



# International Visitor Survey (IVS) Questionnaire

All questions up to IVS\_DEM2 are compulsory

## Introduction and Welcome

Thank you for agreeing to complete this survey.

To answer the questions in this survey click on the box(es) next to the answer(s) that best reflect what you did while in New Zealand. To move to the next question, please use the arrow button at the bottom of the page.

All your answers are kept confidential and are not used to individually identify you in any way.

To go to the first question, please click on arrow button below.

If you have to leave the survey at any point, just close the browser and when you wish to finish the survey, click on the link in the original email and it will take you back to the last question you answered.

## Purpose of Visit

IVS\_INT1 How many times have you visited New Zealand? [NUMERIC TEXT BOX, ALLOW VALUES BETWEEN 1 AND 100](#)

IVS\_INT2 [IF IVS\\_INT1 IS GREATER THAN 1](#) Please answer all questions for your most recent visit to NZ.

Please mark one response to show your **main** reason for going to New Zealand on that visit.

[IF IVS\\_INT1 EQUALS 1](#)

Please mark one response to show your **main** reason for going to New Zealand. [SINGLE RESPONSE](#)

Holiday / vacation	1	
Visiting friends / relatives	2	
Business	3	
Education	4	
Conference / convention	5	
Other	96	



DO NOT SHOW CODES SELECTED AT IVS\_INT2

IVS\_INT9 Please mark one response to show your **secondary** reason for going to New Zealand. [SINGLE RESPONSE](#)

Holiday / vacation	1	
Visiting friends / relatives	2	
Business	3	
Education	4	
Conference / convention	5	
Other	96	
No other reason	99	

IF CODE 1 AT IVS\_INT2

IVS\_INT3 Did you go to NZ mainly ... [SINGLE RESPONSE](#)

For some special public event or occasion	1	<a href="#">SKIP TO NEXT SECTION</a>
As an incentive visit as a reward for good work or sales	2	<a href="#">SKIP TO NEXT SECTION</a>
For your honeymoon	3	<a href="#">SKIP TO NEXT SECTION</a>
For a working holiday	4	<a href="#">SKIP TO NEXT SECTION</a>
To go sightseeing	5	<a href="#">SKIP TO NEXT SECTION</a>
For a holiday /recreation	6	<a href="#">SKIP TO NEXT SECTION</a>
For shopping	7	<a href="#">SKIP TO NEXT SECTION</a>
For some other reason	90	<a href="#">SKIP TO NEXT SECTION</a>

IF CODE 2 AT IVS\_INT2

IVS\_INT4 Did you go to NZ mainly ... [SINGLE RESPONSE](#)

To care for a family member or friend	1	<a href="#">SKIP TO NEXT SECTION</a>
To visit family	2	<a href="#">SKIP TO NEXT SECTION</a>
To visit friends	3	<a href="#">SKIP TO NEXT SECTION</a>
For a wedding, funeral, other family occasion	4	<a href="#">SKIP TO NEXT SECTION</a>
For some other reason	90	<a href="#">SKIP TO NEXT SECTION</a>



IF CODE 4 AT IVS\_INT2

IVS\_INT5 Which of these were you in NZ for? SINGLE RESPONSE

An exchange program with a NZ high school of secondary school	1	SKIP TO NEXT SECTION
An exchange program with some other educational institution	2	SKIP TO NEXT SECTION
On a school education trip	3	SKIP TO NEXT SECTION
To attend a private training establishment such as an English language school, nanny school, hospitality school etc.	4	SKIP TO END
To attend for a full academic year at a High School / Secondary school	5	SKIP TO END
To attend for a full academic year at a University	6	SKIP TO END
To attend for a full academic year at a Polytechnic or Institute of Technology	7	SKIP TO END
To attend for a full academic year at some other tertiary institution	8	SKIP TO END
Some other educational purpose	90	SKIP TO NEXT SECTION

IF THE ROUTING IS TO "FINISH", THEN GIVE THIS MESSAGE

Thank you for taking part in this survey. We do not need you to answer any more questions.

THAT RESPONDENT IS TO BE CLASSIFIED AS "INELIGIBLE".

IF CODE 96 AT IVS\_INT2

IVS\_INT6 Did you go to NZ mainly ... SINGLE RESPONSE

Stopping over – between flights	1	SKIP TO IVS_INT8
To do seasonal work	2	SKIP TO IVS_INT8
To do other work	3	SKIP TO IVS_INT8
For a working holiday	4	SKIP TO NEXT SECTION
For medical advice / treatment	5	SKIP TO IVS_INT8
To take part in a sport(s)	6	
For shopping	7	SKIP TO NEXT SECTION
For some other reason	90	SKIP TO NEXT SECTION

IVS\_INT7 Did you go to NZ mainly to play professional sport? SINGLE RESPONSE

Yes	1	SKIP TO IVS_INT8
No	2	SKIP TO NEXT SECTION



IF CODE 5 AT IVS\_INT2

IVS\_INT10 Did you go to NZ mainly as an incentive visit as a reward for good work or sales? [SINGLE RESPONSE](#)

Yes	1	
No	2	
Rather not say	98	

IVS\_INT8 Did you have any free time to do other things while you were in NZ? [SINGLE RESPONSE](#)

Yes	1	
No	2	

## Itinerary

IVS\_SPD8 Who did you visit New Zealand with? [MULTIPLE RESPONSE EXCEPT CODE 1](#)

Myself	1	
My husband, wife or partner	2	
Child/children aged under 15	3	
Child/children aged 15 or older	4	
Other family / relative	6	
Other person(s)	7	



IVS\_IT11 Did you arrive in NZ: [SINGLE RESPONSE](#)

By plane at:

WORDING FOR  
IVS\_IT19/10

Auckland airport	1	flight
Wellington airport	2	flight
Christchurch airport	3	flight
Queenstown airport	4	flight
Some other airport	90	flight

By:

A cruise ship	10	cruise
Another ship or boat	11	other way of arriving

Another method (please specify)	91	other way of arriving
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IVS\_IT19 When you booked the [INSERT WORDING FROM IVS\\_IT11](#) to New Zealand, did it also include other aspects such as accommodation, transport etc.? [SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO IVS_IT111</a>
Not sure	98	<a href="#">SKIP TO IVS_IT111</a>

IF CODE 1 AT IVS\_IT19 CODE AS PACKAGE = 1 FOR ROUTING PURPOSE LATER ON, IF CODES 2 OR 98 AT IVS\_IT19 CODE AS PACKAGE = 2

IF CODES 1 TO 4 OR 90 AT IVS\_IT11

IVS\_IT10 Do you know how much the [INSERT WORDING FROM IVS\\_IT11](#) cost by itself? [SINGLE RESPONSE](#)

Yes	1	
No	2	
Not sure	98	



**IVS\_ITI11** Did you travel around New Zealand with others, [IF CODES 2 TO 7 AT IVS\\_SPD8](#) aside from [INSERT CODES SELECTED AT IVS\\_SPD8](#), in a [multi-day] tour organised by a company? [SINGLE RESPONSE](#)

Yes	1	CODE AS TOUR GROUP
No	2	IF CODE 1 AT IVS_ITI9 CODE AS PACKAGE IF CODE 2 OR 98 AT IVS_ITI9 CODE AS INDEPENDENT
Not sure	98	IF CODE 1 AT IVS_ITI9 CODE AS PACKAGE IF CODE 2 OR 98 AT IVS_ITI9 CODE AS INDEPENDENT

**IVS\_ITI2** [IF CODES 1 TO 4, 90 OR 91 AT IVS\\_ITI1](#) On what date did you arrive for that visit to New Zealand?  
[IF CODE 10 AT IVS\\_ITI1](#) On that trip, what was the date when you finally left the cruise ship?  
[IF CODE 11 AT IVS\\_ITI1](#) On that trip, what was the date when you first went ashore in New Zealand?

