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Hello, everyone, this is the Tourism Insights Users Group meeting. My name is Michael Webster. I'm the acting manager for the Tourism Evidence and Insights Team here at MBIE. Our team funds and produces a range of tourism data and also provides tourism data and insight to the ministry policy as well as the wider sector. This particular group is designed to be a quarterly meeting, it is a forum to present and discuss the latest developments in tourism data and research. As always, I have a bit of a plug, if you'd like to contribute to this forum, if you'd like to present to this group, more than happy to facilitate that. We can add you to the agenda, please contact me after this call. And we can maybe set you up for the next group. We try really hard to add useful content to these meetings trying to make this meeting as useful to you as possible. So presenting, the industry presenting to this group would also help us build that capability and community for this group. So yeah, we're really, really keen to get wider participation, if possible. We've got a pretty MBIE heavies agenda today, largely because we've had some pretty major projects happening in the last quarter or so. So we're very keen to update you on that. Again, if you'd like to have any questions, please type them into the chat. And following the presentations, the presentations, I will read out the questions. So without further ado, I'd like you to pass to pass on to Raphael Aggio, who is a Senior Analyst in my in the Tourism Evidence and Insights Team, and he is the lead developer for the Tourism Evidence and Insight Center that he was recently launched. Today, this this this month. Oh, yeah, the end of last month. So take it away, Raphael. You have to unmute yourself.

Yeah, I was just trying to find a way to unmute it. I just used to Teams not Zoom. So good afternoon, everyone. So I guess most of you know about the existence and the Tourism Evidence and Insights Centre and the Sustainable Tourism Explorer. But I'll give you just a short introduction to that for those ones that don't know, and then tell you more about what's happening on that space, what we have planned for the two and so on. So for the ones that don't know yet, that's the Tourism Evidence and Insights Centre you can see on your screen, the idea of the tool, we have divided that tool in kind of two main spaces right now, which you're planning to expand later. But right now we have the Tourism Evidence and Insights Centre where we plan to host what I call digested information about tourism. So this place is where we put reports, insights, where we have information about the main data releases that we have in the tourism space. We have here presentations, reports, insights, any other type of information that's related to tourism can be placed here. So now we it is the place where we are going to centralize all the products that we have. And we of course, we want the other people in the community to do the same. But you can talk more about that later. So, just a quick overview, we have the data releases, we have resources, and we have the search box where you can find the content of

your interest. And then we have the Explorer, which in this case is more as the TEIC is a place for digested data, the Explorer is a place for you to digest information. So it's a place where you can find actual data, you can interact with data in multiple ways. So it's where we have now is the house for the for the Tourism Electronic Card Transactions and other data sets that we produce and other agencies as well. So here you can interact with the data, you can download the image, you can download the data, annotate, there's a lot of functionality that you can have on this tool. So the reason or the purpose of the tool is to try to accomplish something that we have been talking for such a long time which is having that final one stop shop for every tourism data and information. That's what we are trying to achieve here. The whole history of the tool, how we built that was always in collaboration with multiple stakeholders, always trying to make a product that's fit for our purpose, provide products that allow us to collaborate, and share information, share data and create more insights. So all the policymakers and the organizations can take better decisions, and maintain a more sustainable and more productive tourism industry and sector as a whole. So we can talk more about this specific features of the tool, but I want to talk a little bit about the launch as well. So as Michael said, on, I think two weeks ago, already, two weeks ago, we have finally launched the tool, it was a really, it's a project that took quite a lot of resource, quite a lot of a lot of energy from us, involved a lot of people from MBIE as a reviewer, developers, all the IT people to do the structure. But we also had to really build strong connections as well, with a lot of people outside MBIE. One example is the Department of Conservation. So first of all, I would like to say thank you for everyone that was involved in that process, somehow, or reviewing data or producing articles and providing more information like the TIA did, and some others. So thanks for, thank you, for everyone that participated in that process. For me, it was a challenge to make that that a reality and now I'm really happy that it's out there for us to to enjoy and collaborate. So just to give you an idea about the audience at the moment, we had so far about 900 users in two weeks, and about 3000 page views. And in general people are spending one minute and a half in the tool, which I think it is a good statistics for the beginning, only two weeks, so that we are actually going to see how those numbers get stabilized in the next weeks.

