

DOMESTIC TRAVEL SURVEY

02 September 2008



- Section A:** Screening Questions
- Section B:** Number of Trips Taken
 - Section B1: Overseas Trips
 - Section B2: Overnight Trips
 - Section B3: Day Trips
 - Section B4: Trip Dates and Trip Identifier for Day Trips and Overnight Trips
 - Section B5: Location of Respondent
- Section C:** Detailed DAY Trips (for 2 most recent day trips)
 - Section C1: Detailed Day Trip Information
 - Section C2: Detailed Day Trip Expenditure
- Section D:** Other Day Trips (for all remaining reported day trips)
- Section E:** Detailed OVERNIGHT Trips (for 2 most recent overnight trips)
 - Section E1: Detailed Overnight Trip Information
 - Section E2: Detailed Overnight Trip Expenditure
- Section F:** Other Overnight Trips (for all remaining reported overnight trips)
- Section G:** No Trip Reason / Demographics

SECTION A: SCREENING QUESTIONS

Good afternoon/evening. My name is **Interviewer** from OCIS.

Today we are conducting a short survey on behalf of the Ministry of Tourism about people's travel patterns over the past few weeks. It's very important we find out the travel patterns of a broad range of people for this survey, so that we get no bias in our results.

May I speak to someone from your household aged 15 years or older who had the last birthday? Is this a good time to talk to them/you?

[REINTRODUCE YOURSELF IF NECESSARY:]

Hello, my name is from OCIS calling on behalf of the Ministry of Tourism. Today we are conducting a survey about people's travel patterns in the last few weeks. The research is important as it will be used to help plan for tourism in New Zealand. Could I ask you a few questions?

IF ASKED: The results will be used by many organisations to help plan for tourism in New Zealand.

These organisations include Regional Tourism Organisations, Statistics New Zealand and the Ministry of Tourism. Just to let you know, during the course of this interview my supervisor may listen in to check the quality of my interviewing. Is that ok with you?

Yes 1
No 5

O10. INTERVIEWER: Verify location as generated by phone number (Check quota)
Can I verify that you are from.... (Terminate if not from location marked)

CLOSING SCRIPT:

Thank you for your time, unfortunately I need to speak to somebody from, just to remind you my name is from OCIS calling on behalf of the Ministry of Tourism.

O21C. Are you a usual resident of that household, and have been a resident at that address for the last 3 months?
Yes 1 (Go to O22)
No 5 (Go to O21A. Use yours/theirs depending on who most recently referring to)

O24. Before we start can you please tell me into which of the following age groups you fit?
IF NECESSARY: This is just to make sure that we are speaking to a good cross section of age groups within the community.
NOTE: If respondent refuses, interview is treated as a refusal.
***** READ OUT *****

15-24.....	1
25-34.....	2
35-44.....	3
45-54.....	4
55-69.....	5
70+.....	6

Check quota

O25. INTERVIEWER: Record gender of respondent

Male.....	1
Female.....	5

Check quota

O209. And can I just check, have you lived in New Zealand for 12 months or more?
Yes..... 1 (go to O208)
No..... 5 (go to O210)

O210. Do you intend to live in New Zealand for 12 months or more?
Yes..... 1 (go to O208)
No..... 5 (Thank & close)

CLOSING SCRIPT:

Thank you for your time, unfortunately I need to speak to somebody who intends to live in New Zealand for 12 months or more. Just to remind you my name is from OCIS calling on behalf of the Ministry of Tourism.

O208. Is this household a ...
***** READ OUT *****

Private household or flat.....	1
A private dwelling within a retirement village.....	2
A retirement home, where residents live under one roof.....	3 (Thank & close)
Or another institution (such as a hostel).....	4 (Thank & close)

CLOSING SCRIPT:

Thank you for your time, unfortunately I need to speak to somebody who lives in a private dwelling, just to remind you my name is from OCIS calling on behalf of the Ministry of Tourism.

- O1.** Ident number
 - O2.** Phone number
 - O3.** Interviewer ID
 - O4.** Interviewer name
 - O5.** Station #
 - O6.** Date of interview
 - C8.** Month of interview
 - C7.** Date - 28 days (4 weeks – recall overnight trips)
 - C285.** Date - 21 days (3 weeks – extended recall day trips)
 - C286.** Date - 35 days (5 weeks – extended recall overnight trips)
 - C292.** Date - 7 days (1 week - recall day trips)
 - C287.** Month – 1 (previous month)
 - C288.** Day of month
 - C394.** SMS Reference #
 - C23.** Day of week
- | | |
|----------------|---|
| Sunday..... | 1 |
| Monday..... | 2 |
| Tuesday..... | 3 |
| Wednesday..... | 4 |
| Thursday..... | 5 |
| Friday..... | 6 |
| Saturday..... | 7 |

SECTION B: NUMBER OF TRIPS TAKEN

Section B1: Overseas Trips

- Q1.** Firstly, have you returned from an overseas trip in the last 12 months - that is since (Q8 – current month) last year?
Yes 1
No 5 (Skip Q2)
- Q2.** How many such trips have you returned from?
Record number

Section B2: Overnight Trips

- Q3.** Thinking of the last four weeks only, that is since (C7 - date-4weeks), have you returned from any OVERNIGHT trips in New Zealand? An overnight trip is where you stayed away for at least one night.
IF Today's Date (O6) is between <date> and <date> (xmas/new year), THEN
Thinking of the last five weeks only, that is since (C286 – date-35 days), have you returned from any OVERNIGHT trips in New Zealand?
NOTE: Must include at least one night away from home.
Yes 1 (Go to Q4)
No 5 (Go to Q5)
- Q4.** In the past FOUR (FIVE) weeks (since (C7)(C286)), how many OVERNIGHT trips did you personally make? Please include business and recreational trips you started before, but finished during the last 4 (5) weeks.
Record number (can't = 0)

