

1935.  
NEW ZEALAND.

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# DEPARTMENT OF TOURIST AND HEALTH RESORTS AND PUBLICITY

(ANNUAL REPORT OF THE).

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

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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, 1935.

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, 1935.

ADAM HAMILTON,

Minister of Tourist and Health Resorts and Publicity.

His Excellency the Governor-General of New Zealand.

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

Wellington, 26th August, 1935.

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, 1935.

I have, &c.,

G. W. CLINKARD, General Manager.

The Hon. Adam Hamilton, Minister of Tourist and Health Resorts and Publicity.

## ANNUAL REPORT.

### GENERAL SURVEY.

DURING the past year there has been a considerable increase in public interest and comment in regard to the development of tourist traffic to this Dominion, and it is evident from much of this comment that the organization and activities of the Department are very imperfectly understood by many who have recently taken a new or renewed interest in the "tourist industry" of New Zealand.

In consequence it appears desirable to include in this report some comments of a general character which may serve towards a better understanding of the functions of the Department and of its relative position in the national effort towards developing and serving tourist traffic.

The functions of the Department of Tourist and Health Resorts and Publicity fall under three main headings :—

- (a) Publicity, particularly overseas.
- (b) The giving of travel information and the selling (both overseas and in New Zealand) of travel within the Dominion and the reservation of accommodation by various means of transport and in hotels, &c.
- (c) The provision and maintenance of tourist facilities and health resorts within the Dominion.

The following is submitted as a review of each of the above-mentioned functions, though it is not suggested that they are by any means entirely independent questions :—

#### (a) *Publicity.*

Within the financial allocation of the Department as a whole there is provided out of State funds a sum of money designed for the production and distribution of publicity for the attractions and resources of the Dominion, particularly from the tourist point of view.

In the years immediately preceding the amalgamation of the Publicity Office and the Tourist Department an expenditure of approximately £40,000 per annum was allowed to the Publicity Office. Since that time the sum has been reduced, until at present there is allowed for all purposes of overseas publicity, including, to some extent, questions of trade publicity, the sum of approximately £18,000 only. When consideration is given to the very wide field which is open to exploitation it will be readily realized that it is impossible for the publicity to be intensive, and, in fact, in many regions the publicity cannot be anything more than of the scantiest character. Means have yet to be found by which effective extensive or continuous publicity can be secured without the expenditure of appreciable sums of money.

All the recognized publicity methods have been adopted in carrying out this work and all classes of publicity material have been produced and distributed, often in conjunction and co-operation with other interests and with a continuous consideration of the best possible means and the most likely areas from which results can be expected. The expert advice and assistance of persons and bodies outside the Department have been sought and been availed of, and, while many opportunities for publicity have necessarily been passed over on the score of expense, it can be shown that the quality of the material used, the direction in which the effort has been expended, and the co-operation with other interests have been such as to give grounds for no serious criticism. It will be allowed that in the production and distribution of publicity it is impossible in many cases to check up as to the results achieved and as to whether or not the best possible methods have been followed. It can be claimed only that the Department has endeavoured to apply the funds available to it with an intelligent consideration of all the circumstances.

In so far as Australia is now, and probably for some time at least must continue to be, our best tourist market, it has been thought wise to ensure that a substantial proportion of our publicity expenditure should be concentrated upon that territory. This should not be interpreted as meaning, however, that other regions have been entirely neglected; but the limitations of finance have necessarily meant that, more particularly in regions other than the Commonwealth, our publicity coverage has not been by any means taken to the maximum point justified by potential traffic.

#### (b) *Sales and Booking Organization.*

A policy has definitely been adopted which is based upon the belief that the best results cannot be obtained unless publicity work is backed by an efficient sales organization. For that reason every endeavour has been made to ensure that the interest aroused and inquiries resulting from publicity may be translated into actual business through the existence of representation abroad, either through departmental officers stationed in overseas countries or through the Department's agency arrangements with private interests engaging in the sale of travel. Wherever the extent of the business offering or the existence of other governmental work has justified, departmental officers are stationed so that they may follow up any inquiries by personal contact, give details of itineraries, costs, &c., and in some cases engage in the actual selling of tours to and through the Dominion.

In Australia, for example, officers are stationed at Melbourne and Sydney, where a considerable tourist traffic arises, and where, in addition, a considerable volume of work for other Government Departments has to be transacted. The officers selected for those locations are qualified officers of

the Tourist Department with an intimate knowledge of the tourist attractions and of the facilities available, and, in addition to engaging in the distribution and promulgation of publicity, they are able to, and do, sell tours to a considerable extent.

The departmental officers in those two main cities are backed by a chain of sub-agents in all the important cities and towns throughout the Commonwealth. These sub-agents are given a definite financial interest in booking travel to and through the Dominion, and commission is paid on any business brought in. So far as circumstances permit, personal canvass of prospects is carried out both by the departmental officers and by the agents.

The sales organization, through agents working on commission, operates at many points in the United Kingdom, United States of America and Canada, South Africa, and the East. In addition to these established travel agencies the Department has honorary agents who assist by the distribution of publicity material in Tientsin, Shanghai, Hong Kong, Colombo, Durban, Johannesburg, Suva, and Vancouver. A tourist officer is attached to the staff of the High Commissioner's Office, where there is also located a publicity officer dealing with publicity in respect of both tourist and trade aspects.

A New Zealand Trade and Tourist Commissioner at Toronto carries out fairly extensive publicity work both in Canada and the United States, and is in a position to provide, and does provide, to travel agencies and inquirers, detailed information to facilitate the actual sale of tours. Recent appointments have been made establishing Trade and Tourist Commissioners in Western America and Europe.

No clear line of demarcation exists between publicity work and the selling activities of our overseas representatives, though, of course, non-official travel agencies, being interested in the sale of travel to many different parts of the world, cannot be expected to engage in extensive publicity particularly favouring this Dominion.

Booking offices are maintained by the Department in the main centres of the Dominion (Auckland, Wellington, Christchurch, Dunedin, Rotorua, and Invercargill), and agents are carrying on similar work in the smaller centres (Hamilton, New Plymouth, Napier, Gisborne, Wanganui, Palmerston North, Masterton, Nelson, and Greymouth). This sales organization within the Dominion works in very close contact with our overseas representatives and agents and is essential to the completion of the business of selling tours.

The New Zealand booking organization also caters for the sale of travel in the Dominion by New-Zealanders and gives detailed information (whether tours are sold or not) and generally assists as the Department's local representatives for the organization of excursions and generally.

During the past two or three years the scope of the Department's overseas organization has been considerably widened, and the conditions under which our agents work have been clearly laid down, and effective steps taken to ensure that booking agencies are in possession of up-to-date particulars in regard to fares, routes, time-tables, &c. The process of extending the organization is continuously going on, but can be strengthened still further by the establishment, as circumstances permit, of overseas representatives whose business it would be to improve the contact with travel agencies operated by private interests. It is hoped that, particularly in America, we can increase the calls made upon travel agents so as to increase interest and improve the knowledge of the booking staffs of those agencies in regard to the attractions and facilities available in New Zealand. Appointments of selected and well-qualified officers overseas would be helpful in that regard and also in respect of improvement in the distribution of publicity and the provision of accurate and up-to-date detailed information for the benefit of shipping companies and general inquirers.

