

REVIEW OF CORE TOURISM STATISTICS

Summary Report

December 2002

Version 4 - 24 December 2002

Introduction

The Ministry of Tourism has undertaken a *Review of Core Tourism Statistics* on behalf of the Tourism Research Council New Zealand.

This *Summary Report* highlights the key findings of the Review. More details of the Review, including analysis and the full set of recommendations, are presented in the full report which is available on the TRCNZ's website at: www.trcnz.govt.nz

The purpose of the Review has been to establish a sound basis for the Ministry to manage the core tourism dataset, including what it can and cannot deliver, the issues needing to be resolved to enhance the statistics delivered and to provide a strategic context for its future development.

Feedback is sought on this *Summary Report* and on the full Review paper. The comments received will assist the Ministry in developing its implementation programme.

Comments can be forwarded by **31 January 2003** to:

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Status

The Review represents the situation as at **31 July 2002** when the "review process" was completed and the reporting process commenced. As such, this paper reflects the assessment of the survey designs, data collection practices and means of dissemination used at that time. In the period since, a number of changes have occurred as a result of elements of the review being implemented as they have emerged or because of changes in the wider environment, such the sampling methods for the IVS and DTS.

Recommendations

The Review has identified a range of issues reflecting the core tourism datasets and made a number of recommendations to address them and to be addressed by the dataset managers and providers over the short, medium and longer terms.

These recommendations fall into two groupings:

1. **Strategic Recommendations** that articulate the direction and requirements for the overall enhancement of the core tourism statistics
2. **Technical Recommendations** that articulate the particular steps needing to be undertaken to deliver the enhancements sought. The full set of 96 *Technical Recommendations* are set out in the Appendix.

Strategic Recommendations

Strategic Recommendation 1 - Develop Implementation Plan

Ministry of Tourism to develop an implementation plan for the body of the *Technical Recommendations* setting out the prioritisation of the recommendations and steps to be undertaken to advance these recommendations.

Strategic Recommendation 2 - Provision of Resources

Ensure appropriate resources are allocated to the Ministry of Tourism to enable the implementation plan to be undertaken effectively and to ensure future data management and dissemination functions are adequately funded.

Strategic Recommendation 3 - Meet Demand for Regional Tourism Data

Ministry of Tourism and stakeholder groups, including local government and regional tourism organisations, to investigate how the demand for regional and local-level tourism data can be better met.

Strategic Recommendation 4 - Establish Stakeholder Groups

Ministry of Tourism to establish dataset stakeholder groups, comprising providers and users, to ensure that purchase, management, dissemination and interpretation elements are undertaken to meet the needs of stakeholders and that specific issues related to each of the datasets are addressed.

Strategic Recommendation 5 - Strengthen Dissemination Mechanisms

Ministry of Tourism to establish and maintain mechanisms to standardise data management approaches for the datasets. Also, the Ministry to establish and maintain mechanisms to facilitate the dissemination of data and other outputs of the core tourism datasets, particularly through the TRCNZ website.

