

TOURISM DATA LEADERSHIP GROUP INDUSTRY SURVEY

RESEARCH APPROACH

- Online survey
- Survey link distributed by: Tourism Industry Aotearoa, NZ Māori Tourism, Tourism Ticker, Holiday Parks NZ, Business Events Industry Aotearoa, Tourism Export Council, Regional Tourism NZ and Hotel Council Aotearoa
- Survey live 19 October – 2 November 2022
- n=223 responses
- Average completion time: 6 minutes
- *Industry* survey - there are other audiences for tourism data not included in the sample (e.g. media, general public)
- Answer options for some questions were randomised - to prevent bias towards top of lists

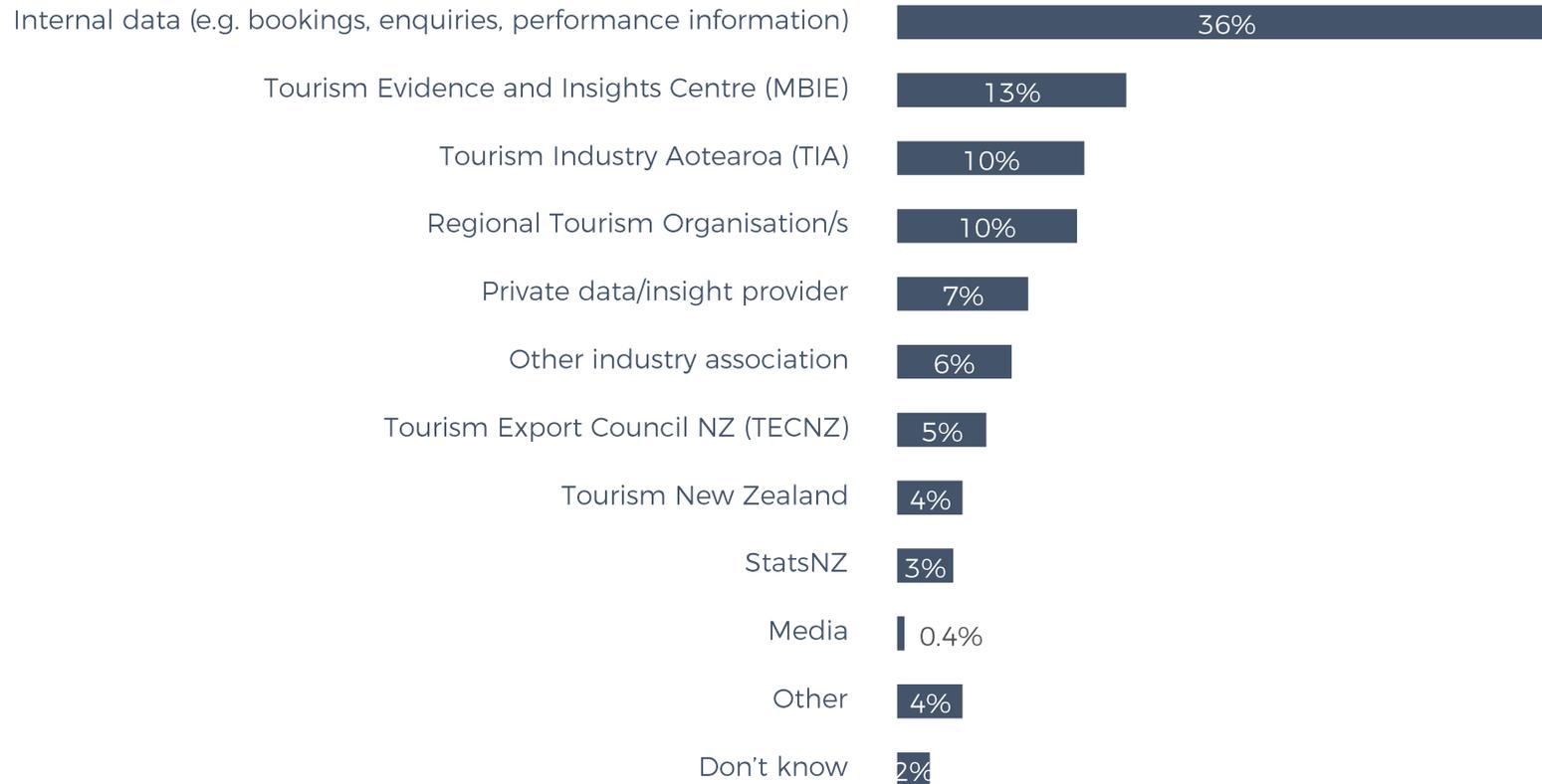
SAMPLE PROFILE

Sub-sector (main):	%
Air transport/Airport/Scenic flights	3
Land transport	4
Water transport/Cruise	2
Attractions	4
Adventure/Outdoor Experiences	12
Events and conferences	6
Culture/Heritage/Arts	2
Hotels	17
Holiday Parks, motels, lodges, hostels, and other accommodation	19
Regional Tourism Organisation/Economic Development Agency	12
Tourism services (e.g. ITO, Tour Operator)	7
Supplier to industry	3
Industry Association, Chamber of Commerce, Business Association etc.	4
Restaurant/Bar/Cafe (without accommodation)	0
Retail/shop (as the primary area of business)	0.4
Local government	2
Central government	1
Other	3
Base: Total Sample	n=223

Current business/organisation size:	%
Sole trader, self-employed	7
Micro-business/organisation (fewer than 10 FTE employees)	30
Small business/organisation (10-19 FTE employees)	17
Medium business/organisation (20-99 FTE employees)	30
Large business/organisation (100 or more FTE employees)	16
Base: Total Sample	n=223

