



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

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Monthly Regional Tourism Estimates

User Guide
April 2018

This user guide provides information about how the Monthly Regional Tourism Estimates are compiled. MBIE aims to make this information as accessible and useful as possible; so feel free to give us your feedback by email to TR_SharedMailbox@mbie.govt.nz.

The Monthly Regional Tourism Estimates (MRTes) should be used as an indicator of tourism spending in the regions

The MRTes were developed to provide estimates of regional tourism spend

The Tourism Data Domain Plan in 2011 identified that published regional indicators for tourism spend were not fit for purpose.

An innovative approach was taken to identify tourism spending from Electronic Card Transaction (ECT) data and use this as the base for the Regional Tourism Indicators (RTIs), launched in 2012 as a monthly index. This aimed to provide tourism operators with a regional, regular, up-to-date view of tourism spend and growth.

Alongside this, the Regional Tourism Estimates (RTEs) were launched in 2013 to provide regional yearly dollar estimates of tourism spend using the RTIs, International Visitor Survey (IVS) and provisional data from the Tourism Satellite Account (TSA)¹. This functioned to produce yearly estimates of regional tourism spend.

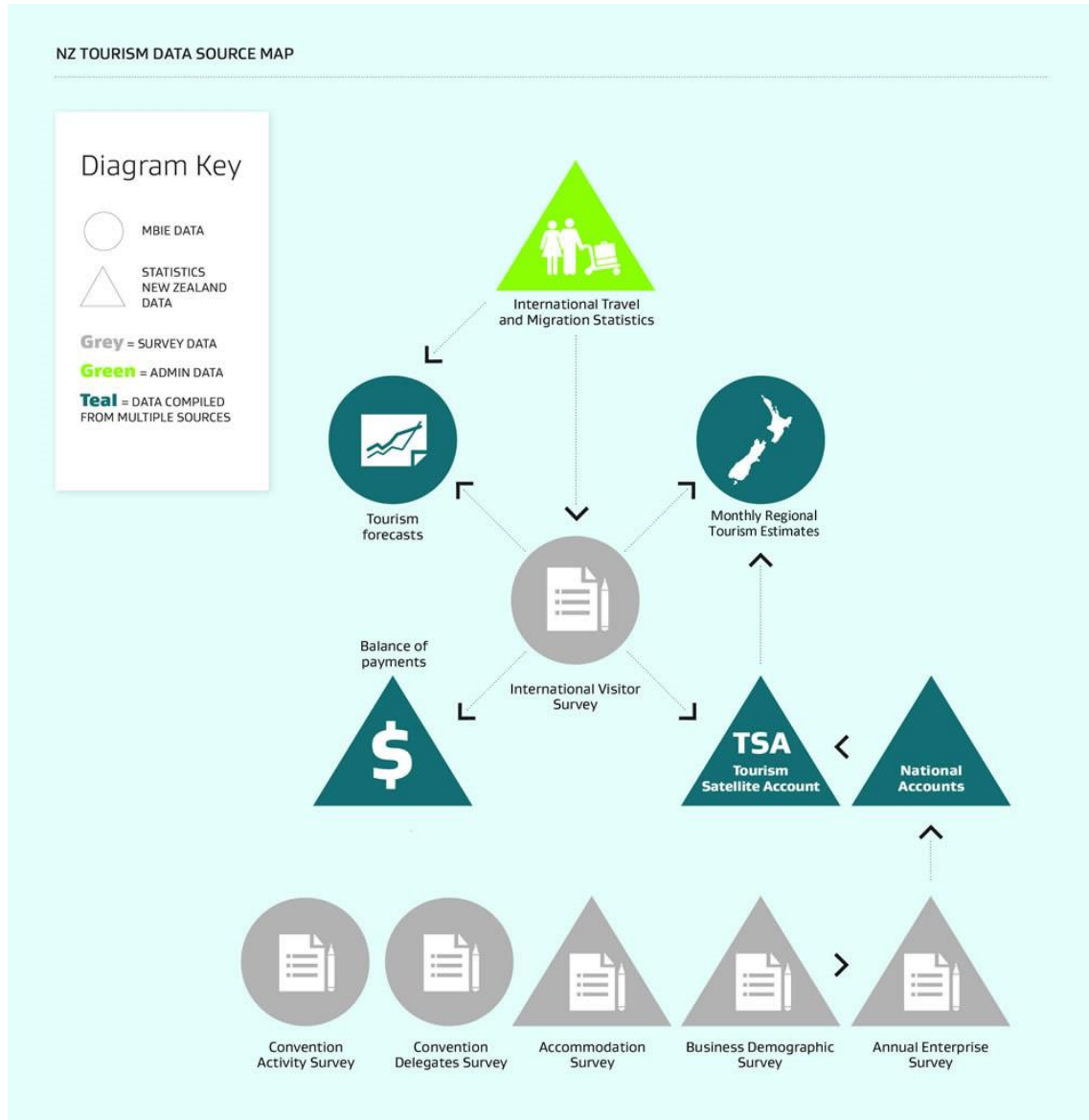
Following a review of these indicators in 2015, the new MRTes were developed - combining the dollar value estimates from the RTEs with the monthly frequency of the RTIs - to give a dollar value estimate of spend in the regions based on a forecast of the RTEs.

The final MRTes are an estimate of total regional tourism spend including cash and online spending, and excluding Goods and Services Tax (GST). You can find a comparison of the MRTes with other tourism indicators in Appendix One.

