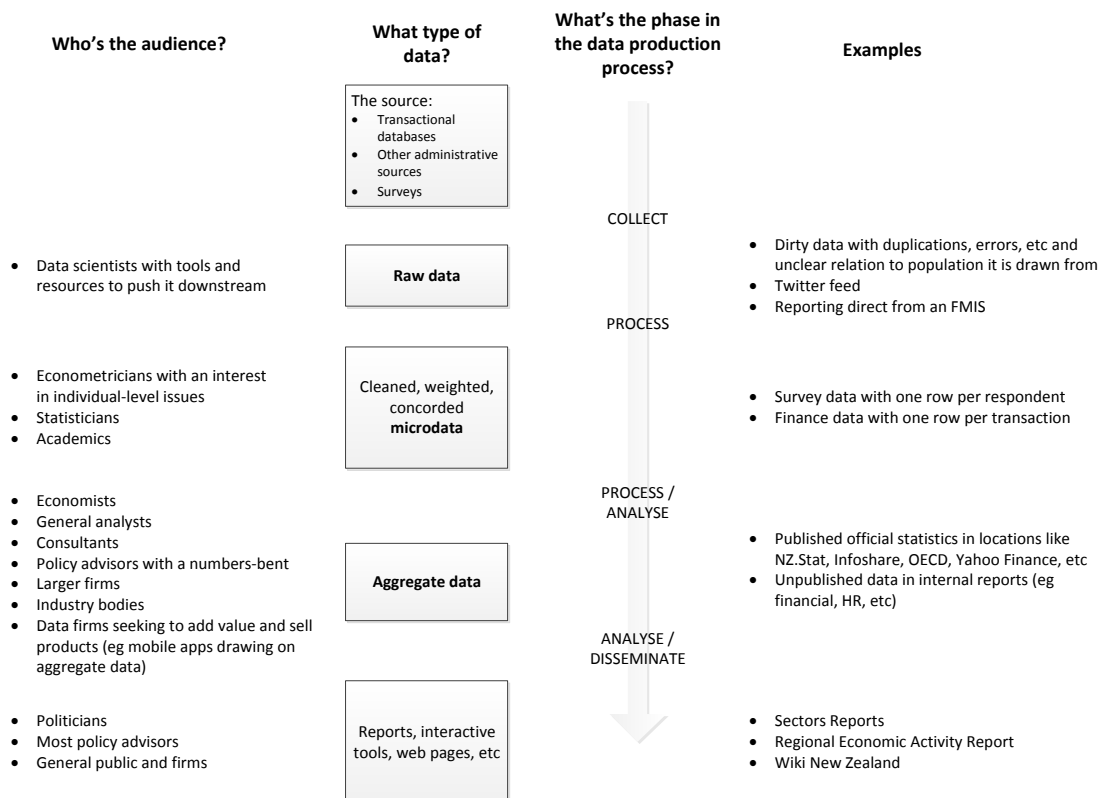




Tourism data dissemination plans

OVERALL APPROACH

Our approach to data dissemination is shaped by the following analysis of audiences and their needs for different data types



CURRENT STATE

Overview

The tourism data are basically available but you need to know where to go. While all the data are listed and linked to from the MBIE website, there is no single format and new users would struggle to know which collection to use for what purpose. Some data sets are distributed in forms that allow easy manipulation by mid-level users (e.g. the pivot tables for the Regional Tourism Estimates) but most are not. There is limited availability of the microdata. A few innovative and well-regarded interactive tools have been built but with only limited coverage of the data.

Specifics

- <http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data> functions as a sort of one stop shop, with links to the various data produced by Statistics New Zealand and those produced by MBIE. However, the organisation is by data collection



and hence difficult for those not familiar with the various collections to know where to go for the answer to a particular question.

- The Statistics New Zealand data collections (Accommodation Survey, Tourism Satellite Account, International Travel and Migration, Balance of Payments) are available on Statistics New Zealand’s Infoshare database; the International Visitor Survey is currently the only collection available on NZ.Stat. The remaining data collections are available via Excel pivot tables (Regional Tourism Estimates, Regional Tourism Indicators, Convention Activity Survey, detailed versions of the Accommodation Survey) or only in written reports (Convention Delegates Survey).
 - Most mid-level users prefer the Excel pivot tables as the Infoshare and NZ.Stat versions require manipulation, filtering and analysis to turn into meaningful insight.
- A very small number of consultants and academics have asked for and been given access to the microdata of the Domestic Travel Survey and International Visitor Survey (advanced statistical or econometric skills needed to use this microdata), but the meta data and technical descriptions are not good enough to allow these to be available as straight downloads or to promote their use.
- There have been several experiments with interactive statistical graphics (e.g. <http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/regional-tourism-estimates/interactive-chart-rtes-by-rto> and <http://www.mbie.govt.nz/what-we-do/business-growth-agenda/regions/web-tool-desktop>) but these cover only a very small range of the available data
- The “key tourism statistics” one page fact sheet (<http://www.med.govt.nz/about-us/pdf-library/tourism-publications/KeyTourismStatistics.pdf>) is well regarded and used but does not include the new regional data collections and looks dated in this age of modern interactive browser tools

Assessment – current state

Audience	How well needs met
Econometricians, statisticians seeking microdata. Very few of these (6-12).	3/10. Some data are available but they need to know whom to ask; and documentation is substandard. IVS in practice not available since mid-2013. CDS not available.
General analysts seeking flexible access to aggregate data. Perhaps 100 of these users.	6/10. Data are available but in a variety of locations and formats. Only specialists likely to know where to go for everything. Third party provider (Infotools) gives access to some datasets.
General public, politicians, etc. seeking headline statistics and interactive tools. Perhaps 2,000 of these users.	6/10. Some useful “key statistics” summaries and interactive tools but partial coverage and limited ability to look at several collections at once.