#### *(c) Provision and Control of Facilities within the Dominion.*

The Department has for years past spent considerable sums of money in the development of tourist facilities in the Dominion, and in many cases these have been provided with no expectation of either an immediate or an ultimate financial return to the Government. It may therefore be suggested that these are not business propositions if business means the earning of a direct profit. The nature of these facilities is often such as to entirely preclude any prospect of substantial revenue. The provision of roads, tracks, bridges, mountain huts, gardens, wharves, &c., has been undertaken in the prosecution of a policy of improving tourist facilities in the hope and anticipation that this would be for the general benefit of the Dominion and of the tourist traffic in particular, and presumably the Government, in providing funds for those purposes, did not anticipate that the policy would be challenged on the ground that it was unbusinesslike. In other respects, facilities have been provided which, while returning some revenue, were not designed or expected to provide a revenue commensurate with the costs. As a matter of policy, Governments in past years have also provided moneys for the development, particularly in thermal regions, of equipment and accommodation for health reasons, charges being fixed at low rates to assist the non-wealthy to avail themselves of the natural health resources.

In some directions, also, arrangements have been made to provide for the control of outstanding natural attractions and to prevent depredation and damage, at the same time as facilities are given for public enjoyment. In this regard the policy has presumably been one of both development and control in the national interest and in the interests of tourist traffic.

In the case of certain national assets steps have been taken to part with the actual control by a system of leasing under conditions which are intended to safeguard the interests of the public. It will be recognized, however, that in those directions where the revenue return is not likely to be sufficient, leasing is not a practical proposition.

At the present time the Department enjoys the close co-operation of most, if not all, of the interests directly concerned in handling traffic to or through the Dominion. Shipping companies carrying passengers to the Dominion are constantly in harmonious contact with the Department, and the Department assists in every way possible to provide publicity material and in respect of the handling of business to mutual satisfaction.

Within the Dominion hotel and transport interests are in constant co-operation with the Department in giving satisfaction to clients. Difficulties and points of dissatisfaction certainly arise from time to time, but the Department has no general complaint to make that the facilities afforded by private interests are inadequate or unsatisfactory. The standard of accommodation and of transport provided is directly relative to the extent and nature of the business available. Private interests cannot be expected to provide accommodation continuously in advance of the demand. Any suggestions or requests to or by the Department are dealt with in the friendliest possible manner.

The Department frequently receives letters and other expressions of appreciation from satisfied clients not only in respect of the Department's service, but in respect of the service given by those whose business it is to cater for the traffic.

Overseas interest in Australia, America, and the United Kingdom are frequently in communication either with the Head Office of the Department or with branches with the object of facilitating travel and in respect of the distribution and placing of publicity for mutual advantage.

Definite plans for increased co-operation with the Australian National Travel Association, for which body the Department has for three years acted as agents in New Zealand, are under discussion with the object of increasing, so far as that is possible, the extent of our co-operative work in the publicity field. The scope may exist for further co-operation between the Department and other interests, and where this can be pointed out the Department will always be most willing to act in the general interest, always bearing in mind that the interpretation placed upon "co-operation" in certain limited circles seems to amount to a continuous suggestion for the provision of State assistance involving the lending or expenditure of money.

Co-ordination and re-organization are words which have also recently been much in prominence. The Department acknowledges freely that others have been and are doing good work in the desired direction of increasing the tourist traffic to New Zealand.

Increased activity in relation to the development of the tourist traffic is largely a matter of increased expenditure, and the Department would be pleased to see any indication that the money for these purposes provided from State funds is to have the assistance of substantial amounts provided for national publicity (as distinct from localized or privately directed publicity) from non-governmental sources.

#### ORGANIZATION AND STAFF.

The Department's booking organization in New Zealand has been extended during the past year by the establishment of agencies at Wanganui (Messrs. Fairburn and Falconer) and at Gisborne (Messrs. Ball and Crawshaw), while steps have recently been taken to provide for the establishment of Trade and Tourist Commissioners in Western America and Europe.

A well-qualified tourist booking officer has also been sent to the United Kingdom where, in association with the High Commissioner's Office, he is able to do valuable work in the giving of travel information and in the actual sale of tours to and through New Zealand.

These developments, together with the need for strengthening the Sydney and Melbourne staffs to cope with increased business, have resulted in a number of staff changes, in respect of which regard has been had not only to the suitability of officers to particular duties, but also to the need for enabling the staffs to acquire varied experience and knowledge of different tourist localities.

A system has been adopted of enabling booking officers in the "off season" to spend their vacations in visiting, as far as possible, tourist districts of which they might not otherwise have personal knowledge.

The growth of business in the booking offices and the need for staffing cruise ships from Australia has placed during the past year a heavy strain on the staff of that section of the Department. During the summer and autumn months long overtime hours have been worked to deal with business which can be safely and satisfactorily handled only by officers with years of experience. Extra staff has now been engaged, but cannot become fully effective for several seasons, and the prospects of still further increases in business next season will indicate another period of strain on the bureaux force.

Improvements in the lay-out of the Auckland Bureau are planned to assist in meeting the pressure at that point.

The staff of other sections of the Department, while not so directly affected by growth of tourist traffic, are also working loyally and well to provide the service necessary to a smooth working of the organization as a whole.

#### TOURIST TRAFFIC.

The season 1934-35 showed a marked improvement on the traffic of previous recent periods. This must, of course, be acknowledged as representing a recovery from the low figures of the years of economic depression, but there are indications that a further distinct improvement in volume of traffic may be expected in the coming season. Reports from various sources support this view.

One of the pleasing features of the past season was the satisfactory maintenance of business until the late months of autumn, and even during recent winter months overseas business has been distinctly better than in past years. "Local" traffic in 1934-35 was also well in advance of that of previous seasons, and though the increasing popularity of motor-camping holidays has adversely affected the Department's bureaux bookings the figures have nevertheless shown a very definite advance. All hotels and transport organizations are able to confirm the Department's record of increased bookings.

The outstanding importance of Australia as a source of traffic to the Dominion was again demonstrated in 1934-35 and was made especially prominent by the visits of five large cruise ships carrying, in the main, Australian visitors. These ships, which, unfortunately, were able to visit only North Island ports, carried approximately 4,500 passengers, a large proportion of whom were able to spend a few days in overland trips from Auckland to Wellington.

A very heavy amount of preparatory work and actual tour selling in respect of these ships was done by our Australian offices and agents, and their work was followed up by the departmental officers who travelled to Sydney to act as cruise staffs on the voyage to New Zealand and as party conductors through the Dominion. These officers worked almost continuously on the voyages across the Tasman and, in addition to selling shore excursions, dealt with the mass of detailed work involved in the reservation of accommodation on trains, and motor-vehicles, and in hotels, the handling of the luggage, the arrangement of side-trips and receptions, and the provision of information in response to hundreds of varied inquiries. This special duty, coming as it did at the height of the season when staff pressure is in any event particularly heavy, was carried out with marked success and drew a valued expression of appreciation from the shipping companies concerned. Further similar cruises for 1935-36 are already scheduled.

These visits of cruise ships are indicative of the growing recognition of New Zealand's scenic attractions, and while the cruise visitors spend only a brief period in the Dominion the traffic is important in total monetary value and is, moreover, of special importance as likely to create repeat business and to provide valuable publicity.

The Cunard liner "Franconia" again visited New Zealand in the course of her annual world cruise, and special cruises to Milford and Marlborough Sounds and to northern waters were conducted by vessels of the Union Steamship Co. and Huddart Parker Co. It is understood that similar cruises will be repeated in the coming year.

The counter-attraction of the Melbourne Centenary Celebrations adversely affected business from the Commonwealth in 1934-35 and prevented the successful organization of any large party tours from Australia along lines followed by the Department in previous years. For the coming season steps are, however, again being taken to organize special party and conducted tours from Melbourne and Sydney. The reinstitution of a steamer service from Melbourne to Southern ports was responsible for valuable tourist business, and it is pleasing to note that the service will again be conducted in 1935-36 with a larger vessel.