¹ published in October for the year ending March

The MRTEs are part of a suite of tourism statistics

The MRTEs give an estimate of tourist spending patterns within New Zealand. The MRTEs are part of a suite of statistics aimed at providing a picture of New Zealand’s tourism industry. Here is where the MRTEs sit in relation to other tourism data sources:



The MRTEs are published monthly on MBIE’s website

MBIE produces the MRTEs on a monthly basis. The final values represent an estimate of total tourism spend in the regions. The dataset is published on the [MRTE page](#) of MBIE’s website.

Interactive graphs present data at the TA, RTO and regional level

MBIE publishes visualisations showing combinations of monthly and annual spend for products, countries and geographic areas on its website.

The data is produced down to the Territorial Authority (TA) level for the annual series, and down to the Regional Tourism Organisation (RTO) level for the monthly series. Below is a summary of how the data can be filtered:

Group	Variable	Annual	Monthly
Area	Region	✓	✓
	Regional Tourism Organisation (RTO)	✓	✓
	Territorial Authority (TA)	✓	✗
Product	Product group	✓	✓
Country of origin	Country group	✓	✓
Region of origin (domestic only)	Region	✓	✗

Pivot tables make it easy for users to filter data for their region

MBIE publishes pivot tables of monthly and annual spend for products, countries and geographic areas to make it easy for users to get data specific to their own region. You can get these from the [“data download” section of the MRTE webpage](#).

The MRTEs are indicative and caution should be applied in certain situations

The values in the MRTEs are based on estimates of spending and survey data

The values produced in the MRTEs are an estimate of total regional tourism spend. The estimates use:

- a subset of all electronic transactions to estimate tourism spend,
- tourism spend by country from the International Visitor Survey (IVS), and
- forecasted provisional total tourism spend values from the Tourism Satellite Account (TSA).

Each data source has a degree of error associated with it. The values in the MRTEs should be treated as indicative and not definitive. Due to the nature of the anonymised ECT data which MBIE uses, the error in spend data cannot be estimated.

Caution should be taken when comparing the MRTEs with other tourism statistics

The IVS and TSA also produce estimates of tourism spend. These measures should be seen as complementary. They have different functions and may not align completely. A comparison of some of the differences between these three measures is included in Annex One.

Caution should be taken when making conclusions at detailed levels

MBIE is committed to providing open data, and publishes the MRTEs to a detailed level without suppressing values. However users need to be aware that more detailed data is going to be more prone to quality issues. This might include:

- outliers in the spend data, for example particular combinations of spending that may be unusual when compared to the rest of New Zealand,
- bias due to the limited coverage of spend data, and
- limitations of the weighting and forecasting methodology at these detailed levels.

As a guideline, MBIE would suggest that viewing spending by product, TA, and country would be an example of a detailed level that should be treated with caution.

The MRTEs are revised each month, and values may change

The complete MRTE series is revised each month. This allows the most up to date information about businesses, and data from the IVS and TSA to be incorporated. Revisions are not considered errors. Statistics are often systematically amended to reflect more complete information. The new Tourism Satellite Account data added in October each year is likely to give the largest revisions to the MRTEs. The complete series is updated each month; here is a summary of what is updated in each release:

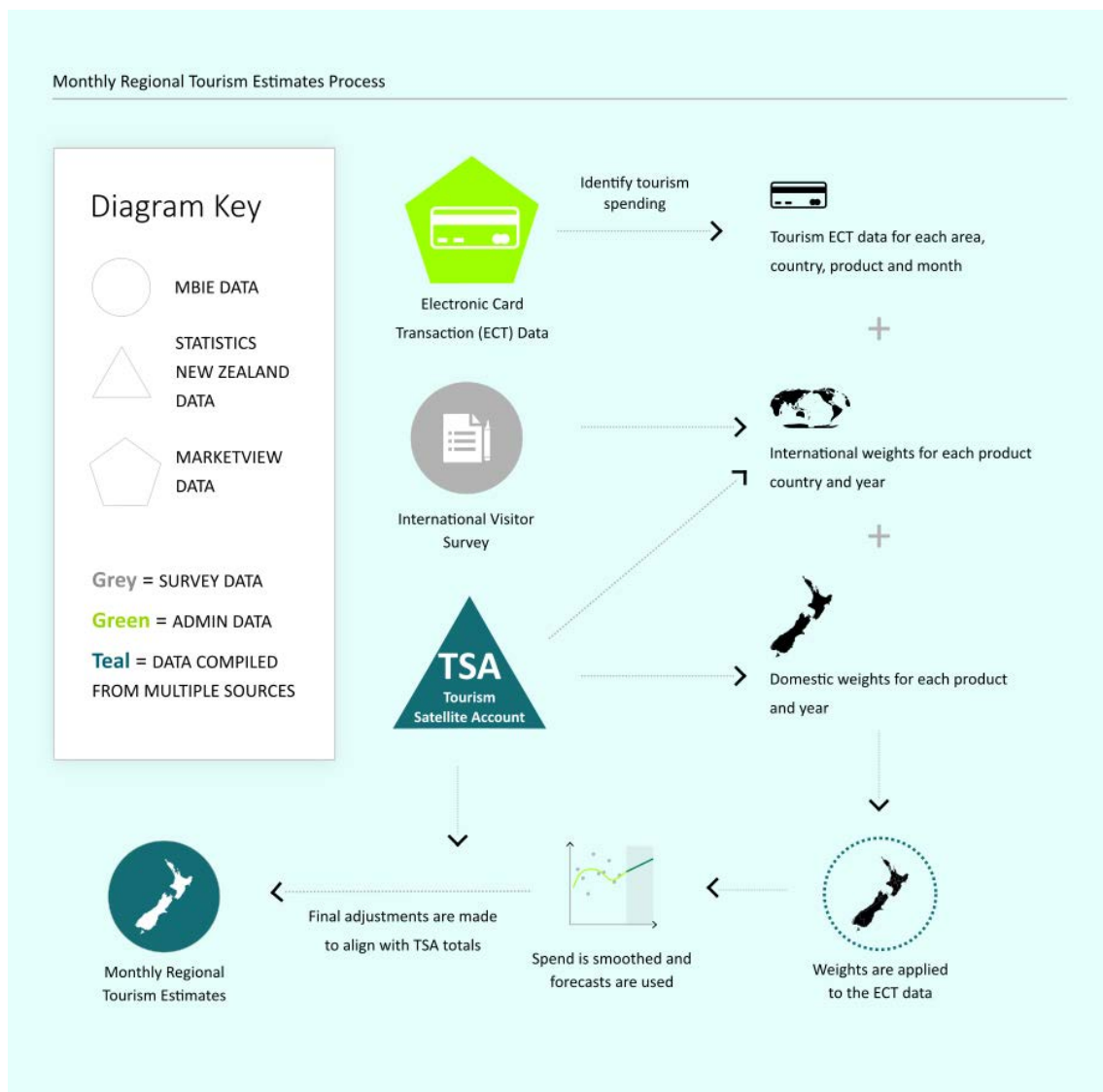
Frequency	Which values are updated?
Monthly	Australian and New Zealand Standard Industrial Classifications (ANZSIC) for businesses. Business locations.
Yearly	The Tourism Satellite Account (TSA) provisional and final spend values.