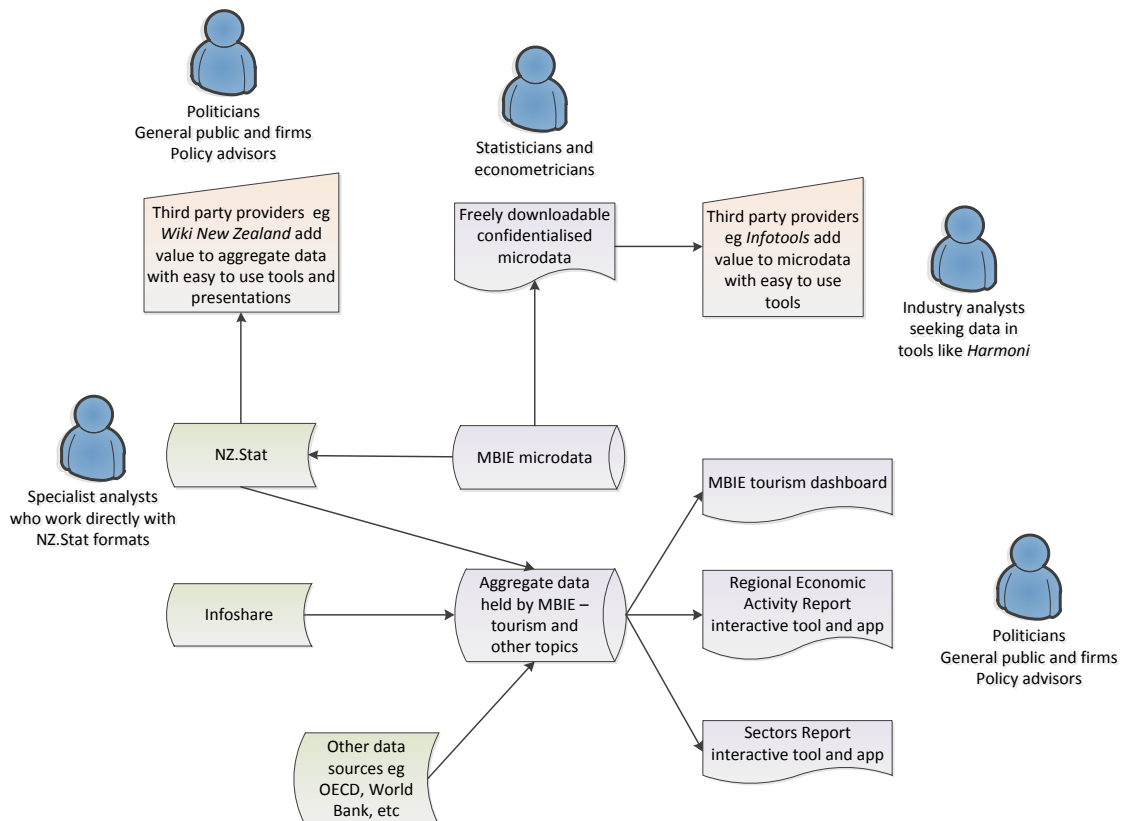
FUTURE STATE

Overview

MBIE's overall vision for tourism data dissemination is set out below. Central to the vision is to ensure our data is better available to all users, and thereby increase the number of users. An immediate priority is to complete the project to publish all MBIE's tourism data on NZ.Stat, to better meet the needs of general analysts seeking flexible access to aggregate data for which data access is mission-critical. This will make it available to economic analysts (e.g. agencies like NZIER and BERL) used to dealing with this kind of data. Just as importantly, the regular publication on this dissemination tools will make the data reliably available to third parties that we hope will take the data, feed it into their databases (particularly easy once NZ.Stat's SDMX dissemination pilot goes into production, allowing automated downloads from NZ.Stat) and add value by creating new, user-friendly presentations and tools.

We expect the good relationship with Infotools (who sell their tools with pre-formatted versions of the MBIE microdata) to continue; and when MBIE improves the dissemination of the microdata, other providers may also move into this value-adding space.

MBIE also has plans to continue to experiment and significantly improve in its own use of interactive web tools, dashboards and key statistics summaries.





Specifics

- Improve the MBIE website so it allows a more user-centric question-based approach to the data, while still providing a comprehensive list of the various data collections.
- Complete the publication of MBIE tourism data on NZ.Stat by mid-2015
- Expand and improve the Regional Economic Activity Report by mid-2015 to include all tourism data with a regional dimension (e.g. International Visitor Survey, Accommodation Survey), and allow much more flexibility in creating area-specific summaries and combining variables into a single view.
- Create a new interactive “Sectors Report” web tool by mid-2016.
- Replace the ‘Key Tourism Statistics’ with an interactive tool by end of 2015.
- Improve the technical documentation and metadata for surveys that can be released in confidentialised form and regularise that release by making it freely available from the MBIE website. Market the microdata to applied statistics courses in universities.

Assessment – future state

Audience	How well needs met
Econometricians, statisticians seeking microdata. Very few of these (6-12) but they could increase as we market the data to universities.	10/10. Data and good documentation will be freely available on website
General analysts seeking flexible access to aggregate data. Perhaps 100 of these users and should increase with the improved access.	10/10. Available from NZ.Stat as aggregated by MBIE, or from third party providers like Infotools who give their own aggregation/slices of the microdata.
General public, politicians, etc. seeking headline statistics and interactive tools. Perhaps 2,000 of these users and should increase with the improved access.	10/10. Interactive tools will have comprehensive coverage and will allow more than one data collection to be considered at once.