

IVS ONLINE QUESTIONNAIRE 2024

IVS Screener Questions

IVS_SCR1 RECORD AIRPORT. DO NOT READ OUT

Auckland	1
Wellington	2
Christchurch	3
Queenstown	4

IVS_SCR4 Which country will you live in for the next 12 months or more?

IVS Questionnaire – all questions up to IVS_ITI8 are compulsory

CONSENT All your responses to this survey are completely confidential and will not be individually identified at any stage. We will process your responses in accordance with our privacy policy here. [<LINK TO FACT SHEET >](#).

Please indicate if you are willing to continue with your participation.

Yes, I agree	1	
No, I do not agree	2	THANK AND CLOSE

Introduction and Welcome

Thank you for agreeing to complete this survey.

If you need to leave the survey at any point, just close the tab or window in your browser. When you're ready to continue, go back to the original email we sent you and click on the link to the survey. The link will take you back to the last question that you answered.

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

Purpose of trip

IVS_INT1 Was this your first ever trip to New Zealand?

Yes	1
No	2

IVS_INT2 [IF IVS_INT1 EQUALS 2](#)

Please answer all remaining questions about your most recent trip to New Zealand.

What was your main reason for your trip to New Zealand?

[IF IVS_INT1 EQUALS 1](#)

What was your main reason for your trip 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 IF IVS_INT1 EQUALS 2

Did you have any other reasons for your most recent trip to New Zealand?

IF IVS_INT1 EQUALS 1

Did you have any other reasons for your trip to New Zealand?

SELECT ALL THAT APPLY

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 New Zealand mainly ...

SINGLE RESPONSE

Just for the holiday	6	SKIP TO IVS_INT60
To go sightseeing	5	SKIP TO IVS_INT60
For your honeymoon	3	SKIP TO IVS_INT60
For a working holiday	4	SKIP TO IVS_INT60
For some special event or occasion (non-sport-related)	1	SKIP TO IVS_INT60
As an incentive trip as a reward for good work or sales	2	SKIP TO IVS_INT60
For some other reason (please specify)	90	SKIP TO IVS_INT60

IF CODE 2 AT IVS_INT2

IVS_INT4 Did you go to New Zealand mainly ...

SINGLE RESPONSE

To visit family	2	SKIP TO IVS_INT60
To visit friends	3	SKIP TO IVS_INT60
For a wedding, funeral, other family occasion	4	SKIP TO IVS_INT60
To care for a family member or friend	1	SKIP TO IVS_INT60
For some other reason	90	SKIP TO IVS_INT60

IF CODE 5 AT IVS_INT2

IVS_INT4B Was the conference/convention...
SINGLE RESPONSE

Related to your job or business	1
Not related to your job or business	2

IF THERE IS A MAJOR EVENT IN NZ, WILL NEED TO ADD A QUESTION ABOUT VISITING FOR THE EVENT: [Home](#) | [Major Events](#)

IF CODE 4 AT IVS_INT2

IVS_INT5 Which of these were you in New Zealand for?
SINGLE RESPONSE

An exchange program	1	SKIP TO IVS_INT60
On a school education trip	3	SKIP TO IVS_INT60
To attend a private training establishment such as an English language school, nanny school, hospitality school etc.	4	SKIP TO END
To attend an educational institution	8	SKIP TO END
Some other educational purpose	90	SKIP TO IVS_INT60

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

Thank you for taking part in this survey. That is the end of the questions we have for you.

THAT RESPONDENT IS TO BE CLASSIFIED AS "INELIGIBLE".

IF CODE 96 AT IVS_INT2

IVS_INT6 Did you go to New Zealand mainly ...
SINGLE RESPONSE

For a stop-over – between flights	1
To do seasonal work	2
To do other work	3
For a working holiday	4
To take part (participate) in a sporting event	6
To watch a sporting event	8
For some other reason	90

IF (CODE 3 AT IVS_INT2 AND CODE 99 AT IVS_INT9) OR (CODE 5 AT IVS_INT2 AND CODE 99 AT IVS_INT9)

IVS_INT8 Did you have any free time to do other things while you were in New Zealand?
SINGLE RESPONSE

Yes	1
No	2

IVS_DEM1 Which age group 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 What is your gender?
SINGLE RESPONSE

Male	1
Female	2
Another gender	3
Rather not say	4

Expenditure

IVS_SPD8 Who did you visit New Zealand with?
SELECT ALL THAT APPLY
MULTIPLE RESPONSE EXCEPT CODE 1. SHOW CODE 1 LAST.