The MRTEs are created using a base of ECT data and national tourism data

The MRTEs estimate spending for geographic areas, product categories and countries using:

- a base of ECT data,
- International Visitor Survey (IVS) data from MBIE, and
- The Tourism Satellite Account (TSA) dataset from Statistics New Zealand.

The final values calculated by the MRTE process represent total spend in New Zealand dollars excluding GST. Here is a diagram giving an outline of the process:



ECT data forms the basis of the MRTEs

MBIE purchases ECT data from Marketview, a commercial data provider, specialising in the management and analysis of ECT data for consumer spending. MBIE receives anonymised aggregated spend values for total card spend and transaction counts which are broken down by Modified Territorial Authorities (MTAs), Tourism Satellite Account (TSA) product category,

and country of origin (international) or region of origin (domestic). MTAs are adjusted versions of Territorial Authorities (TAs) that align with Regional Council boundaries. The full dataset is updated monthly to reflect new information about merchants. Sometimes, merchants are categorised incorrectly resulting in changes to the historical series. These changes are typically very small and do not make appreciable differences to the historical series. Data is sourced from two payment networks by Marketview; Paymark and Bank of New Zealand (BNZ).

The Paymark network is used by approximately 75% of New Zealand retailers and provides information on the overall card spend in all locations, including the nationality of cardholders. When a merchant is not on the Paymark network, the value of international expenditure is estimated based on spending at other similar merchants.

The BNZ network provides the location of card holders, merchants and spend values. The New Zealand market includes approximately 700,000 BNZ cards at any one time, representing around 20% of electronic cards and accepted as being representative of the wider New Zealand population for product and geographic spending patterns. This data is used to determine domestic tourism patterns. To ensure customers entering and leaving the BNZ system do not adversely affect results, only customers that have had at least one transaction per month for the previous 12 months are included in the dataset.

Marketview applies a number of rules to identify the tourism spend which is then used to calculate the MRTEs. Non-tourism card spending is part of the raw dataset, but is not used in MRTE calculations. The following sections describe the rules applied to identify tourism spending.

Regular spending for domestic consumers is identified and excluded from the MRTEs

Marketview creates a “primary environment” for each domestic card holder from the location linked to their card, deemed to be where the card holder lives, and this helps to identify day to day spending which is not included under tourism. In the case of commuter spending a “secondary environment” is created for a location where a cardholder spends regularly in 26 weeks out of the previous 52, and this is not counted as tourism. This allows the MRTEs to align with the TSA Household Tourism Expenditure Estimates (HTEE). The HTEE uses ECT data and geographic information to determine tourism spending in New Zealand by New Zealanders.

Domestic tourists are classified as travelling more than 40km outside their usual place of residence

An assumption is made that domestic card holders do the bulk of their everyday shopping from their “primary environment”. If spending occurs outside a 40km radius of the cardholder’s “primary environment” (or “secondary environment” if this is created for the card holder), the spending is categorised as tourism. The 40km reflects the New Zealand definition of travel outside one’s usual environment, and also aligns with the TSA HTEE dataset.

For merchants which have centralised accounts, all spend is attributed to the location with the largest proportion of spending

Some merchants process all transactions in a central location (eg rental cars). As it is not possible to determine the origin of all transactions for that merchant all spending for the merchant is attributed to the location with the largest proportion of the merchant’s spending.

Domestic card holders living for extended periods away from their “primary environment” are not counted as tourists

Some domestic card holders spend extended periods of time away from their “primary environment” (eg students living away from their home address). For these cases a “secondary environment” is created in the location where a cardholder has at least 75% of their spending and at least six transactions over the last three months on supermarket and grocery coded spending, in a different Territorial Authority (TA) to that which is shown as their place of residence. Only spending outside a 40km radius of either these “primary” or “secondary” environments is considered tourism. This rule also aligns with the TSA HTEE dataset.