And then I want just to show you a little bit about the latest updates that we had. So here in the tourism, Sustainable Tourism Explorer, if we go to the reliance and tourism view, that's where we have the last Tourism Electronic Card Transaction (TECT) data. So the latest update that we had here is that, before we used to have the Tourism Electronic Card Transactions there and the Monthly Regional Tourism Estimates, both on the same page. However, the Tourism Electronic Card Transaction was only at domestic level and "other", there was not international data for that. So now we have the domestic data for both of them, Tourism Electronic Card Transaction and Monthly Regional Tourism Estimates. As you know, you can see information by regions, by RTOs, monthly values, annual seasonal and so on. But now we have a new cut for the International data. So we have for the TECTs now we have the option to choose Australia, Other, or the Total for international. And that applies for many of many of the graphs that you have here that is applied to the Tourism Electronic Card Transactions. We also have the data by regions and RTOs. I'm working now on adding the Territorial Authority level data as of that data as well. We used to have a growth in spent chart here that I had some issues updating that for the latest data with the new cut, the new cut for international data, so I have removed that for a little while but should be back in the next few days. Another update that we had here is the latest data that we have added is about the tourism Accommodation Data Program. As you guys, or most of you, should know we have that accommodation data available at the Fresh Info website. But now we also have it in the Sustainable Tourism Explorer. So if you go to the economic resilience on the economy section of the tool, we have the direct tourism GDP as a proportion of total GDP, direct tourism value added by

industry and now we have here accommodation data by Regional Tourism Organization. And that data is quite comprehensive, so it involves different types of accommodation, you can choose the type of accommodation of your interest. And then you have here the multiple measurements that the Fresh Info offers on their tool as well. And here you have the same information but by Territorial Authority, so you can compare those different regions, different areas. So those are the latest updates. So as you guys know, that's the beginning of a process, right. So we have to do a lot of work to take that idea out of out of the paper out of the ground. And now it's a process where we have to use the momentum to keep the website evolving, and adapting to what users need the most. So the next updates that we have in the pipeline, the first one is to expect you to add data for Territorial Authorities for the MRTes and TECTs, as I just said, but also, I noticed that if you use the tool, you'll see that the only way you can collect the data behind those graphs is by clicking on the button here. And then you can download the graph and the data is JSON, or CSV file. And that's very useful, it's already a benefit. That's an improvement that we have. However, if you want to automate your own analysis, it will be quite hard to do. So I'm creating now an additional page here that you have. So we are going to have another link here called download, where you're going to have all the JSON files or CSV files available for you, in a way that you can just plug that URL to your own script and automate your analysis. The idea is to keep that URL permanent, so you can do your own analysis in parallel. So that's, that will be the next update that we're adding to the tool. On top of that, we are preparing as well a new feature in relation to the list of measures and indicators that we have. So at the front page here, you know that you have this link to measures and indicators and the status of those measures and indicators. So this is the list of measurements of measures and indicators that our stakeholders have listed, long listed not shortlisted in the multiple workshops that we produce. So now we want to know from people what we should focus on next. And the way we are going to do that is to have a button here in those tables, where the user can click basically voting to the measures that he thinks would be or should be prioritized. Based on that information that we will focus our energy, energy and resources to get those measurements out of the paper and into the tool. So it's all in the production right now. And also, the other thing we are working on, which will make a huge difference I think on the tool, is to create tutorial videos. I know that a lot of people is not aware of all the features that the tool has and what the tool can do. So in order to make sure people are making the most of the tool and seeing all the benefits that it has, we are preparing a set of tutorial videos. And we are planning as well some webinars where it can get more basically a better relationship with the users to make sure that people know exactly how to use the tool. And also to know from the users how they are using the tool, how they would like to be using the tool, how we can improve it. So we are planning a few webinars as well involving all the stakeholders. And where we can show for instance, use cases we can bring people to talk about how they're using the tool, so maybe inspire others to do the same. So as you guys, as I just said, we have been working really hard to take this out of the paper. We had to pass through a lot of roadblocks and create many new paths in order to make that a reality and it is finally there. So, we have to celebrate that, but also we need to think how we are going to continue using that. So to create that one stop shop that people have been talking about for so long, the only way to do that is if we work as a community. So if we create the Tourism Evidence and Insights Centre community. That's not supposed to be an MBIE's website, or DOC's website, that's a website for the community of tourism, to make sure we have a place to share information and make better decisions, right? For that to be a reality, we need everybody to play on that, play some part on that game as well. And how can you help with that. So, as you know, we have many articles here, a lot of resources already available. But if you have on your everyday job, if you see there is any information that you think would be useful for others, please let us know. We can create an article based on your information, or you can just let us know that you have published an article somewhere, and we can link, create an article here and linking it to your article. So we keep

populating the tool and have new information kind of everyday hopefully, in a way that becomes interesting for everyone to keep using the tool and see what's new, and keep providing new information. If you have any data that you think would be useful as well, or if even if you don't have the data but if you know that anyone else is providing data that is interesting and we still don't have it on the tool, please let us know. Also, you can provide your feedback. Like I said, to make sure that the tool is fit for purpose, we need to hear from you to know that it's useful. You know, if it's not useful, there is anything you think should be changed, please let us know. That tool is for you, you have to keep that in mind. And also very important I think, I would like to ask you guys to, if you use the tool to produce reports or to produce any interesting insights, please let us know. Put it back so we can show other people how you did that, how you used the tool to generate that report or generate that insight. So it would be useful for others as well to do the same and be more productive in general.

