

MBIE Tourism Sentiments Survey – February 2026

24-071556-01

Date:	15-01-2026
Version Number:	Version 19
Authors:	Amanda Dudding, Emma Moselen, Kerrienne Lindsey, Aleisha Seagrave
Methodology:	Online survey
LOI:	12-minutes
Notes:	Device agnostic; Accessible online survey design; Tested for screen readers; Vocabulary Testing Coding of 2 open-enders and 6 'other specify' questions Cognitive interviewing to follow 95% confidence level and a relative margin of error (RME) of 10% (except smaller regions) Exclusion between waves (6-month exclusion period)

Sample

Completes:	N = 1,800 (up to an additional n=175 boost for smaller regions if possible)
Target:	Nat rep New Zealand residents aged 15+
Quotas:	Age, gender, ethnicity, region (hard quotas set at national level) For regions: age, gender, ethnicity (soft quotas) Monitor urban / rural split (soft quota)
Sample source:	Online panel sample (80%), River sample (20%)
Weighting:	Data post-stratified to provide national-level results

Best endeavours to maximise the number of respondents in each of the smaller regions above and will allow for n=1,800 in case responses above the feasibility numbers above are possible.

Quota Tables

Tables to come.

- **Region.** Min numbers per region. (Need to determine any quotas on **destinations of interest** within this) –
 - Within each region we are aiming for *soft quotas* by age, gender and ethnicity at the nationally representative level (regionally representative if it's possible to locate this)
- **Gender:** Hard quota for male/female categories. Will reflect national split
- **Ethnicity:** Hard quota at the NETT ethnicity level. Will reflect national split
- **Age:** Hard quota by age group. Will reflect national split
- **Urban / rural split:** Soft quota, to reflect national split if possible

Questionnaire Key		
Question Type and Programming Instructions	{ }	I.E. {SR}, {MR} (SINGLE VS MULTIPLE RESPONSE) {INTEGER (RANGE 16–64)} {DECIMAL (RANGE 16.5–63.5)} {TEXT (RANGE 10–20)} [RANDOMISE STATEMENTS]
Question Filter/Routing	< >	i.e. <ASK ALL>, <ASK IF Q1 = 1>
Pop up information box	X ² or AAA ⁵	Indicate where the respondent can hover their mouse over the word to view a definition/ more information
Question objective and source	Objective X. Question source	Background on the question rationale (linking it to the objective) and then information on where the question has originated from.

Landing page / Introduction

Opening message:

Welcome to the New Zealand Tourism Sentiment Survey, conducted by Ipsos on behalf of the Ministry of Business, Innovation and Employment (MBIE). This 12-minute survey will help shape a tourism industry that benefits all New Zealanders. We are collecting survey responses from people aged 18+ who live all across New Zealand. We would like to hear your thoughts about tourism in New Zealand, both on a national level and within your region or area. To achieve this, we will ask about three areas:

1. **Tourism in New Zealand as a whole:** First, we will ask for your views on tourism throughout New Zealand.
2. **Tourism in your region:** Then, we will ask about tourism in your specific region or local area.
3. **Personal Experience:** Lastly, we will ask about your personal experiences and interactions with tourism.

Sharing your views is invaluable in helping us create a tourism sector that truly reflects the needs and desires of all New Zealanders. Thank you for participating!

The aggregated and summary results will be placed on MBIE’s public website. For more information about how MBIE will use this data, please go to the [Tourism research and data site](#), which contains their [privacy statement](#).

Screening Questions

<SHOW ALL>

To check if you are able to take part, we will now ask a few questions about you.

<ASK ALL>

GENDER_ Are you?

Please select one only.

{SR}

Female	2	[CONTINUE ACCORDING TO QUOTA]
Male	1	[CONTINUE ACCORDING TO QUOTA]
Another gender	3	[CONTINUE ASSIGN TO GENDER QUOTA AT RANDOM]
Prefer not to answer	96	[CONTINUE ASSIGN TO GENDER QUOTA AT RANDOM]

<ASK ALL, INCLUDE RESP_AGE DUMMY VARIABLE TO HOLD AGE>

YEAR/MONTH What is your date of birth?