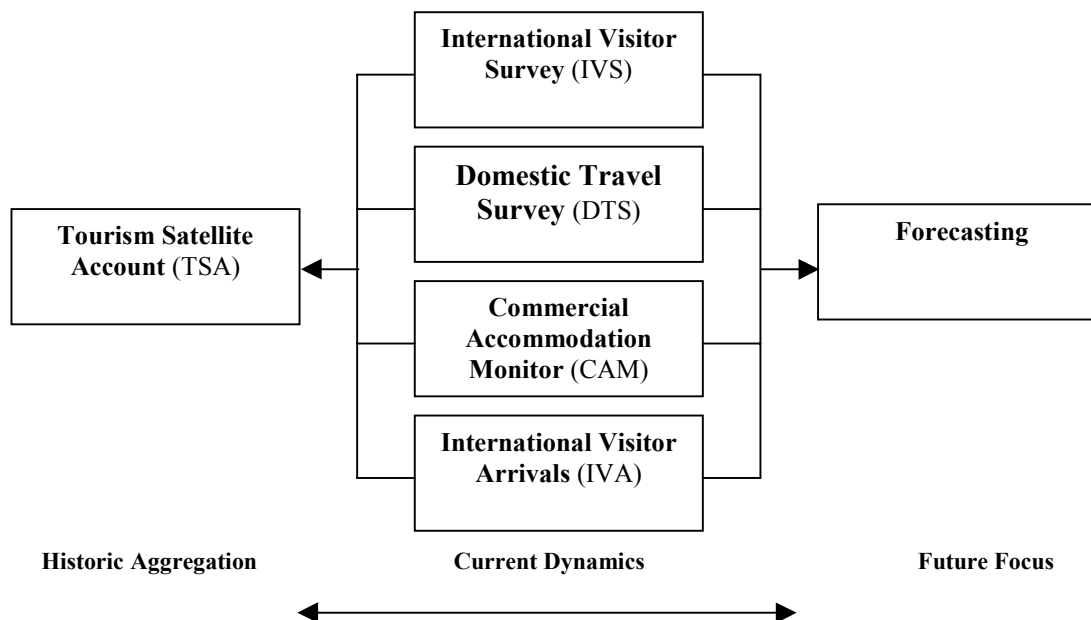
Strategic Recommendation 6 - Develop Communications and User Education Mechanisms

Ministry of Tourism to establish a programme with industry and other stakeholders to communicate the outputs of the core tourism dataset and to educate users on how to access and use the datasets.

Review Findings

The scope of the analysis undertaken in this review relates to the *Core Tourism Datasets* which comprise the six datasets as set out in Figure 1 below:

Figure 1. Core Tourism Datasets



Source: Tourism Research Council New Zealand, 2002

The analysis of these datasets undertaken during the course of the review process enables the following conclusions to be drawn:

- **Datasets are technically fit for use at a national level**

The core tourism datasets are fit for use at a national level and so provide reliable data at this level. Each of the datasets were initially designed primarily to provide national data, including to input into Tourism New Zealand's marketing programme, the Tourism Satellite Account and the Balance of Payments. The survey methodologies are sound and in line with current best practice.

The survey objectives need to be reviewed and clearly defined to state why the data is needed and what it is used for, and provide a clear focus to the surveys. The questions in the questionnaires should be reviewed to ensure that the design achieves the survey objectives.

- **High respondent burden may compromise the quality of the data**

There is a high respondent burden in the CAM, IVS and DTS. It is estimated that respondents spend 10 to 18 hours a year completing the CAM questionnaires, and IVS and DTS interviews can take considerably more than the usual 10 to 15 minutes. This time commitment can lead to respondent fatigue and consequently a reduction in the quality of the responses.

- **Lack of reliable data for smaller geographic areas**

Some of the national level data collections generate information for lower level geographic areas, including at regional or local levels. For instance, the CAM can provide data down to area unit level (for instance, suburb or town) and this information is available subject to confidentiality requirements. The DTS can provide reliable data for regions with large populations, and data is available from the IVS for regions with high volumes of overseas visitors. Forecasts are provided for regions. The TSA and IVA provide national level data only.

However, data available at a regional level does not meet the needs of all regional or local-level decision-makers, for instance many Regional Tourism Organisations (RTOs) or local operators. RTOs require data at a range of regional or local levels, and many operators would like data at an even finer geographic level. Consultation with such users is required to determine what data is required (and what it will be used for) and what geographic level is required.

Data for smaller geographic areas will not be available from the IVS and DTS even if the sample size was increased. IVS data availability is determined by travel flows, that is, where the majority of overseas visitors go. As the IVS is a sample survey, data for visitors who travel outside the main tourism centres is likely to have a high sampling error because of the low number of those visitors actually surveyed.

The DTS sampling is based on the population of each region – the higher the population, the more sample that is allocated to that region. The nature of the survey means there is little ability to allocate sample by destination of trip. To do so would require a complete survey redesign and would be expensive to implement.

