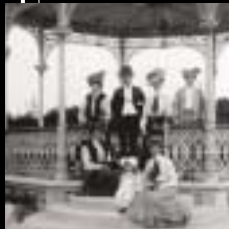


100 YEARS PURE PROGRESS



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CENTENARY



As New Zealanders we can be proud of many things about ourselves. But nothing brings out our pride more than the land we were born in.

Perhaps it was this pride in our country that equipped us with the desire to begin marketing New Zealand to the world 100 years ago. In those days many could have laughed at the prospect of promoting a tiny group of islands so far away from the rest of

the world that it would take potential visitors many days or even weeks to sail here.

Yet it was with great determination and great insight that the New Zealand Government established the Department of Tourist and Health Resorts. The first government department in the world set up to promote tourism.

From small beginnings of 5,223 visitors, to more than 1.8 million visitors per annum today, we have come a long way in 100 years.



The Department of Tourist and Health Resorts, 1901 head office staff. From left, back: E. Hawke; S. J. Collett; Miss Dimant; F. Robieson. Front: H. Kirk; C. R. C. Robieson; R. A. Keenan.

CELEBRATIONS

As we celebrate our centenary this year, it is both a time to reflect on our successes and an opportunity to look forward to the next 100 years, at what the tourism industry can achieve. If the next 100 years are to continue the previous century's developments, we will need all the innovation, perception and enthusiasm of a combined industry.

This publication is a special edition to celebrate Tourism New Zealand's centenary.

It tells some of the stories that have made our industry the innovative and successful one it is today, and pays tribute to the creation of the world's first national tourism organisation. ■



GEORGE HICKTON
CHIEF EXECUTIVE



Tourism New Zealand, 2001 head office staff.



TOURISM: HOW IT ALL BEGAN

The first travellers were the Greek and Roman traders and the religious pilgrims of the Middle Ages. They travelled for work and religion – not for leisure like today's tourist.

Originating from the French word 'travail', meaning to labour or toil, 'tourist' is today defined as a 'person travelling for pleasure'.

The advent of the 'tourist' can be traced back to the 19th Century when travel for pleasure experienced huge growth.

Following the industrial revolution and the development of transport, (rail and steam ships), the European 'Grand Tour' that was institutionalised by the British gentry in the late 1700s, was opened up to the middle class. While the wealthy continued to frequent the European Spas.

The 20th Century saw travel become a 'business'. Mass communication developments like television, film and radio, combined with air travel and two world wars to expand people's horizons, and a middle class traveller emerged. ■

Our Beginnings

With European settlement in 1840 came publicity and curiosity about the new British colony.

New Zealand's natural wonderland and its opportunities for exploration soon drew the adventurous traveller as well as the European immigrant to its distant shores.

Hampered by lack of access, accommodation, facilities and publicity, the path of the tourist was long, arduous and expensive in the latter half of the 1800s. But this was certainly no hindrance to those intrepid travellers with a sense of spirit, adventure and a few spare pounds.

Although Maori, followed by the early European settler, had long been reaping the benefits of New Zealand's natural thermal springs, it was pioneer Robert Graham who developed the first hot springs resort at Waiwera (north west of Auckland) in 1845.

The earliest hosts and guides in the tourism industry were the Te Arawa people of the



The Pink Terraces of Lake Rotomahana. ALEXANDER TURNBULL LIBRARY REF. F-37712-1/2.

Rotorua district, particularly the women, who became legendary guides to the Pink and White Terraces, (before they were destroyed in 1886) and afterwards at Whakarewarewa Reserve. Guides such as Sophia Hinerangi, Maggie Papakura and Rangitira Dennon (Guide Rangi) were well renowned and popular with visitors for providing the warmest of welcomes to Rotorua's thermal attractions.

It was not until 1876, when the Government took control of the provincial railway system, that the beginnings of a national tourist system started to emerge.

By the 1890s tourists had access to the Rotorua, Te Aroha and Hanmer Springs

thermal areas, and were being guided on the Milford Track, Tasman Glaciers and in to the Waitomo Caves, and taken by steamer on the Whanganui River and southern lakes of Manapouri, Te Anau and Wakatipu. Climbers were tackling Mt Cook for the first time in 1882, the Hermitage Hotel was built in 1884 and the first guiding service to the Mt Cook area was offered the same year.

By 1901 tourist traffic was sufficient to instigate the setting up of the world's first national tourism organisation – the Department of Tourist and Health Resorts. ■



The Early Visitors

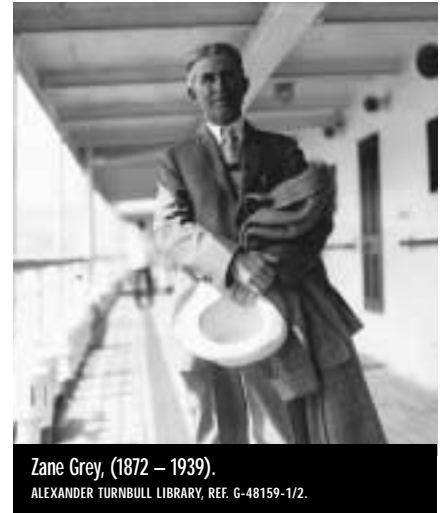
As early as the 1840s, New Zealand was the source of curiosity and the subject of many a travel writer, journalist and novelist intrigued by the new colony.

Victorian novelist Anthony Trollope was amazed by the Pink and White Terraces and Mark Twain captivated by the 'New Zealand Switzerland'. Samuel Butler even borrowed from the Southern Alps terrain for his famous Victorian satire *Erewhon*.

James Anthony Froude, renowned Victorian historian and travel author visited in 1885 and was guided to the Terraces by local Maori guide Kate Middlemass. His experiences were recorded in the widely read travel book of the late 1880s – called *Oceania*.

the sought after book *Tales of the Angler's Eldorado, New Zealand* (published 1926), telling of his exciting and successful fishing exploits in the Bay of Islands.

Grey first visited New Zealand to game fish, after seeing a widely published photo of a huge Black Marlin caught in the Bay of Islands in 1924. He stayed for two months, dubbing the Bay of Islands the 'angler's eldorado'. It wasn't just the fishing that captivated Grey, the Bay's scenery was rated close to the marlin by Grey.



Zane Grey, (1872 – 1939).
ALEXANDER TURNBULL LIBRARY, REF. G-48159-1/2.



Rudyard Kipling, (1865 – 1936), right, visited in 1891.
ALEXANDER TURNBULL LIBRARY, REF. F-141362-1/2.

On the South Island: "(It is) mainly populated by Scots, their sheep and the Devil's own high winds,..."

On Auckland: "Last, loneliest, loveliest, exquisite, apart" (from *The Song of Cities* poem).

On Wellington: "Wellington opened another world of kindly people, more homogenous, it struck me, than the Australian, large, long-eyelashed, and extraordinarily good-looking."²

1. ANGLER'S ELDERADO, ZANE GREY IN NEW ZEALAND, ZANE GREY, PAGE 42.
2. RUDYARD KIPLING, SOMETHING OF MYSELF, PAGE 100-102.

"...the whole panorama seemed to possess an unearthly beauty, delicate, ephemeral, veiled by some mysterious light. To make the moment perfect there were larks above my head, singing as if the magic of that sunset inspired their song."¹ Zane Grey

That same year, George Augustus Sala, a celebrated and flamboyant Victorian journalist was visiting New Zealand and opened the Blue Baths at Rotorua. His correspondence with British and local papers provided much free and sought after publicity for the new colony.

It was famous angler and novelist Zane Grey who did much to put New Zealand on the world's big-game fishing map. Following a visit in the early 1920s, Zane Grey, wrote

Curiosity was piqued by these early visitors' accounts of the new colony in the Pacific and did much to encourage a fledgling tourism industry.

With the advent of the Department of Tourist and Health Resorts in 1901 and the fast developing transport industry, the word continued to spread. The accolades increased and New Zealand is now firmly on the international tourist map as a sought after destination. ■



1901 – LEADERS ONCE AGAIN

Tourism is the golden industry of New Zealand. A foreign exchange earner and enjoying growth like no other. But at the beginning, some saw it as nothing more than an unnecessary evil – George Bernard Shaw amongst them.

“New Zealand is the sort of place you should keep for the recreation of your own workers and people and not so much for tourists,” he said upon his visit to the country in the late 1800s. “You

should reserve your attractions for those who have earned the right to enjoy them, so that you may never become dependent on migratory wasters!”³

However today those ‘wasters’ bring in more

foreign exchange than any other industry to New Zealand. From 5, 233 visitors in 1903, to 1.8m visitors and more than \$4 billion in foreign exchange earnings, tourism has come a long way in 100 years. ■

The Department

Set up in February 1901, the Department of Tourist and Health Resorts was a world leader – the first ever government department established specifically to develop the business of tourism. The Department has played an integral role in developing today’s industry.

The Department was charged with improving facilities for tourists and encouraging international visitors. This included developing existing, and establishing new facilities and access, managing publicly owned assets, the promotion of New Zealand overseas and the provision of a booking service/itinerary planning for visitors.

By 1901, New Zealand was welcoming increasing numbers of international visitors attracted by our thermal and scenic wonders. Rotorua’s thermal wonderland, attractions such as Mt Cook, the Milford Track, Queenstown, the Whanganui River,

Waitomo Caves, and sporting activities from hunting to fishing were the main drawcards for early tourists.

As numbers grew, facilities and accommodation were stretched, often inadequate. Development, access and maintenance were critical and sorely needed in many areas.

And so it was, with remarkable foresight, when on 1 February 1901, Sir Joseph Ward announced the creation of a new tourist department. The new department recognised



Thomas Edward Donne

A former New Zealand Railways employee of some years, Thomas Edward Donne had been responsible for the Department’s predecessor, the tourist and traffic branch of New Zealand Railways, for several months before the new tourist department was created.

A charismatic and intuitive man Donne set about creating an efficient and effective tourist department. Immediately setting off on a tour of the major attractions and resorts, Donne regularly travelled the two-day round trip to Rotorua to ensure hands-on knowledge of the areas under the Department’s control. Thomas Donne was Superintendent from 1901 – 1909.

the growing importance of the tourist dollar, or pound as it was in 1901, and the need to establish a network of tourism facilities.

From the first 50-mile long road from Maketu to Lake Tarawera, (built by 1500 Maori especially for the visit of Prince Alfred, Duke of Edinburgh in 1870) to the 5,656 km of national railway line in 1953, we have encouraged – and attracted – overseas visitors to our scenic resorts, ‘thermal wonders’, national parks and attractions in increasing numbers.



Reflecting its original name, the early years focused on overseas promotion and the management and development of health resorts and reserves. Many of these 'resorts', such as Rotorua, Hanmer Springs and Te Aroha were transferred immediately under the Department's control following 1901, while others were added over the ensuing years. Some 17 reserves were under its control by 1906.

By the 1950s, the Department had established a network of tourism facilities at major tourist areas, a government booking service (Government Tourist Bureaux) nationwide and overseas, coach tours (Tiki Tours) and a campaign of overseas promotion.

In 1954, it was renamed the Tourist and Publicity Department, in 1991 it was replaced by the New Zealand Tourism Board and 1999 renamed Tourism New Zealand.

Today, Tourism New Zealand is an international marketing organisation promoting New Zealand to international visitors.

Prior to 1901 development of thermal areas and attractions had been haphazard with no

uniformity of ownership, development or provision of funds. The Department of Lands and Survey, local boroughs, boards and individuals all contributed to the development of the spas. Early attractions such as the Waitomo Caves, Rotorua district, Mt Cook, Milford Sound, Te Anau and Queenstown were accessible by the 1890s.

Te Aroha, Rotorua, Hanmer Springs and Morere thermal areas had been attracting tourists and locals alike for their health benefits and warm waters for many years, but were in varying stages of development and often with limited or difficult access.

Now, with the Government's involvement, management was taken over, roads and tracks, bridges, jetties and huts were built, hotels bought and additional buildings constructed. Improvements were targeted to those reserves and resorts under the Department, as well as areas in need that fell outside of the Department's direct control.

Promotion of New Zealand overseas began immediately with agencies set up both overseas and at home, promotional material and advertising distributed and international

exhibitions attended. By 1911, these agencies, called Government Tourist Bureaux (GTB), were providing a full travel booking, itinerary planning and information service to tourists and travel agents in New Zealand and offshore. ■

The Department Growing Up

Until 1954 the Department was shuffled from independence to amalgamation with other government agencies. But its role remained the same – to develop and promote the nation's tourism market.

- 1901** Department of Tourist and Health Resorts (part of the Department of Industries & Commerce)
- 1909** part of the Commerce & Tourist Department, Department of Agriculture, Commerce & Tourism
- 1912** Department of Tourist and Health Resorts
- 1930** part of the Department of Industries, Commerce, Tourist & Publicity
- 1946** Department of Tourist and Health Resorts
- 1954** renamed Tourist and Publicity Department
- 1990** New Zealand Tourism Department
- 1991** New Zealand Tourism Board
- 1999** Tourism New Zealand



Sir Joseph Ward

In 1901 The Evening Post reported on the creation of a new tourist department by Sir Joseph Ward: "...The Minister considers that in its health resorts the colony has a magnificent asset, and it is his intention to leave no stone unturned to make them attractive to tourists..."

Minister of Railways, Commerce and Industry and the new Tourist and Health Resorts, it was Joseph Ward's foresight and determination that saw the creation of a government department devoted solely to the business of tourism. Between August 1906 – March 1912, Ward went on to serve as Prime Minister and leader of the Liberal Party.

A Shifting Focus 1901 – 2001

It was not until 1930 that a full-time publicity officer was appointed and a name change in 1954 to 'Tourist and Publicity Department', finally reflected a tip in the scales towards overseas promotion.

By the 1950s the initial development of resorts and reserves was completed, a government booking service, (Government Tourist Bureaux) and coach tours (Tiki Tours) established and overseas promotion initiated and developed.

A base network had been established, from which to further develop a growing tourism industry. Accommodation was increasingly

ONE HUNDRED YEARS OF A TOURIST DEPARTMENT

- ~1 February 1901 the first NTO in the world is created.
- ~First year of operation
 - ~Total revenue of £5,490 10d (from Rotorua, Hanmer, Hermitage).
 - ~80,003 baths taken at Rotorua.
 - ~18,800 letters received and dispatched by the Department in 1901.
 - ~4,300 advertising pamphlets sold & distributed.
- ~GTB (Government Tourist Bureaux) agencies set up in principal tourist centres of Auckland, Rotorua, Wellington, Christchurch, Invercargill & Dunedin by 1902.

- ~Record number of visitors, 8,050, arrive 1921-22.
- ~Milford Track badly damaged by floods & avalanches (1925).
- ~Rumours of earthquakes, floods & avalanches impact on arrivals.
- ~1927 more offices opened in NZ, Australia, UK, USA and South Africa.
- ~Chateau Tongariro opened 13 November 1929.
- ~By the late 1920s the Department had taken control of most hotels in key resort areas.



- ~War years (1939 - 45) tourism stands still.
- ~NZ centennial celebrations in 1940.
- ~1946 post war tourism rejuvenation: record ski season.
- ~7,828 visitors arrive year ended March 1949, mainly from Australia (4,580).

1900's

- ~1903 first recorded visitor numbers of 5,233. (2,726 from Australia & 1,795 from the UK).
- ~Some 17 reserves transferred under the Department by 1906.
- ~T. E. Donne attends the St. Louis Exposition (1904) representing the department overseas for the first time.
- ~Official offices open in Sydney & Melbourne (1906). In the first 9½ months inquiries at both totalled 18,500.
- ~Rotorua Bathhouse opened 1908.
- ~Honorary Agents in London, USA, Canada & South Africa by 1910.

1910's

- ~GTB agencies providing a full travel booking & itinerary planning service nationwide and overseas.
- ~Year ended March 1913 Department's revenue was £28,000.
- ~Moving pictures used extensively in USA & Australia for tourist promotions.
- ~WWI breaks out. By 1915 overseas tourist traffic into NZ halted.