Finally, I'm not sure how many people we have Michael here, but I'd like to know. 50 people. How many? 50. 50 people. From the people in the chat, I'd like to know if you guys had already the chance to experience the tool. If somebody has anything to say about that. If you are enjoying the experiencing, if there is something that should have been improved. Or what's your idea. If you have any example or any case that you use the tool already and you want to share that with the others, it would be really cool to know. If not, it's alright. But it'd be really cool to hear from you guys your experience. So far on these last two weeks. There's anyone that would like to say something?

If they do, feel free to raise your hand and then we'll give you the floor. Doesn't look like it at the moment Rapha.

Cool, yeah. So it aligns with what I was saying before, right? I understand that in the meeting is quite people feel it's different to talk. But if you have any feedback at all, positive or negative, please let us know. I need to know from you guys how you are using the tool, how you're feeling in order to make sure that it fits to what you need.

So we've got a couple of comments here, Rapha. Nicola says that she's used it, but because we report to a TA level, found useful but not completely. So excited to see TA level information coming through. I'm assuming she's referring to the Tourism Electronic Card Transactions data. So yeah, that will be a development shortly to get the TA.

Nicola, in that sense, if you are more used to report on a TA level, and you see there is any information at that level that you have, and we don't have, please let us know. And then we will be, it is not that complicated to add that to the tool so we can add for the backlog. And we will have that data available to you soon.

And we've got a couple of comments around, yeah, just starting to explore the data. So hopefully, we'll be able to get a bit more use cases about how people are using the data in the future. Yeah, lots of potential, I think in this website. I just wanted to make the point. We're very, very keen to promote this

tool as much as possible. Raphael mentioned that we have quite a few users already, but we want to push this out more and try to get momentum. So if anyone has any forums or conferences coming up, or any, or even if you'd like us to talk to your organization about how the tool can be used, please contact us and we can set that up. Really, this next phase we want to be a promotional time, and to try to build a user base. So yeah, please contact us in that case.

Yeah, Mike, we had a question from Carolyn about what constitutes useful data. Focus on quantitative, she's asking. Any data set that you think could be interesting for the others, doesn't matter if it's qualitative or quantitative, we'd like to know about that and think about how it could be visualized on the tool. So if you have any data that's not quantitative but you think it'd be interesting, we're really happy to talk and see how we could represent that in the tool.

Cool. We've got another question from Ray Salter, who says "Are you interested in reports from beyond New Zealand?" That's short answer it, absolutely. If we think it's relevant to our users, we want it to be on the on the website.

Jason is happy with the TA level there as well. Yeah, yeah,

I think once we've got the TA level data in there, it's going to make it more useful for a lot of our users. So yeah, we'll prioritize that. Mariah says "great to have all the information in one place, especially in a user friendly way. Thanks for all the hard work." Thank you for your hard work, Raphael. AirDNA, that is an interesting one. I guess, the trouble with this data must be freely available and publicly available. The issue being that if we collect, if we have data that's commercially sensitive, purchased for a specific purpose, we have to get agreement from the source organization or company before publishing that information. So someplace like AirDNA, which sells data to people, it may be difficult to get that information into the tool, but we're very keen to anything that is publicly available or could potentially be publicly available. We're really keen to get on the tool as we can.

Yeah, do you think do you think it's possible? So you seem to use the data quite a lot, right, Nicola? So if you produce any report based on that, would you be able to share with us as an article?

Not sure about an article reveal, but I'm certainly happy to share what I've been collating, but I'm yeah, it's probably not a true analyst approach.

Okay, I let's have a conversation. Later. Thank you. Thank you.

So we have another question around the business events data. I don't think that's on our long list of data points. But I mean, the idea of this is to become a one stop shop. So I'm very keen to bring in the business events data at some point in the future. As you said, as Raphael said, we've got a relatively

small team at the moment, we're hoping to expand it, but a relatively small team at the moment, which means that we've got to prioritize where we focus our attention. So we're hoping that the voting system that we will build in, will be able to help us prioritize what data sets to go first and I think, Rapha, we need to build in something like "other" so people can write in things that aren't on the list at the moment.

