

## CONCLUSION.

Comment is frequently made upon the matter of the national value of New Zealand's scenic and sporting attractions and the potential wealth to be derived from a development of the tourist traffic to the Dominion.

The Department has a full and lively appreciation of the facts in this connection, and every effort is made by means referred to in this report to bring the attractions of this Dominion before the travelling public of other countries, and to arrange as far as possible to give satisfaction to those who visit the Dominion. At the same time the Department is in a position to appreciate also the difficulties which are involved by reason of our distance from the larger centres of prospective tourist population and the keen competition of other countries.

As there are at least fifty National Governments who actively participate in the encouragement of tourist travel, it will be seen that throughout the world to-day the tourist traffic is recognized as an industry of major importance, and that competition is particularly keen at the present time between different countries in securing a share of the enormous sums spent annually in travel, estimated by the International Travel Association at £1,500,000,000.

Whereas it is generally recognized through New Zealand that the tourist traffic may be a source of great wealth to any country, there are a number of people who are apparently under the impression that only the transport firms and hotels receive the benefit.

That the latter contention is entirely erroneous may be proved by the fact that from statistics compiled by a competent authority it has been shown that the money expended by American tourists in Canada is distributed as follows: Merchandise, 26 per cent.; hotels and restaurants, 37·8 per cent.; transportation, 18·5 per cent.; confectionery and incidentals, 5·9 per cent.; theatres and amusements, 8·5 per cent.; street-car fares, taxis, &c., 3·3 per cent.

In addition to the fact that the money expended by overseas travellers confers benefits on different classes of the community, it must not be overlooked that the benefits derived from the tourist traffic are not limited to the money actually spent by tourists within any country. The personal knowledge of economic and social conditions and of trade possibilities gained by visitors often results in industrial and commercial developments of a beneficial character.

It will be seen, therefore, from the foregoing that this Dominion has much to gain from the encouragement of tourists, and every effort should be made to this end.

Evidence is not lacking to prove that the publicity work carried out in previous years is having an influence in increasing the popularity of New Zealand's tourist resorts, and would certainly have been reflected in increased business had normal financial conditions overseas prevailed. Notwithstanding the present world decline in tourist travel, the Department already has in hand the detailed arrangements for several large parties to arrive during the coming summer, and the general prospects for the season are by no means unsatisfactory. Given adequate funds for publicity, there is no doubt that the Department, with its selling organization overseas and within New Zealand, can do much to exploit to the full the wonderful scenic and sporting attractions of this Dominion. The increase may be gradual at first, but if continuous efforts are made to advertise and sell overseas travel within New Zealand, and to cater for our visitors in an efficient manner during their stay here, there is no doubt that the industry will, in a comparatively short space of time, be regarded as of prime importance to this Dominion.