As it is unlikely that demand for data of smaller geographic areas can be met from the current surveys, other options will have to be investigated. Other data collection and collation methods could be used, such as supplementary surveys and data modelling for small area estimation.

- **Unmet demand for qualitative measures such as satisfaction and motivation**

Currently, only the IVS contains questions about satisfaction, motivation and quality of experience. These questions provide feedback about the trip overall, and do not gauge satisfaction about any particular destinations or activities.

There are currently no equivalent questions in the DTS and as such the satisfaction and motivations of domestic visitors cannot be assessed.

- **Dissemination of data can be improved**

The release of data from all datasets on the one website, and the introduction of Harmoni for compiling tabular data, will enhance the accessibility of the datasets. This approach is under development for the TRCNZ website.

Publishing the metadata (information about the data, eg method, definitions and quality) on the website will help users understand and interpret the data. A catalogue of available information needs to be developed to raise awareness of what data is available

and where or how to obtain it. A move to releasing DTS data in line with IVS data on a quarterly basis will improve the timeliness and utility of the data.

- **Need to understand the needs of users and to increase their awareness and knowledge of data**

The needs of users for the data justify its collection, frequency of release and the range of data items involved. To better meet the needs of users, an understanding of their characteristics and their requirements is required. Not all needs will be met and there will always be a trade-off between user needs, budget constraints, data quality, respondent burden and maintaining confidentiality.

The tourism industry is a fragmented and cross-sectorial industry which is reflected in the diversity of users (and potential users). There is likely to be a range of knowledge and skill levels, frequency of use (from occasional to intensive) and level of analysis (from the broad level to the detailed).

Options for finding out more about current and potential users and their needs include:

- conducting a survey of users (however, this will not generate responses from those who are not currently users)
- interviewing key people (in consultation with Regional Tourism Organisations and the Tourism Industry Association) ensuring we have a good cross-section of users
- providing feedback mechanisms
- establishing user groups.

The outputs from the core tourism datasets should be easily, widely and equitably accessible. To increase usage and help users understand the data there is a need to:

- provide documentation on survey methodology, outputs and quality measures
- increase the awareness of the availability of tourism statistics
- provide guidelines on how to use and interpret the statistics
- establish which are the most effective dissemination channels
- monitor changes in user requirements.

- **Integration of the datasets requires aligning the classifications and concepts**

Key to the integration of the datasets is the use of common classifications and concepts, and a process for managing changes to these classifications. The following classifications are recommended for review:

- accommodation type
- activities
- age group
- country
- main reason for travel
- regional tourism organisation
- transport type
- travel companions.

Definitions and concepts to be reviewed including:

- day trip (DTS)
- domestic visitor (DTS)
- length of stay (IVA)
- usual environment (TSA).

- **Data management processes need to be implemented**

Alignment of the classifications and definitions will facilitate the integration of the core tourism datasets. To ensure this is not compromised there needs to be a process for introducing changes to the classifications or surveys. This process will include assessment of the impact of the proposed change, including subsequent changes to other datasets.

Both processes and protocols for data dissemination need to be implemented. These should be guided by the principle of easy, equitable access to data that is safeguarded against the release of confidential information. Adequate permanent funding for dissemination needs to be sought to ensure the greatest value is obtained from the data generated.

- **Implementation capability is a key requirement**

The steps needing to be undertaken to accrue the benefits from the review are both comprehensive and some will involve considerable additional work.

As such, it is critical that appropriate human and financial resources are made available to enable the recommendations to be acted upon over the next few years with the appropriate degree of depth and completeness.

Assessments of Datasets

The nature and characteristics of each of the six components of the core tourism dataset are summarised below.

- **Commercial Accommodation Monitor**

The Commercial Accommodation Monitor started in July 1996 and provides a significant indicator of the supply and demand sides of the tourism industry, especially the larger accommodation providers. The survey methodology is sound, but improvements are required in the data collection and processing system, respondent liaison and load, and sampling frame design.