Yeah. And Chris Roberts is talking about the sustainability measures, right. So what's the plan to fill those? Yeah, that's for sure the biggest gap we have on that data. As you are aware, most of the focus has been so far on the economic side of things. So we have this strong collaboration with DOC and we're also talking with others in the environmental sector as well to make sure we can fill up those gaps. So there's a lot of information that's already available, we just didn't have the time to put that online. As you know, it was a lot of work to create, to make the tool available at first. So now we just need to keep momentum, as Michael said, and keep adding new measurements on a weekly basis because there is a lot of data out there already. I think it's a matter of finding, locating those data sets, grooming the data, converting that to the format that we need. And also establishing new collaborations, new relationships with other agencies to make sure like MPI and others to try to fill up those gaps. But yeah, it's like I said, it's another benefit of the two, I think it's exactly in that sense to manage to having the data or in a single place, it's easier to detect those gaps as well. So it's part of the process. Yeah, exactly.

Yeah, thanks Rapha. And I think just to make the point, and we're hoping that being able to highlight where the gaps are will allow us to advocate for new projects, etc, to fill in the gaps that currently stand. Because there is definitely still a raft of measures, especially sustainability measures, that we just don't have the information for. So being able to at least quantify that this is important, is a good way at least to identify priorities for our work plan so that we can start picking these things off.

Cool. We've got another comment from Matt Darling from Southland, "looking forward to your plans to allow for automation of data consumption". So yeah, that I think there'll be a big one. And we'll have to build some tutorial videos around it as well, so people can work out their capabilities of this tool and how to extract the data. Alright. Thank you all for that. If there's any other questions, feel free to contact us external to this forum. And as I say, if you'd like a personalized chat around this tool and how to use it, we're very keen to do that. We're trying to sell this tool to everyone and get a critical mass. So yeah, look forward, please get in touch. If we could do anything to help your use of the tool. And I just want to thank Raphael, in particular, for the all the hard work that he's done in setting this into this into his real, I think, a really positive space. We're going forward, we can just improve this going forward and just make it as useful as we can for all of our users. All right. Thank you. So next up on the agenda, Steve Riley, do we have Steve here? Hi Mike. Yeah, I'm here. Yeah. Hi, Steve. Steve wanted to talk to us about an upcoming transport data workshop. So please take it away, Steve.

Yeah, thanks. Thanks, Mike. And I just want to just quickly acknowledge, obviously, a lot of people I know already from my tourism days. So really lovely to see everyone again, after a little bit of time between distant drinks, let's just say, but yeah I really loved to see you're here. And these days, and my role these days is Senior Advisor for the Ministry of Transport. In this role, basically it entails looking after the transport sector transport evidence based strategy. Some of you may or may not know about

that. And we also have only got a few minutes today, so I'm not going to talk in detail about them. But I'm really happy to chat further about that. Basically, what the strategy is trying to do is ensure that transport sector is the right data information research and evaluation to deliver an evidence based transport system, which improves wellbeing and livability. It's very much linked to our transport sector outcomes framework. And again, really happy to share more detail on that, in due course, if anyone would like to know a little bit more about that. Today, I want to sort of mainly cover what we call our transport knowledge hubs, we have 10 of these in total, they cover a number of different subject areas, right from health, safety, right through to resilience, all these different things that obviously cut across the transport sector when we think of it, instead of just thinking about as cars, trains and automobiles, and planes. We're actually thinking about the impact that the transport sector has on people's lives. So that's very much what we're thinking about when we talk about the outcomes framework. So we're trying to see through our data in our research more and that sort of type of positioning, which is I think, really important, and I think I can link it back to my tourism days and feel very much it's a very similar model that we're following then. So one of the areas we do cover in the transport knowledge hubs is the data hub, which I'm leading with Tim Cross from WSP. We are going to be running an event on September the 22nd, which will be our very first data in your data events. And just to give you a bit of a context around this event, we want to the key objectives of it is really to collectively understand each other's work in information needs, and consider new and existing opportunities. And also imagine that more collaborative and dynamic environment where we can access better data. So again, some massive links here with the tourism industry, obviously, transport is a massive part of tourism. So what I really would be keen to hear from anyone after the conversation today is really just if anyone's interested in putting forward a topic, or a particular area, like, you know, people movements could be a really, really good one to put in the mix for this. And what we're doing is we're trying to get topics by the 23rd of July, and then we have a committee that will meet after that and decide on those topics. We are also keen to get anyone that's keen to come along to the event. That is quite limited event, it's only 70 people. But we are probably targeting more the technical end. But we're also keen on getting some colleagues, policy analysts, or some users of the data at this event as well. So, Michael, if it is ok with you, what I'll probably do is just make sure that my email is available after the meeting today. And really happy to have a chat with anyone about the events in a bit more detail. Or, in fact, anything else we're doing, as I said I cannot stress it enough, there's a lot of links here with tourism, obviously. So really happy to help any way I can in terms of just, you know, I suppose working with Mike and the team with MBIE, and also the tourism sector in terms of just making sure we link their transport data as best as we can. So it's probably me really. Thanks, Mike, for the time today. It just once again, congratulations on the Tourism Evidence and Insight Center. I think it's an excellent new tool, and certainly one we are using in transport. So well done. That's great. Thanks. Thanks, Steve.