1920's

- ~Became Department of Industries, Commerce, Tourist and Publicity.
- ~GTB network expanded to include most areas of the country.
- ~Full-time publicity officer is appointed.
- ~Offices opened in London (1934) and LA (1935).
- ~Honorary Agents to India, Burma, Colombo, China, Hong Kong & Fiji.
- ~Sound synchronised films launched internationally to promote NZ.
- ~Radio broadcasting introduced in 1932.
- ~Radio publicity campaigns launched in USA & Canada (1934).
- ~17,297 visitors arrive 1935-36.

1930's

1940's

an issue, with a constant shortage of both beds and quality. In 1956 the 10 government-owned hotels, managed by the tourist department, were transferred to the new Tourist Hotel Corporation (THC) for management and promotion.

In the late 1980s, with the move towards privatisation and a shifting role of the Department, the Government Tourist

Bureaux, National Film Unit, New Zealand Rail and THC were sold by the Government to private enterprise.

As a result, the Department was renamed the 'New Zealand Tourism Department' in 1990, to reflect the loss of its publicity, travel sales and business unit functions. In 1991, it was disestablished and replaced with a New Zealand Tourism Board, (a

private sector led Tourism Board as a Crown owned entity), and a small policy advice unit (Ministry of Tourism). It became a new Crown Agency.

In 1999, it was given the trading name of Tourism New Zealand. Today it is an international marketing body for New Zealand. ■

- ~Maori Arts and Crafts Institute (MACI) set up 1962 at Whakarewarewa.
- ~Introduction of the jet aircraft signifies beginning of major tourism growth.
- ~Start of campaigns and shows overseas (travelling groups with professional Maori performers, presentations & consumer shows).
- ~100,000 visitors arrive 1963, with net earnings of £8 million for New Zealand.

- ~445,195 visitors arrive 1980.
- ~GTB network, THC, Tiki Tours, Communicate NZ (National Film Unit) and National Publicity Studios all sold to private enterprise.
- ~Boom period of international arrivals 1985-88.
- ~Increase visitors from USA & Japan.
- ~Advertising slogan used domestically: "Don't Leave Home Til You've Seen the Country".

- ~Tourism New Zealand Centenary 2001.
- ~More than 69 million people in 8 countries have seen the 100% Pure New Zealand campaign.
- ~Record 1.8 million visitors arrive (Jan 2001) bringing in more than NZ\$4.7 billion in foreign exchange.
- ~Auckland Office opened 2000, including comprehensive International Media Centre.
- ~Today Tourism New Zealand is an international marketing body for New Zealand overseas.
- ~Offshore representation of 11 offices & 3 General Sales Representatives in a total of 12 countries.

1950's

1960's

1970's

1980's

1990's

2000

- ~Renamed Tourist and Publicity Department.
- ~National Publicity Studios and National Film Unit transferred to the Department.
- ~Tourist Hotel Corporation (THC) set up 1956 to administer the 10 government-owned hotels.
- ~Royal tour of 1953-54 spreads world-wide publicity for NZ.
- ~Offices opened in New York (1956) & San Francisco (1950).
- ~Lower cost airfares introduced.
- ~Travel receipts for 1950-51 rose by £260,000 to £1,892,000.
- ~Tiki Tours established by 1950s.

- ~154,991 visitors arrive in 1970.
- ~Advertising slogan used: "NZ is Yours, Go there Now".
- ~Discover New Zealand (DINZ) campaigns launched in the USA.
- ~Combined industry campaigns to Australia.
- ~First of the overseas expos attended (Osaka).
- ~NZ is included in package tours.
- ~1972-73 overseas earnings from tourists exceeded £45 million and visitors increased by 10.5%.

- ~International visitor arrivals reach 1 million (1992).
- ~Structural changes and name changes from New Zealand Tourism Department to the New Zealand Tourism Board in 1991 and in 1999 to Tourism New Zealand.
- ~First global campaign launched 1999 - 100% Pure New Zealand.





NATURAL WONDERLAND

New Zealand as a tourist destination came to fame through its natural unspoiled beauty and the activities that beauty offered. The early icons still exist today as pivotal tourist attractions.

It was these early icons, and the tourists that visited them in increasing numbers by 1901 that instigated the creation of the first national tourism organisation in the world. The Department of Tourist and Health Resorts was set up specifically to develop New

Zealand's natural attractions for the visitor. At the turn of the century the attraction of a 'new' colony and its dramatic differences from the 'Mother Country' were the main drawcards for tourists and locals alike. These early attractions have become icons

of the New Zealand tourism industry today. Further developed to meet the demands of a sophisticated industry, these icons still possess the same natural beauty that attracted the first tourists more than 100 years ago. ■



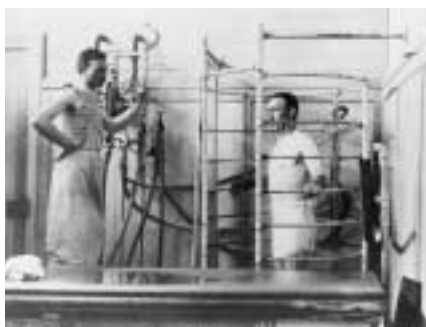
ALEXANDER TURNBULL LIBRARY, REF. EPH-A-TOURISM-NZ-1950s-01.

The Spa

'Taking the waters' can be traced back to the Romans who used the spa's mineral waters for health benefits. By the 1700s it had become fashionable for the aristocracy to travel to the European resorts like Vichy and Baden Baden for pleasure as well as health motivations.

In the 1800s, Maori and early settlers were soaking in New Zealand's very own mineral waters, the first to take advantage of a natural resource that was soon to become the mainstay of a developing tourism industry. It was thanks to Robert Graham and the sight of more than 3000 Maori bathing in hot springs on the beach at Waiwera, 48km northwest of Auckland, that the first 'thermal resort' was opened in 1845. Graham's Waiwera development was a success with Aucklanders and tourists who soon travelled the three and a half hour trip by steamer to soak in the curative springs and rest at the hotel. The springs were known as *Tē Rata* or 'the Doctor' by local Maori, who used the curative waters for

many years before Graham purchased the land and began the first tourist resort. It was Rotorua that was to become the primary thermal area, developed by the Department of Tourist and Health Resorts, with Te Aroha and Hanmer Springs developed as secondary spas and hot springs like Morere and Te Puia as smaller spas. Partially developed in the early 1880s by the Government, they were attracting locals and tourists by 1901, but in need of further development by the new tourist department. The traditional spa provides medical supervision for cures, while a thermal health resort has the curative mineral springs, but no treatment facilities. Medical treatments for the likes of rheumatism, arthritis, skin



Aix massage treatment, Rotorua.
ALEXANDER TURNBULL LIBRARY REF. PA1-0-503-7.

diseases and even alcoholism were advertised as 'curable' at Rotorua. For those with no illness 'taking the waters' was recommended as a general health restorative and pleasurable experience.

In 1902 the first Balneologist to the Government was appointed, coming from Guy's Hospital in London to reside in Rotorua. Schooled in balneology, 'the science of bathing', he provided medical supervision using the mineral waters of the spa to provide cures for patients. Taking charge of the Sanatorium, Dr Wohlmann was a key player in the building of an internationally reputable spa at Rotorua. All that was needed, to rival the distant European spa, was royal patronage and the social elite!



Whakarewarewa's natural hot springs.
ALEXANDER TURNBULL LIBRARY REF. F-61782-1/2.

Rotorua

The Rotorua Spa was developed as the premier tourism attraction in New Zealand, becoming a major project and focus for the new tourist department in 1901. It was hoped it would come to rival the great European spas.

Up until 1870 most visitors had bathed at Ohinemutu, just north of Rotorua, until an increasing number began to visit the many natural pools in the Rotorua area, (today's Government Gardens). These pools had names like the Priests' Baths and the Rachel Bath – so named after an infamous English beautician, whose products promised miracle cures. But, like the silky waters of the Rachel Bath, Madame's products washed off leaving no trace of a miracle!

In 1881 the township of Rotorua was created and a year later the first government bathhouse, The Pavilion Baths, was opened. Four years later the Sanatorium, with accommodation for 12 patients was completed and the Blue Baths – a simple wooden bathhouse – was opened by flamboyant and celebrated English journalist George Augustus Sala.

Bathing was segregated and certainly no swimsuits were worn. In fact the very first confrontation facing Thomas Donne, (head of the new tourist department), in 1901 was to resolve a dispute surrounding a proposed new law enforcing the wearing of bathing costumes: *Locals were up in arms – declaring bathing suits to be a danger as they could 'conceal all sorts of contagious diseases'. Suffice to say the locals won, Donne calmed the uproar and nude bathing continued until the*



ALEXANDER TURNBULL LIBRARY, REF. EPH-A-TOURISM-ROTORUA-1930S-02-B.

early 1930s (when a new recreational 'swimming pool' replaced the original Blue Baths and mixed-sex costumed bathing was introduced).

By 1906 the tourist department was running the township and continued to do so for 16 years – an unusual step and indicative of the Government's commitment to develop Rotorua as a key visitor attraction. The Sanatorium, (where patients stayed during treatment), was further developed with large lawns, gardens and recreation facilities for croquet, lawn bowls, tennis and golf.

Then in 1908 came the *piece de resistance*, the grand new Rotorua Bathhouse. Designed to be the social centre of Rotorua the massive Tudor-style building cost £40,000 and contained more than 80 baths. It was an impressive symbol of the tourist department's work and a reflection of the emphasis placed on spa development at this time. But it was to become a maintenance nightmare, with the acidic water causing the building to fall into ruin by the late 1960s.

The last large-scale development took place during the Depression. The Ward Baths opened in 1932 in an attempt to refurbish and revitalise Rotorua's flagging spa tourism. But by the end of World War II tourist numbers had dwindled and Rotorua as a spa destination was in decline. The Government's involvement ended in 1965 with the addition of Aix massage to the Ward Baths and six years later it withdrew from all thermal development.

As a result, the attitude to Rotorua's thermal waters changed to that of a purely medical use, and the hospital utilised the thermal waters for treatments and heating.

Today attitudes have changed. With international air travel and the worldwide spa and health resort renaissance, there is a resurgence in the appeal of the Spa, both for its health and relaxation properties.

The demand for high quality spa facilities has seen tourism operators in Rotorua



Rotorua's Polynesian Spa today.

changing to meet the needs of international and domestic visitors.

The award winning Polynesian Spa is

replaced by the Ward Baths in 1932 and later renamed the Polynesian Pools after they were leased to private operators). Today

By 1906 the tourist department was running the township and continued to do so for 16 years – an unusual step and indicative of the Government's commitment to develop Rotorua as a key visitor attraction.

the Polynesian Spa offers international standards and facilities from heated pools and private spas to acidic outdoor hot springs, a luxury

spa set in Japanese-style rock gardens on the Lake's edge and a complete range of skincare and massage therapies.

Then there's the Waikite Valley, an outdoor facility with a large thermal pool, café and camping ground. Hell's Gate has the biggest boiling whirlpool in NZ and largest hot waterfall in the Southern hemisphere, and Tikitere Springs – where the 19th Century bathing experience is recreated complete with outdoor rocky mud pools. If it's getting back to nature that appeals, the Waitangi Pools and Waikimihia (on Mokia Island) are examples of pools which have virtually maintained their natural state and have been used for centuries by local Maori for general health and well-being.

Or for those who prefer home comforts, there are some 70 motels and guest-houses with private geothermal pools. ■



Opening of the new Bathhouse 13 August 1908.

ALEXANDER TURNBULL LIBRARY REF. F-37576-1/2.

Hanmer Hot Springs

By 1902 the department had added a masseuse and masseur, opened new massage rooms and partly refurnished the Spa. A new teahouse and fresh water swimming bath were added soon. Hanmer was by no means marketed and developed to the extent of Rotorua, but was believed by the department to be a valuable resort for the South Island – for those who could not travel as far north as Rotorua. The Hanmer Spa Resort included baths, gardens, a tennis court, a croquet lawn and bowling green, with accommodation for holiday guests as well as patients/invalids.

Te Aroha

Essentially marketed as a spa for drinking the waters, Te Aroha's water was bottled and sold to visitors and drinking fountains were scattered in the Domain grounds. The grounds included croquet, a tennis court, a bowling green, the Domain gardens, drinking fountains and the baths themselves.

Like Hanmer it was developed as a secondary resort to Rotorua, with the department ensuring facilities were up to a reputable standard for visitors.

Early Attractions

Milford Sound

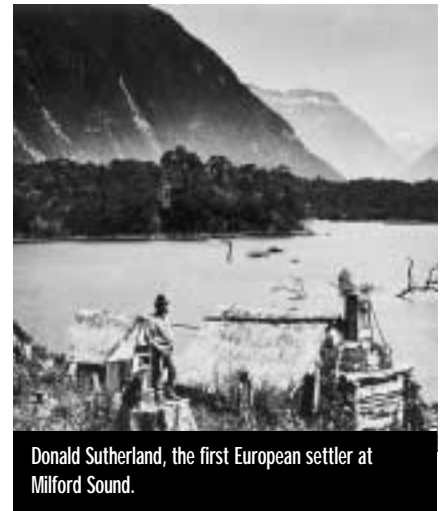
Discovered by sea in the early 1820s, it was 1888 before McKinnon Pass was discovered and land access heralded the beginning of New Zealand's 'wonder walk'.

An overland route from Te Anau to Milford Sound had long been searched for. So when Donald Sutherland, (the first European settler in Milford Sound), discovered 'Sutherland Falls' in 1880 it gave new impetus to the search for a pass, and a reward was even offered. It was finally collected in 1888 when McKinnon and Mitchell forged a route up the Clinton Valley from the head of Lake Te Anau, opening up foot access to the Sound at long last.

McKinnon went on to become the first guide on the track. Earliest recordings show 40 trackwalkers in 1888-89 and 100 the following year, enough to warrant track improvements and the building of huts.

Donald and Elizabeth Sutherland's 'Chalet' provided the first accommodation for walkers in 1891 and for nearly 30-years weary walkers received a warm welcome as they came off the Track at Milford. Four years later the Garvey's opened Glade House, on the banks of the Clinton River, providing accommodation at the start of the track as well.

In 1903 the new tourist department assumed control, buying Glade House, extending it and improving and building new huts on the track. Today more than 4000 people walk the track each year. ■



Donald Sutherland, the first European settler at Milford Sound.



Quinton McKinnon and Ernest Mitchell, c. 1888, discoverers of the long searched for overland route to Milford and pioneers of what was to become the Milford Track. ALEXANDER TURNBULL LIBRARY REF F-8097-1/2.

Mt Cook

New Zealand's majestic peak was an early source of publicity, attracting the attention of climbers as early as 1882, two years before the Hermitage Hotel was built and the first guiding services were offered.

It was a New Zealand party (Tom Fyfe, George Graham and Jack Clarke) who made the first successful ascent of Cook in 1894, focussing major public attention on the area for the first time.

Early tourists could take guided trips to the glaciers and admire the views while staying in Huddleston's Hermitage of 1884.

In the late 1880–90s visitors endured a rough cart track and coach ride into the Hermitage, until Rodolph Wigley's Mt Cook Motor Car Service provided the first car transportation from Fairlie in 1906.

Equipped with telephones in case of emergency back up, it was not uncommon for them to be needed. The first car trip of 22

hours was obviously too long for some. On arrival at The Hermitage, instead of a well-deserved welcome, Wigley's party found the Hermitage staff sound asleep!

It wasn't until the 1900s when access became easier, and travel costs less prohibitive, that tourist numbers began to grow. The new Hermitage hotel was opened (1914) by the tourist department, skiing was introduced (1915) on the glaciers, and publicity got underway.

The Hermitage was leased to the Mount Cook Company in 1922 and their slogan "Thousands of feet above worry level" found its mark. With the new ski-plane in 1955 introducing flight seeing, the Tasman



area continued to rise as a significant tourism attraction. ■

Queenstown

Today Queenstown is in demand for its winter attractions just as its magnificent lake, scenery and adventure activities beckon in the hot Otago summer months. It is a tourist mecca, just as predicted by T. E. Donne, first head of the tourist department in 1901.

"In my opinion this township will be the recognised tourist centre of the South Island, as Rotorua is of the North." (1902 Annual Report)

How true, but it wasn't until the 1930s, when much needed government assistance (to improve amenities for the growing tourist trade) was provided, and a new road to Christchurch opened, that the township began to develop as a year-round attraction. In the mid-1870s, tourists came only in summer to take trips to the head of the Lake, staying at Glenorchy or Kinloch, to take walks or climb Ben Lomond, hire boats on the Lake or just for some 'rest and recreation'.