{DROPDOWN}

YEAR

MONTH

QUOTAGERANGE [HIDDEN]

Under 18 years	1	[THANK & CLOSE]
18–24 years	2	[RECRUIT TO QUOTA]
25–34 years	3	
35–44 years	4	
45–54 years	5	
55–64 years	6	
65+ years	7	

<ASK ALL, ETHCONSENT01>

ETHCONSENT01

The next question will be about ethnicity. A “Prefer not to answer” option is available for you to select, at your discretion. Collecting such information enables us to provide a more refined research analysis.

Participation is always voluntary, and your responses are used for research purposes only, combined with the answers from all other participants. The data will be generally held for up to 12 months and then will be anonymised.

Do you accept the collection of ethnicity related data?

Please select one only.

{SR}

Yes, I accept.	1	[CONTINUE ACCORDING TO QUOTA]
----------------	---	-------------------------------



24-071556-01 MBIE Tourism Sentiments Survey – January 2026

No, I don't accept.	2	[THANK & CLOSE]
---------------------	---	-------------------------------------

<ASK ALL, NZ01ETH >

NZ01ETH Which ethnic group/groups do you belong to?

Please select all that apply.

{MR}

New Zealand European	1	[RECRUIT TO QUOTA]
Māori	3	
Samoan	4	
Cook Islands Māori	5	
Tongan	6	
Niuean	8	
Tokelauan	9	
Fijian	7	
Other Pacific peoples	10	
Southeast Asian	11	
Chinese	12	
Indian	13	
Korean	14	
Japanese	15	
Other Asian	16	
Middle Eastern	17	
Latin American	18	
African	19	
Other European	2	
Other ethnicity	20	
Don't know	21	
Prefer not to answer	22	
Consent not granted [HIDDEN FOR RESPONDENT]	99	

QUOTAETHNICITY [HIDDEN]

NETT European + NETT Other Ethnicity + NETT Middle Eastern/Latin American/African	NZ01ETH=1,2, NZ01ETH=20,21,22, Nz01ETH=17,18,19,	[RECRUIT TO QUOTA]
Māori	NZ01ETH=3	
NETT Pacific Peoples	NZ01ETH=4,5,6,7,8,9,10	
NETT Asian	NZ01ETH=11,12,13,14,15,16	

<ASK ALL>

QD0 Which of the following best describes where you usually live?

Please select one answer only.

{SR}

A metropolitan city (e.g., Auckland, Wellington, Christchurch, Dunedin)	1	[MONITOR – SOFT QUOTA]
A provincial centre (e.g., Whangārei, Rotorua, Nelson, Timaru)	2	
A small town (e.g., Hanmer Springs, Coromandel, Picton, Masterton)	3	
A rural or semi-rural area	4	

<ASK ALL, QREGION>

QREGION Which region do you live in?

Please select one only.

{DROPDOWN}

[DUMMY REGION VARIABLE]

Northland	1	[RECRUIT TO REGION QUOTA]
Auckland	2	
Waikato	3	
Bay of Plenty	4	
Gisborne	5	
Hawke's Bay	6	
Taranaki	7	
Manawatū-Whanganui	8	
Wellington	9	
Tasman	10	
Nelson	11	
Marlborough	12	
West Coast	13	
Canterbury	14	
Otago	15	
Southland	16	

<ASK IF QREGION =2>

AUCKLAND_LOCATION

Which area of the Auckland region do you live in?

Please select one only.

{SR, SHOW ALPHABETICALLY, ANCHOR 97}

Central Auckland	1	
North Shore	2	
West Auckland	3	
East Auckland	4	
South Auckland	5	
Greater Auckland	6	Destination of interest. (SH)
Other area in Auckland	97	



<ASK IF QREGION=4>

BOP_LOCATION

Which district of the Bay of Plenty region do you live in?

Please select one only.

{SR, SHOW ALPHABETICALLY, ANCHOR 97}

Western Bay of Plenty district	1	
Tauranga City	2	Destination of interest. RECRUIT TO DOI QUOTA
Whakatāne district	3	
Rotorua Lakes district	4	Destination of interest. RECRUIT TO DOI QUOTA
Kawerau district	5	
Ōpōtiki district	6	
Other area in Bay of Plenty	97	

<ASK IF QREGION=3>

WAIKATO_LOCATION

Which district of the Waikato region do you live in?