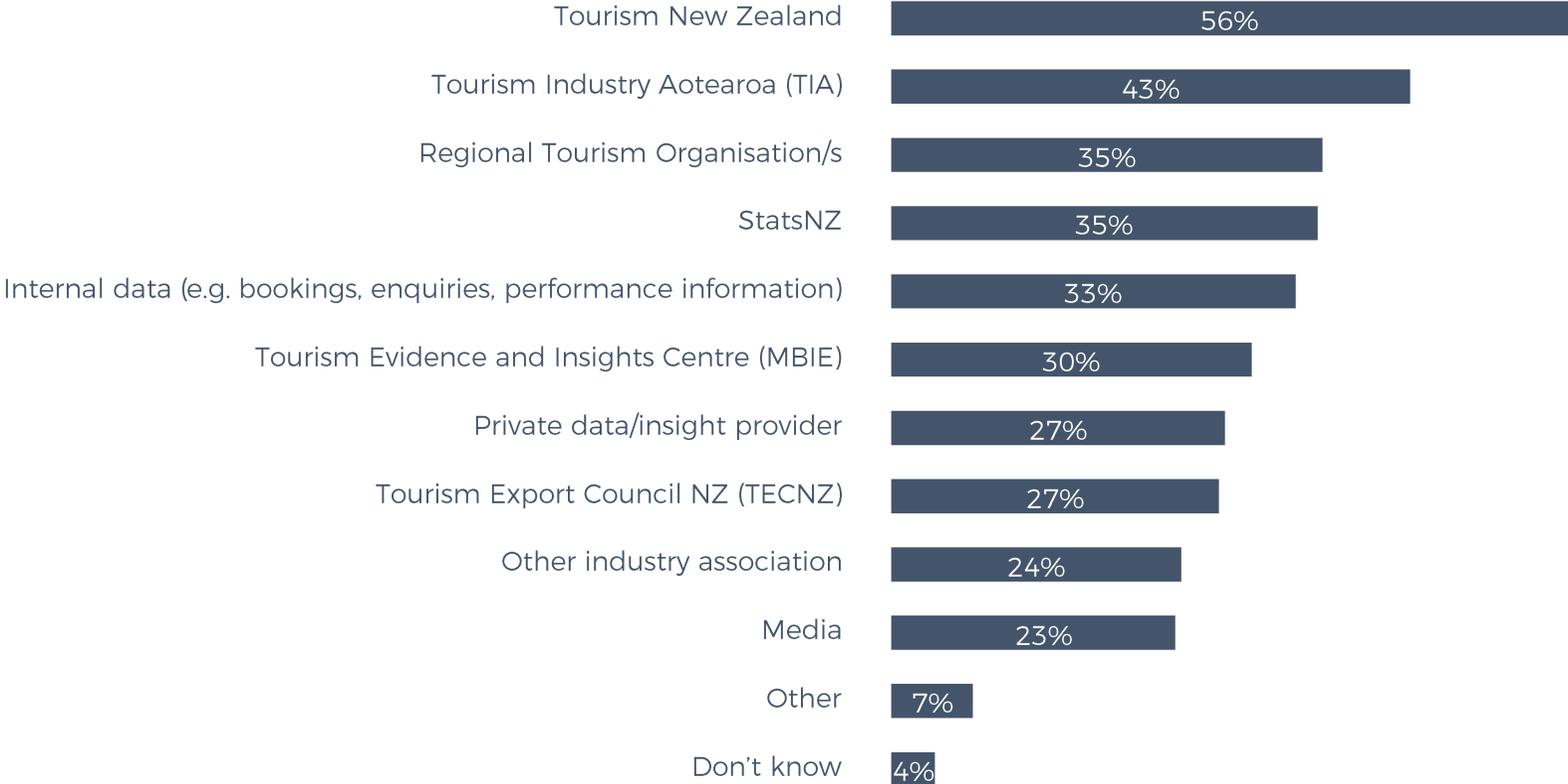
PRIMARY SOURCE OF TOURISM DATA AND INSIGHT

What is your organisation's **primary source** of tourism data and insight?
(Please select one option only)



