



The Official Statistics Forum 2010

Making the OSS Work for You

Case Study of the Ministry of Tourism

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Ministry of Tourism Research Programme

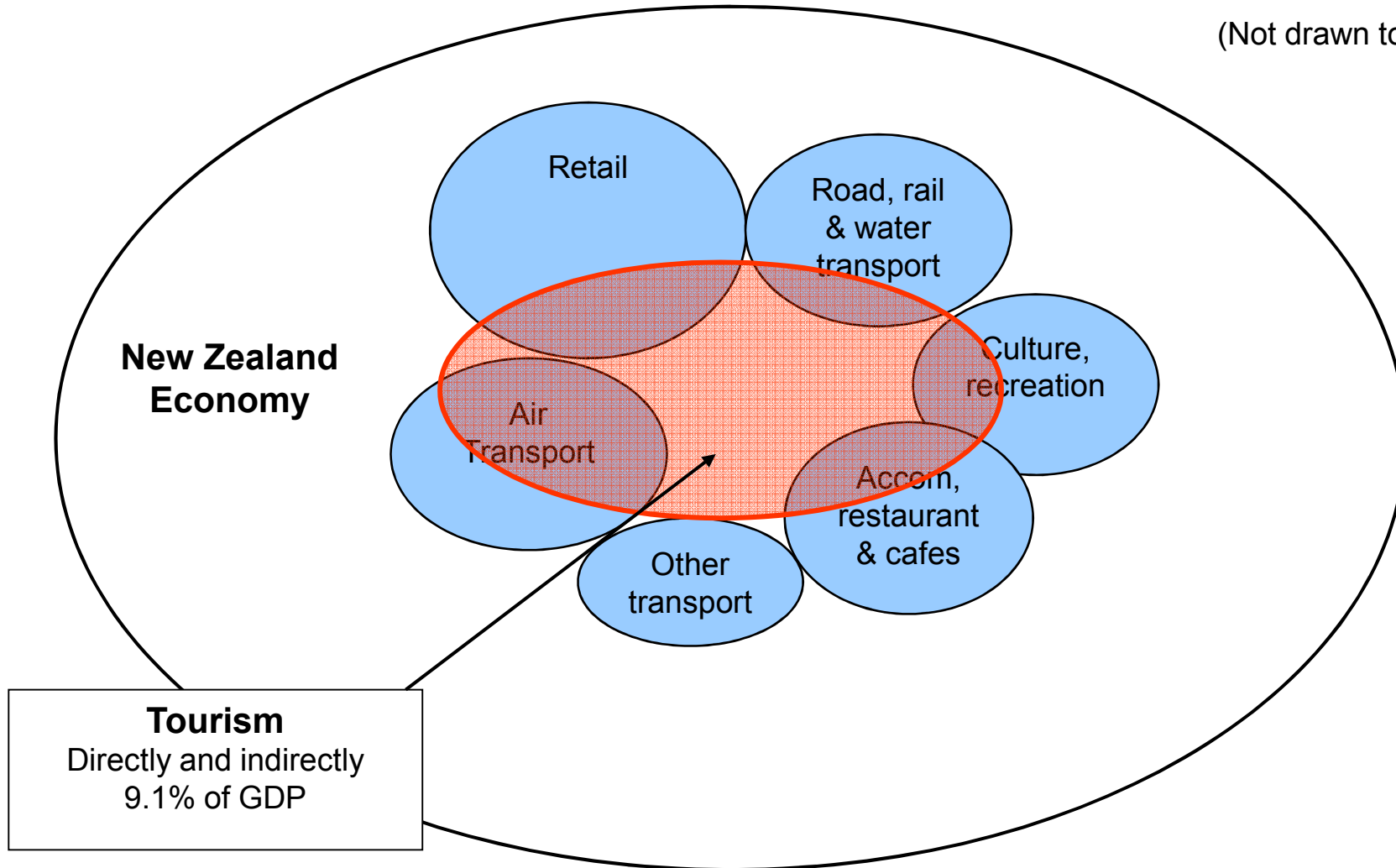
- Developed over the past decade to address serious weaknesses in tourism-specific information
- Significant investment designed to provide the information needed to support quality tourism sector decision-making

Why tourism statistics

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(Not drawn to scale)





Tourism Statistics

- 5 Tier 1 Statistics
 - 3 conducted by Statistics New Zealand
 - 2 conducted by Ministry of Tourism
- 4 partnership surveys
- Forecasts

The funding lies with the Ministry, even though others, including Statistics New Zealand, deliver parts of it

