



Tourism Evidence and Insights update – Pausing the Monthly Unique Regional Population Estimates

5 October 2023

The Monthly Unique Regional Population Estimates (MURPEs) provide estimates for monthly unique local and international visitor populations in each regional tourism organisation (RTO) in New Zealand. The Ministry of Business, Innovation, and Employment (MBIE) will pause the release of the MURPEs after the August 2023 data release on 5 October 2023 data and undertake a review process.

Background

In February 2022, MBIE commissioned Stats NZ (Data Ventures) to produce MURPEs using mobile data for a 12-month period. This is an experimental series that aims to help the tourism sector understand regional visitor volumes. The series is released monthly.

From January 2023 on, unusual trends and inconsistencies were found in the MURPE data, causing the temporal halt of MURPE data releases between February and June 2023. As we noted in our 6 July 2023 release, these errors have been investigated and fixed by our data provider. MURPE data release resumed in July 2023.

More information on MURPEs can be found here:

[Monthly Unique Regional Population Estimates \(MURPEs\)](#)

We are pausing the MURPEs

MURPEs is at the end of its development phase. In the coming months, MBIE will review MURPEs in the coming months to ensure measures are robust, useful, and fit for purpose.

We anticipate that the review process will take 6 to 8 months. The Tourism Evidence and Insights team will be in touch with you soon to

- seek your feedback on the 12-month series,
- collect information to evaluate how you are using the data and what you use the data for,
- see if there are any extra dimensions that you would like to include in the data.

This release will be the last for the 12-month experimental MURPE series. MURPE data releases will be paused until the review process has completed and a decision has been made.

Assurance

We understand that visitor volume is a key data gap identified in the 2018 Tourism Data Domain, and we are constantly looking for opportunities to better fill this gap. We will continue to provide Monthly Regional Tourism Estimates (MRTEs) and Accommodation Data Programme (ADP) data to monitor visitation nationally and regionally.

Historical MURPE data from January 2019 to October 2023 will remain available for access and can be downloaded from the Tourism Evidence and Insights Centre (TEIC).

[Tourism Evidence and Insights Centre \(TEIC\)](#)

Any questions please contact us at tr_sharedmailbox@mbie.govt.nz.

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