

The number of visitors recorded at our temporary offices in the Equitable Building and at our present quarters for the year were 12,672, as against 13,292 for 1912-13. The discrepancy is small when our change from a busy thoroughfare to an obscure office in a high building is taken into consideration.

The passenger bookings show an increase on last year's figures. They are as follows: £2,192 for 1912-13, as against £2,491 for 1913-14.

The visit of the battleship H.M.S. "New Zealand" was the means of doing more for us by way of an advertisement than we could have hoped to get from the expenditure of considerable sums of money in other directions. The daily Press made much of the ship, and freely commented on all her movements, and what was being done for her reception, and the entertainment of her officers, &c., with the result that attention was directed to our presence in the city, and our rooms during her stay were simply besieged with callers making inquiries regarding her, and by those procuring passes to go on board.

During the year every opportunity presenting itself has been grasped to bring New Zealand affairs before the notice of the people in this country. Some of the methods adopted towards accomplishing this have been as follows: Literature of all descriptions have been distributed in the city amongst the leading hotels, shipping, and merchant offices; some 5,000 "Tours for Australians" have found their way into the best homes in the suburbs; publications suitable for State schools were sent to various centres in the country; and illustrated weeklies and other tourist literature were left in the waiting-rooms of the leading doctors and dentists. Apart from this, quantities were sent abroad to Germany, Holland, South Africa, America, and other foreign countries. Many New-Zealanders *en route* to Great Britain and other parts have been supplied with books likely to assist them in disseminating useful information on their travels. The lending of lantern-slides for lecturing purposes has played an important part in our scheme of advertising, and many excellent reports of the good work these have been doing reached us from time to time.

The display of two enlarged panoramic photographs, provided by the Mount Cook Motor Company, in the window of the Kodak Company, in Collins Street, an important and busy thoroughfare, did not fail to arrest the attention of passers-by during the three weeks they were on view. It is safe to say that no more effective "pull" for the Mount Cook district has been had in this city.

A feature was again made of our reception on Dominion Day in September, when a large number of influential citizens called to pay their respects to New Zealand. The occasion this year served a double purpose, as I was able to make a joint affair of our national day and the opening of our new offices. The celebration of both events proved an unqualified success, and it provided the opportunity to make known in a special way, through the columns of the Press, our new location in the city. New Zealand was this year honoured in a singular way, inasmuch as the whole of the foreign Consuls participated in the celebration by flying their flags over their respective consulates.

During the year we have been called upon to examine an increasing number of immigrants making for New Zealand, and I am glad to report that most of those put through these offices were of a desirable class. There have also been an increased number of inquiries from those desirous of taking up land and settling in the Dominion.

*Approximate Cost of Paper.*—Preparation, not given; printing (1,750 copies), £28.

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