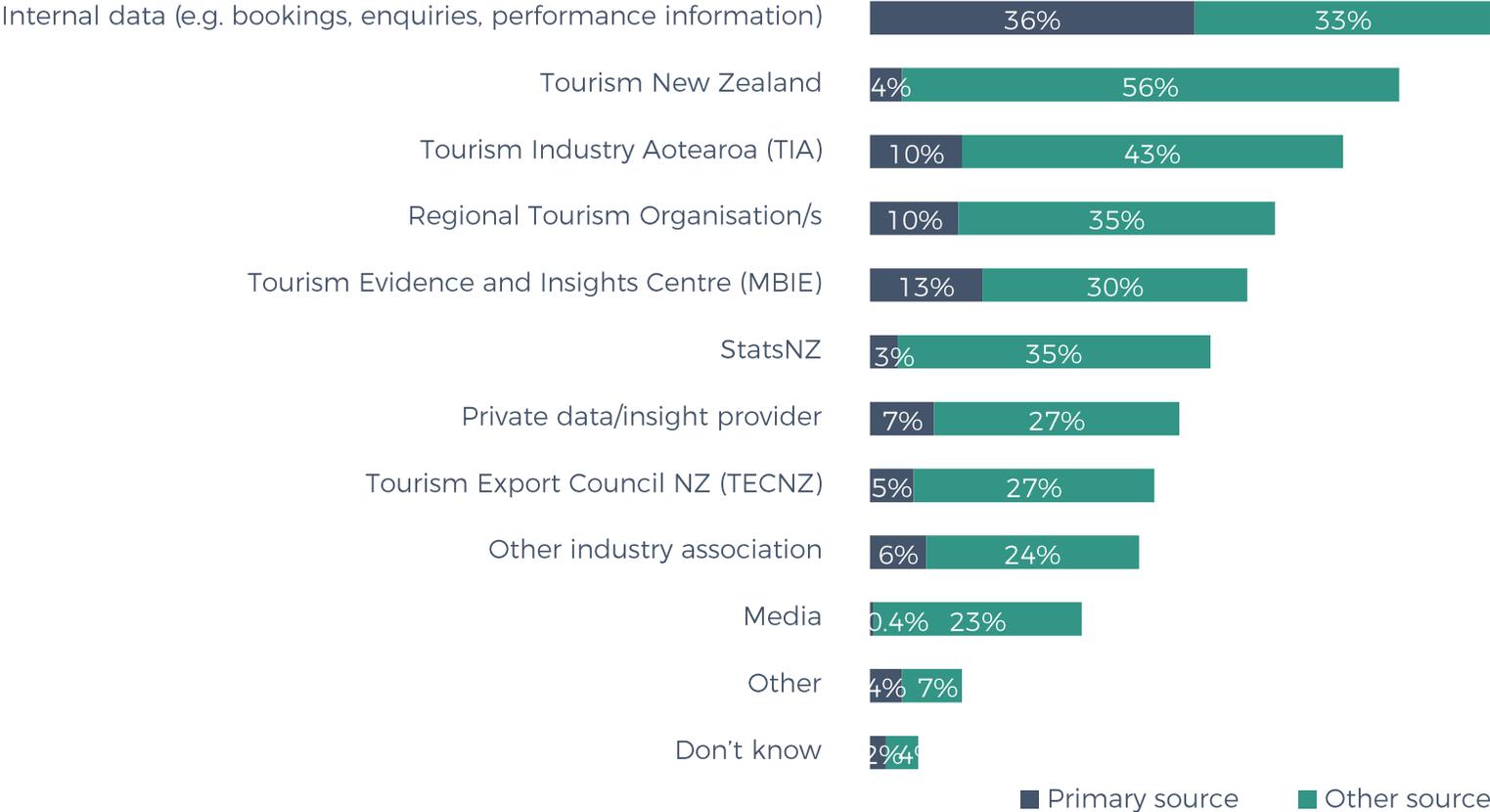
SECONDARY SOURCES OF TOURISM DATA AND INSIGHT

What **other sources** of tourism data and insight does your organisation use?
(Please select all that apply; excluding 'primary source')



