

(d) *Miscellaneous Forms of Publicity*.—Radio broadcasting has been used as a means of advertising New Zealand, particularly in Australia and northern America. Representatives of the Department, both overseas and within New Zealand, were particularly active in giving illustrated lectures on the Dominion to special audiences.

The Department was very fortunate during the year in being able to secure in many countries the services, without charge, of private individuals who were competent lecturers, and in the United States and Canada the Department was much indebted to the many influential people who delivered addresses on New Zealand.

In short, every opportunity has been taken to publicize the scenic and sporting attractions of New Zealand, and co-operation with the press throughout the English-speaking countries has resulted in free publicity being obtained through paragraphs, articles, and reproduction of photographs of New Zealand scenes.

DEPARTMENTAL ACTIVITIES WITHIN THE DOMINION.

All tourist resorts controlled by the Department were well patronized during the year, and, in fact, a record was set in the total amount of revenue collected.

Passenger-booking branches were kept very busy throughout the year, and the large number of people travelling contributed to the general prosperity of those engaged in the travel industry.

At Te Aroha all buildings were painted during the year, adding to the attractiveness of the well-kept playing areas and grounds. Tracks were repaired, and an additional bore was sunk to supplement the supply of hot water to the baths.

The baths at Rotorua proved very popular with visitors both from the recreational and curative points of view, and several thousands of people during the year made use of the bathing-facilities provided. During the period 24th December to 7th January the total number of bathers in the Ward and Blue Baths was 29,680, a daily average of 2,120. In addition, 5,000 spectators paid for admission. All departmental buildings were maintained in good order and condition. Owing to the destructive atmospheric conditions at Rotorua due to the thermal activity in the grounds, maintenance of buildings presents a difficult problem. A considerable amount of developmental work was carried out in the electrical section, and extensions of the system were made to the Rotoiti, Okere, Koutu, and Mourea village areas.

With the object of encouraging the use of electricity reduced charges were in operation during the year, and it is pleasing to note that the action taken had the desired effect.

Flood-lighting was installed in the Rotorua Gardens and the effect was very pleasing, this improvement being much appreciated by visitors.

A considerable amount of work was carried out in improving the following tourist roads in the Rotorua District—viz., Waiotapu Reserve roads, Okere—Hamurana, Lake Rotokawau road, Lake Okareko road, Mount Ngongotaha road, and the Lake Okaro access road.

Waitomo Caves proved a very popular holiday resort during the year, approximately 23,000 people visiting the Caves, and the total turnover from fees collected, together with accommodation charges, recorded an increase of over 100 per cent. on the takings four years ago. The hotel was painted and renovated inside and out, additional staff accommodation was erected, also a cottage for the Chief Guide. Improvements were carried out to the farm and gardens, and maintenance-work, which had been deferred owing to the depression years, brought up to date.

During the period under review a considerable amount of maintenance-work was carried out to tracks in the vicinity of the Chateau Tongariro, and the lodges, huts, and other outbuildings were painted and renovated. A very large number of people visited this hotel during the year, and the turnover reached a figure which is 125 per cent. in excess of that for the first year this resort was controlled by the Department. This satisfactory result reflects the improved economic conditions at the present time, the increase in the number of tourists from abroad, the growing popularity of travel, and the sport of ski-ing in New Zealand, also the efforts made by the Department to publicize the attractions of the Tongariro National Park.

At Lake Waikaremoana it was found that the accommodation available at Lake House was inadequate to cope with the business offering, and additional bedrooms were erected during the year. The number of people spending a camping holiday at Lake Waikaremoana increases each year, and the camping-ground in the vicinity of the hotel was well patronized, the huts provided being in great demand. Further improvements were made to the direct road from Rotorua, and when this important work has been completed the number of people visiting Lake Waikaremoana will increase materially.

At Morere the usual maintenance-work was carried out, and a paddling-pool for children was constructed. It is interesting to record that the Caretaker reports that native birds in the reserve are on the increase.

Queenstown proved a very popular holiday resort, enjoying a record season, and the hotels and boardinghouses were fully booked practically during the whole summer. The playing-areas in the Government Gardens were top-dressed prior to the commencement of the season, and were well patronized by visitors, who expressed appreciation of the excellent condition of the greens.

The increase in the number of visitors to the Milford Track was, in part, due to the excellent steamer service run by the Union Steam Ship Co., Ltd., between Melbourne and Bluff. The steamer "Maunganui" called at Milford Sound on five trips direct from Melbourne and disembarked over one hundred tourists, who commenced their tour of New Zealand via the "World's Wonder Walk," Milford Track. This ship also called six times on trips from Bluff, disembarking a number of passengers. During the year an additional launch was purchased for use at Milford Sound, and a considerable amount of repair work was done to the track.