Unattributable online spend is allocated through the weighting process

Some spending is not able to be attributed to a specific product category and is attributed to online spend. Online spend is distributed evenly across all regions through the weighting process to the national TSA totals by excluding this spend from calculations that distribute the spending to the regions, and weighting the final results to the TSA totals.

A summary of spending from the IVS gives international tourism spend by country

The International Visitor Survey (IVS) is a quarterly survey of departing visitors that provides information on the characteristics, behaviour and expenditure of international visitors. In particular it includes questions on expenditure, activities, transport and accommodation types used, places visited and their overall satisfaction with their visit to New Zealand. More information can be found on the [IVS page on MBIE’s website](#). A summary of spending by country, year and quarter is used from the most recent IVS in calculating the MRTE dataset. IVS spending includes prepaid and package spending in the total spending.

The TSA gives domestic and international spend by product category

The TSA measures the contribution of tourism expenditure to the New Zealand economy and is categorised into 11 groups covering all tourism related spending. The TSA is published each October for the preceding year ending March. The TSA is revised for the whole series each year and is compiled under the United Nations World Tourism Organization framework. More information can be found on the [TSA page on Statistics New Zealand’s website](#).

A subset of the product categories is included for the MRTEs; this is shown in the table below:

Product Category	Included in the TSA?	Included in the MRTEs?
Accommodation services	Yes	Yes
Food and beverage serving services	Yes	Yes

Product Category	Included in the TSA?	Included in the MRTEs?
Air passenger transport	Yes	No
Other passenger transport	Yes	Yes
Imputed rental on holiday homes	Yes	No
Cultural, recreation, and gambling services	Yes	Yes
Retail sales – alcohol, food, and beverages	Yes	Yes
Retail sales – fuel and other automotive products	Yes	Yes
Retail sales – other	Yes	Yes
Education services	Yes	No
Other tourism products	Yes	Yes
GST paid on purchases by tourists	Yes	No

Several TSA categories are not included in the MRTEs:

- *Air passenger transport*: as most flights are purchased overseas, ECT data does not adequately cover this area.
- *Imputed rental on holiday homes*: ECT data does not adequately cover this area.
- *Education services*: as this category covers students in New Zealand for up to 12 months it is difficult to distinguish their spending from the domestic population so this category is excluded.

The TSA is published each year with annual values for the year ending March. Totals do not include GST paid by tourists.

In the calculation of the MRTEs, a forecast of tourism spend is made for the current year based on data from previous years, so that estimates can be made for the current month.

The MRTEs match the dataset from Marketview to the national picture of tourism spending

The focus of the MRTEs is to apportion the estimates of what is happening at a national level to the regions. This is done through matching the Marketview data (which represents card spending only) to a national view of spending which includes cash spending and un-attributable online spending.

Domestic spend weights are created to aggregate values to TSA totals

A set of weights is created to match the domestic spend to TSA totals. A summary of ECT data is created for domestic spending by product and year ending March is then matched with the TSA domestic totals (defined as household demand and government demand) for each product and year using 'iterative proportional fitting' (otherwise known as 'raking'). In raking, many small

adjustments are made to a set of weights to find the optimum fit while maintaining equal totals.

For each product and year:

$$\text{Weight} = \frac{\text{TSA household demand} + \text{TSA government demand}}{\text{Total card spend}}$$

Weights are created for international spending based on IVS and TSA data

A set of weights is also created to match the international spend to TSA totals. The process differs slightly to the domestic spend. The total year ended March IVS spend is first adjusted to match the TSA totals:

$$\text{IVS adjusted spend} = \text{IVS spend} \times \frac{\sum \text{TSA international demand}}{\sum \text{IVS spend}}$$

Summary ECT data is then created for international spending by product, country and year ending March and matched with the TSA international demand and IVS adjusted spend using the raking process described above.

The result from this step is a weight for each year, product and country:

$$\text{Weight} = \frac{\text{TSA international demand}}{\text{Total card spend}}$$

Weights are applied and monthly spend is smoothed

The set of weights is further refined to include a monthly component and is smoothed to reduce the distortive effect of outliers. Weights are applied to each of the international and domestic datasets, giving values for each month, product, area, and country (for international). A smoothing function is then applied to the weights. Smoothing functions often use a curve (or spline) with a number of fixed points called knots. The smoothing function used in this calculation is a fitted spline with 24 knots. The script iterates through applying the smoothing algorithm until an optimum fit is achieved with minimal difference from the annual year end March totals in the weighted dataset from the TSA totals for each product, country and year.

Forecasts are made for each product, country and area

National totals from the TSA are forecasted forward in order to generate monthly estimates for the MRTEs. As the TSA is released in November for the year ending March, forecasts are needed in order to create national totals for the MRTEs to match the current month. Domestic and international datasets are still kept separate at this point, as they are matched again to the TSA totals later in the process.

For each year, product, and country (for the international dataset) combination a forecast is made of the next 3 years using the exponential smoothing state space model (ETS) algorithm. ETS is a general and flexible forecasting algorithm that models error, trend and seasonal elements together.

The total spend is calculated using weightings

The total spends for each month, product, and country (for international) is calculated by multiplying the weightings by the total card spend given in the Marketview data:

$$Total\ MRTE\ Spend = Total\ Card\ Spend \times Weight$$

The international and domestic datasets are then bound together as one.

Small adjustments are made to make the final values equal to the TSA

For each year and product combination, small adjustments are made to ensure that the final results align with the TSA totals:

$$Adjustment\ to\ TSA = \frac{TSA\ Total}{MRTE\ Total\ Spend}$$

$$Final\ MRTE\ Spend = Total\ MRTE\ Spend \times Adjustment\ to\ TSA$$

The final dataset is saved and then processed into various formats.

