavy recently, and the hospital annexe has had to be reopened. Approximately 5,500 baths and 8,300 treatments have been given to patients in the institution during the year, and the great number of helpless patients has made the nursing, treatment, and portage particularly heavy. However, excellent results have been obtained, even in the worst cases, and many bedridden, helpless sufferers have been restored to walking and a degree of independence. Several outstanding cases have shown the tremendous value of the Spa.

“Main Bathhouse.”—This has been very busy throughout the year, but it becomes increasingly patent that a new and modern establishment is essential.

“Massage and Physiotherapy.”—These departments bear the main burden of work, and it is to the loyalty and sympathetic attention of the staff that the satisfactory results achieved are due.

“Summary.”—I am more than ever impressed by the possibilities of Rotorua becoming one of the major clinical centres in the Southern Hemisphere, and look forward to this being attained. I am assured that the value of our mineral waters and high standard of physiotherapeutic treatments will draw people from all parts of the world. A policy of progress and vision must result in Rotorua Spa, as distinct from the other attractions of Rotorua, becoming one of the most valued possessions in this richly-endowed Dominion’s assets.”

MANAGER, WAITOMO CAVES AND HOTEL.

“I am pleased to report that the year has been a record one as regards revenue.”

“Tea-house at Top Caves.”—The old tea-house at Ruakuri and Aranui caves was pulled down and a new one erected. The whole area was fenced and three hundred native trees planted.

“Hotel.”—A fire-proof projection box has been erected in the hall, and films are shown once a fortnight.”

MANAGER, LAKE HOUSE, WAIKAREMOANA.

“Despite the wet season, a slight increase in revenue was shown. The widening of the Waikaremoana-Rotorua road has been begun. When completed there should be a considerable increase in the number of visitors.”

“New staff quarters and a cool store have been built. Additional facilities at the camping-ground include the extension of the electric-light system, the provision of an assembly hall, and a modern sanitary block. All other buildings and equipment have been kept in good order.”

CARETAKER, MORERE HOT SPRINGS.

“ In common with most other districts, the abnormally adverse weather affected the normal attractions for bathing, but the final quarter showed an increase over the previous year’s same period. The new bath has proved very popular indeed, and, though its attraction is seasonal, the other baths will meet winter requirements of visitors.”

MANAGER, MILFORD HOTEL, MILFORD SOUND.

“ There has been a decided improvement in the number of visitors, including over fifty by steamer and as many more by the Grave-Talbot Pass, and more visitors have remained for an extended period than previously.

“ We were honoured by two viceregal visits, Their Excellencies Lord and Lady Galway and their family paying a visit in November, travelling on the Track as far as the Quintin Hut. Lady Galway and a party of three returned in March, and did the return trip from Glade House.

“ The ‘ Monowai ’ paid two visits, one direct from Sydney in January and a tourist cruise in February from Wellington. On the latter visit, 370 tourists landed for the day. The ‘ Marama ’ called at Milford on twelve occasions, and the ‘ Wanganella ’ once. Visits were also paid by H.M.S. ‘ Wellington ’ and the American yacht ‘ Igdrasil.’

“ It is now possible to motor to the Homer Hut via the Eglinton Road, which will make the Grave-Talbot route more popular if guides are made available during the season.

“ Good progress is being made with the new road to the tunnel from Milford Sound. Eighty men will continue working on this side during the winter, necessitating a regular boat service from Bluff—the first winter that Milford will have sea communication. In previous years we have been isolated for sixteen weeks.

“ The Milford Track has been maintained in good order and no delays have occurred. Good service was given by the hut-keepers and track hands, which was much appreciated by visitors.

“ The removal of the office to the Te Anau Hotel resulted in better service being rendered visitors who arrived without itineraries, enabling them to book tours and to secure accommodation and information.

“ The new launch ‘ Donald Sutherland ’ arrived in February, and this fine vessel has been much appreciated by all visitors.”

MANAGER, CHATEAU TONGARIRO.

“ The year has been a good one, returns showing an excellent increase.

“ The heating and hot-water systems have been greatly improved, and renovations to the main building will, it is hoped, be put in hand immediately after the winter. New staff quarters are in course of construction and will be most comfortable.

“ The golf course has been considerably improved, and the first tournament held here proved very popular.

“ On the side-trips and walks, new signposting has been done and the tracks kept in good order, special attention being paid to Ruapehu and the Ketetahi Springs.

“ The roads to the Chateau, both from the south and the north, are being gradually improved, and I am sure, seeing that so many patrons are car-owners, that this will result in increased bookings.

“ Mountain climbing, particularly on Ruapehu, has been more popular, and Chief Guide Risberg has made over sixty ascents with parties.”