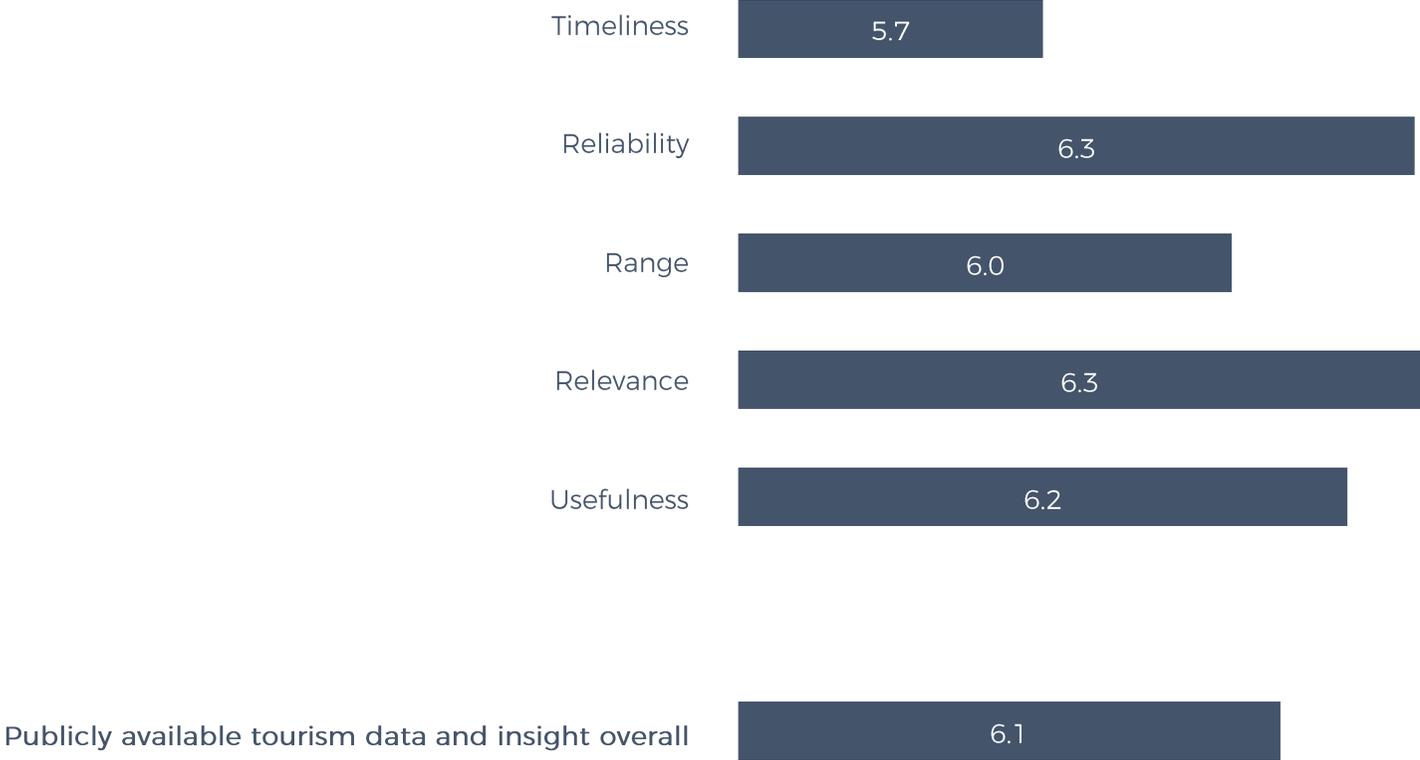
SOURCES OF TOURISM DATA AND INSIGHT

What is your organisation's **primary source** of tourism data and insight? (Please select one option only)
 What **other sources** of tourism data and insight does your organisation use? (Please select all that apply; excluding 'primary source')



SATISFACTION WITH TOURISM DATA AND INSIGHT

How satisfied are you with the following aspects of the publicly available tourism data and insight in New Zealand?
(0=Not at all satisfied; 10=Extremely satisfied)



Base: Total Sample excluding Not Applicable/Don't Know (sample varies from n=192 to n=206 depending on the measure)

SATISFACTION MEASURES – REASON FOR RATING 5 OR BELOW

For what reasons do you say that? (Open text)

TIMELINESS

- Information is released too long after the fact
- The delay in release makes the information less useful
- Demand for real time or forward-looking information

RELIABILITY

- There are often mistakes or revisions
- ADP accuracy relies on participation and sample make-up
- No critical thinking accompanying the data
- Methodology not known
- Different data sets create confusion

RANGE

- Coverage is insufficient/narrow, interpretation missing
- No employment data, or reliable spend data
- Need to measure tourism beyond visitor spend/cover 4 well-beings
- Forecasting required
- Regional and sector specific insights required

RELEVANCE

- The information is nice to have but not driving decision making
- They purchase more timely information
- Data not localised enough (need TLA level)
- Doesn't reflect what we are seeing
- Too broad/high-level for us – answering someone else's question

USEFULNESS

- Tourism activity is unpredictable currently
- Need more who, where, when, and why information
- Not useful by the time it is released
- Don't know how to use the information
- Needs to be at district level

PUBLICLY AVAILABLE TOURISM DATA & INSIGHT OVERALL

- Doesn't help with decision making
- Too many different sources and inconsistencies
- Needs to be in one place
- Doesn't reflect current needs (e.g. measure 4 well-beings)

CAPABILITY

How would you rate the capability of your organisation to understand/use publicly available tourism data and insight?
(0=No capability; 10=capable)

7.4 out of 10 Average rating of capability

By organisation size:

Capability is lowest for self-employed and micro-businesses (6.9 / 7.1)

Capability is highest for large businesses (7.8)

