



# Waimakariri District Council & Enterprise North Canterbury

## The Christchurch to Waimakariri Visitor Market

### Research Report

June 2014





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## Disclaimer

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# 1 Key Findings

**This research** encompassed a telephone survey among 437 Christchurch residents, 381 of whom travel outside of Christchurch for day and overnight trips. In addition two focus groups took place among Christchurch residents and a group of recent migrants to Christchurch.

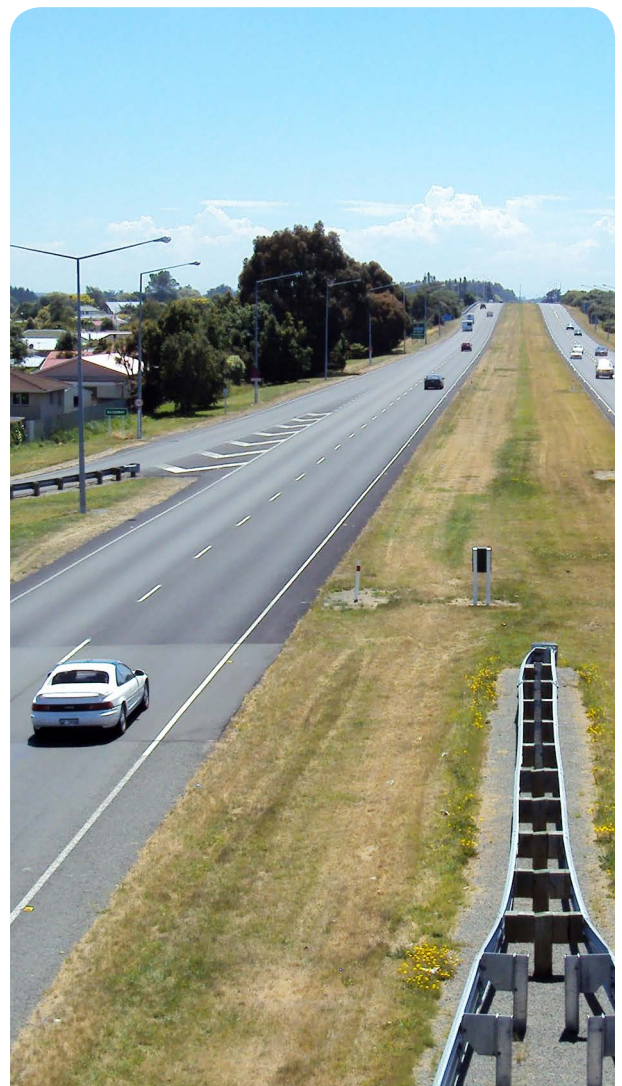
Please note that in this research, the term 'North Canterbury' usually means both that Waimakariri and Hurunui are under discussion. In some cases, the research participants simply stated 'North Canterbury' when describing their visiting habits, and did not clarify which specific District. Clarification is provided throughout the report.

Key findings from the survey results and focus groups are as follows:

## **The Waimakariri is Viewed as a Daytrip Destination**

Survey respondents viewed the Waimakariri District as a day trip destination, and had little interest in going there overnight. This is unlikely to change, especially considering that focus group participants felt the District is too close to Christchurch to be a viable overnight destination.

Focus group participants felt that since the earthquakes Christchurch lacks a range of weekend activities. This could be a good opportunity for the Waimakariri to market itself as a day trip destination on Christchurch's doorstep.





## **The Area's Outdoor Attractions Show the Greatest Potential to Grow the District's Visitor Market**

Focus group participants felt the area's outdoor attractions have the greatest potential to attract visitors to the region. Limited awareness of the Waimakariri's attractions (both in the focus groups and in the survey results) means potential visitors need to be told what attractions and activities are available to them in the Waimakariri.

Among focus group participants, Waimakariri's towns were not seen as destinations in their own right. However there could be opportunities for these towns to establish excellent eateries to accompany a trip to one of the District's outdoor attractions.

Migrant workers represent a significant, and different, market for Waimakariri District. These focus group participants were keen to explore areas outside of Christchurch and were very open to learning about new attractions and possibilities in the District. Development of this market could have the flow on effect of attracting long term Christchurch residents.



## **The Waimakariri District Council Needs to Actively Communicate Attractions to Potential Visitors**

The quantitative research indicates that travel to the Waimakariri district is unlikely to grow in the future without some form of intervention. This is possibly due to Christchurch residents' ignorance of the District's attractions and the fact that so few actively source information about visiting the District (seen in the focus groups).

In addition the Waimakariri is competing with other nearby destinations with more iconic attractions, such as Hanmer Springs and Akaroa, which were popular among survey respondents. However these attractions are not as close to Christchurch as the Waimakariri and not as easily explored in half a day. Therefore when communicating with Christchurch residents, the Waimakariri District Council needs to (a) push information about the District's attractions, and (b) emphasise how close these attractions are to Christchurch.



## 2 Research Context and Objectives

In 2003, the Waimakariri District Council (WDC) and Enterprise North Canterbury (ENC) undertook research to explore the Christchurch market for tourism to the Waimakariri District. This research included both the day and overnight visitor markets, and mapped both the actual demand and the potential demand.

IN 2014, WDC and ENC commissioned Research First to update this research, with the aim of informing a revised Visitor Strategy. The primary goal of the research is:

*To provide for the Waimakariri District destination a current picture of the occurrence, motivation and expenditure by Christchurch resident visitors – actual and potential – in terms of both day and overnight segments.*

In meeting this goal, the research has determined:

- The relative size of each segment (actual and potential visitors) and the role of the Waimakariri District destination for each;
- The characteristics of their trip/visit by location and activity as is relevant to destination;
- Their level of awareness and perceptions of the Waimakariri District destination; and
- Opportunities to encourage these segments to visit more frequently and spend more money.

