

1922.

NEW ZEALAND.

TOURIST AND HEALTH RESORTS DEPARTMENT

(ANNUAL REPORT OF THE).

BY THE MINISTER OF TOURIST AND HEALTH RESORTS, HON. W. NOSWORTHY.

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

The MINISTER IN CHARGE OF TOURIST AND HEALTH RESORTS DEPARTMENT to His Excellency the GOVERNOR-GENERAL.

MY LORD,—

Wellington, 30th June, 1922.

I have the honour to submit to Your Excellency the report of the Department of Tourist and Health Resorts for the year ended 31st March, 1922.

I have, &c.,

W. NOSWORTHY,

His Excellency the Governor-General
of New Zealand.

Minister of Tourist and Health Resorts.

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

SIR,—

Wellington, 29th June, 1922.

I have the honour to submit herewith my report for the year ended 31st March, 1922.

I have, &c.,

The Hon. W. Nosworthy,
Minister of Tourist and Health Resorts.B. M. WILSON,
General Manager.

ANNUAL REPORT.

Though the total direct revenue received by the Department from all sources is slightly less than last year, which was easily the highest up to date, it is, considering all circumstances, a very satisfactory amount. Last year's direct revenue amounted to £51,038, an increase of £8,820 over the previous year, which was in turn £8,529 over 1919—a total increase in the two years of £17,349. This year's revenue amounted to £50,822. Taking into consideration the existing financial conditions and natural shortage of spending-power so far as holiday-making is concerned, this is distinctly a result on which the Department's officers may be congratulated.

The figures above quoted refer, of course, only to the amount actually received at the accommodation-houses and resorts under the control of the Department, and the amount taken by way of commission on tours arranged by the Department; but take no cognizance whatever of the amounts spent by tourists visiting New Zealand for pleasure purposes, nor of the amounts contributed in this respect by way of railway fares, hotel-accommodation, and general Customs revenue. I have obtained from the Government Statistician the number of tourists visiting New Zealand from overseas during the year ended 31st March last: they total 8,050 persons. It is safe to assume that each one of these spends in New Zealand at least £100, and possibly a very much larger amount. Taking the lowest estimate of £100 per head, the direct amount spent in New Zealand by these visitors would be £805,000. There is no question that a large proportion of this amount must be credited to advertising and propaganda work afforded by the Tourist Department.

The business at the booking bureaux of the Department has maintained its high standard, and the value of the tours booked is £68,682, against £69,447 for the previous year. It must also be remembered that during the past season there was no Easter traffic, while the previous season contained two Easter terms, when the business of the Department is unusually heavy, and productive of the issue of many tours of travel. The commission earned by this branch was £60 over the previous year.

There has not been a great deal of propaganda work during the year, owing to the necessity of curtailing expenditure in the direction of publications; but the work of issuing photographs and lantern-slides has been steadily maintained. Slides and photos have been sent to all parts of the world, and very many New-Zealanders leaving for America and England, who are prepared to deliver lectures on their native country, have been properly equipped with these useful adjuncts. Large numbers have also been supplied to visitors from South Africa, and I have received many letters from Africa, Canada, &c., showing that the material supplied has been most useful. Though little has been done in the way of publications, many articles descriptive of New Zealand scenic attractions have been contributed to papers in Australia, Canada, Honolulu, and other places, which will no doubt have a good effect.