[INSERT THREE DROP DOWN BOXES WITH DAY, MONTH AND YEAR LISTED ABOVE, SINGLE RESPONSE, INCLUDE DON'T RECALL OPTION](#)

<a href="#">DAY CODE FRAME</a>		
Show 1 to 31		
<a href="#">MONTH CODE FRAME</a>		
January	1	
February	2	
March	3	
April	4	
May	5	
June	6	
July	7	
August	8	
September	9	
October	10	
November	11	
December	12	
<a href="#">YEAR CODE FRAME</a>		
Show 2014 to 2015		



- IVS\_ITI8 IF DON'T RECALL SELECTED AT IVS\_ITI2 How many days did you stay in New Zealand? NUMERIC TEXT BOX, RANGE 1 TO 365, INCLUDE DON'T RECALL OPTION
- IVS\_ITI3 IF CODES 90 OR 91 AT IVS\_ITI1 Where did you first land in New Zealand?  
IF CODE 10 AT IVS\_ITI1 At what port did you finally leave the cruise ship?  
IF CODE 11 AT IVS\_ITI1 Where did you first go ashore in New Zealand?  
OPEN TEXT BOX, INCLUDE DON'T RECALL OPTION
- IVS\_ITI4 We would now like you to select the places in New Zealand where you stayed at least one night. To select a place, please click on the label, it will then appear in the box on the right. If you stayed at a place that isn't on the first page of the map then please use the colour coded zoom buttons on the right to see more places. If you can't find the exact name of the place you stayed, then please click on the nearest town or city. Once you have selected all the places you stayed a night in, please click on the right arrow at the bottom of the screen. MULTIPLE RESPONSE, INSERT MAP
- IVS\_ITI5 Please enter the number of nights you spent in each city or town. NUMERIC TEXT BOX, RANGE 1 TO 365

## Expenditure

IF CODE 2 OR 98 AT IVS\_ITI9 SKIP TO IVS\_SPD9

- IVS\_SPD4 What country did the international flight that was included in the package / tour start from? If you had a series of flights to get to NZ, answer for the first one that was paid for as part of the package / tour. SINGLE RESPONSE

INSERT COUNTRY CODEFRAME		
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- IVS\_SPD5 Apart from stopovers (where you did not leave the airport) did the package / tour include overnight stays in any other country? SINGLE RESPONSE

Yes	1	
No	2	SKIP TO IVS_SPD9

- IVS\_SPD6 As part of the package / tour, how many nights (not spent in an airport) did you spend in other countries? NUMERIC TEXT BOX, INCLUDE DON'T KNOW OPTION (CODE 98)

IF CODE 1 AT IVS\_SPD8 DO NOT ASK AND AUTOCODE AS CODE 1

- IVS\_SPD9 Would it be easier for you to tell us about: SINGLE RESPONSE

What the visit to NZ cost just for yourself	1	SKIP TO IVS_SPD14
What the visit cost for you and another person / people	2	



Please show the number of people whose cost you will be answering questions about: [NUMERIC TEXT BOX](#)

IVS\_SPD10 Number aged 15 and over, **including yourself**: [NUMERIC TEXT BOX](#)

IVS\_SPD11 Number aged less than 15: [NUMERIC TEXT BOX](#)

IVS\_SPD14 IF IVS\_SPD9 = 1 While you were visiting New Zealand, did you:  
IF IVS\_SPD9 = 2 While you were visiting New Zealand, did you or anyone you are answering for:  
[SINGLE RESPONSE](#)

Buy a house, flat or timeshare in NZ	1	
Have maintenance done on a house, flat or timeshare in NZ	2	
None of these	3	

IVS\_SPD34 Would it be easier for you to tell us about: [SINGLE RESPONSE](#)

The total cost of your trip	1	
The individual costs of your trip	2	

#### [NEW SCREEN](#)

We're now going to ask you about the cost of your trip to New Zealand. There are some things we want you to include and others we don't. These are listed below. Please try and be as accurate as possible, but if you can't remember the exact number, your best guess will be fine.

#### Purchases to exclude:

- [IF CODE 2 OR 98 AT IVS\\_ITI9 OR CODE 1 AT IVS\\_ITI10](#) International airfares to and from New Zealand
- [IF CODE 10 AT IVS\\_ITI1](#) The Cruise to and/or from New Zealand or anything on the Cruise ship
- [IF CODE 1 AT IVS\\_ITI10](#) International airfares from New Zealand
- Goods to export
- Buying or maintaining property (e.g. house, apartment flat, timeshare)
- Land
- Motor vehicles
- Businesses
- Export animal

#### Things to include:

- [IF CODES 2 OR 98 AT IVS\\_ITI10](#) International airfares to New Zealand
- [IF CODE 1 AT IVS\\_SPD9](#) Anything else that you spent on the trip for yourself
- [IF CODES 2 OR 98 AT IVS\\_SPD9](#) Anything else that you spent on the trip for yourself and those you travelled with





- Anything else that was paid for you by someone else, employer or a business

IF ZERO ENTERED AS THE VALUE FOR IVS\_SPD12/16/18/20/22/24/26/28/30 THEN A CURRENCY IS NOT REQUIRED

IF IVS\_SPD34 = 1

	Amount (NUMERIC TEXT BOX)	Currency (DROP DOWN BOX)
Total cost	IVS_SPD30	IVS_SPD31

IF IVS\_SPD34 = 2

	Amount (NUMERIC TEXT BOX)	Currency (DROP DOWN BOX)
IF PACKAGE = 1 Tour / package cost	IVS_SPD12	IVS_SPD13
IF PACKAGE = 1 AND IVS_ITI1 = 10 Other costs paid for before you went to NZ for the part of the visit after you finally left the cruise ship IF PACKAGE = 1 AND IVS_ITI1 <> 10 Other costs <b>paid for before you went to NZ</b> IF PACKAGE = 2 AND IVS_ITI1 = 10 Costs <b>paid for before you went to NZ</b> for the part of the visit after you finally left the cruise ship IF PACKAGE = 2 AND IVS_ITI1 <> 10 Costs <b>paid for before you went to NZ</b>	IVS_SPD16	IVS_SPD17
IF IVS_ITI1 = 10 Costs after you finally left the cruise ship paid for while you were in NZ: ELSE Costs paid for while you were in NZ:		
- amount paid by <b>credit card</b>	IVS_SPD18	IVS_SPD19
- amount paid with <b>Travel Card, Cash Card</b> i.e. any card that you can load with money in the currency of the country you are visiting and can then use to pay for things and to draw out cash	IVS_SPD20	IVS_SPD21
- amount paid by <b>debit card</b>	IVS_SPD22	IVS_SPD23
- amount paid by <b>travellers cheques</b>	IVS_SPD24	IVS_SPD25
- amount paid in <b>cash</b>	IVS_SPD26	IVS_SPD27
- amount paid <b>another way</b>	IVS_SPD28	IVS_SPD29

IF RESPONDENT DOES NOT ENTER A VALUE AND CLICKS ON THE NEXT BUTTON THE ERROR MESSAGE SHOULD SAY 'If you can't provide an exact amount, an estimate will be fine'



WHEN RESPONDENT CLICKS ON THE NEXT BUTTON AFTER COMPLETING THE TABLE, PROMPT WITH COMMENT BOX

Can you please do a quick check of the values above to check they are all correct.

COMPUTE TOTAL SPEND FOR EACH RESPONDENT BY SUMMING THE FOLLOWING CALCULATIONS:

IVS_SPD12 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD16 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD18 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD20 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD22 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD24 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD26 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD28 MULTIPLIED BY CURRENCY CONVERSION
IVS_SPD30 MULTIPLIED BY CURRENCY CONVERSION
TOTAL SPEND EQUALS SUM OF ABOVE

CURRENCY CONVERSION	
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 1	1
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 2	1.083
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 3	1.952
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 4	1.160
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 5	1.591
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 6	0.188
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 7	0.0113
IF IVS_SPD13/17/19/21/23/25/27/29/31 = 8	0.0011
IF IVS_SPD13/17/19/21/23/25/27/29/31 <> ANY OF THE ABOVE	0

ASK IF TOTAL SPEND IS MORE THAN 25,000

Just to check, did you include any of the following in the amounts you entered above?