WDC and ENC have also identified 'earthquake-related temporary residents/workers' as an emerging market of visitors and, potentially, residents. For this additional group, WDC and ENC would like to understand:

- The size of this market;
- How do/would they interact with the District; and
- Are they worth targeting, and if so how;

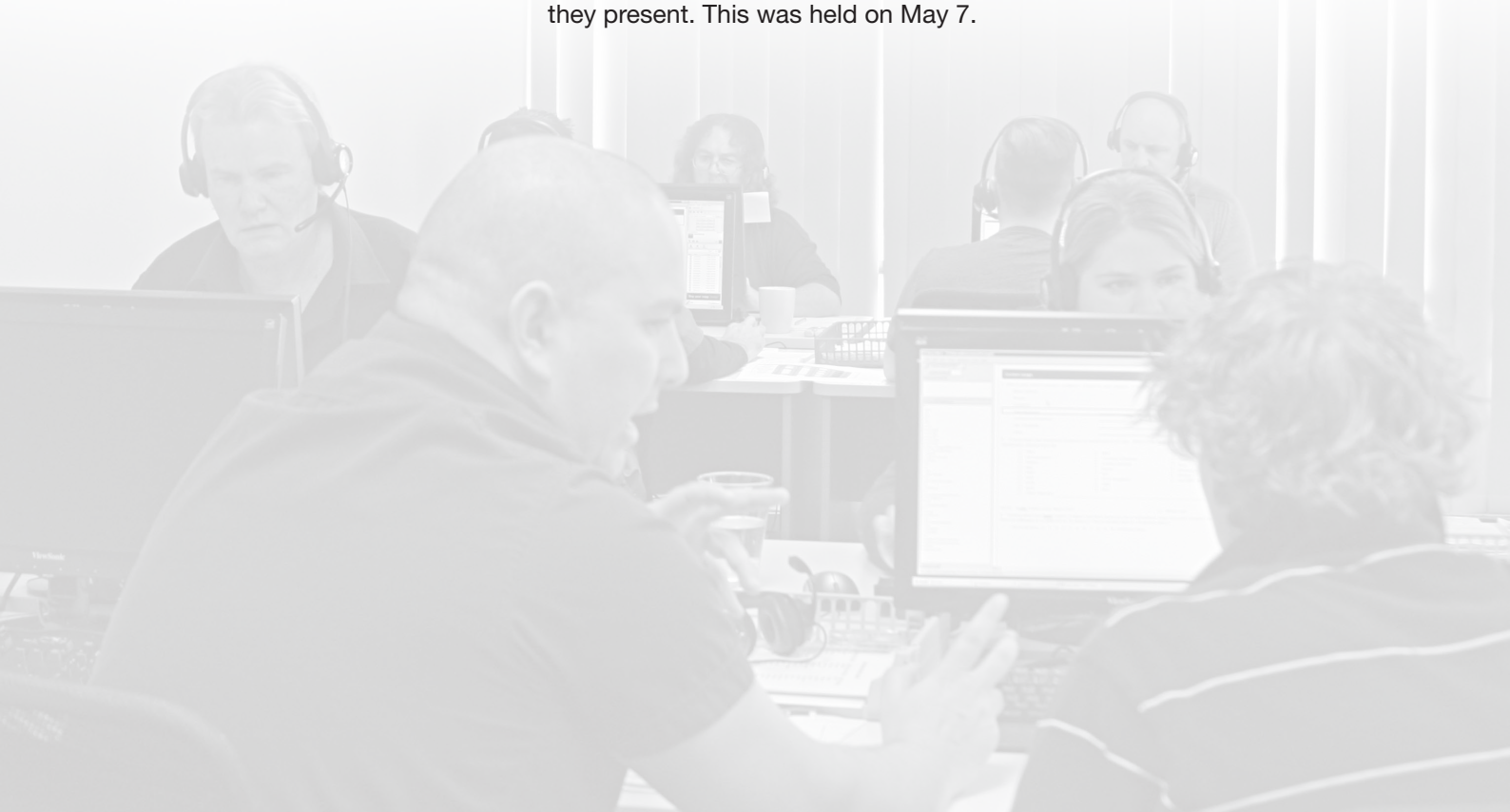
Please note that where the report refers to simply 'North Canterbury', this is taken to mean the respondents' perception of North Canterbury (likely to include Waimakariri, Hurunui and Kaikoura Districts). Where the report refers to North Canterbury (excluding Waimakariri), this refers to a grouping of locations in the Hurunui and Kaikoura Districts only.



### 3 Research Design

Given that WDC and ENC are interested in two distinct populations, Research First has used a mixed-method design to complete this research. This combined:

- A scoping workshop with a group of Christchurch residents, split between those who have and have not visited the District, and visited for a day and stayed overnight. This gives the research a more in-depth understanding of Christchurch residents' perceptions of Waimakariri, and what motivates visits to the District. The workshop was held on May 6;
- A telephone survey of 437 Christchurch residents, 381 of which travelled outside of Christchurch in the last six months, was conducted in May 2014. By using probability sampling methods, the results of telephone surveys can be extrapolated to those populations with a high degree of accuracy. The presence of a telephone interviewer for the survey reduces errors and addresses potential biases resulting from interpretation problems on behalf of the participants. A sample of this size has a margin of error of +/- 5%; and
- A focus group with recent migrants to Christchurch, predominantly temporary rebuild workers. This enabled targeted research into the potential market of migrant workers to Christchurch, giving an understanding of how they interact with the District and what opportunity they present. This was held on May 7.









