

International Visitor Survey

We hope you had a great time
in New Zealand.

We'd like to find out what you did and
what you thought about our country so
we can improve visitor experience and
better understand the importance of
visitors to New Zealand.



MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT
HIKINA WHAKATUTUKI

KANTAR PUBLIC

The survey takes around 15 minutes to complete and your responses are totally confidential. If you decide to use a QR code you can use it to start the survey immediately. If you decide to get the survey by email or text message, you'll receive a link to the survey in a few minutes.

As a thank you for your time, everyone who completes the survey goes into the draw to win one of five gift vouchers worth NZ\$100 each.

Scan here to start the survey



Your participation is important.

The New Zealand government and tourism sector uses the survey to work out the economic contribution of visitors, and to understand what we're doing well and what we need to improve on.

The survey is being conducted by Kantar Public on behalf of the Ministry of Business, Innovation, and Employment. More details about the survey can be found on the Ministry's website:

<https://www.mbie.govt.nz/ivs-factsheet>



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