Traffic from the United Kingdom in the past season showed distinct improvement, influenced, no doubt, by favourable exchange-rates and special shipping facilities and fares. Many of our visitors from Europe spend an appreciably longer time in New Zealand than is the case with the majority of tourists from Australia and America, and having regard to the average *per capita* expenditure in this country the traffic from that region is of greater value than might be indicated by a consideration only of the numbers of people concerned. The activities of the departmental officer attached to the High Commissioner's Office have clearly demonstrated in actual tour sales the value of the work that can be done by a well-qualified officer keeping contact with shipping companies and travel agencies and able to deal effectively with inquiries and travel prospects.

Business from the United States, while not representing as yet a large proportion of New Zealand's total tourist business, has also improved considerably in the past year, and with improving economic conditions in North America the prospects for the coming year appear to be distinctly good. This view is strongly endorsed by American transport and travel interests. Despite heavy expenditure in America by shipping interests the results to date have not been particularly favourable, but it appears certain that the publicity effort will justify itself in the near future, and already inward traffic is increasing over previous comparable periods. The appointment of a Trade and Tourist Commissioner in Western America will effectively support and strengthen the activities of shipping and railway companies and travel agencies.

In conjunction with other interests the Department has again assisted in the organization of local excursions and party tours to various resorts in both Islands, and these excursions have usually been well patronized. Winter or off-season party tours to mountain resorts have been particularly popular with the increasing large number of young people interested in ski-ing.

During the winter of 1934 steps were taken to organize at Wellington a conference of transport, hotel, and tourist interests, and invitations were extended to representatives from various parts of the Dominion. The conference was well attended, and lengthy discussions on the need for co-operation ensued. The Department had hoped that practical and detailed suggestions for improving traffic might have been made and that indications might have been given of financial support for some combined scheme of publicity work.

The conference passed a resolution endorsing the principle of co-operation and suggesting the establishment of a Board to take over, free of Ministerial control, the assets and activities of this Department. This suggestion was not adopted by Government, but a committee, advisory to the Minister of Tourist and Health Resorts, has been set up and is now in operation.

#### DEPARTMENTAL ACTIVITIES WITHIN THE DOMINION.

The work of the Department within New Zealand, apart from the sale of travel and the reservation of transport and hotel accommodation, is directly related to the provision and upkeep of tourist facilities at many points, such as Te Aroha, Rotorua, Morere Hot Springs, Waikaremoana (Lake House), Waitomo Caves, Chateau Tongariro, Queenstown, and the Te Anau-Milford Region, and in various reserves and domains in both Islands.

Other State-owned tourist assets are leased to and conducted by private enterprise, the leading instances of this character being The Hermitage (Mount Cook), Te Anau Hotel, Maruia Hot Springs, and Te Puia Hot Springs.

The maintenance and supply of stores, staff, and equipment to the resorts directly controlled and managed by the Department involve a considerable amount of detailed administrative work and the expenditure of an appreciable sum of money, which in varying degree in different instances is offset

by the revenue returns from traffic handled. In some matters, of course, no revenue of any importance is derived from the reserves which are maintained for general tourist-developmental reasons, and in other cases the revenue return is of a more or less incidental character.

The development of these various tourist assets necessarily requires the expenditure from year to year of money for capital improvements, a matter which is financially distinct from the expenditure on ordinary maintenance and upkeep.

This year has seen the final completion of all work in connection with the new Ward and Blue Baths at Rotorua. The new golf-links in the Sanatorium grounds, Rotorua, and at the Chateau were improved and are now in excellent condition. Funds have been arranged for a new reservoir for the water-supply at Rotorua, and arrangements are also being put in hand to change over the electric-supply voltage from 110 volts to the natural standard voltage of 230.

Tenders will be called during the coming year for additions to the Te Anau Hotel, and a new launch for Milford Sound to replace an old and out-of-date vessel and to cope with the traffic that is anticipated when the road now under construction is completed to the Sound.

Improvements to staff quarters at Waikaremoana and the Chateau will also be undertaken, and a new bowling-green at Queenstown is being arranged for.

The programme of new works has, for financial reasons, been reduced during the past year or two, but developments and replacements must be provided for, and additional construction work and expenditure at Rotorua and Milford must be undertaken in the near future. Negotiations are in hand with a view to handing over to the Te Aroha Borough Council the control of the Te Aroha Domain and Gardens with an annual subsidy for maintenance from State funds.

#### PUBLICITY.

The year has proved a particularly busy one from a publicity standpoint. The demand for all kinds of materials for show purposes, as well as for supplies of literature, has steadily increased, leading to larger editions of booklets and folders being printed.

The visit of a number of cruise ships during the season led to a big increase in the distribution of the Department's special publications, these being presented to the passengers prior to the ships leaving New Zealand on their homeward voyages. There is no doubt that this distribution will prove of considerable value in attracting further visitors to our shores during the coming summer.

The publicity campaign being carried out in the United States and Canada by large travel and tourist interests has been considerably assisted by the Department's literature and display material. Our literature is, in consequence, finding its way into the hands of many thousands of prospective travellers, who have already been attracted to New Zealand's charms through the work of their own local agents.

A new high-quality booklet issued during the year represents a departure to some extent from the customary advertising of the purely scenic side of the Dominion's attractions in that it deals also with various forms of human activity, as demonstrated by the growth of our main cities, means of transport, and similar subjects. Printed in sepia tones, the whole of the work being performed by the Government Printing Office, this book has already proved very popular, and large supplies have been despatched to the leading overseas agencies in readiness for the coming season.

Following the production of a small folder prepared for special distribution in India and the East, and on receipt of many indications that something of a more extensive character was needed, it was decided to prepare a substantial folder to include attractive photographic material and a great deal of informative matter of interest both to travellers and home-seekers. This publication has been completed and will be widely distributed by mail in the most useful quarters.

Owing to the big demand for copies of the small booklet "Facts and Figures," which contains, in addition to the principal statistics of the "New Zealand Year-Book" a large amount of useful general information, this publication had to be produced in considerably larger numbers during the period under review. As in the past, it has proved one of the most popular of the Department's publications.

The "general folder," which deals with all the main attractions of the Dominion, was reprinted and widely distributed among the various travel agencies overseas. This provides a very comprehensive review of New Zealand, particularly from the point of view of the tourist, and is proving most useful as an introduction to the country.

New posters prepared at the beginning of the season have been very favourably commented upon overseas, where extensive display arrangements, often on a reciprocal basis, have been made. In addition to the printed posters distributed by the Department, a series of striking original designs for window-display and for use in overseas offices, particularly in Australia, was prepared and despatched and have proved very attractive and of distinct value in advertising the Dominion. Several new posters are now in course of preparation.

Film-production has again played a very important rôle in the publicity field overseas. The special film, "Romantic New Zealand," produced during the year, met with a most favourable reception from the public both in the Dominion and in Australia, where it is still on circuit. Its release throughout the Commonwealth should prove a very big factor in bringing New Zealand directly before many thousands who are likely to be interested in a tour of this country. Arrangements are at present in hand for the showing of this film farther afield, particularly in the United Kingdom.

Short sound-film subjects are still being prepared and released through regular film-distribution channels and are keeping New Zealand interests well to the fore.

Silent films still continue to perform useful service in the lecture world and for all manner of private screenings still unaffected by the advent of the sound-film. The 16 mm. films prepared by reduction from the full-sized negatives are very much in demand by travellers, lecturers, and others, and in this field alone there has been considerable expansion during the year.