## 4







## Potential Market Size from Christchurch Visitors







To establish the potential of the Christchurch travel market, respondents were asked if they had personally travelled outside of Christchurch City in the last six months for a day or overnight trip.

Most (87%) Christchurch residents have travelled out of the city (but within New Zealand) for reasons other than business or work purposes in the past six months. This means the Christchurch domestic travel market comprises almost all (87%) residents. Slightly more had travelled outside of Christchurch for an overnight trip (73%) than a day trip (66%).

The day trip market is characterised by all age groups, whereas the overnight market had a slightly younger profile (aged 18 – 59). The proportion going on trips, particularly overnight trips, increased with earnings.

4.1	Travel Market					
	Total Trips		Day Trips		Overnight Trips	
						
Have travelled in last six months	381	87%	290	66%	318	73%
Have not travelled in last six months	56	13%	147	34%	119	27%
<b>Total Sample</b>	<b>437</b>		<b>437</b>		<b>437</b>	

4.2	Travel Market by Age					
	18 - 39		40 - 59		60+	
						
Day Trips	77	64%	146	69%	67	64%
Overnight Trips	86	72%	160	75%	72	69%
<b>Total Sample</b>	<b>120</b>		<b>212</b>		<b>105</b>	

4.3	Travel Market by Income					
	Less than \$50,000		\$50,001 to \$100,000		Over \$100,000	
						
Day Trips	70	59%	120	73%	72	69%
Overnight Trips	73	61%	121	74%	85	82%
<b>Total Sample</b>	<b>119</b>		<b>164</b>		<b>104</b>	

 Number of Respondents  Percentage



Respondents were asked the main reason they had not made such a trip out of Christchurch. The main reasons for not travelling were

- Being too busy;
- Not having funds; and
- No reason or desire to travel.

4.4	Reasons for Not Travelling	
	Day Trip	Overnight Trip
Too busy/ no time (work/ sports/ school etc)	35%	47%
No money/ too expensive	11%	11%
Prefer overnight trips	11%	-
No wish to travel	9%	3%
No reason to go	7%	9%
Prefer to travel overseas	5%	4%
Travel for work	4%	-
No transport	3%	-
Too old	3%	2%
Illness/ health/ family	2%	9%
Nobody to go with	2%	1%
Nowhere to go	2%	3%
Only take trips during long weekends/ holidays	2%	1%
Don't know/ Unsure	6%	8%
<b>Sample: Haven't travelled</b>	<b>147</b>	<b>119</b>

## Potential for Getting Out Of Christchurch, A qualitative perspective

### Migrant Workers

Migrant participants were particularly interested in travelling around New Zealand (especially the South Island). This was partially to play tourist – that is, a desire to see more of the country and have new experiences. However, there was also a strong feeling that Christchurch is not interesting or exciting, and is lacking in weekend activities. As one participant said:

*Everyone [fellow migrant workers] wants to get the hell out of Christchurch at the weekend.*

Another felt:

*I think a lot of the reason why I do so many outdoor things and travel is that Christchurch is not such a big city to me, and you run out of things to do here. And so that encourages me to go explore.*

5

## Market Size Visiting North Canterbury (Incl Waimakariri)

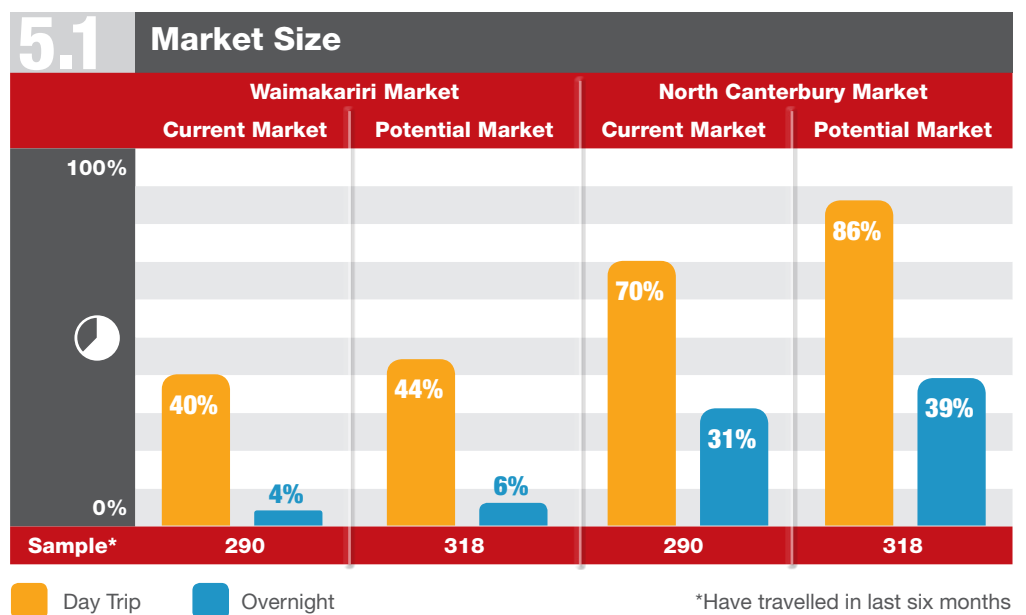
Respondents who had travelled in the last six months were asked the last three places they had travelled by day trip (n = 290) or overnight stay (n = 318). Respondents were then prompted as to whether they had travelled to “North Canterbury”. Please note that in this instance, respondents did not clarify what area they meant by North Canterbury. Therefore North Canterbury is likely to include Waimakariri.

