

International Visitor Survey Classifications

International Visitor Survey Data is recorded using particular groupings (classifications) and terms. This section provides a list of those classifications, which are generally the most detailed disaggregations possible. In the majority of cases, aggregations based on these classifications are used for dissemination. This treatment exists to provide the most reliable information for users possible. Classifications were reviewed and enhanced in July 2004 as part of an alignment process. This process was driven by the Review of Core Tourism Datasets (2002) and will increase the ability to aggregate data from the International Visitor Survey with the Domestic Travel Survey to produce 'all of tourism' statistics

Geographical Classifications

There are several sets of geographical classifications used in the International Visitor Survey, including: Country of Permanent Residence, Port of Arrival, Other Countries Visited during Trip, and Places Stayed in New Zealand.

Country of Permanent Residence Classifications

Australia	South Africa	Gaza Strip/Palestine/West Bank
USA	United Arab Emirates	Jordan
UK	Zambia	Lebanon
Germany	Russia	Qatar
Japan	Czechoslovakia	Syria
Taiwan	Mauritius	Timor-Leste
Hong Kong	Zimbabwe	Korea, Democratic Peoples Republic of (North Korea)
South Korea	Seychelles	Mongolia
Singapore	Tanzania (Zanzibar)	Bhutan
Thailand	Bahrain	Maldives
Canada	Kuwait	Afghanistan
Indonesia	Yemen	Armenia
Switzerland	Saudi Arabia	Azerbaijan
Netherlands/ Holland	Cyprus	Georgia
Malaysia	Oman	Kazakhstan
Other	Swaziland	Kyrgyzstan
Norfolk Island	Egypt	Tajikistan
American Samoa	Croatia	Turkmenistan
Palau Island (Belau Island)	Ukraine	Uzbekistan
Puerto Rico	Dominican Republic	St Pierre and Miquelon
Northern Ireland	Namibia	French Guiana
Scotland	Hungary	Suriname
Guernsey Island	Ethiopia	Belize
Jersey Island	Tokelau	El Salvador
Norway	None;L	Honduras
Slovenia	Poland	Nicaragua
Iceland	Iraq	Panama
Turkey	Kenya	Anguilla
Yugoslavia	Libya	Antigua and Barbuda
Austria	Eritrea	Aruba
Belgium	Bolivia	Bahamas
Denmark	Antartica	Cuba
Finland	Paraguay	Dominica
France	Guam	Grenada
Ireland	Barbados	Guadeloupe
Italy	Malawi	Haiti
Spain	Gibraltar	Martinique
Sweden	Trinidad and Tobago	Montserrat
Portugal	Mozambique	Netherlands Antilles
Greece	Cayman Islands	St Kitts and Nevis
India	Jamaica	St Lucia
Philippines	Malawi	St Vincent and the Grenadines

Sri Lanka	Cameroon	Turks and Caicos Islands
Brunei	Belarus	Virgin Islands, United States
Bangladesh	British Virgin Islands	Benin
Nepal	Pakistan	Burkina Faso
China	Romania	Cape Verde
Cambodia	Guatemala	Central African Republic
Laos	Luxembourg	Chad
Macau	Iran	Congo
Vietnam	Ivory Coast	Congo, the Democratic Republic of the
Tuvalu	Lithuania	Equatorial Guinea
Kiribati	Myanmar (Burma)	Gabon
Cook Islands	Falkland Islands	Gambia
Fiji	Isle of Man	Ghana
French Polynesia	Czech Republic	Guinea
New Caledonia	Slovakia	Guinea-Bissau
Niue	Serbia/ Montenegro	Liberia
Papua New Guinea	Marshall Islands	Mali
Tahiti	Nauru	Mauritania
Tonga	Northern Mariana Islands	Niger
Western Samoa/Samoa	Wallis and Futuna	Nigeria
Vanuatu	Wales	Sao Tome and Principe
Solomon Islands	Liechtenstein	Senegal
Kiribati Island	Monaco	Sierra Leone
Rarotonga	Faeroe Islands	Togo
Noumea	Greenland	Angola
Uruguay	Andorra	Botswana
Colombia	Vatican City State	Burundi
Argentina	San Marino	Comoros
Brazil	Albania	Djibouti
Mexico	Bosnia and Herzegovina	Lesotho
Chile	Bulgaria	Madagascar
Guyana	Former Yugoslav Republic of Macedonia (FYROM)	Mayotte
Costa Rica	Moldova	Reunion
Bermuda	Estonia	Rwanda
Peru	Latvia	St Helena
Equador	Algeria	Somalia
Venezuela	Morocco	Uganda
Israel	Sudan	Channel Islands
Malta	Tunisia	England
Micronesia	Western Sahara	Other