Photographs have again played a large and important part in the Department's advertising and publicity work. Further new subjects are added to the collection from time to time, and these have been made immediate use of for illustrating articles in overseas papers and magazines and for the preparation of new lantern slides. Several of the photographs were used for colour-plates and coloured cover designs for New Zealand annuals, thus receiving a still wider field of publicity. Enlarged, coloured photographs have been distributed widely in overseas countries, where they form the basis of attractive displays.

As in former years, a large number of special prints were made use of for presentation to distinguished visitors who have expressed themselves as being pleased with the pictures as souvenirs of their stay in New Zealand.

In special cases albums were prepared to contain selected photographs, an outstanding occasion being the presentation of photographic portfolios to Their Excellencies Lord and Lady Bledisloe on the occasion of their return to England. The usual morocco-bound albums prepared by the Department were made use of for placing on board cruise ships and overseas liners, where they will remain permanently and should do much towards advertising the Dominion.

Post-cards prepared by the Department have been freely distributed, many visitors having a preference for this type of picture. Good sales were also reported of stocks of these at the various resorts.

Many new lantern-slides were prepared during the year from fresh photographs secured for the Department, and the High Commissioner and other overseas offices were kept supplied with special sets suitable for lecture purposes. These sets included a wide variety of subjects and have been very favourably commented upon.

The past season's advertising campaign in Australia, covering newspaper and magazine advertising, as well as hoarding and window displays of posters and special show-cards, was of an extensive character and was fully justified by results in the way of increased passenger traffic. Indications are that the results of this campaign will be felt during the coming season and that the traffic from the Commonwealth should continue to grow steadily.

Exhibitions, especially those in Canada and the United States, were again made use of for the display of a considerable amount of publicity material of various types. Favourable comments were received from the exhibition authorities and the public regarding these displays, and no doubt much useful publicity for the Dominion has been gained through them.

Radio publicity was further developed, in the United States particularly, through the introduction of some special recordings prepared for release from a large number of broadcasting-stations. By this means New Zealand has been introduced to millions of listeners-in in America. The field generally is a very important one, capable of wide extension when further funds can be allocated for the purpose.

Among the visitors of special publicity interest to the Dominion during the year was Mr. E. O. Hoppe, a photographer of note, whose headquarters are in London. Mr. Hoppe, who has travelled in many parts of the world securing unusual pictures, was much impressed with our scenery and took a large number of photographs while here, which he intends publishing in book form.

The visit of Mr. Moore, of the National Geographic Magazine staff of America, is also of special moment. Mr. Moore, who took many colour photographs, also selected well over a hundred prints from the Department's stocks and is at present engaged preparing an article on New Zealand for publication. This should prove of the greatest possible value from a publicity standpoint.

The general aim with the whole of the publicity activities has been to keep it up to date with the adoption of all useful means in the direction of attracting overseas visitors to our shores.

Efforts so far have shown conclusively that, with such a wide field to work upon, opportunities for the use of our material far exceed the amount available both in funds and the necessary supplies of literature, films, &c., required to demonstrate New Zealand's undoubted attractions to all those portions of the world which it is so highly desirable to reach.

#### FINANCIAL.

The revenue of the Department during the financial year under review was £75,634, an increase of £10,557 over that of the previous year, and the expenditure, including the Overseas Publicity Branch, was £103,028, as against £91,571 for the previous year.

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

##### *Return of Receipts, 1929-35.*

	1929-30.	1930-31.	1931-32.	1932-33.	1933-34.	1934-35.
	£	£	£	£	£	£
Receipts .. ..	75,083	68,524	58,876	59,138	65,077	75,634

##### *Return of Expenditure, 1929-35.*

	1929-30.	1930-31.	1931-32.	1932-33.	1933-34.	1934-35.
	£	£	£	£	£	£
Consolidated Fund ..	130,615*	120,413*	91,951*	85,850*	91,571*	103,028*
Public Works Fund ..	20,546	60,288	87,609	14,455	13,510	12,880

\* Includes overseas publicity expenditure.

## APPENDICES.

## APPENDIX A.

(EXTRACTS FROM REPORTS OF CONTROLLING OFFICERS.)

## THE TRADE AND TOURIST COMMISSIONER FOR NEW ZEALAND IN AUSTRALIA.

"The past year has been a very difficult one in many ways. The Melbourne Centenary Celebrations, the visit of the Prince, the fall in wool-prices, the grasshopper pest, the fear of export restrictions on meat and dairy-produce, the unsettlement of manufacturers through tariff-reductions, the preparation by prospective tourists for a visit to London for the King's Jubilee (it is estimated that over 20,000 Australians have gone to England during the past few months) have all acted adversely on our efforts.

"Notwithstanding the above, the revenue earned by the bureaux in Australia has never before been so high. Compared with the turnover for the year prior to the reorganization of the Department in the Commonwealth this year's (1934) business shows an increase of 500 per cent., and the total number of tourists who visited New Zealand last season was by far the greatest number that ever crossed the Tasman.

"New Zealand is now particularly well known throughout the Commonwealth as a wonderful holiday resort. Our own Ministers of the Crown proved this to be so during their recent visits to this country, and as we are now actually booking through our own bureaux 35 per cent. of the total number of tourists who go to New Zealand our services may be regarded as being well known also. Hundreds of satisfied clients call to thank the Department for the wonderful treatment and service that they receive from our New Zealand and Australian bureaux and officers.

"We have employed every conceivable means to give publicity to New Zealand and to our services and organization generally. Amongst others, we used daily newspapers, weekly papers, periodicals, films and slides at theatres, large hoardings, posters, illustrated lecturettes, photo-distribution, window displays, radio talks, travel agencies, pageants, shows, articles in papers, special interviews, meeting steamers, circularizing prospects, &c.

"Australia is easily first in the world as a supplier of tourists to New Zealand and second as a buyer of New Zealand goods."

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

"*Tourist and Publicity.*—The long awaited uptrend in long-distance travel was evident last year. It was established that the bookings were much higher in the year under review than during the past four years, and noticeably, so far as the South Pacific was concerned, the increase in passenger bookings took place during the early winter in North America (November). Cruise ships on world tours had satisfactory passenger lists, and for the first time in five years de luxe accommodation was in demand on all steamer services.

"Opportunity was taken to visit the leading travel offices during the year in the large centres of population to ensure close interest being taken in New Zealand and to provide up-to-date publicity material and planned itineraries with reliable information as to cost. To elicit the interest of the public and of the chief travel organizations arrangements were made to supply attractive window-display material. Concentration in this regard was made upon the cities of New York, Washington, Baltimore, Philadelphia, Boston, Chicago, Los Angeles, and San Francisco. New Zealand sporting trophies (sword-fish heads, mounted trout, &c.), with Maori material, such as war-weapons, clothing, were supplied, together with dioramas, coloured enlarged photographs, and posters.

"In Canada a specially pleasing display was made to attract the attention of tourists at the Canadian National Exhibition held in August and September, 1934. As in past years a cinema was provided, and our publications were carefully distributed. The daily attendance averaged 107,357. The New Zealand section again earned the highest award—a gold medal—given by the directors of the Exhibition.

"The film and coloured lantern slides used by lecturers are regarded as being among the best shown on this Continent, and the audiences catered for are loud in their praise of the high-class photography and the beauty and grandeur of the Dominion's scenic attractions.