Nearly half (40%) of Christchurch residents that have travelled in the last six month for a day trip, travelled to Waimakariri. When respondents were asked where they expected to go next and where they would most like to go, the market barely increased to 44%. Few (4%) travelled to the Waimakariri overnight from Christchurch and as with day trips, there is little evidence to suggest this will increase.

The North Canterbury market was larger with 70% of those who had travelled on a day trip in the last six months, visiting North Canterbury for a day trip. This increased to 86% when respondents were asked where they expected to go next or where they would like to go. The overnight market to North Canterbury was smaller (31%) and could potentially increase to 39%.

This shows that the travel market to Waimakariri is primarily a day trip market and is likely to remain static without effort made to attract visitors to the area. The total North Canterbury market shows greater potential for growth and again the day trip market is larger than the overnight market.

Reasons for not visiting North Canterbury point to apathy among some respondents rather than faults with the area. Residents cited a lack of time, no events or reasons to go to or they were unsure why they don't visit the area.





## 5.2 Reasons for Not Visiting North Canterbury

	Day Trip	Overnight Trip
Lack of time	22%	16%
Nothing on/ no events etc	12%	13%
No reason to go	18%	26%
No money/ too expensive	3%	5%
Too close to stay overnight	-	8%
Traffic	2%	0%
Visited previously and no wish to return	2%	1%
Health	2%	1%
Prefer longer trips/ other destinations	3%	1%
No suitable biking tracks	1%	0%
Lack of accommodation	-	2%
North Canterbury trips take longer than a day	1%	-
Nobody to visit	1%	1%
Do not like driving on roads out of town	1%	-
Don't know	33%	28%
<b>Sample: Have not travelled to North Canterbury</b>	<b>86</b>	<b>220</b>

## 5.3 Places Travelled

	Day Trip	Overnight Trip
Waimakariri	40%	4%
North Canterbury	70%	31%
Banks Peninsula	29%	8%
Central Canterbury	20%	6%
South Canterbury	20%	10%
Selwyn	11%	0%
West Coast	7%	14%
Otago	4%	30%
Nelson/ Marlborough/ Tasman	4%	22%
Upper North Island	2%	29%
Lower North Island	2%	16%
<b>Sample: Have travelled in the last six months</b>	<b>290</b>	<b>318</b>



## 6 Reasons for Choice of Destination

### 6.1 Day Trips

Respondents were asked why they had visited for their day or overnight trip. For the purpose of day trips, the main reason for going were to visit family and friends, particularly for trips to Selwyn, Waimakariri and Mid and South Canterbury. North Canterbury (excluding Waimakariri) and Banks Peninsula were more inclined to be destinations people would go to, to have a break and relax. Waimakariri and Mid Canterbury were more likely to be visited to have a meal. Day trips were more likely to take place on weekends (82%) compared to during the week (42%). However 66% of respondents aged 60+ made day trips on weekdays.

6.1	Reasons for Visiting (Daytrip)							
	Waimakariri	North Canterbury	Banks Peninsula	Mid Canterbury	South Canterbury	Selwyn	Other*	Total
Visit family/ friends	61%	48%	48%	69%	74%	81%	55%	52%
Have a break/ Relax	22%	30%	40%	17%	26%	10%	34%	24%
Meal	22%	14%	13%	21%	11%	10%	16%	13%
Family/ social event (wedding/birthday/funeral)	11%	12%	11%	10%	7%	13%	18%	11%
Sight seeing/ Scenery/ For a drive	12%	10%	15%	14%	12%	13%	16%	11%
Visit hot pools/ Swimming pools	9%	15%	4%	9%	5%	13%	5%	9%
Recreation	6%	11%	10%	5%	12%	6%	4%	8%
Sports	13%	7%	10%	7%	12%	6%	13%	8%
Water sports (fishing/ surfing)	7%	7%	8%	3%	7%	3%	2%	6%
Walking/ Tramping	5%	5%	6%	2%	2%	0%	14%	4%
Shopping	9%	2%	6%	10%	5%	3%	5%	4%
Own/ Visit/ Maintain property	5%	2%	6%	3%	2%	0%	5%	4%
Cycling	3%	2%	6%	5%	0%	6%	4%	3%
Show guests/ Took visitors	3%	2%	6%	3%	7%	3%	4%	3%
<b>Sample: Have travelled on a day trip</b>	<b>116</b>	<b>132</b>	<b>84</b>	<b>58</b>	<b>57</b>	<b>31</b>	<b>56</b>	<b>290</b>

\*Other includes West Coast (19), Otago(12), Nelson/ Marlborough (11), Upper/ Lower North Island (13) and Southland (1)



## 6.2

### Reasons for Visiting (Daytrip)

	Waimakariri	North Canterbury	Banks Peninsula	Mid Canterbury	South Canterbury	Selwyn	Other*	Total
Weekend	87%	81%	94%	84%	84%	71%	86%	82%
Week day	48%	41%	46%	55%	54%	55%	55%	42%
Public Holiday	16%	20%	17%	10%	21%	26%	18%	17%
Don't know	0%	1%	1%	2%	2%	0%	0%	0%
<b>Sample: Have travelled on a day trip</b>	<b>116</b>	<b>132</b>	<b>84</b>	<b>58</b>	<b>57</b>	<b>31</b>	<b>56</b>	<b>290</b>

\*Other includes West Coast (19), Otago(12), Nelson/ Marlborough (11), Upper/ Lower North Island (13) and Southland (1)

## 6.3

### When Event Took Place (Day Trip) by Age

	18 - 39	40 - 59	60+	Total
Weekend	83%	85%	73%	82%
Week day	27%	39%	66%	42%
Public Holiday	22%	18%	9%	17%
Don't know	0%	0%	1%	0%
<b>Sample: Have travelled on a day trip</b>	<b>77</b>	<b>146</b>	<b>67</b>	<b>290</b>

## 6.2 Overnight Trips

Reasons for going on overnight trips were similar to day trips. Visiting family and friends was the main reason (52%) for going on overnight trips, followed by having a break (35%). Visiting family and friends were most mentioned for those going to Waimakariri, the lower North Island or South Canterbury. Taking a break was the most mentioned reason for those visiting North Canterbury (excluding Waimakariri).