By the 1930s skiing was starting to take off and the first hut was opened on the Crown Range in 1938, moving to Skippers Saddle two years later. Once Coronet Peak opened in 1947 (with the first rope tow and international instructor), the township began

to grow as a winter destination.

Today Queenstown is the capital of adventure tourism with the bungy, whitewater rafting and jetboating combining with a huge range of experiences catering for thrill seekers year-round. ■



Lake Wakatipu, Queenstown.

Waitomo Glowworm Caves

'Discovered' in 1888 by Fred Mace and Taane Tinorau, local Maori had known about the caves for more than 100 years.

Named Waitomo, 'water entering the hole', Maori used the caves as places to bury their dead and travellers probably as a shelter.

Mace was first shown the subterranean river entrance to the Glowworm Cave in 1884, and decided he would return one day to explore it. Three years later he did. Accompanied by Taane Tinorau in December 1887 they entered the cave by raft and again in February 1888 to explore further.

In 1888 tourism at the Waitomo Glowworm Caves began. The first visitors were taken in by Taane Tinorau and local Maori guides in canoes, landed on shore inside, guided on

ladders through the caves and led out through an opening 50 feet above the river. Tinorau's visitor book reports 360 visitors between June 1889 and December 1890. He continued to provide guiding services and look after the Cave until 1899, by which time it was an established tourist attraction. Mace's discovery had received wide-spread publicity and government interest in ownership and protection was high. In 1904 the Government acquired the Waitomo Glowworm Cave (under the Scenery Preservation Act 1903) and the new Department of Tourist and Health Resorts assumed control.



Early visitors were taken into the caves by canoe.

The Waitomo Hotel was built, repairs and improvements in the cave undertaken and the guiding service expanded with the discovery of Ruakuri (1904) and Aranui (1910) Caves, both on crown land.

It wasn't long before a settlement had grown and by 1910 the Manager at the Caves announced to the Department 'that further development was no longer necessary'. ■

Whanganui River

The Whanganui River is an experience steeped in rich history, tradition and Maori legend. From laden steamers and houseboats, to today's kayaks and jetboats it has attracted tourists from the early 1900s, winding past historic marae, native bush and cascading waterfalls.

Called New Zealand's 'Rhine', it was promoted throughout the world for its scenic wilderness. Beatrice Grimshaw, author of many novels based in the Pacific, wrote of "nearly sixty miles of exquisite loveliness, viewed from the canopied deck of a river steamer ... shut in by fold on fold of great green mountain peaks ... one can almost



The *Manuwai*, 105 feet long and able to carry 400 passengers, was built for A. E. Hatrick in 1894.
ALEXANDER TURNBULL LIBRARY REF. G-13117-1/1.

fancy that the swift little paddle-steamer is churning her way for the first time into solitudes never seen of man".⁴

A highlight for tourists in the early 1900s was arriving by steamer to Pipiriki House on the banks of the Whanganui River. Built in 1892, Pipiriki House was regarded as one of New Zealand's finest tourist hotels of its

time, until it burnt down for the second time in 1959.

Alexander Hatrick was one of the early entrepreneurs on the river. In 1892 he began a regular steamer service from Wanganui to Pipiriki, for passengers, mail and goods, marking the beginning of what was to be more than 50 years of service. He soon

4. BEATRICE GRIMSHAW, *In The Strange South Seas*, page 338-341.

realised there was scope for a broader passenger service and by 1903 included Taumaranui (the terminal for the main trunk railway line) and Tangarakau.

The famous houseboat *Makeke* was one of Hatrick's ideas. Realising the one-day trip from Taumaranui to Pipiriki was a long one, he decided to build a houseboat and moor it on the river bank halfway between the destinations. In 1904 the double decked *Makeke* was moored at Maraekowhai, complete with hot water, electricity, beds for 36 and a dining room featuring silverware and chandeliers. Here, tourists could rest at the unique floating 'hotel', before travelling up river to Pipiriki the next day. The *Makeke's* novelty appealed to the adventurous tourist – and its fame soon

Steamer navigation of the Whanganui River was proven in 1865 when the first vessel reached Pipiriki. In 1886 the first commercial service started (lasting four years), to be followed in 1890 by A. E. Hatrick & Co.'s passenger, goods and mail service – one that was to last more than 50 years.

spread locally and internationally, until it was destroyed by fire in 1933.

By the late 1920s the tourist boom was over, coupled with the decline in farming and village settlements, road development and rising costs, the steamer service ended in 1958. But a new era was to begin in 1957 when the Hamilton jetboat first travelled its waters,

introducing recreation. The following year the first licensed jetboat operator in the world started a commercial service on the river. Canoeists and kayakers came next, and today the magic of the Whanganui River and its 239 rapids is a recreational challenge that can't be resisted, whether by paddle, jetboat or the restored *Waimarie* steamer. ■

Fuller's Cream Run

Time stands still as Fuller's Super Cruiser glides along the historic, coastal route made famous as the 'Cream Run' early last century.

Seventy-four years ago Ernest Fuller's Kauri launches, *Knoxie* and *Knoxie II*, were collecting cream from secluded farms dotted around the Bay of Islands. Today, it is the jet powered *Tangaroa III* which carries passengers on the 'Cream Run'.

It was 1927 when A.E Fuller and Sons Ltd won the cream contract, 40 years after the company began its freight and mail services



Fullers today still takes visitors on the Cream Run.

aboard the *Undine*. Soon tourists, as well as mailbags and cream cans, began making the 65-mile picturesque journey for a fare of five shillings.

When the last cream cans were collected in 1954, demand had grown for the Cream Run as a tourist attraction, and the trip continued, less its namesake but full of passengers. Word was out that this was surely the best



Ernest Alfred Fuller, founder of A. E. Fuller & Sons.

way to see the Bay of Islands' hidden bays, charming cottages and marine and bird life. Returning trippers would exclaim, "the Bay only begins at Russell and Paihia! You must see the real Bay from the water! Don't miss the Cream Trip".

Today, passengers return from Fuller's luxury six-hour cruise echoing those same sentiments. Fuller's Executive Director Mike Simm says, "people love the real sense of history, set to a dramatic backdrop of the Bay's best places. We still carry the Royal Mail Warrant, so it's business as well as pleasure in a day's adventure". ■

"the Bay only begins at Russell and Paihia!
You must see the real Bay from the water!
Don't miss the Cream Trip"

The Great Southern Lakes

The steamer of the 19th and 20th Century is today's catamaran or jetboat. It provided critical passenger and cargo transport for both tourists and locals on our many lakes and rivers.

Manapouri & Te Anau

The first Europeans to visit Fiordland were men of the sea. So it wasn't until 1852 that explorers ventured inland to find the great Lakes of Te Anau and Manapouri, which form the eastern boundaries of Fiordland National Park, one of the largest in the world. Te Anau is the largest lake in the South Island and Manapouri the deepest, and together they provide access and recreation to the sounds and walks of Fiordland.

Tourists are responsible for the first townships of Te Anau and Manapouri. With the opening of the Milford Track in 1890, accommodation and transport needs provided the impetus for these townships to develop. As early as 1890, Captain Brod's *Tū Uira*, was taking tourists to the head of Lake Te Anau to start the Milford track, while Mr Snodgrass's 24-room Lake Te Anau Hotel and Robert Murrell's Grandview House (Manapouri) were built. Two years later, the first tourist steamer, the *Tūroa*, was operating on Manapouri.

As the Milford Track's reputation grew so did the tourist traffic and the demand to see Fiordland. By 1911 the Murrells had



TSS Earnslaw, 1912 – the fourth government steamer for Lake Wakatipu.

launched a new steamer, the *Manurewa* on Manapouri and were taking tourists to Doubtful Sound.

Today, the great Murrell tradition of hospitality lives on, with Grandview House still providing accommodation – 1990's style Bed and Breakfast, with hosts Jack and Klaska Murrell.

Wakatipu's 'Lady' of the Lake

Today's Lady of the Lake is as hard working as ever. At age 88 the *TSS Earnslaw* still does regular 14-hour summer days and sails 11 months of the year on Lake Wakatipu.

She keeps up the historic tradition of more than 130 years of steamers on the Lake.

With an historic category one status protecting her, the *TSS Earnslaw* will keep her place as a Queenstown icon for many years to come.

Steamers first served the isolated communities on the shores of the Lake, both as passengers and cargo, starting in the gold rush days of the 1860s. The steamers were operated by a succession of local companies until they were bought by the Government in 1902.

Built in 1912, the *TSS Earnslaw* was the fourth government steamer for Lake Wakatipu. Her passenger and freight functions had dwindled by the early 1960s, with the new Kingston and Glenorchy roads (to Queenstown) signalling the demise of the steamboats.

In 1969 the Government granted a charter of the *TSS Earnslaw* to Fiordland Travel, who revived her tourist and scenic cruise capabilities and set her on a new path.

Today she hosts daily cruises with a stop-off option at Walter Peak High Country Farm, and claims among her famous passengers Queen Elizabeth II and Prince Phillip, the King and Queen of Belgium and the Prince of Thailand. ■



The *Manurewa* steamer, Lake Manapouri, c 1912.



THE GREAT OUTDOORS

Long marketed as the outdoors and sporting destination, we have now added adventure and action to that package for today's tourist.

It was Thomas Donne, first head of the Department of Tourist and Health Resorts in 1901, who saw New Zealand's tourism potential as 'the sportsman's paradise' and set about importing game, establishing reserves for fishing and hunting and initiating licenses and quotas – laying the groundwork for today's controlled environment.

But it wasn't only hunting and fishing that attracted the early visitor. The first walkers were being guided on the Milford Track in 1891 and the development of reserves and National Parks such as Egmont and Tongariro added facilities and a range of tracks for both the tramper and recreational walker.

Skiing soon followed and by the 1940s was established at Mt Ruapehu and had taken off in Queenstown and Mt Cook. This brought in a new dimension of the 'winter sport'. The outdoors has always been an integral and accessible part of the New Zealand culture, and has long been an attraction to our visitors. ■

A Sportsman's Paradise

Thomas Donne aimed to "...make New Zealand one of the foremost sporting countries in the world..."⁵

He immediately set about the importation of game, the establishment of reserves, and setting up of licenses, seasons and quotas to establish hunting and fishing as key attractions to the visiting sportsman of the early 1900s.

With rivers full of trout, big game fishing in the north, deer, moose and pig hunting, and duck, quail, swan and pheasant shooting,

A "fisherman's Elysium is in store" quoted the Department brochures in the 1930s.



Lake Rotorua, c. 1903.
ALEXANDER TURNBULL LIBRARY REF. PA1-0-499-07.

there was plenty to attract the sportsman and woman to New Zealand.

Controls were set in place to protect against wholesale slaughter of game and the Department set about promotion.

A "fisherman's Elysium" is in store" quoted the Department brochures in the 1930s, boasting rainbow trout up to 20 pounds and at least between 10-15 pounds.

Zane Grey, a renowned novelist from the USA and keen angler, became an avid spokesman for New Zealand in its early days, especially after landing a 704 pound swordfish and remarking "New Zealand waters are



Tourist department brochure cover, c. 1935.
ALEXANDER TURNBULL LIBRARY REF. EPH-A-TOURISM-1930S-01-BACK.

undoubtedly the most remarkable in the seas for magnificent game fish".

His sought after book, *Tales of the Angler's Eldorado, New Zealand*, first published in 1926, told of his fishing exploits in the Bay of Islands, putting New Zealand on the international fishing map for serious anglers. Active promotion by the Department and happy tourists soon proved New Zealand a popular sporting destination. ■

5. DEPARTMENT OF TOURIST AND HEALTH RESORTS ANNUAL REPORT, 1903.
6. ELYSIUM: STATE OF IDEAL HAPPINESS.



The Wilderness at Large

Our National Parks

It was an evening in 1870 when a weary and excited group of private citizens gathered around their campfire in north-west Wyoming, USA, to look back on the day's exploration of the Yellowstone area. Inspired by its geysers, canyons, lakes and mountains they discussed at length the idea of preserving such areas forever in public ownership.

The idea became a reality when in 1872 an act of Congress set aside the Yellowstone area as a National Park, the first in the world. Five years later New Zealand followed suit with Tongariro National Park, still only the fourth in the world and the first of 13 parks to be created in New Zealand (covering just under 2.5 million hectares). The parks are reserved for public use and preservation. Only Canada and New Zealand have since developed National Parks on a scale at all similar to the USA.

The first: In 1877 Te Heuheu Tukino, Paramount Chief of the Ngati-Tuwharetoa tribe drew three circles around Ngaurohoe, Tongariro and Ruapehu and gifted the area to the people of New Zealand. Fearing private ownership of the sacred mountains, Te Heuheu's gift instigated the first national park, Tongariro National Park. The first parks, Tongariro (1887) and Egmont (1900) and the reserves of Mt Cook (1885) and Fiordland (1892), reflected the areas of



Volcanoes, Tongariro National Park.

early tourism development and attraction at the time. The advent of national parks and reserves ensured our natural wonders would remain forever as such, for both the people of New Zealand and visitors.

It was not until 1952 that an official National Parks Act created uniformity of management, administration and control of all parks. Previously the parks were controlled by individual boards operating under different Acts. Fiordland was in fact set aside under the Scenery Preservation Act and was technically a massive reserve, and while Mt Cook had areas reserved from 1885 onwards, it was not constituted a National Park until 1953. The range of landscape encompassed by New Zealand's 13 national parks is incredible

for such a small country. From the volcanic mountains of Tongariro to the golden sand beaches of the Abel Tasman, to Fiordland's majestic waterfalls and fiords, the mountains of Southern Alps, to the rivers, lakes and forests of Te Urewera and Kahurangi, there is truly a diverse collection of landscape, flora and fauna reserved for eternity.

Several of our parks have gained World Heritage status, granted by UNESCO. This is a global concept that identifies natural and cultural sites of world significance – places so special that protecting them is of concern to all people.

In 1990, recognition of the outstanding natural values of the Aoraki/Mt Cook, Westland, Fiordland and Mt Aspiring National Parks area was granted by UNESCO, with the formation of the Southwest New Zealand World Heritage Area. This area covers 2.6 million hectares (10 percent of New Zealand's land area). The same year Tongariro also gained World Heritage status in recognition of its natural landscape qualities. ■

National Parks of New Zealand: Abel Tasman; Aoraki
Mount Cook; Arthur's Pass; Egmont; Fiordland;
Kahurangi; Mount Aspiring; Nelson Lakes; Paparoa; Te
Urewera; Tongariro; Westland/Tai Poutini; Whanganui.

Tramping 1917-style

15 January 1917, Ellen Jenkins' Diary, Milford Track.

"We started in the rain, on the 'Finest Walk in the World'. The track was beautiful, and our spirits rose, as we sped along the soft springy earth, stopping at various points to admire the wonders..."

Some things don't change and there were still mosquitoes and sandflies in the early days, as Ellen notes. *"The sandflies got worse and worse – veils and gloves were necessary all the time..."*

One of the first group of women to be guided over the track, skirts, packs, petticoats and all, by Guide Dr Borrie, it was an eight-day round trip with plenty of rain, mosquitoes and blisters for Ellen Jenkins' group. Not to be deterred, the group of five young women went on to walk the Routeburn via the Dore Pass. On finding the view over Lake McKenzie, Ellen writes: *"That view compensated for all the rain and rough track, the bruises, blisters and sandflies."*

A comment from the Routeburn guide, a Mr Jock Edgar, highlights the obvious hardship of the conditions these women experienced. *"Considering the flooded start of creeks and the nature of the track, the fact of Miss Andersen's party being real good walkers and high spirits under all circumstances, made the tour from Glade House to Queenstown a pleasure from start to finish."*

Things have changed more than a little since Ellen Jenkins walked the track. Women wear shorts and leggings, there's no return trip and walkers can even choose to enjoy the comforts of home (complete with no backpack to carry) or 'rough it' in the huts. But some things don't change – the views, the sandflies and the popularity of the world's wonder walk.