APPENDIX B.

LIST OF HIGH ASCENTS AT FRANZ JOSEF GLACIER, SEASON 1935-36.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1936.			Ft.	
Jan. 4	G. Clark and B. Thompson ; Guide, J. Cox	Mount Torres ..	10,300	By western <i>arête</i> .
Jan. 5	G. Clark and B. Thompson ; Guide, J. Cox	Mount Haast ..	10,100	From Engineer Col.
Jan. 6	A. Rae, G. Clark, and B. Thompson ; Guide, J. Cox	Mount Lendenfeldt	10,300	From Engineer Col.
Jan. 11	Mrs. E. Theomin ; Guides, J. Durnford and J. Fluerty	The Minarets ..	10,058	From Rudolf Glacier.
Jan. 11	Mrs. E. Theomin ; Guides, J. Durnford and J. Fluerty	Mount De la Beche	10,058	From Rudolf Glacier.
Jan. 13	Mrs. E. Theomin ; Guides, J. Fluerty and J. Durnford	Mount Halcombe	8,700	From Almer Glacier via Northern face.
Jan. 10	Mrs. E. Theomin ; Guides, J. Durnford and J. Fluerty	St. Mildred Peak	8,000	..
Feb. 26	Miss M. Edgar Jones ; Guides, C. Parfitt and J. Cox	Mounts McFettrick, Downe, and Cole (first ascents)	..	..
Jan. 26	Mr. Cundell ; Guide, J. Cox ..	Mounts Moltke, Lemmer, Geoffrey Peak, Ebenezer Peak, and Alex Knob (first traverse)	..	..

HIGH ASCENTS FROM THE HERMITAGE, SEASON 1935-36.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1935.			Ft.	
Dec. 9	C. W. Johnson, J. D. Willis, L. J. Dumbleton	The Minarets ..	10,058	From De la Beche Hut.
Dec. 13	C. W. Johnson, J. D. Willis, L. J. Dumbleton	Mount Chudleigh	9,686	From De la Beche Hut and Langdale Glacier.
Dec. 16	C. Johnson, J. D. Willis, L. J. Dumbleton	{ Pioneer Pass ..	9,200	} From Pioneer Hut to Haast Hut.
		{ Grey Peak ..	9,400	
Dec. 18	Mrs. E. Theomin; Guide, V. Williams	Aiguilles Rouge ..	9,731	From Malte Brun Hut via Beetham Glacier.
Dec. 15	C. W. Johnson, J. D. Willis, L. J. Dumbleton	Douglas and Glacier Peaks	..	From De la Beche Hut and Langdale Glacier.
Dec. 16	Mrs. E. Theomin; Guide, V. Williams	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Dec. 23	Mrs. E. Theomin; Guide, V. Williams	Footstool ..	9,073	From Sefton Bivouac.
Dec. 24	G. Graham, Miss H. Graham, C. Hill; Guide, M. Bowie	Footstool ..	9,073	From Sefton Bivouac.
Dec. 24	A. J. Scott, C. Johnson, G. Riley; Guides, P. Williams, L. Overton, and P. Harvey	Mount Maunga-Ma	8,335	From Mueller Hut, usual route.
Dec. 26	T. Latham, J. W. Rolleston, F. W. Hilgendorf	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Dec. 26	Don. Foster, Doug. Foster, D. Watterson	Anzac Peaks ..	8,323	From Haast Hut.
Dec. 26	T. Doig, J. D. Manning, P. Melville; Guide, V. Williams	Anzac Peaks ..	8,323	From Haast Hut.
Dec. 26	E. Smith, R. Edwards, D. Divers, J. H. Gilkinson, L. Ward, R. Fullerton	Mount Darwin ..	9,715	From De la Beche Hut up North snow face and ridge.
Dec. 27	N. S. Thompson; Guide, V. Williams	Mount Nazoami..	9,716	From Gardiner Hut via Noeline Glacier.
Dec. 27	T. Latham, J. W. Rolleston, F. W. Hilgendorf	Elie de Beaumont	10,200	From Malte Brun Hut, usual route.
Dec. 27	L. Hewitt, W. Barnett, D. M. Barnett	The Minarets ..	10,058	From Malte Brun Hut.
Dec. 27	F. Latham, J. W. Rolleston, F. W. Hilgendorf	The Minarets ..	10,058	From De la Beche Hut.
Dec. 27	J. H. Gilkinson, D. Divers, R. Edwards, G. M. Edwards	Mount Haidinger	10,059	From De la Beche Hut via Enas Dome.
Dec. 28	L. R. Hewitt, D. M. Barnett, W. Barnett	Mount Cook ..	12,349	From Haast Hut via Linda Glacier.
Dec. 31	T. Doig, J. W. Aitken, J. D. Manning, P. Melville; Guide, P. Williams	The Minarets ..	10,058	From Malte Brun Hut, usual route.
Dec. 31	J. S. Shanks, F. S. Shanks, D. A. Canty, L. B. Thompson, R. Lee, G. P. Rayward, E. Miller	Elie de Beaumont	10,200	From Malte Brun Hut, usual route.
Dec. 30	E. Smith, R. Fullerton, L. Ward, G. Palmer	{ Mount Green Mount Walter	9,305 9,507	} From De la Beche Hut.
1936.				
Jan. 1	R. R. Edwards, G. M. Edwards, A. L. Ward	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Jan. 1	A. H. Willis, T. Robbins, G. Malcomson, D. M. Barnett, W. Barnett, L. Hewitt, E. Miller	Elie de Beaumont	10,200	From Malte Brun Hut, usual route.
Jan. 1	Don. Foster, Doug. Foster, D. Watterson	Elie de Beaumont	10,200	From Malte Brun Hut, usual route.
Jan. 2	Don. Foster, Doug. Foster, D. Watterson	Mount Cook ..	12,349	From Haast Hut via Linda Glacier.
Jan. 2	D. A. Canty, G. P. Rayward, J. S. Shanks, F. G. Shanks, R. Lee, L. B. Thompson	The Minarets ..	10,058	From Malte Brun Hut, usual route.
Jan. 2	G. Graham, C. Hill; Guide, F. Harvey	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Jan. 2	Miss E. Ellis; Guides, M. Bowie and P. Williams	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Jan. 2	W. Barnett, L. Barnett, L. Hewitt	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Jan. 2	J. M. Gilkinson, D. Divers, R. Fullerton	Malte Brun ..	10,421	Traverse from Malte Brun Hut via Beetham Glacier and South Ridge.
Jan. 3	J. H. Gilkinson, D. Divers, G. W. Edwards	Mount Cook ..	12,349	From Haast Hut via Linda Glacier.
Jan. 3	R. Binks, R. S. Odell, B. V. McLeod	The Minarets ..	10,058	From De la Beche Hut, usual route.
Jan. 5	H. E. L. Porter; Guide, V. Williams	Vampire Peak ..	..	Traverse from Mueller Hut via Bonnie Glacier.
Jan. 9	G. P. Rayward; Guide, M. Bowie	Mount Cook ..	12,349	From Gardiner Hut up Earle Route. Descent via Linda Glacier.
Jan. 9	H. E. L. Porter; Guide, V. Williams	La Perouse ..	10,101	From Gardiner Hut and Harper Saddle.
Jan. 13	H. E. L. Porter; Guide, Vic. Williams	Mount Hicks ..	..	From Gardiner Hut and Harper Saddle.