The CAM has a high level of respondent burden which increases risk of respondent fatigue and subsequent reduction in the quality of data. Work is required to both reduce the burden and ensure that respondents are aware of the value of the information they provide. Regional tourism organisations also need to be aware of the burden on accommodation operators. Options for alleviating the respondent burden issues, such as electronic response mechanisms, need to be evaluated.

The current system supporting the CAM is inflexible and dated, and needs to be thoroughly upgraded. A review of the CAM system, and possibly other aspects needing to be addressed, should be undertaken before any major steps are taken.

<p>Assessment - The CAM meets sector needs as a measure of accommodation sector supply and demand although there are demands for additional information, for instance with monthly origin of guest data and the capture of information of from small business operators. The key steps to advance relate to the enhancement of the systems supporting the CAM and to establish a stakeholder group to reflect user needs and to assist in balancing requirements.</p>

- **Domestic Travel Survey**

Since 1999, the Domestic Travel Survey provides a comprehensive set of data on domestic travel activity. The current annual reporting system has limited the utility of the data but the move to quarterly reporting will increase access to the wealth of data collected. The DTS is still developing as a survey and the ongoing development of it will be required.

Some changes need to be made to the DTS questionnaire to ensure the sample population aligns to the target population and to align with the IVS definitions and classifications. The current sample size for the DTS needs to be increased to ensure more reliable regional-level data.

<p>Assessment - The DTS generates a body of useful data on domestic travel activity. However, the communication of these data outputs has not been effectively undertaken. Key steps to advance relate to ensuring the data reporting system and analysis is established on a quarterly basis on the TRCNZ website, and that the DTS is aligned with the IVS to generate equivalent data on international and domestic tourism activity. Increased sample size to enhance regional-level data is key.</p>

- **International Visitor Arrivals**

The International Visitor Arrivals provides core, stable baseline statistics and a key timely indicator of overseas visitor demand. It provides data on our visitors including intended length of stay, purpose of visit and country of last permanent residence. IVA data is obtained from the arrival and departure cards completed by international travellers. Other data from the IVA includes on international travel by New Zealanders.

Assessment - The IVA produces highly reliable data on the flows of arrivals and departures of international visitors and New Zealand residents. The next key step is to consider aligning the "length of stay" question to the "nights" definition used in the other datasets.

- **International Visitor Survey**

The International Visitor Survey has developed over the years into a stable body of statistics, providing data on the characteristics of overseas visitors, the activities they undertake and their expenditure. There is demand for regional data from the IVS, but these demands cannot always be met because of the sample design, the nature of travel flows and the sample size. Users need to be made aware of these limiting factors.

The stakeholder group is well established and provides a forum for discussing IVS-related issues, including changes to the survey in response to changes in environment and user needs.

Assessment - The IVS generates robust information at a national-level. The next key steps are to implement the revised sampling and surveying methodology, and to continue to refine the IVS and align it with other datasets.

- **Forecasting**

The Forecasts provide expectations of visitor numbers and expenditure for future years. The forecasts are produced annually which give the opportunity to consider significant events that have occurred since the previous forecasts were made. The forecasts are thus kept up to date and relevant. Users need to be aware that the forecasts give an indication of expectations not targets to be attained.

Assessment - The forecasting programme has established sound track record for providing authoritative information on tourism sector demand levels., particularly at the national level. The next key steps are to refine the forecasting model and continue to strengthen the regional-level forecasts through utilising additional data sources and refining the regions reported upon.

- **Tourism Satellite Account**

The Tourism Satellite Account provides an indication of the impact of tourism on the New Zealand economy. The TSA is a significant, methodologically sound dataset that calculates both direct and indirect tourism value added. It is a more comprehensive approach than that adopted in many overseas Tourism Satellite Accounts.

Assessment - The TSA programme generates credible data on the role and contribution of tourism in the national economy, even though this can be reasonably historic. The release in early 2003 of a Provisional TSA for the year to March 2002 will make the programme very current. The next key issue to address is to extend the TSA analysis to sub-national levels.