Section B3: Day Trips

- Q5.** Have you been on any same day trips in the last week, since last (C23 - day of week)?
IF today's date is between <date> and <date> (xmas/new year), THEN
Have you been on any same day trips in the last 3 weeks, since (C285 – date-21 days)?
- INTERVIEWER MUST READ** - A same day trip must involve travel of at least 40 kilometres one way from home, or travel by aeroplane or ferry service.
IF NO TRIPS MADE PROMPT: So you have not travelled outside the area you usually work and live in day to day in the last week
- Yes 1 (Go to Q6)
No 5 (If Q4 \geq 1 go to Q10.
If Q3=no, go to Q500)
- Q6.** How many same day trips have you been on in the last WEEK/THREE WEEKS, since last (C23)(C285)?
Record number (can't = 0)
If = 1, go to Q7
If > 1, go to Q7

Section B4: Dates and Trip Identifier for Day Trips and Overnight Trips

- Q7.** Just to confirm, did you do any daytrip/any other daytrips in the last WEEK since (C23 - day of week) excluding today?
Just to confirm, did you do any daytrip/any other daytrips in the last THREE WEEKS since (C285 – date – 21 days) excluding today?
Yes 1 (If #daytrips = 1, go to Q9)
If #daytrips > 1, go to Q8)
No 5 (Go to Q7/Q10)

Q9. What was the weekday or the date you went on this day trip?
 Use calendar to help identify the date.
 If unsure, probe for best estimate
 Record date(dd/mm/yy)

 Date must be between (C6) and (C292) (1 week recall) or (C6) and (C285) (3 week recall)
 Dates provided by Blaise

Q8. Starting from your most recent day trip / Now thinking about your next most recent day trip, where did you go?
 Can be any answer. Will be used as a trip identifier "Eg brother's wedding, visit family, Christchurch"
 Record text string.....
(Go to Q9)

Q9. What was the weekday or the date you went on this day trip?
 Use calendar to help identify the date.
 If unsure, probe for best estimate

 Record date(dd/mm/yy)
 Date must be between (C6) and (C292) (1 week recall) or (C6) and (C285) (3 week recall)
 Dates provided by Blaise (Go to Q7)

****Repeat Q7, Q8 & Q9 until all day trips reported****

Q10. Just to confirm, did you do any overnight trip/any other overnight trips in the last FOUR WEEKS since (C7 - date-4 weeks) excluding today?
 Just to confirm, did you do any overnight trip/any other overnight trips in the last FIVE WEEKS since (C286 – date – 35 days) excluding today?
 Yes..... 1 (If #overnight trips = 1, go to Q12)
 If #overnight trips > 1, go to Q11)
 No..... 5 (Go to Q10/Q100)

Q11. Starting from your most recent overnight trip / Now thinking about your next most recent overnight trip, where did you go?
 Can be any answer. Will be used as a trip identifier "Eg brother's wedding, visit family, Christchurch"
 Record text string.....
(Go to Q12)

Q12. What was the date that you returned from this overnight trip?
 Use calendar to help identify the date. If unsure, probe for best estimate
 Record date(dd/mm/yy)
 Date must be between (C7) and (C6) (4 week recall) or (C286) and (C6) (5 week recall)
 Dates provided by Blaise

Q12. What was the date that you returned from this overnight trip?
 Use calendar to help identify the date. If unsure, probe for best estimate
 Record date(dd/mm/yy)
 Date must be between (C7) and (C6) (4 week recall) or (C286) and (C6) (5 week recall)
 Dates provided by Blaise

Q13. How many nights did you stay away from home on this trip?
 Record number of nights.....(If answered, go to Q15. If Empty, go to Q14)

Q14. If Q13 = Empty, and Q12 (return date) answered
 Can you tell me what date you departed for this trip?
 Use calendar to help identify the date. If unsure, probe for best estimate.
 Record date(dd/mm/yy)
 If answered, go to Q15, if Empty, go to back to Q13

Q15. So the departure date of your overnight trip was the Q14, your return date was the Q12 and you were Q13 nights away on this trip?
 Yes..... 1
 No..... 5 (go to Q12, Q13 or Q14 & adjust)

**** Repeat Q10 to Q15 until all overnight trips reported****

Section B5: Location of Respondent**Q16.** Before we start with your trip(s) can you just tell us the name of the town you live in?**Record the place as mentioned by the respondent from the following list or choose 9 (Other) to insert the place name**

Auckland.....	1
Hamilton.....	2
Rotorua.....	3
Tauranga.....	4
Taupo.....	5
Palmerston North.....	6
Wellington.....	7
Christchurch.....	8
Other.....	9 (go to Q17)

Q17. Places code frame - If location name not known, then identify flow area

If other mentioned, place specify.

Places code frame. If location name not known, then identify flow area, region, TLA or RTO (same as IVS).

SECTION C: DETAILED DAY TRIPS (2 MOST RECENT DAY TRIPS)**Section C1: Detailed Day Trip Information****Q100.** I would like to ask you some details about the day trip you have made / *Now thinking about your day trip to (Q8)*What was the MAIN reason for your day trip / *day trip for/to (Q8)***If necessary read out list**

Holiday.....	111
Sightseeing.....	112
Skiing.....	113
Honeymoon.....	114
Publicised special event.....	115
Incentive Visit as a Reward for Good Work or Sales.....	116
Recreation.....	117
Participating in sports activity.....	118
Visiting friends.....	211
Visiting relatives.....	212
Attending Wedding/Family Occasion/Funeral.....	213
Care of Invalids/Friends/Family Members.....	214
Business.....	311
Conference or Convention.....	312
Participation in Professional Sports Activities.....	313
Personal Business.....	314
Education or Study.....	411
Hospital/Medical Treatment.....	511
Health Treatment.....	512
Working Holiday.....	811
Other Reason (specify).....	996 (go to Q101)
Don't know.....	999
Refused.....	998
None.....	000

Q101. Specify other.**Q102.** How many people travelled in your party on this trip, including yourself (that is, the group of people who booked or planned this trip with you)?

Record number..... (If 1 skip Q103-105)

Q103. Including yourself, how many of the (Q104) people on your trip were 15 years or older?

