

A quick guide to using the Tourism Flows Model



Step 1

A screenshot of a Microsoft Internet Explorer browser window displaying the 'Step 1. Who is Travelling?' page. The page title is 'Choosing your market segments'. Below the title, there is a paragraph explaining the Tourism Flows Model. Underneath, there is a section titled 'Analysis Criteria' with five dropdown menus: Year (set to 2006), Season (set to All), Type (set to All), Origin (set to All), and Mode (set to Any). At the bottom of this section is a green button labeled 'Next: (Flows)'.

This window allows you to choose the market segments that you wish to analyse.

There is no set order that you should complete the drop-down boxes in; the default option is to use “All” data.

Year & Season menu:

- Select the year you wish to analyse from the drop down box. Future years (indicated with an (f)) use estimated data whereas previous years are based on observed data. The data will be updated by the Ministry of Tourism on an annual basis.
- Choose the months you wish to analyse by pushing the *All*, *Summer*¹, or *Winter*² buttons.

Travellers panel (Type and Origin)³:

- Choose from *All* (a sum of all of the types below), *International*, *Domestic Overnight*, or *Domestic Day* from the *Type* drop-down box.
- The *Origin* places listed will change depending on what type you select. If *All* is selected in the *Type* dropdown box then this field will deactivate and default to *All* also.

Transport:

- Select the *Mode* of transport from *All*, *Road*, *Air* or *Other*. *Road* can include ferry crossings as part of a road journey and *Other* includes modes such as Rail, Bicycle and Walking.

To analyse the data click NEXT (Flows).

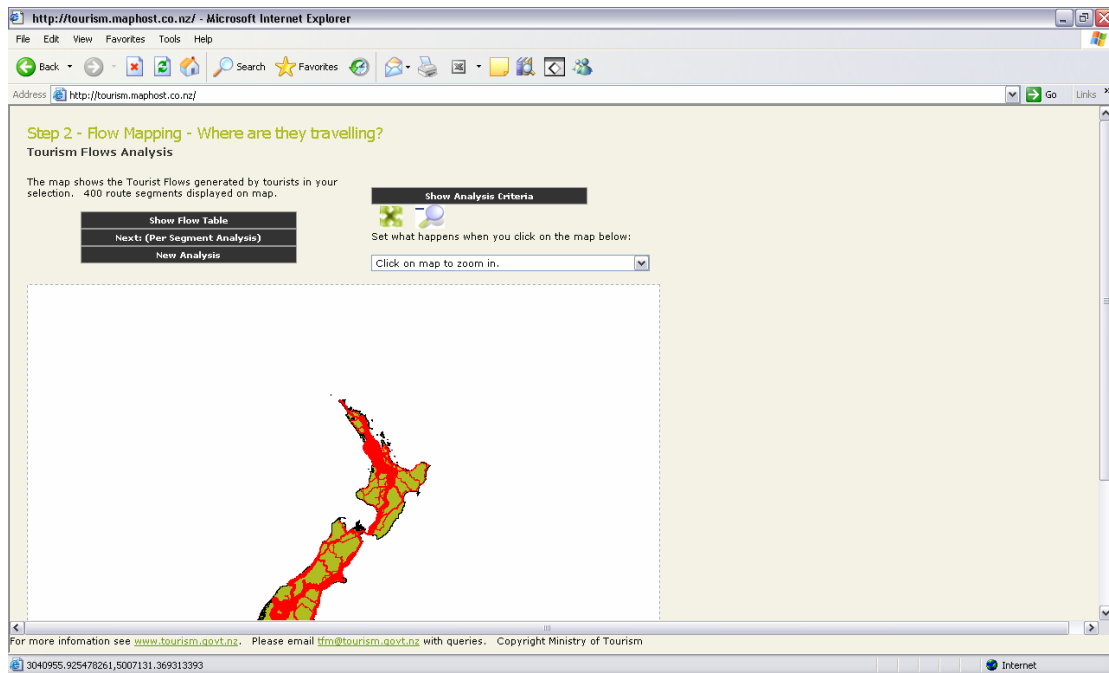
¹ The ‘Summer’ months are January, February, March, October, November, and December.