"The distribution of film has been extended to cover the Pacific and Atlantic ocean services of the Canadian Pacific steamships. All the "Empress" and "Duchess" liners trading to Japan and to Europe have been supplied with selected sound-film, and on her recent world tour, and later for her regular Atlantic sailings, the "Empress of Britain" has used, and is using, New-Zealand-produced sound-film. Further extensions in this connection are contemplated to cover other British passenger lines trading across the Atlantic.

"Miss Bathie Stuart continues to do her lecturing work faithfully and enthusiastically on the Pacific Coast. Her publicity efforts are regarded as of the highest merit by all the travel organizations.

"Whilst in New Zealand this summer I had the privilege of visiting the leading tourist and sporting resorts, and, especially in the South Island, was able to bring my information up to date by following the routes ordinarily taken by overseas travellers and adopting itineraries which proved popular and entertaining to those who made such tours for the first time."



## LONDON REPRESENTATIVE.

Mr. G. D. Lishman, who was appointed about nine months ago to directly represent the Department in the High Commissioner's Office, reports as follows :—

"From July, 1934, to March, 1935, some £5,000 worth of credit-notes were issued. This represents a small proportion only of the number of bookings effected, as a large number of tourists make their financial arrangements through their banks and complete their arrangements on arrival. As the services offered by the Department become better known it is probable that more use will be made by individual tourists and travel agencies of the credit-note system.

"Duties in the office do not permit me to move about outside as fully as could be desired, but I have established personal contact with all shipping companies interested in New Zealand, and all main travel agencies in London, Birmingham, Sheffield, Leeds, Glasgow, and Edinburgh. Periodically, as time permits, I renew the contact made, personally when possible, but in any case by correspondence. My visits to agents have all been well received and should result in business. Literature-supplies have been placed on a systematic basis, and in many cases arrangements for window displays were made. This contacting of agencies is important, and I will extend activities in this direction whenever possible until we have a link-up with agencies in all cities and towns throughout. Although my activities are largely concerned with obtaining business for the Department, I make a point of assisting Cooks whenever possible.

"The medical conference to be held at Melbourne during September has already attracted 300 bookings. Unfortunately, shipping arrangements preclude a longer stay in New Zealand *en route* than one and a half days. My suggestion for a visit to Rotorua by special train and an inspection of the treatment, baths, &c., was accepted, and the travel agency organizing the party advises that upwards of two hundred people will take advantage of the opportunity to visit Rotorua. A visit of this nature should result in excellent publicity for Rotorua as a spa. Had not the suggestion been made by New Zealand House, Rotorua would not have been included in the world itinerary.

"I am investigating the possibility of developing organized parties of tourists for tours to New Zealand. There are a number of difficulties to be overcome, but I hope by next season to make a commencement. A development of this nature is dependent on the approval and co-operation of the shipping companies concerned, and if this can be secured another avenue of business will be opened up."

## CARETAKER, LITTLE BARRIER BIRD SANCTUARY.

"During October, November, December, and January the weather was extremely hot and dry and the whole sanctuary presented a parched appearance, particularly during January, when the undergrowth in the forest wilted considerably, and with the atmosphere thick with smoke. This state of things gave us cause for much anxiety, more particularly as the water in the streams had disappeared.

"The rain in February was welcome indeed and has done immense good, and the subsequent heavy downpours have put a different complexion on the whole sanctuary.

"Some miles of tracks have been reopened during the year, and these are being maintained in good condition. Clearing watercourses and removing noxious weeds are receiving attention.

"The coast-lines as far as possible are frequently traversed. A total of 250 rats have been trapped during the year. These rodents destroy a lot of food, grapes, &c., which deprives the birds using it. Wild cats are much less in evidence. They have been severely dealt with.

"The past season has been good for the birds nesting. There is ample evidence that all forms of bird-life on the sanctuary are increasing. This is particularly noticeable with the bell-birds, tuis, pigeon, and the shags. At the present time we are being besieged with bell-birds and tuis at the house. These we feed with porridge, milk, and sugar. It is no uncommon sight to count up to eighty pigeons on the boulder-banks in one or two flocks, but this is not the case during the period of nesting. Penguins and kiwis are here, and some nights they are very noisy. I have noted we do not hear or see the kakas regularly. They have been seen often, whilst the pohutukawa was in bloom, licking the nectar. I sometimes think they cross to the mainland. I have seen them fly out to sea until out of sight. The rifleman has been much in evidence close by this season. The paraquets are nearly always nearby, and stitch-birds I usually see when on excursions in the bush, which I have done much of this year."

## TOURIST AGENT, TE AROHA.

"*Bath-buildings, Drinking-fountains, &c.*—The bath-buildings, drinking-fountains, pumps, &c., have been kept in good order, and the mineral-water supply has not given any trouble during the year. Fifty-one cans of mineral water were sent to Rotorua, as compared with fifty-four cans for the previous year.

"*Gardens and Playing-areas.*—The gardens have been kept in excellent order during the year. The drought during the summer made it difficult to keep up the usual good display of flowers, but the abundant rainfall in February and March has improved the lawns and flower-beds, and the whole Domain is now at its best.

"The playing-areas have been well patronized, and the ground's staff have had a very busy year.

"*Library and Reading-room.*—The revenue from this source has increased considerably. The new books purchased in June are responsible for this increase. The reading-room is always well patronized, the newspapers from the various towns of New Zealand being the attraction.

“*Mount Te Aroha*.—The track to the summit of Mount Te Aroha has been kept in good order during the year and a number of visitors have climbed to the summit. The excellent view from the top well repays the climber for the energy used in getting there. On a clear day Mount Maunganui, Tauranga, Waihi Beach, the Firth of Thames, the Thames Valley, and Mount Ruapehu can be seen quite well. The climb through the native bush is very attractive.

“*Fishing and Shooting*.—Local fishermen report good catches of trout in the upper reaches of the Waihou River. Wild ducks were plentiful at the beginning of the season, and curlew and godwit provided good sport along the coast near Thames, 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. The programmes are well patronized and appreciated by all. The band is playing well, being in training for the band contest that will be held at Te Aroha during the coming Easter Week.

“*X-ray Apparatus*.—The X-ray has been used frequently during the year, seventy-nine patients having been treated. In December, 1934, the apparatus was overhauled by Mr. Croker, Head Masseuse, Rotorua Baths. The X-ray plants have given no trouble during the year.

“*General*.—The general work in connection with the gardens, baths, buildings, drinking-fountains, &c., has been well carried out. No new work has been done during the year.

“Judging by the present indications and the excellent advertising that Te Aroha has had, and the publicity being given throughout the Auckland Province about the coming Easter Week Band Contest, there should be an improvement in the revenue during the coming twelve months.”

#### DISTRICT MANAGER, ROTORUA.

“*Buildings*.—During the year the old tea kiosk has been converted into a bowling pavilion, the old bowling pavilion into a golf pavilion, and the tennis and croquet pavilions have been enlarged and very much improved. All clubs now pay a rental to the Department for the use of pavilions, whereas previously the bowling club only did so.

“The main office has been enlarged as part of the scheme, which it is hoped to complete within the next few months. This is a work which, had times been better, would have been undertaken long ago, and it will certainly prove of great benefit to the public and the staff and will help to ensure increased efficiency in the administration.

“Maintenance-work has been attended to on all departmental buildings, and as you are aware this is a considerable item in Rotorua.

“*Electrical Section*.—As a result of the general financial stringency, no important extensions of electrical lines have been called for during the year, but a good deal of work has been done in the strengthening and maintenance of existing lines.