My husband, wife or partner	2
Other adult family / relative	3
Other adults(s) who aren't family / relatives	4
Child/children aged under 15	5
Child/children aged 15 or older	6
No one, I was on my own	1

IVS_IT11 Did you arrive in New Zealand:
SINGLE RESPONSE

At Auckland airport	1
At Wellington airport	2
At Christchurch airport	3
At Queenstown airport	4
At some other airport	90

By a cruise ship	10
By another ship or boat	11

IVS_IT13 IF CODE 90 AT IVS_IT11 What city did you fly into?
IF CODE 10 AT IVS_IT11 At what port did you finally leave the cruise ship, after your cruise was over?
IF CODE 11 AT IVS_IT11 Where did you first go ashore in New Zealand?
OPEN TEXT BOX, INCLUDE DON'T RECALL OPTION

IVS_ITI9 IF CODES 1 TO 4, OR 90 AT IVS_ITI1. EVERYONE ELSE SKIP TO IVS_SPD9.
 Were your flights to and from New Zealand paid for as part of a package or tour that included other things? For example, accommodation or transport.
 SINGLE RESPONSE

Yes	1	
No	2	SKIP TO IVS_SPD9
Not sure	98	SKIP TO IVS_SPD9

IF CODES 1 TO 4 OR 90 AT IVS_ITI1
 IVS_ITI10 You said your flights were paid for as part of a package. Do you know how much the flights cost on their own?
 SINGLE RESPONSE

Yes	1
No	2
Not sure	98

IF CODE 1 AT IVS_ITI10, THEN 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 New Zealand, answer for the first one that was paid for as part of the package / tour.
 SINGLE RESPONSE

INSERT COUNTRY CODEFRAME	
--------------------------	--

IVS_SPD5 Did that package include overnight stays in any countries other than New Zealand? Please don't include overnight stopovers where you did not leave the airport.
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 away from the country you live in?
NUMERIC TEXT BOX, INCLUDE DON'T KNOW OPTION (CODE 98)

ALL: We want to see how the travel and tourism industry affects the New Zealand economy.

IF CODE 1 AT IVS_SPD8 DO NOT ASK AND AUTOCODE AS CODE 1

IVS_SPD9 We are now going to ask you about the cost of your trip to New Zealand.

Would it be easier for you to tell us about the cost of your trip to New Zealand for:

SINGLE RESPONSE

Yourself only	1	SKIP TO IVS_SPD11A
You and the other person / people you were travelling with	2	

Please enter the number of people whose cost you will be answering questions about: NUMERIC TEXT BOX

IVS_SPD10 Number of people aged 15 and over, **including yourself**: NUMERIC TEXT BOX

IVS_SPD11 Number of people aged less than 15: NUMERIC TEXT BOX

IVS_SPD11A What currency will you use to tell us about the cost of your trip to New Zealand?
SINGLE RESPONSE

SELECT CURRENCY

INTRO 1

INTRO TO IVS_SPD12 IF CODE 1 AT IVS_SPD9 AND IVS_ITI1=1,2,3,4,90, OR 11.

We are now going to ask how much the different parts of your trip to New Zealand cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Include everything that:

- you spent on yourself
- you spent on other people
- IF CODE 3 OR 5 AT IVS_INT2 OR IVS_INT9. was paid for you by someone not in New Zealand (e.g., your employer).

IF CODE 11 AT IVS_ITI1.

Don't include the cost of the boat or ship trip to New Zealand.

INTRO 2

INTRO TO IVS_SPD12 IF CODE 2 AT IVS_SPD9 AND IVS_ITI1=1,2,3,4,90, OR 11.

We are now going to ask how much the different parts of your trip to New Zealand cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Include everything that:

- you and the people you travelled with spent on yourselves
- you and the people you travelled with spent on other people
- IF CODE 3 OR 5 AT IVS_INT2 OR IVS_INT9. was paid for you or the people you were travelling with by someone not in New Zealand (e.g. by your employer).

IF CODE 11 AT IVS_ITI1.

Don't include the cost of the boat or ship trip to New Zealand.

INTRO 3

INTRO TO IVS_SPD12 IF CODE 1 AT IVS_SPD9 AND IVS_ITI1=10.

We are now going to ask how much the different parts of your trip to New Zealand cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Don't include:

- the cost of the cruise to/around New Zealand
- what you paid directly to the cruise company for things like food, drink, or shore excursions.