² The ‘Winter’ months are April, May, June, July, August, and September.

³ Choosing ‘All’ for many of these options will take some time to process, and will result in a cluttered map. It is recommended you refine the criteria further and not leave the default setting of ‘All’ selected for every option.

Step 2

In an exemplary analysis we chose all International tourists who travelled in 2006 by Road.



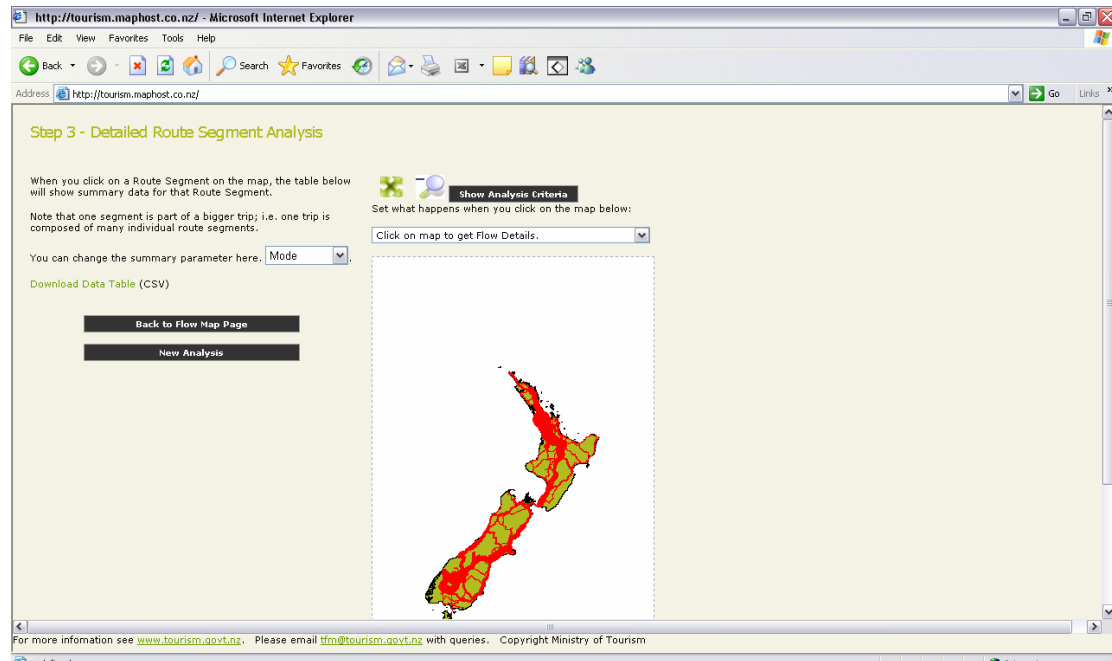
The first screen you see in Step 2 gives you the Flow Map for your selected market segment(s). You now have several options:

1. Show Flow Table - it will provide you with a table of the Top 20 flows between locations. These flows represent A to B movements (e.g. Auckland to Rotorua) and are not broken down into road segments.
2. Next: (Per Segment Analysis) - this function allows you to look into much more detail for specific road segments. For example, you may want to know how many people travelled on State Highway out of Auckland.
3. New Analysis - you can change your details in the drop down boxes of Step 1.
4. Zoom in - you can explore regions of New Zealand by clicking onto the map. When you zoom in enough, locations will appear on the map to guide you.
5. Show Analysis Criteria - this function shows you the selection you made in Step 1, without having to go back to Step 1.

You can copy or save the map (right click and 'save picture as') and you can export the Table into Excel.