When going on overnight trips, most went for 2 – 3 nights (68%). However for closer destinations such as the Waimakariri and North and South Canterbury it was fairly common for respondents to go for just one night. Respondents aged 60+ were more likely to travel on weekdays than weekends.



6.4		Reasons for Visiting (Overnight)								
	Waimakariri	North Canterbury	Otago	Upper North Island	Nelson/ Marlborough/ Tasman	Lower North Island	West Coast	South Canterbury	Other <sup>1</sup>	Total
Visit family/ friends	75%	45%	57%	61%	48%	67%	48%	73%	60%	52%
Have a break/ Relax	42%	53%	40%	30%	46%	29%	41%	30%	37%	35%
Family/ social event (wedding/ birthday/funeral)	33%	16%	18%	26%	20%	33%	16%	15%	15%	17%
Attend an event (Warbirds/ Festival/ Concert etc)	17%	13%	18%	20%	11%	24%	23%	3%	10%	12%
Sight seeing/ Scenery/ Exploring	8%	7%	7%	1%	3%	6%	16%	12%	12%	7%
Own/ use bach/ Accommodation	0%	11%	6%	2%	3%	6%	2%	3%	12%	6%
Sports	0%	7%	6%	10%	4%	8%	11%	3%	4%	5%
Camping	25%	3%	1%	2%	7%	2%	7%	12%	7%	5%
Fishing/ Hunting	0%	6%	6%	2%	3%	4%	2%	6%	10%	4%
Recreation	8%	7%	7%	2%	4%	0%	0%	6%	4%	3%
Walking/ Tramping	8%	4%	5%	1%	1%	0%	7%	6%	6%	3%
Cycling	0%	2%	5%	1%	3%	2%	11%	0%	4%	3%
<b>Sample: Have travelled overnight</b>	<b>12*</b>	<b>96</b>	<b>95</b>	<b>93</b>	<b>71</b>	<b>51</b>	<b>44</b>	<b>33</b>	<b>97</b>	<b>318</b>

1. Other includes Banks Peninsula (27), Southland (25), Central North Island (23), Central Canterbury (18) and Selwyn (4)

\* Results are indicative only due to the low sample size

6.5		Number of Nights Away (Overnight)								
	Waimakariri	North Canterbury	Otago	Upper North Island	Nelson/ Marlborough/ Tasman	Lower North Island	West Coast	South Canterbury	Other <sup>1</sup>	Total
1 night	67%	41%	36%	17%	34%	25%	32%	52%	37%	26%
2 - 3 nights	50%	82%	79%	73%	66%	78%	80%	64%	63%	68%
4 - 5 nights	42%	27%	33%	35%	35%	37%	27%	33%	41%	30%
6 - 7 nights	17%	22%	20%	22%	25%	25%	23%	15%	18%	19%
8 - 9 nights	8%	7%	7%	4%	7%	0%	2%	6%	8%	4%
10 or more nights	25%	11%	15%	16%	21%	12%	18%	12%	19%	15%
<b>Sample: Have travelled overnight</b>	<b>12*</b>	<b>96</b>	<b>95</b>	<b>93</b>	<b>71</b>	<b>51</b>	<b>44</b>	<b>33</b>	<b>97</b>	<b>318</b>

1. Other includes Banks Peninsula (27), Southland (25), Central North Island (23), Central Canterbury (18) and Selwyn (4)

\* Results are indicative only due to the low sample size



## 6.6

### When an Event Took Place (Overnight)

	Waimakariri	North Canterbury	Otago	Upper North Island	Nelson/Mariborough/Tasman	Lower North Island	West Coast	South Canterbury	Other <sup>1</sup>	Total
Weekends	92%	86%	86%	83%	80%	86%	82%	88%	88%	80%
Week days	83%	76%	78%	77%	76%	75%	80%	76%	77%	74%
Public Holiday	42%	48%	58%	35%	52%	33%	52%	42%	45%	42%
Don't recall	0%	1%	0%	1%	0%	2%	0%	0%	0%	0%
<b>Sample: Have travelled overnight</b>	<b>12*</b>	<b>96</b>	<b>95</b>	<b>93</b>	<b>71</b>	<b>51</b>	<b>44</b>	<b>33</b>	<b>97</b>	<b>318</b>

1. Other includes Banks Peninsula (27), Southland (25), Central North Island (23), Central Canterbury (18) and Selwyn (4)

\* Results are indicative only due to the low sample size

## 6.7

### When Event Took Place (Overnight) by Age

	18 - 39	40 - 59	60+	Total
Weekend	81%	81%	76%	80%
Week day	67%	69%	92%	74%
Public Holiday	49%	46%	26%	42%
Don't know	86	160	72	318
<b>Sample: Have travelled overnight</b>	<b>77</b>	<b>146</b>	<b>67</b>	<b>290</b>

## 7 Future Destinations

Respondents were asked where they expected to go for their next day or overnight trip.