- Purchase of export goods
- Purchase of business goods or services
- Purchase of international airfares in New Zealand
- Purchase of property (e.g. house, apartment, flat, timeshare)
- Purchase of land
- Purchase of business
- Purchase of motor vehicle
- Purchase of export animal



IF RESPONDENT SELECTS YES TO ANY OF THESE THEN SHOW QUESTION THAT ASKS HOW MUCH THEY SPENT ON CAPITAL ITEM X. REMOVE THIS EXPENDITURE FROM THE IVS SAMPLE DATA

Yes	1	
No	2	SKIP TO IVS_SPD32

IF CODE 1 ABOVE, SHOW IF CODE 1 AT IVS\_SPD34 PRESENT TABLE WITH IVS\_SPD16-28 AGAIN AND ALLOW MODIFICATIONS

IVS\_SPD32 Are there any expenses that you were unable to include in the above expenditure estimate e.g. paid for by a business, relatives or friends?  
SINGLE RESPONSE

Yes (please specify what the expense was and how much in the box)	1	TEXT BOX
No	2	



## Activities

IVS\_ACT1 IF CODE 2 AT IVS\_INT8 SKIP TO NEXT SECTION  
IF CODE 10 AT IVS\_ITI1 This part of the survey is about things you did in NZ after you finally left the cruise ship. We do not want you to tell us about things you did while you were staying on the cruise ship.

After you had finally left the cruise ship, which of these things did you go to in New Zealand?  
Please select all that apply.

ALL OTHERS While you were in New Zealand, which of these things did you go to?  
Please select all that apply.

MULTIPLE RESPONSE

A beach	403	
A geothermal park (hot mud and possibly geysers)	405	
A glacier e.g. Fox or Franz Josef	404	
A national park	401	
A marine park or marine reserve	402	
Hot pools	406	
Other natural attraction (e.g. mountain, lake, river etc.)	407	
A film location	153	
Zoo or wildlife park	603	
Theme park or leisure park	604	
GAP		
Health spa or day spa	606	
GAP		
Farm or orchard	602	
Vineyard / wine trail	605	
Food and/or wine event	652	
Garden visit or flower show	653	
None of these	100	



ASK IF CODE 401 AT IVS\_ACT1  
IVS\_ACT2 IF CODE 10 AT IVS\_ITI1 After you had finally left the cruise ship, which of these National Parks did you go to?

Please select all that apply.

ALL OTHERS While you were in New Zealand, which of these National Parks did you go to?

Please select all that apply.

**MULTIPLE RESPONSE**

IF CODES 1 TO 799999 AT IVS_ITI4 SHOW CODES 40111 TO 40115		
<b>North Island National Parks</b>		
Egmont, Mt Taranaki	40111	
Tongariro	40112	
Lake Waikaremoana / Te Urewera	40113	
Whanganui	40114	
Other	40115	
IF CODES 800000 TO 1500000 AT IVS_ITI4 SHOW CODES 40116 TO 40126		
<b>South Island National Parks</b>	40116	
Abel Tasman, Nelson	40117	
Arthurs Pass	40117	
Heaphy Track / Kahurangi	40118	
Lake Wanaka / Mt Aspiring	40119	
Mt Cook / Aoraki	40120	
Nelson Lakes	40121	
Pancake Rocks - Paparoa, Punakaiki	40122	
Westland Tai Poutini (where Fox and Frans Josef Glaciers are)	40123	
Milford, Dusky, Doubtful Sounds – Fiordland	40124	
Rakiura National Park in Stewart Island	40125	
Other	40126	
Not sure	9999	



**IVS\_ACT3** IF CODE 10 AT IVS\_JTI1 After you had finally left the cruise ship, which of these things did you go on?

Please select all that apply.

**ALL OTHERS** While you were in New Zealand, which of these things did you go on?

Please select all that apply.

**MULTIPLE RESPONSE**

Gondola / cable car / tram ride	152	
Scenic boat trip	155	
Scenic flight	154	
Scenic tour by bus or train	151	
None of these	100	

**IVS\_ACT4** IF CODE 10 AT IVS\_JTI1 After you had finally left the cruise ship, which of these did you see in their natural habitat?

Please select all that apply.

**ALL OTHERS** While you were in New Zealand, which of these did you see in their natural habitat?

Please select all that apply.

**MULTIPLE RESPONSE**

Glow worms	551	
Dolphins	554	
Seals	555	
Penguins	553	
Whales	556	
Native birds	552	
Other wildlife	557	
None of these	100	



**IVS\_ACT5** **IF CODE 10 AT IVS\_JT11** After you had finally left the cruise ship, which of these things did you do?

Please select all that apply.

**ALL OTHERS** While you were in New Zealand, which of these things did you do?

Please select all that apply.

**MULTIPLE RESPONSE**

Go for a walk, hike, trek or tramp	201	
Rafting, canoeing, kayaking	303	
Jet-boating	301	
Other boating	302	
Swimming / surfing	304	
Scuba diving or snorkelling	305	
Other water activity such as water-skiing	306	
Bungy jumping	251	
Canyon Swing	259	
Extreme ride e.g. Luge, fly-by-wire	252	
Skiing, snowboarding or other snow sport	253	
Mountain climbing, rock climbing, abseiling, caving	254	
Horse riding / horse trekking	256	
Cycling	255	
Quad biking, 4WD vehicle tour	258	
Fishing or hunting	257	
Playing golf	260	
Rugby (watching or playing)	261	
Watching or playing other sport	262	
Air activities such as paragliding, hang gliding, ballooning, skydiving	351	
None of these	100	



ASK IF CODE 201 AT IVS\_ACT5  
IVS\_ACT6 IF CODE 10 AT IVS\_ITI1 When you went walking / hiking / trekking after you had finally left the cruise ship, did you do:

Please select all that apply.

ALL OTHERS When you went walking / hiking / trekking did you do:

Please select all that apply.

MULTIPLE RESPONSE

A walk that took under ½ hour	20111	
A walk that took between ½ hour and 3 hours	20112	
A walk that took over 3 hours but not overnight	20113	
A New Zealand Great Walk (click here for list) <a href="#">INSERT HOVER OVER WITH LIST BELOW</a>	20114	
Other trek / tramp that included an overnight stay	20115	
Another type of walk	20116	
Not sure	9999	

<a href="#">HOVER OVER LIST</a>		
Lake Waikaremoana Walk		
Tongariro Northern Circuit		
Whanganui Circuit		
Abel Tasman Coast Track		
Heaphy Track		
Kepler Track		
Milford Track		
Routeburn Track		
Rakiura Track (on Stewart island)		





**IVS\_ACT7** [ASK IF CODE 255 AT IVS\\_ACT5](#)  
[IF CODE 10 AT IVS\\_ITI1](#) After you had finally left the cruise ship, which of these did you do:

Please select all that apply.

[ALL OTHERS](#) Which of these did you do:

Please select all that apply.

[MULTIPLE RESPONSE](#)

Cycle touring (mostly on-road riding, travelling from place to place)	<a href="#">25513</a>	
Mountain biking (mostly off-road and/or on dirt tracks)	<a href="#">25511</a>	
Cycle on the NZ Cycle Trail	<a href="#">25512</a>	
Another type of cycling	<a href="#">25514</a>	
Not sure	<a href="#">9999</a>	

**IVS\_ACT8** [ASK IF CODE 255 AT IVS\\_ACT5](#)  
Did you:

Please select all that apply.

[MULTIPLE RESPONSE](#)

Take your own bike to NZ	<a href="#">1</a>	
Hire a bike in NZ	<a href="#">2</a>	
Buy a bike in NZ	<a href="#">3</a>	
Borrow a bike in NZ	<a href="#">4</a>	
Not sure	<a href="#">9999</a>	



**IVS\_ACT9** [ASK IF CODE 257 AT IVS\\_ACT5](#)  
[IF CODE 10 AT IVS\\_ITI1](#) After you had finally left the cruise ship, which of these did you do:

Please select all that apply.

ALL OTHERS Which of these did you do:

Please select all that apply.