Annex One: Comparison of the MRTEs with other tourism data sources

	Tourism Satellite Account (TSA)	International Visitor Survey (IVS)	Monthly Regional Tourism Estimates (MRTE)
Purpose	Information on tourism's contribution to the New Zealand economy in terms of expenditure and employment	Estimating visitor expenditure for the national accounts	Estimating regional tourism spend
Depends on	Annual surveys including the IVS	A sample of international visitors completing an online survey	Electronic card transaction data, IVS, TSA
Published	Yearly in October for the preceding year ending March	Quarterly	Monthly
Measures	Expenditure, value add, employment, domestic and international	Travel patterns and expenditure of international visitors	Regional monthly expenditure on tourism from both international and domestic consumers
Able to be broken down by	Tourism product, purpose of visit, country, year, international/domestic	Purpose of visit, country, year, quarter	Region, RTO, TA, tourism product, year, month, international/domestic
What's excluded		<ul style="list-style-type: none"> ▪ International airfares ▪ Spending of international students in NZ for less than one year ▪ Pre-paid package expenses for countries other than NZ which are visited on the same trip ▪ Any money spent by the visitor on other international visitors ▪ Purchase and maintenance of a house, flat or timeshare in NZ ▪ Costs associated with a cruise ship visit to NZ 	<ul style="list-style-type: none"> ▪ GST ▪ International airfares ▪ Education services ▪ Imputed rentals of holiday homes

Annex Two: Australian and New Zealand Standard Industrial Classification (ANZSIC) Codes

Each merchant in Marketview's dataset is given an ANZSIC code to describe the type of merchant it is. The ANZSIC 2006 industry classifications are used. More information can be found on the Stats NZ website at

http://www.stats.govt.nz/browse_for_stats/industry_sectors/anzsic06-industry-classification.aspx.

Code	Level 2 Grouping	Level 4 Grouping
H440000	Accommodation services	Accommodation
I490000	Air passenger transport	Air and Space Transport
R900300	Cultural, recreation, and gambling services	Performing Arts Venue Operation
R911100	Cultural, recreation, and gambling services	Health and Fitness Centres and Gymnasia Operation
R913100	Cultural, recreation, and gambling services	Amusement Parks and Centres Operation
R920100	Cultural, recreation, and gambling services	Casino Operation
J601000	Cultural, recreation, and gambling services	Libraries and Archives
R900100	Cultural, recreation, and gambling services	Performing Arts Operation
R911200	Cultural, recreation, and gambling services	Sport and Physical Recreation Clubs and Sports Professionals
R911300	Cultural, recreation, and gambling services	Sports and Physical Recreation Venues, Grounds and Facilities Operation
R913900	Cultural, recreation, and gambling services	Amusement and Other Recreation Activities n.e.c.
R920900	Cultural, recreation, and gambling services	Other Gambling Activities
R891000	Cultural, recreation, and gambling services	Museum Operation
R892100	Cultural, recreation, and gambling services	Zoological and Botanic Gardens Operation
R892200	Cultural, recreation, and gambling services	Nature Reserves and Conservation Parks Operation
R920200	Cultural, recreation, and gambling services	Lottery Operation
P821200	Education services	Arts Education
P821100	Education services	Sports and Physical Recreation Instruction
P821900	Education services	Adult, Community and Other Education n.e.c.
H451100	Food and beverage serving services	Cafes and Restaurants
H451300	Food and beverage serving services	Catering Services
H451200	Food and beverage serving services	Takeaway Food Services
H452000	Food and beverage serving services	Pubs, Taverns and Bars
H453000	Food and beverage serving services	Clubs (Hospitality)
I472000	Other passenger transport	Rail Passenger Transport
I482000	Other passenger transport	Water Passenger Transport

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Code	Level 2 Grouping	Level 4 Grouping
I501000	Other passenger transport	Scenic and Sightseeing Transport
N722000	Other passenger transport	Travel Agency and Tour Arrangement Services
I462300	Other passenger transport	Taxi and Other Road Transport
L661100	Other passenger transport	Passenger Car Rental and Hiring
L661900	Other passenger transport	Other Motor Vehicle and Transport Equipment Rental and Hiring
I462100	Other passenger transport	Interurban and Rural Bus Transport
I462200	Other passenger transport	Urban Bus Transport (Including Tramway)
Q853400	Other tourism products	Chiropractic and Osteopathic Services
S941100	Other tourism products	Automotive Electrical Services
S949100	Other tourism products	Clothing and Footwear Repair
S953300	Other tourism products	Parking Services
J551300	Other tourism products	Motion Picture Exhibition
J552200	Other tourism products	Music and Other Sound Recording Activities
Q851100	Other tourism products	General Practice Medical Services
Q851200	Other tourism products	Specialist Medical Services
Q852000	Other tourism products	Pathology and Diagnostic Imaging Services
Q853300	Other tourism products	Physiotherapy Services
Q853900	Other tourism products	Other Allied Health Services
Q859100	Other tourism products	Ambulance Services
Q859900	Other tourism products	Other Health Care Services n.e.c.
S951100	Other tourism products	Hairdressing and Beauty Services
S953100	Other tourism products	Laundry and Dry-cleaning Services
S953900	Other tourism products	Other Personal Services n.e.c.
Q853100	Other tourism products	Dental Services
Q853200	Other tourism products	Optometry and Optical Dispensing
S941200	Other tourism products	Automotive Body, Paint and Interior Repair
S942900	Other tourism products	Other Machinery and Equipment Repair and Maintenance
C117400	Other tourism products	Bakery Product Manufacturing (Non-factory-based)
L663900	Other tourism products	Other Goods and Equipment Rental and Hiring n.e.c.
N729900	Other tourism products	Other Administration Services n.e.c.
S941900	Other tourism products	Other Automotive Repair and Maintenance
S942200	Other tourism products	Electronic (except Domestic Appliance) and Precision Equipment Repair and Maintenance
S949900	Other tourism products	Other Repair and Maintenance n.e.c.
S955900	Other tourism products	Other Interest Group Services n.e.c.
T999999	Other tourism products	Not Stated
G412100	Retail sales - alcohol, food, and beverages	Fresh Meat, Fish and Poultry Retailing
G412200	Retail sales - alcohol, food, and beverages	Fruit and Vegetable Retailing
G412300	Retail sales - alcohol, food, and beverages	Liquor Retailing
G411000	Retail sales - alcohol, food, and beverages	Supermarket and Grocery Stores

