

The establishment of branch agencies in Sydney, Melbourne, San Francisco, London, and Colombo should, in my opinion, be effected at an early date, so that tangible evidence of the advantages of New Zealand as a suitable country for settlement, and its attractiveness as a land of scenery, natural wonders, and sport, could be brought directly under notice of the great stream of travellers which is continually flowing through the places named. This could be done by the exhibition of products, photographs, sporting and fishing trophies, &c.; also by the distribution of illustrated pamphlets and books concerning New Zealand in hotels and other public places, and on all outgoing passenger-steamers. The agents at the respective ports, having a knowledge of local conditions, would reach those persons who would most likely be induced to come to this colony, either as settlers or as tourists, more readily and with less expense than could be done from here. I am of the opinion that these agencies could be established inexpensively, and the cost to the colony would be indirectly repaid again and again.

As development occurs and the demand arises I would recommend that sub-offices be established in such towns as Wanganui, Napier, Hokitika, Westport, Timaru, and Queenstown.

General ignorance regarding New Zealand as a tourist resort prevails in older lands. To quote one or two of many instances which have come under the notice of this Department: A short time ago a party of ten "Around the World Tourists" passed through Auckland, and owing to their having made complete arrangements for their tour before leaving San Francisco they could not spend any time in this colony, much to their regret. Almost every steamer from America which calls at Auckland contains tourists who, having made no plans to "do" New Zealand, merely pass through *en route* to Australia. This is the result of want of information, before they commence their journey, as to the wealth of scenic grandeur and beauty and the natural wonders of New Zealand.

On the other hand, to illustrate what might be effected by the proper distribution of pamphlets I quote the following instance: An American man and his wife were contemplating a trip to Japan, and went to the Oceanic Shipping Company's office, San Francisco, for information. But, seeing there a pamphlet on New Zealand, they were induced to come here instead of going to Japan. They purposed remaining three weeks, but were so pleased with this country generally that they remained for five months. A retired officer of the British army, after reading an advertisement of this Department, was induced to come here for fishing and shooting. So pleased was he with his experiences in this direction that he remained several months, and, leaving all his impedimenta here, has gone to Japan to winter, intending to return to New Zealand next November, and spend six months fishing and shooting.

Further, persons desiring to travel to New Zealand could also get reliable information *viva voce* and "route lists" before commencing a journey to, as far as they are concerned, an unknown land. These offices need not necessarily be expensively conducted. The vast number of inquiries respecting New Zealand made at the office of the Agent-General in London is, to my mind, a very clear indication that the establishment of such offices would be of considerable benefit to this colony.

Along with these tourist bureaux could be established depots for the exhibition of New Zealand produce, and, with intelligent officers in charge who could be kept well posted in prices, much might be done towards opening markets of considerable commercial value.

ADVERTISING.

New Zealand has been largely advertised abroad during the past year by means of newspaper and magazine articles, advertisements drawing attention to it from a scenic and health point of view, the distribution of photographs, pamphlets, and books, and the lending of lantern-slides to lecturers in Australia, Canada, America, and Britain. That these advertisements have in a measure borne fruit is proved by the very large number of letters which have been received from Australia, India, America, and Great Britain, asking for further information. Following are letters typical of those which frequently come to hand:—

SIR,—

Rockford, Ill., U.S.A., 24th December, 1901.

I desire to get the fullest information possible of a reliable character in regard to New Zealand and its present condition and future prospects, and I believe the Government has some publications that give pretty full details.

I am a Scotchman, long resident in this country, but can never feel at home in it, and think a good deal of making a move with my family, as I imagine that both climate and other conditions would be more congenial in your country.

I am interested in knowing the opportunities that exist for a man with small capital—say, £600 or £700—in farming and other lines, and about the climate, prices of ordinary commodities, and farm produce and tools, &c.

Hoping you can get me the desired information with little delay, and thanking you in advance,

Yours, &c.

SIR,—

Hospital No. 3, Manila, P.I., 26th November, 1901.

A small party of young Americans, who are at present serving as soldiers in the Philippines, are desirous of migrating to some good colony or country near this part of the world when their respective terms of enlistment expires.

We have read to some extent of the opportunities open to emigrants to your country, and are desirous of obtaining reliable information pertaining to same; and, if I have been correctly informed, the Board of Trade of your city sends to applicants such printed matter as is necessary to give the desired information concerning laws of emigration, benefits of country, and chances of advancement, &c. If this be true, kindly send to address given such papers as you may deem expedient for our enlightenment.

We are all young men of good standing at home and in the army, of at least a fair education, all with business experience of varied sorts. We are anxious to better ourselves, and believe we have the true American grit and energy necessary to win. Of course, we all have a little money, and would not arrive in your country as paupers.

I am, &c.

SIR,—

Calcutta, India, 11th April, 1902.

I have to acknowledge with thanks the receipt of a copy (January, 1901) of the *Review of Reviews* for Australasia.