North Canterbury (excluding Waimakariri)\* was the most popular destination for a day (19%) or overnight (14%) trip. Relatively few said they would potentially visit Waimakariri for a day (5%) or overnight (1%) trip.

7.1 Future Destinations	
Destination	Day Trips
North Canterbury	19%
Central Canterbury	13%
Banks Peninsula	11%
South Canterbury	7%
Waimakariri	5%
West Coast	2%
Otago	2%
Nelson/ Marlborough/ Tasman	1%
Wellington	1%
Don't know	40%
<b>Total Sample</b>	<b>437</b>
Destination	Overnight
Waimakariri	1%
North Canterbury	14%
Upper North Island	12%
Otago	9%
Nelson/ Marlborough/ Tasman	7%
Lower North Island	7%
South Canterbury	5%
West Coast	5%
Australia	5%
Banks Peninsula	4%
Southland	2%
Central Canterbury	2%
Central North Island	2%
Selwyn	0%
Overseas	4%
Don't know	20%
<b>Total Sample</b>	<b>437</b>

\* North Canterbury includes locations in the Hurunui and Kaikoura Districts such as Hanmer Springs, Kaikoura, and Waipara.



The main reasons for potentially visiting Waimakariri on a day trip would be to visit friends and family (52%), experience the food and wine of the region (17%) or visit a sports event (9%). Whereas those visiting North, Central and South Canterbury and Banks Peninsula were more inclined to cite specific attractions and scenery. People mentioned North Canterbury and Banks Peninsula because it is their favourite place.

## 7.2

### Future Destinations: Reasons for Going on a Day Trip

	North Canterbury	Central Canterbury	Banks Peninsula	South Canterbury	Waimakariri	Other	Total
To visit/ family/ friends	13%	51%	10%	48%	52%	39%	31%
Favourite place/ like the location	15%	2%	31%	7%	4%	3%	12%
Relaxation/ reading/ crafts	11%	6%	13%	10%	0%	18%	10%
The scenery	6%	6%	17%	10%	0%	3%	8%
To enjoy walkways/ cycleways	9%	10%	4%	7%	4%	6%	7%
Want to visit specific attraction	18%	2%	4%	0%	4%	0%	7%
Sports/ competition	0%	14%	2%	14%	9%	12%	7%
Nearby/ Close	11%	2%	19%	0%	0%	0%	7%
Driving and/or coastal activities	9%	0%	10%	3%	0%	6%	6%
Food/ wine	3%	0%	15%	7%	17%	0%	6%
Special event	4%	4%	4%	3%	9%	3%	4%
Hot pools	14%	0%	0%	0%	0%	0%	4%
Fishing/ hunting	9%	0%	0%	0%	4%	3%	3%
Never been to location before	3%	0%	4%	0%	4%	6%	3%
Play sports/ swim/ kayak	0%	2%	4%	0%	4%	6%	2%
Own/Maintain/Visit property	4%	0%	0%	3%	0%	3%	2%
<b>Sample: Those selecting a future destination</b>	<b>80</b>	<b>51</b>	<b>48</b>	<b>29</b>	<b>23</b>	<b>33</b>	<b>262</b>

\*Other includes West Coast (8), Otago (8), Nelson/ Marlborough (4), Other (13)

The main reasons for travelling overnight was to visit family and friends. People travelling to most destinations went for this reason with the exception of those potentially going to North Canterbury (excluding Waimakariri) and the West Coast. North Canterbury was favoured for its relaxation and specific attractions such as the hot pools in Hanmer Springs, and the West Coast was favoured for its scenery and walking opportunities.

<b>7.3</b>		<b>Future Destinations: Reasons for Going Overnight</b>								
	<b>Waimakariri</b>	<b>North Canterbury</b>	<b>Upper North Island</b>	<b>Otago</b>	<b>Nelson/ Marlborough/ Tasman</b>	<b>Lower North Island</b>	<b>South Canterbury</b>	<b>West Coast</b>	<b>Other<sup>1</sup></b>	<b>Total</b>
To visit/ family/ friends/ social event	60%	17%	79%	45%	59%	72%	61%	39%	52%	51%
Relaxation/ reading/ crafts	0%	22%	0%	10%	9%	0%	4%	9%	20%	11%
Favourite place/ like the location	20%	17%	4%	5%	13%	0%	9%	9%	13%	10%
Sports/ competition	0%	0%	0%	25%	9%	10%	17%	4%	7%	8%
The scenery/ sight seeing	0%	5%	0%	5%	9%	3%	4%	26%	5%	6%
Special event	0%	3%	13%	3%	3%	10%	9%	9%	2%	6%
Want to visit specific attraction	0%	12%	0%	0%	3%	3%	9%	4%	5%	5%
To enjoy walkways/ cycleways	0%	10%	0%	3%	3%	0%	9%	17%	0%	4%
Never been to location before	0%	3%	4%	8%	0%	3%	0%	9%	5%	4%
Fishing/ hunting	0%	8%	2%	0%	0%	0%	9%	9%	3%	4%
Own/Maintain/Visit property	0%	3%	2%	0%	3%	0%	0%	0%	9%	3%
Hot pools	0%	17%	0%	0%	0%	0%	0%	0%	0%	3%
Food/ wine	0%	5%	0%	3%	3%	3%	0%	4%	1%	2%
Nearby/ Close	20%	7%	0%	0%	0%	0%	0%	0%	3%	2%
Driving and/or coastal activities	0%	3%	0%	0%	0%	3%	0%	4%	3%	2%
Free/ cheap accommodation	0%	7%	0%	0%	3%	0%	0%	4%	1%	2%
Work/ school	20%	3%	2%	3%	3%	0%	0%	0%	1%	2%
Family friendly	0%	5%	0%	3%	0%	0%	0%	0%	1%	1%
<b>Sample: Those selecting a future destination</b>	<b>5*</b>	<b>60</b>	<b>53</b>	<b>40</b>	<b>32</b>	<b>29</b>	<b>23</b>	<b>23</b>	<b>87</b>	<b>350</b>