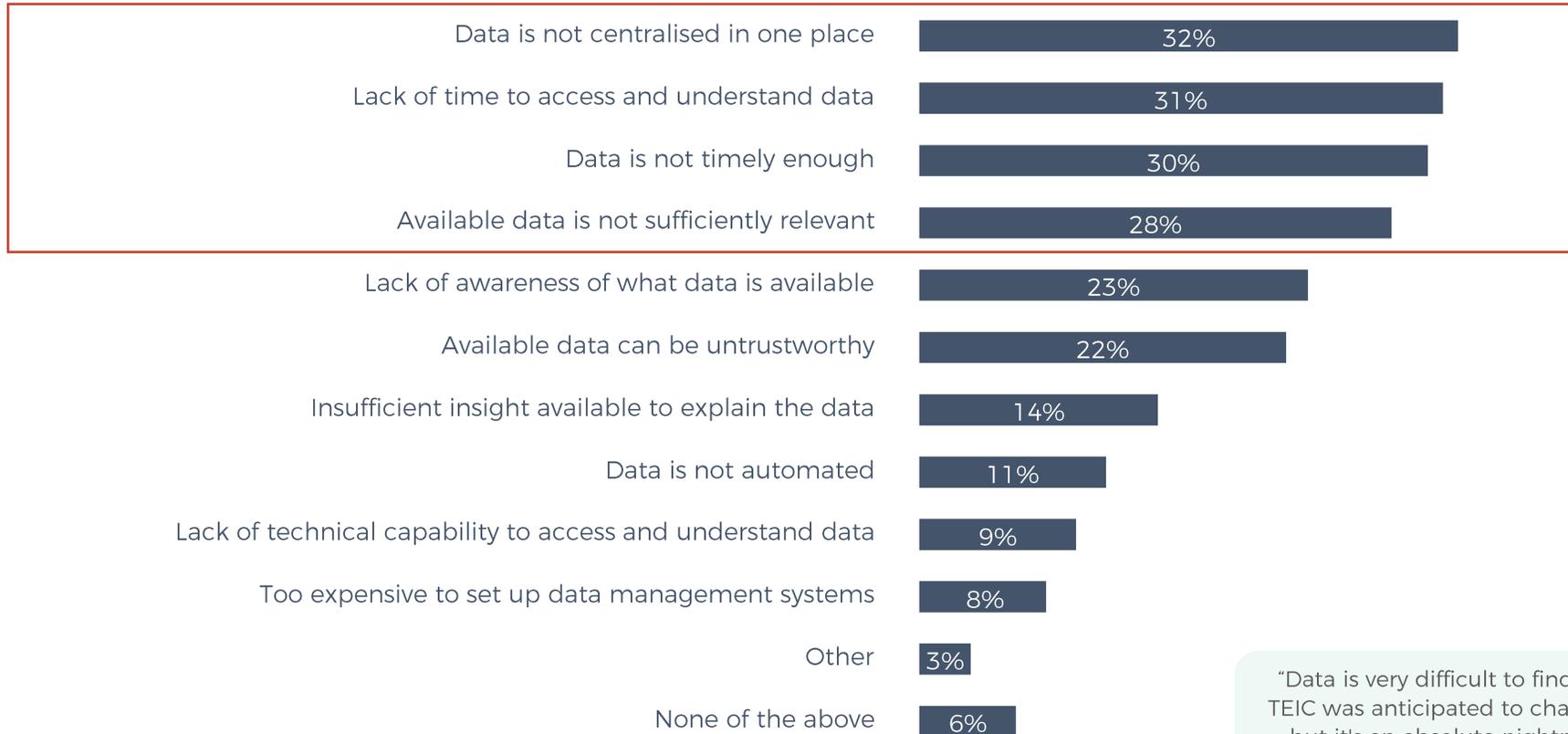
By organisation sub-sector:

Lowest capability: land transport (6.0), attractions (6.5), events and conferences (6.6), tourism services (6.9)

Highest capability: air transport (8.6), industry associations (8.0), water transport (8.0), hotels (7.7)