Record number..... (cannot exceed Q102)

Q104. What was your relationship to the people on your trip?**Read out list (single response only)**

Partner/spouse.....	02
Family/whanau.....	03
Friends.....	04
Business Associates.....	05
Family and friends.....	06
Other Couples.....	07
Tour Group.....	08
School Group/Student Group.....	09
Special Interest Group.....	10
Other (specify).....	96 (go to Q105)
Don't know.....	99
Refused.....	98

- Q105.** Specify other
- Q106.** What is the MAIN destination of this day trip to (Q8)? (If answer given in Q8 is a valid destination, enter this now)
Interviewer: Probe to get one main destination. If went to a number of places, code the place stayed most time at.
If stayed same amount of time in more than one place, code the farthest place from respondents home/work stayed at.
- Record the place as mentioned by the respondent from the following list or choose 9 (Other) to insert the place name**
- | | |
|-----------------------|----------------|
| Auckland..... | 1 |
| Hamilton..... | 2 |
| Rotorua..... | 3 |
| Tauranga..... | 4 |
| Taupo..... | 5 |
| Palmerston North..... | 6 |
| Wellington..... | 7 |
| Christchurch..... | 8 |
| Other..... | 9 (go to Q107) |
- Q107.** Places code frame - If location name not known, then identify flow area, region, TLA or RTO (same as IVS). Go to Q108.
- Q108.** And what transport did you use to get to Q106?
Interviewer note: Code all forms of transport used including any sea and air transport. Multi response question
- | | |
|-------------------------------------|-----------------|
| Private plane..... | 11 |
| Airline..... | 12 |
| Helicopter..... | 13 |
| Private car/van..... | 21 |
| Rental car/van..... | 22 |
| Company car/van..... | 23 |
| Bicycle..... | 24 |
| Motorbike..... | 25 |
| Private Campervan/Motorhome/RV..... | 31 |
| Rental Campervan/Motorhome/RV..... | 32 |
| Scheduled coach service..... | 41 |
| Backpacker Bus..... | 42 |
| Shuttle Bus..... | 43 |
| Coach Tour/Tour Coach..... | 44 |
| Hitchhiking..... | 51 |
| Walking/Tramping..... | 52 |
| Taxi/Limousine/Car Tour..... | 61 |
| Shuttle taxi..... | 62 |
| Train..... | 71 |
| Interisland Ferry..... | 81 |
| Other commercial Ferry/Boat..... | 82 |
| Cruise Ship..... | 83 |
| Private Boat/Yacht..... | 84 |
| Other (specify)..... | 96 (go to Q109) |
| Don't know..... | 99 |
| Refused..... | 98 |
- Q109.** Specify other
- Q110.** What activities or attractions did you do or see while you were in (Q106)? / And what else did you do?
Activities Codeframe.....
- Q111.** Specify other
- Q116.** Overall, how satisfied were you with the quality of this trip? Please can you give me a rating for your satisfaction from 1 to 10, where 10 is extremely satisfied with the quality of your trip and 1 is not at all satisfied.
- | | |
|-------------------------------|----|
| 1 - Not at all satisfied..... | 01 |
| 2..... | 02 |
| 3..... | 03 |
| 4..... | 04 |
| 5..... | 05 |
| 6..... | 06 |
| 7..... | 07 |
| 8..... | 08 |
| 9..... | 09 |
| 10 - Extremely satisfied..... | 10 |
| [DON'T READ] Don't know..... | 99 |

Section C2: Detailed Day Trip Expenditure

Transport Expenditure

Q117. The next questions are about how much you spent on transport on this trip. Please think carefully about these costs and include all cash and credit card spending. Please also include any costs paid for you by someone else, such as a family member or by a business.

If any transport type used (Q108)=

- Private plane
- Private car/van
- Rental car/van
- Company car/van
- Private campervan/motorhome/RV
- Rental campervan/motorhome/RV
- Motorbike
- Private yacht/boat

Q118a. How much did you spend in total **on fuel** during this trip to travel by (transport type)
Amount.....\$
(repeat for all transport types)

Q118b. Does that (amount from Q118a) include other members of your travelling party (including children?)
Yes.....1
No.....5

Q118c. How many people are included in that (amount from Q118a) including you (and any children?)
Record number.....

Q118d. And how many of those were children age 14 years or younger?
Record number.....

If any transport type used (Q108)=

- Airline
- Scheduled coach service between cities/towns
- Backpacker bus
- Shuttle bus
- Coach tour/tour coach
- Taxi/Limousine/car tour
- Train
- Cook Strait Ferry
- Other commercial ferry/boat
- Cruise ship
- Bicycle
- Hitchhiking
- Walking/tramping
- Helicopter

Q119a. How much did you spend on this trip in total **on fares** to travel by (transport type)
Amount.....\$
(repeat for all transport types)

Q119b. Does that (amount from Q119a) include other members of your travelling party (including children?)
Yes.....1
No.....5

Q119c. How many people are included in that (amount from Q119a) including you (and any children?)
Record number.....

Q119d. And how many of those were children age 14 years or younger?
Record number.....

If any transport type used (Q108)=

- Rental car/van
- Rental campervan/motorhome/RV
- Motorbike

Q120a. In addition to the fuel cost you mentioned, how much did you spend on this trip in total **on rentals** to travel by (transport type)
Amount.....\$
(repeat for all transport types)

Q120b. Does that (amount from Q120a) include other members of your travelling party (including children?)
Yes.....1
No.....5

Q120c. How many people are included in that (amount from Q120a) including you (and any children?)
Record number.....

Q120d. And how many of those were children age 14 years or younger?
Record number.....

Q121. What you have told me you spent in total \$(total of Q118a+Q119a+Q120a) on transport for that trip. Does that sound about correct?

Yes.....1 (Go to Q122)
No.....5 (Go back and edit relevant transport expenditure amount then go to Q122)

Other Expenditure

Q122. The final expenditure questions are about how much you spent on food, beverages and entertainment on this trip. Please think carefully about these costs and include spending prior to leaving home, for items used on the trip and also include all cash and credit card spending and anything spent on you by other people (such as a family member or a business).