Tramping

More than 110 years ago, the first walker completed the Milford Track, 'the finest walk in the world'.⁷

Today more than 4000 trampers trace this same track each year.

With 13 National Parks offering more than nine walking tracks – ranging from the Abel Tasman's coastal track to the fiords and glacial valleys of the Kepler and Milford, Tongariro's volcanic craters, the Heaphy Track's lush West Coast forests and the spectacular mountains on the Routeburn – there is something for all walkers.

Management and development of the early National Park tracks was gradually taken over by the new tourist department. New huts and track upgrades were implemented and official guides appointed by the Government. Today the Department of Conservation looks after all National Park facilities. ■



Trampers.
ALEXANDER TURNBULL LIBRARY REF. C-1854-1/2.



The Gifford party on the Milford Track, c. 1890.
ALEXANDER TURNBULL LIBRARY REF. G-60523-1/2.



Tasman Glacier c. 1906.
ALEXANDER TURNBULL LIBRARY REF. G-77741-1/2.

Climbing

The first attempts on Mt Cook were made in 1872, but it was a New Zealand party who conquered our highest peak in 1894.

When Tom Fyfe, George Graham and Jack Clarke reached the summit, international attention was focused on the Tasman area for the first time.

Mt Tasman was next in the early 1890s and exploration reached the head of the Fox Glacier in 1903. By this time English climber, Mr Green's attempted ascent of 1872, and subsequent book, *The High Alps of New Zealand*, had aroused great interest in climbing and provided the stimulus needed for its development.

7. THIS DESCRIPTION FEATURED IN AN ARTICLE BY POET BLANCHE BAUGHAN, PUBLISHED IN THE LONDON SPECTATOR IN 1908.

By 1900, an accommodation house had been built in the Mt Cook region and the road around Lake Pukaki (that Mr Green had complained about in his book) improved by the Government.

Guiding services to the Tasman glaciers were advertised for the first time in the Timaru Herald on 4 February 1884 by Messrs. Burgess and Manaton. Having assisted Mr Green of the UK in his well publicised attempted ascent of Mt Cook, Burgess and Manaton of Fairlie Creek,

decided to set themselves up as guides, as well as offering vehicle hire to any prospective “excursionists and tourists” to Mt Cook.

Tourists, amateur and professional climbers could now hire guiding services to the glaciers or the peaks of Cook, Tasman, Silberhorn and Sefton. The Hermitage hotel opened in 1885 and a regular coach service was pioneered the following year by Rodolph Wigley (of the soon to be Mt Cook Company). ■



Carrying timber up the Tasman Glacier to build the Haast Hut, 1915 – 16.

ALEXANDER TURNBULL LIBRARY REF. F-57099-1/2.



Learning the new sport of downhill skiing on Ball Glacier.

ALEXANDER TURNBULL LIBRARY REF. PACOLL-3063.

It was the 1930s when downhill skiing gained popularity on the Ball Glacier, Whakapapa and Coronet Peak slopes, introducing many keen learners to the tricky art of manoeuvring on two skis. The New Zealand championships were held at the Ball Glacier from the 1920s and international instructors were brought out, based at The Chateau, The Hermitage and Coronet Peak. The winter holiday had taken off.

Now well established, our skifields attract thousands to slopes north and south each

Skiing

Thanks to the Norwegian miners and frustrated climbers, ‘skiing’ was first introduced in the 19th Century, or rather the use of skis to negotiate on snow. It wasn’t strictly until 1913, when Mead and Drake pioneered the first wooden skis, that the downhill sport was born in New Zealand.

year. The 1955 ski-plane invention introduced easy access to the glaciers and the 1970s saw heliskiing open up a whole new terrain for skiers.

With international skiers like Claudia Reigler representing New Zealand today, we have progressed a long way from those initial tentative steps of 1913.

The Pioneers

With a copy of the book *Ski Runner* and a pair of Swiss wooden skis, William Mead

and Bernard Drake introduced skiing to Mt Ruapehu in 1913.

“There arrived in Ngaruawahia today, ... the largest pair of shoes yet imported into the North Island. They measure from toe to heel 7ft 9 in... In other lands these enormous ‘strides’ are known as ‘skis’...” (The Ngaruawahia Advocate, July 1913)

Frustrated with plodding through thick snow while climbing Mt Ruapehu, Mead and Drake decided skis were the answer. Obviously they were, and by 1920 a new access road from the highway to Whakapapa was constructed (thanks to a £500 contribution from the tourist department), a hut built, equipment available and guides for hire at £1 a day!

The first rope tow was installed in 1938, the same year a hut was built on the South Island’s Crown Range. This was soon moved to Skippers Saddle where the snow was better, and finally Coronet Peak opened with a rope tow in 1947, thanks to Rodolph Wigley’s enthusiasm for the new sport. ■



Extreme skiing.



HUTS TO HOTELS

When the new tourist department was set up in 1901, its key role was to develop access and facilities at resorts and reserves for tourists. An essential part of this was accommodation, or rather the lack of both rooms and quality, at the growing tourist areas.

In the early days they were called huts and hostels and provided basic accommodation, in out-of-the-way places, for the early adventurous visitor. As tourism developed and visitor numbers increased there was a growing demand for adequate accommodation at the main tourism attractions.

From 1901 onwards, the new tourist department ran the growing chain of government-owned

hotels that existed at many of the tourist areas.

By the 1920s the Government had taken ownership of most hotels at key resort areas, such as the Waitomo Hotel, The Chateau Tongariro, Milford and Te Anau Hotels, and The Hermitage.

Many had been built in the late 1880s – early 1900s, and were refurbished, added to or rebuilt over the ensuing years by the Department, as part of its tourism role.

With accommodation a constant concern, the growing tourist trade was a constant pressure on facilities. A new corporation was set up by the Government in 1956. This was the Tourist Hotel Corporation, or THC as it became widely known, and was tasked with managing and promoting the chain of 10 government-owned hotels to international quality and service standards. ■



Milford Hotel.

ALEXANDER TURNBULL LIBRARY, REF. C-25156-1/2.



Te Anau Hotel, 1956.

ALEXANDER TURNBULL LIBRARY, REF. F-30294-1/2.



Waitomo Hotel 1906.



The Tourist Hotel Corporation

“None of the staff had any training in the preparation and service of food and New Zealand was rather known for its disdainful receptionists. The cooking was very simple and almost tasteless, with everything covered in brown gravy.”⁸

With such criticism from Yorkshireman Eric Colbeck, it was an inauspicious start for the first general manager of the Tourist Hotel Corporation of New Zealand (THC). Arriving from Britain in 1957 Colbeck was less than impressed with his new hotel empire.

However, the network of hotels went on to become institutions for both tourists and locals alike, providing critical accommodation at a time when meeting demand was a constant concern. Between 1955 and 1956 the network catered for 95,200 guests at a total revenue of £539,515.

Set up on 1 October 1956, the THC was the government agency that built and ran the flagship hotels that were the start of New Zealand’s tourism industry. In 1956, ten hotels⁹ and their departmental staff were transferred from the tourist department to the new THC, a total value of £1.37 million. Many of the hotels dated back to the 1880s when the first accommodation houses were built for tourists. The network of hotels was gradually taken over and run by the Department of Tourist and Health Resorts until the THC was set up in 1956.

Tasked with developing and marketing this network of government-owned hotels, the THC ensured the provision of international class accommodation at tourist attractions

nationwide. Between 1964 and 1968, the THC completed building one new hotel or motor inn each year, to meet the continually growing demands of the industry.

It wasn’t just structural development – service, food and staff training were key priorities for the new hotel chain. It was silver service, black tie for management and pianists in the lobby.

To bring the THC hotels into the 20th Century, General Manager Colbeck’s first

“The Tourist Hotel Corporation was like a big family... It was a great training ground...”

step was to employ an international chef and instigate training for all hotel staff. All staff, from managers through to chefs, were trained by the THC.

Colbeck even wrote a book for the THC, *Wishes Anticipated* (1960), which was endorsed by the then Minister of Tourist and Health Resorts, Mr J. Mathieson: “Eric C. Colbeck is an authority on the many facets of hotel management and his experience and advice, now committed to paper, will be of great use to many in the industry.”¹⁰



Wishes Anticipated covered all aspects of hotel life, from table and wine waiting, accounting, domesticity, bartending, catering and food presentation, to administration. It was something of a bible to THC staff.

“The Tourist Hotel Corporation was like a big family,” says Bill Neilson, an ex THC identity, trained through the ranks to managerial status. “Colbeck really brought in the skill. It was a great training ground and felt very much like a big family.”

Some 40 years later in 1990, the THC chain was sold to private enterprise as part of the tourist department’s move (away from providing an infrastructure for visitors), towards a sole focus on marketing tourism internationally. But the THC’s legacy lives on with many of the hotels still landmarks at key tourist destinations today. ■

8. *BILLION DOLLAR MIRACLE*, LESLIE WATKINS, PAGE 133.

9. HOTEL WAITOMO; HOTEL WAIRAKEI; HOTEL TOKAANUI; CHATEAU TONGARIRO; LAKE HOUSE WAIKAREMOANA; THE GLACIER HOTEL – FRANZ JOSEF GLACIER; THE HERMITAGE – MT COOK; PUKAKI HOTEL – LAKE PUKAKI; MILFORD HOTEL; TE ANAU HOTEL.

10. *WISHES ANTICIPATED*, ERIC C COLBECK, PAGE V.

Of all the THC hotels, the Chateau Tongariro, Waitomo Hotel and Wairakei Hotels attracted the highest numbers of guests between 1954 and 1956, followed by Mt Cook's Hermitage Hotel and the Milford Hotel. We take a look at some of these ex-THC hotels and the stories they have to tell.

The Chateau Tongariro

Today's Grand Chateau is one such THC legacy. Opened in 1929, it took just 11 months and 120 workers to build the grandest hotel of its day.

The Auckland Weekly News described the Chateau on opening day (13 November 1929) as "set at the foothills of Ruapehu 4000 ft above sea level, (it) is an example of how modern science may carry comforts of civilisation into the wilderness...".

With a parquet dance floor, chandeliers, grand staircase and 500 square foot lounge, the Chateau was the place to be seen during the 1930s. Firmly established as a first-class hotel, it was the hub of activity for New Zealand's business, political and social life with black tie and high society balls the order of the day.

"We used to time our entrance, coming down the stairs in our evening finery, ready for drinks and dancing with all those lovely men," remembers Mrs Peggy McLaren,



The Chateau opening, 13 November 1929.

an annual visitor to the Chateau since 1934. "It was the same people that visited every year – we had such a grand time, golfing and walking during the day and dancing in the evenings. It was all so glamorous."

As early as 1923, the Tongariro National Park Board had investigated a site for a 100-bed hostel to help encourage tourists to the newly formed Park, and in 1925 decided to use private enterprise to build a hotel.

The Mt Cook Tourist Company won the tender and employed James Fletcher (founder of today's Fletcher Challenge Ltd) to build a first-class hotel. However, following financial losses by both parties the hotel reverted to government ownership for the next 60 years.



The Grand Chateau today.

During World War II the Chateau was closed to visitors and used as an auxiliary asylum, then a rest and recuperation centre for returning Air Force personnel, before re-opening again in 1948.

After 1956, the Tourist Hotel Corporation instigated an upgrade to restore the hotel to its original splendour. It also developed skiing facilities at the Top o' the Bruce, with a kiosk and cafeteria and the largest ski-hire facility in the world – 1400 matched pairs of skis and boots!

Privatisation in 1990 saw the Chateau sold to Kah New Zealand Limited, a Singaporean company, who have since injected \$3 million and renamed the Park's icon 'The Grand Chateau'. ■

Hotel Wairakei

The aptly named Geyser House Hotel, was built on thermal land gifted to Scottish immigrant Robert Graham in 1879.

This land was a valuable thermal valley at Wairakei, set in more than 4000 acres of

land bordering the Waikato River, Huka Falls and the already famous Geysers Thermal Valley. It was gifted by the Arawa people to Graham in return for his help settling a native feud at Maketu.

Graham immediately set about building an accommodation house at Wairakei and

developing the thermal attractions in the valley for tourists. On the main coach route

Wairakei – 'the place where the pools were used as mirrors'.

to Taupo, Graham's hostel soon became known as the Geyser House Hotel.

At the time of his death in 1885, attractions included the Wairakei Baths, Geyser Valley, Karapiti fumarole (blow-

hole), the Aratiatia rapids (Waikato River) and Orakei-Korako. By the early 1900s, it was considered to be a principal resort by the tourist department.

The original hotel consisted of natural baths and a handful of detached lightly-built huts made of wood, straw or reeds – to resist the destruction of frequent earthquakes. It also served as a post and telegraph office

The hotel passed out of Graham family hands in 1919 and by 1947 the tourist department had acquired the property. The department immediately embarked on a programme to renovate, develop and refurbish the resort’s facilities and amenities – from the golf and thermal valley tracks, to the baths and hotel itself. In 1949, it reopened as the Hotel Wairakei, with central heating utilising natural heat from a bore.

The resort was sold, along with the THC



The Geyser House Hotel, c. 1915 – 1925.
ALEXANDER TURNBULL LIBRARY, REF. EPH-A-TOURISM-WAIRAKEI-1925-01-0.

chain in 1990 to Southern Pacific Hotel Corporation and in 1992 bought by Kah Corporation (along with the Grand Chateau) who completed a major upgrade of the property in 1999.

Today, it is called the Wairakei Resort and still stands on Graham’s original property with the Geyser Valley attractions now located over the road and run separately. ■

The Hermitage – Mt Cook

Back then it was pack horses, carts, 10-day stays and the early morning ‘cuppa’ in bed. Now it’s cars, planes, an overnigher and a cappuccino. But still the magnificent Southern Alps draw visitors to Mt Cook and the Hermitage Hotel in steady numbers.

It was 1884 when Frank Huddleston bought 30 acres and carted in 20 tons of timber on horseback for the first hotel at Mt Cook. The following year the Hermitage Hotel was ready for its first 30 guests.

With difficult access and high costs for travellers, the Hermitage had a chequered early career, with management juggled back and forth between the Mount Cook Company and the Government, and a relocation two miles down the track in 1914.

The Hotel was re-born under the Mt Cook Company in a new lease from the Government in 1922.

“Thousands of feet above worry level” was the Mt Cook Company slogan. Among the first to

offer packages to tourists, owner Rodolph and son Harry Wigley’s efforts pioneering passenger transport services into the remote area (1906), managing the hotel, introducing and encouraging skiing on the glaciers, and inventing the ski-plane, put Mt Cook firmly on the tourist map.

The THC took over the hotel in 1956 and the following year it was destroyed by fire. A new Hermitage was quickly designed and rebuilt by the THC, reopening in May 1958 – less than 12 months later.

By now, with skiing an established recreation, the glaciers accessible to both professional climbers, amateurs and tourists, the new ski-plane offering flight-seeing and access to



The Hermitage.
ALEXANDER TURNBULL LIBRARY, REF. G-16943-1/4.

unknown territory, and a new Hermitage Hotel, the area was an established year-round resort for both domestic and international visitors. One of the earliest THC hotels to have bathrooms throughout and the first to change from the set menu to *a la carte* in the 1970s, the Hermitage is something of an icon, continuing to attract more than 300,000 tourists annually. ■



GETTING FROM A TO B

In 1901 it was a three-month journey by steamer from Britain, in 2001, it is less than a 24-hour flight. Transportation has progressed a long way in the space of only 100 years. Today we have international travel available and accessible, like never before.

No longer do we take a one-day coach ride to Rotorua from Wellington, or catch the train from Christchurch to Fairlie, followed by a 22 hour trip in a 1906 Darracq Services car to arrive at Mt Cook.

We have it easy – a plane, a train or coach ride or an easy drive on sealed roads in a private car sees us to the Hermitage rain or shine.

Tourism has grown alongside the transport

industry, taking advantage of the ever increasing flight paths and destinations and reaping the benefits of a classless travel industry. ■

A Developing Industry

In 1840, immigrants travelled to New Zealand by sail, later tourists arrived by steam ship in the 1860s, followed by the faster diesel engine in the 1930s.

Rail was establishing itself as highly effective and desirable by 1900 with a 'grand tourist route' combining steamer, coach and rail to take the tourist in comfort from Southland to Auckland. Off this main route however, travel was often long, tiresome and uncomfortable.