Do include: all other New Zealand related spending before, during, and after the cruise (e.g., accommodation on land, food and drink on land). Include everything:

- you spent on yourself
- you spent on other people
- IF CODE 3 OR 5 AT IVS_INT2 OR IVS_INT9. was paid for you by someone not in New Zealand (e.g., your employer).

INTRO 4

INTRO TO IVS_SPD12 IF CODE 2 AT IVS_SPD9 AND IVS_ITI1=10.

We are now going to ask how much the different parts of your trip to New Zealand cost. If you can't remember or don't know the exact amounts, your best guess is fine.

Don't include:

- the cost of the cruise to/around New Zealand
- anything paid directly to the cruise company for things like food, drink, or shore excursions.

Do include any other New Zealand related spending before, during, and after the cruise (e.g., accommodation on land, food and drink on land). Include everything:

- you and the people you travelled with spent on yourselves
- you and the people you travelled with spent on other people
- [IF CODE 3 OR 5 AT IVS_INT2 OR IVS_INT9](#). was paid for you or the people you were travelling with by someone not in New Zealand (e.g. by your employer).

IVS_SPD12

Please enter how much each part of your trip to New Zealand cost in the 'Amount' box below. Don't use currency symbols (e.g. \$) or commas.

If a category doesn't apply to you, enter a 0 in the 'Amount' box.

[IF IVS_ITI10=2 OR 98](#): *Include the full tour / package cost under the 'tour / package' category. Use the remaining categories for any spend outside the 'tour / package' cost, e.g. use the 'accommodation' category for accommodation that was not included in the 'tour / package' cost.*

AN AMOUNT IS REQUIRED IN EACH BOX

	Amount (in [insert currency selected]) (NUMERIC TEXT BOX)
IF IVS_ITI10=2 OR 98 Tour / package (including international flights)	
IF (IVS_ITI1=1 TO 4 OR 90) AND (IVS_ITI9=2 OR 98 OR IVS_ITI10=1) International flights to and from New Zealand	
IF IVS_ITI1=10 OR 11 International flight from New Zealand	
Flights within New Zealand	
IF IVS_ITI1=1 TO 4, 90, OR 11 Multi-night cruise around New Zealand (two or more nights) – include anything paid directly to the cruise company like food, drink, or shore excursions.	
A day or single night cruise (e.g., around Milford Sound)	
Car and/or campervan rental – including insurance but excluding petrol	
Other transport costs within New Zealand (including trains, ferries, transfers, taxis, public transport, petrol etc.)	
Accommodation (e.g., hotels, AirBnB)	
Food and drinks bought at cafes, restaurants, bars, or at accommodation	
Food and drinks bought from supermarkets, stores, etc	
Entertainment such as attractions, tours, sports events, museums etc.	
Shopping including gifts, souvenirs, and clothing	
Travel insurance	
Any other costs while staying in New Zealand (please list)	

IF RESPONDENT DOES NOT ENTER A VALUE AND CLICKS ON THE NEXT BUTTON THE ERROR MESSAGE SHOULD SAY ‘Please provide missing answer for ...’

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

IVS_SPD12 MULTIPLIED BY CURRENCY CONVERSION (USING CURRENCY SELECTED IN IVS_SPD11A)
TOTAL SPEND EQUALS SUM OF ABOVE

ASK IVS_SPD12D IF TOTAL SPEND IS MORE THAN 25,000

IVS_SPD12D Just to check, did you include any of the following in the amounts you entered above?

- Purchase of goods or services for your business
- Purchase of international airfares not related to your trip to New Zealand
- Purchase of, improvement to, or maintenance of a property (e.g. house, apartment, flat, timeshare)
- Purchase of land
- Purchase of a business
- Purchase of motor vehicles
- Purchase of export animals
- Gifts of money

Yes	1
No	2

IF CODE 1 ABOVE, PRESENT TABLE WITH IVS_SPD16-28 AGAIN WITH TEXT THAT SAYS: "CAN YOU PLEASE REMOVE THE FOLLOWING ITEMS FROM THE TABLE: [LIST OF BULLETS ABOVE]". ALLOW TABLE MODIFICATIONS.

IVS_SPD12E Based on the amounts you entered into the table, the total cost of your trip was [amount] [currency]. Do you think this is correct?

Yes	1
No	2

IF CODE 2 ABOVE, PRESENT TABLE WITH IVS_SPD16-28 AGAIN WITH TEXT THAT SAYS: "CAN YOU PLEASE REVIEW THE TABLE AND CORRECT ANY ERRORS. ALLOW TABLE MODIFICATIONS.

