

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: RE: IVS data for environmental reporting
Date: Thursday, 15 June 2017 10:13:35 a.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)

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Whenever I'm outnumbered, I'll come to you. When/if we meet with [REDACTED] you guys could come over here.

That time is good.

Cheers

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[REDACTED]

From: [REDACTED]@mfe.govt.nz]
Sent: Thursday, 15 June 2017 10:01 AM
To: [REDACTED]@stats.govt.nz>
Cc: [REDACTED]@mfe.govt.nz>
Subject: RE: IVS data for environmental reporting

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How does 11am sound? Are you working at MfE on Friday or do you want me to come to Stats?

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That time suits [REDACTED] too.

From: [REDACTED]@stats.govt.nz]
Sent: Thursday, 15 June 2017 9:29 a.m.
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]
Subject: RE: IVS data for environmental reporting

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Hi [REDACTED]

I'm free all day except 10-10.30, as I've blocked out my day for QA and avoiding all unnecessary meetings.

Some reflections below.

Cheers

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[REDACTED]

From: [REDACTED]@mfe.govt.nz]
Sent: Thursday, 15 June 2017 8:43 AM
To: [REDACTED]@stats.govt.nz>
Cc: [REDACTED]@mfe.govt.nz>; [REDACTED]@mfe.govt.nz>
Subject: RE: IVS data for environmental reporting

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Hi [REDACTED]

Are either of you free to discuss this in person on Friday?

1. IVS – it looks like there is consensus that this is a no go. If this is the case, is it worth contacting MBIE to get data customisation? Or should we rather go down the visitor arrivals/regional ports track. If what is currently output via NZ.Stat is a no go (and it isn't really given the purpose for which it was compiled), there may be little point in contacting MBIE for further customisation unless we can be sure to request and receive data that is fit for our purposes. And I worry about how much time this would take.
2. Body of Evidence – would the IVS info even make the cut as BOE? I thought it was strictly peer-reviewed articles at this stage? Interesting question. The IVS data that Stats has used and output as part of Tourism Satellite Account is peer reviewed in a sense (i.e. Stats has put it thru a QA for the purpose of using it as an input into the Tourism Satellite Account). What we may get from MBIE or its third party might not be peer reviewed and require cleaning.
3. DOC data – great that [REDACTED] is working with DOC. It'd be good to get an update from his meeting yesterday. The concession data and hut bookings data is what we were envisioning to get out of the indicator "use of conservation land" which is assigned to [REDACTED].

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Withheld under section 9(2)(a) [REDACTED]

From: [REDACTED]@stats.govt.nz
Sent: Wednesday, 14 June 2017 10:58 a.m.
To: [REDACTED]
Cc: [REDACTED]; [REDACTED]; [REDACTED]
Subject: RE: IVS data for environmental reporting

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Just to clarify, MBIE regularly engage with the contracted survey provider so negotiations wouldn't be needed. It would be more a case of if MBIE can't provide the granularity or customisation around this they would ask the third party to do so.

Yes DOC has done work using IVS but I'm steering them back to their own data collection and getting that in a shape and format that could be used for both their purposes and the wider govt/industry.

I'm meeting them again this afternoon and have been privy to concessionaire visitation data (domestic and international combined). Also, the data they have from their online portal ([*https://booking.doc.govt.nz/](https://booking.doc.govt.nz/)) might be a good starting point given it collects the number of people booking great walks, huts etc..and has a split between international and domestic visitors

*Not all information collected is visible from the landing page.

B

From: [REDACTED]
Sent: Wednesday, 14 June 2017 10:46 AM
To: [REDACTED]@stats.govt.nz
Cc: [REDACTED]@mfe.govt.nz; [REDACTED]@mfe.govt.nz; [REDACTED]@mfe.govt.nz
Subject: RE: IVS data for environmental reporting

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Hi [REDACTED]

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Thanks for this info. I tend to agree. You not being a fan of the IVS for our measure/purpose aligns with [REDACTED]'s advice to us.

We are short on time for this forthcoming report, and if MBIE contracted the survey collection to a third party, I can't imagine negotiations will occur quickly.

Our first port of call would have been DOC data, but it seems DOC itself is only disseminating national park visits using IVS data.

