

A new approach to measuring travel services in New Zealand

Our experience with moving to an online survey

October 2013

Outline

- ① Why move to an online survey?
- ① Online versus face to face
- ① Latest update on the project
- ① The importance of communicating changes

Issues with the old methodology

- ◎ Small sample size
 - Large sampling errors, particularly for country data
- ◎ Excludes business lounge travellers, cruise ship passengers, and travellers departing from Queenstown airport
- ◎ Students included in sample – spending patterns distort overall picture
 - Statistics NZ removes student data from IVS anyway

Issues with the old methodology

- ⊙ Increasing difficulty in accessing gate lounges
 - Security changes for flights leaving for North America
- ⊙ Increasing cost of conducting face to face interviews
 - Increasing the sample size becomes more expensive



Online survey versus face to face



Move to random sampling after airport security

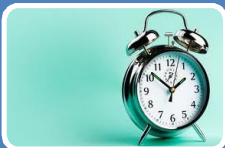
- Business lounge users now eligible to be selected
- Students removed from sample



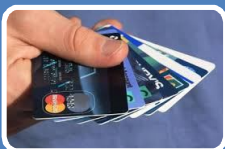
Population increased to 10,000 annually



Queenstown travellers now sampled



Shorter questionnaire



Expenditure collected by method

- By cash, credit card, debit card etc.
- Rather than by item, – food, accommodation, transport etc.

Pilot survey outcome

- ◎ Collecting email addresses
 - Almost every eligible traveller approached provided and email address (just under 95%)
- ◎ Response rates
 - Expected around 30% - achieved over 40%
 - Almost all countries and age groups
 - Some targeting of specific countries may still be required

Current project stage

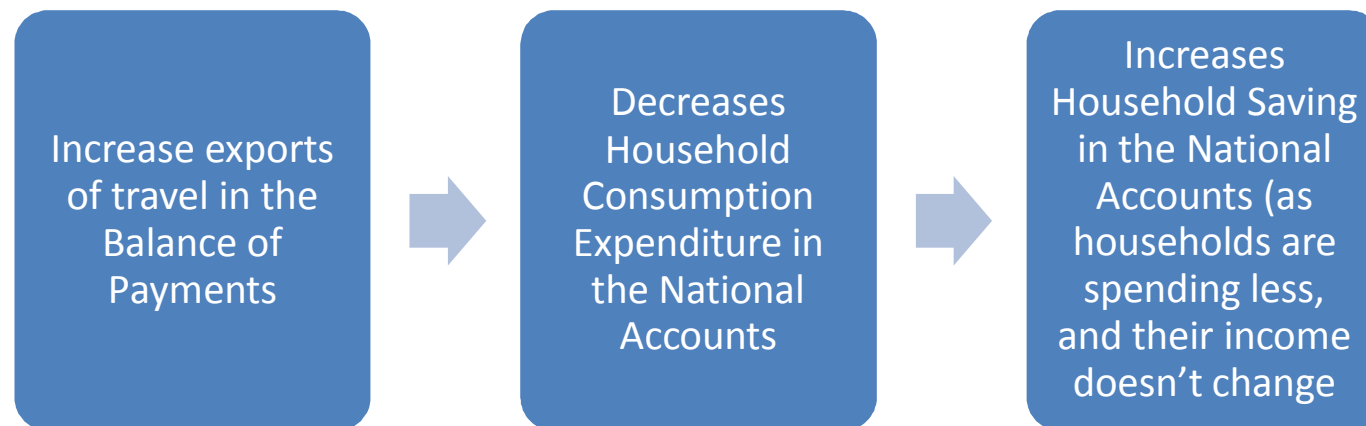
- ⊙ Dual run data for first six months of the year analysed and used for backcasting
- ⊙ Paired data investigated – saw the increase that we expected from the online version
- ⊙ Final decision on length of revision
 - Going back to the June 1982 quarter – exchange rate control data used for travel credits prior to this
 - Tourism data will be revised back to 1997 only
- ⊙ Next step: continue communication

Communicating to stakeholders

- ◎ Large revisions may be perceived negatively by data users
 - Very important to manage perceptions
- ◎ Cross-government approach
- ◎ Revisions paper published 29 August
 - Outlining potential impacts
- ◎ Question and answer sessions with stakeholders
 - We want to be as transparent as possible

Communicating to stakeholders

- ⊙ Revisions have wider macro-economic implications, and there is an element of re-writing economic history



Further reading

- ⦿ Our revisions paper can be found here if you're interested in any further detail:

http://www.stats.govt.nz/browse_for_stats/economic_indicators/NationalAccounts/revisions-nz-macroeconomic-accounts-2013.aspx