Review of Process

Strategic Context

The New Zealand Tourism Strategy 2010 released in 2001 highlighted the role of tourism research, data and forecasts as a key enabler of the tourism sector. The key recommendations related to tourism statistics are:

"By mid-2002, OTSp (Ministry of Tourism) in conjunction with the TRCNZ establish commitment for continuation of funding for the core tourism dataset for at least the next five years. The accountability for commissioning the core tourism data set ... should be aggregated and managed within one organisation."

The Government has provided ongoing funding for the core tourism dataset and the accountability for this data has been placed with the Ministry of Tourism on advice from the TRCNZ.

Furthermore, the TRCNZ's *Tourism Research and Development Strategy 2002* recommended the following action:

"The core datasets are to be consolidated within one organisation (the Ministry of Tourism) which will enable the definitions, methodologies and data management elements to be examined and aligned. This will require a systematic approach that will draw widely on the expertise of data providers, managers and users. The Tourism Research Council New Zealand is to undertake a review of the core tourism datasets to advance this key area. This will result in consistency between datasets allowing easier analysis of the information."

The Review of Core Tourism Statistics has been undertaken in accordance with the above recommendations in order to inform the Ministry and the TRCNZ on the steps needing to be undertaken to establish an informed programme of quality improvement and data integration.

Review Team

The Review of Core Tourism Statistics has been conducted by the Ministry of Tourism with the assistance of stakeholder agencies, particularly Statistics New Zealand (SNZ) and Tourism New Zealand, and with input from other stakeholders. Jocelyn Young was seconded from SNZ to the Ministry as Project Manager of the Review. Alistair Gray of Statistics Research Associates Limited provided expert statistical advice to the Ministry. The TRCNZ Technical Committee provided direction and critical appraisal throughout the review process.

Objective

The objective of the review was to provide recommendations for improving the quality, utility and integration of the core tourism datasets in order to assist the TRCNZ in its task of enhancing the overall quality and value of the core datasets.

Scope

In order to focus the projects, the scope of the review covered the survey design aspects and methodologies of the existing six tourism datasets and related data management and dissemination aspects. Excluded were the forecasting methodologies, the structure of the dissemination channels and the cost implications of the recommendations.

There are many other actual or potential tourism-related data sources, but examination of these was outside the scope of this review.

Approach

The review was undertaken on a systematic basis and included the following key stages:

- Consultation with users and providers on data uses, issues and needs
- Definition of the core tourism statistics
- Identification of key issues relating to the datasets
- Evaluation and recommendation development
- Implementation plan

Based on this analysis, the Review Team prepared a draft of the full *Review of Core Tourism Statistics* report and from this, the *Summary Report* was prepared as a more concise and accessible account of the outcomes of the Review.

Review Evaluation

In line with the review objectives, the key elements for evaluation were:

- **Quality** Are the statistics fit for use?
 Is the methodology sound and in line with best practice?
 Are there adequate quality and performance measures?
- **Utility** Are the statistics disseminated in a way that they can be easily obtained
 by users?
 Do the statistics meet user needs?
 Are the statistics timely and relevant?
- **Integration** Are the classifications and definitions consistent across the datasets?

Recommendation Structure

Following evaluation of the survey methodologies and datasets, and the main issues, 6 *Strategic Recommendations* and 96 *Technical Recommendations* have been developed.

Each *Technical Recommendation* has been assigned a ranking of short-term, medium-term or long-term.

- **Short-term** Changes that are required now to achieve consistency across the datasets, or can be achieved quickly with little or no investment.

- **Medium-term** The recommended changes would be of considerable benefit for effective analysis and meeting user needs. Implementation should occur in the next three years.
- **Long-term** Recommendations that address gaps and should be implemented in three to five years. These recommendations require investment into research and investigation.

Implementation

The implementation of the Review will be undertaken by the Ministry of Tourism on advice from the TRCNZ and with the engagement of stakeholders as appropriate.

Individually and collectively, the recommendations set out in this document reflect a substantial body of work to be undertaken over the next few years.

Key to ensuring the successful enhancement of the core tourism statistics will be the establishment of a comprehensive programme to advance the recommendations through the Ministry of Tourism. The recommendations will establish the core elements of the work programme of the Ministry's Research Team as it administers the datasets and advances the recommendations of the review.