USE ADDITIONAL TEXT '(EXCLUDING YOUR INTERNATIONAL FLIGHTS)' IF:
 ((IVS_ITI1=1 TO 4 OR 90) AND (IVS_ITI9=2 OR 98 OR IVS_ITI10=1)) OR
 (IVS_ITI1=10 OR 11)

IVS_SPD13 We would also like to know how all parts of your New Zealand trip [(excluding your international flights)] were paid for.

The total cost of your trip [(excluding your international flights)] was [amount] [currency]. Please select all the methods that were used to pay this cost.
 SELECT ALL THAT APPLY

Cash	5
Bank transfer (at a bank, on the internet, or through an app)	4
Digital, mobile, or app payment (e.g., PayPal, Alipay, Apple Pay)	3
With a card at the place of purchase (e.g., credit card, debit card, prepaid travel card)	1
With a card on the internet (e.g., credit card, debit card, prepaid travel card)	2
Another way (please specify)	6
Don't know	7

IF IVS_SPD13=7 SKIP TO NEXT QUESTION. IF ONLY ONE CODE SELECTED AT IVS_SPD13 SKIP TO NEXT QUESTION. ONLY SHOW SPEND TYPES SELECTED IN THE PREVIOUS QUESTION.

IVS_SPD14 How much was paid for using each of those methods?

Please enter a percentage in each box below to show how much of the total cost of the trip was paid using each method. The total should add to 100%. Your best guess is fine. If you don't think you can answer this question, please enter 100 in the unsure box.

Cash	%
Bank transfer (at a bank, on the internet, or through an app)	%
Digital, mobile, or app payment (e.g., PayPal, Alipay, Apple Pay)	%
With a card at the place of purchase (e.g., credit card, debit card, prepaid travel card)	%
With a card on the internet (e.g., credit card, debit card, prepaid travel card)	%
Another way (please specify)	%
Unsure	%
TOTAL	[RUNNING TOTAL]%

Itinerary

IVS_IT12

IF CODES 1 TO 4 OR 90 AT IVS_IT11.

On what date did you arrive in New Zealand?

IF CODE 10 AT IVS_IT11. What was the date when your cruise ship first docked in New Zealand?

IF CODE 11 AT IVS_IT11. 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

DAY CODE FRAME	
Show 1 to 31	
MONTH CODE FRAME	
January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12
YEAR CODE FRAME	
Show 2021 to 2023	

IF DATE ENTERED IS THE SAME AS THE DAY THEY WERE RECRUITED OR IS AFTER THEIR RECRUITMENT DATE, THEN SHOW THIS ERROR MESSAGE:

Please double check that the date you entered was the date you [... arrived in New Zealand / the date when your cruise ship first docked in New Zealand / the date when you first went ashore in New Zealand...].

ALLOW RESPONDENT TO CONTINUE ONCE THEY HAVE CLICKED 'OKAY'.

ASK IVS_ITI2A IF CODE 10 AT IVS_ITI1, OTHERWISE SKIP TO NEXT QUESTION.

IVS_ITI2A What was the date when you finally left the cruise ship, after the cruise was over?

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

DAY CODE FRAME	
Show 1 to 31	
MONTH CODE FRAME	
January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8
September	9
October	10
November	11
December	12
YEAR CODE FRAME	
Show 2021 to 2023	

ASK ALL
IVS_ITI8

IF IVS_ITI1=10. USE ADDITIONAL TEXT IF IVS_SPD9=2. After you left the cruise ship, how many days did you [... and the people you travelled with ...] stay in New Zealand? If you're not sure, please provide your best estimate.

IF IVS_ITI1 IS NOT 10. USE ADDITIONAL TEXT IF IVS_SPD9=2. How many days did you [... and the people you travelled with ...] stay in New Zealand? If you're not sure, please provide your best estimate. NUMERIC TEXT BOX, RANGE 1 TO 365

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_ITI14 We'd like to know a little more about your trip to New Zealand.

On the next page you'll be shown a map and we would like you to select the regions you stayed in and tell us how many nights you spent there.

You'll do this for one region at a time. Don't worry if you aren't familiar with New Zealand's regions, you can click on a town or city and the map will return the correct region.

[IF CODE 10 AT IVS_ITI1](#): Only include regions you visited after the cruise was over.