Yeah, if you could, if you could provide me with a little bit more information on the workshop and your details, I'll share that with the wider group. Thank you. We'll do thanks again. All right. All right. So next up on the agenda is the Tourism Electronic Card Transactions release. We've had a few, we're getting a few new developments in the latest release. And we have our very own Jack Warrington who will be presenting to us on that. Jack, are you here?

Yep. Great. Take it away, Jack. One second. Can you see this now? Sweet. So, hello everyone. Yeah, so today I'll be talking about the Tourism Electronic Card Transactions and some of the developments we've had recently. So one of the big ones, we've reinstated the international category back into the

TECTs. This also has an Australian breakdown as well. I'll be discussing a bit on the data can now be found in the Tourism Evidence and Insights Centre, which Rapha talked about earlier. And we've also had to change the implementation of the definition of domestic spend. And we are going to look at a few ways that we're exploring to improve the release. So recently, well due to COVID, we've had a lot of issues, starting with their Monthly Regional Tourism Estimates. So that was discontinued and replaced by the Tourism Electronic Card Transactions. They both attempt to measure regional spending in New Zealand, but the Tourism Electronic Card Transactions only look at electronic card transactions rather than trying to scale up to all of tourism. So we had other issues as well. That meant we had to remove the international side of the Tourism Electronic, I will call it TECTs now, and because of issues that we had. So one of the reasons for this was that we had far fewer international transactions after COVID started. And they were likely to exhibit different characteristics, a lot of variation in the spend. And we also expected a lot of the spend on international cards, so that's what we receive spend on international cards rather than any of the demographics of the people that actually spend the money. And we thought were a lot of New Zealanders returning home once COVID happened. So therefore, they should be counted as domestic or local spend rather than international spend. And we also expected a lot of the transactions to be people who maybe were on holiday in New Zealand at the time, who have now remained in New Zealand for a lot, a lot longer than they intended. And so they should not be defined as tourism, they're now migrant population rather than the visitor population. So as you can see below, we had the national level we had a split by domestic and then we converted the international category to other. So basically, it was spend on international cards. So now that we have got quarantine free travel with Australia, or well, that's been opened down recently, but we in May we had quarantine free travel with Australia, so we've decided to re instead the international category. So this was a couple of reasons mainly. One was these issues are likely to have reduced over time as I was talking about on the previous slide. And so New Zealand has a long term international visitors using international cards may be or it is likely to be falling over time as they get New Zealand bank accounts. And also the size of the Australian market means that these issues will have less of an effect on the actual aggregated international totals, so how much international visitors spend altogether. So we have also, if you can see the diagram at the bottom, we've split out domestic and international again. We've also split out Australia and then any other spending by any other people is in other category. So that is obviously very useful now with what is happening. So we will keep tracking the Australian market for now and then see what happens with other countries.

However, we still advise to use caution when interpreting the TECTs. So we advise users to not actually add together to domestic and international markets because they actually represent a different proportion of total tourism spend. TECT spend represents a different amount of total tourism spend in each of the categories. So pre COVID it was around about 33% of international spend was on cards, whereas over half of domestic spend was done on card. So without the scaling up to total tourism spend that we had with the MRTes we can't actually compare the two directly. Yeah. And the other thing we advise caution with is looking at the period between April 2020 and 2021. And because of all the issues I've just outlined, this is still applicable to this period. So even though we all call it an international spend, we do advise using a lot of caution. So the latest figures, just some of the latest figures from the May 2021 release. So domestic spending was up 29% on last year, so the year ended May 2021 was up 29% on year ended May 2020. And it was up 16% on pre COVID levels. International spend as you'd expect are still way down. Looking at Australian spending, are still way down for annual totals for looking at the month of May it was actually over 300 or nearly 300% as you would expect with quarantine free travel starting up. So Rapha outlined that we can now find the TECT data on the new



TEIC tool, which is great. It's a lot more interactive. You can download the data. You can visualize the data really well, you can interact with the data as well, to really customize it to what you, what your purposes are. The stakeholder alert that we usually release to stakeholders via email will be put upon the tool as well. So you'll be able to see the most up to date one and all past ones as well. And the pivot tables will still be available on our website. And I know a lot of people use that, so we decided to keep them on the website. And I think there's a link to it on the article as well.