**MULTIPLE RESPONSE**

Salt-water fishing	<a href="#">25713</a>	
Fresh-water fishing	<a href="#">25711</a>	
Hunting	<a href="#">25712</a>	
Not sure	<a href="#">9999</a>	

**IVS\_ACT10** [IF CODE 10 AT IVS\\_ITI1](#) After you had finally left the cruise ship, which of these did you go to?

Please select all that apply.

ALL OTHERS Which of these did you go to?

Please select all that apply.

**MULTIPLE RESPONSE**

A public museum or art gallery	<a href="#">451</a>	
Other exhibition / Expo	<a href="#">651</a>	
A place that is significant to Maori, such as a landmark, remains of a Maori pa (fortified hill), etc	<a href="#">502</a>	
Other important building or site	<a href="#">454</a>	
A live performance	<a href="#">453</a>	
GAP		
A conference / convention	<a href="#">654</a>	
A casino	<a href="#">601</a>	
A bar or nightclub	<a href="#">607</a>	
None of these	<a href="#">100</a>	



**ASK IF CODES 451 AT IVS\_ACT10**  
**IVS\_ACT11 IF CODE 10 AT IVS\_ITI1** After you had finally left the cruise ship, which of these did you go to?

Please select all that apply.

**ALL OTHERS** Which of these did you go to?

Please select all that apply.

**MULTIPLE RESPONSE**

<b>IF CODES 1 TO 799999 AT IVS_ITI4 SHOW CODES 45111 TO 45116</b>		
<b>In the North Island</b>		
Auckland Museum	45111	
Auckland Art Gallery	45112	
Te Papa (National Museum) in Wellington	45115	
Puke Ariki in New Plymouth	45113	
Govett-Brewster Art Gallery in New Plymouth	45114	
Other public museum or art gallery in the North Island	45116	
<b>IF CODES 800000 TO 1500000 AT IVS_ITI4 SHOW CODES 45120 TO 45125</b>		
<b>In the South Island</b>		
Canterbury Museum in Christchurch	45120	
Christchurch Art Gallery	45121	
Otago Museum in Dunedin	45122	
Otago Settlers Museum	45123	
Dunedin Public Art Gallery	45124	
Other public museum or art gallery in the South Island	45125	
Not sure	9999	



ASK IF CODES 453 AT IVS\_ACT10

IVS\_ACT12 IF CODE 10 AT IVS\_ITI1 After you had finally left the cruise ship, which of these did you go to?

Please select all that apply.

ALL OTHERS Which of these did you go to?

Please select all that apply.

MULTIPLE RESPONSE

A play / drama	45314	
A live performance of music	45313	
A live performance of dance	45311	
A live Maori performance	45312	
Other live performance	45315	
Not sure	9999	

ASK IF CODES 453 AT IVS\_ACT10

IVS\_ACT13 IF CODE 10 AT IVS\_ITI1 Was any live performance that you went to after you finally left the cruise ship part of a festival?

ALL OTHERS Was any live performance that you went to part of a festival?

SINGLE RESPONSE

Yes	1	
No	2	
Not sure	98	



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**IVS\_ACT14 IF CODE 10 AT IVS\_IT11** After you had finally left the cruise ship, which of these did you do:

Please select all that apply.

**ALL OTHERS** Which of these did you do:

Please select all that apply.

**MULTIPLE RESPONSE**

Visit a Maori marae (a Maori meeting place)	501	
See Maori artefacts, art or crafts in an exhibition	504	
See Maori art or crafts being created	503	
Eat Maori traditional food	507	
Experience a Maori tradition, such as story-telling	506	
Some other activity associated with Maori culture	505	
None of these	100	



## Transport and Accommodation

**IVS\_TA1** **IF CODE 10 AT IVS\_IT1** After you had finally left the cruise ship, which of the following transport options did you use?

Please select all that apply.

**ALL OTHERS** While you were in New Zealand, which of the following transport options did you use?

Please select all that apply.

### MULTIPLE RESPONSE

Taxi / shuttle service	63	
Limousine / car with driver included	64	
Rental car	22	
Car or van owned by you / family / friend(s) / company	26	
Motorcycle	25	
Rental campervan / motor-home	32	
Campervan / motor-home owned by you / family / friend(s)	31	
Train	71	
Tour bus	44	
Bus service between towns / cities	41	
Other bus service	45	
Plane (within NZ)	14	
Helicopter	13	
The ferry between the North Island and the South Island	81	
Other ferry	82	
Yacht	85	
Other boat or ship	86	
Bicycle	24	
Hitch-hiking	50	



Other type of transport	96	
Not sure	99	

IVS\_TA2

Do you:

Please select all that apply.

**MULTIPLE RESPONSE, EXCEPT CODE 3**

Own a house / flat in New Zealand	1	
Have a time-share in New Zealand	2	
Neither of these	3	SKIP TO IVS_TA4

IVS\_TA3

Did you stay in your own house / flat / time-share: **SINGLE RESPONSE**

<b>IF CODE 10 AT IVS_ITI1</b> All of the time you were in NZ except when you were on the cruise ship <b>ALL OTHERS</b> All of the time you were in NZ	1	SKIP TO NEXT
Some of the time you were in NZ	2	
None of the time you were in NZ	3	
Not sure	99	

IVS\_TA4

**IF CODE 10 AT IVS\_ITI1** After you had finally left the cruise ship, which of these types of accommodation did you use in New Zealand?

Please select all that apply.

**ALL OTHERS** While you were in New Zealand, which of these types of accommodation did you use?

Please select all that apply.

**MULTIPLE RESPONSE**

Staying with family or friends	215	
House / flat that you paid some rent for	213	
<b>IF CODES 1 OR 2 AT IVS_TA3 AUTOCODE AS, ELSE DON'T SHOW</b> A house you own	214	
Luxury Accommodation, 5-star Hotel, Luxury Lodge	141	



Hotel	110	
Motel, Motor Inn or Serviced Apartment	120	
Youth Hostel, YMCA, YWCA	152	
Backpackers	151	
Private Hotel / Guesthouse	131	
Bed and Breakfast	132	
Farm-stay or Home-stay	133	
Student residence	171	
Yacht or other boat	891	
Marae	193	
In a hut at a National Park / Department of Conservation area	811	
Camping at a National Park / Department of Conservation camping ground	812	
Other camping ground / holiday park (where you can stay in a tent, cabin, caravan, or campervan / motorhome)	160	
Another place where you pay to park a caravan or campervan / motorhome overnight		
Free camping - staying at a place that is NOT an official camp site, in a tent, caravan, campervan / motorhome	893	
Other accommodation	996	
Not sure	999	

IVS\_TA5

IF MORE THAN ONE CODE SELECTED AT IVS\_TA4, IF ONLY ONE CODE SELECTED AT IVS\_TA4 AUTOFILL IVS\_TA5 WITH CODE FROM IVS\_TA4

Which of those types of accommodation did you use for the greatest number of nights?

If you stayed an equal number of nights in different types, and that was the greatest number that you stayed in any type, then mark the first one of those that you stayed in.

SHOW ALL CODES BETWEEN 1 AND 900 SELECTED AT IVS\_TA4, AND INCLUDE A 'NOT SURE' OPTION (CODE 999), SINGLE RESPONSE





**IVS\_TA6** On this trip, what other countries, if any, did you stay at least one night in before arriving in New Zealand?

Country (USE COUNTRIES LIST FROM SCREENER)	Number of nights (NUMERIC TEXT BOX)
Country (USE COUNTRIES LIST FROM SCREENER)	Number of nights (NUMERIC TEXT BOX)
ASK FIVE COUNTRIES	
INCLUDE NONE OPTION	

**IVS\_TA7** On this trip, what other countries, if any, did you stay at least one night in after leaving in New Zealand?

