



VISITOR INSIGHTS PROGRAMME
VISITOR EXPERIENCE
QUEENSTOWN

Q4 2017 (OCTOBER - DECEMBER)

Q4 2017 (OCTOBER-DECEMBER)

MOTIVATORS TO VISIT:

While the majority of visitors come to Queenstown for a holiday/vacation or short-break, in Q4 2017 there was an increase in the proportion of domestic visitors in the region for business reasons or to attend an event, compared to the same period in 2016.

Queenstown's novelty value (to explore and discover uniquely different places and experiences) remains the main drawcard for the international markets, while opportunities to relax, recharge and feel refreshed continue to be a primary motivator for the domestic market.

The activities/attractions available in Queenstown and the natural environment/scenery are the two key drivers of destination choice across markets for considering Queenstown over other regions. Both New Zealanders and international visitors expect to find beautiful natural landscapes & scenery and adventure/excitement in the region. Domestic visitors also expect good food and wine and a relaxing place to visit, while international visitors expect to meet friendly local people.

TRAVEL BEHAVIOUR:

The average length of stay in Queenstown is 3 nights (5 nights for Australians). Queenstown tends to be the primary destination for domestic visitors, but part of a bigger trip around New Zealand for international visitors who spend, on average, a third of their trip to New Zealand in the Queenstown region.

There have been no notable changes in accommodation over the past year, with 70% of domestic visitors and 87% of international visitors staying in commercial accommodation while in Queenstown.

The most popular experiences in Queenstown include restaurants, cafes and bars/nightclubs, along with general sightseeing. For international visitors, walking/hiking and a trip to Fiordland/Milford Sounds is on the 'to do' list. In Q4 there was an increase in international visitors participating in water activities (lake/river) versus the same period in 2016, likely reflecting the warmer start to summer.

SATISFACTION WITH VISITOR EXPERIENCE:

Visitors remain very satisfied with their experience in Queenstown, especially with the natural environment, the quality of activities and attractions available, and the cleanliness of the town. For the majority of visitors, particularly the international markets, their overall experience in Queenstown continues to exceed expectations.

The vast majority of visitors are likely to recommend Queenstown to others as a holiday destination, a reflection of the positive visitor experience in the region.

Throughout report, arrows (↑/↓) indicate statistically significant increases/decreases vs. Q4 2016 at 95% confidence

MAIN REASON FOR VISIT

What is the main reason for your visit to the Queenstown region (on this trip)?

New Zealand

Australia

Other International



49% for a holiday/vacation or short-break



74% for a holiday/vacation or short-break



91% for a holiday/vacation or short-break



19% for business reasons



5% to visit family or friends



5% to visit family or friends



11% to attend an event held by someone else



5% for business reasons



5% to attend an event held by friends or family

Main Reason for Visit [Single Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Holiday/vacation or short-break	49% ↓	71%	74%	88%	91%	92%
Family or friends	7%	9%	5%	2%	5%	4%
Business reasons	19% ↑	4%	5%	0%	1%	1%
Conference or convention	1%	2%	0%	2%	0%	0%
Transport connection/just passing through	4%	2%	0%	0%	0%	1%
Event held by friends or family	7%	6%	5%	5%	0%	0%
Education/study	0%	0%	0%	2%	1%	0%
Event held by someone else	11% ↑	2%	3%	0%	1%	0%
Other	2%	4%	8%	0%	0%	1%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

TRAVEL MOTIVATIONS

Which (if any) of the following were reasons for you deciding to visit the Queenstown region for a holiday/vacation or short-break?

New Zealand

Australia

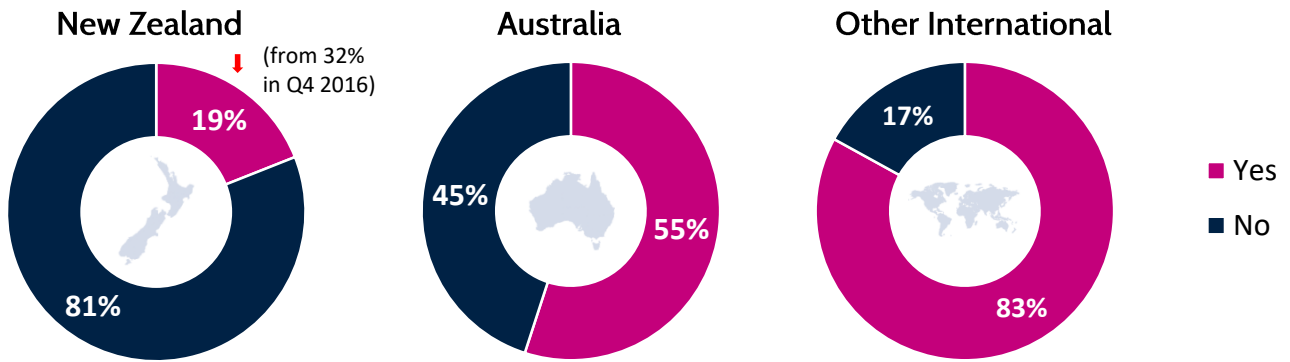
Other International



Travel Motivations [Multiple Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Spend time with my family, friends, or partner	30%	39%	29%	14%	18%	18%
Experience adventure and excitement	25%	24%	29%	43%	35%	25%
Relax, recharge and feel refreshed	44%	38%	25%	30%	21%	17%
Escape from the routine and pressures of everyday life	26%	18%	7%	14%	19%	9%
Explore/discover uniquely different places and experiences	26%	23%	32%	46%	53%	66%
Visit a must-see destination that people talk about	30%	21%	25%	43%	39%	36%
Meet new people and share experiences	8%	2%	4%	5%	9%	10%
Indulge in comfort and be pampered	10%	3%	0%	3%	5%	4%
None of the above	0%	2%	0%	3%	0%	1%
Base: Visitors on Holiday/Vacation or Short Break	(61)	(90)	(28)	(37)	(80)	(77)

DRIVERS OF DESTINATION CHOICE

When planning your current trip, did you consider visiting any region in New Zealand instead of Queenstown?



Base: New Zealand (n=125), Australia (n=38) & Other International (n=88)

And which of the following were important in your decision to visit the Queenstown region (rather than somewhere else)?

