



New Zealand's System of Tourism Statistics

Bruce Bassett
Tourism Strategy Group
Ministry of Economic Development

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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 Tourism Statistics

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