Q123. On your trip did you spend money on Food & Beverages ? Yes.....1 No.....5	Q123a. How much did you spend on this trip as a whole on Food & Beverages ? Amount	Q123b. Does that (amount from Q123a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q123c. How many people are included in that (amount from Q123a) including you (and any children)? Record number.....	Q123d. And how many of those were children 14 years or younger? Record number.....
Q124. On your trip did you spend money on Alcohol ? Yes.....1 No.....5	Q124a. How much did you spend on this trip as a whole on Alcohol ? Amount	Q124b. Does that (amount from Q124a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q124c. How many people are included in that (amount from Q124a) including you (and any children)? Record number.....	
Q125. On your trip did you spend money on Recreation, Entertainment & Attractions ? Yes.....1 No.....5	Q125a. How much did you spend on this trip as a whole on Recreation, Entertainment & Attractions ? Amount	Q125b. Does that (amount from Q125a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q125c. How many people are included in that (amount from Q125a) including you (and any children)? Record number.....	Q125d. And how many of those were children 14 years or younger? Record number.....
Q126. On your trip did you spend money on Gifts or souvenirs ? Yes.....1 No.....5	Q126a. How much did you spend on this trip as a whole on Gifts or souvenirs ? Amount	Q126b. Does that (amount from Q126a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q126c. How many people are included in that (amount from Q126a) including you (and any children)? Record number.....	Q126d. And how many of those were children 14 years or younger? Record number.....
Q127. On your trip did you spend money on Gambling & Casino (but not Lottery) ? Yes.....1 No.....5	Q127a. How much did you spend on this trip as a whole on Gambling & Casino (but not Lottery) ? Amount	Q127b. Does that (amount from Q127a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q127c. How many people are included in that (amount from Q127a) including you (and any children)? Record number.....	
Q128. On your trip did you spend money on Other Shopping ? Yes.....1 (Go to Q129) No.....5 (Go to Q130)				
Q129. What was the item you bought on this trip you want to mention under other shopping	Q129a. How much did you spend on this trip as a whole on Other Shopping ? Amount	Q129b. Does that (amount from Q129a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q129c. How many people are included in that (amount from Q129a) including you (and any children)? Record number.....	Q129d. And how many of those were children 14 years or younger? Record number.....
Q129e. Was there any other item included in 'Other Shopping'? Yes.....1 (Go to Q129) No.....5 (Go to Q130)	Q129a. How much did you spend on this trip as a whole on Other Shopping ? Amount	Q129b. Does that (amount from Q129a) include other members of your travelling party (including children)? Yes.....1 No.....5	Q129c. How many people are included in that (amount from Q129a) including you (and any children)? Record number.....	Q129d. And how many of those were children 14 years or younger? Record number.....
Q129. What was the item you bought on this trip you want to mention under 'other shopping'?				
Repeat Q129 - Q129e for all other shopping items				

Q130. From what you have told me, the total costs for all transport and other expenditure comes to \$(Grand total spend). Does that sound about right?
 Yes.....1 (Go to Q131)

No 5 (Go back and adjust relevant expenditure amount then go to Q148)

Q131. Which of the following statements would best describe your expenditure estimates?

[READ OUT]

- Accurate, to within a few dollars 1
- Within \$50 dollars of amount 2
- Within \$100 of amount 3
- Less accurate than this 4
- [DON'T READ] Don't know 9

If Q100(Trip Purpose) Business, THEN

Q132. What percentage or how much of your total expenditure of (\$amount) was business expenditure?

Percentage %

Amount \$

If business expenditure is more than 0%/\$0, then go to Q133.

Q133. Was this business expenditure for a private business/company, or for government/public sector business?

Private sector 1 (Go to next section)

Public sector/government 3 (Go to next section)

Both 5 (Go to next Q134)

Q134. What percentage, or how much of your business expenditure was on government/public sector business?

Percentage %

Amount \$

Repeat Section C for 2 most recent day trips

SECTION D: OTHER DAY TRIP INFORMATION (ALL REMAINING DAY TRIPS)

Q200. Now thinking of your third/*n*th most recent day trip to Q8.
What was the MAIN reason for your day trip to (Q8)

If necessary read out list

Holiday.....	111
Sightseeing.....	112
Skiing.....	113
Honeymoon.....	114
Publicised special event.....	115
Incentive Visit as a Reward for Good Work or Sales.....	116
Recreation.....	117
Participating in sports activity.....	118
Visiting friends.....	211
Visiting relatives.....	212
Attending Wedding/Family Occasion/Funeral.....	213
Care of Invalids/Friends/Family Members.....	214
Business.....	311
Conference or Convention.....	312
Participation in Professional Sports Activities.....	313
Personal Business.....	314
Education or Study.....	411
Hospital/Medical Treatment.....	511
Health Treatment.....	512
Working Holiday.....	811
Other Reason (specify).....	996 (go to Q201)
Don't know.....	999
Refused.....	998
None.....	000

Q201. Specify other

Q202. How many people travelled in your party on this trip, including yourself (that is, the group of people who booked or planned this trip with you)?
Record number.....(If 1 skip Q203-205)

Q203. Including yourself, how many of the (Q204) people on your trip were 15 years or older?
Record number.....(cannot exceed Q202)

Q204. What was your relationship to the people on your trip?

Read out list (single response only)

Partner/spouse.....	02
Family/whanau.....	03
Friends.....	04
Business Associates.....	05
Family and friends.....	06
Other Couples.....	07
Tour Group.....	08
School Group/Student Group.....	09
Special Interest Group.....	10
Other (specify).....	96 (go to Q205)
Don't know.....	99
Refused.....	98

Q205. Specify other

Q206. What is the MAIN destination of this your of day trip to (Q8)? (If answer given in Q8 is a valid destination, enter this now) Interviewer: Probe to get one main destination. If went to a number of places, code the place stayed most time at. If stayed same amount of time in more than one place, code the farthest place from respondent's home/work stayed at.

Record the place as mentioned by the respondent from the following list or choose 9 (Other) to insert the place name

Auckland.....	1
Hamilton.....	2
Rotorua.....	3
Tauranga.....	4
Taupo.....	5
Palmerston North.....	6
Wellington.....	7
Christchurch.....	8
Other.....	9 (go to Q207)

Q207. Places code frame. If location name not known, then identify flow area. Go to Q208.