Drivers of Destination Choice [Multiple Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Activities/experiences available in Queenstown	48%	47%	43%	52%	46%	39%
Queenstown's natural environment/scenery	52%	55%	50%	36%	48% ↓	55%
Recommendations by family or friends	20%	21%	29%	30%	23%	31%
Convenient travel options to get to/from Queenstown	10%	19%	14%	12%	11%	13%
Queenstown's reputation as a safe and secure destination	8%	11%	14%	12%	10%	9%
Stories or promotions I saw/heard about Queenstown	5%	5%	11%	12%	9%	8%
Queenstown's restaurants, cafés, nightlife or shopping	21%	15%	14%	12%	9%	9%
Queenstown's people/culture	8%	11%	7%	6%	8%	5%
Queenstown's wine/wineries	10%	6%	7%	3%	1%	1%
Queenstown's weather, climate or seasons	18%	14%	11%	9%	13%	5%
Accommodation options available in Queenstown	8%	8%	11%	9%	1%	1%
Family or friends I wanted to visit in Queenstown	10%	7%	11%	3%	4%	4%
Special deal on transport/activities/accommodation	5%	8%	0% ↓	12%	3%	4%
Recommendations by a travel advisor (e.g. a travel agent)	0%	1%	7%	9%	19%	9%
An event, concert or festival held in Queenstown	2%	6%	7%	3%	0%	1%
Other	3%	4%	0%	0%	1%	5%
Base: Visitors on Holiday/Vacation or Short Break or Considered Visiting Alternative Region	(61)	(99)	(28)	(33)	(80)	(75)

EXPECTATIONS OF QUEENSTOWN

Which of the following did you expect to find in the Queenstown region?

New Zealand


Australia


Other International


 **81%** beautiful natural landscapes and scenery


 **82%** beautiful natural landscapes and scenery

 **73%** beautiful natural landscapes and scenery


 **52%** adventure and excitement

 **53%** adventure and excitement

 **49%** adventure and excitement

 **51%** good food and wine

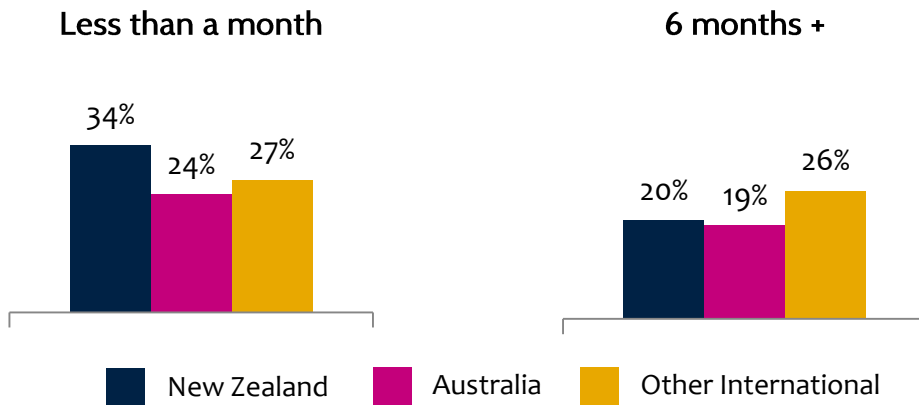
 **50%** friendly local people

 **42%** friendly local people

Expectations of Queenstown [Multiple Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Beautiful natural landscapes and scenery	81%	76%	82%	76%	73%	71%
Adventure and excitement	52%	56%	53%	57%	49%	55%
Good food and wine	51%	46%	34%	38%	28%	19%
A relaxing place to visit	50%	57%	34%	40%	35%	40%
An appealing cityscape/townscape	46%	47%	34%	40%	36%	27%
A clean and unpolluted environment	45%	54%	45%	50%	36%	40%
Good weather	41% ↑	24%	24%	12%	33%	20%
A safe and secure place to visit	38%	45%	45%	40%	31%	36%
Friendly local people	28%	36%	50% ↑	24%	42%	37%
A vibrant urban environment	25%	23%	11%	21%	15%	14%
Unique history or heritage sites	16%	23%	18%	10%	7%	5%
An authentic culture	11%	9%	8%	10%	9%	6%
Unique bush or plants	10% ↓	20%	18%	12%	8%	12%
Unique wildlife	8%	9%	18%	7%	16%	14%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

TIME BETWEEN BOOKING AND ARRIVAL

On your current trip, how long was it between when you first booked some or all of your trip to Queenstown (i.e. flights and/or accommodation) and when you actually arrived in the region?



No significant changes for any market versus Q4 2016

Booking to Arrival Lag [Single Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
I didn't book anything before I arrived	2%	1%	0%	0%	0%	2%
Less than a week	17%	13%	8%	14%	16%	11%
One week to a month	17%	19%	16%	14%	11%	13%
1 month	14%	15%	11%	7%	17%	17%
2 months	10%	16%	8%	5%	7%	10%
3 months	14%	13%	21%	17%	7%	12%
4 months	6%	6%	11%	10%	9%	4%
5 months	3%	3%	8%	2%	7%	6%
6 months	8%	8%	11%	17%	13%	14%
7 months	3%	2%	0%	2%	1%	1%
8 months	1%	1%	3%	5%	1%	5%
9 months	2%	1%	0%	5%	6% ↑	0%
10 months	0%	1%	5%	2%	3%	1%
11 months	1%	0%	0%	0%	0%	1%
12 months	2%	0%	0%	0%	2%	1%
Between one and two years	1%	2%	0%	0%	0%	2%
Between two and five years	0%	0%	0%	0%	0%	0%
More than five years	2%	1%	0%	0%	0%	0%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

TRAVEL COMPANIONS

Who is travelling with you on this trip to the Queenstown region?



Solo

New Zealand: 26% ↑
Australia: 11%
Other International: 16%



2 People

New Zealand: 42%
Australia: 42%
Other International: 56%



Group (3+ people)

New Zealand: 33%
Australia: 47%
Other International: 28%

Travel Companions [Multiple Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
No-one, I am travelling on my own	26% ↑	16%	11%	12%	20%	12%
My partner/spouse	46%	54%	55%	57%	35% ↓	52%
My child or children	13%	12%	16%	12%	10%	6%
Other members of my family	8%	14%	18%	14%	15%	11%
A friend or friends	14%	18%	21%	14%	21%	24%
Work/business colleagues	4%	2%	0%	2%	1%	1%
Other members of a tour group	2%	1%	0%	2%	5%	6%
Other members of an organised group	1%	0%	3%	0%	2%	0%
Other people	1%	1%	0%	0%	0%	0%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

Average Size of Travel Group

New Zealand

3.4 Adults
0.3 Children

Australia

4.7 Adults
0.5 Children

Other International

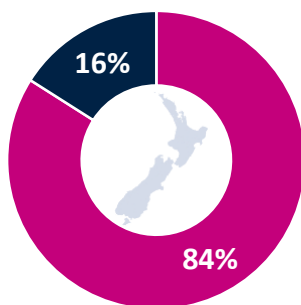
4.6 Adults
0.1 Children

LENGTH OF CURRENT TRIP

How many nights in total do you intend to stay in the Queenstown region (on this trip)?