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Code	Level 2 Grouping	Level 4 Grouping
G412900	Retail sales - alcohol, food, and beverages	Other Specialised Food Retailing
G400000	Retail sales - fuel and other automotive products	Fuel Retailing
G392200	Retail sales - fuel and other automotive products	Tyre Retailing
G391100	Retail sales - other	Car Retailing
G421300	Retail sales - other	Houseware Retailing
G424500	Retail sales - other	Marine Equipment Retailing
G425100	Retail sales - other	Clothing Retailing
G425900	Retail sales - other	Other Personal Accessories Retailing
G427200	Retail sales - other	Stationery Goods Retailing
G427900	Retail sales - other	Other Store-Based Retailing n.e.c.
G421100	Retail sales - other	Furniture Retailing
G422100	Retail sales - other	Electrical, Electronic and Gas Appliance Retailing
G422900	Retail sales - other	Other Electrical and Electronic Goods Retailing
G424100	Retail sales - other	Sport and Camping Equipment Retailing
G424200	Retail sales - other	Entertainment Media Retailing
G424300	Retail sales - other	Toy and Game Retailing
G427100	Retail sales - other	Pharmaceutical, Cosmetic and Toiletry Goods Retailing
G427300	Retail sales - other	Antique and Used Goods Retailing
G427400	Retail sales - other	Flower Retailing
G391200	Retail sales - other	Motor Cycle Retailing
G423100	Retail sales - other	Hardware and Building Supplies Retailing
G423200	Retail sales - other	Garden Supplies Retailing
G424400	Retail sales - other	Newspaper and Book Retailing
G425200	Retail sales - other	Footwear Retailing
G391300	Retail sales - other	Trailer and Other Motor Vehicle Retailing
G392100	Retail sales - other	Motor Vehicle Parts Retailing
G421200	Retail sales - other	Floor Coverings Retailing
G421400	Retail sales - other	Manchester and Other Textile Goods Retailing
G422200	Retail sales - other	Computer and Computer Peripherals Retailing
G425300	Retail sales - other	Watch and Jewellery Retailing
G426000	Retail sales - other	Department Stores
G432000	Retail sales - other	Retail Commission Based Buying and/or Selling

Annex Three: Area Concordance

Calculations in the MRTE dataset are made at the Modified Territorial Authority (MTA) level and aggregated up to the values for particular areas. Below is the concordance between the most granular level, MTA, and the aggregate areas of TA, RTO and region.

Modified Territorial Authority (MTA)	Territorial Authority (TA)	Regional Tourism Organisation (RTO)	Region
Auckland - Auckland City	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Auckland - Rodney District	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Auckland - North Shore City	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Auckland - Papakura District	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Auckland - Waitakere City	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Auckland - Franklin District	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Auckland - Manukau City	Auckland	Auckland Tourism, Events and Economic Development (ATEED)	Auckland
Opotiki District	Opotiki District	Activate Tairāwhiti	Bay of Plenty
Rotorua District	Rotorua District	Destination Rotorua	Bay of Plenty
Kawerau District	Kawerau District	Not elsewhere classified	Bay of Plenty
Whakatane District	Whakatane District	Not elsewhere classified	Bay of Plenty
Tauranga City	Tauranga City	Tourism Bay of Plenty	Bay of Plenty
Western Bay of Plenty District	Western Bay of Plenty District	Tourism Bay of Plenty	Bay of Plenty
Timaru District	Timaru District	Aoraki Tourism	Canterbury
Ashburton District	Ashburton District	ChristchurchNZ	Canterbury
Christchurch City	Christchurch City	ChristchurchNZ	Canterbury
Hurunui District	Hurunui District	ChristchurchNZ	Canterbury
Selwyn District	Selwyn District	ChristchurchNZ	Canterbury

