Tourism and Territory: New Zealand’s Experience
Bruce Bassett – Ministry of Tourism

Purpose

- Set out New Zealand experience of regional tourism measurement
- Consider the issues involved
  - Developing new data
  - Making the most of the resources available
- What we have learned
NZ Tourism Data System

Demand

National

- IVA
- IVS
- DTS
- RVM
- F’csts
- TSA
- CAM

Regional

Supply

Others?

Others?

Others?

NZHC

Variables Covered

<table>
<thead>
<tr>
<th>Variable</th>
<th>Source</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Arrivals &amp; Departures</td>
<td>IVA</td>
<td>Excellent</td>
</tr>
<tr>
<td>Origin, purpose of visit</td>
<td>IVA</td>
<td>Excellent</td>
</tr>
<tr>
<td>Spend</td>
<td>IVS, DTS</td>
<td>Good</td>
</tr>
<tr>
<td>Nights</td>
<td>CAM, IVS, DTS</td>
<td>Good</td>
</tr>
<tr>
<td>Activities</td>
<td>IVS, DTS, RVM</td>
<td>Good</td>
</tr>
<tr>
<td>Itineraries</td>
<td>IVS, DTS</td>
<td>Good</td>
</tr>
<tr>
<td>Motivation</td>
<td>RVM</td>
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<tr>
<td>Satisfaction</td>
<td>RVM, IVS, DTS</td>
<td>Good</td>
</tr>
<tr>
<td>Transport used</td>
<td>IVS, DTS</td>
<td>Good</td>
</tr>
<tr>
<td>Accommodation capacity</td>
<td>CAM</td>
<td>Excellent</td>
</tr>
<tr>
<td>Accommodation utilisation</td>
<td>CAM</td>
<td>Excellent</td>
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<tr>
<td>Regional information</td>
<td>IVS, DTS, CAM, RVM, Forecasts</td>
<td>Low/Good/Excellent</td>
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<tr>
<td>Future outlook</td>
<td>Forecasts</td>
<td>Good</td>
</tr>
<tr>
<td>GDP, exports, employment</td>
<td>TSA</td>
<td>Excellent</td>
</tr>
</tbody>
</table>
Expressing Regional Results

- Data releases
  - all from CAM
  - partial IVS and DTS data (not expenditure)
  - RVM (to the six regions)

- Regional forecasting outputs
  - based on IVS and DTS, and with regional expenditure estimates
  - Reports and data for each of the 30 regional tourism areas

- Tourism Flows Model
  - based on IVS and DTS, with other data
  - uses traveler itineraries
  - Web-based tool

Tourism Flows Model

Analysis by road or air
International or domestic
Forecasts up to 7 years
Pattern of UK Road Travel

UK travellers – widely dispersed

Pattern of Chinese Road Travel

Chinese travellers – heavily concentrated
Road Segment Analysis

The TFM allows analysis of traffic by origin of visitor on a particular road segment. It can relate that to total road traffic to estimate % to traffic that is tourism.

TFM Location Analysis

Regional Analysis
- Numbers
- Nights
- Spend
- Purpose of visit
### Northland Location Analysis

- **Visits**
- **Nights**
- **Spend**
- **Purpose of visit**

#### Northland Flows Analysis

### Air Flows

<table>
<thead>
<tr>
<th>Origin</th>
<th>Tourist Numbers</th>
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<tbody>
<tr>
<td>Auckland</td>
<td>8400</td>
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<tr>
<td>Australia</td>
<td>8000</td>
</tr>
<tr>
<td>Japan</td>
<td>0</td>
</tr>
<tr>
<td>Northland</td>
<td>30000</td>
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<tr>
<td>Rest of World</td>
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<tr>
<td>United Kingdom</td>
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<td>United States</td>
<td>1000</td>
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<tr>
<td>Wellington</td>
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<tr>
<td>Germany</td>
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<tr>
<td>China</td>
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<tr>
<td>New Zealand</td>
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### Road Flows

<table>
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<th>Tourist Numbers</th>
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<td>Australia</td>
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<td>Canterbury</td>
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<td>Christchurch</td>
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<tr>
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<tr>
<td>Germany</td>
<td>12000</td>
</tr>
<tr>
<td>Japan</td>
<td>4000</td>
</tr>
<tr>
<td>Northland</td>
<td>985000</td>
</tr>
<tr>
<td>Auckland</td>
<td>110000</td>
</tr>
<tr>
<td>Auckland</td>
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<td>Australia</td>
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<td>Bay of Plenty</td>
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Issues Faced

Comprehensive, but is the system meeting sector needs as well as we would like?

Main issue being variability in the data

This has stimulated a range of activities designed to improve regional-level data

Development Streams

- Improving dataset quality (esp. IVS and DTS)
- Developing data quality standards and articulating how the data should be appropriately
- Fostering development of sector collections
- Electronic card transactions
- Better regional modeling methodologies
New project to use banking records of around 80% of New Zealand electronic transactions

After an initial investigation, we are running a nationwide trial for 12 months, covering the accommodation sector and reporting by:

- Accommodation type (eg hotel, motel, holiday parks)
- Region (tourism regions and the smaller local govt regions)
- Origin (eg origin country and domestic origin)

Matching ECT with CAM
Regional Modelling

Focus on investigating and developing an improved methodology (with the forecasting and Tourism Flows Model as starting point)

- Platform for using all relevant information
- ‘Smooth’ variations in base data
- Adjust for inherent differences in the datasets
- Make best use of the ‘strongest’ data
- Present a clear ‘product’ for users

Better Regional Estimation

Top-down national collections
e.g. IVS, DTS, IVA (demand)

Administrative data
e.g. electronic card transaction data
Various official statistics series (demand & supply)

Sector Analysis
Incl. Regional Tourism: modelling or estimation

Sector data collections
e.g. hotel data (supply)

Bottom-up national collections
e.g. CAM (supply), RVM (demand)
What we have Learned

- Top tier (national level) data is in place

- Now, information is increasing needed where it is really useful – at regional levels (businesses, infrastructure development, services etc)

- We are finding significant challenges - it is complicated

The Challenges

- Data quality – biggest issue as users have to have confidence in the results presented
The Challenges

- The producers have to do all they can to align classifications and make the data comparable – it has to be readily understood by users

- Knowing what is needed – with the ability to implement - is key, so all parties are making consistent advances and disparate datasets are best utilised (leadership)