1. Other includes Australia (20), Banks Peninsula (19), Southland (10), Central Canterbury (9), Central North Island (9), Overseas (16) and Selwyn (2)

\* Results are indicative only due to the low sample size

## Most Desired Destination in Canterbury

Respondents were asked to choose where they would most like to go if they had a choice of visiting any place in Canterbury for a day or overnight trip. North Canterbury (excluding Waimakariri) followed by Banks Peninsula were the most popular places for both day and overnight trips. Waimakariri was chosen by a minority of respondents.

8.1		Most Desired Destinations	
Destination	Day Trip	Overnight Trip	
Waimakariri	4%	2%	
North Canterbury	40%	43%	
Banks Peninsula	25%	22%	
Central Canterbury	6%	2%	
South Canterbury	6%	10%	
Selwyn	5%	5%	
Don't know	13%	16%	
<b>Total Sample</b>	<b>437</b>	<b>437</b>	

The main reasons for choosing North Canterbury (excluding Waimakariri) were to visit a specific attraction (27%) or hot pools (18%). Banks Peninsula was liked because it was a favourite place (45%) and had good scenery (26%) and food and wine (22%). Waimakariri was mentioned for these reasons but not in the same proportions as the other places.



## 8.2

### Most Desired Destination: Reasons for Going on a Day Trip

	Waimakariri	North Canterbury	Banks Peninsula	Central Canterbury	South Canterbury	Selwyn	Total
Favourite place/ like the location	16%	24%	45%	18%	14%	10%	27%
The scenery/ Sightseeing	11%	10%	26%	14%	18%	33%	17%
Want to visit specific attraction	16%	27%	2%	11%	11%	10%	16%
Relaxation/ reading/ crafts	16%	21%	11%	7%	11%	0%	15%
Food/ wine	16%	12%	22%	7%	7%	10%	14%
To enjoy walkways/ cycleways	11%	14%	5%	4%	7%	29%	11%
To visit family/ friends	21%	7%	8%	14%	21%	14%	10%
Hot pools/ Pools/ Swimming	0%	18%	0%	0%	7%	0%	9%
Driving and/or coastal/ water activities	5%	5%	17%	4%	7%	0%	8%
Nearby/ Close	5%	8%	11%	4%	4%	0%	7%
Lots of things to do/ Recreation	5%	7%	1%	7%	0%	0%	4%
Sports/ competition	11%	1%	0%	25%	11%	0%	3%
Family friendly/ Tourist friendly	0%	5%	4%	0%	0%	5%	3%
I haven't been for a while	5%	2%	5%	4%	7%	0%	3%
Never been to location before/ Different/ Explore	5%	2%	3%	4%	11%	5%	3%
Shopping	16%	1%	3%	0%	11%	0%	3%
Good atmosphere	5%	2%	4%	4%	0%	0%	3%
<b>Sample: Those selecting a desired destination</b>	<b>19</b>	<b>173</b>	<b>103</b>	<b>28</b>	<b>28</b>	<b>21</b>	<b>381</b>

## 8.3

### Most Desired Destination: Reasons for Going on an Overnight Trip

	Waimakariri	North Canterbury	Banks Peninsula	Central Canterbury	South Canterbury	Selwyn	Total
Favourite place/ like the location	43%	25%	43%	22%	19%	19%	29%
Relaxation/ reading/ crafts	43%	24%	29%	11%	7%	14%	23%
Want to visit specific attraction	14%	26%	3%	0%	14%	5%	16%
The scenery/ Sightseeing	29%	10%	20%	0%	21%	48%	16%
To enjoy walkways/ cycleways	0%	17%	4%	11%	12%	33%	14%
Food/ wine	14%	10%	16%	0%	5%	0%	10%
Hot pools/ Pools/ Swimming	0%	19%	0%	0%	2%	0%	10%
To visit family/ friends	29%	5%	8%	0%	16%	14%	8%
Nearby/ Close	0%	6%	8%	11%	5%	0%	6%
Never been to location before/ Different/ Explore	0%	2%	4%	0%	19%	0%	5%
Driving and/or coastal/ water activities	0%	3%	12%	0%	0%	0%	5%
Sports/ competition	0%	3%	0%	44%	12%	10%	4%
Fishing/ hunting	0%	3%	8%	11%	0%	0%	4%
I haven't been for a while	0%	1%	8%	0%	7%	5%	4%
<b>Sample: Those selecting a desired destination</b>	<b>7*</b>	<b>189</b>	<b>97</b>	<b>9*</b>	<b>43</b>	<b>21</b>	<b>366</b>

\* Results are indicative only due to the low sample size

## Characteristics of the Most Recent Trip

### 9.1 Day Trips

The following section covers respondent's most recent day trip. Respondents were asked to reveal how many travelled including themselves. By revealing the age and number of participants travelling on their most recent day trip, the most common group travelling were families and children (30%), followed by couples (22%) and adult groups (17%).

The activity of the most recent trip was to visit family and friends, however this was driven by single people. If you look at why adult groups, family groups and couples travel reasons, were more equally divided between visiting family and friends and visiting for purposes such as ; fishing, hunting walking and hiking; visiting cafes and restaurants, shopping and visiting specific attractions such as hot pools. A minority attended specific events (n = 20) and these were mainly in the form of sports events (n = 12).