Country (USE COUNTRIES LIST FROM SCREENER)	Number of nights (NUMERIC TEXT BOX)
Country (USE COUNTRIES LIST FROM SCREENER)	Number of nights (NUMERIC TEXT BOX)
ASK FIVE COUNTRIES	
INCLUDE NONE OPTION	

## Demographics

**IVS\_DEM1** Now just a couple of questions about yourself.

Which of these age groups are you in? **SINGLE RESPONSE**

Under 20	11	
20 – 24	12	
25 – 29	13	
30 – 34	14	
35 – 39	15	
40 – 44	16	
45 – 49	17	
50 – 54	18	
55 – 59	19	
60 – 64	20	
65 – 69	21	
70 – 74	22	
75 or older	23	
Rather not say	98	



IVS\_DEM2 Who lives in the same household as yourself?

Please select all that apply. [MULTIPLE RESPONSE](#)

My husband, wife or partner	1	
Son(s) or daughter(s) <b>aged under 5</b>	2	
Son(s) or daughter(s) <b>aged 5 to 14</b>	3	
Son(s) or daughter(s) <b>aged 15 or older</b>	4	
Other family / relative(s)	5	
Other person(s)	6	
None of the above – I live alone	7	
Rather not say	98	

[IF CODE 1101 AT IVS\\_SCR4](#)

IVS\_DEM3 Which state / territory did you last live in for 12 months or more? [SINGLE RESPONSE](#)

New South Wales	1	
Queensland	2	
South Australia	3	
Tasmania	4	
Victoria	5	
Western Australia	6	
Australian Capital Territory	7	
Northern Territory	8	
Rather not say	98	

[ALL RESPONDENTS WHO ANSWERED IVS\\_DEM2 ARE CONSIDERED COMPLETED INTERVIEWS](#)

[IF CODES 1 OR 2 AT IVS\\_INT2 OR CODE 1 AT IVS\\_INT8 CONTINUE, ELSE THANK AND CLOSE](#)

[RANDOMLY SELECT ONE IN THREE AUSTRALIAN VISITORS \(CODE 1101 AT IVS\\_SCR4\) WITH CODES 1 OR 2 AT IVS\\_INT2 OR CODE 1 AT IVS\\_INT8 TO CONTINUE, ELSE THANK AND CLOSE](#)

[RANDOMLY SELECT ONE IN THREE UK VISITORS \(CODES 2102 TO 2106 AT IVS\\_SCR4\) WITH CODES 1 OR 2 AT IVS\\_INT2 OR CODE 1 AT IVS\\_INT8 TO CONTINUE, ELSE THANK AND CLOSE](#)

[RANDOMLY SELECT ONE IN TWO OF ALL OTHER COUNTRIES WITH CODES 1 OR 2 AT IVS\\_INT2 OR CODE 1 AT IVS\\_INT8 TO CONTINUE, ELSE THANK AND CLOSE](#)



## i-SITE Usage

IVS\_IST1 Were you aware of i-SITEs – the official network of visitor information centres (displaying the logo shown) ... [INSERT I-SITE LOGO, SINGLE RESPONSE](#)

Before arriving in New Zealand	1	
After arriving in New Zealand	2	
I wasn't aware of i-SITEs before today	3	<a href="#">SKIP TO NEXT SECTION</a>
Don't know	98	<a href="#">SKIP TO NEXT SECTION</a>

IVS\_IST2 Did you use an i-SITE visitor information centre (displaying the logo shown) while you were in New Zealand? [INSERT I-SITE LOGO, SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO NEXT SECTION</a>
Don't know	98	<a href="#">SKIP TO NEXT SECTION</a>



**IVS\_IST3** What were you looking for when you visited the i-SITE(s)?

Please select all that apply.

**MULTIPLE RESPONSE, RANDOMISE, KEEPING CODE 90 LAST**

General information about the region you were in	1	
General information about a different region	2	
Accommodation in the region you were in	3	
Accommodation in a different region	4	
Transport/ travel options around New Zealand	5	
Flights within New Zealand	6	
Event information	7	
Attractions / Activities	8	
Suggested itineraries	9	
Check/confirm existing travel plans	10	
Access to resources to assist you to plan	11	
Weather information	12	
Maps	13	
To meet other travellers	14	
Internet access	15	
Information about Maori culture / cultural activities	16	
Compare prices / find deals	17	
Directions	18	
Overview of NZ regions	19	
See ratings by other travellers	20	
Information about amenities/services for the town you were in	21	
Something else	90	



**IVS\_IST4** Which of the following statements best summarises your use of i-SITE visitor information centres in New Zealand? [SINGLE RESPONSE](#)

I visited i-SITEs just to collect information	1	
I visited i-SITEs with the intention of collecting information, however ended up making bookings	2	
I visited i-SITEs with the intention of collecting information and making bookings	3	
I visited i-SITEs specifically to make bookings	4	

**IVS\_IST5** How strongly do you agree with the following statement: "The i-SITE Visitor Information Centre Network influenced my decision to use at least one activity, accommodation or transport operator"? [SINGLE RESPONSE](#)

Strongly Agree	1	
Slightly Agree	2	
Neither Agree nor Disagree	3	
Slightly Disagree	4	
Strongly Disagree	5	



## Visitor Satisfaction

We'll now ask you to rate how satisfied you were with different aspects of your trip to New Zealand.

Each question uses the same 10-point scale, where 1 means Not at all satisfied and 10 means Extremely satisfied. For each area we would like you to think about all types you experienced while in New Zealand.

How satisfied were you with ...

[SAME PAGE, RANDOMISE ORDER OF STATEMENTS, ALWAYS KEEPING IVS\\_SAT11 LAST, INCLUDE 'NOT SURE' OPTION \(CODE 98\)](#)

- IVS\_SAT1 [IF CODES 1 TO 900 AT IVS\\_TA5](#) Your primary type of accommodation [INSERT CODE FROM IVS\\_TA5](#)
- IVS\_SAT2 All the paid accommodation you experienced?
- IVS\_SAT3 All the food and beverage outlets you experienced?
- IVS\_SAT4 All the types of commercial transportation you experienced?
- IVS\_SAT5 All the activities you experienced?
- IVS\_SAT6 [IF CODES 501 TO 508 AT IVS\\_ACT14](#) All the Maori activities you experienced?
- IVS\_SAT7 All the customer service you received?
- IVS\_SAT8 [IF CODE 1 AT IVS\\_IST2](#) Your experience at the i-SITEs you visited?
- IVS\_SAT9 Your sense of safety?
- IVS\_SAT10 [IF CODE 6101 AT IVS\\_SCR4 AND TOUR GROUP](#) Your tour guide?
- IVS\_SAT11 [IF CODE 6101 AT IVS\\_SCR4 AND TOUR GROUP](#) The shopping you did?
- IVS\_SAT12 And overall how satisfied were you with New Zealand's natural and built environment?
- IVS\_SAT13 Thinking about everything above, how satisfied were you with your New Zealand visit overall?

[NEW PAGE, RESPONDENTS GET RANDOMLY ASKED UP TO TWO QUESTIONS FROM IVS\\_SAT14 TO IVS\\_SAT32, BUT ONLY ONE FROM IVS\\_SAT14 TO IVS\\_SAT15, IVS\\_SAT16 TO IVS\\_SAT17, IVS\\_SAT18 TO IVS\\_SAT19, IVS\\_SAT20 TO IVS\\_SAT21, IVS\\_SAT22 TO IVS\\_SAT23, IVS\\_SAT24 TO IVS\\_SAT25, IVS\\_SAT26 TO IVS\\_SAT27, IVS\\_SAT28 TO IVS\\_SAT29 AND IVS\\_SAT30 TO IVS\\_SAT31](#)

- IVS\_SAT14 [IF CODES 1 TO 7 AT IVS\\_SAT1](#) What specifically caused you to rate the accommodation you experienced during your trip to New Zealand that way? [TEXT BOX, INCLUDE NOT SURE OPTION \(CODE 9999\)](#)



**IVS\_SAT15** IF CODES 1 TO 7 AT IVS\_SAT1 What specifically caused you to rate the accommodation you experienced during your trip to New Zealand that way? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Poor/old facilities	1	
Too expensive	2	
Poor customer service	3	
Poor standard of cleanliness/dirty	4	
No free internet	5	
Generally poor standard	6	
No air-conditioning/heating inadequate	7	
Poor value for money	8	
Noisy	9	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT16** IF CODES 1 TO 7 AT IVS\_SAT3 What specifically caused you to rate the food and beverage outlets you experienced during your trip to New Zealand that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**