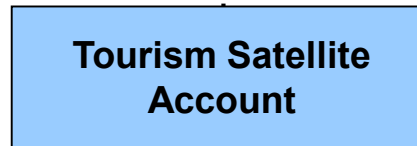
This allows a cohesive approach to managing this ‘system’

Tourism Data System

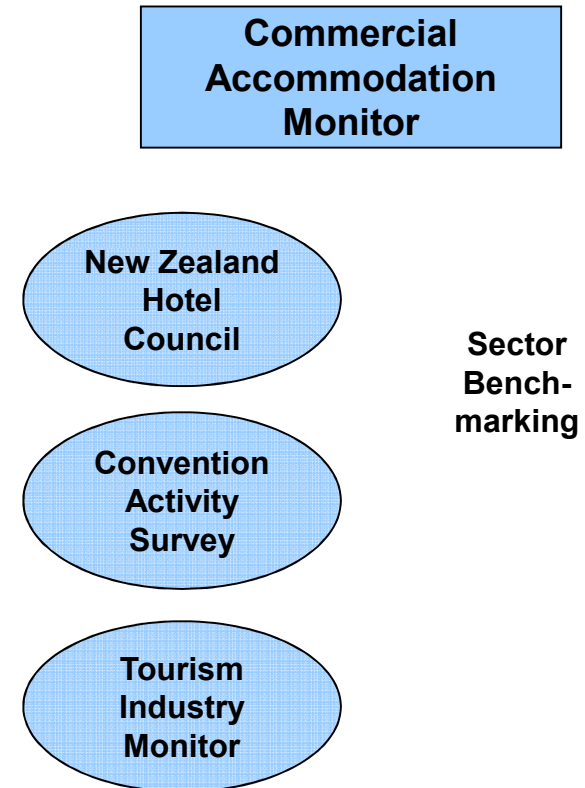
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Demand-side



Supply-side



Sector
Bench-
marking

Tier 1 Statistics

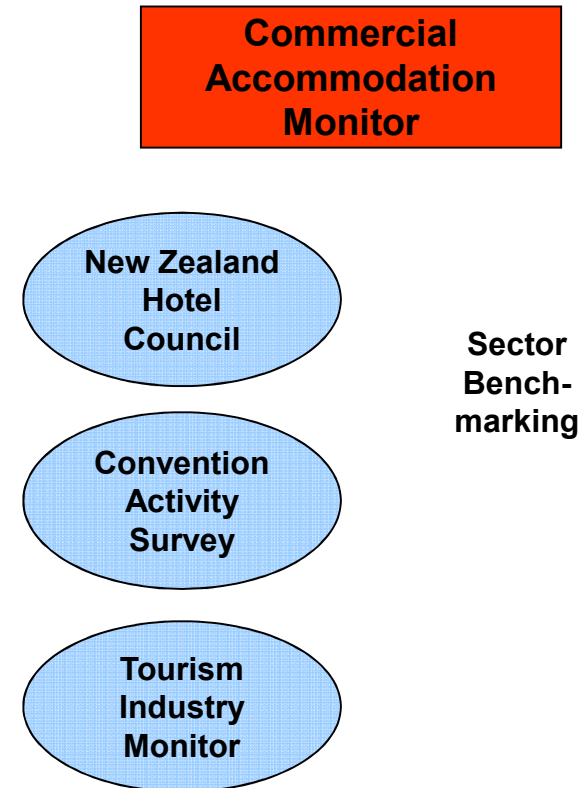
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Demand-side



Supply-side

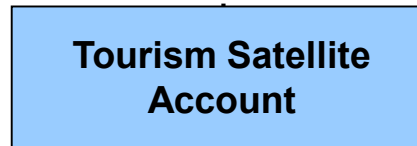
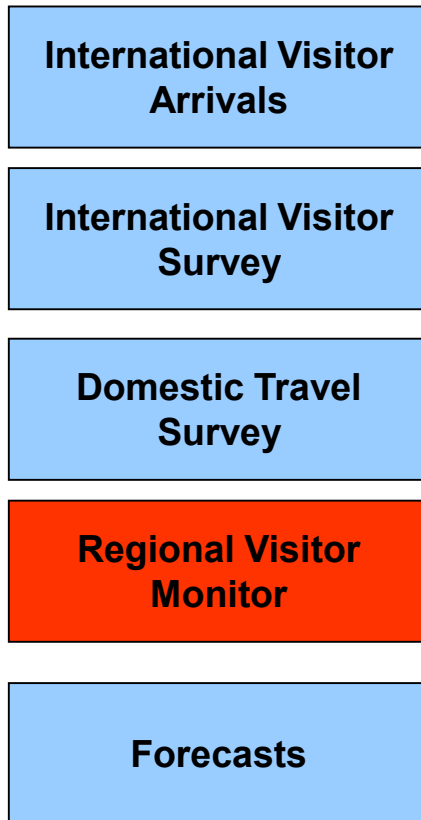