Please select one only.

{SR, SHOW ALPHABETICALLY, ANCHOR 97}

Hamilton city	1	
Thames-Coromandel district	2	
Matamata-Piako district	3	
Hauraki district	4	
Waipā district	5	
Waikato district	6	
Ōtorohanga district	7	
Waitomo district	8	
South Waikato district	9	
Taupō	10	Destination of interest. RECRUIT TO DOI QUOTA
Other area in Waikato	97	

<ASK IF QREGION=14>

CANTERBURY_LOCATION

Which district of the Canterbury region do you live in?

Please select one only.

{SR, SHOW ALPHABETICALLY, ANCHOR 97}

Christchurch city	1	Destination of interest (SH).
Mackenzie district	2	Destination of interest (SH).
Kaikoura district	3	Destination of interest (SH).
Hurunui district	4	
Waimakariri district	5	
Selwyn district	6	
Ashburton district	7	
Timaru district	8	
Waimate district	9	
Waitaki district	10	
Other area in Canterbury	97	

<ASK IF QREGION=15>

OTAGO_LOCATION

Which district of the Otago region do you live in?

Please select one only.

{SR, SHOW ALPHABETICALLY, ANCHOR 97}

Queenstown-Lakes District	1	Destination of interest. RECRUIT TO DOI QUOTA
Central Otago District	2	Rest of Otago (RoO) Destination of interest. RECRUIT TO DOI QUOTA
Waitaki District	3	Rest of Otago (RoO) Destination of interest. RECRUIT TO DOI QUOTA
Dunedin City	4	Destination of interest. RECRUIT TO DOI QUOTA
Clutha District	5	Rest of Otago (RoO) Destination of interest. RECRUIT TO DOI QUOTA
Other area in Otago	97	Rest of Otago (RoO) Destination of interest. RECRUIT TO DOI QUOTA

<ASK IF QREGION=16>

SOUTHLAND_LOCATION

Which district of the Southland region do you live in?

Please select one only.

{SR}

Invercargill city	1	
Fiordland	2	Destination of interest. (SH)
Te Anau	3	Destination of interest. (SH)
Southland district	4	
Gore district	5	
Stewart Island	6	
Other area in Southland	97	

Tourism in New Zealand

<SHOW ALL>

The first set of questions is going to ask your thoughts about **the whole country**.

<ASK ALL>

1_ What would you say are the three most important issues facing New Zealand today?
Please select exactly 3 options.

{MR – SELECT EXACTLY 3 OPTIONS}. [RANDOMISE STATEMENTS]

Objective 1. Source: Ipsos Issues monitor (with Tourism added in).

1	The economy
2	Immigration
3	Race relations / racism
4	Defence / foreign affairs / terrorism
5	Crime / law and order / violence / anti-social behaviour
6	Drug / alcohol abuse
7	Education
8	Housing / price of housing
9	Healthcare / hospitals
10	Environmental pollution / water concerns
11	Population / overpopulation
12	Poverty / inequality
13	Taxation
14	Transport / public transport / infrastructure
15	Tourism
16	Unemployment
17	Issues facing Māori
18	Petrol prices / fuel
19	Household debt / personal debt
20	Inflation / cost of living
21	Climate change

<SHOW ALL>

We are now going to ask you questions about your thoughts on **tourism in New Zealand as a whole**.

Here are some terms that we will refer to:

- **International tourism**, when people living in other countries visit/holiday in New Zealand for less than 12 months; and
- **Domestic tourism**, when people who live in New Zealand visit/holiday in other areas or regions in New Zealand for less than 12 months.

<ASK ALL>

2_How much do you agree or disagree with the following statements about tourism in New Zealand?

Please select one response per row.

{SR PER STATEMENT} [SHOW AS A GRID STYLE QUESTION]

Objective 1: Source: TNZ. Views on Tourism

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
1_Tourism benefits New Zealand	1	2	3	4	5	98
2_ International tourism ¹ benefits New Zealand	1	2	3	4	5	98
3_ Domestic tourism ² benefits New Zealand	1	2	3	4	5	98

¹International tourism is when people living in other countries visit or holiday in New Zealand for less than 12 months.