Q208. And what transport did you use to get to (Q206)?
Interviewer note: Code all forms of transport used where respondent travelled at least 40km and any sea and air transport.

Private plane.....	11
Airline.....	12
Helicopter.....	13
Private car/van.....	21
Rental car/van.....	22
Company car/van.....	23
Bicycle.....	24
Motorbike.....	25
Private Campervan/Motorhome/RV.....	31
Rental Campervan/Motorhome/RV.....	32
Scheduled coach service.....	41
Backpacker Bus.....	42
Shuttle Bus.....	43
Coach Tour/Tour Coach.....	44
Hitchhiking.....	51
Walking/Tramping.....	52
Taxi/Limousine/Car Tour.....	61
Shuttle taxi.....	62
Train.....	71
Interisland Ferry.....	81
Other commercial Ferry/Boat.....	82
Cruise Ship.....	83
Private Boat/Yacht.....	84
Other (specify).....	96 (go to Q209)
Don't know.....	99
Refused.....	98

Q209. Specify other

Q210. What activities or attractions did you do or see while you were in (Q206)? / And what else did you do?
Activities Codeframe.....

Q211. Specify other

****Repeat Q200 –Q211 for all remaining reported day trips****

SECTION E: DETAILED OVERNIGHT TRIPS (2 MOST RECENT OVERNIGHT TRIPS)

Section E1: Detailed Overnight Trip Information:

Q300. I would like to ask you some details about the trips you have made / *Now thinking about your trip to Q11*
What was the MAIN reason for your overnight trip / *overnight trip to (Q11)*

If necessary read out list

Reason for trip codeframe.....

Q301. Specify other

Q302. What was your relationship to the people on your trip?

Read out list (single response only)

Travelled alone.....	01 (Skip Q304 & Q305)
Partner/spouse.....	02
Family/whanau.....	03
Friends.....	04
Business Associates.....	05
Family and friends.....	06
Other Couples.....	07
Tour Group.....	08
School Group/Student Group.....	09
Special Interest Group.....	10
Other (specify).....	96 (go to Q303)
Don't know.....	99
Refused.....	98

Q303. Specify other

Q304. And how many people travelled in your party on this trip, including yourself (that is, the group of people who booked or planned this trip with you)?

Record number.....(cannot = 1)

Q305. Including yourself, how many of the (Q304) people on your trip were 15 years or older?

Record number.....(cannot exceed Q304)

Skip Q312 first time in loop, ask all subsequent times

Q312. And from Q309/Q310, did you stay overnight anywhere else on this trip?

Yes.....	1 (Go to Q309)
No.....	5 (check running total number of nights (Q311) = Q13. If all nights reported, go to Q313. If not all nights reported, go back and adjust Q311. If Q311 correct, go back and adjust Q13 (number of nights on trip), Q14 (departure date) or Q12 (return date))

Q309. Can you tell me the first place / *What was the next place that you stayed overnight on this trip?*

Record the place as mentioned by the respondent from the following list or choose 9 (Other) to insert the place name

Auckland.....	1
Hamilton.....	2
Rotorua.....	3
Tauranga.....	4
Taupo.....	5
Palmerston North.....	6
Wellington.....	7
Christchurch.....	8
Other.....	9 (go to Q310)

Q310. Places code frame - If location name not known, then identify flow area. Go to Q311.

Q311. How many nights did you stay in Q309/310?

Record number of nights.....(go to Q312)

****Start of Overnight Places Loop – repeat Q313-319 for all places stayed overnight****

Q313. Now thinking about your overnight destination Q309/310, did you stay at any places for an hour or more on your way to Q309/310? / *Did you stop anywhere else for at least an hour at any other places on your way to Q309/310?*

Yes.....	1 (go to Q314)
No.....	5 (go to Q316)

Q314. Can you tell me where was the first place that you stopped for an hour or more on the way to Q309/310? /
Where was the next place you stopped on the way to Q309/310 for an hour or more?
Record the place as mentioned by the respondent from the following list or choose 9 (Other) to insert the place name

Auckland	1
Hamilton	2
Rotorua	3
Tauranga	4
Taupo	5
Palmerston North	6
Wellington	7
Christchurch	8
Other	9 (go to Q315)

Q315. Places code frame - If location name not known, then identify flow area. Go to Q316.

Q316. And what transport did you use to get from Q309/310/314/315 to Q309/310/314/315?
Interviewer note: Code all forms of transport used including any sea and air transport. Multi response question.
Transport code frame.....

Q317. Specify other

Q318. And what did you do while you were in Q314/315? / And what else did you do?
Activities Codeframe.....

Q319. Specify other

Go to Q313

Q316. And what transport did you use to get from Q309/310/314/315?
Interviewer note: Code all forms of transport used including any sea and air transport. Multi response question.
Transport code frame (as above).....

Q317. Specify other

Q320. What type of accommodation did you use in Q309/310?
Accommodation code frame.....

Q321. Specify other

Q322. How many nights did you stay at the Q309/310 in Q320?
Record number of nights.....(cannot exceed Q311)
Display text for interviewer "X nights left in this destination"

Q323. I would now like to ask you about the cost of your accommodation.
Please think carefully about these costs and include all cash and credit card spending. Please also include any costs paid for you by someone else, such as a family member or by a business.

How much did you spend on this trip on accommodation at Q320 at Q309/310?

IF NECESSARY: We need this information as we are trying to estimate what New Zealanders spend on accommodation.

Record amount.....\$ (If all Q323 responses DK, skip Q349)

Q324. Does this amount include other members of your travelling party (including children)?
Yes.....1 (go to Q325)
No.....5 (go to Q318)

Q325. How many people are included in that amount including you (and any children)?
Record number.....

Q326. And how many of those were children aged 14 years or younger?
Record number.....

IF stayed at more than one accommodation type at this place, repeat Q320 – Q326 for each accommodation type

Q318. What activities or attractions did you do or see while you were in Q309/310?
Activities Codeframe (same as IVS).....
And what else did you do?