Partnership projects

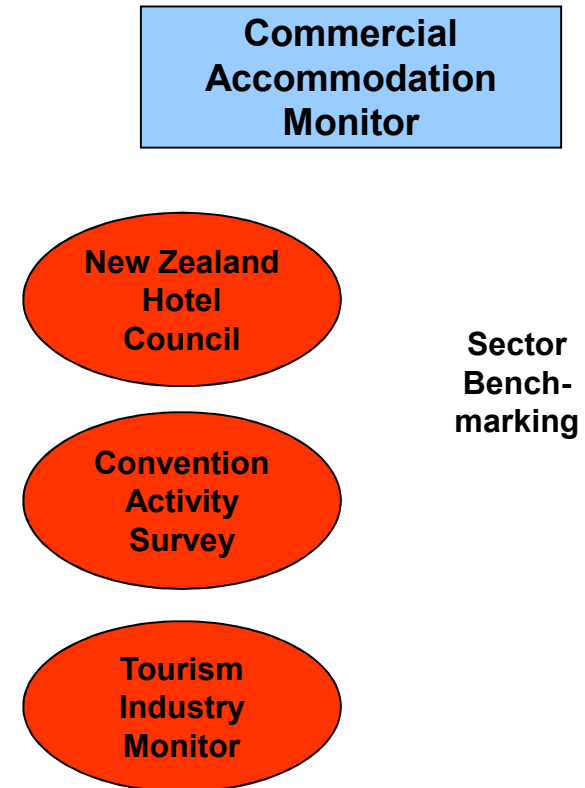
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Demand-side



Supply-side



Tourism Data System

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Other parts of the Ministry's programme:

- Research
- Analysis
- Integrating data and research into policy work
- Dissemination

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OSS very important to the Ministry in managing this system

We had to adapt – autonomy vs whole of government

Ultimately, we have found the OSS to be very helpful

- not having to reinvent the wheel
- being able draw on a wider knowledge base
- being assured we are meeting standards

How we used the OSS

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A few years ago, there was a review of the quality of Tier 1 Statistics

We were brutally honest in our self assessment

- 107 Tier 1 statistics
- IVS at 105 - Score **2.9** of 5.0
- DTS at 106 - Score **2.6** of 5.0

“Needs to be improved significantly in the short-term/at serious risk of not being fit for purpose”

How we Responded

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We undertook a major change process

- From outsourced model to 'in-house' provision
- Build up the capability within the Ministry
- Developed clever statistical processes and survey tool
- Tendered for data collection (to very tight specifications)

We opened up the 'black-box' and took charge of these surveys

Results

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- We now have full control over the surveys
- Very quick statistical processes
- Transparency over what the data quality really is

And, we saved a lot of money



I asked my team to re-score the IVS with the new method and...

4.3/5

Next steps

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We are very pleased with progress

In addition to continuous improvement, the next challenges include:

- Sampling improvements
- Next generation data collection methods

Having control over the surveys allows us to advance these developments

Industry collections

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A clear information gap in tourism is on the ‘industry’ side

We have established a number of partner projects:

- New Zealand Hotel Council
- Convention Activity Survey
- Regional Visitor Monitor
- Tourism Industry Monitor

We can bring our skills to assist sectors meeting their information needs

Benchmarking

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Develop 'benchmarking' capability from these surveys to:

- Streamline data input systems - data in/results out
- Provide the information the groups really need, e.g. financial data
- Allow 'peer-group' comparisons, with ability to select the peers

With a system in place, there will be scope to take to other tourism sector groups

Next priorities

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- Focus on maximising quality and efficiency
- Building new data streams with partners
- Data access and visualisation tools

Priority to enable use of the information resources to support government objectives

Three benefits of the OSS

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1. OSS Principles and Protocols offer very practical parameters to operate to
2. OSS connects the wider public sector statistical community – ACOS, OSS Officials Committee, statistician network, one-on-one contacts
3. OSS lets us know we can draw on Statistics New Zealand's expertise when we require peer review or specialised assistance

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Discussion...

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