MAIN BARRIERS

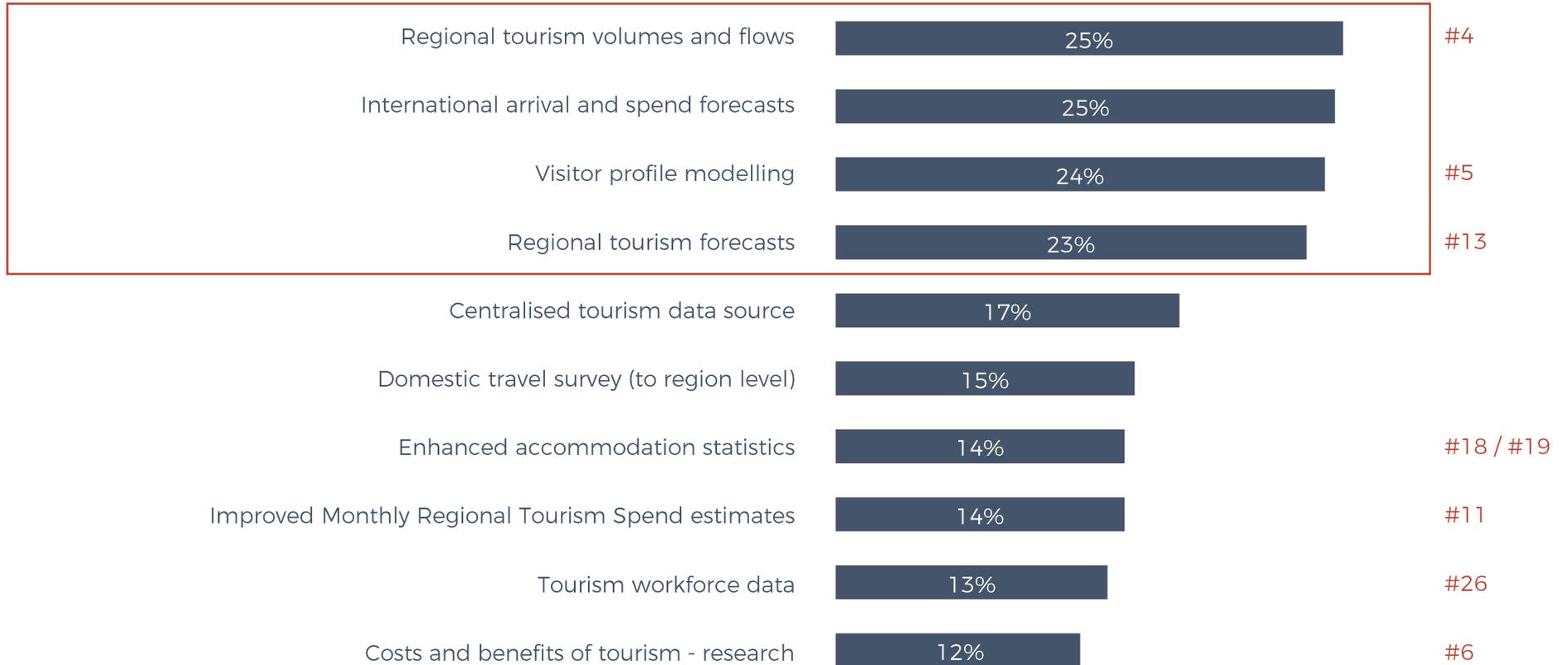
What are the main barriers for your organisation that impact on accessing and using tourism data?
(Please select up to three options)



“Data is very difficult to find. MBIE’s TEIC was anticipated to change that, but it’s an absolute nightmare to navigate and find information.”

