

## DOMESTIC VISITOR SURVEY (DVS) QUESTIONNAIRE (C691005770)

DVS Q number	SCREENER QUESTIONS* (AND VISITOR PROFILE)
DVS_DEM1	Age*
DVS_DEM2	Gender*
DVS_DEM3	Ethnicity*
DVS_DEM4	Region*
DVS_DEM5	Employment situation
DVS_DEM6	Household income
DVS_DEM7	Household composition
DVS_DEM8	Age of children
DVS_MOB	Disability
DVS_DEM9	Migrant status (Born in NZ)
DVS_DEM10	Years living in NZ
PLANS FOR DOMESTIC TRAVEL (NEXT 6 MONTHS)	
Overnight trips	
Q1A	Number of overnight trips planned in next 6 months
Q1B	Whether know where they will go
Q2ALIST/Q2BLIST	Planned destinations and number of nights
Q3A	Timing of trip
Q3B	Reasons for travel (motivations)
Q4	Accommodation
Q5	Expected barriers to overnight trips in next 6 months
Day trips	
Q6A	Number of day trips planned in next six months
Q6B	Whether know where they will go
Q7MAP/Q7LIST	Planned destinations
Q8	Reasons for travel
Q9A	Expected barriers to taking day trip
DECISION MAKING	
Q9B	Sources of planning information used in last six months
DOMESTIC TRAVEL IN LAST 6 MONTHS	
Overnight trips	
Q10	Number of overnight trips in last 6 months
Q11	Trip naming (solely to randomise trip selection for later questions)
/Q12ALIST /Q12BLIST	Trip destinations and number of nights
Q16	Trip timing
Q17	Reasons for travel
DVS_SPD8	Travel companions
DVS_SPD9	Spending – answer for yourself or you and others
DVS_SPD10	Number of people aged 15+
DVS_SPD11	Number people aged less than 15
DVS_SPD12	Cost breakdown
IVS_SPD12E	Cost check
DVS_TA1	Transport
DVS_TA4	Accommodation
DVS_ACT1	Activities
DVS_ACT2	National parks
DVS_ACT5	Outdoor activities
DVS_ACT6	Walks
DVS_ACT7	Cycling
DVS_ACT10	Arts and culture
DVS_ACT11	Museums and art galleries
DVS_ACT12	Live performances
DVS_ACT14	Cultural activities
DVS_ACT15	Perceptions of cultural experiences
DVS_NSAT1	Trip highlights
DVS_NSAT2	Trip disappointments
DVS_NSAT3	Overall satisfaction with trip
DVS_NSAT4	Expectations
DVS_NSAT5	Net promoter score

<b>Day trips</b>	
Q39	Number of day trips in last 6 months
Q40MAP/Q40LIST	Destination of last day trip
Q41A	Reasons for day trip
Q42	Travel companions
Q43A	Trip satisfaction
Q43B	Expectations
Q43C	Net promoter score
Q44	Spending – answer for yourself or you and others
Q45	Number of people aged 15+
Q46	Number people aged less than 15
Q47	Cost breakdown
Q48	Cost check

## Screener questions and demographics

### OBJECTIVE 4 (VISITOR PROFILES) AND SCREENER QUESTION

DVS\_DEM1 Which age group are you in?

SINGLE RESPONSE

15 to 19	11
20 – 24	12
25 – 29	13
30 – 34	14
35 – 39	15
40 – 44	16
45 – 49	17
50 – 54	18
55 – 59	19
60 – 64	20
65 – 69	21
70 – 74	22
75 or older	23

### OBJECTIVE 4 (VISITOR PROFILES) AND SCREENER QUESTION

DVS\_DEM2 What is your gender?

SINGLE RESPONSE

Male	1
Female	2
Another gender	3
SHOW FOR PTW ONLY: Prefer not to say	98

OBJECTIVE 4 (VISITOR PROFILES) AND SCREENER QUESTION

DVS\_DEM3 Which ethnic group do you belong to? Select all that apply to you.  
MULTIPLE RESPONSE

New Zealand European	1
Other European (including Australian, English)	2
Māori	3
Samoan	4
Cook Island Māori	5
Tongan	6
Niuean	7
Other Pacific peoples	8
Chinese	9
Indian	10
Other Asian	11
Another ethnicity (specify)	12
Prefer not to say	98

OBJECTIVE 4 (VISITOR PROFILES) AND SCREENER QUESTION

DVS\_DEM4 Which region do you live in?  
SINGLE RESPONSE

Northland region	1
Auckland region (includes the area from the Bombay Hills up to Wellsford)	2
Waikato region	3
Bay of Plenty region	4
Gisborne region	5
Hawke's Bay region	6
Taranaki region	7
Manawatu-Wanganui region	8
Wellington region (includes Kāpiti and the Wairarapa)	9
Tasman region	10
Nelson region	11
Marlborough region	12
West Coast region	13
Canterbury region	14
Otago region	15
Southland region	16
Unsure	99

OBJECTIVE 4 (VISITOR PROFILES):

DVS\_DEM5 Which of the following best describes your current situation? Please select all that apply.

MULTIPLE RESPONSE

Working for pay or self-employed in a job, business or farm	1
Working without pay in a family business or farm	2
Unemployed and looking for work	3
Retired	4
Unpaid voluntary work	5
Student	6
Home duties	7
Other (specify)	8
Don't know	99
Prefer not to say	98

OBJECTIVE 4 (VISITOR PROFILES):

DVS\_DEM6 What is the combined annual income of your household from all sources before tax?

Please consider all sources of income including any salary or wages, self-employed income, child support payments, money from the government, and investments etc.

*If you're unsure, your best estimate is fine.*

SINGLE RESPONSE

Under \$30,000	1
\$30,001 to \$40,000	2
\$40,001 to \$50,000	3
\$50,001 to \$60,000	4
\$60,001 to \$70,000	5
\$70,001 to \$90,000	6
\$90,001 to \$110,000	7
\$110,001 to \$130,000	8
\$130,001 to \$150,000	9
\$150,001 to \$170,000	10
\$170,001 to \$200,000	11
More than \$200,000	12
Don't know	99
Prefer not to say	98

OBJECTIVE 4 (VISITOR PROFILES):

DVS\_DEM7 We're interested in what type of household you live in. Which of the following people usually live with you?

MULTIPLE RESPONSE

My husband or wife or partner	1
My mother and/or father	2
My son(s) or daughter(s), and/or my partner's son(s) or daughter(s)	3
My brother(s) and/or sisters(s)	4
My flatmates	5
Someone else	6
No one	7
Prefer not to say	98

ASK IF CODE 3 AT DEM-7:

DVS\_DEM8 What age are your (and/or your partner's) son(s) and daughter(s) who live with you?

MULTIPLE RESPONSE

0 to 4	1
5 to 9	2
10 to 14	3
15 to 17	4
18 and over	5
Prefer not to say	98

OBJECTIVE 4 (VISITOR PROFILES):

DVS\_MOB This next question is about difficulties you may have doing certain activities because of a health problem.