By 1908, the North Island main trunk line was completed and in 1953 railway line peaked at 5,656 km nationwide.

The arrival of the motorcar in early 1900 was greeted with mixed reactions, horror, one of them.

"Regarded as a beast the monster is horrible. Regarded as a machine it is one of the noisiest and most objectionable that has ever been invented. A horse does not run a man down if he can help it but a machine of steel and brass will delight in killing people..."¹¹

It was soon put to use by the Mt Cook Motor Car Service in 1906 and soon after on the 'grand tour' passenger service from Fairlie to Queenstown by motorcar.

The Newman brothers purchased their first gas-buggy, the Cadillac, in 1911. However, this was certainly not the end of the horse. On finding the Mitchell Cadillac hard to start in cold weather, Tom Newman would



A 1936 advertisement for the cheaper 'tourist class' fare.
ALEXANDER TURNBULL LIBRARY REF. EPH-A-SHIP-1936-01-COVER.

harness a horse to the car and gallop around the paddock to start the engines!

The horse and coach still reigned strong in 1915, however the tide was turning by 1920 and the private motorcar grew hugely in popularity in the inter-war years.

Air travel began in the 1940s, the ski-plane in 1955, and the arrival of the jets in the 1960-70s impacted on tourism growth to New Zealand, creating cheaper and faster travel from growing lists of destinations. New Zealand was suddenly opened up to the tourist. ■

11. A WRITER FOR PEARSON'S WEEKLY, AUCKLAND AFTER THE FIRST MOTORCAR ARRIVED IN THE CITY.



By Sea

Once it was passengers carried into our ports aboard grand steamers, today it is millions of tonnes of freight leaving our ports and thousands of tourists arriving aboard modern-day cruise ships.

A steamer from London 100 years ago was a good six week journey, a 27-day trip via New York and San Francisco or 30 days via North America and Vancouver. Plenty of time for a ship-board romance and certainly no jet-lag. A typical fare from New Zealand to Southampton ranged from



The 'Visitors tree' at Milford features the names of steamers. LAKES DISTRICT MUSEUM ARCHIVES.

around £67 – 82 for Cabin Class to £38 – 50 for Tourist Class. But not all steamers accommodated both classes, with liners like The New Zealand Shipping Co Ltd carrying only first class passengers.

It was the advent of the aeroplane in the 1940s and jet services in the 1960-70s that



Cruising today.

really signalled the end of the steamers and diesel engines as major international passenger carriers.

Today it is a cruise ship by choice, with cruises of varying lengths and multiple destinations to choose from. A very different journey from the passenger service of yesteryear. ■



The Lyttelton Tunnel opened in 1867.
ALEXANDER TURNBULL LIBRARY, REF. G-1515-1/4-APC.

By Rail

Travelling by rail in New Zealand is one of the more spectacular ways to see the country at its diverse best.

Our railway network covers a rugged landscape spanning nearly 4000 kilometres, 149 tunnels and over 2000 bridges. More than 500 kilometres of this line is electrified.

The first railway was a short horse-drawn tramway of 21km carrying chrome ore from the Dun Mountains to Port Nelson in 1862. The following year, a seven kilometre line powered by steam locomotives was opened between Christchurch and Ferrymead,

servicing the river port until the Lyttelton railway tunnel opened in 1867.

Our rugged landscape called for some innovative engineering in the early days. It was Julius Vogel, then Colonial Treasurer, who instigated a plan in 1869 to build tracks much narrower than the normal width. His reasoning – the narrower tracks would be easier to build in New Zealand’s rugged and diverse landscape – held up to critics. The new 3ft 6inch gauge (1067mm) became the standard and railway construction thrived. The ‘Great New Zealand Adventure’ was up and running.

Nine years later, the first major railway route, linking Christchurch and Dunedin, was opened. The first express run was hauled by an American built locomotive K88, known as the ‘Washington’. Today the Washington is preserved as one of the world’s most famous railway engines.

By 1900 there was an extensive network of railways around the South Island. In 1908 work began on the Otira Tunnel. Taking 15 long years to complete, it is the only tunnel to pass through the Southern Alps. At the time, it had the distinction of being the longest railway tunnel in the British Empire and the seventh longest in the world. Even today the TranzAlpine Express, which takes travellers from Christchurch to Greymouth via the Otira tunnel, is one of the most popular railway journeys in New Zealand and one of the top six train journeys in the world.



The TranzCoastal crosses the Waimakariri River between Picton and Christchurch.



Travel by first class rail in the 1950s.

ALEXANDER TURNBULL LIBRARY, REF. F-46066-1/2.

The 1930s saw New Zealand Railways embrace tourism. Prestige services between Auckland and Rotorua included an express service with an observation car fitted out with lounge chairs and package tours, (coach and rail travel, accommodation, meals and basic sightseeing) were promoted.

The introduction of luxury railcars in the 1960s saw a new standard of passenger comfort with the Auckland to Wellington ‘Blue Streak’ (later replaced by the Silver Fern) and Christchurch to Invercargill ‘Southerner’.

While rail passengers relished New Zealand’s scenic beauty, the same could not be said for the infamous meat pie. For more than half a century, people joked about the standard of the railway pie, claiming the pies consisted of just one piece of meat, plenty of pastry and would sit in the railcar from Otira in the South to Taihape in the North! In an effort to ‘up’ their catering image Railways created an advertising campaign celebrating ‘The Great Railway Pie’. The public swallowed it and the

freshly baked pies soon became legendary.

The inaugural Interisland ferry service began in 1962, fulfilling the vision of a ‘grand junction railway’ between the North and South islands. The roll-on roll-off vessels allowed whole trains to travel from one island to the other without time-consuming loading and unloading. It also introduced the passenger vehicle service, opening up New Zealand as an accessible holiday driving destination.

The late 1980s spelled big changes for rail. Restructuring in 1986 saw Railways Corporation become a state-owned enterprise, resulting in the rationalisation of its operations. In 1994 New Zealand Rail was sold to the private sector and renamed Tranz Rail.

Today, Tranz Rail is the country’s leading multi modal transport company with integrated links between road, rail and sea networks. Tranz Rail carries more than one million passengers a year on its Tranz Metro services in Auckland and Wellington, and 500,000 on its eight Tranz Scenic services. ■

By Road From Coach...

The Newmans name is synonymous with tourism transport in New Zealand today. Pioneers from the first day in 1879 when brothers Tom and Henry (Harry) started their mail and passenger business from Nelson, with the 'finest carriage and horses money could buy', the family owned business served its passengers for more than 100 years.

Early beginnings were adventurous. The first mail and passenger service, from Nelson's Foxhill Hotel to Murchison, was triumphantly negotiated over a 'road' barely worthy of being called a track. Word soon spread of the service, with one happy customer even writing a pamphlet extolling the virtues of coach travel. Coaches eventually gave way to the motorcar in 1911 and the first Cadillac was bought.

Overcrowding on trips was legendary with seven-seater vehicles carrying many more than their quota. This was even more so after World War I left people with an urge to travel and passenger demand increased.

Baggage and mailbags were strapped on the running boards – or wherever they could fit – to make room for more passengers in the canvas hooded vehicles. Conditions were often wet and cramped but there were never any complaints and never any passengers left behind. In fact on several occasions an extra vehicle had to be provided to ensure the all-important mail went as well.

Continuing the family business, Tom Newman's son Jack joined the company in 1920, taking over the helm in 1933. It was under Jack Newman that the company expanded, moving into package tour operations and opening offices in Australia, Japan, Los Angeles and throughout New Zealand after World War II.



The Cadillac – the vehicle on which much of Newman's history and reputation was built. Then came the Internationals, Leylands, Mercedes and Volvos.
ALEXANDER TURNBULL LIBRARY, REF. G-28947-1/2.

By 1979, Newman's Centenary, (six years after the take-over by TNL Group), the company had grown to become New Zealand's largest tourist company providing coaches, tour and rental services. But still, the traditional long distance business had remained largely unchanged, with passengers, mail, parcels and perishables still the business of Newmans 100 years on. Newmans was sold by TNL Group in the 1990s. But the name still lives on. Good service, reliability and 'nothing but the best' was the motto on which Newmans was founded. From the first Cadillacs to the last Volvos, the company built a rock solid reputation for service that lives on in memory for many New Zealanders. ■

...To Car

First introduced to New Zealand in the early 1900s, the metal beast signalled the slow but sure demise of the horse and cart.

Initially expensive and with limited roads of varying condition, the motorcar was first used by commercial passenger services such the Mount Cook Company in 1906 and Newmans in 1911.

Greeted with scepticism and even fear, it was a slow adaption for Kiwis to accept the new motor car as the amazing invention it was. It is reported when the Mt Cook Company first started its 'Grand Tour', with Rodolph Wigley at the wheel, that residents of the Lake



The first road trip from Wellington to Auckland in 1912.
ALEXANDER TURNBULL LIBRARY, REF. F-710-1/2-MNZ.

Wanaka area were less than enthusiastic at the regular appearance of the new motorcar on their roads.

The reaction was not to last and the motorcar eventually found acceptance and was to be seen in the garages of many New Zealand homes by the 1950s. It was post World War II,



Road construction c. 1910.
ALEXANDER TURNBULL LIBRARY, REF. G-10600-1/1.

the period between 1946 – 1960s, when growth of the private motorcar soared. By 1965, one million vehicles were registered. With private cars came huge growth in the domestic holiday – the great New Zealand beach, camping and caravanning holidays, now hugely accessible. ■

By Air

The Mount Cook Company

From the solitary passenger on the first horse-drawn carriage in 1885, to the thousands that now travel by road and air, the Mount Cook Company story is one of true Kiwi entrepreneurial spirit.

It started with a horse-drawn journey into the Hermitage, then the motorcar arrived and the 'grand motor tour' was born, then came skiing, the ski-plane and flight seeing, followed by the modern coach, tours and an airline – the Mount Cook Company became a southern icon.

Formed in 1906 by entrepreneur, mechanic and outdoors enthusiast Rodolph Wigley, the Mt Cook Motor Car Service saw Rodolph driving the first car into the Hermitage and the start of a regular passenger service from



A Mt Cook Company Motor Service EMF at the top of the Lindis Pass on its northbound run from Queenstown, c. 1920.

Fairlie. Taking 22 hours, this trip was no mean feat. However, the staff of the Hermitage did not have quite Rodolph's enthusiasm for the historic achievement – there was no one to meet them on arrival and the party had to sleep in their cars as the hotel was full!

This service soon expanded into the 'grand motor tour', some 300 miles from Fairlie to

the Hermitage and on to Queenstown, and a branch office was opened in Queenstown.

The Company went on to lease the Hermitage Hotel, advertising its destination as 'thousands of feet above worry level'. With the popularisation of skiing on the Ball Glacier in the 1930s the Hermitage became a year-round destination for tourists as well as adventurers and climbers.

While Rodolph pioneered long distance scheduled motor services in the South Island, his son Harry, who had inherited his father's love of flying, went on to pioneer and land the first ski-plane in 1955. This new flight-seeing operation allowed tourists to take to the air for spectacular views of the Tasman National Park and provided unprecedented access to the otherwise forbidding terrain.

Made out of wood, the plane was literally fitted with its own skis, allowing it to land on snow and ice without brakes. The original Auster ZK BDX now resides at Queenstown airport.

Harry founded Mt Cook Airlines in the 1960s, providing a passenger service between Mt Cook and Christchurch, and played an integral part in the development of the Coronet Peak skifield in Queenstown.

The company became the Mount Cook Group in 1976 and is now part of Air New Zealand. ■



The well known Mt Cook livery.

Air New Zealand

The foundations of Air New Zealand were laid as the *Aotearoa* rose gently upwards from Waitemata Harbour on 30 April, 1940.

The *Aotearoa*, an S.30 Empire class flying boat, bore the insignia of TEAL (Tasman Empire Airways Limited, now Air New Zealand) and was New Zealand's first scheduled commercial flight. She carried ten passengers and 41,000 letters, touching down in Sydney nine hours later.

It was considered 'frightfully daring' even to think of crossing the Tasman by air in 1940. Not surprisingly public interest in the first flight was intense, with passengers booking their seats up to three years earlier, to ensure a place on the inaugural flight. One such passenger was Harvey Turner, a future director of TEAL.

TEAL, (now Air New Zealand), was created in 1940 to provide an international air service to New Zealand. Shares were held by Union Airways, British Overseas Airways Corp (BOAC), Qantas and the New Zealand Government, making it responsible to three governments.

TEAL expanded rapidly, with flying boat services to Sydney, the Chatham Islands, and the Pacific. The romantic 'Coral Route', (Auckland, Fiji, Samoa, Cook Islands and



TEAL's *Aotearoa* lands in Wellington Harbour, 1940, carrying the UK and Australian representatives to New Zealand's centennial celebrations. ALEXANDER TURNBULL LIBRARY, REF. F-2052-1/4-MNZ.

Tahiti), of the early 1950s carried tourists on one of the last commercial flying boat services in the world. During refuelling at Aitutaki in the Cook Islands, the only international airport in the world on an uninhabited island, passengers could disembark for a swim, and refreshments were served under waving palm trees.

The 1960s spelled an end to the leisurely flight. The arrival of the DC-6 ushered in the jet age and a period of huge growth in air travel. Prices dropped, services expanded, passengers increased and flight times decreased, creating a huge industry and rocketing visitor arrivals to New Zealand.

It was 1965 when New Zealand's first DC-8 pure jet aircraft arrived in Auckland, after an 11-hour 32-min non-stop flight from Long Beach, California. The DC-8 was able to carry 129 passengers and reduced the flying

time to Sydney to three hours, (six hours less than the first flying boat service 25 years earlier). As well as reducing flight times, the arrival of the jet provided the vehicle for expansion of services into North America and the Orient.

That same year, 1965, the 25th anniversary of TEAL, it was renamed Air New Zealand. The wide bodied jets introduced cheap, mass travel to the world, impacting hugely on tourism. In a first for New Zealand tourism, 500,000 people arrived in a single year in 1983.

In March 1993, Air New Zealand capacity on long haul routes increased three times to cater for growing inbound tourism demand. Today, Air New Zealand has more direct services to destinations in New Zealand, Australia and the South West Pacific than any other airline. ■



A TEAL Douglas DC 6 Monoplane at Harewood Airport, Christchurch, January 1956. ALEXANDER TURNBULL LIBRARY REF. F-40530-1/2.



Air New Zealand today has an operating fleet of more than 84 aircraft.



ADVENTUROUS INVENTIONS & INNOVATIONS

Always the innovators, from Robert Graham's first thermal resort in 1845 and McKinnon's famed pompolonas (camp-fire scones) for early Milford Track walkers, to the ski-plane invention of 1955, Kiwis have been creatively tailoring ideas and experiences unique to this land.

With a landscape of extremes these ideas have given way to some of today's great adventure tourism attractions.

Jet Boating

A thrill seeker's dream, the jetboat has taken off in tourism since its invention in the 1950s and has a well-established place in the adventure tourism industry.

Perhaps less well-known is the 'Mad Irishman', the New Zealander who brought us this fast, jet propelled machine, able to navigate in as little as four inches of water. Bill Hamilton was of English descent, but grew up on a South Canterbury sheep station and bought property on Irishman Creek in the McKenzie basin aged 22. The mad part of the moniker comes from exploits such as his overtaking waiting cars to cross a flooded creek in a Hudson car, manoeuvring it in a now-classic jetboat fashion – a slanting course with the current pushing behind. A gutless wonder, the car nonetheless made it across to onlookers surprise!



Bill Hamilton in his Owlio jetboat.

Bill Hamilton had a fascination with water and engines since childhood. It was after World War II when Bill bought his first boat. Growing tired with the restrictions of downstream travel he set about experimenting and jet propulsion was the result. With no propeller below the hull, the craft could travel in the shallows, load easily onto a trailer and had greater stability in the water (than conventional craft) – the jetboat was born.