NZ: Including time spent in Queenstown, how many nights in total do you intend to stay away from home on this trip?

INT: Including time spent in Queenstown, how many nights in total do you intend to stay in New Zealand on this trip?

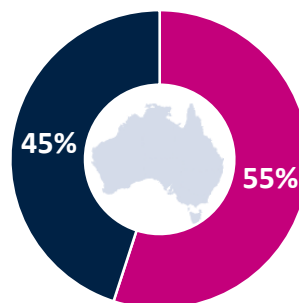


New Zealand Visitors:
Spent **84%** of their trip in Queenstown,
staying an average of **3 nights**

Q4 2016: 3 Nights

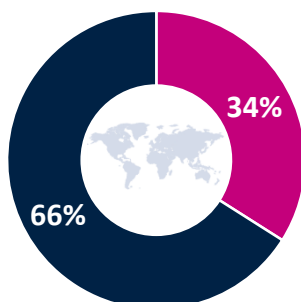
Australian Visitors:
Spent **55%** of their trip in Queenstown,
staying an average of **5 nights**

Q4 2016: 5 Nights



Other International Visitors:
Spent **34%** of their trip in Queenstown,
staying an average of **3 nights**

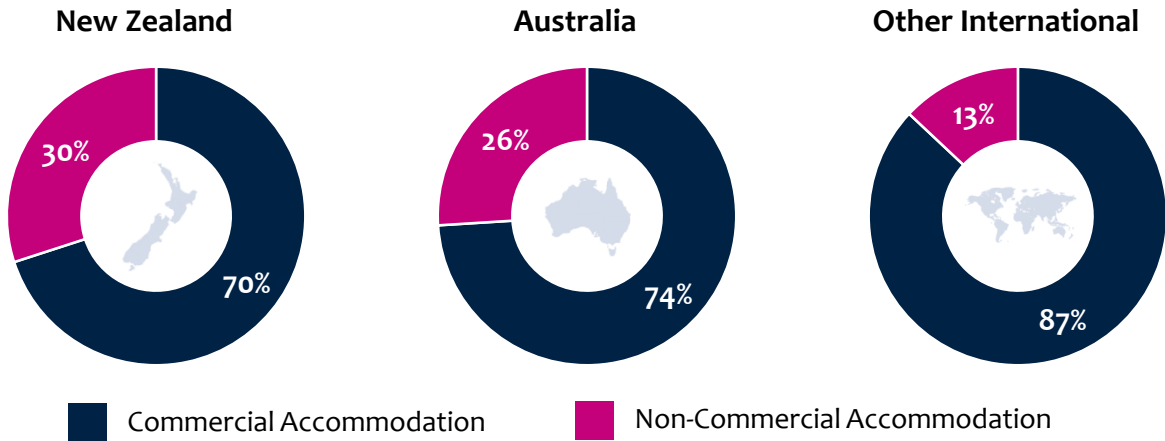
Q4 2016: 4 Nights



Base: New Zealand (n=125); Australia (n=38); Other International (n=88)

ACCOMMODATION

What is the main type of accommodation you are using on this visit to the Queenstown region?



No significant changes for any market versus Q4 2016

Main Accommodation [Single Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Commercial Accommodation	70%	72%	74%	83%	87%	77%
Hotel	46%	35%	42%	40%	43%	29%
Motel	7%	13%	8%	7%	8%	8%
Serviced apartment	10%	10%	11%	17%	3%	7%
Backpackers/hostel	3%	8%	8%	10%	17%	19%
Exclusive/luxury lodge	2%	2%	0%	7%	2%	7%
Camping ground/holiday park	2%	4%	5%	2%	14%	7%
Non-Commercial Accommodation	30%	28%	26%	17%	13%	23%
Private home/holiday home - no payment made	15%	13%	3%	2%	1%	4%
Private home/holiday home - rented	9%	7%	13%	7%	3%	7%
Bed/room in a private home - rented (e.g. Airbnb)	2%	1%	8%	5%	6%	6%
Bed and Breakfast	1%	1%	0%	0%	1%	0%
Homestay or Farmstay	1%	2%	0%	0%	0%	2%
National Park DoC hut or tent site	1%	1%	0%	2%	0%	1%
Freedom camping (tent, campervan etc.)	1%	0%	3%	0%	0%	1%
Other	2%	4%	0%	0%	1%	1%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

EXPERIENCES IN REGION

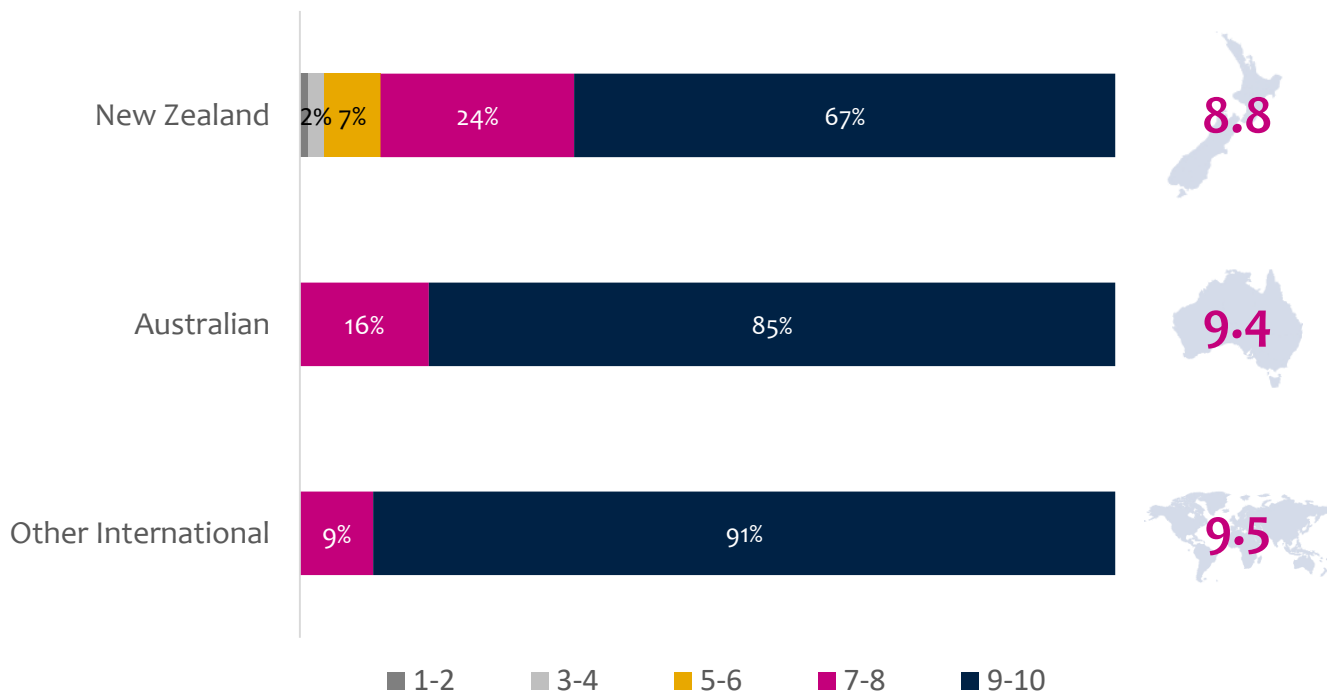
During your current stay in the Queenstown region, which of these have you done or do you intend to do?