Do you have difficulty with...? SINGLE RESPONSE

CARDS	
seeing, even when wearing glasses	1
hearing, even if using a hearing device	2
walking or climbing stairs	3
remembering or concentrating	4
RESPONSES	
No difficulty	4
Some difficulty	3
A lot of difficulty	2
Cannot do at all	1
Prefer not to say	5

**OBJECTIVE 4 (VISITOR PROFILES):**

**DVS\_DEM9** Were you born in New Zealand

**SINGLE RESPONSE**

Yes	1
No	2

**DVS\_DEM10** How many years, in total, have you been living in New Zealand?

**SINGLE RESPONSE**

Less than 1 year	1
1 year to less than 3 years	2
3 years to less than 5 years	3
5 years to less than 10 years	4
10 years or more	5
Don't know	99
Prefer not to answer	98

## Introduction

Great, you qualify for our survey! This survey is about trips that people take for **holiday or leisure reasons**. But if you prefer to stay at home, we're interested in your views too.

## Intentions to travel domestically (next 6 months)

### Overnight trips

#### OBJECTIVE 1A (INTENTION):

Q1A. In the **next six months** (WAVE 1: from now to April 2026/ WAVE 2: from now to October this year/ WAVE 3: from now to April 2027/ WAVE 4: from now to October this year/ WAVE 5: from now to April 2028/ WAVE 6: from now to October this year), how many **overnight trips** do you think you are likely to take in **New Zealand** for holiday or leisure reasons?

*An overnight trip is where you stay away for at least one night.*

*Enter your best estimate of the number of trips below.*

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Don't know

#### OBJECTIVE 1B (DESTINATION):

Q1B. Now we'd like you to think about (IF ONE: this/IF 2+: the) **(first/second) overnight trip** you're likely to take in the next six months.

Do you know what regions in NZ you might stay on this trip?

DS: ALLOW MULTIPLE RESPONSE, BUT IF CODES 1 OR 2 SELECTED DON'T ALLOW CODES 3-5, AND IF CODES 3 OR 4 SELECTED DON'T ALLOW 1, 2 OR 5.

Yes – I know the region(s) in the North Island I'm likely to stay	1	GO TO Q2ALIST
Yes – I know the region(s) in the South Island I'm likely to stay	2	GO TO Q2ALIST
No, but probably somewhere in the North Island	3	REPEAT 1B FOR TRIP 2, OTHERWISE GO TO INTRO BEFORE 3A
No, but probably somewhere in the South Island	4	REPEAT 1B FOR TRIP 2, OTHERWISE GO TO INTRO BEFORE 3A
SR ONLY: I have no idea where I'll go	5	REPEAT 1B FOR TRIP 2, OTHERWISE GO TO INTRO BEFORE 3A

## Destinations

OBJECTIVE 1B (DESTINATION):

ASK IF CODES 1 OR 2 AT Q1B:

Q2ALIST. What region(s) are you most likely to travel to on your (first/second) overnight trip?

DS: RESPONSE TO BE CODED IN 'STAY IN' COLUMN BELOW.

Q2BLIST Please enter the approximate number of nights you'll likely spend in each region.

DS: RESPONSE TO BE CODED IN 'NUMBER OF NIGHTS COLUMN BELOW. RESTRICT TO 300.

PLACE	STAY IN	NUMBER OF NIGHTS
<b>SHOW LIST IF CODE 1 AT Q1B: In the North Island</b>		
Kaitaia / Cape Reinga / Ninety Mile Beach	40	
Bay of Islands, including Paihia / Kerikeri / Russell	1	
Whangārei	2	
Auckland and surroundings (including Waiheke and Matakana)	3	
Whakatāne	31	
Taupō	4	
Hamilton / Waitomo / Raglan	5	
Cambridge / Matamata	41	
Coromandel / Whitianga / Thames / Waihi	6	
Rotorua	7	
Tauranga / Mount Maunganui	8	
Gisborne and surroundings	9	
New Plymouth / Mt Taranaki	10	
Palmerston North	11	
Whanganui	27	
Napier	12	
Hastings	33	
Masterton / Wairarapa / Martinborough	42	
Wellington and surroundings	13	
Other places will stay at (please specify)	996	
<b>SHOW LIST IF CODE 2 AT Q1B: In the South Island</b>		
Picton / Marlborough Sounds, Blenheim and surroundings	14	
Nelson / Nelson Lakes National Park	15	
Abel Tasman National Park / Tākaka /Golden Bay	16	
Franz Josef / Fox Glaciers	17	
West Coast, including Hokitika / Greymouth / Punakaiki	18	
Hurunui / Hanmer Springs	34	
Christchurch and surroundings	19	
Akaroa / Banks Peninsula	43	
Timaru / Caroline Bay / South Canterbury	44	
Ashburton and surroundings	45	
Ōamaru / Waitaki District	46	
Lake Tekapo / Mount Cook / Aoraki / Twizel	20	

Kaikōura	21	
Cromwell / Alexandra	35	
Wānaka	47	
Queenstown / Arrowtown / Glenorchy and surroundings	22	
Dunedin and surroundings	23	
Invercargill / Catlins / Stewart Island	24	
Te Anau / Milford Sound	25	
Other places will stay at (please specify)	997	
<b>SHOW ALL: Don't know</b>	<b>999</b>	

## Trip timing

### OBJECTIVE 1B (DESTINATION):

Q3A

Around which period or holiday will this overnight trip take place?

SINGLE RESPONSE.

DS: FOR WAVES 1, 3 AND 5: SHOW CODES 1, 2, 3, 4, 5, 6, 13, 14, 15, 16, 22, 23, 24 99.

DS: FOR WAVES 2, 4 AND 6: SHOW CODES 4, 5, 6, 7, 8, 9, 10, 11, 12, 16, 17, 18, 19, 20, 21, 22, 99.

Christmas/New year (late December/early January)	1
Term 4 school holidays (mid/late December to mid/late January)	2
Waitangi Day period	3
Term 1 school holidays in April	4
Around Easter	5
Around Anzac day (25 April)	6
Around King's birthday	7
Around Matariki	8
A regional anniversary weekend	9
Term 2 school holidays in June/July	10
Term 3 school holidays in September/October	11
Around Labour Day in October	12
Other time in January	13
Other time in February	14
Other time in March	15
Other time in April	16
Other time in May	17
Other time in June	18
Other time in July	19
Other time in August	20
Other time in September	21
Other time in October	22
Other time in November	23
Other time in December	24
Not sure	99

## Reasons for travel

### OBJECTIVE 1B (REASON):

Q3B What are the main reasons you are considering this overnight trip? *Choose as many as apply.*

ROTATE. MULTIPLE RESPONSE.