The first trip was up the Ahuriri River in 1954, and the first river in the North Island to welcome the jetboat was the Whanganui in 1957. When the first boats became



The adventure tourism market is booming.

available that same year, the Melhop brothers of Invercargill had their wallets out. As a way to fund the establishment of a Christian camp in Queenstown the Melhops turned to the jetboat and paid rides. The idea was a huge success, more boats were purchased and in 1962 the Kawarau Jet Service began, soon followed by the Shotover Jet Service in 1964, and the jetboat as a tourism attraction was well and truly born.

Today the Shotover Jet is synonymous with pure thrill and has been joined by operations on the Kawarau, Dart, Huka and Whanganui Rivers. ■



The Ski-Plane

The 1950s saw a Kiwi invention that was to create a new dimension in tourism.

Tourists had been admiring the beauty of the Tasman, Franz Josef and Fox Glaciers by air for some years. But entrepreneur, innovator and pilot Harry Wigley wanted to go one step further, and actually land on the snow.

Planes with fixed skis were already in operation overseas, but at Mt Cook a plane needed to take off on grass and land in snow. Wigley's solution was retractable skis.

The son of Rodolph Wigley, founder of the Mt Cook Company, Harry had inherited a good dose of the Wigley pioneering spirit. Combined with some Kiwi ingenuity and hundreds of hours spent devising ways of attaching skis to the undercarriage of an Auster aircraft, he found the answer. The successful design was a tyre which sat neatly between two parallel alloy plates. When a landing was made on the snow the weight of the aircraft expanded the tyre, which locked itself securely between the plates.



The Auster ZK BDX with its wooden skis successfully landed on snow in 1955.



Harry Wigley with a later model of his ski-plane.

After years of dreaming and two years planning, the first ski-plane landed on the Tasman Glacier in 1955 but it was so smooth and effortless that Harry Wigley

difficult task. The only problem was remembering to retract them on the return journey home. According to one former Mt Cook Company pilot there was a company

After years of dreaming and two years planning, the first ski-plane landed on the Tasman Glacier in 1955.

almost considered it an anti-climax! But taking off proved tricky, with the drag on the snow greater than anticipated and the motor unable to reach anywhere near its full power at 5,500 feet above sea level.

The plane returned to The Hermitage and an enthusiastic crowd. The Auster was checked over and several more trips took place. Among the passengers that inaugural day, was mountaineer Sir Edmund Hillary.

Full Civil Aviation Administration airworthiness approval was given to the Harry Wigley design in July 1956 and the Mount Cook Company ski-plane business was underway.

Operating the retractable skis was not a

saying for those who were forgetful, "once is forgiven, twice you're down the road". Needless to say, the mistake was not often repeated.

During its hey-day in the 1970s and early 1980s, up to 15 Mt Cook Company ski-planes, usually Cessna or Pilatus Porter, operated each day taking tourists, climbers and skiers to the glaciers. At any one time there could be up to 60 skiers on Tasman Glacier alone.

Today the ski-plane takes thousands to the glaciers, gracing the skies of Mt Cook with its gentle buzz 46 years on. The test of a true Kiwi innovation and great tourism development for New Zealand. ■

Rafting

Rafting in New Zealand began sedately in the 1970s. The year was 1972 and the location, Queenstown's spectacular Shotover River, where Kon Tiki Rafts began their 'float trips' down its lower reaches.

Marketed as a trip fit for 'babes and grannies' the experience was a leisurely one offering people the chance to enjoy the captivating scenery. At just \$2.50 per person business boomed and more than 21,000 people rafted down the river over the following four years.

But demand for thrill and excitement was soon to take over. In 1974, Queenstown photographer Dale Gardiner, his wife Anne and their company Danes Back Country, saw the gap in the market. They introduced the first



whitewater rafting trip in Australasia. Early trials on the rapids of the upper Shotover hit every boulder in the river, and an experiment with an outboard motor on the raft was just as disastrous. But with the help of an American whitewater rafting specialist, a rafting frame was designed, 10-foot oars built, guides trained and 'Danes Back Country' was in business.

They held the monopoly on whitewater rafting, holding the only license to use the

treacherous Skippers Canyon Road. The Gardiners christened the rapids with names like 'Jaws' and 'Dogs leg' – names still used today.

When the Government delicensed roading regulations, things changed fast and other whitewater rafting operators appeared literally overnight. In the Queenstown district alone, numbers leaped from one to nine operators.

The industry has come a long way since the 1970s. Gone are the days of 16-foot rafts and



Rafting in the 1970s was a sedate affair.

buckets for bailing. Today's rafts are compact and self-bailing with inflatable bottoms. Safety equipment and standards have also improved with New Zealand demanding some of the most stringent standards in the world.

Today as many as 55 operators are registered with the New Zealand Rafting Association, rafting rivers the length and breadth of the country, offering trips from a couple of hours to several days on rivers ranging from Grade 1 – 5.

With today's ability to access remote rivers by helicopter the thrill capacity is huge and sought after. ■

The Bungy Thrill

Using only vines tied by the ankles, the bungy jump has long been a Vanuatu demonstration of courage and a celebration of the yam harvest. Now, it has become synonymous with the New Zealand tourism experience.

It was AJ Hackett who brought the bungy to New Zealand in 1988, creating a hugely successful business and attracting worldwide attention to the phenomenon and New Zealand itself.

Starting with a 30-day permit from the

Department of Conservation, the first jump from Queenstown's Kawarau Bridge was preceded by extensive testing of latex rubber bands and practice jumps in France, culminating in Hackett's infamous Eiffel Tower jump of 1987.

Although originating in Vanuatu, it was a video of the Oxford University Dangerous Sports Club's experimental bungy jumps that set Hackett in motion. Together with Henry van Asch, and many experimental jumps later, the bungy as we know it was developed.

AJ Hackett Bungy now operates three sites out of Queenstown, the historic Kawarau Bridge (43m), the Ledge (47m) and the new



Bungy jumping.

Nevis Highwire – New Zealand's highest bungy at 134m. AJ Hackett himself is now based in France while Henry Van Asch owns and operates the New Zealand business.

So popular has the 'sport' become, a bungy standard was produced by AJ Hackett in 1990 and is now in use by operators internationally. ■

An innovation and development rather than an invention, the eco-tourism product has evolved to take its place firmly amongst New Zealand's 21st Century attractions.

Eco-Tourism

From whale watching and swimming with the dolphins to walking through unspoiled native forests, New Zealand is all about eco-tourism.

Our clean, green image has been, and continues to be, the envy of countries around the world.

A new industry, eco-tourism is only about 10 years old. Operator numbers have swelled in recent years and while demand from the visitor for eco-tours has grown considerably, operations tend to be small, intimate and owner-operated.

The variety and type of eco-tourism attractions is vast. Options include guided treks of our many native forests and National Parks, tours around distinctive volcanic landscapes, boating trips down picturesque rivers, explorations of high country stations, diving excursions, bird and marine life watching and sea kayaking.

The beauty and attraction of eco-tourism is the ability to see wildlife in its natural



Yellow eyed penguins.



Whale watching off the Kaikoura coast.

environment and gain an understanding and appreciation of native New Zealand.

Kaikoura Whale Watch is one the earliest eco-tourism operations. It began almost 10 years ago when tourism in the small South Island coastal town was practically non-existent. Now it's believed to account for 30 percent of the local economy.

with an in-depth knowledge of the unique playground Kaikoura's coast offered whales, he accurately predicted people would come from far and wide to watch the whales at play.

Today, Kaikoura Whale Watch is a jewel in New Zealand's tourism crown and has received international awards as one of the

world's leading eco-tourism operations.

Another eco-tourism award winner and success story is Elm Wildlife Tours of Dunedin.

Tours of up to six hours take visitors on

More than 40 operators offer visitors the chance to see and interact with wild dolphins in New Zealand. The first marine sanctuary was set up around Banks Peninsula in 1989 and during the summer breeding season up to 1000 Hector's dolphins can be seen in the sanctuary waters.

The chance to see whales, dolphins, and other fascinating and often rare marine life swimming off the coast of Kaikoura is an incredible opportunity and one that has attracted more than 500,000 passengers in over 15,000 sailings, (generating in excess of \$30 million in Kaikoura annually).

Kaikoura Whale Watch was the brainchild of the late Bill Solomon. In the late 1890s, when the town's lifeblood of railway jobs was about to end, it was Mr Solomon who searched for a new source of employment for the small community. A keen fisherman

a close and secluded viewing of unique and world-renowned wildlife living along the Otago Peninsula. As well as the 15-20 species of marine and wading birds, there is the Albatross colony, the rare yellow-eyed penguins, fur seal colony and hooker sea lions. Eco-tourism enables us to show visitors the symbiotic relationship between tourism, habitat management and wildlife welfare, while still protecting our environment.

It is our chance to give visitors an intimate look into the wildlife we have on our doorstep. ■



AHEAD OF OUR TIME

As a nation we pride ourselves on innovation and ingenuity – qualities brought by the first European settlers, who on arrival in New Zealand greeted a beautiful but demanding land, far away from the comforts of home.

Pioneers they were, from the Maori guides to the opening of the first thermal resort in 1845, the building of accommodation and boats, and fording of rivers on horseback to begin transport services

we cannot imagine being without in 2001. Among the many pioneers who have contributed to tourism over the past 100 years, and more, there is a handful who stand out with truly outstanding contributions

to the industry. They are not only innovators but personalities, whose names conjure up the hard but glorious days of old. These are but a taste of the stories we have to tell. ■

Robert Graham

“Every person has a hobby. Mine has been that of a pioneer in developing the natural resources, in making known the picturesque features and wonders, and health restoring properties of the country...”¹²

An entrepreneur, Scotsman, MP, developer and survivor of two shipwrecks, Robert Graham is also the first tourism resort operator. Waiwera’s hot springs were known as ‘Te Rata’ (the Doctor) by local Maori. Graham too was convinced of the restorative powers of its hot springs, and set about developing the first thermal resort in 1845. A three and a half-hour steamer ride from Auckland, Waiwera soon became a famous resort for Aucklanders and was frequented by Sir Julius Vogel for his gout.

By the time Graham sold Waiwera in 1885, with its two-storey hotel and baths, he had spent around \$30,000 pounds, no mean sum in those days and far in excess of what he reaped financially from it. But such was his love of the place and his desire to establish a tourist resort.

Visitors to Waiwera arrived by sea in the early days, aboard the small steamer the *Ross Casey*. On arrival, passengers were ferried ashore from the steamer by rowboat and met by horse and dray on the sand, to arrive dry-foot at the Waiwera Hotel. From here they could bath in the hot springs on the beach and by 1875 bath houses were built. Not content to pioneer the first thermal resort, Graham went on to buy land at Ohinemutu, where he enlarged the existing Lake House Hotel as a tourist accommodation house. (Ohinemutu was the closest settlement to the Rotorua thermal area and the scene of much tourist traffic before the township of Rotorua was created in 1881.)

Graham had also acquired valuable thermal land at Wairakei in 1879, where he built the Geyser House Hotel and began to develop its



Robert Graham, 1820 – 1885.
ALEXANDER TURNBULL LIBRARY, REF. F-44108-1/2.



thermal attractions before he died in 1885. A gift from the Arawa people, Wairakei was to become Graham's greatest legacy. With attractions including the Wairakei Baths, Geyser Valley, Karapiti fumarole (blowhole), the Aratiatia rapids (Waikato River) and Orakei-Korako, the Wairakei Estate was bought by the Government in 1946 and further developed as a tourist attraction. Today it is known as the Wairakei Resort and is privately owned, continuing to provide quality visitor accommodation in its original setting. ■



The early bathhouses at Graham's Waiwera thermal resort.
ALEXANDER TURNBULL LIBRARY, REF. G-643-1/2.

Alfred Ernest Fuller

"Come for a ride ... boat's leaving 6am sharp."

For Ernest Fuller, the water was his life and the Bay of Islands his home. Today the Fuller's name lives on – a legacy to the pioneering spirit of A. E. Fuller & Sons. Ernest was born in Christchurch in 1868, moving with his family to the Bay of Islands in the 1880s. As a young boy Ernest turned his hand to more trades than most could imagine in a lifetime – helping his father gum digging and fishing, regularly rowing a round trip of 20 miles to deliver the catch. In 1887, aged 19, Ernest built his first sailing boat – the start of what was to become the Fuller's fleet. The *Undine* could carry six tons of coal, and although she was later to get an engine, if there was no wind Ernest would row all 32 wooden feet of her! Coal was the main cargo but the *Undine* also provided a much needed passenger service between the islands.

In 1910, Ernest won the twice-weekly mail contract between Russell and Keri Keri and expanded the business with another boat. Then in 1927 he took over the 'Cream Run' and another two vessels were added to the fleet. It was the Cream Run that was to become the mainstay of the developing E. A. Fuller & Sons Ltd business – turning into a tourism venture that still thrives today.

Ernest decided to take fare-paying passengers and make a scenic journey of the normal cream collecting activities from the farms scattered around the Bay. "Come for a ride he'd say... boat's leaving 6am sharp in the morning," recalls his grandson Snooks Fuller.

His daughter wrote, "My father Ernest was a marvellous courier, and as the boat travelled he gave an interesting commentary on places, people and history, often allowing people to steer the launch".¹³



Alfred Ernest Fuller.

Life on the bay wasn't without humour, which Ernest possessed in abundance. In the 1950s a skiff crashed into the *Knoxia II* with considerable force. This resulted in an immaculately suited gentleman falling forward full length with the dingy skipper on top of him – causing much merriment among the passengers.¹⁴

13. WHEN THE BOATS RULED THE BAY OF ISLANDS, HAZEL CATES, PAGE 23.
14. WHEN THE BOATS RULED THE BAY OF ISLANDS, HAZEL CATES, PAGE 23.

Fuller's Cream Run continued long after the last cream cans were collected in the 1950s. With his boat full of paying passengers the Cream Run had become a tourism attraction. All tributes to Ernest recall his untiring energy, his skill as a boatsman, and a range of amazing talents, including coffin making (a supplementary income), poetry and painting with a brush in both hands (which ensured he was paid double the rate!).

Today, Snooks Fuller says Ernest would have been exceptionally proud of the Fuller's business, more than 115 years on, which still includes the Cream Run among its range of cruises. ■



A Fullers' cruiser still takes passengers on part of the Cream Run today.

Thanks to Snooks Fuller and the Russell Museum for information in this story.

Rodolph & Harry Wigley

**"He who lives well, lives twice":
the Wigley family motto.**

Rodolph Wigley was a man who embraced the concept of tourism in New Zealand. Known as RLW, he was a key player in the development of Mt Cook, one of New Zealand's premier tourist areas, and in the pioneering transport industry so vital to the country's developing tourism industry.

RLW formed the Mt Cook Company in 1912, leased the Hermitage from the Department of Tourist and Health Resorts in 1921, expanded its facilities and was one of the first to offer group packages to tourists. In a bold move he opened the Hermitage in winter, promoted downhill skiing and in 1923 became the first to climb Mt Cook in winter.

While Rodolph Wigley was brought up in a farming family, he spent more time dabbling with things mechanical. Just after leaving school he built a steam engine and used it to power a crude tractor made from junk around the farm.



Rodolph Wigley (RLW), left and son Harry.



The Hermitage became a year-round destination thanks to the Mt Cook Company.

A visionary and an adventurer, RLW was the first to travel by motorcar from Timaru to Mt Cook in 1906 in a Darracq Services motorcar. He would often recall, with a wicked grin, how they ran over two dogs and mended three punctures all within six kilometres of Timaru.

It was that trip which revved his interest in the potential of taking overseas visitors into the Mt Cook region.

RLW's passion for adventure wasn't limited to the ground. In 1920, while already operating the Mt Cook Company, he bought five aircraft for sightseeing and formed the New Zealand Aero Transport Company (which later folded). In October that year he flew on the first one-day flight from Invercargill to Auckland.

Several years later, in 1961, he was to form Queenstown – Mount Cook Airways with his son Harry.

Rodolph Wigley's courage and commitment to the Mt Cook Company earned him outstanding loyalty and enthusiasm from all that served him with many staying with the firm all their working lives.

Harry Wigley

Sir Henry (Harry) Wigley continued in the spirit of his pioneering father.

Harry acquired his father's passion for flying at the age of seven, when RLW pulled

him from school one afternoon to see the first of several surplus World War I aircraft, (which were to be used by the New Zealand Aero Transport Company) make its initial test flight. That day in 1920 was the beginning of young Harry's love affair with flying.