Experiences in Region [Multiple Response]	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Restaurants and cafés, bars/nightclubs	59%	64%	58%	62%	53%	49%
Skyline Gondola and lookout	40%	51%	68%	71%	48%	54%
Sightseeing (on foot, by road, cable car, or rail – independently or on a tour – including popular attractions)	28% ↓	45%	55%	48%	56%	52%
Walking, hiking, climbing, trekking, tramping	34%	35%	34%	55%	55%	46%
Shopping	35%	45%	39%	40%	38%	29%
A visit to Fiordland/Milford Sound	10%	17%	42%	50%	56%	50%
A visit to Arrowtown	42%	50%	42%	40%	22%	25%
River and lake adventures (e.g. jetboating, rafting)	22%	17%	39%	36%	42% ↑	25%
Lake cruising or boating (including fishing, water skiing)	15%	24%	37%	38%	33% ↑	18%
Extreme activities (bungy, canyon swings, skydiving)	11%	17%	18%	36%	32%	27%
Wineries or other wine experiences	14%	20%	24%	24%	18% ↑	7%
A visit to Glenorchy	10% ↓	20%	16%	21%	22%	17%
Art galleries, museums, historic buildings or sites or other cultural or heritage attractions	10%	13%	11%	10%	10%	5%
Flying/air activities	4%	5%	11%	10%	15%	8%
Wellness experiences	8%	12%	16%	12%	6%	2%
Cycling/biking	10%	11%	5%	10%	11% ↑	2%
Lord of the Rings, Hobbit or other film-related sightseeing tours and activities	2%	6%	3% ↓	17%	20%	14%
Other soft adventure or sports activities (e.g. horse riding)	5%	4%	11%	7%	9%	13%
Viewing, learning about or interacting with birds or animals	3%	8%	3%	7%	16%	14%
Event, concert or festivals	10% ↑	2%	3%	0%	8% ↑	2%
Golf	6%	2%	5%	10%	0%	2%
Ski, snow, ice activities	5%	6%	3%	0%	1% ↓	8%
None of the above	10%	2%	0%	0%	1%	0%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

SATISFACTION

On a scale of 1 (not at all satisfied) to 10 (extremely satisfied), how satisfied are you with these aspects of your current experience in the Queenstown region?

Overall Experience in the Queenstown Region



	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Accommodation	8.2	8.3	9.0	8.8	8.8	8.4
Transport to Queenstown	8.1	8.0	9.0	8.8	9.2	8.9
Local transport options and services	7.6	7.6	8.5	8.3	8.9	8.4
Traffic and car parking	5.9	5.9	7.3	7.1	8.2	7.4
Public facilities (parks, toilets)	8.1	8.2	8.9	8.3	9.3	9.0
Natural environment	9.2	9.1	9.6	9.6	9.7	9.5
Cleanliness/presentation of town/region	8.5	8.6	9.4	9.2	9.5	9.3
Activities and attractions	8.9	8.6	9.3	9.1	9.4	9.1
Restaurants, cafes and bars in Queenstown	8.7	8.5	8.9	8.9	9.0	8.8
Overall experience in the Queenstown region	8.8	8.9	9.4	9.4	9.5	9.1
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)