Port of Arrival Classifications

- Auckland
- Wellington
- Christchurch
- By sea - Cruise Ship
- By sea – Other
- Other

Countries Visited on trip to/from New Zealand Classifications

Australia	Hawaii
Fiji	USA (excluding Hawaii)
French Polynesia	Other Americas
Cook Islands	Other country;LC
Other Pacific	Been to another country but don't know where
Singapore	United Kingdom (UK)
Hong Kong	South Africa
Thailand	Japan
Indonesia (incl Bali)	Canada
Malaysia	Europe
Other Asia	Other Africa (excl South Africa)

Places Visited Classifications*

Whangarei	Hastings
Other Northland	Other Hawkes Bay
Greater Auckland	Wellington
Other Auckland	Masterton
Hamilton	Other Wellington
Other Waikato	Nelson
Tauranga	Blenheim
Rotorua	Other Nelson-Marlborough
Other Bay of Plenty	Westport
Gisborne	Greymouth
Other Gisborne	Hokitika
Levin	Christchurch
Palmerston North	Timaru
Wanganui	Other Canterbury
Other Central	Dunedin
New Plymouth	Other Otago
Other Taranaki	Invercargill
Napier	Other Southland

*For more detail on place name classifications, contact the Ministry of Tourism; info@tourism.govt.nz.

Accommodation Classifications

Hotel- lower range	Conference centres
Hotel- mid-range	Health establishments
Hotel- top class	Marae
Motor Inns	Own holiday home/apartment/bach/crib
Motels	Holiday home/apartment/bach/crib of a friend or relative
Serviced Apartments	Rented accommodation (home/bach/crib /shared flat)
Private hotels / Guest houses	Time-share apartment
Bed and Breakfasts	Private home of friend or relative
Farm and home stay	National Park/Dept of Conservation hut
Resorts, Luxury Lodges, Retreats	National Park/Dept of Conservation tent site
Backpackers/Hostels	Yacht/Boat
Cabin	Cruise Ship
Caravan site/campervan site	Free camping (tent or campervan)
Tent site	Employer provided accommodation
Park motel	In transit (eg train/ferry/bus/coach/car)
Dormitory	Other Tourism Accommodation
Student Halls of Residence	Dont know/Refused

Activities/Attractions Classifications

Sightseeing Tour	Mt Aspiring/Lake Wanaka
Scenic Train Trip (e.g. TranzAlpine)	Mt Cook
Scenic Drive	Nelson Lakes
Gondola/Cable Car Ride	Paparoa
General Sightseeing	Beaches
Film location	Cape Reinga
Trekking/Tramp (At Least 1 Full Day)	Glaciers
Bush Walk 1/2 hr	Glow Worm Caves
Bush Walk 1/2 Day	Lakes
Walk in City	Mountains
Glacier Walk	Rivers
Non-Specific Walk	Waterfalls (includes Huka Falls)
Golf	Other Natural Attractions (e.g. Punakaiki)
Bungy Jumping	Geothermal Attractions
Skiing (Snow)	Hot Pools
Snowboarding	Lookouts and Viewing Platforms (e.g. Sky Tower)
Heliskiing	Casinos
Heliboarding	Farm Show
Other Snow Sports (e.g. Tobogganing)	Farm Tour
Caving	Orchard Tour
Mountain Climbing	Botanical Gardens/Private Gardens
Sport Climbing (e.g. Rock Climbing)	Zoos/Wildlife/Marine Parks (e.g. Kelly Tarltons,