“The following extensions were made :—

					Volts.	Phase.	Chains.
“Springfield Farm	..	..	..	..	3,000	1	40
“View Road	..	..	..	..	230	1	31
“Okere Road, 4-mile peg	..	..	..	..	230	1	21
“Okere Road, Omania	..	..	..	..	230	2	41

“The reconstruction of the Whaka low-tension distribution was completed. A new low-tension line was built in the Government Gardens to give a direct supply to the drainage and Priest hot-water pumps, and also to supply the tennis and golf pavilions. The whole of the Tourist Department supply to the baths, gardens, and sanatorium is now metered and controlled from one point of supply.

“In connection with the building alterations, the tea kiosk, the croquet pavilion, and the main office were rewired.

“General maintenance-work has been carried out on the town lines, and the poles from Mourea to Te Ngae were reinforced to guard against further line troubles.

“The Okere plant has been maintained in fair order and has been operated one shift per day throughout the year.

“Towards the end of the year we were approached by the Thames Borough Council *re* purchase of our Diesel plant. As a result it was agreed to sell it to them, and the plant was dismantled and removed to Thames in December.

“This plant had been operated only for standby purposes since 1926, and owing to the growth of our own load was too small for effective use as a standby.

“Maintenance-work has been carried out as required for the following sections of the Department : Baths, electrical and electro-medical apparatus ; sanatorium, electrical and electro-medical apparatus ; gardens, motor lawn-mowers and tractor, and the Department’s motor-transport vehicles.

“In September delivery was taken of a 20 h.p. Hillman saloon car for official duties, and in March a 10 cwt. Model A Ford runabout was transferred to this Department from the Public Works Department in place of the old Model T Ford, which was issued to the Department in 1919.

“The street-lighting system has been regularly inspected and maintained.

“ The following table sets out the units generated and purchased for the year and the new load connected :—

Year.			Purchased from Public Works Department.	Generated.	Total.
1934-35 .. ..			2,909,828	308,729	3,318,557
1933-34 .. ..			2,589,414	365,489	2,954,903
Increase for year ..			..	..	353,654

  

New Consumers.			Extensions.		
Light.	Heat.	Ranges.	Light.	Heat.	Motors.
Number. Watts. 58 23,880	Number. Watts. 70 60,600	Number. Watts. 21 1,010	Number. Watts. 101 15,295	Number. Watts. 104 69,054	Number. Watts. 24 49,251

“ Total new load for year, 31,908 kw.

“ Maximum load for year, 855 kva., 5.30 p.m., 19th June, 1934.

“ *Water-supply.*—During the year thirty-five new connections were made to the mains, and 2,310 ft. of piping, ranging from  $\frac{1}{2}$  in. to 2 in. laid. The system has been improved by the laying of 2,000 ft. of 4 in. C.I. main in Devon Street, 2,300 ft. of 3 in. C.I. main in Sophia Street, 3,000 ft. of 4 in. C.I. main on Main Tauranga Road, 4,476 ft. of 3 in. C.I. Main on Taupo Road, 6,800 ft. of 2 in. G.W.I. pipe in Clayton Road, and 2,000 ft. of  $1\frac{1}{2}$  in. pipe in Old Taupo Road, also 370 ft. of 2 in. and 330 ft. of  $1\frac{1}{2}$  in. G.W.I. was laid to the borough motor-camp. This work was very necessary and will enable the Department to give a more satisfactory supply to those consumers on the higher levels, who previously could depend on a partial supply only during the summer months.

“ The usual trouble has been experienced with blow-outs, &c., due to the nature of the country through which our mains are laid, but this has received prompt attention and the inconvenience caused has been kept down to a minimum. The Department was called on to perform extra duties in connection with the Royal visit, establishment of Native camps, &c., and this was satisfactorily carried out.

“ *Drainage.*—Seven new connections were made to the system during the year. Eighty feet of 8 in. cast-iron main was renewed and 10 ch. of 6 in. E.W. pipe installed to allow of new road-formation by Borough Council. The usual blockages, &c., were met with, particularly in the sulphur-affected area. The new bowling, tennis, croquet, and golf pavilions have been connected to the system.

“ The usual maintenance-work on pumping-plant, town mains, man-holes, sanitary fittings in gardens and departmental buildings, &c., has been duly carried out. Maintenance-work in Rotorua is a very big item, and, though experiments are continually being carried out, and in some cases improvements have been shown, generally speaking, it has not been found possible to successfully deal with the destructive action of the acids in the earth and in the water on pipes, fittings, buildings, &c.

“ *Sanatorium Grounds, Departmental Reserves, &c.*—The grounds have been kept in good order and have been the subject of much favourable comment during the summer just past. The golf course particularly has been well patronized, and the amount of fees taken from it this year warrants further improvements being carried out.

“ The bowling-greens, tennis-courts, croquet-lawns, &c., stood up to the summer play very well.

“ Supplies of plants to Waitomo and flowers to the Chateau Tongariro and Waikaremoana have been sent at intervals during the year.

“ The various paths, drives, &c., have been laid in bitumen and, though a little more bleeding is necessary before they become reasonably smooth, the work is a distinct improvement. The old pumice walks required a lot of attention and the dust nuisance detracted considerably from the beauty of the gardens.

“ The layout of the grounds around the Blue Baths has been completed, and the building now shows up to much better advantage.

“ The meteorological station has been removed from the grounds to the District Office enclosure, and the old site in front of the sanatorium has been made into a bed of cannas, which this summer made quite a good show.

“ *Kitchen Garden.*—The suggested policy of closing this area as a kitchen garden has now been definitely carried out, and I feel sure that the move was a wise one. With the extension of the grounds, golf-links, &c., it seemed entirely wrong to have a vegetable garden, fowl-runs, &c., in that position, and as over a period of years it was found that the garden did not pay the ground can be put to much better use in providing additional space for the golf-links.

“ *Reserves ; Model Pa, Whaka.*—Considerable repair work has been done to the pa during the year. This area had, unfortunately, been let go for many years, and it has been a big job to bring it back to what it should be. The area now, however, is fairly presentable, and this year, if the necessary funds can be found, I hope to complete the improvements with the erection of look-out towers, &c. The area as a model of the old-time Native pa is of considerable interest to tourists.

“ *Section 49, Whaka.*—This area is gradually being improved, and 75 per cent. of the native shrubs, &c., put in are now established.

"The Arikikapakapa, Kuirau, Waimangu, and other reserves have been generally maintained, fences kept in order, &c. It is intended to make a thorough inspection of the Hamurana Reserve at an early date, and a report on that particular area will reach you in due course.

"*Round Trip.*—The revenue from this trip has again shown an increase. Waimangu Track has been kept in good order, boats painted and generally maintained, &c. The "Manuwai" has been provided with a permanent top and side curtains, and no further complaints should now be forthcoming in this direction. All boats have been inspected by the Marine Surveyor and all repairs requested by him carried out. The launch "Muritai," being of no further use, was sold during the year, and a new 14 ft. rowing-boat and outboard bought for the use of fishermen. This new boat has proved very popular."

#### BALNEOLOGIST, ROTORUA.

"Reviewing the financial returns for the past year one is gratified by the substantial increase in all departments of our working establishment. This definitely indicates the beginning of a return to more normal conditions and the prospect of a prosperous period for our work. During the year many overseas travellers have visited our baths, many coming for treatment, from which they have received considerable benefit.

"As a recreational centre the Blue Bath continues as a popular rendezvous for visitors.

"*The Sanatorium* has been increasingly active and there have been several occasions when its resources have been taxed to capacity. During the year approximately 6,000 baths and 9,000 special treatments were given to patients in the institution. The results of these baths and treatments have, in the majority of cases, proved remarkably beneficial.