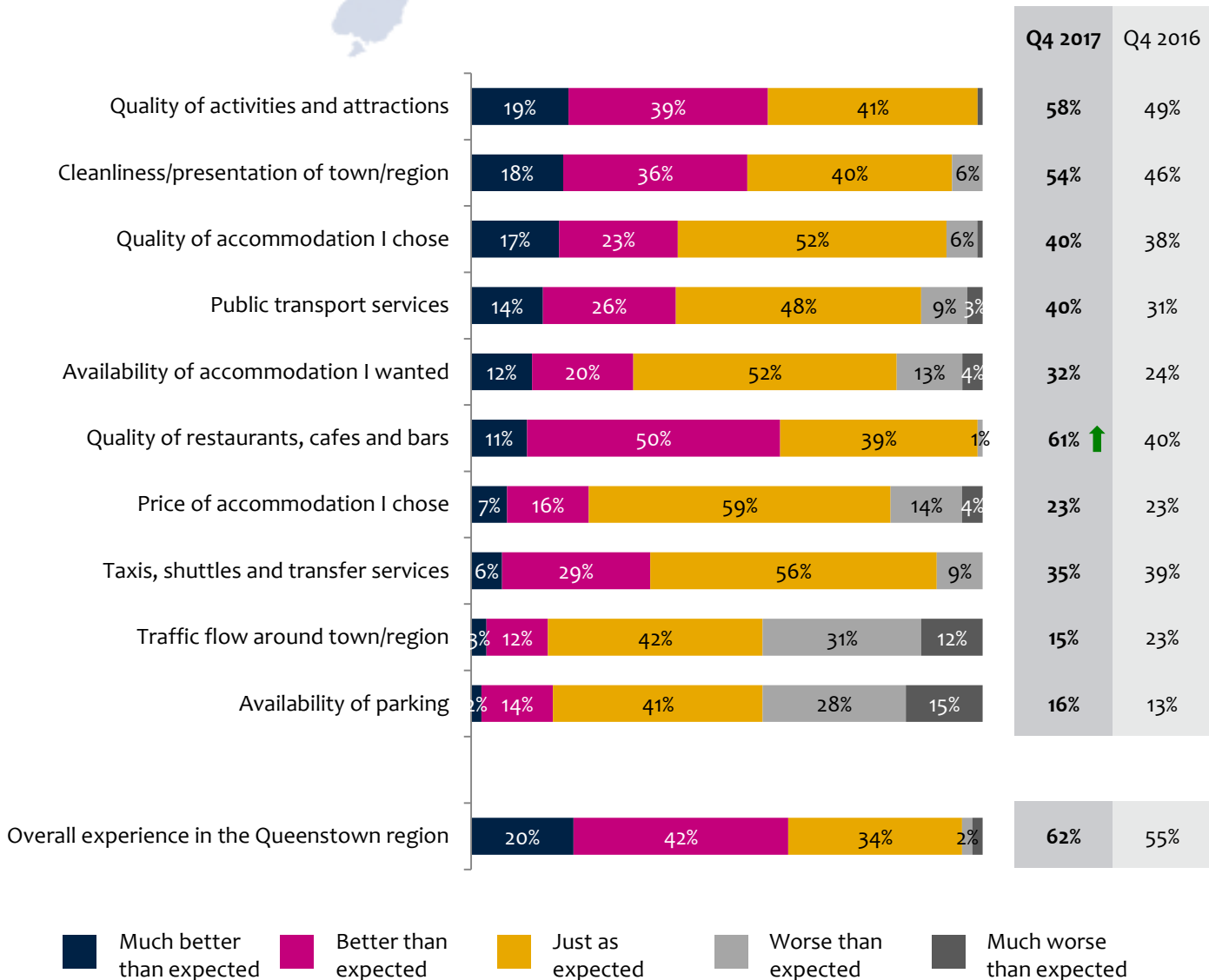
EXPERIENCE VS. EXPECTATIONS

Based on previous visits or on anything you had seen or heard about the Queenstown region before arriving, how has your experience (on this trip) lived up to your expectations for the following aspects?



New Zealand Visitors

Better than expected
(Top 2 Box)



NB: Please note that respondents answering "N/A" have been excluded from the above chart

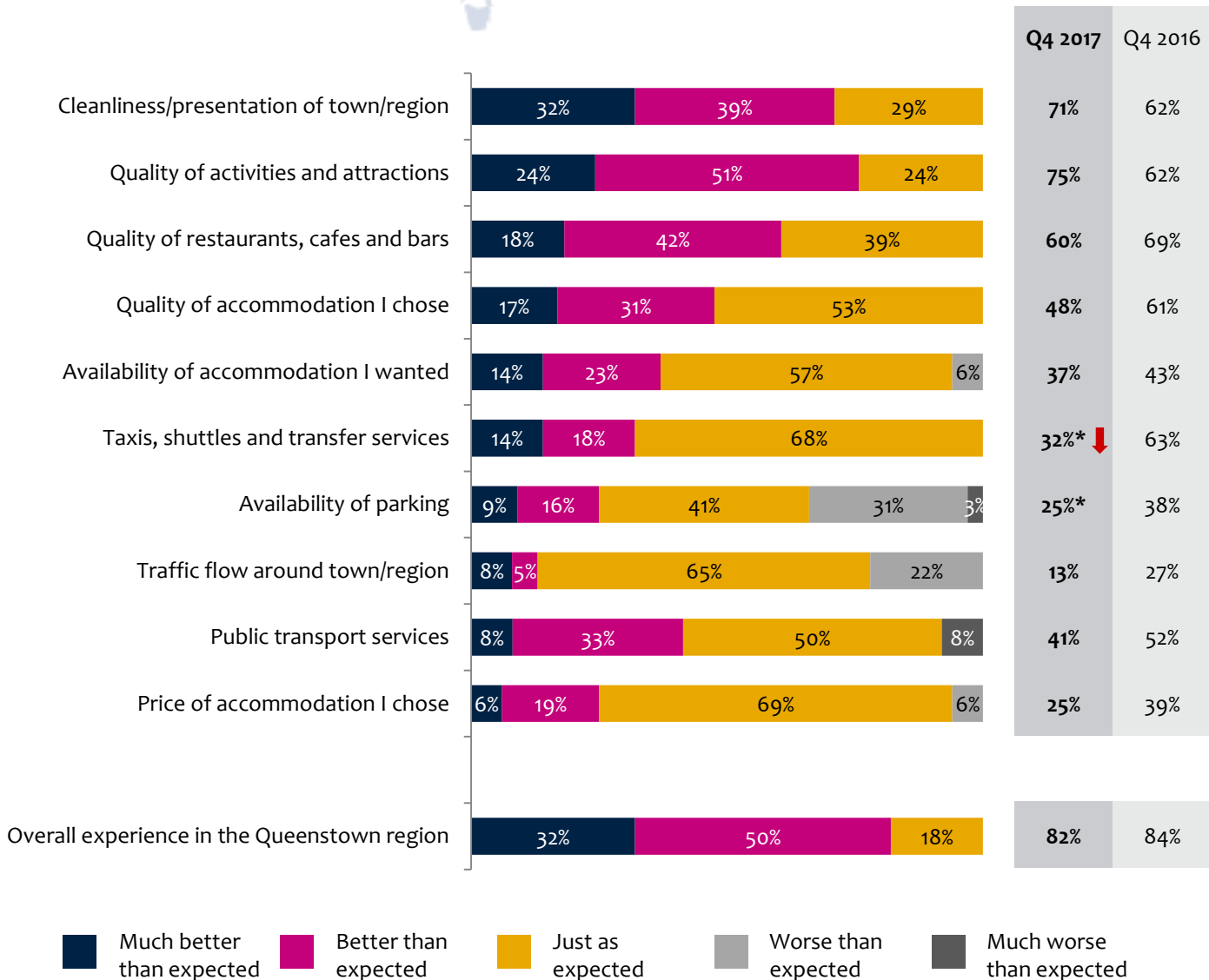
EXPERIENCE VS. EXPECTATIONS

Based on previous visits or on anything you had seen or heard about the Queenstown region before arriving, how has your experience (on this trip) lived up to your expectations for the following aspects?



