

New Zealand's System of Tourism Statistics

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Domestic Tourism Statistics

**Collection of Domestic tourism statistics in
New Zealand**

Domestic Travel Statistics

Difficult area to measure due to difficult to differentiate from the 'normal' day-to-day activity of New Zealanders, and because of the limitations of the data collection tools

Main data sources:

Primary

- Domestic Travel Survey

Secondary

- Commercial Accommodation Monitor
- Regional Visitor Monitor
- Electronic card transaction data

Domestic Travel Statistics

Domestic Travel Survey (DTS)

Measures:

- Total expenditure
- Origin region
- Purpose of visit
- Itinerary information
- Traveller style
- Activities undertaken
- Satisfaction etc.

High level national measures, and range of data used to understand the characteristic of regional tourism

Domestic Travel Statistics

Domestic Travel Survey – Method

- Telephone survey
- Data collection on ongoing basis with data reported on a rolling quarterly basis
- Sample of 15,000 households – around 1/3 had overnight trips, 1/3 day trips and 1/3 no trips undertaken
- Weighted to whole population to represent 'national' results
- MED operates the statistical processes, with tightly defined data collection outsourced
- Basic method in place since 1999
- Focus on domestic travel within New Zealand

Domestic Travel Statistics

Domestic Travel Survey– Assessment

Difficult survey to operate...

- Small sample size
- Difficulty in weighting to whole population
- Telephone responses rates low, and influences sample integrity (e.g. does not include mobile phones and resistance to telephone surveying)

Demand for information is strongly oriented to regional-level data, but data quality weak at this level – only a limited range of regional-level information released

So, DTS is a partial provider of domestic travel information – but not the whole story

Domestic Travel Statistics

Domestic Travel Survey– Development

Recent emphasis on establishing really good statistical processes for the survey.

This work, however, does not solve the structural weaknesses.

Development options include different collection methods – we-based, panels, use of market research company omnibus surveys

All these options themselves have significant limitations

Domestic Travel Statistics

Commercial Accommodation Monitor (CAM)

- Domestic information is limited, but important and robust
- Key measure: differentiates between international and domestic consumers of commercial accommodation for measure of guest night, by accommodation night, by region
- Allows analysis of domestic use commercial accommodation by variable such as accommodation type, regional stayed in, seasonal patterns
- Conducted by Statistics New Zealand based on monthly collection from a census of accommodation providers

Domestic Travel Statistics

Regional Visitor Monitor (RVM)

- Survey conducted in six tourism regions
- Co-funded with these regions
- Released quarterly
- Managed by MED with data collection outsourced
- Unique measures include information sought prior to visit, pre-booking and channels used.
- International and domestic split in the results

Domestic Travel Statistics

Electronic Card Transaction Data

New Zealand has looked at this over last 2 years

- Should be very accurate, but many problems – records location of issue of the card and not the traveller, does not capture other payment methods or internet transactions
- However, useful added information source for overall tracking index and for examining relative expenditure levels in regions to assist modelling efforts

Domestic Travel Statistics

Domestic Data as Input Data sources

Good coverage of variables from the various data sources, but small sample size in the DTS and RVM means that there are data quality issues

The real value is how the overall data allows more integrated analysis:

- **TSA** – uses available data to give national-level assessment of all domestic tourism activity
- **Forecasts** – uses range of data and models regional-level information including expenditure estimates (and does so both international and domestic tourism activity)

Domestic Travel Activity

SNZ supply data and wider economic and industry data

Tourism Satellite Account - TSA



TSA with robust domestic and international estimates

International Visitor Arrivals - IVA

International Visitor Survey - IVS

Domestic Travel Survey - DTS

Accommodation Survey - CAM

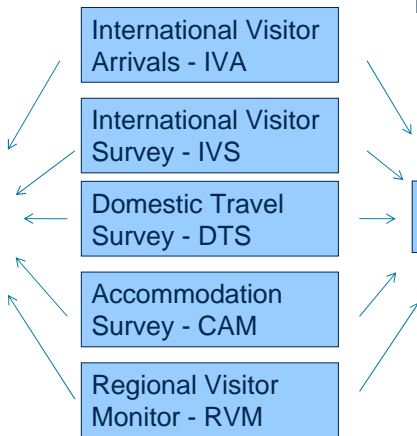
Regional Visitor Monitor - RVM

Electronic Card Transaction Data

Forecasts



Regional analysis incl. Domestic estimates at regional levels



Domestic Travel Statistics

- The overall data available provides a sound basis for understanding domestic tourism activity
- At NZ\$12 billion of economic activity, this is very important to understand (bigger than international)
- Without any one data source the overall outputs would be weaker

The best understandings come from the sum of the information sources

Domestic Travel Statistics - Use

- Fundamental for understanding overall tourism activity and economic contribution
- Domestic data sources essential for TSA, forecasts and regional modelling
- Government interest in domestic tourism is lower than international as it is not 'new' activity in the economy
- Very important for regional government, especially for regions that host high levels of domestic travel activity

Discussion