**IVS\_SAT17** IF CODES 1 TO 7 AT IVS\_SAT3 What specifically caused you to rate the food and beverage outlets you experienced during your trip to New Zealand that way? **MULTIPLE RESPONSES, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Too expensive	1	
Poor service	2	
Limited choices	3	
Not as good as you get overseas	4	
Poor food quality	5	
Alcohol too expensive	6	
Supermarkets lack of variety	7	
Another reason	90	
No reason	97	
Not sure	98	



**IVS\_SAT18** IF CODES 1 TO 7 AT IVS\_SAT4 What specifically caused you to rate the commercial transport you experienced during your trip to New Zealand that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**

**IVS\_SAT19** IF CODES 1 TO 7 AT IVS\_SAT4 What specifically caused you to rate the commercial transport you experienced during your trip to New Zealand that way? **MULTIPLE REPOSSES, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Expensive	1	
Rental car/company did not meet expectations	2	
Poor customer service	3	
Inconvenient public transportation	4	
The transport was delayed	5	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT20** IF CODES 1 TO 7 AT IVS\_SAT5 What specifically caused you to rate the activities you experienced during your trip to New Zealand that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**

**IVS\_SAT21** IF CODES 1 TO 7 AT IVS\_SAT5 What specifically caused you to rate the activities you experienced during your trip to New Zealand that way? **MULTIPLE REPONSE, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Too expensive	1	
Poor service	2	
Have to cancel the activity due to weather/road conditions	3	
Hard to find/need better signage	4	
Did not live up to expectations	5	
Not very exciting/boring	6	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT22** IF CODES 1 TO 10 AT IVS\_SAT6 What specifically caused you to rate the Maori activities you experienced during your trip to New Zealand that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**





**IVS\_SAT23 IF CODES 1 TO 10 AT IVS\_SAT6** What specifically caused you to rate the Maori activities you experienced during your trip to New Zealand that way?  
MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING GOOD AND INDIFFERENT OR POOR GROUPINGS TOGETHER, OTHER, NO REASON AND NOT SURE LAST

<b>Good aspects</b>		
Learnt about a new culture	1	
Informative	2	
Entertaining	3	
Good quality/standard	4	
Good staff	5	
Well organised	6	
Another good aspect (please specify)	91	
<b>Indifferent or poor aspects</b>		
Did not live up to expectations	51	
Not very exciting/boring	52	
Poor quality/standard	53	
Not very informative	54	
Another indifferent or poor aspect (please specify)	92	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT24 IF CODES 1 TO 7 AT IVS\_SAT7** What specifically caused you to rate the customer service you received during your trip to New Zealand that way?  
TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)



**IVS\_SAT25** IF CODES 1 TO 7 AT IVS\_SAT7 What specifically caused you to rate the customer service you received during your trip to New Zealand that way? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Staff not friendly	1	
Staff seemed rushed	2	
Staff didn't care	3	
Staff not knowledgeable	4	
Slow	5	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT26** IF CODES 1 TO 7 AT IVS\_SAT8 What specifically caused you to rate the i-SITEs you experienced during your trip to New Zealand that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**

**IVS\_SAT27** IF CODES 1 TO 7 AT IVS\_SAT8 What specifically caused you to rate the i-SITEs you experienced during your trip to New Zealand that way? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Poor customer service	1	
Too busy/long queues	2	
Incorrect/misleading information given	3	
Hard to find	4	
Pushed certain activities	5	
Only had local information	6	
Not a lot of choices available	7	
Shut too early/short opening hours	8	
Lack of knowledge on free attractions	9	
Lack of staff	10	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT28** IF CODES 1 TO 7 AT IVS\_SAT9 What specifically caused you to rate your sense of safety in New Zealand that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**



**IVS\_SAT29** IF CODES 1 TO 7 AT IVS\_SAT9 What specifically caused you to rate sense of safety in New Zealand that way? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Poor driving standards, e.g. aggressive, speeding, etc	1	
Felt unsafe	2	
Poor road signage	3	
No safety barriers	4	
Crime/graffiti	5	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT30** IF CODES 1 TO 7 AT IVS\_SAT12 What specifically caused you to rate New Zealand's environment that way? **TEXT BOX, INCLUDE NOT SURE OPTION (CODE 9999)**

**IVS\_SAT31** IF CODES 1 TO 7 AT IVS\_SAT12 What specifically caused you to rate New Zealand's environment that way? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER, NO REASON AND NOT SURE LAST**

Weather	1	
Litter	2	
Urban sprawl	3	
Dull cities	4	
More effort to preserve natural environment required	5	
Another reason	90	
No reason	97	
Not sure	98	

**IVS\_SAT32** Now using a different scale, where 1 means not at all likely to recommend and 10 means extremely likely to recommend, how likely are you to recommend New Zealand as a holiday destination to others? **SINGLE RESPONSE, INCLUDE 'NOT SURE' OPTION (CODE 98)**



IVS\_SAT33 Did your trip to New Zealand ... [SINGLE RESPONSE](#)

Exceed the expectations you had before you arrived in New Zealand	1	
Met the expectations you had before you arrived in New Zealand	2	
Was worse than the expectations you had before you arrived in New Zealand	3	
Not sure	4	

## Decision Making Process

We are now going to ask you some questions about how you planned and booked your holiday to New Zealand.

IVS\_APL1 Thinking back to when you first became interested in visiting New Zealand, which of the following factors helped stimulate that interest? [MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING ANOTHER SOURCE AND NONE OF THESE LAST](#)

It was somewhere new, I had never been there before	1	
Its environmentally friendly image	2	
Its spectacular landscapes and natural scenery	3	
Specific attractions brought me to NZ	4	
I wanted to visit friends or family in NZ	5	
A specific event brought me to NZ e.g. sporting or cultural event, wedding, family event, etc	6	
I saw advertising about New Zealand	7	
I saw or found a good deal on flights to New Zealand	8	
I saw or found a good travel package deal to New Zealand	9	
I wanted to see the unique indigenous culture	10	
I've always wanted to visit	11	
I saw a show or segment featuring New Zealand on TV	12	
I read about New Zealand in a newspaper, or magazine	13	
I read about New Zealand in online articles, travel forums, blogs, social networking sites, etc	14	



I was generally searching for places to go and came across information about New Zealand	15	
Friends, family or colleagues talked about or recommended New Zealand	16	
My travel agent talked about or recommended New Zealand	17	
The Hobbit Trilogy movies	18	
Social media	19	
Golf	20	
Skiing / snowboarding	21	
Fly fishing	22	
Walking and hiking	23	
Cycling	24	
Kayaking	25	
Running and multisport events	26	
New Zealand's food and wine	27	
Another source	90	
None of these	100	

**IVS\_APL2** And when you began to seriously consider visiting New Zealand, which factors made you seriously consider visiting New Zealand? [SHOW CODES SELECTED AT IVS\\_APL1, PLUS CODE 20, MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING ANOTHER SOURCE LAST](#)

<a href="#">AS PER IVS_APL1</a>		
I could get the time off from work or study to come	20	
Another source	90	
None of these	100	

**IVS\_APL3** [ASK IF MORE THAN ONE CODE FROM CODES 1 TO 90 SELECTED AT IVS\\_APL2 IF CODE SELECTED AT IVS\\_APL2 THEN AUTOCODE IVS\\_APL3 WITH THAT CODE](#)  
What was the most important factor in your decision to visit New Zealand?  
[SHOW CODES SELECTED AT IVS\\_APL2, PLUS CODE 20, SINGLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER LAST](#)

**IVS\_APL4** [IF CODE 18 AT IVS\\_APL1](#) Specifically, what was it about The Hobbit Trilogy movies that encouraged you to consider visiting New Zealand? [MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING ANOTHER SOURCE LAST](#)