To go shopping or enjoy shopping experiences	1
To discover or learn about history and heritage (e.g. museums, art galleries, exhibitions, places of cultural significance)	2
To visit unique or popular visitor attractions (e.g iconic local landmarks, themed experiences, or hands-on activity centres)	3
To relax and unwind by resting or doing light activities	4
To enjoy an indulgent getaway (e.g. food and wine)	5
To explore the outdoors or natural environment in an active way (e.g. walking, biking, skiing, golf)	6
To enjoy natural attractions (including great scenery or wildlife)	7
To bond with family or friends you're travelling with by doing activities together	8
To visit family or friends	9
To attend a family/friend occasion	10
To attend or participate in special events (e.g. sports, cultural events, festivals)	11
To experience a new place	12
It's somewhere I often go	13
Other (please specify): _____	14
Don't know	99

## Accommodation

### OBJECTIVE 1C (INTENTIONS):

Q4 Where would you be likely to stay on this overnight trip? *Choose as many as apply.*

ROTATE (BUT CODE 2 SHOULD ALWAYS FOLLOW CODES 3 AND 4). MULTIPLE RESPONSE.

With family or friends (in their house/apartment/flat)	1
At accommodation owned by someone I know (but not with them)	22
House/ apartment / room booked through an online website (including sites like Bookabach, Bachcare, Holiday Houses, AirBnB)	3
A house/ flat/ apartment/ timeshare you own	4
Some other house/apartment/room that you pay for	2
Luxury Accommodation, 5-star Hotel, Luxury Lodge	5
Hotel	6
Motel, Motor Inn or Serviced Apartment	7
Youth Hostel, YMCA, YWCA	8
Backpackers	9
Bed and Breakfast	10
Farm-stay or Home-stay	11
Student residence	12
Yacht or other boat	13
Marae	14
In a hut at a National Park / Department of Conservation area	15
Camping at a National Park / Department of Conservation camping ground	16
Other (paid) camping ground / holiday park (where you can stay in a tent, cabin, caravan, or campervan / motorhome)	17
Another place where you pay to park a caravan or campervan / motorhome overnight	18
Free camping - staying in a tent, caravan, campervan / motorhome	19
Other accommodation	20
Not sure	99
None of these	21

## Barriers to planned trips

OBJECTIVE 1C(BARRIERS):

Q5

ASK IF 1 OR MORE TRIPS AT Q1A:

What things are most likely to stop you going on the overnight trip you're considering? *Choose as many as apply.*

ASK IF 0 OR DON'T KNOW AT Q1A:

What are the reasons why you may be unlikely to take any overnight trips in the next six months? *Choose as many as apply*

ROTATE. MULTIPLE RESPONSE.

Travel time	1
Lack of transport	2
Traffic congestion	3
Lack of good accommodation options	4
Preferred destination too expensive	5
Too expensive to travel anywhere	6
Not enough annual leave or time off	7
Preferred destinations are too busy or crowded	8
Weather	9
No one to go with	10
It's hard to find a time when everyone is free	11
Home, work or study commitments	12
Care responsibilities (children, family, or pets)	13
Illness, injury, or poor health	14
Mobility/disability issues	15
Prefer or already planned overseas trip	16
Been on trips recently	17
None of the above	18

NOW REPEAT Q1B/Q2MAP/Q2A/B LIST FOR SECOND TRIP THEN SKIP TO 6A. NOTE Q3A TO Q5 ARE NOT ASKED IN RELATION TO THE SECOND TRIP.

## Same day trips

OBJECTIVE 1A (INTENTION):

Q6A The next questions are about **same-day trips** to an **area outside of where you usually work or live**. A same day trip must involve travel of at least 40 kilometres one way from home, or travel by aeroplane or ferry service.

In the next six months (WAVE 1: from now to April 2026/ WAVE 2: from now to October this year/ WAVE 3: from now to April 2027/ WAVE 4: from now to October this year/ WAVE 5: from now to April 2028/ WAVE 6: from now to October this year), about how many **same day trips** are you likely to take? Please only count trips where you go mainly for leisure or recreational purposes.

Enter your best estimate in the box below.

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Don't know

ASK IF 1 OR MORE AT Q6A, OTHERWISE SKIP TO Q9.

Q6B. **IF 2 OR MORE AT Q6A:** Now, please think about the next same-day trip where you have already considered where you might go.

**IF 1 OR MORE AT Q6A:** Do you know what area (or region) in NZ this day trip will be?

Yes	2	ASK Q7LIST
No	3	SKIP TO Q8A.

## Destinations – day trip

OBJECTIVE 1B (DESTINATION):

Q7LIST. What area or region(s) are you likely to visit on this day trip? *Please answer for this ONE trip only.*

PLACE	
SHOW LIST IF CODE 1 AT Q1B: In the North Island	
Kaitaia / Cape Reinga / Ninety Mile Beach	40
Bay of Islands, including Paihia / Kerikeri / Russell	1
Whangārei	2
Auckland and surroundings (including Waiheke and Matakana)	3
Whakatāne	31
Taupō	4
Hamilton / Waitomo / Raglan	5
Cambridge / Matamata	41
Coromandel / Whitianga / Thames / Waihi	6
Rotorua	7
Tauranga / Mount Maunganui	8
Gisborne and surroundings	9
New Plymouth / Mt Taranaki	10

Palmerston North	11
Whanganui	27
Napier	12
Hastings	33
Masterton / Wairarapa / Martinborough	42
Wellington and surroundings	13
Other places (please specify)	996
<b>SHOW LIST IF CODE 2 AT Q1B: In the South Island</b>	
Picton / Marlborough Sounds, Blenheim and surroundings	14
Nelson / Nelson Lakes National Park	15
Abel Tasman National Park / Tākaka /Golden Bay	16
Franz Josef / Fox Glaciers	17
West Coast, including Hokitika / Greymouth / Punakaiki	18
Hurunui / Hanmer Springs	34
Christchurch and surroundings	19
Akaroa / Banks Peninsula	43
Timaru / Caroline Bay / South Canterbury	44
Ashburton and surroundings	45
Ōamaru / Waitaki District	46
Lake Tekapo / Mount Cook / Aoraki / Twizel	20
Kaikōura	21
Cromwell / Alexandra	35
Wānaka	47
Queenstown / Arrowtown / Glenorchy and surroundings	22
Dunedin and surroundings	23
Invercargill / Catlins / Stewart Island	24
Te Anau / Milford Sound	25
<b>SHOW ALL: Other places (please specify)</b>	997
<b>SHOW ALL: Don't know</b>	999

## Reasons for travel – day trip

### OBJECTIVE 1B (REASON):

Q8 What are the main reasons you are considering this day trip? *Choose as many as apply.*

ROTATE. MULTIPLE RESPONSE.