	Orana Park)
Cycling (On-Road)	Theme and Leisure Parks (e.g. Antarctic Centre, Expo Pavilion)
Mountain Biking (Off-Road)	Wine Trail/Vineyards
Horse Trekking/Riding	Observatories
Hunting/Shooting	Parliament Buildings
4WD Sports (All Terrain Vehicles etc)	Other Attractions
Other Motor Sports	Maori Cultural Exchange (Organised)
Sport (Playing)	Maori Performances
Sport (Watching)	Marae Visits
Other Sports	Museums
Extreme Rides (e.g.Fly By Wire)	Art Galleries
Luge	Historic Buildings
Abseiling	Historic Sites
Other Land Activities	Concert/Theatre
Scenic Boat Cruise	Arts and Crafts
Jet Boating	Other Arts and Culture Activities
Sailing	Bird Watching - Albatross Colony
Canoeing	Bird Watching - Gannet Colony
Kayaking River	Bird Watching - Penguins
Kayaking Sea	Other Bird Watching
Rafting - Black	Dolphin Swim/See
Rafting - White	Whale Watching
Swimming	Seal Colony
Fishing Game	Other Wildlife Encounters
Fishing Lake	Art & Culture Event
Fishing River	Garden/Floral Show
Fishing Sea/Coastal	Food and Wine Festival
Water Skiing	Sporting Event (eg; Test Rugby, Cricket Test)
Surfing	Other Major Events
Scuba Diving/Snorkling	Convention/Conference
Other Water Activities	Business
Scenic Flight (Heli, Plane)	Personal Business (incl. family help/financial/househunting)
Gliding/Glider Flying	Education/Study/Language School
Ballooning	Other Business or Educational Activities
Paraponting/Paragliding	Bar/Nightclub
Parachuting	Cinema/Movies
Sky Diving	Eating Out/Dining Out/Restaurants
Other Air Activities	Picnic
Doubtful Sound	Shopping
Manapouri	Visit Friends/Family/People
Milford Sound	Family Event (eg Wedding)
Te Anau	Medical Visit
Egmont National Park/Mt Taranaki	Working Holiday
Tongariro	Dont Know
Urewera	None/Nothing
Whanganui	Refused To Answer
Abel Tasman	Sports or Club Meeting
Arthurs Pass	Fuel Stop
Fox/Franz Joseph Glaciers	Other Activities
Kahurangi/Heaphy Track	

Transport Classifications

Campervan/Motorhome/RV (Prior 2004 Q03)	Other commercial Ferry / Boat
Commercial Ferry Boat/Interislander (Prior 2004 Q03)	Cruise Ship
Private plane	Private Yacht/Boat
Airline	Bicycle
Private Car / Van	Motorbike
Rental Car / Van	Hitchhiking
Company Car / Van	Walking/Tramping
Private Campervan/Motorhome/RV	Helicopter
Rental Campervan/Motorhome/RV	Other
Scheduled Coach Service Between Cities/Towns	Dont Know
Backpacker Bus	Refused
Coach Tour/Tour Coach	Return to airport
Taxi/Limousine/Car Tour	Transport from airport to overnight dest when same
Train	Unknown
Interisland Ferry	

Reason for Travelling (Purpose of Visit)

Holiday	Business
Sightseeing	Conference or Convention
Skiing	Participation in Professional Sports Activities
Honeymoon	Education/Study
Publicised Special Event	Hospital/Medical Treatment
Incentive Visit as a Reward for Good Work or Sales	Health Treatment
Recreation	Working Holiday
Participation in Sports Activity	Stopover
Visiting friends	Now Living in NZ
Visiting Relatives	Other
Attending Wedding/Family Occasion/Funerals	Dont know
Care of Invalids/Friends/Family Members	Refused
Visiting a Foreign Student	None

Expenditure Classifications

One of the main aims of the International Visitor Survey is to better understand expenditure patterns of international visitors to New Zealand. A series of questions regarding expenditure are put to the respondent, this data is used by Statistics New Zealand to contribute to Balance of Payments statistics on a quarterly basis.