So another big change is we've all changed the implementation of the definition of domestic spend. So in 2015, we had before I even started government and industry stakeholders got together and agreed upon a definition which, for tourism, domestic tourism, which was spending it was 40 kilometers away from the usual place of residence or work. So if you travel more than 40 kilometers, it's classed as domestic spend. Previously, we used a card holder's address to figure this out using BNZ data from Marketview. But this data is no longer available. So Marketview have come up with an innovative method to use their Paymark data to estimate where a cardholder resides based around their spending patterns and this is done down to the TA level, or Territorial Authority level. So spend is now defined as, domestic tourism is now defined as 40 kilometers away from the largest urban center in a TA or the spend is actually outside the TA. And the new methodology also overlays these rules on to the commuter spend. So if certain conditions are met for frequency and proportion of an individual's total spend in another TA, spend within the second TA will also be removed. So obviously, the TECTs were created as an interim replacement for the MRTEs and we still want to get to the stage where we are estimating all tourism spend, not just cards. So Statistics New Zealand, StatsNZ, are currently investigating ways of how we could scale the ECT data up to represent all of tourism spend. And MBEI, our team, is also looking at improving the release materials. So we've got it on to the Tourism Evidence and Insight Centre. And we're also looking at updating the pivot tables as well. So are there any questions after that?

Yes, you've got a question from Jacob, "will the change in the domestic spending measure reduce the stated intra-regional tourism spending?"

I think that is dependent on TA by TA basis. This is the best method we could come up with. Every TA is in a different situation, some are quite close, some are a lot bigger than others. So this is the best method best method we could come up with at present. I don't know if Marketview are here or if they can speak to that. Maybe not. But yeah, it will affect some, it won't affect others.

Gooday, Jack. Michael from Marketview here. Sorry, I was a bit slow on the unmute button. And, yeah, a few months ago, when we changed the methodology. We did a big comparison of the old methodology versus the new one. As Jack mentioned, it does vary depending on your individual TA or individual RTO. On a national level, it is really, really close. So the overall levels of tourism, this methodology is really, really very similar on a national basis. But yet, when you drop down to individual TAs or individual RTOs, it might be, you know, some slightly higher, some slightly lower, but the vast majority is within plus or minus 5% of what they were. And I wouldn't assume or wonder that tourism levels are different based on a change in methodology, rather than just actual visitor behavior.

We've got a little bit of analysis that we've done internally here that we might be willing to share with this group just to help understand the changes that occurred in the domestic market and the decisions behind that. I will look with the team and see if there's anything we can share through this forum. So moving on to other questions, we've got something from Chris Roberts, "have you considered looking at certain types of domestic spend, and removing them from domestic tourism calculations? For example, white ware or furniture?"

I think, yeah, I think this is something that Statistics New Zealand are exploring. So yeah, we will be confirming with them. But yes, it's definitely something we have taken into consideration.

Yeah, we've had seconded a Stats New Zealand person, Bernie, for those who know, to come into MBIE and have a look at some of our data to see if there's particular patterns within the domestic tourism expenditure that we could use to maybe make a more accurate measure of domestic spend. That that process is ongoing. So we'll keep you updated of where that went where that goes. Right? We've got a question "I don't understand or missed why the change of definition of domestic tourism spend. What was wrong with the previous version". There was absolutely nothing wrong. We were very happy with that definition of domestic tourist, or largely happy with it. The change occurred when we lost access to the BNZ data, which was used to get pretty accurate measures of card holder's addresses, which meant that we could really accurately pinpoint where people lived. We've had to move to this new methodology as a replacement, because we lost that specific detail of where card holders lived. And now we have to make an estimation of where they live based on pattern or the pattern of the purchasing.

Yes, it's not actually the definition that has changed. It's the way we implement the definition that has changed.

And those, so people asked me about revisions. That change actually occurred already, we put it through in, was it February jack? Was it? So it was some time ago? Anyway? The latest results have been through the new methodology. So you won't see any additional changes through the tool.

