

The direct receipt of the Department amounted to £16,018 3s. 1d., showing an increase of £673 14s. 2d. over the previous year. Taking into consideration the loss of local traffic caused by unseasonable climatic conditions, and the stoppage of Waimangu, which in itself caused a shrinkage estimated at upwards of £1,500, the financial result for the year may be regarded as very satisfactory.

The gross arrivals and departures for the year ending the 31st December, 1904, were 54,909, as against 50,491 for 1903, showing the increase in moving traffic of 4,418.

During the four years the Department has been in operation the increase in population by arrivals over departures has been greatly in excess of any previously recorded. From 1901 to 1904 the gain to the colony by this means has been 36,144. On the whole, the influx has been of a class bringing means, and likely to make excellent citizens.

The question of extending the influence of the Department by opening agencies in Sydney and Melbourne has been under consideration, but no definite action has yet been decided upon.

The reduction of the rate for the transmission by post of newspapers has had the anticipated result of causing many additional thousands of the weekly illustrated newspapers, which are now produced in such an artistic manner, to be sent abroad, thus vastly increasing the knowledge of the colony's progress and attractions in other lands. The best results may be expected from the enlarged circulation of such valuable advertising media.

Comprehensive exhibits were, during the year, sent to the Crystal Palace, London, together with a large quantity of literature for distribution. A large number of pamphlets and books were also distributed at the Liverpool Produce Exhibition.

Recognising the value of sport to the colony and the advisability of stocking with suitable animals our large areas of waste lands, consisting chiefly of mountain-tops, the Department has during the year given considerable attention to the introduction of suitable animals and birds for sport purposes.

The thar and Japanese deer presented by the Duke of Bedford were liberated on the Southern Alps and the Kaimanawa Ranges respectively. A further consignment of twenty wapiti, twenty-four Virginian deer, and five blacktail deer, and 119 birds (chiefly waterfowl) was procured from America and distributed among acclimatisation societies throughout the colony. These animals and birds in the future should add materially to the value of our sporting attractions.

During the absence of Mr. T. E. Donne, Mr. C. R. C. Robieson has filled the position of Acting-Superintendent of the Department, and I have pleasure in saying that he has carried out the important work devolving upon him in this respect in a most satisfactory manner. I also desire to record my appreciation of the manner in which the other responsible officers of the Department have carried out their duties, and the loyal assistance given under all circumstances.

“AS OTHERS SEE US.”

As instances of visitors' appreciation of the work of the Department generally and the assistance given by the various inquiry agencies, I append here a few unsolicited expressions which have been given to various Press representatives by well-known travellers during last season.

A tourist from South Africa (Press clipping) “warmly praised the management of the Tourist Department. He was greatly surprised to find so much done for visitors, and in his opinion the attention shown cannot well be improved on.”

A solicitor of South Australia to a Press reporter of that State said,—“I have to speak in the highest praise of the administration and management of the Tourist Department of the colony. This is highly organized, and there are chief offices established at Invercargill, Dunedin, Christchurch, Wellington, Rotorua, Te Aroha, and Auckland. The officials in charge are most courteous.”

A legislator from Western Australia speaks in the highest terms of praise of the enterprise and courtesy of the staff of the New Zealand Tourist Department.

A well-known American motorist states that “the Government Tourist Department is a valuable feature of your country. Through correspondence with the Wellington office I laid out my entire route through New Zealand in Boston before leaving, and but for the information received would not have thought it possible to motor, as is contemplated, 1,400 miles in New Zealand.”

In the impression of a party of English tourists given to the *Herald*, it is stated “that the Department is an institution admirable in every sense, and worthy of being copied in the United Kingdom.”

The professor of a leading American university informed the Press that “the Tourist Department seemed to be an excellent institution, and was of great aid to travellers.”