

New Zealand's System of Tourism Statistics

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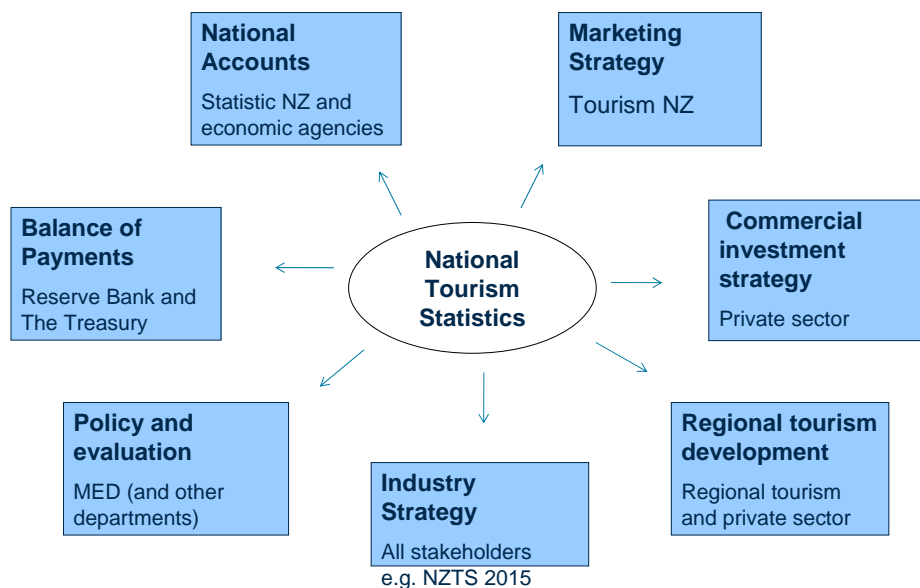
**Formulating Government policy using
statistics**

Formulating Policy using Statistics

- New Zealand policy processes are increasingly reliant of evidence-based policy formulation
- Robust, accessible and timely statistical resources are essential to strategy development, policy formulation and programme development
- The “whole’ is often more important than the component statistics for the individual surveys – having a ‘matrix’ of information is key

This includes tourism-specific and non tourism-specific statistical resources

Use of tourism statistics



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National Policy Settings

With the provision of robust data, tourism is increasingly integrated the economy polices

National Accounts and Balance of Payments are key

Equally, is the increasing ability to analyse tourism in-depth in ways that are consistent across the economy:

- Labour productivity in tourism and rest of economy
- Tourism use of natural resource vs other use of those resources (e.g. water, river use, land-use)

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Tourism Policy Process

Tourism data is now a standard input into the measurement of the NZ economy

Many policy topic areas...

- Economic development
- Environmental practices and sustainability
- Maori tourism development
- Adventure tourism safety
- Regional development

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Evaluation

Formal evaluation methodologies are increasingly being used in New Zealand to increase the effectiveness of programmes

- Tourism New Zealand marketing in Australia and other markets
- New Zealand's tourism statistics programme
- Maori tourism mentoring programme
- Major events, e.g. America's Cup, forthcoming Rugby World Cup 2011

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Marketing Strategy

Tourism New Zealand is an extensive user of information to devise its marketing strategies...

- the public tourism data
- its own qualitative research and statistic
- international tourism data
- global economic and demographic data

TNZ's strategies are increasingly information-based

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Industry Strategy

Collective and coordinated action by the industry and government stakeholders is key to advancing major sector issues

New Zealand has had a series of strategic process resulting in the *New Zealand Tourism Strategy 2010* which was updated to become the 2015 version

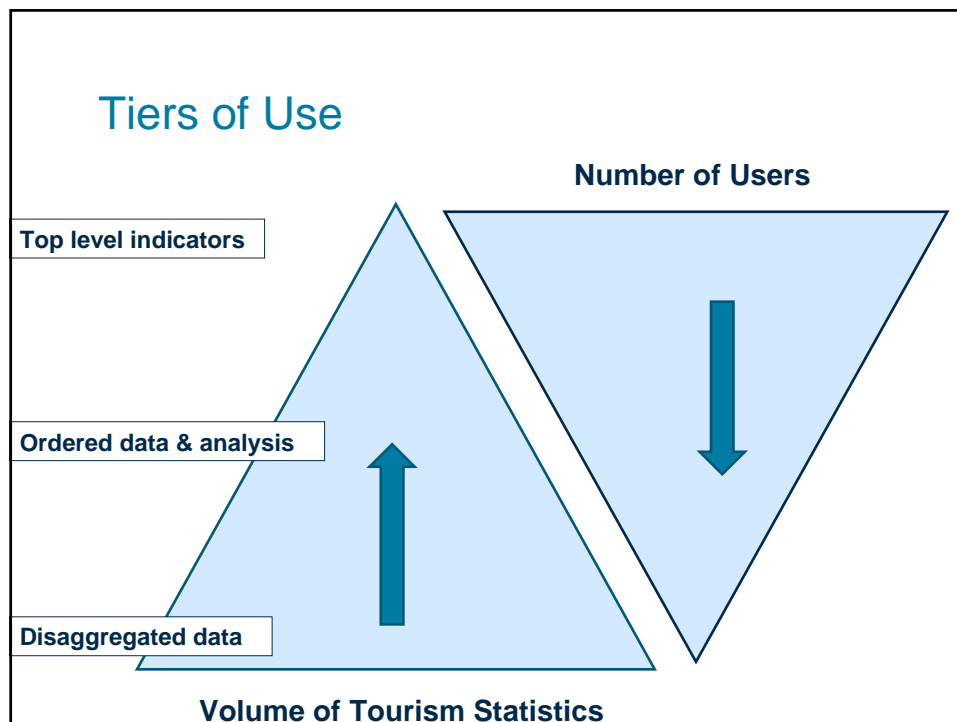
Developed based on analysis matched with sector experience and judgement

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Finally,

An important aspect of the intervention logic for government investment in tourism statistics is to enable better quality decision-making by the private sector

The data produced by the New Zealand tourism statistics system is widely used by the tourism industry, including large and small tourism firms



Accessing New Zealand Tourism Data

Information from the New Zealand tourism statistics system can be found at:

www.tourismresearch.govt.nz