New Zealand’s System of Tourism Statistics

Bruce Bassett
Tourism Strategy Group
Ministry of Economic Development

Presentations to the UNWTO Asia Capability Building Workshop 1

22-25 November 2010

Day 2
Tuesday, 23 November: 14.15 – 14.45

Outbound Tourism Statistics

Measuring Outbound tourism in New Zealand
Outbound Tourism Statistics

Two main data sources:

Primary
• International Travel and Migration series – traveller volume, purpose of visit, main destination

Secondary
Survey of returning New Zealand travellers – survey conducted by Statistics New Zealand to estimate outbound travel expenditure for the Balance of Payments

Outbound Travel Data

Primary source

• Measures total outbound trips, duration of visits and ‘main’ destination of visits
• Allows calculation of total outbound nights

2 million outbound trips by New Zealanders out of population of 4.2 million
Outbound Tourism Statistics

Outbound Travels Data - Method

• Data captured as part of the International Travel and Migration (ITM) system operated by Statistics New Zealand
• Reported as part of the IVA series funded by MED
• Collected from departure cards and the arrival cards
• Data reported monthly three weeks after the reference period
• Weekly, monthly and annual data

Outbound Tourism Statistics

Outbound Travels Data - Assessment

• Robust data for understanding outbound movements
• Weakness in its narrow coverage on outbound itineraries as only ‘main’ destination is covered

No developments are planned
Outbound Tourism Statistics

Survey of Returning New Zealand Travellers

- Expenditure by New Zealand travellers off-shore is estimated by Statistics New Zealand by a periodic survey in returning New Zealand travellers (last in 2004)
- Expenditure estimates in Balance of Payments calculations

Undertaken as an in-put data-source rather than an output in itself

Outbound Tourism Statistics

- Key part of the overall system of travel-related activity
- Primary Government use is for measurement of Balance of Payments
- Important for tracking outbound activity trends against domestic activity
- Important demand component for supporting airline activity and routes
- Important to the outbound travel industry, e.g. travel agencies and outbound tour operators
Discussion