To go shopping or enjoy shopping experiences	1
To discover or learn about history and heritage (e.g. museums, art galleries, exhibitions, places of cultural significance)	2
To visit unique or popular visitor attractions (e.g iconic local landmarks, themed experiences, or hands-on activity centres)	3
To relax and unwind by resting or doing light activities	4
To enjoy an indulgent getaway (e.g. food and wine)	5
To explore the outdoors or natural environment in an active way (e.g. walking, biking, skiing, golf)	6
To enjoy natural attractions (including great scenery or wildlife)	7
To bond with family or friends you're travelling with by doing activities together	8
To visit family or friends	9
To attend a family/friend occasion	10
To attend or participate in special events (e.g. sports, cultural events, festivals)	11
To experience a new place	12
It's somewhere I often go	13
Other (please specify): _____	14
Don't know	99

## Expected barriers to day trips

OBJECTIVE 1C(BARRIERS):

Q9A ASK IF 1 OR MORE AT Q6:

What things are most likely to stop you going on the next day trip you're considering? *Choose as many as apply.*

ASK IF 0 OR DON'T KNOW AT Q6:

What are the reasons why you may be unlikely to take any day trips in the next six months? *Choose as many as apply*

ROTATE. MULTIPLE RESPONSE.

Travel time	1
Lack of transport	2
Traffic congestion	3
Preferred destination too expensive	5
Too expensive to travel anywhere	6
Not enough annual leave or time off	7
Preferred destinations are too busy or crowded	8
Weather	9
No one to go with	10
It's hard to find a time when everyone is free	11
Home, work or study commitments	12
Care responsibilities (children, family, or pets)	13
Illness, injury or poor health	14
Mobility/disability issues	15
Prefer or already planned overseas trip	16
Been on trips recently	17
None of the above	18

## Sources of information

OBJECTIVE 1D: DECISION MAKING PROCESS  
ASK IF Q1A>0 OR Q6A>0:

Q9B What (if any) information sources have you used (or will you use) to plan **overnight or day trips** that you intend to take in the next 6 months?  
*Choose as many as apply.*  
ROTATE BUT KEEP CODES 1 TO 5 TOGETHER AND 6-7 TOGETHER. MULTIPLE RESPONSE.

Website about destination	1
Other websites, e.g. general internet search or activities/ accommodation/ transport websites	2
AI tools (e.g. Chat GPT, EasyTripAI, Kiwi Explorer, Guidegeek)	3
Social media (e.g. Facebook group)	4
Other online sources, e.g. YouTube, podcasts etc	5
Google maps or other GPS route-mapping software/apps/devices (e.g. Trailforks, Great Rides)	6
Other smartphone apps, e.g. Plan My Walk	7
Weather forecast services, e.g. Metservice, Metview etc	8
Visitor centre / isite visitor information centre	9
Advice from commercial businesses, e.g. travel agent, guide, shop, tour operator	10
Brochures	11
Club or course (e.g. tramping, diving club etc)	12
Friends/family who have been or live there	13
TV / radio / magazines/ newspapers / books	14
Other	15
Nothing	16
Don't know	99

## Domestic travel in last 6 months

### Overnight trips

These next questions are about travel you have done in the **last six months** in New Zealand.

#### **Number of overnight trips**

OBJECTIVE 2 (PAST TRAVEL BEHAVIOURS):

Q10 In the last six months (WAVE 1, 3, 5: since April this year/ WAVE 2, 4, 6: since October last year/), how many **overnight trips** have you taken in **New Zealand** for holiday or leisure purposes?  
*An overnight trip is where you stayed away for at least one night.*

Enter your best estimate of the number of trips.

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Don't know

**Note to MBIE and stakeholders:** Q11 is solely for the purpose of randomising a trip for questions later in the survey (and referring to them in a way that is meaningful to respondents). We have avoided using 'last' trip for this trip selection because that would under-represent more significant trips taken in the Christmas/New Year period (when we carry out wave 2 of the survey next April).

#### **Random selection of one overnight trip**

ASK IF MORE THAN ONE TRIP AT Q10, OTHERWISE SKIP TO Q12MAP.

Q11 You said you took X overnight trips in the last 6 months.  
Please give (IF 1 AT Q10: your trip IF 2-5 AT Q10: each of your trips: IF 6+ AT Q10: each of your last 5 trips) a short name (for example, "South Island trip" or "May trip") so we can refer to them later. Please make each name different. **DS: RESTRICT EACH FIELD TO 15 LETTERS/SPACES.**

Trip 1	_____ trip
Trip 2	_____ trip
Trip 3	_____ trip
Trip 4	_____ trip
Trip 5	_____ trip

**DS: RANDOMLY SELECT TWO TRIPS FROM THE LIST ABOVE: Q12MAP/LIST WILL BE ASKED FOR UP TO TWO TRIPS (IN ORDER THAT RESPONDENT PRESENTED THEM ABOVE). IF ONLY 1 AT Q10 USE 'OVERNIGHT' FOR TRIP NAME.**

#### **Trip destinations**

OBJECTIVE 2B (DESTINATION):

Q12ALIST We would like to know which places you stayed on your (TRIP 1 NAME) trip. On the list below, please select the places that you remember you stayed at for one night or more. **(ADD OTHER (SPECIFY) AND DON'T REMEMBER OPTIONS)**  
**DS: IF ONLY 1 TRIP, USE 'OVERNIGHT' FOR TRIP NAME.**

Q12BLIST Please enter the approximate number of nights you spent in each place.  
**NUMERIC TEXT BOX, RANGE 0 TO 700 (ALLOW DON'T REMEMBER OPTION)**

PLACE	STAY IN	NUMBER OF NIGHTS
<b>SHOW LIST IF CODE 1 AT Q1B: In the North Island</b>		
Kaitaia / Cape Reinga / Ninety Mile Beach	40	
Bay of Islands, including Paihia / Kerikeri / Russell	1	
Whangārei	2	
Auckland and surroundings (including Waiheke and Matakana)	3	
Whakatāne	31	
Taupō	4	
Hamilton / Waitomo / Raglan	5	
Cambridge / Matamata	41	
Coromandel / Whitianga / Thames / Waihi	6	
Rotorua	7	
Tauranga / Mount Maunganui	8	
Gisborne and surroundings	9	
New Plymouth / Mt Taranaki	10	
Palmerston North	11	
Whanganui	27	
Napier	12	
Hastings	33	
Masterton / Wairarapa / Martinborough	42	
Wellington and surroundings	13	
Other places stayed at (please specify)	996	
<b>SHOW LIST IF CODE 2 AT Q1B: In the South Island</b>		
Picton / Marlborough Sounds, Blenheim and surroundings	14	
Nelson / Nelson Lakes National Park	15	
Abel Tasman National Park / Tākaka /Golden Bay	16	
Franz Josef / Fox Glaciers	17	
West Coast, including Hokitika / Greymouth / Punakaiki	18	
Hurunui / Hanmer Springs	34	
Christchurch and surroundings	19	
Akaroa / Banks Peninsula	43	
Timaru / Caroline Bay / South Canterbury	44	
Ashburton and surroundings	45	
Ōamaru / Waitaki District	46	
Lake Tekapo / Mount Cook / Aoraki / Twizel	20	
Kaikōura	21	
Cromwell / Alexandra	35	
Wānaka	47	
Queenstown / Arrowtown / Glenorchy and surroundings	22	

Dunedin and surroundings	23	
Invercargill / Catlins / Stewart Island	24	
Te Anau / Milford Sound	25	
SHOW ALL: Other places stayed at (please specify)	997	
SHOW ALL: Don't know	999	

/Q12/LIST TO BE ASKED OF UP TO TWO TRIPS.