Oh, and we've got. Yeah. Ok. That is it I think on the questions, okay. Carolyn meant Carolyn Dishear mentioned, "please look very carefully at types of domestic spend, you remove, must look at the quality of visitor spend and linkages to the broad visitor economy." Yes, we'll be very, very cautious, I think before removing legitimate domestic spend. Of course, with this data that we are using, often it's quite difficult to assess what is legitimate and what isn't. So we want to err on the side of caution and we want to try and provide as high quality results as we possibly can, given the limitations in the methodology. So more than happy to discuss that further with anyone. Thank you.

So TECTs used to show, as Paul Chapleau says, TECT used to show percentage growth per month, but it isn't so obvious now. Is it still displayed or do we have to crunch numbers? Raphael mentioned

this earlier, we had a percentage change graph in the new Tourism Evidence and Insights Centre. However, we noticed some issues with it so we removed it for the moment. But within the upcoming days we anticipate putting it back into the tool. So that is just an early teething issue that we hope to resolve very soon. It's also available in the pivot tables as well. True. Okay, thank you everyone for that. Thank you, Jack, for your presentation. If that's all, let's move on to the Co-governance discussion. We have Chris Howard, a senior analyst in my team, who's been leading the Co-governance Project within here in MBIE. So I just asked him if he could provide an update on how that project is going. Take it away, Chris.

Right. Thanks, Mike. Tena koutou katoa. So, yeah, just a little bit of an update for you on the Co-governance initiative. Maybe a little bit of a background and a reminder of what this is all about once again. So the tourism data co-governance group is being set up as a result of the Tourism Data Information and Data Hui going back to 2019. And following the Hui, MBIE commissioned an options report to guide the shift to co-governance and this was commissioned from PWC. And the recommendation coming out of the Hui and the analysis was that a shift to a changed approach co-governance approach was what the industry wanted to see happen. And this was meant to create a more collaborative industry and shape the tourism information in data system over the long term. So we, our team, took this work earlier this year after a kind of hiatus related to the pandemic. So we really sort of started going at this earlier in the year and the major thing we did was have a workshop back in March with the group of key tourism stakeholders. A draft terms of reference came out of that workshop. And then we gained approval from the Minister of Tourism to proceed with the co-governance initiative. So perhaps some of you received news of when consultation that we facilitated several weeks ago. We posted the terms of reference on our website and sought feedback on it through our stakeholder alerts in the MBEI website. So the feedback all come in and I'm in the middle of analyzing it now. And yeah, perhaps some of you out there, were generous enough to provide feedback. So if you did, thanks, thanks for that. And it's been really constructive. The feedback, it was from a range of tourism stakeholders, from the industry associations, few tourism operators, local government, travel writers and consultants and a few academics. So we had a good diverse mix of feedback. And it was it's been quite interesting and, and helpful to work through this. And that feedback is on top of continuous feedback from our working group, which is made up of representatives from DOC, RTOs, TNZ, TIA and New Zealand Maori tourism. So the feedback we saw in the industry consultation, that closed a couple weeks ago, was specifically around the co-governance group's vision and purpose and the membership structured, as laid out in the draft terms of reference. So I'll just tell you a bit about those in a couple minutes. So, in terms of division of purpose, there was general agreement that it was fit for purpose, but there were some consistent suggestions that a stronger emphasis should be placed on a broader conception of value and the way the value that tourism generates for New Zealand. So there was also a sort of call to move away from the discourse of productivity and growth and getting away from that kind of language and more towards more holistic notions of value, sustainability and wellbeing, and really framing the co-governance initiative that speaks to the mid and long term future of tourism in New Zealand and the data supporting it. And so those are the intended horizons for the co-governance group as well. It's meant to shape the direction for the mid and long term, not just this kind of immediate horizon. So related to that, there was some feedback on the need to explore data opportunities beyond our traditional tourism data. And again, to better understand the total value and impacts of tourism. So all of it is quite fitting, that feedback is quite fitting with the government's kind of wellbeing framework and the OECD is kind of better living framework, which is just a more dynamic systems perspective compared to kind of pure economic and