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Modified Territorial Authority (MTA)	Territorial Authority (TA)	Regional Tourism Organisation (RTO)	Region
Waimakariri District	Waimakariri District	ChristchurchNZ	Canterbury
Kaikoura District	Kaikoura District	Destination Kaikoura	Canterbury
Mackenzie District	Mackenzie District	Mackenzie Region	Canterbury
Chatham Islands Territory	Chatham Islands	Not elsewhere classified	Canterbury
Waimate District	Waimate District	Not elsewhere classified	Canterbury
Waitaki District - North	Waitaki District	Tourism Waitaki	Canterbury
Gisborne District	Gisborne District	Activate Tairāwhiti	Gisborne
Central Hawke's Bay District	Central Hawke's Bay District	Hawke's Bay Tourism	Hawke's Bay
Hastings District	Hastings District	Hawke's Bay Tourism	Hawke's Bay
Napier District	Napier City	Hawke's Bay Tourism	Hawke's Bay
Wairoa District	Wairoa District	Hawke's Bay Tourism	Hawke's Bay
Manawatu District	Manawatu District	Central Economic Development Agency (CEDA)	Manawatu-Wanganui
Palmerston North City	Palmerston North City	Central Economic Development Agency (CEDA)	Manawatu-Wanganui
Horowhenua District	Horowhenua District	Not elsewhere classified	Manawatu-Wanganui
Rangitikei District	Rangitikei District	Not elsewhere classified	Manawatu-Wanganui
Tararua District	Tararua District	Not elsewhere classified	Manawatu-Wanganui
Ruapehu District	Ruapehu District	Visit Ruapehu	Manawatu-Wanganui
Wanganui District	Wanganui District	Visit Whanganui	Manawatu-Wanganui
Marlborough District	Marlborough District	Destination Marlborough	Marlborough
Nelson City	Nelson City	Nelson Regional Development Agency (NRDA)	Nelson

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Modified Territorial Authority (MTA)	Territorial Authority (TA)	Regional Tourism Organisation (RTO)	Region
Far North District - North	Far North District	Northland Inc	Northland
Kaipara District	Kaipara District	Northland Inc	Northland
Whangarei District	Whangarei District	Northland Inc	Northland
Clutha District	Clutha District	Destination Clutha	Otago
Queenstown Lakes District - Queenstown	Queenstown-Lakes District	Destination Queenstown	Otago
Dunedin City	Dunedin City	Enterprise Dunedin	Otago
Queenstown Lakes District - Wanaka	Queenstown-Lakes District	Lake Wanaka Tourism	Otago
Central Otago District	Central Otago District	Tourism Central Otago	Otago
Southland District - Fiordland	Southland District	Destination Fiordland	Southland
Gore District	Gore District	Venture Southland	Southland
Invercargill City	Invercargill City	Venture Southland	Southland
Southland District - Central/Eastern	Southland District	Venture Southland	Southland
New Plymouth District	New Plymouth District	Venture Taranaki	Taranaki
South Taranaki District	South Taranaki District	Venture Taranaki	Taranaki
Stratford District	Stratford District	Venture Taranaki	Taranaki
Tasman District	Tasman District	Nelson Regional Development Agency (NRDA)	Tasman
Hauraki District	Hauraki District	Destination Coromandel	Waikato
Thames-Coromandel District	Thames-Coromandel District	Destination Coromandel	Waikato
Taupo District	Taupo District	Destination Great Lake Taupo	Waikato
Hamilton City	Hamilton City	Hamilton & Waikato Tourism	Waikato

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Modified Territorial Authority (MTA)	Territorial Authority (TA)	Regional Tourism Organisation (RTO)	Region
Matamata-Piako District	Matamata-Piako District	Hamilton & Waikato Tourism	Waikato
Otorohanga District	Otorohanga District	Hamilton & Waikato Tourism	Waikato
South Waikato District	South Waikato District	Hamilton & Waikato Tourism	Waikato
Waikato District	Waikato District	Hamilton & Waikato Tourism	Waikato
Waipa District	Waipa District	Hamilton & Waikato Tourism	Waikato
Waitomo District	Waitomo District	Hamilton & Waikato Tourism	Waikato
Carterton District	Carterton District	Destination Wairarapa	Wellington
Masterton District	Masterton District	Destination Wairarapa	Wellington
South Wairarapa District	South Wairarapa District	Destination Wairarapa	Wellington
Kapiti Coast District	Kapiti Coast District	Wellington Regional Economic Development Agency (WREDA)	Wellington
Lower Hutt City	Lower Hutt City	Wellington Regional Economic Development Agency (WREDA)	Wellington
Porirua City	Porirua City	Wellington Regional Economic Development Agency (WREDA)	Wellington
Upper Hutt City	Upper Hutt City	Wellington Regional Economic Development Agency (WREDA)	Wellington
Wellington City	Wellington City	Wellington Regional Economic Development Agency (WREDA)	Wellington
Buller District	Buller District	Tourism West Coast	West Coast
Grey District	Grey District	Tourism West Coast	West Coast
Westland District	Westland District	Tourism West Coast	West Coast

Annex Four: Countries Concordance

Country Group/ Country	Country	Country Group/ Country	Country
Africa and Middle East	Algeria	Africa and Middle East	Mali
Africa and Middle East	Angola	Africa and Middle East	Mauritania
Africa and Middle East	Bahrain	Africa and Middle East	Mauritius
Africa and Middle East	Botswana	Africa and Middle East	Morocco
Africa and Middle East	Burundi	Africa and Middle East	Mozambique
Africa and Middle East	Cameroon	Africa and Middle East	Namibia
Africa and Middle East	Comoros	Africa and Middle East	Nigeria
Africa and Middle East	Congo	Africa and Middle East	Oman
Africa and Middle East	Cote d'Ivoire	Africa and Middle East	Qatar
Africa and Middle East	Egypt	Africa and Middle East	Reunion
Africa and Middle East	Eritrea	Africa and Middle East	Rwanda
Africa and Middle East	Gabon	Africa and Middle East	Saudi Arabia
Africa and Middle East	Ghana	Africa and Middle East	Seychelles
Africa and Middle East	Iran	Africa and Middle East	Somalia
Africa and Middle East	Iraq	Africa and Middle East	South Africa
Africa and Middle East	Israel	Africa and Middle East	Sudan
Africa and Middle East	Jordan	Africa and Middle East	Swaziland
Africa and Middle East	Kenya	Africa and Middle East	Tanzania
Africa and Middle East	Kuwait	Africa and Middle East	Tunisia
Africa and Middle East	Lebanon	Africa and Middle East	Turkey
Africa and Middle East	Liberia	Africa and Middle East	Uganda
Africa and Middle East	Libya	Africa and Middle East	United Arab Emirates
Africa and Middle East	Madagascar	Africa and Middle East	Zambia
Africa and Middle East	Malawi		