²Domestic tourism is when people who live in New Zealand visit or holiday in other areas or regions in New Zealand for less than 12 months.

<IF Q2_1=4,5, assign to group Q2_1=3A>

<IF Q2_1=1,2, assign to group Q2_1=3B>

FOR PARTICIPANTS THAT SAY THEY **NEITHER AGREE NOR DISAGREE THAT TOURISM BENEFITS NZ (Q2_1=3)**, PLEASE RANDOMLY ASSIGN HALF TO THE GROUP: Q2_1=3A AND THE OTHER HALF TO Q2_1=3B

<ASK ALL>

3_Thinking about tourism in New Zealand during the summer period (December – February), in your opinion do you think there are...

Please select one only.

{SR}

Objective 1: New Question

Too many international visitors ¹	1
About the right number of international visitors	2
Not enough international visitors	3
Don't know	98

¹International visitors are people living in other countries that visit or holiday in New Zealand for less than 12 months.

<ASK IF Q3 = 1,2,3,>

4_What is it that makes you think that there are [SHOW IF 3=1: too many / IF 3=2: about the right number of SHOW IF 3=3: not enough] international visitors¹ in NZ over the summer²?

Please describe your thoughts or experience and how they shaped your views towards international visitors. Please do not include personal or identifying information about yourself or others (e.g. names or addresses).

{OPEN TEXT}

Objective 1: New Question

Don't know	98

¹International visitors are people living in other countries that visit or holiday in New Zealand for less than 12 months.

² Summer: December – February.

<ASK ALL>

5_Thinking about domestic tourism¹ in New Zealand during the summer,² do you think there are...

Please select one only.

{SR}

Objective 1: New Question

Too many New Zealanders travelling within NZ	1
About the right number of New Zealanders travelling	2
Not enough New Zealanders travelling within NZ	3
Don't know	98

¹Domestic Tourism is when people who live in New Zealand visit or holiday in other areas or regions in New Zealand for less than 12 months.

²Summer: December – February.

Impact of Tourism to New Zealand

6_Now, thinking about international visitors only, what impacts would you say international tourism¹ in New Zealand has had on...

Please select one response per row.

{SR PER STATEMENT}

Objective 3: Adapted from TNZ Views of Tourism Survey

	Very negative	Negative	Neither positive nor negative	Positive	Very positive	Don't know
1_Community and everyday life in New Zealand	1	2	3	4	5	98
2_The New Zealand economy	1	2	3	4	5	98
3_The natural environment in New Zealand	1	2	3	4	5	98
4_ New Zealand values and culture	1	2	3	4	5	98

¹International tourism is when people living in other countries visit or holiday in New Zealand for less than 12 months.

<ASK ALL>

7_ And what impacts would you say **domestic tourism**¹ in New Zealand has had on...

Please select one response per row.

{SR PER STATEMENT}

Objective 3: Adapted from TNZ Views of Tourism Survey

	Very negative	Negative	Neither positive nor negative	Positive	Very positive	Don't know
1_ Community and everyday life	1	2	3	4	5	98
2_ The New Zealand economy	1	2	3	4	5	98
3_ The natural environment in New Zealand	1	2	3	4	5	98
4_ New Zealand values and culture	1	2	3	4	5	98

¹Domestic tourism is when people living in New Zealand visit or holiday in other areas or regions in New Zealand for less than 12 months.

<ASK ONLY THOSE THAT SAY TOURISM BENEFITS NZ, Q2_1=3A>

8_ What are the most significant benefits of tourism in New Zealand that you've observed or heard about?

Please include any notable impacts on the community, economy, environment or culture in New Zealand.

Please do not include personal or identifying information about yourself or others (e.g. names or addresses).

{OPEN TEXT}

Objective 3: New Question

Don't know	98

<ASK ONLY THOSE THAT SAY TOURISM DOES NOT BENEFIT NZ, Q2_1=3B>

9_ Think back to a moment when you felt tourism negatively impacted New Zealand. What was the situation, and how did it affect your view on tourism?

Please do not include personal or identifying information about yourself or others (e.g. names or addresses).

{OPEN TEXT}

Objective 3: New Question

Don't know	98

<ASK ALL>

Below is a list of **possible benefits** that tourism could bring to New Zealand.