The scenery	1	
Wanted to see if the scenery was like it was in the film	2	



I'm a Tolkien fan / love The Hobbit, Lord of the Rings	3	
Wanted to see where the film was made	4	
I wanted to visit Hobbiton	5	
It just raised my awareness of New Zealand/ made me think of New Zealand as a place to visit	6	
Something else (please specify)	90	TEXT BOX
Not sure	99	

IVS\_DMP1 And which of the following sources of information did you use before you arrived in New Zealand to plan and book your holiday? **MULTIPLE RESPONSE, HAVE TWO COLUMNS, ONE LABELLED PLAN, THE OTHER BOOK, RANDOMISE ORDER, KEEPING OTHER AND NONE OF THESE LAST**

100% Pure New Zealand <a href="http://www.newzealand.com">www.newzealand.com</a>	1	
Another specific New Zealand website, including attraction, transport or accommodation sites	2	
Online travel blogs	3	
NOT IF CODE 6101 AT IVS_SCR2 Facebook	20	
Twitter	21	
IF CODE 6101 AT IVS_SCR2 Weibu	24	
Another social networking website	4	
<a href="http://www.tripadvisor.com">www.tripadvisor.com</a>	17	
<a href="http://www.wotif.com">www.wotif.com</a>	18	
<a href="http://www.lonleyplanet.com">www.lonleyplanet.com</a>	19	
Travel agents in your home country in person	16	
Airline websites	11	
By phoning airlines	12	
By visiting an airline outlet	13	
Travel agents in your home country over the phone	14	
Travel agents in your home country via the internet	15	
Travel guides/books about New Zealand	7	
Other publications e.g. magazines	8	
Friends, family and colleagues	10	
<a href="http://www.i-SITE.org.nz">www.i-SITE.org.nz</a>	25	
Websites of individual i-SITE centres	26	



An i-SITE consultant or staff member by email or phone	27	
Instagram	28	
Pinterest	29	
Google+	30	
Wechat	31	
Essential New Zealand mobile app	32	
Webjet	33	
Expedia	34	
Another source	90	
None of these	100	

**IVS\_DMP2** Please rate the usefulness of the following information sources when searching for information on New Zealand? **INSERT TABLE WITH THE LABELS FROM CODES 1 TO 27 IF SELECTED AT IVS\_DMP1, ACROSS THE TOP OF THE TABLE IS 1 TO 10, WITH 1 ALSO HAVING THE LABEL 'NOT AT ALL USEFUL' AND 10 ALSO HAVING THE LABEL 'VERY USEFUL', INCLUDE 'NOT SURE' OPTION (CODE 98)**

**IVS\_DMP3** After arriving in New Zealand, which of the following information sources did you use to help you find out information about what to do, make further plans or bookings, etc.? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NONE OF THESE LAST**

i-SITE Visitor Information Centre(s)	1	
Other travellers I met once in New Zealand	2	
Local New Zealanders I met once in New Zealand	3	
Local New Zealanders I knew before I arrived in New Zealand e.g. friends and family	4	
Global Positioning Systems (GPS) or navigational devices	5	
Brochures	6	
Staff at hotels, motels, backpackers, etc	7	
100% Pure New Zealand <a href="http://www.newzealand.com">www.newzealand.com</a>	8	
Other publications e.g. magazines	9	
Travel guides/books about New Zealand	10	
<a href="http://www.tripadvisor.com">www.tripadvisor.com</a>	12	
<a href="http://www.wotif.com">www.wotif.com</a>	13	
<a href="http://www.i-SITE.org.nz">www.i-SITE.org.nz</a>	14	
Websites of individual i-SITE centres	15	



An i-SITE consultant or staff member by email or phone	16	
NOT IF CODE 6101 AT IVS_SCR2 Facebook	17	
Twitter	18	
IF CODE 6101 AT IVS_SCR2 Weibu	23	
Another social networking website	19	
Smart phone applications	20	
Instagram	24	
Pinterest	25	
Google+	26	
Wechat	27	
Essential New Zealand mobile app	28	
Other websites	91	
Other sources	90	
None of these	100	

## Technology and Social Media

**IVS\_TSC1** While in New Zealand did you use any of the following forms of technology? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NONE OF THESE LAST**

Smart phone	4	
Internet cafes	5	
Wi-fi internet locations	6	
Your own laptop or iPad/tablet	7	
Gaming console with Wi-fi capacity	8	
Other types of technology	90	
None of these	100	SKIP TO IVS_TSC4





**IVS\_TSC2** IF CODES 1 TO 8 AT IVS\_TSC1 While in New Zealand did you use those types of technology for finding information about any of these options? **MULTIPLE RESPONSE, RANDOMISE ORDER, LEAVING OTHER AND NONE OF THESE LAST**

General information about the region you were in	1	
General information about a different region	2	
Accommodation in the region you were in	3	
Accommodation in a different region	4	
Transport/ travel options around New Zealand	5	
Flights within New Zealand	6	
Event information	7	
Attractions / Activities	8	
Suggested itineraries	9	
Check/confirm existing travel plans	10	
Access to resources to assist you to plan	11	
Weather information	12	
Maps	13	
To meet other travellers	14	
Internet access	15	
Information about Maori culture / cultural activities	16	
Compare prices / find deals	17	
Directions	18	
Overview of NZ regions	19	
See ratings by other travellers	20	
Information about amenities/services for the town you were in	21	
None of these	100	



**IVS\_TSC3** Which of these statements best summarises your use of these types of technology in New Zealand? **SINGLE RESPONSE**

I used this technology just to collect information	1	
I used this technology with the intention of collecting information, however ended up making bookings	2	
I used this technology with the intention of collecting information and making bookings	3	
I use this technology specifically to make bookings	4	

**IVS\_TSC4** Did you use Facebook or Twitter or another social media site at any of the following stages of your trip to New Zealand? **MULTIPLE RESPONSE**

	While planning my trip to New Zealand (IVS_TSC4_1)	While I was in New Zealand (IVS_TSC4_2)	Talking about my trip to New Zealand once I got home (IVS_TSC4_3)
NOT IF CODE 6101 AT IVS_SCR2 Facebook	1	1	1
Twitter	2	2	2
IF CODE 6101 AT IVS_SCR2 Weibu	5	5	5
Instagram	6	6	6
Pinterest	7	7	7
Google+	8	8	8
Wechat	9	9	9
None of these	98	98	98



**IVS\_TSC5** IF CODES 1 TO 9 AT IVS\_TSC4\_1 How did you use the following social media sites while planning your trip to New Zealand? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NOT SURE LAST**

		INSERT EACH CODE MENTIONED AT IVS_TSC4_1 ACROSS
Planning your trip	1	
Booking components of your trip	2	
Posting status updates about your upcoming trip to New Zealand	3	
Sending personal messages to friends or family about your trip	4	
Asking for ideas about what to do, see, where to stay, how to get around, etc.	5	
Interact with New Zealand companies/organisations	6	
Something else	90	
Not sure	98	

**IVS\_TSC6** IF CODES 1 TO 9 AT IVS\_TSC4\_2 How did you use the following social media sites while you were travelling in New Zealand? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NOT SURE LAST**

		INSERT EACH CODE MENTIONED AT IVS_TSC4_2 ACROSS
Planning your trip	1	
Booking components of your trip	2	
Posting status updates about your trip to New Zealand	3	
Sending personal messages to friends or family about your trip	4	
Asking for ideas about what to do, see, where to stay, how to get around, etc.	5	
Uploaded pictures or a link to a picture(s)	6	
Uploaded videos or a link to a video	7	
IF CODE 4 AT IVS_TSC4_2 Tweeted	8	
Interact with New Zealand companies/organisations	9	
IF CODE 1 AT IVS_TSC4_2 Interacted with Facebook fanpages	10	



Checking in	11	
Something else	90	
Not sure	98	

IVS\_TSC7 IF CODES 1 TO 9 AT IVS\_TSC4\_3 After you left New Zealand how did you use the following social media sites? MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NOT SURE LAST