The provision of appropriate resources will be key to advancing this programme on a systematic basis.

Appendix: Technical Recommendations

A total of 96 *Technical Recommendations* have been identified in this review and the progressive implementation of these will contribute to the enhancement of the quality of the tourism information set. The recommendations are assigned one of three rankings (short-term, medium-term and long-term) in order to establish a priority for implementation.

Tourism Information Set

1. Define the Tourism Information Set in more detail, highlighting current information gaps and areas for future development. [medium-term]
2. Identify other possible sources of data for the Tourism Information Set [long-term]

Survey-based Datasets

Commercial Accommodation Monitor

3. Update the survey objectives for the Commercial Accommodation Monitor to better reflect the data captured and the main uses of the statistics. [medium-term]
4. The Commercial Accommodation Monitor stakeholder group should assess whether the countries on the long form of the Accommodation Survey should be changed to align with other outputs and to provide data on key markets. [medium-term]
5. A summary table of responses to the “time taken to complete questionnaire” should be included in the monthly report.
6. Work with Statistics New Zealand and the accommodation sector to identify ways of reducing the respondent burden in the Commercial Accommodation Monitor. [medium-term]
7. Investigate whether there are any data sources that would allow the number of accommodation providers not in the Commercial Accommodation Monitor survey population to be quantified. [medium-term]
8. Investigate whether other methods (such as modelling) should be used to impute employment data so that the seasonal variation is taken into consideration. [medium-term]
9. Statistics New Zealand to provide to the Ministry of Tourism a monthly report of response rates by Regional Tourism Organisation areas and accommodation type for the Commercial Accommodation Monitor. [short-term]
10. Maintain the desired response rate of the Commercial Accommodation Monitor at 75% until a better understanding of non-response is gained. [short-term]
11. Establish a stakeholder group for the Commercial Accommodation Monitor. Ensure the group meets on a regular basis. [short-term]

Domestic Travel Survey

12. Update the survey objective for the Domestic Travel Survey to better reflect the main uses of the statistics. [short-term]

13. Investigate whether questions 20, 22, and 78 in the Domestic Travel Survey are still required. If not these should be removed from the questionnaire. [short-term]
14. Investigate whether questions 21 and 46 of the Domestic Travel Survey could form the basis of a supplementary survey to meet the need for information on the use of visitor information centres. [medium-term]
15. Assess the effect of itinerary looping on data quality and length of interview in the Domestic Travel Survey. [medium-term]
16. Investigate whether a “cut-off” can be implemented in the Domestic Travel Survey for “long duration” trips. [medium-term]
17. Analyse the Domestic Travel Survey data to assess whether there would be any benefits in extending the recall period for day trips to two weeks. [medium-term]
18. Design questions on visitor expectations, motivation, satisfaction and quality of experience for the Domestic Travel Survey. [medium-term]
19. Review the definition of “day trip” used in the Domestic Travel Survey. [medium-term]
20. Introduce an appropriate question to preclude people who are not resident in New Zealand from responding to the Domestic Travel Survey. [short-term]
21. Introduce an appropriate question to screen out non-private households from the Domestic Travel Survey. [short-term]
22. The sample size for the Domestic Travel Survey should be increased to at least 15,000. [short-term]
23. Analyse the responses to Q79 in the Domestic Travel Survey to determine whether the number of phone lines should be taken into account in the weighting process. [medium-term]
24. Note in the metadata that regional expenditure in the Domestic Travel Survey is based on national cost factors. [short-term]
25. Investigate whether there is a feasible method of calculating and providing regional mean cost factors in the Domestic Travel Survey. [long-term]
26. Evaluate whether a mechanism for assigning transport expenditure to all regions in a travel sector can be implemented in the Domestic Travel Survey. [medium-term]
27. Investigate whether it is necessary to include questions on prepaid and post-trip expenditure in the Domestic Travel Survey. [medium-term]
28. Assess the feasibility of determining whether Domestic Travel Survey respondents are employed in central or local government. [medium-term]
29. Assess the feasibility of adding questions to the Domestic Travel Survey to determine what proportion of expenditure is business expenses (for business visitors). [medium-term]
30. Assess the feasibility of adding a question to the Domestic Travel Survey to determine the rental paid for holiday homes and rented houses. [medium-term]
31. Monitor the expenditure data in the Domestic Travel Survey to identify any outliers, and discuss appropriate treatment with the stakeholder group. [short-term]
32. Define parameters for outliers in the Domestic Travel Survey. [medium-term]