NEW SCREEN

Please select the *regions* in New Zealand where you stayed at least one night. To select a region, click on the map. The region selected will then appear in the box below the map and you will be asked for the number of nights you stayed there. Scroll down if you don't see the boxes.

You can only choose one region at a time.

Don't worry if you aren't familiar with New Zealand's regions, you can click on a town or city and the map will return the correct region. You can also search for a town, city, or region by typing it into the 'Find location' search box at the top of the map.

Note that if you have marked a region on the map and want to change it, you can search for a different region or, you can click the rubbish bin to remove it and then place it in a new location.

If you have difficulty viewing or using the map, please click here and then scroll down and click on the > arrow. (ONLY SHOW ON FIRST LOOP THROUGH)	2
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INSERT MAP

SHOW LOCATION CHOSEN FROM MAP

How many nights did you spend there?

INSERT NUMERIC BOX

ON THE NEXT SCREEN SHOW:

Below are the places you have chosen and the number of nights you stayed there.

[SHOW TABLE WITH PLACES AND NUMBER OF NIGHTS]

Did you stay anywhere else?

Yes	1	SHOW MAP AGAIN
No	2	

IVS_ITI4LIST ANSWER IF CAN'T USE MAP AT IVS_ITI4

We would like to know which places you stayed in while in New Zealand. On the list below, please select the places that you remember you stayed at for one night or more. (ADD OTHER (SPECIFY) AND DON'T REMEMBER OPTIONS)

FOR EACH PLACE SELECTED OR ENTERED AT IVS_ITI4LIST:

IVS_ITI5 Please enter the approximate number of nights you spent in each city or town. NUMERIC TEXT BOX, RANGE 1 TO 365 (ALLOW DON'T REMEMBER OPTION)

PLACE	STAYED IN	NO. OF NIGHTS
In the North Island		
Bay of Islands, including Paihia / Kerikeri / Russell	1	
Whangarei	2	
Auckland and surroundings / Waiheke island	3	
Waihi / Matakana	30	
Whakatane	31	
Taupo	4	
Hamilton / Waitomo	5	
Coromandel / Whitianga / Thames	6	
Rotorua	7	
Tauranga / Mount Maunganui	8	
Gisborne and surroundings	9	
New Plymouth / Mt Taranaki	10	
Palmerston North	32	
Whanganui	24	
Napier	12	
Hastings	33	
Wellington and surroundings	13	
Other places stayed at (please specify)	996	
In the South Island		
Picton / Blenheim and surroundings	14	
Nelson / Nelson Lakes National Park	15	
Abel Tasman National Park / Takaka /Golden Bay	16	
Franz Josef / Fox Glaciers	17	
West Coast, including Hokitika / Greymouth / Punakaiki	18	
Hurunui / Hanmer Springs	34	
Christchurch and surroundings	19	
Lake Tekapo / Mount Cook / Aoraki / Twizel	20	
Kaikoura	21	
Cromwell / Alexandra	35	
Queenstown / Arrowtown / Glenorchy / Wanaka and surroundings	22	
Dunedin and surroundings	23	
Invercargill / Catlins / Stewart Island	24	

Te Anau / Milford Sound	25	
Other places stayed at (please specify)	997	
Don't remember	999	

Demographics

IF CODE 1101 AT IVS_SCR4

IVS_DEM3 Before we ask you more questions about your New Zealand trip, can you tell us which state / territory 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
None of these for 12 months or more	99
Rather not say	98

IVS_MOB The next questions ask about difficulties you may have doing certain activities because of a health problem.

Do you have difficulty with...? SINGLE RESPONSE

CARDS	
seeing, even when wearing glasses	1
hearing, even if using a hearing device	2
walking or climbing stairs	3
remembering or concentrating	4
RESPONSES	
No difficulty	4
Some difficulty	3
A lot of difficulty	2
Cannot do at all	1
Prefer not to say	5

Activities

IF IVS_INT8=2 SKIP TO IVS_TA1. IF IVS_INT8=1 OR IVS_INT8 NOT ANSWERED, CONTINUE.

IVS_ACT1 IF CODE 10 AT IVS_ITI1 This part of the survey is about things you did in New Zealand while you were on the cruise ship as well as after your cruise was over.