growth kind of focus. So that was on the vision and purpose. When it came to the membership structure of the group, there was broad agreement that the group should have diverse representation. And this means the balance of government agencies, both central and local government, peak bodies, and operators. And once again, the group is likely to be led by two chairs, one specifically with Tikanga Maori expertise. So going forward, once we finalize there, I finalize the analysis of the consultation, and then the next draft of the terms of reference, we're going to move into the appointments phase. And we have a tentative appointment committee in place made up of four members of the working group. And we'll be providing more information on this on the MBIE tourism website, and you're likely also a stakeholder release will go out. And will likely be calling for expressions of interest for being a member of the group. And then also there will be a technical advisory group that will come in after. So stay tuned on this, if that's something that interests you, or your networks. But before I finish, so that's going forward. But coming back to the consultation, we also asked how the co-governance group should engage with the, excuse me, tourism sector, so that diverse voices and data needs are brought into its actions. And the main feedback we got here was that there should be a simple easy to use and access platform for receiving and communicating information pertaining to the co-governance group. So my first thought here was that this platform being called for should be built into the TEIC that Raphael has just been showing you and telling you about. So this would just be a matter of building another section into this information hub, a kind of co-governance section. And I think this would have a lot of advantages in terms of creating the kind of centralized feedback loop, the One Stop Shop, and it would both direct people to the site and build it up. And the co-governance group itself would be able to easily access and look at the data and insights from there. So I think it fits with what our team is trying to do, which is trying to facilitate this collaborative way of working with the tourism sector and government. So that's something we'll be exploring in the coming time. And that's the update I have for you. If anyone wants more information or has any questions, I'd be happy to feel them.

Thanks. Thanks, Chris. I think personally, that this is a really important initiative. And we'll provide the opportunity for the decision making on tourism data to be to be a collaborative exercise between industry, government, academia, and all of the other players in the tourism space. So I think it's a potentially, you know, some I think this is a fairly dry topic. I think it's a potentially game changing change, if we can get it right. So I think this process is very important and getting the right people on this group and the right processes around it I think is key to its success. So yeah, I think it's something that we're putting a lot of effort into in this short term with the hope of getting that group up and running sooner rather than later. Thank you, Chris. All right. So we're about half past three, we've got about half an hour to go. But we've used up most of the points on the agenda. So I now open the floor for any other business that forum users might wish to either talk to or ask about, if so please, please put something in the chat now. I'll give that a couple of minutes. We've got a question to everybody here "is MBEI exploring to provide information on the tourism impacts of wellbeing in the near term?" So big one. We don't have anything specific on the wider wellbeing measures beyond the measures identified in the Tourism Evidence and Insights Tool, the website that we are trying to tick off. And obviously we would value the prioritization exercise for our users to see which are the most important. But things with that out, you know, with wellbeing are often very complicated and require a lot of effort in developing measures for and that requires a research program, which frankly, we haven't got, we haven't had the resource to be able to focus on that sort of attention, at least in the first half of this year. We're hoping to expand the team very shortly, so we can maybe build some additional capability. So in regards to tourism impacts on wellbeing, I think one potential option for this might be to put a proposal to the new government's group when it is formed. And get that new governance group to make the assessment

and where we, we focus our effort, attention and money. And if it's viewed as important enough, which I think it should be, we can hopefully get it on our work program, or the work program of some other organization in the tourism space. And Carolyn has mentioned that Scotland has a very good example around wellbeing. I look forward to getting some more information on that. Chris Roberts has asked is the returned International Visitor Survey is providing any useful data from the mainland Australian visitors? Yes, if you remember, I think the last forum we had I mentioned that we were intending to restart the International Visitor Survey. And the intention with that for was to be on first of July. That didn't happen. Largely because of the issues relating to, to the bubble, the quarantine free travel zone. So, and we have recently had to incorporate additional changes to the questionnaire, thanks to the new feedback that we've received. So we are hoping to launch very soon, within the next week or so, to the airports, but we have yet to do so. So we apologize for anyone who is anticipating this data, we still expect to have the survey up and running in the next week or so. And the intention of this quarter is for really to be a test case. Because everything is changed so much from what it was in the past. We want to use this time to really, we will collect the data and have as high quality data as possible but also work through any potential changes, or anything that we need to do to the survey in the near future to make sure it is future proofed. So Stats New Zealand and ourselves have agreed that we will use it as a test case that we will we'll try our best to publish whatever data is produced, which will probably be in November. That's the usual quarterly term that we had in the past. So I'm not sure what the shape of that will be. It'll be very much depending on the responses that we get from the survey, but we are of the opinion that getting that into the airports sooner and can start collecting information is better than none. Because if we don't have the information, we can't do anything with it. So watch this space, we'll be trying to get as much value out of it as we can, but it's uncertain. Ok. I think that's, that's everything unless I've missed something from the chat. So yeah, thank you very much for your participation today. We will be publishing this recorded video on our website. So you can share that with any with any users that you wish. So and also I plead as always, if people would had to have a piece of analysis, research or data that you'd like to share with this forum, to get other opinions or just to improve the information of the wider group, please do so. We're passionate about doing that and sharing it with the community. So thank you very much. And please be in touch with me if you need to. And we'll send something out in the next few days. Just outlining all of the presentations and things that we've shown today. Thank you.