Q319. Specify other

IF stayed in Q309/310 for 2 or more nights (Q311)

Q327. During your X nights in Q309/310 were there any places you made a day trip to / *When staying at Q309/310 were there any other places you made a day trip to?*

Yes 1 (Go to Q328)
No 5 (Go to Q329 or repeat overnight places loop where appropriate)

Q328. What was the first place that you made a day trip to while staying at Q309/310 / *What was the next place you made a day trip to while staying at Q309/310?*

Auckland 1
Hamilton 2
Rotorua 3
Tauranga 4
Taupo 5
Palmerston North 6
Wellington 7
Christchurch 8
Other 9 (go to Q315)

Q315. Places code frame - If location name not known, then identify flow area. Go to Q316.

Q316. And what transport did you use to get to (Q331/315)?

Interviewer note: Code all forms of transport used including any sea and air transport. Multi response question
Transport code frame (as above)

Q317. Specify other

Q318. What activities or attractions did you do or see while you were in (Q331/315)? / *And what else did you do?*

Activities Codeframe

Q319. Specify other

Go to Q327

****End of Overnight Places Loop – repeat Q313 – Q319 for all places stayed overnight****

Q329. On your way back home did you stop at any places for an hour or more? / *On your way back home did you stop at any places for an hour or more?*

Yes 1 (go to Q330)
No 5 (go to Q343)

Q330. Where was the first place that you stopped on the way home for an hour or more? / *Where was the next place that you stopped on the way home for an hour or more?*

Auckland 1
Hamilton 2
Rotorua 3
Tauranga 4
Taupo 5
Palmerston North 6
Wellington 7
Christchurch 8
Other 9 (go to Q315)

Q315. Places code frame - If location name not known, then identify flow area. Go to Q316.

Q316. What type of transport did you use on your way to Q330/315?

Interviewer note: Code all forms of transport used including any sea and air transport. Multi response question
Transport code frame (as above)

Q317. Specify other

Q318. What activities or attractions did you do or see while you were in Q330/315? / *And what else did you do?*

Activities Codeframe (same as IVS)

Q319. Specify other

Q316. And what transport did you use on your way home?

Interviewer note: Code all forms of transport used including any sea and air transport. Multi response question
Transport code frame (as above)

Q317. Specify other

Q331. Overall, how satisfied were you with the quality of this trip? Please can you give me a rating for your satisfaction from 1 to 10, where 10 is extremely satisfied with the quality of your trip and 1 is not at all satisfied.

1 - Not at all satisfied.....	01
2.....	02
3.....	03
4.....	04
5.....	05
6.....	06
7.....	07
8.....	08
9.....	09
10 - Extremely satisfied.....	10
[DON'T READ] Don't Know.....	99

Section E2: Detailed Overnight Trip Expenditure:

Transport Expenditure

Q332. The next questions are about how much you spent on transport on this trip. Please think carefully about these costs and include all cash and credit card spending. Please also include any costs paid for you by someone else, such as a family member or by a business.

Transport type used = Q316

If any transport type used =

- Private plane
- Private car/van
- Rental car/van
- Company car/van
- Private campervan/motorhome/RV
- Rental campervan/motorhome/RV
- Motorbike
- Private yacht/boat

Q332a. How much did you spend in total **on fuel** during this trip to travel by (transport type)

Amount.....\$

(repeat for all transport types)

Q332b. Does that (amount from Q332a) include other members of your travelling party (including children?)

Yes.....1

No.....5

Q332c. How many people are included in that (amount from Q332a) including you (and any children)?

Record number.....

Q332d. And how many of those were children age 14 years or younger?

Record number.....

If any transport type used =

- Airline
- Scheduled coach service between cities/towns
- Backpacker bus
- Shuttle bus
- Coach tour/tour coach
- Taxi/Limousine/car tour
- Train
- Cook Strait Ferry
- Other commercial ferry/boat
- Cruise ship
- Bicycle
- Hitchhiking
- Walking/tramping
- Helicopter

Q333a. How much did you spend on this trip in total **on fares** to travel by (transport type)

Amount.....\$

(repeat for all transport types)

Q333b. Does that (amount from Q333a) include other members of your travelling party (including children)?

Yes.....1

No.....5

Q333c. How many people are included in that (amount from Q333a) including you (and any children)?

Record number.....

Q333d. And how many of those were children age 14 years or younger?

Record number.....

If any transport type used =

- Rental car/van
- Rental campervan/motorhome/RV
- Motorbike

Q334a. In addition to the fuel cost you

Q334b. Does that (amount from

Q334c. How many people are

Q334d. And how many of those

mentioned, how much did you spend on this trip in total **on rentals** to travel by (transport type)
 Amount _____ \$
 (repeat for all transport types)

Q334a) include other members of your travelling party (including children)?
 Yes _____ 1
 No _____ 5

included in that (amount from Q334a) including you (and any children)?
 Record number _____

were children age 14 years or younger?
 Record number _____

Q335. From what you have told me you spent \$(total Q323) on accommodation. Does that sound about right?
 Yes _____ 1 (go to Q336)
 No _____ 5 (hard edit – go back to Q323 & adjust. Skip to Q335 and reconfirm)

Q336. From what you have told me you spent in total \$(total of Q331a+Q332a+Q333a) on transport. Does that sound about right?
 Yes _____ 1 (Go to Q337)
 No _____ 5 (Go back and edit relevant transport expenditure amount then go to Q337)

Other Expenditure

Q337. The final expenditure questions are about how much you spent on food, beverages and entertainment on this trip. Please think carefully about these costs and include spending prior to leaving home, for items used on the trip and also include all cash and credit card spending and anything spent on you by other people (such as a family member or a business).