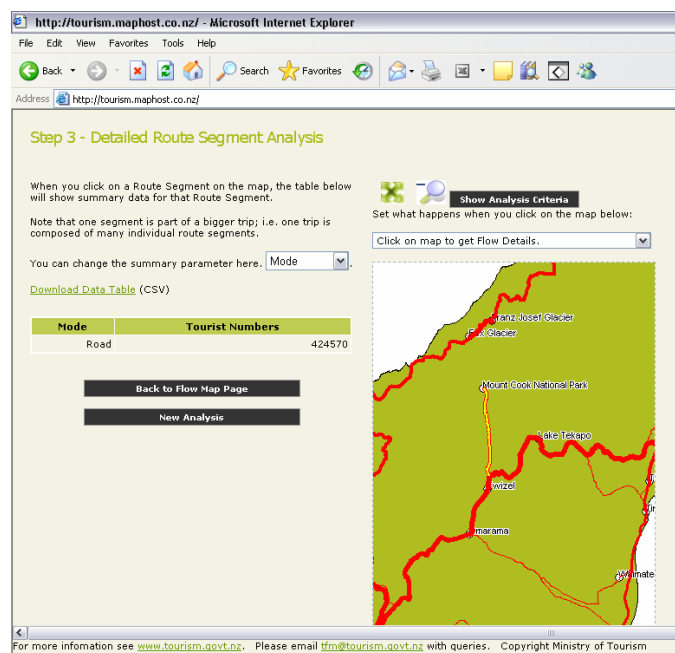
Step 3.

In this step you can analyse detailed tourist flows on selected road segments.



Again, you can do several things:

1. Click on a flow that interests you. You may find it useful to zoom in first. You can do this by dragging the cursor over the map or by using the drop down box over the map and change it to "click to zoom in".
2. The following screenshot shows the road to Mt Cook.



You can see that the road is highlighted in yellow and a Table appears with a number of 424,570 visitor movements on this road (in either direction). You can download this table into Excel.

We would like to know who is travelling on this road. Use the drop down box and change *Mode* into *Origin*.

Step 3 - Detailed Route Segment Analysis

When you click on a Route Segment on the map, the table below will show summary data for that Route Segment.

Note that one segment is part of a bigger trip; i.e. one trip is composed of many individual route segments.

You can change the summary parameter here. **Origin of Tot.**

[Download Data Table \(CSV\)](#)

Origin	Tourist Numbers
Australia	67196
China	21331
Germany	17304
Japan	107806
Rest of World	103942
South Korea	1808
United Kingdom	66612
United States	38571

Back to Flow Map Page

New Analysis

The Table automatically updates and provides you with a breakdown into Origin segments (in our example only international tourists travelled in 2006 by road).

You would like to know where tourists come from. Use the drop down box and change *Origin* into *Direction*.

Step 3 - Detailed Route Segment Analysis

When you click on a Route Segment on the map, the table below will show summary data for that Route Segment.

Note that one segment is part of a bigger trip; i.e. one trip is composed of many individual route segments.

You can change the summary parameter here. **Direction**

[Download Data Table \(CSV\)](#) THIS TABLE SHOWS ALL TOURIST TRIPS THAT INCLUDED YOUR SELECTED ROUTE SEGMENT AT ANY TIME DURING THEIR TRIP

Direction	Tourist Numbers
Abel Tasman National Park-Mount Cook National Park	38
Akaroa-Mount Cook National Park	625
Alexandra-Mount Cook National Park	1643
Amberley-Mount Cook National Park	292
Arrowtown-Mount Cook National Park	1948
Arthur's Pass National Park-Mount Cook National Park	3036
Ashburton-Mount Cook National Park	635
Auckland-Mount Cook National Park	1023
Blenheim-Mount Cook National Park	45
Catlins Forest Park-Mount Cook National Park	1256
Christchurch-Mount Cook National Park	78708
Clyde-Mount Cook National Park	443
Cromwell-Mount Cook National Park	1587
Dunedin-Mount Cook National Park	17416

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The Table now shows all the A to B flows that include the road segment from Twizel to Mt Cook. For example, 78,708 tourists travelled from Christchurch to Mt Cook and

– accordingly – used this road to get to Mt Cook. You can download the data into Excel.

You can change your Analysis Criteria at any time.

For further information contact the Ministry of Tourism tfm@tourism.govt.nz