As you say, administrative data (e.g. visitor arrivals and regional port) would provide for more robust estimates, but provide a somewhat indirect measure of tourist pressures on the land environment

It sounds like something might eventuate from your work with DOC (as we know they collect the info) and joining data insights that could enable us (the ER programme) to develop a better indicator over time and incorporating time series.

But for immediate purposes, we might be best to use the IVS information as part of our 'body of evidence' approach that we use to help measure a topic where robust, high quality data is not yet available.

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[REDACTED], how do you want to take this forward?

Cheers

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[REDACTED]

From: [REDACTED]

Sent: Tuesday, 13 June 2017 8:12 PM

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To: [REDACTED]@stats.govt.nz

Cc: [REDACTED]@mfe.govt.nz

Subject: RE: IVS data for environmental reporting

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Hi [REDACTED],

In relation to the IVS, it may well be worth approaching MBIE (I have a contact if you'd like) to see if they/there third party data collector could offer any additional insights or customisation. That said, I'm not a huge fan of the IVS for such a measure/purpose and would favour administrative based data for a more robust estimate.

As an aside, I am currently working with DOC to assist them in trying to value international tourist spend in national parks. In the process I am learning about what data DOC has on visitors to huts, camp sites and great walks as well as visitation to concessionaires (operators) who run businesses on the DOC estate as well as DOC visitor centres.

I think it would be worthwhile such an avenue is explored ahead of the IVS as DOC's data collection is set to be transformed with recent budget wins. I'm looking to influence that by way of ensuring their various data insights are joined up, as opposed to operating in silos, and are collecting both volume and value measures.

Happy to meet to discuss and look to broker some DOC engagement.

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From: [REDACTED]
Sent: Monday, 12 June 2017 4:48 PM
To: [REDACTED]@stats.govt.nz>
Cc: [REDACTED]@mfe.govt.nz; [REDACTED]@mfe.govt.nz
Subject: IVS data for environmental reporting

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Hi [REDACTED]

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Can you help? ([REDACTED] has pointed me in your direction)

The Land team for environment reporting is proposing to develop an indicator for tourist activities, as a pressure measure on the condition of the land environment. The pressure topic we are reporting to is the wonderfully narrow 'resource use and management and other human activities'.

We are thinking, despite some data quality reservations, that the IVS could be used to:

- Show the top attractions/activities (e.g. a national park, glacier, marae) that international visitors visited, in a single year and/or a comparison over years
- We would want to breakdown, for example, the national park visits to individual national parks (if cell counts permit)
- Show the number of international visitors who visited a national park per year and, if possible, per quarter to show seasonal effects

Being familiar with this survey, what is your advice? What is possible given survey design and sample limitations? We don't have to reach Tier 1 status with this.

We've had a look at what is available via NZ Stats, but these tables don't contain all the breakdowns we think we might need. Therefore, do we need to approach MBIE, as the data supplier, or do you guys have access to the underlying dataset?

Attached is our measure assessment template, and an email trail is below.

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Cheers [REDACTED]

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Ok thanks [REDACTED].

I'll wait to hear back from you re. what StatsNZ can provide. I'm happy to contact MBIE if we need to.

From a scientific perspective it would be good to explore the data for the time series available (even if the methodology changed), but from a time constraint perspective I revised the initial measure-assessment template to just include the 2016 snapshot.

But it would be good to have as much data as possible, and then we have the option of analysing

it as a snapshot or for a longer time series.

Cheers

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Hi [redacted]

I've attached the draft measure assessment template.

I've had a look on the MBIE site, and on their 'data download' page they have all the microdata available to download as a ZIP file: <http://www.mbie.govt.nz/info-services/sectors-industries/tourism/tourism-research-data/ivs/data-download> (these are too big to send via email)

- They have a activities csv which has the breakdown by individual national parks, but it's hard to interpret as they don't have it split by year (the same way as on the stats portal), they only sort by "Survey Response ID"
- There is another csv called IVSSurveyMainHeaders which break down the SurveyResponseID by year – perhaps we could cross reference the "SurveyResponseID" for the 2016 data, and then use it to filter the activities csv.

What do you think?

If you could follow up with StatsNZ to see if their portal has a national park breakdown, that'd be much easier.

There is also a shared MBIE mailbox where we could ask for the data? I.e All 2016 data for activities participated in, including the sub groups (e.g. individual national parks).

Happy to hear your thoughts.

Cheers

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Environment Reporting - Land / Purongo Taiao Whenua

Stats NZ Tatauranga Aotearoa

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