HIGH ASCENTS FROM THE HERMITAGE, SEASON 1935-36—continued.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1936.			Ft.	
Jan. 28	G. Sainsbury, F. Harvey ..	Mount Hamilton	9,915	From Malte Brun Hut, usual route.
Jan. 28	J. Dick ; Guide, M. Bowie ..	Pibrac ..	8,472	From Hooker Hut.
Jan. 29	J. Dick ; Guide, M. Bowie ..	Footstool ..	9,073	From Sefton Bivouac.
Feb. 5	Hartley White ; Guides, V. Williams and F. Alack	Malte Brun ..	10,421	From Malte Brun Hut via Western Ridge.
Feb. 3	Hartley White ; Guide, V. Williams	Turner's Peak ..	..	From Ball Hut and Ball Pass.
Feb. 25	R. W. Parkhurst ; Guide, V. Williams	Mount Maunga-Ma	8,335	From Mueller Hut.
Feb. 26	Miss C. Irving ; Guide, M. Bowie	Darby Jean Jean-ette	8,287	From Mueller Hut.
Feb. 27	R. Parkhurst ; Guide, V. Williams	Sealey ..	8,651	From Mueller Hut.
Jan. 21	T. Robbins, J. Macomson, A. G. Willis	The Minarets ..	10,058	From Malte Brun Hut, usual route.
Apr. 12	J. Sim, D. Lewis ..	The Minarets ..	10,058	From Malte Brun Hut.
Apr. 12	Miss E. Fairburn, Mrs. V. Williams ; Guide, Vic. Williams	The Minarets ..	10,058	From De la Beche Hut.
Apr. 13	A. J. Scott, D. Lewis ; Guide, M. Bowie	Elie de Beaumont	10,200	From Malte Brun Hut, usual route.
Apr. 15	A. J. Scott ; Guide, M. Bowie	{ Mount Green Mount Walter	9,305 9,507	} From Malte Brun Hut.

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