Australian Visitors

Better than expected
(Top 2 Box)



NB: Please note that respondents answering "N/A" have been excluded from the above chart

*Small sample size (n=>30)



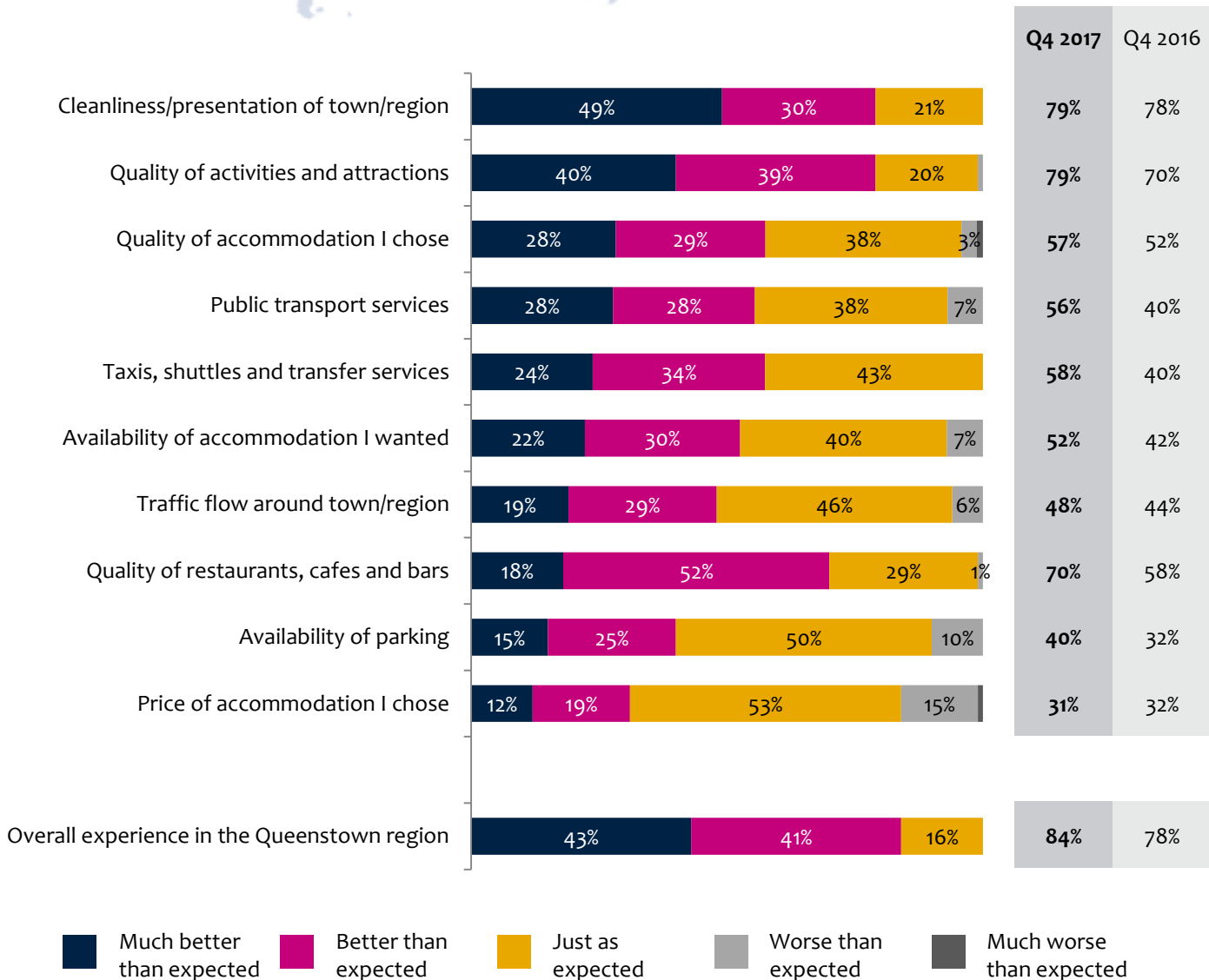
EXPERIENCE VS. EXPECTATIONS

Based on previous visits or on anything you had seen or heard about the Queenstown region before arriving, how has your experience (on this trip) lived up to your expectations for the following aspects?



Other International Visitors

Better than expected
(Top 2 Box)

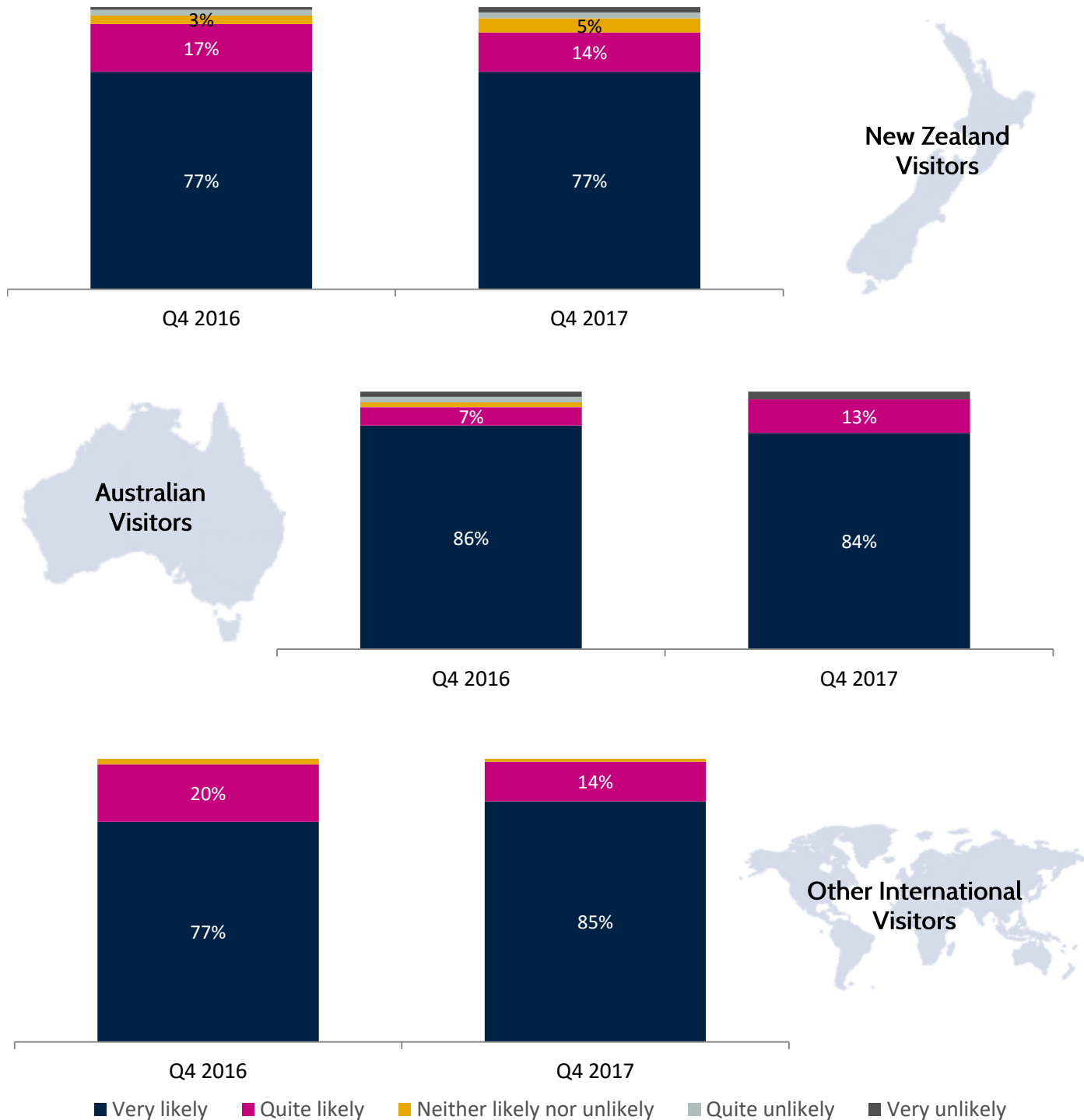


NB: Please note that respondents answering "N/A" have been excluded from the above chart



PROPENSITY TO RECOMMEND QUEENSTOWN

How likely is it that you will recommend the Queenstown region as a holiday destination to other people?