		INSERT EACH CODE MENTIONED AT IVS_TSC4_3 IN A TABLE ACROSS
Posting status updates about your trip to New Zealand	1	
Sending personal messages to friends or family about your trip	2	
Interact with New Zealand companies/organisations	3	
Uploaded pictures or a link to a picture	4	
Uploaded videos or a link to a video	5	
IF CODE 4 AT IVS_TSC4_3 Tweeted	6	
Something else	90	
Not sure	98	



## Airlines

IVS\_ARL1 IF CODES 1 TO 4 OR 90 AT IVS\_ITI1 Which airline did you fly to New Zealand with?  
IF CODES 10, 11 OR 91 AT IVS\_ITI1 Which airline did you fly from New Zealand with? SINGLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NOT SURE LAST

Air New Zealand	1	
Qantas	2	
Emirates	3	
Virgin/Virgin Blue/Pacific Blue	4	
British Airways	5	
Cathay Pacific	6	
Lufthansa	7	
Japan Airlines	8	
Korean Air	9	
Malaysian Airlines	10	
Singapore Airlines	11	
American Airlines	12	
Continental	13	
Air Asia X	14	
China Southern	15	
JetStar	16	
Another airline	90	
Not sure	98	

IVS\_ARL2 FOR EACH CODE SELECTED AT IVS\_ARL1, EXCEPT CODE 90 AND 98 On a ten point scale where 1 means poor and 10 means excellent, how do you rate INSERT AIRLINE in terms of the flight to or from New Zealand? INCLUDE 'NOT SURE' OPTION (CODE 98)



## Qualmark

IVS\_QMK1 What New Zealand accommodation, transport and activity rating systems, if any, were you aware of before arriving in New Zealand? [TEXT BOX](#)

IVS\_QMK2 Were you aware of Qualmark – the official quality assurance scheme ...  
[INSERT QUALMARK LOGO](#)

Before arriving in New Zealand	1	
After arriving in New Zealand	2	
I wasn't aware of Qualmark before today	3	<a href="#">SKIP TO NEXT SECTION</a>
Not sure	98	<a href="#">SKIP TO NEXT SECTION</a>

IVS\_QMK3 And did you purposefully look out for Qualmark-accredited accommodation, transport or activities while you were in New Zealand? [MULTIPLE RESPONSE](#)

Yes – accommodation	1	
Yes – transport	2	
Yes – activities	3	
No	4	
Not sure	98	

[IF CODE 215, 996 AND 999 AT IVS\\_TA5 SKIP TO NEXT SECTION](#)

IVS\_QMK4 Was [INSERT CODE FROM IVS\\_TA5](#) Qualmark rated? (That is, did it use the yellow logo with the black stars to grade the accommodation?) [INSERT NEW QUALMARK LOGO - QUALITY ASSURED.JPG, SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO NEXT SECTION</a>
Not sure	98	<a href="#">SKIP TO NEXT SECTION</a>



**IVS\_QMK5** What Qualmark star rating did the **INSERT CODE FROM IVS\_TA5** have? **SINGLE RESPONSE**

2 star + <b>INSERT LOGO (TWO-STAR-PLUS.JPG)</b>	1	
3 star <b>INSERT LOGO (THREE-STAR.JPG)</b>	2	
3 star + <b>INSERT LOGO (THREE-STAR-PLUS.JPG)</b>	3	
4 star <b>INSERT LOGO (FOUR-STAR.JPG)</b>	4	
4 star + <b>INSERT LOGO (FOUR-STAR-PLUS.JPG)</b>	5	
5 star <b>INSERT LOGO (FIVE-STAR.JPG)</b>	6	
Not sure	98	<b>SKIP TO NEXT SECTION</b>

**IVS\_QMK7** Do you feel that **INSERT CODE FROM IVS\_TA5** met your expectations set by the Qualmark rating? **SINGLE RESPONSE**

Much better than expected	1	
A little better than expected	2	
As expected	3	
A little worse than expected	4	
Much worse than expected	5	
Not sure	98	

**IVS\_QMK8** **IF CODES 4 OR 5 AT IVS\_QMK7** For what reasons did the Qualmark endorsed accommodation you used not meet your expectations? **MULTIPLE RESPONSE, RANDOMISE ORDER, KEEPING OTHER AND NOT SURE LAST**

Poor/old facilities	1	
Too expensive	2	
Poor customer service	3	
Poor standard of cleanliness/dirty	4	
No free internet	5	
Generally poor standard	6	
No air-conditioning/heating inadequate	7	
Poor value for money	8	
Noisy	9	
The Qualmark rating was too high	10	
Another reason	90	
Not sure	98	



## The Environment

**IVS\_ENV1** Thinking about your day-to-day lifestyle, which of the following best describes your current lifestyle? [SINGLE RESPONSE](#)

I consider the environment in almost everything I do	1	
I consider the environment only when it's reasonable or practical to do so	2	
I do not consider the environment in anything I do	3	

**IVS\_ENV2** Did New Zealand's natural environment meet your expectations? [SINGLE RESPONSE](#)

Exceeded my expectations	1	
Met my expectations/about the same	2	
Worse than I expected	3	

Based on your experiences in New Zealand, how would you rate the following on their environmental practices? [SINGLE RESPONSE](#), [RANDOMISE ORDER](#), [KEEPING IVS\\_ENV7 LAST](#)

		Among st the best in the world	Ahead of most other places	About averag e	Behind most other places	Among st the worst in the world	Don't know
<a href="#">IVS_ENV3</a>	Commercial accommodation providers	1	2	3	4	5	98
<a href="#">IVS_ENV4</a>	Activity and attractions	1	2	3	4	5	98
<a href="#">IVS_ENV5</a>	Visitor transport	1	2	3	4	5	98
<a href="#">IVS_ENV6</a>	Public infrastructure (e.g. rubbish bins, toilets etc.)	1	2	3	4	5	98
<a href="#">IVS_ENV7</a>	Overall environmental management	1	2	3	4	5	98





## Branding

IVS\_BRD1 Have you seen this logo before (i.e. the entire logo and not just the words 100% Pure)? [INSERT 100% PURE NZ LOGO \(FOR JUL13 ONWARDS\).JPG](#), [SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO IVS_HBT1</a>
Not sure	98	<a href="#">SKIP TO IVS_HBT1</a>

IVS\_BRD2 Did the 100% Pure New Zealand campaign influence your decision to visit New Zealand? [SINGLE RESPONSE](#)

Yes	1	
No	2	
Not sure	98	

## The Hobbit

IVS\_HBT1 Before you arrived in New Zealand, were you aware of The Hobbit Trilogy movies? [SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO IVS_FDB1</a>
Not sure	98	<a href="#">SKIP TO IVS_FDB1</a>

IVS\_HBT2 And have you seen The Hobbit – An Unexpected Journey? [SINGLE RESPONSE](#)

Yes	1	
No	2	
Not sure	98	

IVS\_HBT3 Before you arrived in New Zealand, were you aware that The Hobbit Trilogy movies were made in New Zealand? [SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO IVS_FDB1</a>
Not sure	98	<a href="#">SKIP TO IVS_FDB1</a>



IVS\_HBT4 Did you take in a Hobbit experience while in New Zealand? [SINGLE RESPONSE](#)

Yes	1	
No	2	<a href="#">SKIP TO IVS_FDB1</a>
Not sure	98	<a href="#">SKIP TO IVS_FDB1</a>

IVS\_HBT5 What specifically did you do? [MULTIPLE RESPONSE](#)

Group tour specifically organised for Hobbit fans	1	
Organised local sightseeing tour which included Hobbit Film site(s)	2	
Visited Hobbiton	3	
Visited Hobbit Film site(s)	4	
Something else (please specify)	90	<a href="#">TEXT BOX</a>
Not sure	98	

## Feedback

IVS\_FDB1 Finally from time to time we need to talk to people again. Are you happy for your name and email address to be kept on our database of people who are interested in doing future research? For some of these studies we offer an incentive. Would you be interested in this? [SINGLE RESPONSE](#)

Yes	1	
No	2	

**Thank you for your time and effort. Your answers will contribute to important information for New Zealand.**