10_Please select the top 5 benefits from the options provided

Tourism in New Zealand ...

Please select up to 5 responses from the options provided. These may be benefits you have personally observed, or benefits you believe are important to New Zealand.

{MR UP TO 5 OPTIONS} [RANDOMISE THE ORDER OF THE SECTIONS AND WITHIN EACH SECTION]

Source: Adapted from TNZ views on tourism survey. (Streamlined and moved away from likert scale)

Community and Everyday Life:	
1_ enables improvements to recreational facilities (such as parks)	
2_ brings New Zealanders closer together	
3_ enhances health and wellbeing of New Zealand communities	
4_ creates a livelier atmosphere in the cities and regions	
5_ leads to infrastructure development (such as roads)	
6_ enables meeting and learning from other cultures	
NZ Economy	
7_ creates growth opportunities for businesses	
8_ creates employment/income opportunities	
9_ creates economic growth for New Zealand	
Environment	
10_ encourages more investment into conservation	
11_ encourages New Zealanders to look after our natural environment	
12_ encourages local businesses to adopt environmentally sustainable practices	
Culture	
13_ enables Māori to share Māori culture and values with the rest of the world	
14_ creates pride among all New Zealanders in our values and culture	
15_ encourages protection of significant cultural and heritage sites	
99_ None of these [ANCHOR]	

<ASK ALL>

Now, let's consider the potential **negative impacts** that tourism can have on New Zealand.

11_Please select the 5 negative impacts that are most concerning to you.

Tourism in New Zealand ...

Please select up to 5 responses.

{MR UP TO 5 OPTIONS} [RANDOMISE THE ORDER OF THE SECTIONS AND WITHIN EACH SECTION]

Source: Adapted from TNZ views on tourism survey. (Streamlined and moved away from likert scale)

Community and Everyday Life:	
32_ puts too much pressure on community infrastructure	
16_ results in increased traffic issues	
18_ makes holiday accommodation too expensive for New Zealand residents	
19_ makes it hard for New Zealand residents to find holiday accommodation vacancies	
20_ disturbs New Zealanders going about their normal daily lives	
21_ means attractions are too busy or too expensive for New Zealand residents to enjoy	
NZ Economy	
22_ leads to the New Zealand economy being too reliant on tourism	
23_ relies on seasonal and low-wage employment	
24_ results in housing shortages in popular tourist locations	
Environment	
25_ results in damage to New Zealand's natural environment	
26_ contributes to climate change due to carbon emissions and increased levels of pollution	

27_ disturbs wildlife, biodiversity and nature	
28_ puts pressure on New Zealand's natural resources due to increased water and energy consumption	
29_ leads to overcrowding in our national parks	
33_ increases litter and waste	
Culture	
30_ risks Māori values, culture and/or taonga (treasures) being misrepresented, commercialised, or presented in ways that do not reflect their true meaning	
31_ results in a loss of New Zealand's values, culture and heritage	
99_ None of these [ANCHOR]	

Tourism in your region

[<SHOW ALL>](#)

We are now going to ask you questions about your thoughts on tourism in your region. **During the next few questions, we want you think about <region from QMKTSIZE_NZ>.**

[<ASK ALL>](#)

12_How long have you lived in <region from QMKTSIZE_NZ> for?

Please select one answer only. Consider your most recent period of living in this region.

{SR}

Less than 3 years	1
3-6 years	2
7-15 years	3
More than 15 years	4
Don't know	98

[<ASK ALL>](#)

13_How much do you agree or disagree with the following statements about tourism in <region from QMKTSIZE_NZ>?

Please select one response per row.

{SR PER STATEMENT}

Objective 3: Source: TNZ. Views on Tourism

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Don't know
1_ Tourism benefits <region from QMKTSIZE_NZ>	1	2	3	4	5	98
2_ International tourism ¹ benefits <region from QMKTSIZE_NZ>	1	2	3	4	5	98
3_ Domestic tourism ² benefits <region from QMKTSIZE_NZ>	1	2	3	4	5	98

¹International tourism is when people living in other countries visit or holiday in New Zealand for less than 12 months.