Aged 20, Harry began pilot training in Canterbury. In the 1930s he joined the family firm, flying during the week and taking locals on sightseeing joyrides at the weekends. When World War II broke out Harry volunteered to join the Air Force, first training as a flying instructor before serving as a fighter pilot in the Pacific from 1944 – 1945.

On his return, Harry rejoined the family business. Back in the scenic-flying game he explored and exploited the technique of snowfield landings, developing the first

ski-plane with retractable skis in 1955. The ski-plane enabled the aircraft to take off on grass and land in the snow, providing access to previously out-of-bounds territory – opening up a whole new experience. And so Mt Cook Skiplanes was born.

An adventurer and outdoors enthusiast, Harry was also heavily involved in the development of the southern skifields Coronet Peak and Ohau. Therefore, it seems only fitting that he was a master on skis himself – no less than a National Downhill skiing champion.

He was also a major force behind aerial Search and Rescue in New Zealand and co-founder (with his father) of Queenstown – Mt Cook Airways in 1961, when the first NZ BKD aircraft in blue-livery was delivered.

Like his father, Harry was a true pioneer with tremendous foresight and *joie de vivre*. Inventor and pilot of the first ski-plane landing, mountain climber, skier extraordinaire, family man, co-founder of Mt Cook Airways and a great personality, he certainly lived by the Wigley family motto: "he who lives well, lives twice."

Harry was well known as a man who would never ask his staff to do what he wouldn't do first – and that certainly included a great range!

Sir Henry Wigley received a CBE in 1969 and was knighted in 1976. ■



Harry Wigley's ski-plane invention opened up access to the Tasman area.

Those Newman Boys

They could be rightly described as our 'kings of the road'.

Early New Zealand has much to thank Tom and Henry (Harry) Newman for. In the 1870s, the pioneering brothers built a company that was to position itself at the forefront of passenger transport for more than a century.

Like most successful companies the brothers started small, with just two six-horse wagons freighting from Nelson to the mine at the Owen River, and from Murchison, in the early 1870s. Just a few years later the brothers decided to take a punt, selling everything, to tender for a fortnightly mail and passenger coach service. The brothers won the tender at 195 pounds per annum, and in 1879 the first yellow, green and red Newmans coach set off from the Foxhill Hotel for Hampden (now Murchison), without passengers, but carrying her Majesty's mail.

This was the first regular service for mail and passengers – previously mail had been carried on packhorses or by wagons. This was the service that was to chart the course of Newmans future.

By 1900, the brothers had teams delivering mail and carrying passengers on highways

stretching in three directions from Nelson (to Westport, to Blenheim and to Riwaka). By 1926 Newmans owned a fleet of 60 cars.

After the death of his brother Harry in

December 1919, Tom Newman bought the shares held by Harry's sons and suggested to his son Jack that he join the company.

Sir Jack Newman

Born in Nelson in 1902, a 20-year old Jack joined the firm in 1922, first working as a driver and later a traffic clerk before he was made a Director.

Like his father and uncle before him, Jack Newman was of the same pioneering spirit.

In 1930, he took over the mantle of Managing Director and in the midst of the depression years decided it was time to replace the ageing motor fleet. He travelled to California to negotiate a deal on second hand Cadillacs, which were then modified back in New Zealand to carry 10-12 passengers. The Cadillacs were the mainstay of Newmans until the late 1930s when the bigger 20-25 seater Internationals were introduced.

By this time Newmans was expanding, with passenger services offered from Wellington to Hastings and Napier via Palmerson North. Jack also became director of a new firm Transport (Nelson) Limited which later instituted New Zealand coach tours, rental cars, mobile homes and handled passenger services in the north of the South Island. It was these services and the move into tourism in the early 1960s, which saw the company advance in leaps and bounds.



Thomas (1859 – 1944) and Henry Newman (1850 – 1919).
ALEXANDER TURNBULL LIBRARY, REF. F-2689-1/2.

Newmans was now more than twice as big as its nearest competitor.

A fascination with aviation saw Jack become founding director of Cook Strait Airways in 1934, (later nationalised in 1945 to form part of NAC, the New Zealand National Airways Corporation).

In 1980 he retired as chairman of the TNL Group. In retirement he saw Newmans Air begin routes from Nelson to Auckland and Queenstown in 1984. But competition was stiff and the company amalgamated with Ansett Transport Industries in 1986 to form Ansett New Zealand.

In the early 1990s the Newman family ended its long and successful association with the tourism transport industry. Many say the quality of service and the absolute commitment of staff was the key to its success.

As well as great business acumen, Sir Jack was a gifted sportsman, playing cricket for New Zealand against South Africa in 1932 and England in 1933. He also represented his home town in rugby and bowls, playing his last game of cricket for Nelson at the age of 53.

In 1963 he was made a CBE and in 1977 a Knight Bachelor for services to the travel industry, commerce and the community. Sir Jack Newman died on September 23, 1996. ■



Sir Jack Newman.

Les Hutchins

“It was a voyage into the unknown and we spent a long time paddling against the flow of a swift current of events.”

Grit and determination, faith and tenacity. They are all words to describe one of New Zealand’s leading tourism pioneers.

Les Hutchins is a man who battled the odds to build a business from scratch, in the middle of nowhere. He is Fiordland Travel and 46 years on, the company remains in family hands as one of the leading tourism operations in New Zealand.

It was at Manapouri that Les and wife Olive Hutchins made their first base and it was to Doubtful Sound that they brought their first paying guests. Later the business was to expand into Milford, Te Anau and Queenstown.

The story begins in 1954. Aged 29, Les Hutchins formed the Manapouri-Doubtful Sound Tourist Company, built a new lodge at Doubtful Sound and re-engined their fleet of two launches. By the following year, the Hutchins were living full-time at Manapouri.

The early days were hard and challenging. Doubtful Sound was certainly one of the



Today the *TSS Earnslaw* takes daily cruises to Walter Peak High Country Farm.



Les and Olive Hutchins, pioneers of Fiordland Travel.

most adventurous tourist attractions in the country – unspoiled, rugged and grand. The first tourists to the area were mainly New Zealanders and two thirds of those were women (who at the time wore long skirts then jodphurs on outdoor adventures).

By the third year of operation the Manapouri-Doubtful Sound Tourist Company made its first small profit. But excitement soon turned to despair with a loss in the fourth year, which nearly saw the pioneering couple give up.

Ironically it was the development of the Manapouri Power Scheme in the early 1960s that saw the company find its feet. The scheme brought people to the region and opportunities for expansion, and the Manapouri-Doubtful Sound Tourist Company won the contracts to ferry personnel, supplies and freight to and from the dam site. But at the same time, the Hutchins vehemently and publicly opposed the plan to raise Lake Manapouri by 30 metres and join it with Lake Te Anau. After many years of protests the people of New Zealand finally won the battle.

In the late 1960s, Les Hutchins made

another move forward with the purchase of Fiordland Travel’s assets and name (which the Hutchins took over).

In 1969, Fiordland Travel expanded into Queenstown with the purchase of the historic *TSS Earnslaw*. Formerly a government steamer running passengers and cargo between Queenstown and the railhead at Kingston, it had been operating on Lake Wakatipu at a loss for many years. And it was to be another 11 years before she returned a profit for Fiordland Travel.

Today the stately vessel is one of the most photographed of all Queenstown attractions offering popular short cruises as well as a venue for conferences, seminars, weddings and special events.

Les Hutchins is a true pioneer of tourism in New Zealand. Not only has his vision and foresight won tourism awards, he has also played a major role in the preservation of one of the most spectacular areas of New Zealand.

Fiordland Travel is now captained by Les and Olive’s son, Brian, although the couple will always remain involved with the ever-expanding family business. ■



THE TRAVEL INDUSTRY

The Father of Travel

About the same time Europeans were settling in New Zealand, a young Englishman was organising the world's first tour.

It was 1841 when Mr Thomas Cook conducted the world's first personally organised tour. It was a chartered train from Leicester to Loughborough, (Britain) and was to revolutionise the business of travel. By 1888, when the first Thomas Cook office opened in Auckland, Mr Cook's travel industry triumphs were world-renowned. One of the company's early customers was the British Government and involved moving

18,000 relief troops, 130,000 tonnes of stores and 65,000 tons of coal up the Nile River. On arrival in New Zealand, the Thomas Cook Company immediately set to resolve the chaos that had developed at major railheads. Coach owners aggressively touted for business the moment tourists stepped off the train, creating a chaotic reception for the bewildered visitor as the drivers scrambled for business. Thomas Cook, in consultation with the coach owners, instigated a system where owners were allocated a defined route. This ensured no hassling for tourists and a guaranteed share of business for the coach drivers. Thomas Cook travel offices soon opened in

Wellington, Dunedin (1891) and Rotorua (1894). Brochures were produced to promote New Zealand through its overseas network and an annual book, *New Zealand as a Tourist and Health Resort*, published and distributed internationally.

The hotel voucher, introduced overseas by Thomas Cook in 1867, had removed the worry from Victorian travel, changing people's attitudes and making travel easier. So when Cook's arrived in Auckland in 1888, so did the 'memo of agreement', or voucher system.

A trailblazer in the development of tourism internationally, Thomas Cook certainly made his mark in New Zealand. Nearly 100 years after setting up in Auckland, the company was achieving a (travel related) turnover of more than \$400 million and had contributed hugely to the industry's development in New Zealand. ■



A 1936 itinerary planner issued by the Government Tourist Bureaux in Melbourne for Miss Dora and Jean Payens' visit to New Zealand.

The Business of Travel

With Thomas Cook arriving in 1888 and paving the way for the travel business, it wasn't long before New Zealand's own industry followed suit.

The GTB Network

Initially set up in 1901 as a network of Government Inquiry Bureaux, by 1911 a full travel booking service was included and Bureaux were located nationwide and offshore. Called Government Tourist Bureaux, (GTB), the agencies were used by domestic and international visitors and provided a one-stop travel and information service.

By 1902, Inquiry Bureaux were located in the principal tourist centres of Auckland, Rotorua, Wellington, Christchurch, Invercargill and Dunedin. By 1935, the GTB network had expanded to include most areas of the country, from Queenstown, Greymouth and Westport, to Nelson, Wanganui, Palmerston North, Masterton, New Plymouth, Wanganui, Napier, Gisborne and Hamilton.



Combined with offshore representation, the GTB and agency network was widely used as a booking service, providing increasing revenue to the Department of Tourist and Health Resorts. The Department's 1907 Annual Report attributes the increase in visitors from Australia to the opening of the Sydney and Melbourne Bureaux the previous year. In 1908 the Annual Report records 11,982 visitors to the Melbourne agency alone, of which 11,091 were locals. By the 1950s the Department also operated

its own coach tours, called Tiki Tours and by the 1970s was represented as far afield as New York, Los Angeles, London, Frankfurt, Tokyo and Toronto.

The GTB national network was sold by the Government in the late 1980s in the move towards privatisation. Today, Tourism New Zealand has moved away from direct involvement, concentrating on marketing New Zealand overseas, with 11 offshore offices and three General Sales Representatives in a total of 12 countries. ■



Invercargill GTB staff, 1940/41.

The Organisations

PATA

Pacific Asia Travel Association, 1951

Set up to help develop tourism to the Pacific, PATA is the largest organisation of its kind in the world and the recognised authority on Pacific Asia travel and tourism. This year, PATA celebrates its 50th anniversary.

The Association provides marketing, research and educational opportunities to a membership of government tourist offices, state and local tourism bodies, airlines, hotels, travel agencies, tour operators and related companies. PATA's mission is to enhance the growth, value and quality of Pacific Asia travel and tourism for the benefit of its membership.

TIA

Tourism Industry Association New Zealand, 1953

TIA is a membership based and funded organisation, representing the interests of more than 3,500 businesses from throughout the tourism industry.

TIA has four main areas of activity covering industry advocacy (including government

relations, media and industry relations), business networking, industry development programmes and membership services. TIA are the event managers for three annual industry events: TRENZ, New Zealand Tourism Conference and the Tourism Awards. Tourism New Zealand work with TIA on all three events at varying levels of involvement.

TAANZ

Travel Agents Association of New Zealand, 1962

TAANZ is a trade organisation which works with its members to promote a Code of Ethics and Practice to secure the best arrangements and protection possible for New Zealand travellers.

The Association aims to stimulate, encourage and promote the desire to travel. It also works with the Aviation, Tourism and Travel Training Organisation to train staff in the skills required for today's industry.

TAANZ helps its members (agents) to stay at the centre of the travel distribution chain

by addressing issues such as technology, accountability, airline refunds, efficiency, government policy and fair payment.

ITOC

Inbound Tour Operators Council, 1971

ITOC is a trade association representing the New Zealand inbound tourism industry and tourism industry operators.

Members are inbound tour operators who promote and sell New Zealand travel packages to offshore buyers, including wholesalers, travel agents and event managers. Collectively, ITOC's members handle most over 50% of New Zealand's visitor arrivals.

ITOC aims to unite all inbound tour operators for the purpose of marketing New Zealand as an internationally competitive tourist destination, by promoting and arranging inbound travel of the highest standards through encouraging the development of services, facilities, training and education. ITOC celebrates its 30th anniversary this year. ■



GUIDED BY OUR HERITAGE

Arriving more than 700 years ago, the Maori people of New Zealand played a pivotal role in the development of early tourism.

Earliest tourism dates back to European settlement in the 1840s when the Pink and White Terraces and thermal attractions of Rotorua were bringing

the first of many visitors to the region. Providing guiding services and hospitality in the early years, when accommodation was scarce and basic, soon combined

with concert parties and arts and crafts by local Maori to provide a cultural experience for visitors. ■

The Early Hosts & Guides

The first visitors to New Zealand were hosted and guided by local Maori of the Rotorua region.

This included the first-ever Royal visitor to inspect the new colony – Prince Alfred, Duke of Edinburgh, who visited Rotorua and the Pink and White Terraces at the invitation of the Arawa people in 1870. On arrival, the Duke travelled by coach on New Zealand's first road, some 50-miles, from Maketu to Lake Tarawera. Built in his honour, the road took over a year and 1500 Maori to complete.

The Pink and White Terraces were a world-renowned attraction before the eruption of Tarawera in 1886 buried the silica wonders. Eminent Victorian novelist Anthony Trollope was guided to the Terraces in 1872, staying in Ohinemutu. "I have never heard of other bathing like this in the world," he said.

"The water trickles from the one above to the one below, coming from the vast boiling pool at the top..."¹⁵

All visitors to the Terraces were guided – rowed across Lake Tarawera in a boat, then by foot to Lake Rotomahana, where the Pink

Terraces nestled on one side and the White Terraces on the other. Visitors bathed in the warm waters, (undressing behind bushes), saw hot mud holes, steam bursting out of pools and tasted 'Maori porridge'.

Sought-after Maori guides Sophia and Kate were an intrinsic part of the experience and looked after the welfare of thousands of tourists who visited Te Wairoa village and the Terraces between c. 1882 and 1886.

Guiding was a natural extension of traditional Maori hospitality. The most famous guides over the turn of the century were at Whakarewarewa Reserve, and they were all of the Ngati Wahiao hapu of Tuhourangi – Sophia Hinerangi, Kate, Maggie Papakura and Rangitira Denna (Guide Rangi). Probably because of the *pūkū* tradition (the high ranking village hostess) all were female. These women established and became the mainstay of the guiding activity in the area.

Guides such as Guide Rangi gained world-



Visitors on the White Terraces at Lake Rotomahana
c. 1880 – 1886. ALEXANDER TURNBULL LIBRARY, REF. F-51250-1/2.

wide fame for the experience they provided to visitors. To many tourists the guides were Rotorua, imparting their personal experiences and oral history of the land in the warmest of welcomes to all.

Today, more than 160 years on, guiding continues to remain an important part of the cultural experience, alongside performance and traditional art and crafts. Rotorua remains at the heart of cultural tourism, combining with other areas and attractions nationwide to provide cultural experiences for our visitors. ■

15. ANTHONY TROLLOPE, AUSTRALIA AND NEW ZEALAND, PAGE 483-5.



Guide Sophia

Te Paea Hinerangi was born in 1832, bi-lingual and highly sought after as a guide to the Terraces during the 1870-80s.