DS: REFERENCE TO TRIP NAME IN SUBSEQUENT QUESTIONS (UP TO DVS\_NSAT5) REFERS TO ONE RANDOMLY SELECTED TRIP FROM THREE TWO ALREADY RANDOMLY SELECTED FROM Q11. THESE QUESTIONS ARE ONLY ASKED OF THIS TRIP. IF ONLY 1 TRIP AT Q10, USE TRIP NAME OF 'OVERNIGHT'.

The next questions are about your (NAME OF RANDOMLY SELECTED TRIP FROM Q11) trip.

### Trip timing

OBJECTIVE 1B (DESTINATION):

Q16 Around which period or holiday did your (TRIP NAME) trip take place?

SINGLE RESPONSE.

DS: FOR WAVES 1, 3 AND 5: SHOW CODES 3-11, 16-22, 99

DS: FOR WAVES 2, 4 AND 6: SHOW CODES 1-5, 8, 10-12, 13-16, 22-24, 99

Christmas/New year (late December/early January)	1
Waitangi Day period	2
Term 1 school holidays in April)	3
Around Easter	4
Anzac day (25 April)	5
Around King's birthday	6
Around Matariki	7
Regional anniversary weekend	8
Term 2 school holidays in June/July	9
Term 3 school holidays in September/October	10
Labour Day (27 October)	11
Term 4 school holidays (mid/late December to mid January)	12
Other time in January	13
Other time in February	14
Other time in March	15
Other time in April	16
Other time in May	17
Other time in June	18
Other time in July	19
Other time in August	20
Other time in September	21

Other time in October	22
Other time in November	23
Other time in December	24
Not sure	99

## Reasons for travel

OBJECTIVE 2A (REASON):

Q17 What are the reasons you went on your (TRIP NAME) trip? *Choose as many as apply.*  
**ROTATE. MULTIPLE RESPONSE.**

To go shopping or enjoy shopping experiences	1
To discover or learn about history and heritage (e.g. museums, art galleries, exhibitions, places of cultural significance)	2
To visit unique or popular visitor attractions (e.g iconic local landmarks, themed experiences, or hands-on activity centres)	3
To relax and unwind by resting or doing light activities	4
To enjoy an indulgent getaway (e.g. food and wine)	5
To explore the outdoors or natural environment in an active way (e.g. walking, biking, skiing, golf)	6
To enjoy natural attractions (including great scenery or wildlife)	7
To bond with family or friends you're travelling with by doing activities together	8
To visit family or friends	9
To attend a family/friend occasion	10
To attend or participate in special events (e.g. sports, cultural events, festivals)	11
To experience a new place	12
It's somewhere I often go	13
Other (please specify): _____	14
Don't know	99

## Travel companion

DVS\_SPD8 Who (if anyone) did you travel with on your trip?  
*SELECT ALL THAT APPLY*

**MULTIPLE RESPONSE EXCEPT CODE 1.**

No one, I was on my own	1
My husband, wife or partner	2
Other adult family / relative	3
Other adults(s) who aren't family / relatives	4
Child/children aged under 15	5
Child/children aged 15 or older	6
School/student group	7
Tour group	8
Sporting/special interest group	9
Other (specify)	96

## Spending

**ALL:** Next, we'd like to ask you how much your trip cost. The information you and other visitors provide is used to produce statistics to help the regional tourism operators get a clearer understanding of the role travel and tourism play in the regional economies.

**IF CODE 1 AT QSPD\_8, DO NOT ASK AND AUTOCODE AS CODE 1**

DVS\_SPD9 Would it be easier for you to answer the next questions about the cost of your trip for:  
**SINGLE RESPONSE**

Yourself only	1	SKIP TO INTRO 1
You and the other person / people you were travelling with	2	

Please enter the number of people whose cost you will be answering questions about: **NUMERIC TEXT BOX**

DVS\_SPD10 Number of people aged 15 and over, **including yourself:** **NUMERIC TEXT BOX**  
**ONLY SHOW IF CODE 5 AT SPD8:**

DVS\_SPD11 Number of people aged less than 15: **NUMERIC TEXT BOX**  
**NOW GO TO INTRO2**

## INTRO 1

**INTRO TO DVS\_SPD12 IF CODE 1 AT DVS\_SPD9:** We are now going to ask how much the different parts of your trip cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Include everything that:

- you spent on yourself
- you spent on other people
- was paid for you by someone else.

## INTRO 2

**INTRO TO DVS\_SPD12 IF CODE 2 AT DVS\_SPD9:** We are now going to ask how much the different parts of your trip cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Include everything that:

- you and the people you travelled with spent on yourselves
- you and the people you travelled with spent on other people
- was paid for you or the people you were travelling with by someone else

## DVS\_SPD12

Please enter how much each part of your trip cost. Don't use currency symbols (e.g. \$) or commas.

If a category doesn't apply to you, enter a 0 in the 'Amount' box.

## AN AMOUNT IS REQUIRED IN EACH BOX

	Amount (in [insert currency selected]) (NUMERIC TEXT BOX)
<b>Domestic flights</b>	
<b>Petrol or electric car charging</b>	
<b>Car rental and/or campervan rental</b> – including insurance but excluding petrol	
<b>Transport fares</b> (including trains, ferries, transfers, taxis, public transport etc.)	
<b>Accommodation</b> (e.g., hotels, AirBnB)	
<b>Food and drinks</b> bought at cafes, restaurants, bars, or at accommodation	
<b>Food and drinks</b> bought from supermarkets, stores, etc	
<b>Entertainment or activities</b> such as attractions, tours, cruises, sports events, museums, gambling/casinos etc.	
<b>Shopping</b> including gifts, souvenirs, and clothing	
<b>Any other</b> costs during your trip (please list)	

IF RESPONDENT DOES NOT ENTER A VALUE AND CLICKS ON THE NEXT BUTTON THE ERROR MESSAGE SHOULD SAY 'Please provide an amount in each box. If a category doesn't apply to you, enter a '0' in the box.'

COMPUTE TOTAL SPEND FOR EACH RESPONDENT BY SUMMING THE CATEGORIES:

**TOTAL SPEND**

**DVS\_SPD12E** Based on the amounts you entered into the table, the total cost of your trip was [amount]. Do you think this is correct?

Yes	1
No	2

IF NO: Please review the table and correct any errors.. ALLOW TABLE MODIFICATIONS.