<p>Q338. On your trip did you spend money on Food & Beverages? Yes.....1 No.....5</p>	<p>Q338a. How much did you spend on this trip as a whole on Food & Beverages? Amount _____</p>	<p>Q338b. Does that (amount from Q338a) include other members of your travelling party (including children)? Yes.....1 (go to Q338c) No.....5 (go to Q339)</p>	<p>Q338c. How many people are included in that (amount from Q338a) including you (and any children)? Record number _____</p>	<p>Q338d. And how many of those were children 14 years or younger? Record number.....</p>
<p>Q339. On your trip did you spend money on Alcohol? Yes.....1 No.....5</p>	<p>Q339a. How much did you spend on this trip as a whole on Alcohol ? Amount _____</p>	<p>Q339b. Does that (amount from Q124a) include other members of your travelling party (including children)? Yes.....1 (go to Q339c) No.....5 (go to Q340)</p>	<p>Q339c. How many people are included in that (amount from Q339a) including you (and any children)? Record number _____</p>	
<p>Q340. On your trip did you spend money on Recreation, Entertainment & Attractions? Yes.....1 No.....5</p>	<p>Q340a. How much did you spend on this trip as a whole on Recreation, Entertainment & Attractions? Amount _____</p>	<p>Q340b. Does that (amount from Q125a) include other members of your travelling party (including children)? Yes.....1 (go to Q125b) No.....5 (go to Q341)</p>	<p>Q340c. How many people are included in that (amount from Q340a) including you (and any children)? Record number _____</p>	<p>Q340d. And how many of those were children 14 years or younger? Record number.....</p>
<p>Q341. On your trip did you spend money on Gifts or souvenirs? Yes.....1 No.....5</p>	<p>Q341a. How much did you spend on this trip as a whole on Gifts or souvenirs? Amount _____</p>	<p>Q341b. Does that (amount from Q126a) include other members of your travelling party (including children)? Yes.....1 (go to Q126b) No.....5 (go to Q342)</p>	<p>Q341c. How many people are included in that (amount from Q341a) including you (and any children)? Record number _____</p>	<p>Q341d. And how many of those were children 14 years or younger? Record number.....</p>
<p>Q342. On your trip did you spend money on Gambling & Casino (but not Lottery)? Yes.....1 No.....5</p>	<p>Q342a. How much did you spend on this trip as a whole on Gambling & Casino (but not Lottery)? Amount _____</p>	<p>Q342b. Does that (amount from Q13a) include other members of your travelling party (including children)? Yes.....1 (go to Q342c) No.....5 (go to Q343)</p>	<p>Q342c. How many people are included in that (amount from Q342a) including you (and any children)? Record number _____</p>	
<p>Q343. On your trip did you spend money on Other Shopping? Yes.....1 (Go to Q344) No.....5 (Go to Q373)</p>				
<p>Q344. What was the item you bought on this trip you want to mention under other shopping</p>	<p>Q344a. How much did you spend on this trip as a whole on Other Shopping? Amount _____</p>	<p>Q344b. Does that (amount from Q344a) include other members of your travelling party (including children)?</p>	<p>Q344c. How many people are included in that (amount from Q129a) including you (and any children)?</p>	<p>Q344d. And how many of those were children 14 years or younger? Record number.....</p>

		Yes.....1 (go to Q344c) No.....5 (go to Q344e)	Record number.....	
Q344e. Was there any other item included in 'Other Shopping'? Yes.....1 (Go to Q344) No.....5 (Go to Q373)	Q344a. How much did you spend on this trip as a whole on Other Shopping? Amount.....	Q344b. Does that (amount from Q129a) include other members of your travelling party (including children)? Yes.....1 (go to Q344c) No.....5 (go to Q344e)	Q344c. How many people are included in that (amount from Q129a) including you (and any children)? Record number.....	Q344d. And how many of those were children 14 years or younger? Record number.....
Q344. What was the item you bought on this trip you want to mention under 'other shopping'?				

Repeat Q344 – Q344e for all other shopping items

Q345. From what you have told me, the total costs for all transport and other expenditure comes to \$(Grand total spend). Does that sound about correct?
Yes.....1 (Go to Q346)
No.....5 (Go back and adjust relevant expenditure amount then go to Q346)

Q346. Which of the following statements would best describe your expenditure estimates?
[READ OUT]
Accurate, to within a few dollars.....1
Within \$50 dollars of amount.....2
Within \$100 of amount.....3
Less accurate than this.....4
[DON'T READ] Don't know.....9

If Q300(Trip Purpose) Business, THEN

Q347. What percentage or how much of your total expenditure of (\$amount) was business expenditure?
Percentage %
Amount \$
If business expenditure more than 0%/\$0, then go to Q348.

Q348. Was this business expenditure for a private business/company, or for government/public sector business?
Private sector.....1 (Go to next section)
Public sector/government.....3 (Go to next section)
Both.....5 (Go to next Q349)

Q349. What percentage, or how much of your business expenditure was on government/public sector business?
Percentage %
Amount \$

SECTION F: OTHER OVERNIGHT TRIPS (ALL REMAINING OVERNIGHT TRIPS)

Q400. Now thinking of your third/next most recent overnight trip to Q11. What was the MAIN reason for your overnight trip to Q11?

If necessary read out list

Reason for trip codeframe.....

Q401. Specify other

Q402. What was your relationship to the people on your trip?

Read out list (single response only)

Travelled alone.....01 (Skip Q404 & Q405)
Partner/spouse.....02
Family/whanau.....03
Friends.....04
Business Associates.....05

Family and friends.....	06
Other Couples.....	07
Tour Group.....	08
School Group/Student Group.....	09
Special Interest Group.....	10
Other (specify).....	96 (go to Q403)
Don't know.....	99
Refused.....	98

Q403. Specify other

Q404. And how many people travelled in your party on this trip, including yourself (that is, the group of people who booked or planned this trip with you)?
Record number.....(cannot = 1)

Q405. Including yourself, how many of the (Q404) people on your trip were 15 years or older?
Record number.....(cannot exceed Q404)

Skip Q416 first time in loop, ask all subsequent times

Q416. Did you stay overnight anywhere else on this trip?
Yes..... 1 (Go to Q406)
No..... 3 (check running total number of nights(Q410) = Q13. If all nights reported, go to Q502. If not all nights reported, go back and adjust Q410. If Q410 correct, go back and adjust Q13 (number of nights on trip), Q14 (departure date) or Q12 (return date))

Q406. Can you tell me the first place / *What was the next place that* you stayed overnight on this trip?
Auckland..... 1
Hamilton..... 2
Rotorua..... 3
Tauranga..... 4
Taupo..... 5
Palmerston North..... 6
Wellington..... 7
Christchurch..... 8
Other..... 9 (go to Q407)

Q407. Places code frame - If location name not known, then identify flow area, region, TLA or RTO (same as IVS). Go to Q408.