Sophia, with her gentle manner, wisdom and refined features soon earned the title 'Guide of guides'. She was the principal guide to the Terraces and together with Guide Kate, she dominated the movement of tourists to the Pink and White Terraces.

When Tarawera erupted in June 1886, Sophia sheltered in her whare with 62 others, safe in the knowledge the tapu placed on her home would protect them. Te Wairoa village and the Terraces were destroyed.

Sophia then moved to Whakarewarewa, where she headed an increasing number of Maori guides on the Whakarewarewa Reserve,



Sophia Hinerangi, (c. 1830/34 – 1911), principal guide to the Pink and White Terraces 1870 – 86, and first head guide at Whakarewarewa Reserve.
ALEXANDER TURNBULL LIBRARY, REF. G-153-1/2.

including Maggie Papakura and Guide Rangi, probably Rotorua's most well known guide.

In 1896 Sophia was appointed official guide by the Government (who had now acquired title to the Whakarewarewa thermal area).

Today Sophia Street in Rotorua bears her name.

Guide Rangi

The daughter of a great Arawa carver, Rangatira Dennan was passionate about Whakarewarewa. Following her education and careers as both teacher and nurse, she returned home to join her well-known family in the tradition of guiding. Rangi rose to popularity after World War I, as Maori tourist-oriented activity in Rotorua flourished, becoming famous for her 'warmest of welcomes' offered to all she guided.

Rangi later became chief guide at Whakarewarewa and was guide to many well-known international visitors, including royalty such as King George VI, Queen Elizabeth and the Duke of Edinburgh, the Prince of Wales and the Duke and Duchess of York. In the 1940s she guided Eleanor Roosevelt, wife of the then United States president.

A photo of this event made world headlines. In 1957 Rangi received an MBE while wearing traditional Maori Dress. She commented later that she was probably the only person to attend a Government House investiture barefoot. Rangi retired in 1965, after 44 years of guiding.



Guide Rangi (1897 – 1970) with Eleanor Roosevelt in 1943 at Whakarewarewa Reserve.
ALEXANDER TURNBULL LIBRARY, REF. F-540-1/4.



Maggie Papakura (1873 – 1930) c. 1903.
ALEXANDER TURNBULL LIBRARY, REF. G-1521-1/1

Maggie Papakura

A Maori mother of high birth and an English father, secured for Maggie Papakura a bi-lingual upbringing and love of her Maori heritage. This she shared in her initial role as guide to the Rotorua thermal area.

A natural leader and captivating personality, Maggie and her sister Bella progressed to organising concert parties, hakas and songs, for visiting tourists and dignitaries.

Maggie went on to organise a concert party tour to Australia and performed with her own party in England as part of King George and Queen Mary's coronation in 1911. She also organised the shipment of a complete Maori village to Sydney and England as part of the coronation celebrations.

While in England Maggie announced her engagement to Captain Staples-Brown, whom she had first met at Whakarewarewa in 1907.

Although she remained in England with her husband (attending Oxford University and writing a book on Whakarewarewa), Maggie's son, Te Aonui Dennan, returned home, eventually marrying the famous Guide Rangi in 1937.

Rotorua and Northland districts hold significant places in the history of New Zealand. Rotorua has played a critical role in the early development of tourism and continues to be a premier cultural tourism destination today. Northland is the birthplace of our nation.

The Rotorua District

The Rotorua district has long been of significance as a cultural tourism destination and ‘thermal wonderland’.

The Te Arawa Maori were largely instrumental in setting up the beginnings and development of tourism in the thermal regions of Rotorua, with tourist-orientated Maori activities such as guiding, concert parties and performances, carving and crafts, and a model village at Whakarewarewa (early 1900s).

By the 1840s, visitors were soaking in the natural hot pools around Ohinemutu village and being guided on overnight trips to the Pink and White Terraces by local Maori.

The village of Ohinemutu, on the shores of Lake Rotorua, was host to these early



Rotorua District.
ALEXANDER TURNBULL LIBRARY, REF. G-6725-1/1

visitors, as it was to be 40 years before the township of Rotorua was established. Ohinemutu was the stopover point for visitors en route to Lake Rotomahana to see the Terraces, and many stayed over to enjoy the hot pools and hospitality of the Ngati Whakaue people. By 1880 there were three accommodation houses and the township flourished as the main focal point in the region until the new Rotorua township superseded it in size and importance.

Te Wairoa, the closest village to the Pink and White Terraces, was also host to visitors and home to many of the Maori guides until



Whakarewarewa.
ALEXANDER TURNBULL LIBRARY, REF. PAC011-3752

taking advantage of the thermal activity to help with their daily lives (cooking, heating, bathing and washing clothes). Here Sophia headed an increasing number of guides on the reserve.

It was the Duke of Edinburgh's visit in 1870 that precipitated the building of the first direct route from Tauranga to Rotorua. Previously, visitors had to battle through barely negotiable routes via Maketu and Rotoiti. By 1894 the railway at Rotorua had opened, with a reported 400 people arriving daily by rail.

In 1881, Rotorua was established by the

“The popularity of this resort is advancing by leaps and bounds. From the thousands of visitors .., one hears only a chorus of appreciation regarding its unique and interesting surroundings.”

Department of Tourist and Health Resorts' Annual Report, 1902.

it was destroyed, along with the Terraces, by Tarawera's eruption in 1886.

There wasn't always a village at Whakarewarewa. After the eruption and destruction of Te Wairoa village, which killed more than 150 people, it was considered *whakapapa* (a graveyard) and was abandoned by the local Tuhourangi people. The Tuhourangi, including the well-known Guide Sophia, resettled at Whakarewarewa

Government of the day – who realising the district had valuable assets of economic potential, (thermal wonders, hot lakes and the Terraces) and noting the increased visitor traffic in 1880, decided a township should be founded central to these attractions. Negotiations with tribes claiming ownership of the proposed site began, and in October 1881 Rotorua was declared a township. Building sites were leased



The Pohutu Geyser under lights today.

on a 99-year tenure from the Maori people. In 1902 the Department of Tourist and Health Resorts' Annual Report says of Rotorua: "The popularity of this resort is advancing by leaps and bounds. From the thousands of visitors, one hears only a chorus of appreciation regarding its unique and interesting surroundings."

Today Ohinemutu and Whakarewarewa rely on tourism to support the traditional way of life maintained in the villages. Ohinemutu is

'open' to visitors who can walk around the village with its steam vents and hot pools, (still used by villagers in their daily lives) and visit the Te Papa-A-ouru and Tunohopu Marae. Whakarewarewa is renowned for its thermal reserve and the Pohutu Geyser, as well as its arts and crafts institute and local guides. Penny divers can still be seen diving from the bridge for today's gold coins – a penny will no longer suffice for a young diver's pocket money!

In 1900 the population of Rotorua was 2,237. Today it is a city of 68,000 people, several hundred tourism operators, and facilities and transport options far surpassing those of a century ago.

Rotorua in the 21st Century has retained and developed its place as a thermal and cultural destination, attracting more than 500,000 international visitors annually to its thermal and cultural wonderland. ■

MACI

The Maori Arts and Crafts Institute (MACI) at Whakarewarewa has been providing a Maori cultural and geothermal experience for visitors since 1963.

The Institute's purpose is to preserve the heritage of the Maori people, encourage Maori culture and appreciation and the skills of the Maori arts and crafts for the benefit of all tribes of New Zealand.

Visitors to MACI can see demonstrations and exhibitions of qualified Maori artists, from sculptors to carvers and weavers, watch artists at work, take a guided bush walk or tour of Te Whakarewarewa thermal valley with a local guide, and see the kiwi bird at the Institute's Kiwi House.

The creation of MACI dates back to 1962 when the Tourist and Publicity Department decided it was time for an upgrade of the Whakarewarewa area under its control, (this included the major thermal valley and model pā). The idea of charging all visitors was raised and within a year had expanded to the setting up of a Maori arts and crafts centre at the model pā. Planning went ahead and in September 1963 the Rotorua Maori Arts and Crafts Institute Act was introduced in Parliament and the inaugural meeting of the Institute's new directors held the following year.



A carver at work, MACI.

Temporary headquarters, the old post office building, were moved to the model pā site until the new premises was officially opened in October 1966 by the-then Governor General, Sir Bernard Fergusson. The new building included a workroom for



Visitors can see demonstrations, such as weaving.

Such was Guide Rangi's reputation as a guide, her retirement in 1966 was of major concern to Whakarewarewa. Her lifetime commitment to the area, her personality and intelligence had earned her worldwide renown. But two years later, a new grouping

The creation of MACI dates back to 1962 when the Tourist and Publicity Department decided it was time for an upgrade of the Whakarewarewa area under its control.

apprentice carvers, offices, a display area for art works and facilities for the guides.

By the time the new complex opened, the Institute had introduced a training system, uniform dress code and roster for the guides, (who had previously operated on a freelance basis with no particular obligation to be 'on duty'). It secured gifted master carver John Taiapa as a permanent instructor. The following year (1967) the first seven carving apprentices were admitted, each coming from a different tribal area.

of trainee guides were ready to take up the mantle, thanks to the Institute's training programme.

It was Guide Rangi's niece, Emily Schuster, who was appointed supervisor of women's crafts in 1969. It wasn't long before she had gathered a group of women skilled in the arts of weaving, basket, mat and garment making who would be dedicated to the preservation and teaching of crafts at the Institute. ■

Waitangi Estate & Northland

It is the Birthplace of our Nation, and many would say to understand New Zealand today, you need to visit the place where it all began – Northland.

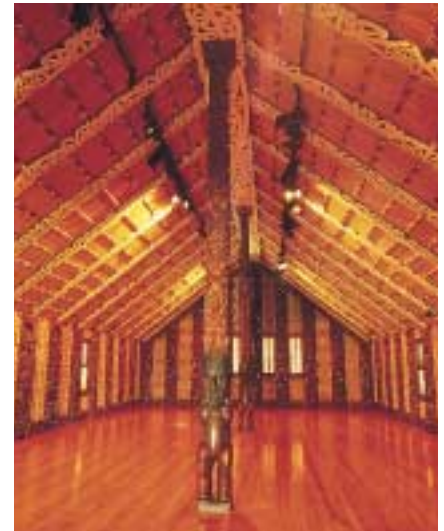
When Kupe discovered this land more than 1000 years ago, his waka landed in the north. Many years later in 1769, the first European stepped ashore (Captain James Cook), also in the north.

By the 19th Century word of Aotearoa had spread and Northland's 144 bays were giving shelter to sealers and whaling boats from many nations. The small village of Okiato was renamed Russell and proclaimed New Zealand's first capital by Hobson in 1840. But it was less than a year before it lost capital status to Auckland, and gradually the nearby township of Kororareka, (only 3 miles away) assumed the name of Russell. This was the centre of

trade and the Russell of infamy – a place of roughly spoken sailors, grog shops and bawdy houses – given the dubious honour of being named the 'hell hole of the Pacific'.

Northland today is rich with historically significant Maori and European sites. The assortment of grand old homesteads, little white churches, wooden cottages and Maori *pā* sites carved into mountain tops, lend character to the landscape. At Kerikeri stands the oldest stone building and stone house in New Zealand. Across the harbour (from Russell) is Waitangi, one of the most significant landmarks in New Zealand.

At Waitangi, on 6 February 1840, Maori chief Hone Heke became the first of 46



Waitangi Estate meeting house.

chiefs to sign the founding document of bicultural New Zealand, with more than 500 Maori leaders following suit. February 6 marks the signing of the Treaty of Waitangi, a national day of observance, reflection and celebration of our nation.

One of New Zealand's tourism icons today is the Waitangi National Trust Estate.

It features the original Treaty House and artefacts, a fully carved Maori meeting house and one of the world's largest carved war canoes. It is also the springboard to discovering the region.

The Estate has been operating since 1932. Once government-controlled, the historic estate is now run by a trust and attracts 125,000 visitors every year, of which 70 percent are international.

With the Cophorne Resort Hotel and restaurants, leisure activities from golfing and deep sea fishing trips, souvenir shopping and native bush walks, the 1000 acre Waitangi Estate has something for every visitor. Self-discovery tours, guided walks with the descendants of some of the first Maori to arrive in Northland and live Maori theatre are also on offer.

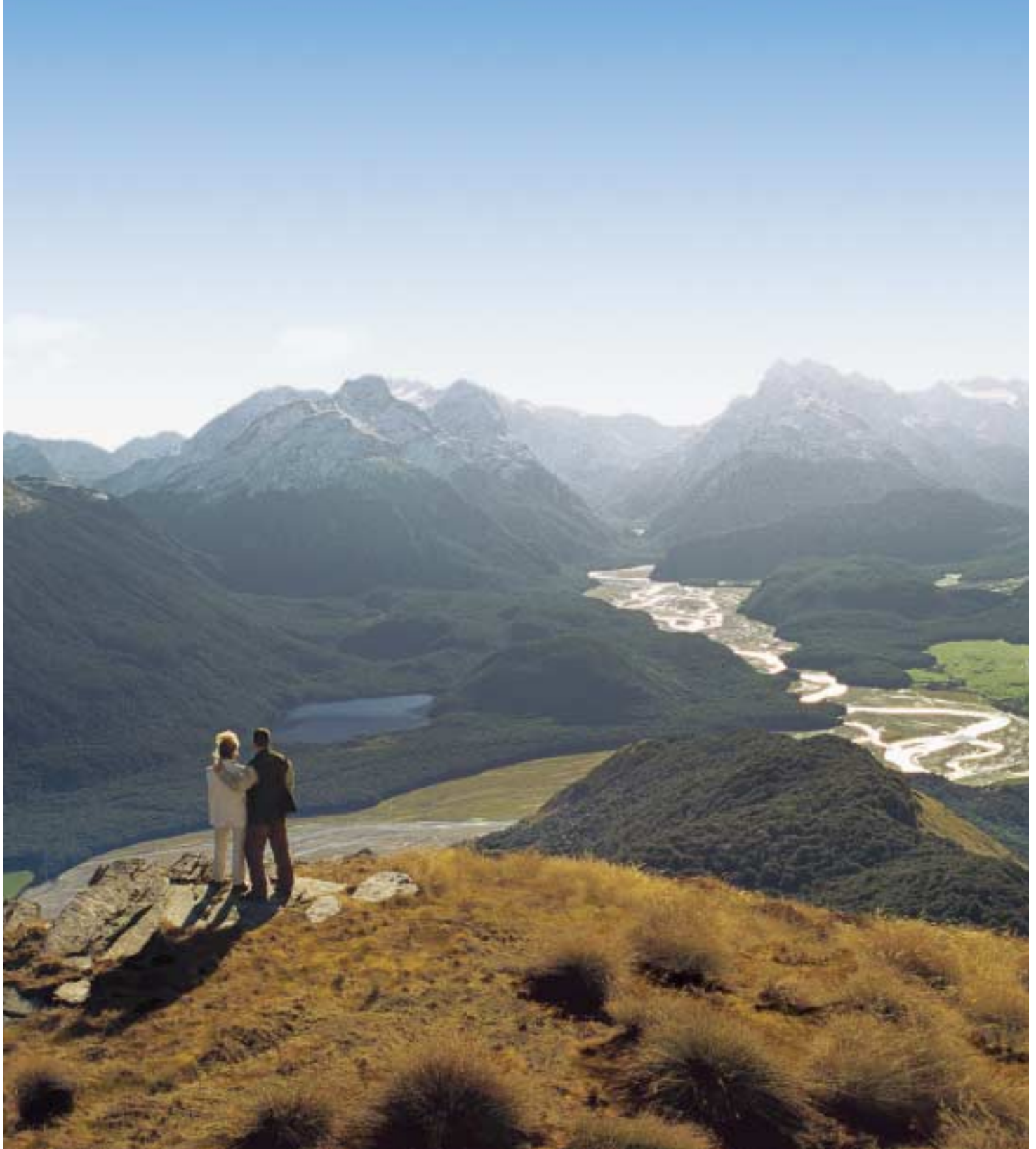
The National Trust exhibition gives a compelling insight into the birth pains that stir in New Zealand's continuing formation. ■



Early Russell township (formerly Kororareka) c. 1890.

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