

1943.
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, 12th April, 1943.

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, 1943.

W. E. PARRY,

For 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.

SIR,—

Wellington, 8th April, 1943.

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, 1943.

I have, &c.,

L. J. SCHMITT, General Manager.

The Hon. W. E. Parry, Acting Minister of Tourist and Health Resorts and Publicity.

ANNUAL REPORT.

BECAUSE of war conditions the overseas tourist business remains at a standstill; nevertheless the flow of inquiries from many countries about holiday and living conditions in the Dominion continues. This is a good augury for the future, and proves that with the cessation of hostilities tourist traffic will again play a large part in the future progress of New Zealand.

As recorded in the last annual report, the Department's overseas offices are now almost wholly concerned with the many urgent matters incurred by the lease-lend and supply problems.

The flow of travel business through the Department's various bureaux and offices in the Dominion continues at a satisfactory level; in fact, the bureaux in the main centres are working at full pressure with greatly reduced staffs. Visiting servicemen are making many inquiries about the Dominion's holiday resorts and attractions, and are taking the opportunity of enjoying some tours during their stay in this country.

In spite of the necessary curtailment of all transport services, internal travel continues to be brisk, and bookings by rail, road services, airways, and inter-Island steamers are being maintained at a high level.

Shortage of paper has caused a cessation of booklet and literature production generally, and the Department has to rely on rapidly-depleting stocks for supplying inquiries which continue to come to hand from overseas. Many of these inquiries are from people considering the possibilities of settling in this country, while others reflect desires to get away from the unsettled conditions overseas to enjoy a much-needed furlough in the more peaceful atmosphere of this Dominion. There are many indications that after the war New Zealand will be a most popular tourist and holiday resort.

Department's Film and Advertising Studios.—The Manager of the Studios reports that again this year the major operations have been confined to the production of information films showing New Zealand's part in the war effort, the principal output being the "Weekly Review," which is now in its eightieth week of issue. Apart from the information films, a number of special appeal films have been produced for various State Departments. No less than sixty-six films were released during the past twelve months.

A new activity of the Studios is the preparation of 16 mm. copies of training films produced by the British Army. A large output of this material is now being processed.

During the year a National Film Library was established and is now supplying borrowers throughout the Dominion.

The photographic and art branches continue to provide a growing service for many Departments, and in this connection thousands of excellent photographs depicting the war effort of New Zealand and the Allied Nations have been prepared and distributed.

A further new departure is the establishment of a "film strip" unit which is already being used extensively for educational and propaganda purposes.

Trade and Tourist Commissioners in Canada, Australia, and the United States.—The reports of the Commissioners cover wholly the intricate and highly-important work being done in connection with the prosecution of the war. These are summarized in the annual report of the Industries and Commerce Division of the Department. Similarly, our representatives at the High Commissioners Office in London are engaged on the full-time prosecution of the many vital and urgent supply matters now needing attention there.

District Managers.—A brief summary of the various District Managers reports reveals that there has been a substantial increase in business all round, which, with the shortage of staff brought about by the war, has resulted in a particularly strenuous period being experienced.

Te Aroha.—An increase in the revenue figures for the year at this popular resort shows that our own people still realize the value and need of rest and recreation during the present trying period. A certain amount of this increase is considered to be due to the use of the valuable mineral baths and recreational facilities by military units established in the district. In spite of staffing difficulties, the domain and gardens have been kept in good order and have been much appreciated and admired by visitors.

The Chateau Tongariro.—This highly popular North Island resort was taken over temporarily by the Mental Hospitals Department on the 15th September, 1942.

Business up to this date was well maintained, and large numbers of people attended the winter skiing races and sports meetings. The resort could be opened to the public again at short notice as soon as the Mental Hospitals Department vacates the Chateau.

Te Anau Hotel and Milford Sound.—Despite transport difficulties, quite a number of people continue to visit this beautiful district. The Cascade Creep Camp, Glade House, and Milford Track have been closed for the duration of the war. The Eglinton Valley-Milford route reached via Te Anau will be greatly patronized by travellers in the coming years when motorists will be able to travel through the tunnel to the Tourist Department's hotel at Milford Sound.

Waitomo Caves and Hotel.—Although the revenue at this resort shows a considerable decrease as compared with pre-war, many visitors still enjoy their visits to Waitomo. A good proportion of these in recent months have been New Zealand and American servicemen and nurses, and arrangements are being continued whereby organized parties visit the caves at regular intervals. The resort is being kept in first-class condition in preparation for the expected revival of business at the end of hostilities.

Morere Hot Springs.—The Caretaker reports that, in spite of the difficulties of transport, more visitors arrived than in previous years, with a corresponding increase in revenue. The usual maintenance work on the reserve and baths has been carried out.

Little Barrier Bird Sanctuary.—The Caretaker reports a very low rainfall on the island, but an encouraging increase in the numbers of many species of native birds. Trees have blossomed heavily, thus providing ample food for the honey-eating species. Large schools of blackfish and whales have been sighted near the coast, and penguins are reported to be plentiful. The coastline of the island has been regularly patrolled and buildings and grounds kept in good order.

Lake House, Waikaremoana.—The Manager reports that owing to falling off of business and consequent reduction of staff there is little to record at this popular resort. The hostel, grounds, launches, &c., are being kept in good order, and everything will be in readiness for a resumption of business with the advent of better times.

Rotorua.—The District Manager reports that revenue from all sources shows that steady progress is being maintained. The extension of electrical energy and water-supply within the borough has been continued, and the gardens and playing areas have been well patronized.

Following the death of the late Dr. J. D. C. Duncan, formerly Balneologist for a period of over twenty years, the position has been filled by the appointment of Dr. Blair as Acting-Balneologist at Rotorua. Dr. Blair reports a decrease in Sanatorium fees and bath fees but an increase in fees for massage and special treatments during the past ten months. The decrease in baths is considered to be due to the fact that many of the boarding establishments have been taken over for military purposes, with a consequent reduction in ordinary visitors.

At the Sanatorium the average daily number of patients was forty-one. Owing to staff difficulties it has not been possible to keep the Sanatorium full. The number of baths and special treatments given to Sanatorium patients was: Baths, 6,581; massage and special treatments, 9,077.

At the Main Bath-house, work has been continued very satisfactorily, although difficulty is still being experienced in arranging for the baths and treatment necessary for all who apply.

Massage and Physiotherapy: The massage staff continued to work long hours throughout the year in order to deal with the large number of patients. Their duties have been very efficiently carried out.

Obituary.—The Department regrets to report the deaths during the year under review of Dr. J. D. C. Duncan, Balneologist at the Rotorua Spa, and Mr. C. H. Long, Manager of the Milford Sound Hotel.

Approximate Cost of Paper.—Preparation, not given; printing (478 copies), £3.

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