ALL 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, Franz Josef, Hooker Valley	404
A national park	401
A marine park or marine reserve	402
Hot pools	406
Other natural attraction (e.g. mountain, lake, river, forest, etc.)	407
A film location, tour or experience	153
Zoo or wildlife park	603
A wildlife sanctuary (a sanctuary for New Zealand's endangered species)	607
Theme park or leisure park	604
Other themed experience (e.g. All Blacks Experience, Antarctic Centre)	610
Trip to watch whales, penguins or dolphins	611
Swimming with seals or dolphins	612
Glow worm tour	613
GAP	
Health spa or day spa	606
GAP	
Farm or orchard	602
Brewery, gin, vineyard / wine trail	605
Food and/or wine/alcohol event or festival	652
Top-end restaurants	654
Garden visit or flower show	653
None of these	100

ASK IF CODE 401 AT IVS_ACT1

IVS_ACT2 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	
North Island National Parks	
(Mount) Taranaki / Egmont	40111
Tongariro (includes Ruapehu, Ngauruhoe)	40112
Whanganui National Park	40114
Other	40115
Not sure where in the North Island	9997
IF CODES 800000 TO 1500000 AT IVS_ITI4 SHOW CODES 40116 TO 40126	
South Island National Parks	40116
Abel Tasman	40117
Arthurs Pass	40117
Kahurangi (includes Heaphy Track)	40118
Mt Aspiring (includes Routeburn Track/ Haast Pass)	40119
Aoraki / Mount Cook	40120
Nelson Lakes	40121
Paparoa (includes Punakaiki Pancake Rocks)	40122
Westland Tai Poutini (includes Fox and Franz Josef Glaciers)	40123
Fiordland (includes Milford, Dusky, and Doubtful Sounds)	40124
Rakiura (on Stewart Island)	40125
Other	40126
Not sure where in the South Island	9998

IVS_ACT5 While you were in New Zealand, which of these things did you do?

Please select all that apply.

MULTIPLE RESPONSE

Went 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, sailing	306
Bungy jumping	251
Canyon Swing/ canyoning	259
Extreme ride e.g. Luge, fly-by-wire, zorbing, flying fox/zip-lining	252
Skiing, snowboarding, sledging 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	257
Hunting	307
Played golf	260
Watching or playing some 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 When you went walking / hiking / trekking did you do:

Please select all that apply.

MULTIPLE RESPONSE

A walk that took under ½ hour	20117
A walk that took between ½ and 3 hours	20118
A walk/ hike that took over 3 hours but not overnight	20119
A New Zealand Great Walk (click here for list) INSERT HOVER OVER WITH LIST BELOW	20114
Te Araroa Trail	20120
Other trek / tramp that included an overnight stay	20115
Another type of walk	20116
Not sure	9999

HOVER OVER LIST (NOT RECORDED)	
Lake Waikaremoana Walk	
Tongariro Northern Circuit (not the Tongariro Alpine Crossing)	
Whanganui Journey	
Abel Tasman Coast Track	
Heaphy Track	
Kepler Track	
Milford Track	
Paparoa Track and Pike29 Memorial Track	
Routeburn Track	
Hump Ridge Track	
Rakiura Track (on Stewart Island)	

ASK IF CODE 255 AT IVS_ACT5
IVS_ACT7 Which of these did you do:

Please select all that apply.

MULTIPLE RESPONSE

Cycle touring (mostly on-road riding, travelling from place to place)	25513
Mountain biking (mostly off-road and/or on dirt tracks)	25511
Cycling on the New Zealand Cycle Trail	25512
Another type of cycling	25514
Not sure	9999

IVS_ACT10 Which of these did you go to?

Please select all that apply.

MULTIPLE RESPONSE

A public museum or art gallery	451
Other exhibition / Expo	651
A place that is significant to Māori, such as a landmark, remains of a Māori pa (fortified hill), etc	502
Other important building or site	454
A casino	601
None of these	100

ASK IF CODE 451 AT IVS_ACT10
IVS_ACT11 Which of these did you go to?

Please select all that apply.

MULTIPLE RESPONSE

IF CODES 1 TO 799999 AT IVS_ITI4 SHOW CODES 45111 TO 45117	
In the North Island	
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
Tairāwhiti Museum in Gisborne	45117
Other public museum or art gallery in the North Island	45116
IF CODES 800000 TO 1500000 AT IVS_ITI4 SHOW CODES 45120 TO 45125	
In the South Island	
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
None of these	9998
Not sure	9999

IVS_ACT12 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
Other live performance	45315
None of these	9998
Not sure	9999

IVS_ACT14 Which of these did you do:

Please select all that apply.