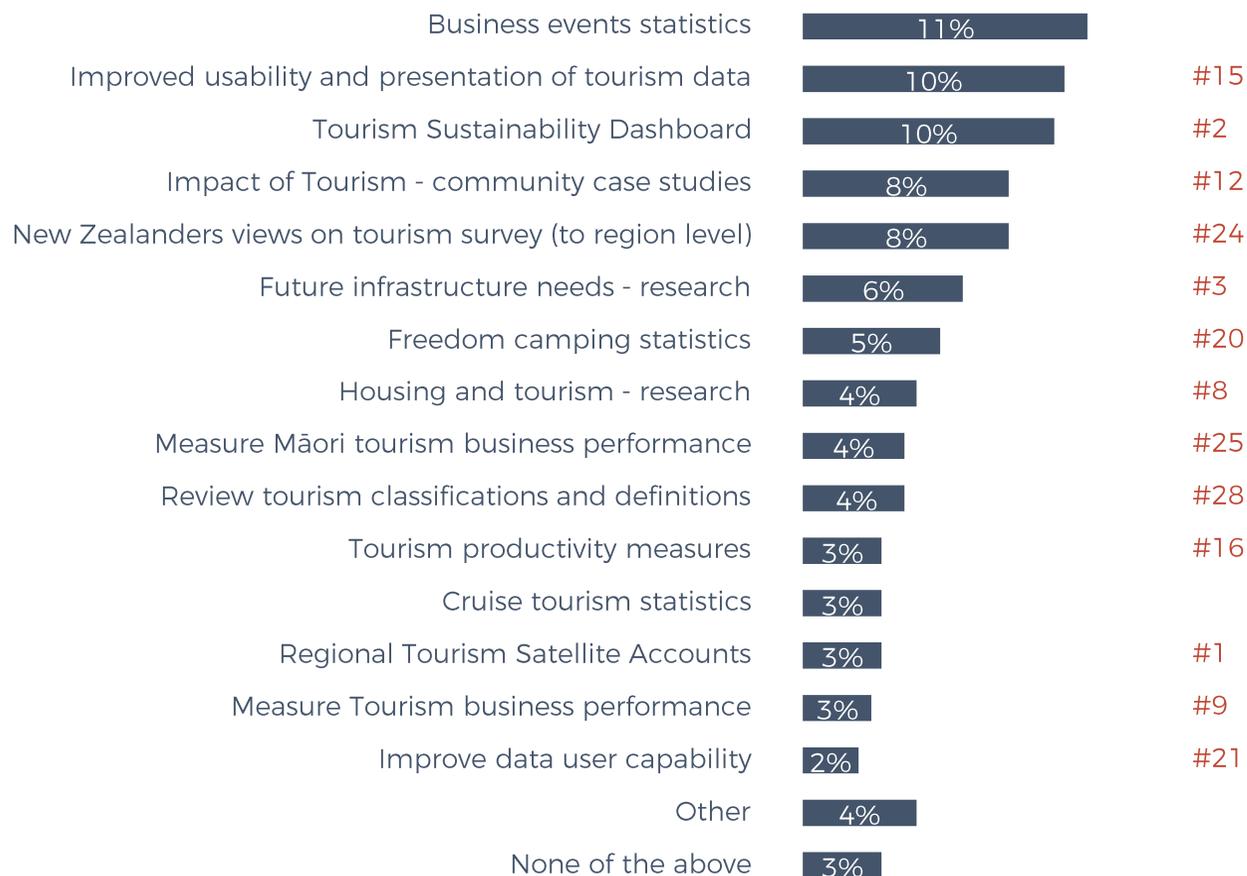
DEMAND AREAS – TOP 10

What new or improved tourism data/insight would you like to see prioritised? (Note, the list below is an updated version of the priorities identified from consultation for the 2019 Tourism Data Domain Plan) (Please select up to three options)



DEMAND AREAS – OTHER

What new or improved tourism data/insight would you like to see prioritised? (Note, the list below is an updated version of the priorities identified from consultation for the 2019 Tourism Data Domain Plan) (Please select up to three options)



PRIORITY ACTION

If you could make one change to the tourism data system in New Zealand, what would it be? (Open text)

Priority action (unaided)	
Centralise data	35%
Make it easy to use and understand	22%
More timely	17%
More regional/TLA level information	16%
More sub-sector information	10%
Other	28%
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Base: Total Sample except 'No comment'	n=115
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“Centralised - easy to use and understand. Right now, we have to scrape through data to find insights. It would be good if it were centralised and easy to compare dates, time ranges, other RTOs, etc.”

“A central hub rather than having to go to various sources to find data.”

“Easy to access/interpret, centralised "one stop shop" for data.”

“Have it all in once place, make it super easy to understand and ability to filter what we want to know/relevant to us, updated monthly.”

Timely and presented in such a way it's easy to understand.”

“The statistics need to be more granule in market and geo segments.”

“Timely relevant data available in one place.”

“Make it more accessible - I wouldn't really know where to look for it.”