"*The Main Bathhouse*, as the returns indicate, has been exceptionally busy. The building itself has required constant attention in general maintenance and repairs.

"*The Massage and Physiotherapy Departments* have been exceptionally active, and during the period under review approximately 14,000 special treatments have been given.

"*Staff.*—Throughout the year the staff in all branches of our establishment has worked in loyal co-operation in carrying out their duties.

"*Summary.*—With the increasing popularity of Rotorua, both as a mecca for invalid and tourist, it becomes increasingly evident that many aspects of our spa amenities require attention. In my own domain of balneology I am finding that in the progressive march of medical science we are inclined to fall behind. New discoveries and inventions, new methods of treatment, which have proved themselves valuable aids to spa therapy, have yet to be incorporated into our work, and the time has now come for a serious review and overhaul of this spa. During the earlier part of this year Sir Holburt Waring, president of the Royal College of Surgeons, England, and a member of the Council of the International Society of Medical Hydrology, paid a special visit to Rotorua. He inspected the baths and treatment-rooms, and gave his valuable advice on points which were needing expansion and improvement. In concluding, I should like to stress these points of needed progress, a progress that is not only a national benefit to health, but a sound business proposition."

#### THE MANAGER, THE CHATEAU, TONGARIRO.

"The year under review has been a considerable improvement on the previous one in regard to the number of visitors, and the various activities at this resort were all well catered for. The winter sports are steadily gaining in popularity, and fresh recruits are being gained each year. Owing, to a large extent, to the splendid organization of the various mountain clubs, no serious accidents occurred during the year.

"Ngauruhoe erupted in December, and for three days the sky was darkened with vast columns of volcanic dust and dense smoke, interspersed with outbursts of steam, some shots being estimated at 1,400 ft. in height.

"The golf-links continue to improve and can be considered as one of the best nine-hole courses in the Dominion.

"Traffic on the roads in the vicinity of the Park is increasing, and during the hot summer hundreds of motorists took advantage of the temperate climate and made the Tongariro National Park their holiday resort."

#### MANAGER, WAITOMO CAVES AND CAVES HOSTEL.

"I am pleased to report that the revenue for the year shows a substantial increase.

"Approximately 16,000 people visited the caves, as compared with 10,000 last year. With regard to overseas visitors, 2,581 stayed at the hostel, compared with 1,835 last year.

"This year the Railway Department introduced a number of day excursions from Wellington, Masterton, Ohakune, and Auckland, and altogether brought approximately 1,200 visitors to the caves.

"The usual work has been carried on by the guides in the matter of clearing the tracks to the caves, fence-repairs, water-tables, &c."

#### MANAGER, LAKE HOUSE, WAIKAREMOANA.

"In spite of the adverse weather conditions experienced during the latter part of the season it is pleasing to note that the revenue continues to show an improvement, and there is every prospect of the present year being equally satisfactory.

"Improvements effected during the year included the painting of the hostel and outbuildings and the concreting of the entrance drive, hostel paths, and yards. The latter work has greatly improved the immediate surroundings of the hostel.

"The usual maintenance-work has been performed and all buildings and equipment kept in good order."

## THE CARETAKER, MORERE HOT SPRINGS.

"During the year the track was extended beyond the top bathhouse, making a very picturesque walk, taking in a waterfall scene, and the usual maintenance-work on the tracks and baths was carried out.

"The bird-life in the reserve is fairly numerous, pigeons, tuis, &c., being well in evidence.

"The revenue from the baths shows an increase over that of the previous year.

"A number of opossums were trapped and the reserve has been kept as clear as possible of deer."

## THE HERMITAGE, MOUNT COOK.

"The Hermitage, Mount Cook, leased to the Mount Cook Tourist Co., experienced one of the best years for some considerable time. The winter sports season was highly successful, mainly owing to the company's initiative in bringing out from Switzerland a specialized ski instructor, Mr. Barry Caulfeild, of Wengen, Switzerland, recognized as one of the leading ski instructors in the world. This not only increased the winter sports business, but did a tremendous amount in raising the standard of ski-ing throughout New Zealand. The road to the Ball Hut is completed, and with the help of snow-ploughs the road was kept clear throughout the winter, allowing ski-ing parties to be out on the ski-ing field in a very short time after leaving the Hermitage. Additions to the Ball Hut were completed, and now accommodation is available for 100 guests.

"Business during the summer season was far in excess of anything experienced for some years.

"The chamois and thar shooting is developing into an important attraction, and some very fine heads were secured.

"Facilities for climbing were improved by the erection of the Gardiner Hut on the western slopes of Mount Cook, on the Hooker side."

## THE HONORARY AGENT, FRANZ JOSEF GLACIER.

"Though the past season has been a very fine one and suitable for mountaineering, very few climbers have visited this district for the purpose of doing high climbing.

"Most visitors have been content with sight-seeing on the lower glacier, local excursions, and the less-strenuous climbs.

"The most outstanding ascent has been the double traverse of Mount Lendenfeldt and the ascent of Mount Tasman by the north-east *arête* from the Pioneer Bivouac; also the first ascent of Mount Eros situated at the head of the Arawata Valley, the party of five, with seven hundredweight of equipment and supplies, being conveyed by aeroplane from the Franz Josef Glacier to a base-camp in the Arawata Valley, a distance of 130 miles, in one day. This would not have been possible under a week or ten days by ordinary conveyance.

"The second crossing of Baker's Saddle is also of note, for thirty-three years have passed since the first crossing on the 6th February, 1902, when the Rev. Canon Newton, who made the crossing this year, was also of the party who made the first crossing.

"The alpine huts under our supervision have been kept in good repair through the year. The glacier tracks in the vicinity have also been kept in good order, the walks being greatly admired by visitors to the neighbourhood."

## THE TRACK-MANAGER, TE ANAU - MILFORD TRACK.

"The 1934-35 season has not been a very satisfactory one from a financial point of view, there having been a decided drop in the returns compared with previous years. The fortnightly excursions towards the end of the season attracted a few extra visitors.

"The weather has been, for the most part, exceptionally fine, especially during the latter months.

"The track has been maintained in good order throughout."

## THE MANAGER, GOVERNMENT HOSTEL, MILFORD SOUND.

"The number of tourists visiting Milford Sound during the past season has not been up to expectations. No doubt this can be accounted for owing to the numerous attractions elsewhere—the Royal visit, Melbourne Centenary, and the Silver Jubilee.

"The 'Maheno' has called at Milford Sound on two inward and three outward trips to Melbourne. If this service is to be continued next season our business could be improved if the steamer's call could be made definite.

"The tourist ships 'Monowai' and 'Wanganella' also made one cruise each during the season. The 'Monowai' remained off Bowen Falls for five hours, enabling passengers to land, which was much appreciated. The 'Wanganella' on her visit came only as far as the Stirling Falls, remaining in the Sound for less than an hour. We also had visits from two cruisers and two private yachts during the season.

"Good progress has been made by the Public Works Department on the new road from Te Anau to Milford Sound. Various sheds and an access road to the Cleddau Valley have been constructed. A new wharf has been erected at Milford. Coastal steamers may now discharge cargo without lighters. The survey party has nearly completed the survey to the Homer Saddle on the Milford Sound side. When this road is completed it should make Milford Sound one of the most patronized resorts in New Zealand.

"The Grave Talbot Pass has been crossed by thirty-six climbers during the past season. There have also been several parties camped in the Cleddau and Tutoko Valleys. Two parties attempted to climb Mount Underwood, but were not successful owing to bad weather. A successful first climb was made of Barren Peak, 5,200 ft., by Messrs. M. and A. Stewart, of Invercargill. These men also climbed for the first time two other unnamed peaks in the same range.