Within the dataset from the International Visitor Survey, only 'Total Expenditure while in New Zealand' is published for use, due to data reliability considerations.

The following classifications are used within the Expenditure section of the International Visitor Survey questionnaire:

Spend Items before Arrival Classifications

- International return airfares
- Domestic airfares
- Accommodation
- Meals
- Other transport
- Some sightseeing/activities/attractions/other entertainment
- Event/conference
- Educational fees
- Don't know
- International return airfares using Airpoints/Air Miles

Spend Items while in New Zealand Classifications

- Accommodation
- Food/meals
- Domestic air
- Other transport
- Sightseeing/attractions/activities/other entertainment
- Event/conference
- Gambling/casino
- Gifts/souvenirs
- Other shopping
- Other
- None of these
- Don't know
- Educational fees
- Property purchase
- Other major purchase

Currency Classifications

New Zealand dollars	Papua New Guinea - Kina
Australian dollars	Indian Rupee
USA dollars	Tonga - Pa'anga
UK Pound sterling	French Polynesia
Japanese Yen	Czechoslovakia/Czech Republic - Koruna
New Taiwan dollars	Philippines (Peso/Piso)
South Korean Won	China - Renminbi (Yuan)
Hong Kong dollars	Euro
Singapore dollars	Norway - norwegian Krone (Kroner)
Thailand Baht	Argentina - Peso
Other	Kenya - Shilling
Don't know	Sri Lanka (Rupee)
Canadian dollars	Tahiti (Pacifik Francs)
Indonesian Rupiah	Saudi - Rials
Switzerland - Swiss Franc	Vanuatu (Vatu)
Malaysian Ringgit	Ireland - Irish pound (punt)
Sweden - Krona (Kronor)	Brunei dollar or Ringgit
Denmark - Danish Krone (Kroner)	Chile - Peso
South African Rand	Malawi - Kwacha
Western Samoa - Tala	Solomon Islands dollar
Fijian Dollar	Jamaican Dollar

Visitor Characteristics/Demographics

Visitor characteristics and demographics help to build a picture of the respondent. Below is a list of the classifications dealing with visitor characteristics like their travelling companions, their last trip to New Zealand (if any), who paid for their trip and visitor demographics such as respondent gender and the age of the respondent.

Travelling Companions of Respondent Classifications

Travelled alone	Two or more couples
Partner / Spouse	Other
Family group	Refused/Don't know
Friends	Tour Groups
Business associates	School Trip/Student Group
Family and friends	Special Interest group

Last Visit to New Zealand Classifications

Don't know	1993	1999
Before 1985	1994	2000
1985 - 89	1995	2001

1990	1996	2002
1991	1997	2003
1992	1998	2004

Who Paid For Part of Trip Classifications

- Employer
- Family
- Friends
- Other
- Refused

Amount of Trip Paid for by Employer Classifications

- About a quarter
- About half
- About three quarters
- All of it
- Don't know

Age of Respondent*

15 to 19 years	55 to 59
20 to 24	60 to 64
25 to 29	65 to 69
30 to 34	70 to 74
35 to 39	75 to 79
40 to 44	80 years and over
45 to 49	Refused
50 to 54	

* People under the age of fifteen are omitted from taking part in the International Visitor Survey.

Special Classifications

Within the International Visitor Survey there is a section of the Survey that deal with special topical events or issues. Recent examples of this include questions on the Americas Cup Yacht Regatta, Lord of the Rings and the 2005 Lions rugby tour.

Two examples of the classifications generated are included below:

Lord of the Rings Purpose of Visit

- The Lord of the Rings was my only reason for deciding to travel to New Zealand
- The Lord of the Rings was my main reason for deciding to travel to New Zealand
- The Lord of the Rings was one reason for deciding to travel to New Zealand, but was not the main reason
- The Lord of the Rings was not a reason for my decision to travel to New Zealand

Lord of the Rings activities

- Group tour specifically organised for Lord of the Rings fans
- Organised local sightseeing tour which included Lord of the Rings Film site(s)
- Visited Lord of the Rings film site(s) independently
- Other (please specify)