

departmental stores throughout the United States and Canada, to handle the distribution of folders, booklets, &c., on New Zealand throughout these territories. Stocks of literature for distribution to specially selected clients will be held by this organization, which has a very large and important clientele amongst the wealthiest sections of American people, and the service undertakes to create new travel business. The arrangement entered into should have beneficial results and make for the orderly distribution of the Department's folders.

In the radio-publicity field a special series of weekly broadcasts of one-quarter hour duration dealing with New Zealand's scenic attractions and phases of New Zealand life were arranged from one of the principal stations in Los Angeles for a period of three months at a very reasonable expense, and from the number of written and telephoned comments made to the radio station it would appear that the programmes were well received. Broadcasts from Toronto and New York were also arranged.

It is proposed to make further use of this method of advertising, particularly in encouraging travel within the Dominion.

During the year the Department was represented at the Empire Exhibition held at Johannesburg, South Africa, and a very attractive display was arranged, which was very favourably commented on in one of the issues of the *London Times* (weekly edition). The Commissioner was instrumental in obtaining a considerable amount of publicity for New Zealand through the South African press and was able to make this Dominion known to the many thousands of visitors to the exhibition.

Comment has already been made in this report to the value of securing the co-operation of travel agencies throughout the world in the promotion of travel to this country, and the Department has given particular attention to this matter during the year. Travel agencies in the United Kingdom, Australia, Europe, Ceylon, South Africa, the East, and North America have been regularly supplied with travel literature and specimen inclusive-priced tours of New Zealand, and, where possible, have been contacted by the Department's overseas representatives, and every effort made to secure their good will.

Staffs of the leading overseas travel firms were addressed on tours in New Zealand, and a special light-weight folder, attractively printed and setting out details of a range of New Zealand inland tours, and a specially planned agents' bulletin, together with particulars of advance sailing schedules for Pacific and trans-Tasman shipping services, were supplied to all travel agencies throughout the United States of America and Canada.

During the year under review the Department took active steps to promote travel within the Dominion to the various tourist resorts, and a comprehensive advertising plan was arranged through local newspapers. This was supported by window displays in the main cities and towns, film screenings, and travel talks by members of the departmental staff, and the distribution of posters and literature.

DEPARTMENTAL ACTIVITIES WITHIN THE DOMINION.

The satisfactory increase in number of overseas visitors to this Dominion and the buoyancy of travel within New Zealand was reflected in revenue earned by the Department from its various activities, and the total sum reached a record figure.

The hotels conducted by the Department were well patronized, and the various facilities provided for the holiday-maker at the Government spas were very popular with visitors.

In order to cater satisfactorily for the travelling public, extensive repair work and renovations were carried out at the Chateau Tongariro, and a number of private bathrooms were installed, and extensions to the lounge made at the Hotel Waitomo.

Improvements were made to the accommodation at Lake House, Waikaremoana, by the installation of running hot and cold water service in the bedrooms and by alterations to the electric lighting system. The motor-camping area was further developed at Waikaremoana by the provision of up-to-date facilities.

The Milford Track was maintained in good order and condition throughout the season, and it is pleasing to report an increase in the number of people who visited this particular locality.

A suspension bridge was constructed across the Clinton River at Glade House, and this improvement was much appreciated by visitors.

Improvements were carried out at Cascade Creek Camp to cater for the increase in the number of visitors to the Eglinton Valley. This trip is becoming more popular each year.

Morere Hot Springs was a very popular tourist resort during the past year and the steps taken by the Department during the past few years to keep deer out of the reserve and protect the bush has greatly thickened the undergrowth, and the reserve has been much improved from the scenic point of view.

At Queenstown it is pleasing to report that the grass on the new bowling-green came away freely, making an excellent playing-surface, and this additional playing-area was much appreciated by visitors. The new tourist bureau is an added improvement, and provision was made for more up-to-date facilities for handling the travelling public.

In order to increase the flow of hot mineral water to the various baths at Te Aroha a bore was put down, with satisfactory results. A commencement was made towards the latter part of the year with the painting of the various bathhouses and other buildings.