²Domestic tourism is when people living in New Zealand visit or holiday in other areas or regions in New Zealand for less than 12 months.

<ASK ALL>

14_Thinking about tourism in <region from QMKTSIZE_NZ> during the summer¹, do you think there are...
Please select one answer only.

{SR}

Objective 2: New Question

Too many international visitors ²	1
About the right number of international visitors	2
Not enough international visitors	3
Don't know	98

¹Summer: December – February.

²International visitors are people living in other countries that visit or holiday in New Zealand for less than 12 months.

<ASK IF ALL>

15_What type of international visitors¹ would you prefer to **see more of** in <region from QMKTSIZE_NZ>?
Please select up to 5 responses.

{MR} [RANDOMISE THE ORDER OF THE SECTIONS AND WITHIN EACH SECTION EXCLUDING INDEPENDENT TRAVELLERS, DO NOT RANDOMISE WITHN INDEPENDENT TRAVELLER SECTION]

Objective 2: New Question

Traditional leisure travellers	
Cruise passengers	1
Tour groups (e.g. bus tours, Hobbiton Movie Set tour, small group guided scenic tours)	2
Families (e.g. family groups on school holidays)	3
Wedding/honeymoon tourists	4
Luxury tourists enjoying high end activities	5
Independent Travellers	
Backpackers	6
Walkers/hikers	7
Cyclists/mountain bikers	8
Campers/ Campervan/van travellers staying in purpose-built facilities (e.g. campervan/holiday parks, camping grounds)	9
Campers/ Campervan/van travellers staying outside built facilities (e.g. freedom campers)	10
Visiting friends and family	
New Zealanders living overseas returning to visit friends and family	11
Overseas visitors coming to visit friends and relatives in NZ	12
Adventure, nature and special interest visitors	
Adventure tourists (e.g. thrill-seeking activities)	13
Eco-tourists (e.g. visiting predator-free islands, guided wildlife tours)	14
Wellness tourists (e.g. spa, health retreats)	15
Event/festival visitors (e.g. attending sports, music, cultural events)	16
Work and study	
Business travellers (e.g. attending conferences in Auckland, Wellington or Christchurch)	17
Remote workers/digital nomads (e.g. someone working for an overseas organisation that temporarily lives in NZ)	18
International students/education tourists (e.g. studying at university)	19
Other	
Other, please specify [OE; ANCHOR]	97
None of these [ANCHOR]	99

¹International visitors are people living in other countries that visit or holiday in New Zealand for less than 12 months.

<ASK ALL>

16_What type of international visitors¹ would you prefer to **see less of** in <region from QMKTSIZE_NZ>?
Please select up to 5 responses.

{MR} [RANDOMISE THE ORDER OF THE SECTIONS AND WITHIN EACH SECTION]

ONLY SHOW CODES IF THEY ARE NOT SELECTED AT Q15 (PARTICIPANT CANNOT SAY THAT WANT MORE OF ONE CODE (Q15) AND LESS OF THE SAME CODE (Q16) SO PLEASE REDUCE OPTIONS SHOWN TO ONLY THOSE NOT SELECTED AT Q15)

Objective 2: New Question

Traditional leisure travellers	
Cruise passengers	1
Tour groups (e.g. bus tours, Hobbiton Movie Set tour, small group guided scenic tours)	2
Families (e.g. family groups on school holidays)	3
Wedding/honeymoon tourists	4
Luxury tourists enjoying high end activities	5
Independent Travellers	
Backpackers	6
Walkers/hikers	7
Cyclists/mountain bikers	8
Campers/ Campervan/van travellers staying in purpose-built facilities (e.g. campervan/holiday parks, camping grounds)	9
Campers/ Campervan/van travellers staying outside built facilities (e.g. freedom campers)	10
Visiting friends and family	
New Zealanders living overseas returning to visit friends and family	11
Overseas visitors coming to visit friends and relatives in NZ	12
Adventure, nature and special interest visitors	
Adventure tourists (e.g. thrill-seeking activities)	13
Eco-tourists (e.g. visiting predator-free islands, guided wildlife tours)	14
Wellness tourists (e.g. spa, health retreats)	15
Event/festival visitors (e.g. attending sports, music, cultural events)	16
Work and study	
Business travellers (e.g. attending conferences in Auckland, Wellington or Christchurch)	17
Remote workers/digital nomads (e.g. someone working for an overseas organisation that temporarily lives in NZ)	18
International students/education tourists (e.g. studying at university)	19
Other	
Other, please specify [OE; ANCHOR]	97
None of these [ANCHOR]	99

¹International visitors are people living in other countries that visit or holiday in New Zealand for less than 12 months.