MULTIPLE RESPONSE

Visit a Māori marae (a Māori meeting place)	501
See Māori artefacts, art or crafts in an exhibition	504
See Māori art or crafts being created	503
Eat traditional Māori food (such as a hāngi)	507
Visit a Māori family in their home	509
Watch a live Māori performance	508
Some other Māori cultural activity	505
None of these	100

IVS_ACT15 Thinking about your trip to New Zealand, do you agree or disagree with the following statements?

SCALE FOR STATEMENTS BELOW: DISAGREE/AGREE/DON'T KNOW OR NOT SURE

I would have liked to experience more of Māori culture while in NZ		ASK ALL
My experience (<i>replace with 'trip to New Zealand'?</i>) improved my understanding of Māori culture		ASK ONLY IF AT LEAST ONE SELECTED IN ACT14
I enjoyed my experience of Māori culture		ASK ONLY IF AT LEAST ONE SELECTED IN ACT14

Transport and Accommodation

IVS_TA1 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
App-based services such as Uber, Ola, etc	65
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
Scenic trains: Auckland/ Wellington (Northern Explorer), Picton/Christchurch (Coastal Pacific), Christchurch/Greymouth (TranzAlpine)	33
Other train	71
Tour bus	44
Bus service between towns / cities	41
Local bus service (within town/city & suburbs)	42
Other bus service	45
Plane (within New Zealand)	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 IF CODE 22/25/26/31/32 IN IVS_TA1: Did you drive any of these vehicles yourself at any time?
SINGLE RESPONSE

Yes	1
No	2
Can't remember	3

IVS_TA1A IF MORE THAN ONE CODE SELECTED AT IVS_TA1:
Which of those types of transport did you use most frequently or for the greatest amount of time?

IVS_TA3 ASK ONLY IF IVS_TA2=1 Did you receive any information about driving in New Zealand:
MULTIPLE RESPONSE POSSIBLE

Before arriving in New Zealand	1
While in New Zealand	2
I did not receive any information	98

IVS_TA4 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/ apartment that you paid some rent for	213

House/ flat/ apartment booked through an online website (<i>including Booking.com, AirBnB, HomeSwap, HomeStay, Hotel.com, Expedia, etc</i>)	216
A house/ flat/ apartment/ timeshare 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
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 (paid) 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	161
Free camping - staying in a tent, caravan, campervan / motorhome	893
Other accommodation	996
Not sure	999
None of these	998

IVS_TA6 On this trip, what other countries, if any, did you/ will 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	

i-SITE Usage

IF IVS_INT8=2 SKIP TO FEEDBACK BOX AT THE END OF THE SURVEY. IF IVS_INT8=1 OR IVS_INT8 NOT ANSWERED, CONTINUE.

IVS_IST2 i-Site is the official network of visitor information centres in New Zealand. 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
Don't know	98
Wasn't aware of i-Site before today	99

Visitor Satisfaction

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

IVS_NSAT1

What did you like most about your trip to New Zealand?
You can select more than one.

MULTIPLE RESPONSE

The landscapes and scenery	1
Seeing friends and family who live in New Zealand	2
The food	3
The alcoholic drinks (wine and beer)	4
The accommodation	5
The friendly people	6
The customer service	7
Māori culture	8
The multi-day hiking and tramping trails	9
The single day walks	10
The ease of getting around	11
Museums and galleries	12
Events such as festivals and concerts	13
The sporting events	14
Skiing and snowboarding	14
Something else (please specify)	96
None of these	98

IVS_NSAT2

And what, if anything, did you not like or were disappointed with? [OPEN TEXT BOX](#)

IVS_NSAT3

And thinking about all the aspects of your trip, how satisfied were you with your New Zealand trip overall?

SINGLE RESPONSE SHOW VERY DISSATISFIED TO VERY SATISFIED

Very satisfied	5
Satisfied	4
Acceptable	3
Dissatisfied	2
Very dissatisfied	1

IVS_NSAT4

Did your trip to New Zealand ... SINGLE RESPONSE

Exceed the expectations you had before you arrived in New Zealand	1
Meet the expectations you had before you arrived in New Zealand	2
Turn out worse than the expectations you had before you arrived in New Zealand	3
Not sure	99

IVS_NSAT5

And how likely are you to recommend New Zealand as a holiday destination to others? SINGLE RESPONSE

Not at all likely to recommend											Extremely likely to recommend
1	2	3	4	5	6	7	8	9	10		

Decision Making Process

We are now going to ask you why you decided to visit New Zealand.