"An improved water-supply and fire main have been installed at the Hostel this season.

"The weather has been good throughout the season; only one party has been delayed by heavy rains.

"The wireless station has been well patronized during the season. A daily report of the world's news has been provided for the tourists, which has been much appreciated."

APPENDIX B.

LIST OF HIGH ASCENTS AT FRANZ JOSEF GLACIER, SEASON 1934-35.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1935.			Ft.	
Jan. 12	Graham Somerville, Mr. Hall..	Rudolf.. ..	9,039	Guideless. Ascent from Almer Hut across snowfields of Franz Josef Glacier to Graham's Saddle, and thence north-east <i>arête</i> to summit. Descent by west ridge, back to Almer Hut.
Jan. 13	Graham Somerville, Graham Clark, Mr. Hall	De la Bèche .. Minarets ..	10,058 10,058	Guideless. Ascent from Graham Saddle by west face of Mount De la Bèche, descending by south <i>arête</i> to snow plateau and then climbed the Minarets, descending finally by the De la Bèche main ridge over second and third peaks down to De la Bèche Hut.
Jan. 28	Dr. Bradshaw; Guides J. Fluerty and C. Parfitt	Lendenfeldt ..	10,459	Ascent from Pioneer Hut across snowfields of Fox Glacier to Marcel Col, and thence by north <i>arête</i> to summit. Descent same way.
Feb. 2	H. C. Courtney; Guide, M. Lysons	Mount Spencer ..	9,167	Ascent from Almer Hut across snowfields of Franz Josef Glacier and thence by west face to summit. Descent same way to snowfields and then across Newton's Pass and down to Chancellor Hut on Fox Glacier.
Feb. 2	W. Fraser; Guide, J. Cox ..	Mount Tasman .. Mount Lendenfeldt	11,475 10,459	Ascent from old bivouac at end of Pioneer Ridge, across Fox snowfield to Marcel Col. Traversed Mount Lendenfeldt and then up north <i>arête</i> to summit of Mount Tasman. Descent same way.
Mar. 12	Mr. Richards; Guide, J. Cox..	Mount Spencer ..	9,167	Ascent and descent by west face from Almer Hut and thence across Newton Pass, down Fox Glacier to Chancellor Hut.

HIGH ASCENTS FROM THE HERMITAGE, SEASON 1934-35.

Date.	Party and Guide.	Name of Peak.	Height.	Route and Remarks.
1934.			Ft.	
Sept. 16	A. Wigley, H. Wigley; Guide, M. Bowie	Minarets ..	10,058	On skis from De la Bêche Hut.
Nov. 6	A. J. Scott; Guide, V. Williams	Mount Sturdee ..	8,700	From Gardiner Hut via Harper's Saddle.
Nov. 15	P. Williams, F. Harvey, Miss Haggitt; Guide, M. Bowie	Hamilton ..	9,915	From Malte Brun Hut via Darwin and Bonny Glacier.
Nov. 23	P. Williams, F. Harvey, Miss Haggitt; Guide, M. Bowie	Mount Cook ..	12,349	From Haast Hut via Linda Glacier.
Nov. 30	G. E. Mabin; Guide, F. Harvey	Sturdee ..	8,700	From Gardiner Hut via Harper's Saddle.
Dec. 9	A. Pearson; Guide, M. Bowie	Nazomi ..	9,716	From Gardiner Hut via Nolline Glacier.
Dec. 12	A. Pearson; Guide, M. Bowie	Dilemma and Unicorn ..	8,592	Via Baker's Saddle up North Rock Ridge.
Dec. 18	Miss N. King; Guide, M. Bowie	Malte Brun ..	10,421	From Malte Brun Hut up Malte Brun Glacier and western <i>arête</i> .
Dec. 17	Miss N. King; Guide, M. Bowie	Aiguilles Rouge ..	9,731	From Malte Brun Hut via Beetham Glacier.
Dec. 14	A. Pearson ..	La Perouse ..	10,101	From Gardiner Hut via Harper's Saddle.
Dec. 20	Miss N. King; Guide, M. Bowie	Anzaes ..	8,323	From Ball Hut over Glacier Dome.
Dec. 24	F. Robins, J. Farrell, A. G. Willis; Guide, M. Bowie	Mount Cook ..	12,349	From Haast Hut via Linda Glacier.
Dec. 24	N. Thomson; Guide, V. Williams	Footstool ..	9,073	From Sefton bivouac.
1935.			Ft.	
Jan. 6	N. L. Thomson; Guide, V. Williams	Pibrac ..	8,472	Traversed west to east from Hooker Hut; also traversed Turner's Peak to Ball Pass and Hooker Glacier.
Jan. 4	Mr. and Mrs. Young; Guide, F. Harvey	Hochstetter Dome ..	9,179	From Malte Brun Hut.
Jan. 6	Miss K. Brown; Guide, M. Bowie	Footstool ..	9,073	From Sefton bivouac.
Jan. 10	Miss K. Brown; Guide, M. Bowie	Pibrac ..	8,472	Via Mona Glacier.
Jan. 11	Miss K. Brown; Guide, M. Bowie	Lean Peak ..	8,000	Via Copland Pass.
Jan. 13	Miss K. Brown; Guides, P. Williams and M. Bowie	Mount Cook ..	12,349	From Haast Hut via Linda Glacier.
Jan. 28	J. Dick; Guide, V. Williams ..	Aiguilles Rouge ..	9,731	From Malte Brun Hut via Beetham Glacier.
Jan. 30	J. Dick; Guide, V. Williams ..	Malte Brun ..	10,421	From Malte Brun Hut up Malte Brun Glacier and western <i>arête</i> .
Feb. 3	A. O'Connor Fenton; Guide, F. Harvey	Hockstetter Dome and Aylmer ..	9,179 8,819	From Malte Brun Hut.
Feb. 4	Miss C. Irving; Guides, P. Williams and M. Bowie	Sefton ..	10,354	Via Earle's Route from Camp above Scott's Creek.
Feb. 7	Miss Haggitt; Guide, F. Harvey	Footstool ..	9,073	From Sefton bivouac.
Feb. 9	Miss C. Irving; Guide, M. Bowie	Sturdee ..	8,700	From Gardiner Hut via Harper's Saddle.
Feb. 10	Miss C. Irving; Guide, M. Bowie	Dilemma and Unicorn ..	8,592	Via Baker's Saddle up north rock ridge.
Feb. 13	Miss C. Irving; Guide, M. Bowie	Nazomi ..	9,716	From Gardiner Hut via Nolline Glacier.
Feb. 14	Miss C. Irving; Guide, M. Bowie	Hicks ..	..	From Gardiner Hut via Harper's Saddle and western rock face.
Feb. 18	Miss C. Irving, Miss Haggitt; Guide, M. Bowie	Malte Brun ..	10,421	Via north face.
Feb. 23	Miss C. Irving; Guide, M. Bowie	Aylmer ..	8,819	From Malte Brun Hut.
..	Miss E. Familton; Guide, V. Williams	Aylmer ..	8,819	From Malte Brun Hut.
Mar. 3	Miss F. A. Roberts; Guide, V. Williams	Johnston ..	8,858	From Ball Hut via Dorothy.
Mar. 6	Miss J. Hunter; Guide, M. Bowie	Aylmer ..	8,819	From Malte Brun Hut.
Mar. 15	Miss F. A. Roberts; Guides, P. Williams and V. Williams	Maunga-Ma ..	8,335	From Mueller Hut up eastern rock ridge.

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