Q408. And what transport did you use to get to (Q406/407)?
Multi response question
Transport code frame.....

Q409. Specify other

Q410. And how many nights did you stay in (Q406/407)?

Q411. What type of accommodation did you use in Q406/407?
Accommodation codeframe.....

Q412. Specify other

Q413. How many of the (Q410) nights did you stay in (Q411) at Q406/407?
Record number of nights.....(cannot exceed Q410).
On the second or more times in this loop, display text for interviewer "Respondent has told us about X nights so far" X = Q413-Q410

Q414. What activities or attractions did you do or see while you were in Q330/315?/ *And what else did you do?*
Activities Codeframe (same as IVS).....

Q415. Specify other

****End of overnight places loop – repeat Q416 – Q415 for all places stayed overnight****

Q417. And what transport did you use on your way home?
Interviewer note: Code all forms of transport used where respondent travelled at least 40km and any sea and air transport.
Transport code frame (as above).....

Q418. Specify other

SECTION G: NO TRIP REASON / DEMOGRAPHICS

IF no trips taken

Q500. Are there any particular reasons you have not made any trips at all?

*** DON'T READ OUT *** CODE ALL MENTIONED ***

No intention to travel.....	01
No Money/Too Expensive.....	02
No Transport.....	03
Nowhere to go.....	04
No one to go with.....	05
Too Busy - Insufficient leave available.....	06
Too Busy - Unable to get leave off work.....	07
Too Busy - Family etc.....	08
Too Busy - Sport etc.....	09
Too Busy - School, Study etc.....	10
Too Busy - Not Specified.....	11
Too Old.....	12
Illness/Poor Health.....	13
Mobility/Disability issues.....	14
Already had trips – Domestic.....	15
Was overseas.....	16
Going away soon.....	17
Has travelled less than 40km.....	18
Weather.....	19
Traffic.....	20
Don't go during school holidays.....	21
Other (specify).....	96 (go to Q501)
Don't know.....	99
Refused.....	98

Q501. Specify Other

Q502. To finish, I would like to ask a few questions about you and your household, just to make sure we have a good cross section of the community. Your answers are combined with other respondents and you can not personally be identified. Including yourself, how many people are there in your household, including babies, children and boarders?

Record number..... (If 1, skip Q503, Q506 & Q509)

Q503. And how many of these people are aged under 15?

Record number.....

IF Q503=0

Q504. So everyone in the household is aged 15 or over?

Otherwise

Q504. So there are (Q502) people in the household aged 15 or over?

Data correct.....1

Data incorrect - amend data.....5 (Go back to Q502/Q503 & adjust skip to Q505)

then

Q505. You told me earlier that you are aged (O24) can you please tell me into which of the following age groups you fit.

*** READ OUT *** CODE ONE ONLY ***

Eg – If in O24 they were in 25-34 age group, then only 25-29, 30-34 comes up from which they select a more specific grouping

15-19 years.....	01
20-24 years.....	02
25-29 years.....	03
30-34 years.....	04
35-39 years.....	05
40-44 years.....	06
45-49 years.....	07
50-54 years.....	08
55-59 years.....	09
60-64 years.....	10
65-69 years.....	11
70-74 years.....	12
75-79 years.....	13
80 years and over.....	14
Refused.....	98

Q506. And which of the following best describes your household?
***** READ OUT *** CODE ONE ONLY *****

Single person household/live alone.....	01 (Skip Q509)
Couple only, no children.....	02
Couple only, children have left home.....	03
Two parent family, with children at home.....	04
Single parent family with children at home.....	05
Multi family household.....	06
Non-family/flatting household.....	07
Other [SPECIFY].....	96 (go to Q507)
[DON'T READ] Don't know.....	99
Refused.....	98

Q507. Specify other

Q508. And what is your personal annual income before tax?
***** READ OUT *** CODE ONE ONLY *****

\$10,000 or less.....	01
\$10,001 - \$20,000.....	02
\$20,001 - \$30,000.....	03
\$30,001 - \$40,000.....	04
\$40,001 - \$50,000.....	05
\$50,001 - \$70,000.....	06
\$70,001 - \$100,000.....	07
\$100,001 - \$150,000.....	08
\$150,001 or more.....	09
Don't know.....	99
Refused.....	98

Q509. And how much is your total annual income for your household before tax:
**** READ OUT *** CODE ONE ONLY *****

\$10,000 or less.....	01
\$10,001 - \$20,000.....	02
\$20,001 - \$30,000.....	03
\$30,001 - \$40,000.....	04
\$40,001 - \$50,000.....	05
\$50,001 - \$70,000.....	06
\$70,001 - \$100,000.....	07
\$100,001 - \$150,000.....	08
\$150,001 or more.....	09
Don't know.....	99
Refused.....	98

Must be greater than Q508

Q510. Which of the following best describes your ethnic origin. Is it ...?
***** READ OUT *** MULTIPLE RESPONSE*** Maximum of 3 responses (Q510 & Q511)**

New Zealand European or Pakeha.....	01
Maori.....	02
Samoan.....	03
Cook Island Maori.....	04
Tongan.....	05
Niuean.....	06
Chinese.....	07
Indian.....	08
Other.....	09 (go to Q511)

Q511. Specify other

That's the end of our survey, as this is research, it is carried out in compliance with the Privacy Act and the information you provided will be used only for research purpose. Under the Privacy Act you have the right to request access to the information you have provided.

In case you missed it my name is calling on behalf of the Ministry of Tourism, if you have any queries regarding this survey you can contact Anastasia Dearing on 09 980 7199. Thank you very much for your time and have a good afternoon/evening.

INTERVIEWER: Do you have any comments to provide to the Ministry of Tourism

Yes (open comment window)

No (close & file)