IVS_APL1

What were the most important factors in your decision to visit New Zealand?

Please select all that apply.

It was somewhere new, I had never been there before	1
Its environmentally friendly image	2
Its landscapes and scenery	3
I wanted to visit friends or family in New Zealand	5
A specific event brought me to New Zealand e.g. sporting or cultural event, wedding, family event, etc	6
I saw or found a good deal on flights to New Zealand/ a good travel package to New Zealand	8
I wanted to see the unique indigenous/Māori 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
Friends, family or colleagues talked about or recommended New Zealand	16
My travel agent talked about or recommended New Zealand	17
The Hobbit and Lord of the Ring Movies	18
New Zealand's food and wine	27
Other movies that were filmed in New Zealand	28
The variety of outdoor and adventure activities	29
Sports events or activities	30
I was confident there would be health and hygiene measures in New Zealand to help protect against COVID-19	31
New Zealand was a safe place to visit as it is less crowded than most other places	32
Work / business	40

Seeing coverage of major events being held in New Zealand	60
Something else (Please specify)	36
None of these	100

ASK IVS_APL2 IF MORE THAN THREE SELECTED IN IVS_APL1, OTHERWISE SKIP TO NEXT SECTION.
IVS_APL2

What were the three most important factors in your decision to visit New Zealand?

SHOW THOSE SELECTED IN IVS_APL1 AND INCLUDE 'NO THREE MOST IMPORTANT'

Qualmark

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
Not sure	99

Environment and Travel

IVS_ENV1 During your trip to New Zealand, to what extent did you consider sustainability and the environment when you made choices about what you did, bought or used?

SINGLE RESPONSE

Never	1
Rarely	2
Sometimes	3
Most of the time	4
Always	5
Not sure	98

IVS_ENV2 Based on your experiences during your trip to New Zealand, how would you rate the following

Natural scenery/ wilderness	
Protection of wildlife (whales, penguins, albatross, kiwi, etc)	
Protection of natural resources	

Quality of the air	
Quality of drinking water	
Quality of flowing water (rivers, streams, sea)	
Availability of public facilities (toilets, rubbish bins, etc)	
Feeling of safety	
Feeling welcomed	
OPTIONS	
Very poor	1
Poor	2
Neither good nor poor	3
Good	4
Very good	5
Don't know/ Not applicable	98

IVS_TIAKI1 Are you aware of, or have you seen or heard anything about the Tiaki – Care for New Zealand initiative?
 INSERT TIAKI LOGO, SINGLE RESPONSE

Yes	1
No	2
Don't know	98

IVS_ENV3 How easy was it to organise your trip to New Zealand?
 SINGLE RESPONSE

Very difficult	1
Somewhat difficult	2
Easy	3
Very easy	4
Not sure	98

IVS_ENV3A: IF SOMEWHAT/VERY DIFFICULT:
 What was difficult to organise?

Visas and immigration documentation	1
International flights	2
Domestic flights	3
Accommodation	4
Car rental hire	5
Campervan hire	6
Other transportation such as ferries, buses or trains	7
Booking and planning activities	8
Finding information about New Zealand	9
Other (please specify)	96
Not sure	98

IVS_ENV4
 To what extent did COVID-19 restrictions make it difficult for you to travel on this trip?
 SINGLE RESPONSE

Not at all	1
Not very	2
Fairly	3
Very	4
Don't know	98

IVS_ENV5
 During your trip to New Zealand, to what extent did you consider the COVIDCLEAN mark when you made choices about where you stayed or what you did?



Endorsed by QUALMARK®

Never	1
Sometimes	2
Most of the time	3
Always	4
Not sure	98

Haven't heard of COVIDCLEAN	99
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IVS_ENV6

Did you experience any of the following during your trip to New Zealand:

Overcrowded sightseeing spot	
Overcrowded vehicle parking lot	
Crime or theft	
Litter/waste on the streets	
Vandalism such as graffiti/ tagging/ broken windows in shops and public buildings	
Rude behaviour from locals	
Dangerous driving, including speeding and drink driving	
OPTIONS	
Never	1
Sometimes	2
Most of the time	3
Always	4
Don't know/ Not applicable	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	SKIP TO IVS_HBT1
Not sure	98	SKIP TO IVS_HBT1

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

FEEDBACK: If you have any feedback about this survey, please provide your comments here: [LARGE OPEN TEXT BOX](#)

Thank you for your time and effort. Your answers provide important information and will help us understand how to improve the experience of tourists to New Zealand.