## Transport

OBJECTIVE 2C (TRANSPORT):

**DVS\_TA1** Which of the following transport options did you use on your (TRIP NAME) trip?

Please select all that apply.

MULTIPLE RESPONSE

Plane	14
Taxi / shuttle service (including app based taxi services)	63
Limousine / car with driver included	64
Rental car	22
Car or van owned by you / family / friend(s) / company	26
Motorcycle	25
Rental campervan / motor-home	32
Campervan / motor-home owned by you / family / friend(s)	31
Scenic trains: Auckland/ Wellington (Northern Explorer), Picton/Christchurch (Coastal Pacific), Christchurch/Greymouth (TranzAlpine)	33
Other train	71
Tour bus	44
Bus service between towns / cities	41
Local bus service (within town/city & suburbs)	42
Other bus service	45
Helicopter	13
The ferry between the North Island and the South Island	81
Other ferry	82

Yacht	85
Other boat or ship	86
Bicycle or e-Scooter	24
Hitch-hiking	50
Other type of transport	96
Not sure	99

## Accommodation

OBJECTIVE 2D (ACCOMMODATION USE):

DVS\_TA4 Which of these types of accommodation did you use during your (TRIP NAME) trip?  
Please select all that apply.

MULTIPLE RESPONSE

Staying with family or friends (in their house/apartment/flat)	215
House/ apartment / room booked through an online website (including sites like Bookabach, Bachcare, Holiday Houses, AirBnB),	216
A house/ flat/ apartment/ timeshare you own	214
Other house / apartment / room that you paid some rent for	213
Luxury Accommodation, 5-star Hotel, Luxury Lodge	141
Hotel	110
Motel, Motor Inn or Serviced Apartment	120
Youth Hostel, YMCA, YWCA	152
Backpackers	151
Bed and Breakfast	132
Farm-stay or Home-stay	133
Student residence	171
Yacht or other boat	891
Marae	193
In a hut at a National Park / Department of Conservation area	811
Camping at a National Park / Department of Conservation camping ground	812
Other (paid) camping ground / holiday park (where you can stay in a tent, cabin, caravan, or campervan / motorhome)	160
Another place where you pay to park a caravan or campervan / motorhome overnight	161
Free camping - staying in a tent, caravan, campervan / motorhome	893
Other accommodation	996
Not sure	999
None of these	998

## Activities

### OBJECTIVE 2F (ACTIVITIES):

DVS\_ACT1 This part of the survey is about things you did on your (TRIP NAME) trip?

Which of these things (if any) did you do or visit?

Please select all that apply.

#### MULTIPLE RESPONSE

A beach	403
A geothermal park (hot mud and possibly geysers)	405
A glacier e.g. Fox, Franz Josef, Hooker Valley	404
A national park	401
A regional or forest park	655
A marine park or marine reserve	402
Hot pools	406
Other natural attraction (e.g. mountain, lake, river, forest, etc.)	407
A film location, tour or experience	153
Zoo or wildlife park	603
A wildlife sanctuary (a sanctuary for New Zealand's endangered species)	607
Theme park or leisure park	604
Other themed experience (e.g. All Blacks Experience, Antarctic Centre)	610
Trip to watch whales, penguins or dolphins	611
Swimming with seals or dolphins	612
Glow worm tour	613
Health spa or day spa	606
Farm or orchard	602
Brewery, gin, vineyard, wine trail	605
Food and/or wine/alcohol event or festival	652
Top-end restaurants	654
Garden visit or flower show	653
None of these	100

ASK IF NATIONAL PARK (CODE 401) AT DVS\_ACT1:  
DVS\_ACT2 Which of these National Parks did you go to on your (TRIP NAME) trip?

Please select all that apply.

MULTIPLE RESPONSE

<b>North Island National Parks</b>	
(Mount) Taranaki / Egmont	40111
Tongariro (includes Ruapehu, Ngauruhoe)	40112
Whanganui National Park	40114
Other	40115
Not sure where in the North Island	9997
<b>South Island National Parks</b>	
Abel Tasman	40116
Arthurs Pass	40117
Kahurangi (includes Heaphy Track)	40118
Mt Aspiring (includes Routeburn Track/ Haast Pass)	40119
Aoraki / Mount Cook	40120
Nelson Lakes	40121
Paparoa (includes Punakaiki Pancake Rocks)	40122
Westland Tai Poutini (includes Fox and Franz Josef Glaciers)	40123
Fiordland (includes Milford, Dusky, and Doubtful Sounds)	40124
Rakiura (on Stewart Island)	40125
Other	40126
Not sure where in the South Island	9998

DVS\_ACT5 Which of these things did you do on your (TRIP NAME) trip?

Please select all that apply.

MULTIPLE RESPONSE

Went for a walk, hike, trek or tramp	201
Rafting, canoeing, kayaking	303
Jet-boating	301
Other boating	302
Swimming / surfing	304
Scuba diving or snorkelling	305
Other water activity such as water-skiing, sailing	306
Bungy jumping	251
Canyon swing/ canyoning	259

Extreme ride e.g. luge, fly-by-wire, zorbing, flying fox/zip-lining	252
Skiing, snowboarding, sledging or other snow sport	253
Mountain climbing, rock climbing, abseiling, caving	254
Horse riding / horse trekking	256
Cycling or mountain biking	255
Offroad motorbiking, Quad biking, 4WD vehicle tour	258
Fishing	257
Hunting	307
Played golf	260
Watching or playing some sport	262
Air activities such as paragliding, hang gliding, ballooning, skydiving	351
Stargazing at, for example, a dark sky reserve, observatory, or on a tour	353
None of these	100

ASK IF CODE 201 (WENT FOR WALK) AT DVS\_ACT5:

DVS\_ACT6      When you went walking / hiking / trekking did you do:

Please select all that apply.

**MULTIPLE RESPONSE**

A walk that took under ½ hour	20117
A walk that took between ½ and 3 hours	20118
A walk/ hike that took over 3 hours but not overnight	20119
A New Zealand Great Walk (click here for list) <a href="#">INSERT HOVER OVER WITH LIST BELOW</a>	20114
Te Araroa Trail	20120
Other trek / tramp that included an overnight stay	20115
Another type of walk	20116
Not sure	9999

<b>HOVER OVER LIST (NOT RECORDED)</b>	
Lake Waikaremoana Walk	
Tongariro Northern Circuit ( <b>not</b> the Tongariro Alpine Crossing)	
Whanganui Journey	
Abel Tasman Coast Track	
Heaphy Track	
Kepler Track	
Milford Track	

Paparoa Track and Pike29 Memorial Track	
Routeburn Track	
Hump Ridge Track	
Rakiura Track (on Stewart Island)	

**ASK IF CYCLING (CODE 255) AT DVS\_ACT5:**

DVS\_ACT7 Which of these did you do on your (TRIP NAME) trip?:

Please select all that apply.

