

Regional Visitor Monitor Classifications

RVM data is recorded using particular classifications. This section provides a list of those classifications to aid you in interpreting the data. The RVM aligns as much as possible with the IVS and DTS.

Geographical Classifications

Country of Origin

New Zealand	Czech Republic	Palau
Australia	Denmark	Panama
Canada	Ecuador	Philippines
China	England	Poland
France	Estonia	Portugal
Germany	Fiji	Qatar
Hong Kong	Finland	Romania
Japan	French Polynesia	Russia
Korea, Republic Of	Gabon	Samoa
Malaysia	Gibraltar	Saudi Arabia
Netherlands	Greece	Scotland
Singapore	Guatemala	Serbia And Montenegro
Switzerland	Hungary	Slovakia
Taiwan	Iceland	Slovenia
Thailand	India	Solomon Islands
UK & Ireland	Indonesia	South Africa
United States Of America	Iran	Spain
Other	Iraq	Sweden
Not Specified	Ireland	Turkey
Afghanistan	Isle Of Man	United Arab Emirates
Albania	Israel	Uruguay
Antarctica	Italy	Vanuatu
Argentina	Jordan	Venezuela
Austria	Kazakhstan	Viet Nam
Belgium	Kiribati	Wales
Bolivia	Korea, Democratic People's Republic	Zimbabwe
Bosnia And Herzegovina	Liechtenstein	Sweden
Brazil	Luxembourg	Turkey
Brunei Darussalam	Maldives	United Arab Emirates
Bulgaria	Malta	Uruguay
Burundi	Mexico	Vanuatu
Cayman Islands	Myanmar	Venezuela
Channel Islands	New Caledonia	Viet Nam
Chile	Northern Ireland	Wales
Colombia	Norway	Zimbabwe
Croatia	Oman	Wales
Cuba	Pakistan	

Region of Origin/ Destination Classifications

Northland	Wellington
Auckland	Marlborough
Waikato	Nelson
Bay of Plenty	West Coast
Gisborne	Canterbury
Taranaki	Otago
Hawke's Bay	Southland
Manawatu/Wanganui	Tasman
Wairarapa	

Accommodation Classifications

Hotel	Camping Ground/Holiday Park
Motel	Student Halls Of Residence
Serviced Apartment	Holiday Home Or Timeshare
Bed And Breakfast	Private Home/Friend/Relative
Homestay or Farmstay	National Park DoC Hut/Tent Site
Exclusive/Luxury Lodge	Free Camping(Tent/Campervan/Etc)
Marae	Other Tourism Accommodation
Backpackers/Youth Hostel	

Activities/Attractions Classifications

This is a generic list of activities and attractions which is used within each region participating in the RVM, in addition to this the RVM regional questionnaires also include regional specific attractions.

4WD Sports (All Terrain Vehcls)	Maori Culture Exhibit/Performance
Abseiling Or Rock Climbing	Maori Culture Experience
Albatross Viewing	Marae Visits
Albatross/Penguin/Gannet Colony	Milford Sound
Art Galleries	Mountain Biking (Off-road)
Arthurs Pass	Mountain Climbing
Arts And Crafts	Mountains
Ballooning	Mt Aspiring/Lake Wanaka
Bar/Nightclub	Mt Cook
Beaches	Museums
Bird Colony/Sanctuary	Nature Reserve
Bird Watching	None
Botanical Gardens/Private Gardns	Observatories
Bungy Jumping	Other Air Activities
Bush Walk (Less Than One Day)	Other Bird Watching
Canoeing, Kayaking Or Rafting	Other Islands In Hauraki Gulf
Casino	Other Lakes
Caving	Other Major Event
Cinema/Movies	Other Motor Sports
Concert/Theatre/Performing Arts	Other Museums
Convention/Conference	Other Natural Attractions
Cycling (On-road)	Other Sport (Playing)
Dolphin Watching/Swimming	Other Sport (Watching)
Doubtful Sound	Other Walk
Eating Out/Restaurants	Other Water Activities
Extreme Rides	Other Wildlife Encounters
Farm/Orchard Tour Or Show	Parachuting/Sky Diving
Ferry Ride	Paraponting/Paragliding
Fishing	Penguin Viewing
Food And Wine Event/Show	Picnic
Garden Or Floral Show	Rivers
General Sightseeing	Sailing
Geothermal Attractions	Scenic Boat Cruise
Geothermal Experiences	Scenic Drive
Glacier Walk	Scenic Flight (Heli, Plane)
Glaciers	Scenic Train Trip
Gliding	Scuba Diving/Snorkeling
Glow Worm Caves	Seal Colony
Golf	Shopping
Gondola Ride	Sightseeing Tour (Land)
Gondola/Cable Car/Tram Ride	Snow Skiing/Boarding
Guided Trek/Tramp (1 Day Plus)	Sporting Event
Historic Buildings	Surfing

Historic Sites	Swimming
Horse Trekking/Riding	Theme And Leisure Parks
Hunting/Shooting	Unguided Trek/Tramp (1 Day Plus)
Ice Skating	Visit Friend/Family/Other People
Jet Boating	Visiting Film Location
Lake Okareka	Walk In City
Lake Rotoiti	Water Skiing
Lake Rotorua	Waterfalls
Lake Tarawera	Whale Watching
Lake Tikitapu (Blue Lake)	Wildlife encounters
Lakes	Wine Trail/Vineyards
Lookouts And Viewing Platforms	Zoos/Wildlife/Marine Parks
Major Art Or Cultural Event	

Transport Classifications

Private Car/Van	Bicycle
Rental Car/Van	Motorbike
Campervan	Hitchhiking
Scheduled Coach Service	Walking/Tramping
Backpacker Bus	Helicopter
Coach Tour/Tour Coach	Chartered Flight
Taxi/Limousine/Car Tour	Scheduled Domestic Flight
Train	Scheduled International Flight
Interisland Ferry	Other
Other Commercial Ferry/Boat	Private Yacht/Boat
Cruise Ship	Commercial Ferry/Boat

Main Reason for Visit

Conference Or Convention
Holiday
Business
Education Or Study
Hospital/Medical Treatment
Stopover
Visiting Friends And Relatives
Other Reason
Don't Know

Age of Respondent

15 To 19 Years	55 To 59 Years
20 To 24 Years	60 To 64 Years
25 To 29 Years	65 To 69 Years
30 To 34 Years	70 To 74 Years
35 To 39 Years	75 To 79 Years
40 To 44 Years	80 Years And Over
45 To 49 Years	Not Specified
50 To 54 Years	