



New Zealand's System of Tourism Statistics

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Inbound Tourism Statistics

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

Inbound Tourism Statistics

Primary are area of strategic interest in the New Zealand tourism measurement system – the imperative to ‘know’ our international visitors

Three data sources:

Primary

- International Visitor Arrivals (IVA)
- International Visitor Survey

Secondary

- Regional Visitor Monitor
- Commercial Accommodation
- Electronic Card Transaction Data

Inbound Tourism Statistics

International Visitor Arrivals (IVA)

- Measure total arrivals by market, demographics, purpose of visit, length of stay
- Allows calculation of total visitor nights
- Monthly and annual outputs the main reporting periods released three weeks after reference period
- Weekly data also available – [best sector ‘tracking’ data](#)

Inbound Tourism Statistics

International Visitor Arrivals - Method

- Part of the International Travel and Migration (ITM) system operated by Statistics New Zealand
- Data from the tourism-specific questions on the arrivals cards
- Census of all arrivals including returning New Zealand travellers and international arrivals
- MED funds the tourism-specific reporting (\$200,000)
- Very good data and no issues
- Adaptable to conditions, e.g. for extra questions if visitors are coming for Rugby World Cup 2011

Inbound Tourism Statistics

International Visitor Arrivals - Assessment

- Very good data and no current issues
- Provides the vital strong data for weighting all other analysis
- The biggest future issue will be how the collection of data can be assured as border processes are streamlined and paper-based cards seen as an impediment to seamless borders

Inbound Tourism Statistics

International Visitor Survey (IVS)

- Measures total expenditure, expenditure by origin market, purpose of visit, itinerary information, traveller style, activities undertaken, satisfaction etc.
- Used to determining regional tourism activity such as through the regional forecasting analysis and regional flows model
- Used in conjunction with IVA to give a very good overall understanding of international tourism activity

Inbound Tourism Statistics

International Visitor Survey - Method

- Sample of 5200 departing international visitors
- Quarterly release of rolling annual results around six weeks of end of reference period
- Weighted to whole population based on IVA data
- Managed by MED with data collection outsourced
- Annual cost of around \$600,000 per year

Inbound Tourism Statistics

International Visitor Survey - Assessment

- Good quality at national level for main variables and used for characteristic analysis for regional and origin market analysis
- But, data quality limited by small sample size and other sampling limitations
- A lot of development effort by MED on statistical processes and sampling
- Commenced interviewing in airline lounges to ensure capture of top-end travellers
- Sample size review needed to 'right-size' the survey

Inbound Tourism Statistics

Other information resources

- Regional Visitor Monitor
- Commercial Accommodation
- Electronic Card Transaction Data

Also, Tourism New Zealand conducts extensive research to provide data to support its strategies and operations

Inbound Tourism Statistics

- Platform for understanding international tourism activity
- Arrivals data is the premier sector performance indicator
- Used for weighting the IVS, main data input for the international visitor forecasts and the TSA
- IVS used by Statistics New Zealand in the Balance of Payments and TSA, and in the tourism forecasts
- Extensively used in policy processes and industry awareness processes
- Vital data for use by Tourism New Zealand in supporting development and implementation of its marketing strategy

Discussion