In the summer of 2009/10 Lincoln University researchers surveyed 436 international tourists to find out how the weather and climate affects their travel in New Zealand. This document presents a selection of data collected via a number of open-ended questions in the survey; the data are shown as a series of ‘word clouds’ in which greater prominence is given to words that appear more frequently in the source text. The word clouds were created using http://www.wordle.net/. The full survey report is available online at http://hdl.handle.net/10182/2945.


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Expectation and experience of New Zealand climate and weather

Before you got here, what did you think the New Zealand climate and weather would be like?

Was the weather that you experienced different to what you expected? If yes, in what way?
Weather information

Looking back, what information about New Zealand’s weather would have been useful to have had in advance?

If you sought weather information whilst travelling in New Zealand, what were the main sources of this?
Weather impacts on your trip

Did you make any changes to the length of time you spent in places as a result of the weather?

Did the weather you experienced make you change your route?
Did the weather you experienced make you change your intended activities?

Word-of-mouth

When you get home, will you be telling people you know (friends/family/colleagues) about the New Zealand climate and weather? If yes, what are you likely to tell them?
Climate change

Do you believe climate change is, or will be, a significant issue for tourism in New Zealand? If yes, what do you think the most important issue will be?

Were you aware of any actions taken in New Zealand to reduce and/or cope with climate change? If yes, can you please give an example?