33. Introduce a programme of monthly progress reports and quarterly status reports for the Domestic Travel Survey. [short-term]
34. Analyse responses to Q59 of the Domestic Travel Survey to determine whether these can provide an indicator of the quality of the expenditure data. [medium-term]
35. Introduce a regular auditing programme for the Domestic Travel Survey. [short-term]
36. Investigate the implications and feasibility of adopting the World Tourism Organisation (WTO) definition for “domestic visitor” in the Domestic Travel Survey. [medium-term]
37. Establish a stakeholder group for the Domestic Travel Survey and ensure the group meets regularly. [short-term]

International Visitor Arrivals

38. Investigate the feasibility of altering the Main Reason for Travel options on the Arrivals card (used for the Migration Survey) to replace “education/medical” with “education”. [medium-term]
39. Change the measure of length of stay in the International Visitor Arrivals to number of nights. [medium-term]
40. Discuss with Statistics New Zealand the provision of performance measures for International Visitor Arrivals. [medium-term]

International Visitor Survey

41. Update the survey objective for the International Visitor Survey to better reflect the data captured and the main uses of the dataset. [short-term]
42. Review the International Visitor Survey questions on visitor expectations, motivation, satisfaction and quality of experience to ensure they still meet user needs. [medium-term]
43. Investigate the impact of implementing a “cut-off” in the Domestic Travel Survey and International Visitor Survey for “long duration” visitors. [medium-term]
44. The International Visitor Survey provider should have resources for conducting interviews in English, Japanese, Mandarin, Korean, French, German and Cantonese. [short-term]
45. Review the International Visitor Survey questionnaire to assess whether problems with itinerary looping, accuracy of recall for long trips, and time required to complete the interview can be resolved. [medium-term]
46. Assess whether it is feasible to obtain data on the expenditure of cruise ship passengers. [long-term]
47. Recalculate the International Visitor Survey sampling intervals for each airport and introduce these to the data collection phase. [short-term]
48. Review the quotas used in the International Visitor Survey. [medium-term]
49. Weight up data from the International Visitor Survey to all airport departures. [short-term]

50. Introduce a question on accuracy of responses to the International Visitor Survey questionnaire (based on Q59 of the Domestic Travel Survey). [medium-term]
51. Investigate whether the methods of expenditure estimation used in the Domestic Travel Survey can be applied to the International Visitor Survey. [long-term]
52. Analyse the International Visitor Survey time series data to identify outliers that are not one-off events and develop alternative weightings for these outliers. [medium-term]
53. Amend the quarterly International Visitor Survey status report to include responses coded to “Other” and all comments from interviewers. [short-term]
54. Review the eligible response rate target for International Visitor Survey. [medium-term]

Aggregated Datasets

Forecasts

55. Obtain feedback from Forecast users to determine what they use the data for, and to establish how potential users could be best informed about the Forecasts. [medium-term]
56. Ensure there is regular dialogue between the forecast providers and stakeholders on other data sources that could contribute to the forecasts [medium-term]

Tourism Satellite Account

57. Amend the definition of “usual environment” in the Tourism Satellite Account by removing the day trip parameters. [short-term]
58. Encourage Statistics New Zealand to develop estimates of regional Gross Domestic Product (GDP). [long-term]
59. Encourage Statistics New Zealand to investigate other options for maintaining confidentiality in the Tourism Satellite Account. [medium-term]