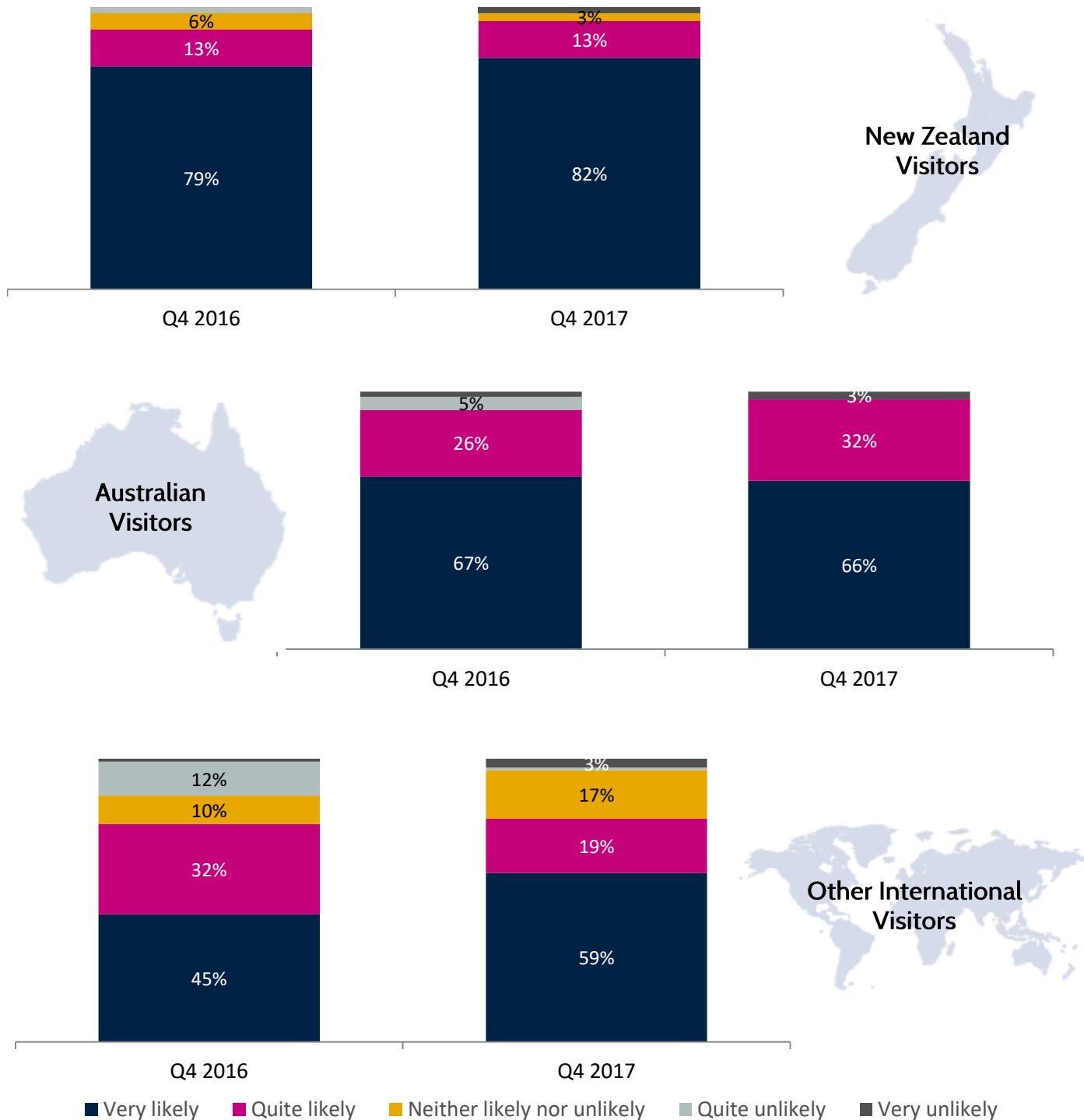
No significant changes for any market versus Q4 2016

Base: New Zealand (n=125); Australia (n=38); Other International (n=88)



PROPENSITY TO RETURN TO QUEENSTOWN

How likely is it that you will return to the Queenstown region again in the future?



No significant changes for any market versus Q4 2016

Base: New Zealand (n=125); Australia (n=38); Other International (n=88)



DEMOGRAPHICS

Sample Profile

Gender	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
Male	50%	50%	45%	43%	51%	60%
Female	50%	50%	55%	57%	49%	40%
Age	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
15-17 years	0%	2%	0%	0%	1%	1%
18-19 years	2%	1%	5%	2%	2%	0%
20-24 years	14%	15%	8%	21%	10%	20%
25-29 years	16%	12%	16%	17%	26%	19%
30-34 years	14%	12%	11%	7%	15%	15%
35-39 years	8%	13%	3%	10%	7%	7%
40-44 years	10%	4%	13%	7%	3%	4%
45-49 years	10%	3%	11%	10%	5%	2%
50-54 years	10%	7%	11%	5%	7%	5%
55-59 years	6%	12%	5%	5%	5%	10%
60-64 years	7%	11%	5%	5%	8%	7%
65-69 years	2%	3%	8%	7%	10%	6%
70-74 years	1%	3%	3%	5%	1%	1%
75+ years	1%	2%	3%	0%	0%	0%
Would rather not say	0%	0%	0%	0%	0%	2%
Previous Visits to Queenstown	New Zealand		Australia		Other International	
	Q4 2017	Q4 2016	Q4 2017	Q4 2016	Q4 2017	Q4 2016
None (First Visit to Queenstown)	18%	23%	50%	79%	88%	77%
1-5 Previous Visits	46%	48%	47%	17%	10%	23%
6-10 Previous Visits	14%	13%	3%	5%	0%	0%
11-20 Previous Visits	7%	9%	0%	0%	2%	0%
21+ Previous Visits	14%	8%	0%	0%	0%	0%
Base: Total Sample	(125)	(127)	(38)	(42)	(88)	(84)