**MULTIPLE RESPONSE**

Cycle touring (mostly on-road riding, travelling from place to place)	25513
Mountain biking (mostly off-road and/or on dirt tracks)	25511
Cycling on the New Zealand Cycle Trail	25512
Other cycle trails	25515
Another type of cycling	25514
Not sure	9999

DVS\_ACT10 Which of these did you go to during your (TRIP NAME) trip?:

Please select all that apply.

**MULTIPLE RESPONSE**

A public museum or art gallery	451
Other exhibition / Expo	651
A place that is significant to Māori, such as a landmark, remains of a Māori pa (fortified hill), etc	502
Other important building or site	454
A casino	601
None of these	100

ASK IF CODE 451 (MUSEUM OR ART GALLERY) AT DVS\_ACT10  
DVS\_ACT11 Which of these did you go to on your (TRIP NAME) trip?

Please select all that apply.

MULTIPLE RESPONSE

<b>IF CODES 1 TO 799999 AT DVS_ITI4 SHOW CODES 45111 TO 45117</b>	
<b>In the North Island</b>	
Auckland Museum	45111
Auckland Art Gallery	45112
NZ Maritime Museum	45126
Museum of Transport and Technology (MOTAT)	45127
Te Papa (National Museum) in Wellington	45115
Puke Ariki in New Plymouth	45113
Govett-Brewster Art Gallery in New Plymouth	45114
Tairāwhiti Museum in Gisborne	45117
Other public museum or art gallery in the North Island	45116
<b>IF CODES 800000 TO 1500000 AT DVS_ITI4 SHOW CODES 45120 TO 45125</b>	
<b>In the South Island</b>	
Canterbury Museum in Christchurch	45120
Christchurch Art Gallery	45121
Otago Museum in Dunedin	45122
Otago Settlers Museum	45123
Dunedin Public Art Gallery	45124
Other public museum or art gallery in the South Island	45125
None of these	9998
Not sure	9999

DVS\_ACT12 Which of these did you go to during your (TRIP NAME) trip?

Please select all that apply.

MULTIPLE RESPONSE

A play / drama	45314
A live performance of music	45313
A live performance of dance	45311
Other live performance	45315
None of these	9998
Not sure	9999

DVS\_ACT14 Which of these did you do during your (TRIP NAME) trip?

Please select all that apply.

MULTIPLE RESPONSE

Visit a Māori marae (a Māori meeting place)	501
See Māori artefacts, art or crafts in an exhibition	504
See Māori art or crafts being created	503
Eat traditional Māori food (such as a hāngi)	507
Watch a live Māori performance	508
Some other Māori cultural activity	505
None of these	100

### Cultural experiences

OBJECTIVE Q2f (PARTICIPATION IN CULTURAL EXPERIENCES):

DVS\_ACT15 Thinking about your (TRIP NAME) trip, how much do you agree or disagree with this statement?

SCALE FOR STATEMENTS BELOW:, DISAGREE, , AGREE, NOT SURE, DOES NOT APPLY.

I would have liked to experience more of Māori culture while on my trip	ASK ALL
My trip improved my understanding of Māori culture	ASK ONLY IF AT LEAST ONE SELECTED IN ACT14
I enjoyed my experience of Māori culture	ASK ONLY IF AT LEAST ONE SELECTED IN ACT14

### Visitor Satisfaction

OBJECTIVE 3 (SATISFACTION):

DVS\_NSAT1 Now thinking about how satisfied you were with different aspects of your (TRIP NAME) trip.

What did you like most about your (TRIP NAME) trip?

You can select more than one.

RANDOMISE. MULTIPLE RESPONSE

The landscapes and scenery	1
Seeing friends and family	2
The food	3
The alcoholic drinks (wine and beer)	4
The accommodation	5
The customer service	7
Māori culture	8
The multi-day hiking and tramping trails	9

The single day walks	10
The ease of getting around	11
Museums and galleries	12
Events such as festivals and concerts	13
The sporting events	14
Skiing and snowboarding	15
Cycling and mountain biking	16
Something else (please specify)	96
None of these	98

DVS\_NSAT2 And what, if anything, did you not like or were disappointed with?  
*Please type your answer below*

OPEN TEXT BOX

OBJECTIVE 3 (SATISFACTION):

DVS\_NSAT3

And thinking about all the aspects of your (TRIP NAME) trip, how satisfied were you with your trip overall?

SINGLE RESPONSE

Very satisfied	5
Satisfied	4
Acceptable	3
Dissatisfied	2
Very dissatisfied	1

OBJECTIVE 3 (SATISFACTION):

DVS\_NSAT4

Did your (TRIP NAME) trip ...

SINGLE RESPONSE

Exceed the expectations you had before your trip	5
Meet the expectations you had before your trip	4
Turn out worse than the expectations you had before your trip	3
Not sure	99

OBJECTIVE 3 (SATISFACTION):

DVS\_NSAT5 Thinking about your (TRIP NAME) trip, how likely is it you would recommend the destination(s) to your family or friends?

SINGLE RESPONSE

Not at all likely to recommend	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely likely to recommend	10
Does not apply	11

## **Same day trips in last 6 months**

### **OBJECTIVE 2 (TRAVEL BEHAVIOURS):**

Q39 Now a change in topic. In the last six months ([WAVE 1,3,5](#): since April this year/ [WAVE 2,4,6](#): since October last year), about how many **same day trips** did you take to an area outside of where you usually work or live? Please only count trips where you went mainly for leisure or recreational purposes.

A same day trip must have involved travel of at least 40 kilometres one way from home, or travel by aeroplane or ferry service.

Enter your best estimate in the box below.

Don't know

## **Destinations – day trip**

ASK IF ONE OR MORE AT Q39, OTHERWISE SKIP TO Q49.

THE FOLLOWING QUESTION IS ONLY ASKED IN THIS WAY IF THE RESPONDENT CLICKS ON THE BOX TO INDICATE THEY ARE HAVING DIFFICULTY USING THE MAP.

Q40LIST. What area or region(s) did you visit on your **last** daytrip? *Please answer for this ONE trip only.*

USE MAP APPROACH FROM IVS

PLACE	STAY IN
<a href="#">SHOW LIST IF CODE 1 AT Q1B: In the North Island</a>	
Kaitaia / Cape Reinga / Ninety Mile Beach	<a href="#">40</a>
Bay of Islands, including Paihia / Kerikeri / Russell	<a href="#">1</a>
Whangārei	<a href="#">2</a>
Auckland and surroundings (including Waiheke and Matakana)	<a href="#">3</a>
Whakatāne	<a href="#">31</a>
Taupō	<a href="#">4</a>
Hamilton / Waitomo / Raglan	<a href="#">5</a>
Cambridge / Matamata	<a href="#">41</a>
Coromandel / Whitianga / Thames / Waihi	<a href="#">6</a>
Rotorua	<a href="#">7</a>
Tauranga / Mount Maunganui	<a href="#">8</a>
Gisborne and surroundings	<a href="#">9</a>
New Plymouth / Mt Taranaki	<a href="#">10</a>
Palmerston North	<a href="#">11</a>
Whanganui	<a href="#">27</a>
Napier	<a href="#">12</a>
Hastings	<a href="#">33</a>
Masterton / Wairarapa / Martinborough	<a href="#">42</a>
Wellington and surroundings	<a href="#">13</a>