Meeting Users Needs

60. Maintain dialogue with current and potential users of tourism statistics to assess users’ information needs. [medium-term]
61. Assess other avenues for gathering feedback on the tourism statistics. [medium-term]
62. Update the “Understanding the Dynamics of NZ Tourism” publication. [medium-term]
63. Provide information about the DTS and IVS to Statistics New Zealand for inclusion into the Directory of Regional Statistics. [medium-term]
64. Assess what training resources are required, and develop as necessary. [medium-term]

Data Management Systems

Supplementary Data

65. Implement a framework for supplementary surveys. [long-term]
66. Work with Statistics New Zealand to assess the feasibility of supplementing the Commercial Accommodation Monitor data with administrative data. [long-term]
67. Investigate the feasibility of developing a travel price index to provide an alternative way of estimating expenditure. [long-term]
68. Investigate the feasibility of using data modelling to provide reliable, synthetic small area estimates. [long-term]
69. Develop and implement a framework for linking other research to the Tourism Information Set. [long-term]

Classifications

70. Classifications, definitions and concepts should be standardised as much as practicable across all the core tourism datasets, to ensure consistency and allow analysis across the datasets. If consistency cannot be achieved the differences should be noted in the metadata. [short-term]
71. Amend the classification for accommodation types to provide consistency, and flexibility (for the possible incorporation of Qualmark and HAPNZ definitions). [short-term]
72. Introduce a hierarchical activities classification. [short-term]
73. Use common age groups across all surveys. [short-term]
74. Adopt the NZ Standard Country Classification 1999 (2-Alpha) as the country classification for the core tourism datasets. Country groupings used in outputs from the core tourism datasets should be documented. [short-term]
75. Adopt the Statistics New Zealand geographic definitions for regions and territorial authorities (REGC01 and TA01 respectively). [short-term]
76. Introduce a hierarchical classification for main reason for travel. [short-term]
77. Any codeframe of destinations or placenames should be derived from the New Zealand Geographic Placenames Database. [short-term]
78. Amend the personal income classification used in the Domestic Travel Survey to include further breakdowns of the lowest income band. [short-term]
79. Investigate whether a hierarchy should be incorporated into the “Reason for not travelling” classification, and how this would be implemented given the multi-purpose nature of the question. [medium-term]
80. Update the Statistics New Zealand Regional Tourism Organisation (RTO96) geographic definition after consultation with the Regional Tourism Organisations. [short-term]
81. Align the transport type classification. [short-term]
82. Review the values in the travel companions classification. [short-term]

Data Documentation

83. Compile metadata at both a general user level and a technical level for all the core datasets, by using a standard detailed metadata template. To improve accessibility publish the metadata on the TRCNZ website (in both HTML and as downloadable files). [short- to medium-term]

Data Ownership

84. Publish a copyright statement on the TRCNZ website. [medium-term]
85. Ensure custodianship of the core tourism datasets is clearly documented for users. [medium-term]

Data Security

86. Ensure effective security measures are in place. [short-term]

Dissemination

87. Develop guidelines and protocols for the dissemination of statistical information. [short- to medium-term]
88. Following agreement on delivery dates, publish the release dates on the TRCNZ website. [medium-term]
89. Develop a clearly defined revision policy. [medium-term]
90. Protocols and guidelines for accessing microdata (unit record data and disaggregated data) should be developed before such access is made available on the TRCNZ website via Harmoni. [short-term]
91. As sponsor of the International Visitor Arrivals publication, the Ministry of Tourism should seek to participate in the review process as a key stakeholder. [short-term]
92. Ensure that documentation on methodology and sampling errors is included in the International Visitor Arrivals publication. [short-term]
93. Review the Tourism Leading Indicators Monitor publication. [medium-term]

Change Management

94. Implement change management procedures for the tourism dataset. [short-term]

Risk Management / Impact Analysis

95. Monitor developments that may impact on the Core Tourism Dataset and conduct a risk assessment where necessary. [medium-term]

Regular Review

96. Review the Core Tourism Dataset on a regular basis (at least every 5 years). [long-term]