DEMOGRAPHICS

Sample Profile

Region of Residence (New Zealand)

	Q4 2017	Q4 2016
Northland	1%	2%
Auckland	47%	42%
Waikato	7%	8%
Bay of Plenty	5%	6%
Gisborne	0%	1%
Hawkes Bay	0%	2%
Taranaki	2%	1%
Manawatu/Whanganui	2%	1%
Wellington (& Wairarapa)	10%	8%
Marlborough	0%	2%
Nelson	2%	2%
Tasman	1%	2%
West Coast	0%	0%
Canterbury	16%	13%
Otago	2%	5%
Southland	6%	7%
Base: New Zealand	(125)	(127)

Region of Residence (Australia)

	Q4 2017	Q4 2016
Australian Capital Territory	0%	2%
New South Wales	34%	40%
Northern Territory	0%	0%
Queensland	32%	26%
South Australia	3%	5%
Tasmania	5%	0%
Victoria	24%	19%
Western Australia	3%	7%
Base: Australia	(38)	(42)

Country of Origin (Other International)

	Q4 2017	Q4 2016
Argentina	1%	0%
Belgium	0%	1%
Brazil	2%	0%
Canada	5%	1%
China	8%	7%
Cyprus	0%	1%
Denmark	0%	1%
France	0%	3%
Germany	6%	1%
Hong Kong	1%	0%
Hungary	0%	1%
India	1%	3%
Indonesia	0%	1%
Ireland	0%	1%
Italy	0%	1%
Japan	5%	0%
Korea	2%	0%
Malaysia	4%	9%
Netherlands	2%	1%
New Caledonia	0%	1%
Philippines	4%	1%
Poland	0%	2%
Singapore	5%	2%
Spain	1%	2%
Sweden	1%	2%
Taiwan	0%	1%
Thailand	1%	1%
United Kingdom	18%	11%
United States	20%	39%
Base: Other International	(88)	(84)

Background

The Visitor Insights Programme (VIP) is an ongoing programme revealing how New Zealand's visitors think, feel and act. The Visitor Experience programme (the in-region component of the VIP) is designed to help Destination Queenstown to better understand the visitor experience in Queenstown (e.g. travel motivations, expectations, booking behaviour, travel behaviour, activities/experiences, satisfaction with the experience, and advocacy) and to investigate any other specific issues relevant to the region.

Research Method

The Visitor Experience programme is designed to provide quarterly or seasonal 'snapshots', with fieldwork ongoing throughout the year. A target of 250 interviews is completed in Queenstown in each quarter of the year, aggregating to a total of 1,000 interviews per year.

Respondents for the Visitor Experience programme are recruited at designated field sites around Queenstown, on between 9 and 13 randomly selected days each quarter. Survey sites are selected in consultation with Destination Queenstown and generally a combination of sites is used to ensure a good cross-section of visitors is involved. At each site and on each field day, standard random sampling procedures are used to select respondents to maximise the representativeness of the Visitor Experience programme sample (for example, selecting every nth person who passes a given point, selecting a person in a group who last had a birthday). However, to qualify to take part in the survey, respondents must be at least 15 years of age, live outside of Queenstown, and have stayed in Queenstown for at least one night at the time of participating in the survey. Quotas are set to ensure the sample includes an equal number of males and females, and an equal number of domestic and international visitors.

Respondents participate in the Visitor Experience programme via a questionnaire loaded on iPads. At the end of each survey day, data is transmitted electronically to a central server where it is held securely for aggregation and analysis at the end of the quarter.

Contact Details

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Survey Error and Known Sample Bias:

All surveys are prone to some degree of error. Sampling error arises from the fact that data is collected from a subset of the population concerned (i.e. a sample of visitors, rather than a census of visitors). Where surveys use straight probability (or random) sampling, the degree of sampling error can usually be measured from the sample data.

However, the Visitor Experience programme uses a combination of non-random and random sampling: non-random sampling in the selection of survey sites employed, and random sampling in the selection of respondents at those survey sites. The use of non-random sampling means that not every member of the population – in this instance, visitors – has an equal chance of being selected: for example, visitors who do not visit the specific survey sites have no chance of being selected for an interview. As a result, it is not possible to accurately calculate sampling error in relation to the Visitor Experience programme data. It is possible only to say that the margin of error associated with the Visitor Experience programme data is likely to be at least as high as that of a survey of similar scale in which respondents are randomly selected.

With this in mind, the Visitor Experience programme is based on a sample of around $n=1,000$ respondents interviewed in Queenstown per year. A randomly selected sample of $n=1,000$ attracts a maximum margin of error of $\pm 3\%$ (when expressed at the 95% confidence level). This means that had the survey been repeated 100 times, we would expect any result to be within 3% of the result reported on 95 out of the 100 occasions. Note that this report is based on one quarter of data ($n=250$) attracting a maximum margin or error of $\pm 6\%$ (when expressed at the 95% confidence level).

For example, if we found that 25% of visitors stayed in hotel accommodation for the year, we would expect this result to be within 22% and 28% on 95 occasions if the survey were repeated 100 times in the same period. As a consequence, this result would need to move below 22% or above 28% from one year to the next for the change to be regarded as statistically significant.

Calculating statistical significance on averages or means (e.g. 8.3 out of 10 vs. 8.7 out of 10) is somewhat more complex, taking into account as it does the question of standard deviation (the extent to which results in each instance vary from the average). For those with access to the Visitor Experience programme data, there are many online resources available to assist with analysis of statistical significance.

Non-sampling error: survey error can also be caused by factors unrelated to sampling procedures (for example, mistakes made by interviewers or respondents, by faulty questionnaires, inaccurate data entry or processing errors). The Visitor Experience programme has been designed to minimise such opportunities for error, with careful questionnaire design and single step data capture (respondent to database with no intermediary steps).

The Visitor Experience programme is an intercept survey in which interviews are undertaken with visitors recruited at a range of locations around Queenstown. While (multiple) survey sites are selected to provide the widest possible cross-section of visitors to Queenstown, the sample that results may not be representative of all visitors to Queenstown – for example it is likely that short stay and non-leisure visitors are under-represented, as they are less likely to be recruited. This in turn means that measures such as number of nights spent in Queenstown are likely to be biased towards longer stay, leisure visitors. Such measures are best used as a basis for comparison (e.g. what are the differences between short and long stay visitors), rather than as a measure of actual activity.