What is TVF?

- The Tourism Volumes and Flows (TVF) insights series provides modelled estimates of how many people are in different parts of New Zealand, where they have come from, and how this changes over time.
- TVF combines anonymised location information from mobile devices with official population and travel statistics to estimate visitor volumes and movements.
- The public release provides a consistent national view across all Regional Tourism Organisation (RTO) areas, using common definitions and methods.
- All data is anonymised and aggregated so no individual person or device can be identified.

What TVF is best used for

- Understanding how busy different destinations are at different times, for example during busy days, seasons and shoulder periods.
- Comparing patterns over time within the same place, for example:
    - how a destination's current peak season compares with previous years.
    - how midweek activity compares with weekends.
    - how shoulder seasons are changing over time.
- Comparing relative differences between similar destinations, for example:
    - which destinations are busiest during a typical holiday period.
    - how visitation compares across neighbouring RTOs.
- Supporting planning, investment and operations for tourism, transport, events, infrastructure and emergency management.

What TVF is not designed for

- Providing exact headcounts of visitors in a place at a given time.
- Summing across multiple geographic areas to create your own totals, for example adding RTOs to make a region.
- Combining directly with older mobility based series such as VLPEs or MURPEs without careful reconciliation of definitions and methods.
- Replacing detailed survey based information on visitor spend, visitor satisfaction or specific visitor characteristics.

Key data sources

- Anonymised and aggregated location data from mobile devices observed in New Zealand.
- Official population and travel statistics, including arrival and departure information for international visitors.
- Standard geographic definitions, such as the official Regional Tourism Organisation boundaries.

Key things to keep in mind

- TVF outputs are modelled estimates based on a large sample of devices, not a full count of all people.
- The most recent 14 months of data are provisional and may be revised as new information becomes available.
- Estimates for smaller areas, small segments and individual origin markets are less precise than national or large destination level estimates.
- Night time measures are more affected by device behaviour, such as phones being turned off or being in low coverage areas, and are best used to understand trends.
- Domestic visitor measures capture residents travelling outside their home RTO, not tourism activity within a person's home RTO.

Using TVF safely

- Use TVF primarily to understand patterns, trends and relative differences, rather than treating numbers as exact counts.
- Check for consistency with other information you hold, especially where there are sudden changes in a single area.
- Avoid summing across RTOs or mixing TVF figures directly with other historical series without first understanding definitional differences.
- Refer to the later sections of this guide for detailed definitions, limitations and worked examples before publishing TVF based results.

What next?

- Find the full user guide and view the insights series on the TEIC: https://teic.mbie.govt.nz/teiccategories/datareleases/tv&f/

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