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Country Group/ Country	Country
Africa and Middle East	Zimbabwe
Australia	Australia
Australia	Norfolk Island
Canada	Canada
China	China, People's Republic of
Germany	Germany
Japan	Japan
Korea, Republic of	Korea, Republic of
Rest of Americas	Argentina
Rest of Americas	Barbados
Rest of Americas	Belize
Rest of Americas	Bermuda
Rest of Americas	Bolivia
Rest of Americas	Brazil
Rest of Americas	Cayman Islands
Rest of Americas	Chile
Rest of Americas	Colombia
Rest of Americas	Costa Rica
Rest of Americas	Cuba
Rest of Americas	Dominica
Rest of Americas	Ecuador
Rest of Americas	Falkland Islands
Rest of Americas	Guadeloupe
Rest of Americas	Guatemala
Rest of Americas	Jamaica

Country Group/ Country	Country
Rest of Americas	Martinique
Rest of Americas	Mexico
Rest of Americas	Netherlands Antilles
Rest of Americas	Nicaragua
Rest of Americas	Panama
Rest of Americas	Paraguay
Rest of Americas	Peru
Rest of Americas	Puerto Rico
Rest of Americas	St Lucia
Rest of Americas	Trinidad and Tobago
Rest of Americas	Turks and Caicos Islands
Rest of Americas	Uruguay
Rest of Americas	Venezuela
Rest of Americas	Virgin Islands, British
Rest of Asia	Afghanistan
Rest of Asia	Armenia
Rest of Asia	Bangladesh
Rest of Asia	Bhutan
Rest of Asia	Brunei Darussalam
Rest of Asia	Cambodia
Rest of Asia	Georgia
Rest of Asia	Hong Kong (Special Administrative Region)

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Country Group/ Country	Country
Rest of Asia	India
Rest of Asia	Indonesia
Rest of Asia	Kazakhstan
Rest of Asia	Korea, Democratic People's Republic of
Rest of Asia	Laos
Rest of Asia	Macau (Special Administrative Region)
Rest of Asia	Malaysia
Rest of Asia	Maldives
Rest of Asia	Mongolia
Rest of Asia	Nepal
Rest of Asia	Pakistan
Rest of Asia	Philippines
Rest of Asia	Singapore
Rest of Asia	Sri Lanka
Rest of Asia	Taiwan
Rest of Asia	Thailand
Rest of Asia	Timor-Leste
Rest of Asia	Uzbekistan
Rest of Asia	Viet Nam
Rest of Europe	Albania
Rest of Europe	Austria
Rest of Europe	Belarus
Rest of Europe	Belgium

Country Group/ Country	Country
Rest of Europe	Bosnia and Herzegovina
Rest of Europe	Bulgaria
Rest of Europe	Croatia
Rest of Europe	Cyprus
Rest of Europe	Czech Republic
Rest of Europe	Denmark
Rest of Europe	Estonia
Rest of Europe	Finland
Rest of Europe	France
Rest of Europe	Gibraltar
Rest of Europe	Greece
Rest of Europe	Greenland
Rest of Europe	Hungary
Rest of Europe	Iceland
Rest of Europe	Ireland
Rest of Europe	Italy
Rest of Europe	Latvia
Rest of Europe	Liechtenstein
Rest of Europe	Lithuania
Rest of Europe	Luxembourg
Rest of Europe	Malta
Rest of Europe	Moldova
Rest of Europe	Monaco
Rest of Europe	Montenegro
Rest of Europe	Netherlands
Rest of Europe	Norway

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Country Group/ Country	Country
Rest of Europe	Poland
Rest of Europe	Portugal
Rest of Europe	Romania
Rest of Europe	Russia
Rest of Europe	Serbia
Rest of Europe	Slovakia
Rest of Europe	Slovenia
Rest of Europe	Spain
Rest of Europe	Sweden
Rest of Europe	Switzerland
Rest of Europe	Ukraine
Rest of Oceania	Antarctica
Rest of Oceania	Cook Islands
Rest of Oceania	Fiji
Rest of Oceania	French Polynesia
Rest of Oceania	Guam
Rest of Oceania	Kiribati
Rest of Oceania	Marshall Islands
Rest of Oceania	Micronesia, Federated States of
Rest of Oceania	Nauru
Rest of Oceania	New Caledonia

Country Group/ Country	Country
Rest of Oceania	Niue
Rest of Oceania	Northern Mariana Islands
Rest of Oceania	Papua New Guinea
Rest of Oceania	Samoa
Rest of Oceania	Samoa, American
Rest of Oceania	Solomon Islands
Rest of Oceania	Tokelau
Rest of Oceania	Tonga
Rest of Oceania	Tuvalu
Rest of Oceania	Vanuatu
Rest of Oceania	Wallis and Futuna
UK	Channel Islands
UK	England
UK	Isle of Man
UK	Northern Ireland
UK	Scotland
UK	Wales
USA	United States of America