

## Activity 8

### Identifying tourist product and service needs in New Zealand

The travel needs of tourists will change over time. The figures in the examples and tables on page 34–38 (Transport, Accommodation, Attractions & Activities) represent tourist needs [as at September 2008], but tourist product and services needs may change over time.

1. Visit <http://www.tourismresearch.govt.nz> and locate the latest available information about product and service needs. Update the three tables on pages 34–38 by recording the latest available statistics into the blank spaces provided.
  - Go to [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)
  - On the right Tourism Databases box
  - Click on Install database reader (free download and accessible through most networks)
  - Click on Open Databases
  - Go to International Visitors
  - Under International Visitor Survey (IVS), use the By Travel Style option under the required survey
  - Under the Contents choose to view the Table
  - You now have the latest statistics. At the bottom left of the screen there is a drop down box which allows you to choose the table by Tour Group, Package Traveller, SIT and FIT.
2. Compare the information as at September 2008 with the latest available statistics. What significant changes have taken place between then and now?
3. Discuss in a group why you think the changes have taken place.  
*Answers will vary depending on when completed and interpretation of available statistics from the IVS Database at <http://www.tourismresearch.govt.nz>*