Other places (please specify)	996
<b>SHOW LIST IF CODE 2 AT Q1B: In the South Island</b>	
Picton / Marlborough Sounds, Blenheim and surroundings	14
Nelson / Nelson Lakes National Park	15
Abel Tasman National Park / Tākaka /Golden Bay	16
Franz Josef / Fox Glaciers	17
West Coast, including Hokitika / Greymouth / Punakaiki	18
Hurunui / Hanmer Springs	34
Christchurch and surroundings	19
Akaroa / Banks Peninsula	43
Timaru / Caroline Bay / South Canterbury	44
Ashburton and surroundings	45
Ōamaru / Waitaki District	46
Lake Tekapo / Mount Cook / Aoraki / Twizel	20
Kaikōura	21
Cromwell / Alexandra	35
Wānaka	47
Queenstown / Arrowtown / Glenorchy and surroundings	22
Dunedin and surroundings	23
Invercargill / Catlins / Stewart Island	24
Te Anau / Milford Sound	25
<b>SHOW ALL: Other places (please specify)</b>	997
<b>SHOW ALL: Don't know</b>	999

## Reasons for travel – day trip

### OBJECTIVE 1B (REASON):

Q41A What are the main reasons you went on your last day trip? *Choose as many as apply.*

**ROTATE. MULTIPLE RESPONSE.**

To go shopping or enjoy shopping experiences	1
To discover or learn about history and heritage (e.g. museums, art galleries, exhibitions, places of cultural significance)	2
To visit unique or popular visitor attractions (e.g iconic local landmarks, themed experiences, or hands-on activity centres)	3
To relax and unwind by resting or doing light activities	4
To enjoy an indulgent getaway (e.g. food and wine)	5
To explore the outdoors or natural environment in an active way (e.g. walking, biking, skiing, golf)	6
To enjoy natural attractions (including great scenery or wildlife)	7
To bond with family or friends you're travelling with by doing activities together	8
To visit family or friends	9
To attend a family/friend occasion	10
To attend or participate in special events (e.g. sports, cultural events, festivals)	11
To experience a new place	12
It's a place I often go	13
Other (please specify): _____	14
Don't know	99

## Travel companions

Q42 Who (if anyone) did you travel with on your last day trip?  
*SELECT ALL THAT APPLY*

**MULTIPLE RESPONSE EXCEPT CODE 1.**

No one, I was on my own	1
My husband, wife or partner	2
Other adult family / relative	3
Other adults(s) who aren't family / relatives	4
Child/children aged under 15	5
Child/children aged 15 or older	6
School/student group	7
Tour group	8
Sporting/special interest group	9
Other (specify)	96

## Trip satisfaction

### OBJECTIVE 3 (SATISFACTION):

Q43A And thinking about all the aspects of your day trip, how satisfied were you with your trip overall?

SINGLE RESPONSE

Very satisfied	5
Satisfied	4
Acceptable	3
Dissatisfied	2
Very dissatisfied	1

### OBJECTIVE 3 (SATISFACTION):

Q43B

Did your last trip ...

SINGLE RESPONSE

Exceed the expectations you had before your trip	5
Meet the expectations you had before your trip	4
Turn out worse than the expectations you had before your trip	3
Not sure	99

### OBJECTIVE 3 (SATISFACTION):

Q43C How likely is it you would recommend where you went on your day trip to your family or friends??

SINGLE RESPONSE

Not at all likely to recommend	0
	1
	2
	3
	4
	5
	6
	7
	8
	9
Extremely likely to recommend	10
Does not apply	95

## Spending

**ALL:** Next, we'd like to ask you how much your day trip cost. The information you and other visitors provide is used to produce statistics to help the regional tourism operators get a clearer understanding of the role travel and tourism play in the regional economies.

**IF CODE 1 AT Q42, DO NOT ASK AND AUTOCODE AS CODE 1**

**Q44** Would it be easier for you to tell us about the cost of your day trip for:  
**SINGLE RESPONSE**

Yourself only	1	<a href="#">SKIP TO INTRO1</a>
You and the other person / people you were travelling with	2	

Please enter the number of people whose cost you will be answering questions about: [NUMERIC TEXT BOX](#)

**Q45** Number of people aged 15 and over, **including yourself:** [NUMERIC TEXT BOX](#)  
**Q46** Number of people aged less than 15: [NUMERIC TEXT BOX](#)

**INTRO 1**

**INTRO TO Q47 IF CODE 1 AT Q44**

We are now going to ask how much the different parts of your trip cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Include everything that:

- you spent on yourself
- you spent on other people
- was paid for you by someone else

**INTRO 2**

**INTRO TO Q47 IF CODE 2 AT Q44**

We are now going to ask how much the different parts of your trip cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Include everything that:

- you and the people you travelled with spent on yourselves
- you and the people you travelled with spent on other people
- was paid for you or the people you were travelling with by someone else

**Q47** Please enter how much each part of your trip cost in the 'Amount' box below. Don't use currency symbols (e.g. \$) or commas.

If a category doesn't apply to you, enter a 0 in the 'Amount' box.

AN AMOUNT IS REQUIRED IN EACH BOX

	Amount (in [insert currency selected]) (NUMERIC TEXT BOX)
<b>Domestic flights</b>	
<b>Petrol or electric car charging</b>	
<b>Car rental and/or campervan rental</b> – including insurance but excluding petrol	
<b>Transport fares</b> (including trains, ferries, transfers, taxis, public transport etc.)	
<b>Food and drinks</b> bought at cafes, restaurants, bars, or at accommodation	
<b>Food and drinks</b> bought from supermarkets, stores, etc	
<b>Entertainment or activities</b> such as attractions, tours, cruises, sports events, museums, gambling/casinos etc.	
<b>Shopping</b> including gifts, souvenirs, and clothing	
<b>Any other</b> costs during your trip (please list)	

IF RESPONDENT DOES NOT ENTER A VALUE AND CLICKS ON THE NEXT BUTTON THE  
ERROR MESSAGE SHOULD SAY 'Please provide an amount in each box. If a  
category doesn't apply to you, enter a '0' in the box.'

COMPUTE TOTAL SPEND FOR EACH RESPONDENT BY SUMMING THE CATEGORIES:

**TOTAL SPEND**

Q48 Based on the amounts you entered into the table, the total cost of your day trip was [amount]. Do you think this is correct?

Yes	1
No	2

IF NO: Please review the table and correct any errors.. ALLOW TABLE MODIFICATIONS.

#### CLOSING

Thank you for your time and effort. Your answers provide important information and will help us understand how to improve the experience of domestic tourists in New Zealand.