<ASK ALL>

17_Thinking about **domestic tourism**¹ in <region from QMKTSIZE_NZ> during the summer², do you think there are...

Please select one answer only.

{SR}

Objective 1: New Question

Too many New Zealanders visiting your region	1
About the right number of New Zealanders visiting your region	2
Not enough New Zealanders visiting your region	3
Don't know	98

¹ Domestic tourism is when people living in New Zealand visit or holiday in other areas or regions in New Zealand for less than 12 months.

² Summer: December – February.

Impact of Tourism to Regions

<ASK ALL>

18_ Thinking about the impacts of **international tourism**¹ to your region, **what impacts would you say international tourism in <region from QMKTSIZE_NZ>** has on...

Please select one answer per row.

{SR PER STATEMENT} [RANDOMISE]

Objective 3: Adapted from TNZ Views of Tourism Survey

	Very negative	Negative	Neither positive nor negative	Positive	Very positive	Don't know
1_ Community and everyday life in <region from QMKTSIZE_NZ>	1	2	3	4	5	98
2_ The local economy	1	2	3	4	5	98
3_ The natural environment in <region from QMKTSIZE_NZ>	1	2	3	4	5	98
4_ New Zealand values and culture	1	2	3	4	5	98

¹ International tourism is when people living in other countries visit or holiday in New Zealand for less than 12 months.

<ASK ALL>

19_ Now thinking about **domestic tourism**¹, **what impacts would you say domestic tourism in <region from QMKTSIZE_NZ>** has on...

Please select one per row.

{SR PER STATEMENT} [RANDOMISE]

Objective 3: Adapted from TNZ Views of Tourism Survey

	Very negative	Negative	Neither positive nor negative	Positive	Very positive	Don't know
1_ Community and every day life in <region from QMKTSIZE_NZ>	1	2	3	4	5	98
2_ The local economy	1	2	3	4	5	98
3_ The natural environment in <region from QMKTSIZE_NZ>	1	2	3	4	5	98
4_ New Zealand values and culture	1	2	3	4	5	98

¹ Domestic tourism is when people living in New Zealand visit or holiday in other areas or regions in New Zealand for less than 12 months.

Engaging with Tourism

<SHOW ALL>

Next, we'd like to hear about your personal experiences with tourism.

<ASK ALL>

20_ Have you worked in, or with, the tourism sector (or business related to the tourism sector) in the past 12 months? This includes working, owning, investing, offering services, or supplying products to tourists or tourism businesses.

Please select one answer only.

{SR}

Yes	1
No	2
Don't know	98

<ASK ALL>

21_ Over the last summer between December 2025-February 2026, have you personally visited or participated in any of the following types of tourist attractions in New Zealand?

Please select all that apply.

{RANDOMISE STATEMENTS, MR}

Objective 4. Source: New question

Cultural and historical experiences	
Historical Sites (e.g. Waitangi, pā sites) and heritage areas/towns (e.g. Oamaru Victorian Precinct, Russell)	1
Experience Māori Culture (e.g. kapa haka performances, hāngī meals, marae visits)	2
Museums or galleries (e.g. Te Papa, Auckland Museum, Te Whare o Rehua Sarjeant Gallery)	3
Nature	
Department of Conservation (DOC) walking tracks/Great walks (e.g. Abel Tasman Coast Track, Milford Track, Tongariro Alpine Crossing)	5
Scenic walks or lookouts (e.g. Cathedral Cove, Mount Victoria)	6
National Parks (e.g. Fiordland, Tongariro, Abel Tasman)	7
Botanical gardens/public gardens	17
Beaches or swimming spots	8
Waterfalls, glaciers or lakes (e.g. Franz Josef Glacier, Lake Matheson, Huka Falls)	9
Adventure and wildlife	
Adventure activities (e.g. bungee jumping, jet boating, skydiving, caving at Waitomo)	10
Geothermal sites (e.g. Wai-O-Tapu, Hanmer Springs)	11
Wildlife or nature sanctuaries (e.g. Zealandia, Kaikoura whale or dolphin tours, penguin viewing at Curio Bay)	12
Paid water activities/adventures (e.g. booked activities such as sightseeing cruises, guided kayak tours, paragliding, water skiing, or fishing trips)	13
Other water activities (e.g. boating, kayaking, paragliding, water skiing, or fishing using personal equipment with family and friends)	14
Other experiences	
Food or wine experiences (e.g. winery tour in Marlborough or Waiheke, seafood tasting, farm visit)	15
Camping/freedom camping (e.g. DOC campgrounds, beachside camping)	16
Other, please write out answer [OE; ANCHOR]	97
None of these [EXCLUSIVE; ANCHOR]	99

<ASK ALL>

22_ Do you know where you can share any concerns you may have about tourism development in your region?

Please select one answer only.

{SR}

Objective 4. Source: New question

Yes	1
No	2
Don't know	98

<ASK ALL>

23_ Have you had the opportunity to share your views on how tourism development should balance community needs and visitor demand?

Please select one answer only.

{SR}

Objective 4. Source: New question

Yes	1
No	2
Don't know	98

<ASK ALL>

24_ Would you like to be more involved in tourism development decisions in your region?

Please select one answer only.

{SR}

Objective 4. Source: New question

Yes	1
No	2
Don't know	98

Demographics

<SHOW ALL>

To better understand how different people think about tourism, we have a few final questions about you.

<ASK ALL>

QD1 Were you born in New Zealand?

Please select one answer only.

{SR}

Yes	1
No	2
Prefer not to say	96

<ASK IF QD1=2>

QD2 How many years, in total, have you been living in New Zealand?

Please select one answer only.

{SR}

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	98
Prefer not to answer	96

<ASK ALL>

QD3 Have you travelled in the past 12 months?

Please select all that apply.

{MR}

Yes, in New Zealand	1
Yes, outside of New Zealand	2
No [EXCLUSIVE]	3
Can't remember [EXCLUSIVE]	98

<ASK ALL>

QD4 What is your highest completed educational qualification?

Please select one answer only.

{SR}

Secondary school	1
Certificate or diploma level	2
Bachelor's degree	3
Postgraduate diploma or certificate	4
Postgraduate degree	5
Another level of education	6
No formal qualifications	7
Prefer not to say	96

<ASK ALL>

QD5 What is your current employment status?

Please select one answer only.

{SR}

Employed full time	1
Employed part time	2
Self employed	3
Unemployed but looking for a job	4
Unemployed and not looking for a job / Long-term sick or disabled	5
Full-time parent, homemaker	6
Retired	7
Student	8
Other	97

<ASK ALL>

QD6 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.

Please select one answer only.

{SR}

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

Final Comments

<ASK ALL>

FC1_ Do you have any other comments about your experiences with tourism in New Zealand, or any suggestions for improving tourism in New Zealand?

Please write in the box below.

Please do not include personal or identifying information about yourself or others (e.g. names or addresses).

{TEXT (OPEN-ENDED), NOT COMPULSARY}

No further comments	99

<ASK ALL>

You've now completed the survey. Thank you so much for taking part.

We would like to offer you the option to receive a link to the survey's key findings. **This is completely optional.**

The findings will summarise everyone's answers together, so no person's individual results will be singled out. You'll learn what we've discovered about tourism experiences from everyone who took part.

FC2_ Would you like to be contacted to receive a copy of the key findings from the survey?

Please select one answer only.

{SR}

Yes, I'd like to receive the key findings	1
No thanks	2

<IF C2=1, OE>

FC3_ Please tell us your contact details so we can email you the copy of the survey's key findings. Your details will be kept confidential and will not be matched to your answers. Your contact information will only be used to email you once and will be removed in line with Ipsos' privacy policy.

{SR}

Name:



24-071556-01 MBIE Tourism Sentiments Survey – January 2026

Email address:

[<SHOW ALL>](#)

Thank you for taking the time to complete the survey. Your input is very much appreciated.