9.1		Groups Travelling on Day Trips
Group	Percent	
Adult Group	17%	
Family Group	30%	
Couple	22%	
Retired Couple	13%	
Single person	11%	
Retired single person	6%	
<b>Sample: Those travelling on day trips</b>	<b>290</b>	



## 9.2 Day Trip Activities

	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
Visited friends/ family	19%	27%	26%	36%	50%	53%	31%
Fishing/ hunting/ walking/ hiking/ cycling/ etc	23%	19%	29%	15%	19%	24%	22%
Visited cafe/ bar/ restaurant	25%	16%	25%	21%	13%	6%	19%
Town Centre/ Shopping	21%	14%	26%	5%	9%	0%	15%
Relaxation/ reading/ crafts	10%	7%	17%	15%	3%	12%	11%
Aquatic centre/ pools	10%	18%	9%	8%	3%	0%	11%
Sightseeing/ Scenery/ Driving	6%	10%	9%	13%	0%	0%	8%
Went to an event	8%	6%	6%	8%	9%	6%	7%
Visited beaches	8%	10%	2%	0%	6%	0%	6%
Family/ social event (wedding/ birthday/ funeral)	6%	3%	5%	10%	0%	6%	5%
Visited parks/ reserves	2%	7%	2%	3%	0%	0%	3%
Picnic	6%	5%	0%	0%	0%	0%	2%
Visited lakes/ rivers	2%	2%	5%	0%	0%	0%	2%
Played sport	2%	0%	5%	0%	3%	0%	2%
Visited/ Maintained Property	2%	1%	2%	0%	6%	6%	2%
<b>Sample: Those travelling on day trips</b>	<b>48</b>	<b>89</b>	<b>65</b>	<b>39</b>	<b>32</b>	<b>17</b>	<b>290</b>

## 9.3 Events Attended

	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
Sports	3	3	2	2	1	1	12
Arts	0	0	0	0	1	0	1
Community	0	0	1	0	0	0	1
A&P Show	0	1	0	0	0	0	1
Shows	0	0	0	0	1	0	1
Car Rally/ Swap meet	0	0	1	0	0	0	1
Races	0	1	0	0	0	0	1
Concert	0	0	0	1	0	0	1
House and Garden Tour	1	0	0	0	0	0	1
<b>Sample: Those attending events</b>	<b>4*</b>	<b>5*</b>	<b>4*</b>	<b>3*</b>	<b>3*</b>	<b>1*</b>	<b>20</b>

\* Results are indicative only due to the low sample size

Few sources outside of having always known about the destination and word of mouth were sourced prior to the most recent day trip. This occurred across all groups. Internet sites consulted were google (n=2), bethere.co.nz (n=1) or Council websites (n=1).

9.4	Source of Information of Trip						
	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
Always known/ common knowledge	63%	51%	54%	62%	63%	47%	56%
Family/ Friends/ Word of mouth	27%	42%	35%	28%	25%	35%	34%
Internet/ Web site	2%	2%	0%	3%	3%	0%	2%
Newspaper/ Magazine	2%	0%	3%	0%	0%	0%	1%
Advertising	0%	1%	3%	0%	0%	0%	1%
Drove past	2%	0%	2%	0%	3%	0%	1%
Through sports clubs	0%	1%	2%	0%	0%	6%	1%
Used to live/ work there	0%	1%	0%	0%	3%	6%	1%
Visitors guides	0%	0%	2%	3%	0%	0%	1%
On an email list	0%	1%	0%	0%	0%	0%	0%
Television	0%	0%	0%	3%	0%	0%	0%
Found on a map	2%	0%	0%	0%	0%	0%	0%
Radio	0%	0%	0%	3%	0%	0%	0%
Won a voucher at a function	0%	0%	0%	0%	0%	6%	0%
Don't know	2%	0%	0%	0%	3%	0%	1%
<b>Sample: Those travelling on day trips</b>	<b>48</b>	<b>89</b>	<b>65</b>	<b>39</b>	<b>32</b>	<b>17</b>	<b>290</b>

When it came to planning their day trip, couples were the most spontaneous. However all groups planned in advance, in most cases up to two weeks prior to travelling. Generally the larger the group the more in advance the planning, this was particularly the case for adult groups.



9.5	Length of Time to Make Decision to Travel						
	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
It was a spur of the moment decision	8%	3%	22%	13%	9%	6%	10%
Within 24 hours of your visit	4%	27%	18%	13%	9%	29%	18%
Within the week before your visit	25%	25%	25%	21%	31%	24%	25%
1 - 2 weeks before your visit	38%	25%	15%	26%	28%	35%	26%
3 - 4 weeks before your visit	4%	3%	5%	10%	6%	0%	5%
Between 1 and 2 months before your visit	17%	7%	5%	5%	6%	6%	8%
More than 2 months before your visit	4%	8%	5%	5%	3%	0%	5%
I visit this place regularly	0%	1%	3%	5%	3%	0%	2%
Don't know/ unable to recall	0%	0%	3%	3%	3%	0%	1%
<b>Sample: Those travelling on day trips</b>	<b>48</b>	<b>89</b>	<b>65</b>	<b>39</b>	<b>32</b>	<b>17</b>	<b>290</b>

## 9.2 Overnight Trips

The following section covers respondent's most recent overnight trip. Respondents were asked to reveal how many travelled including themselves. The composition of groups travelling overnight, were almost identical to those that travelled on day trips. The most common groups travelling overnight were families and children (33%), followed by couples (24%) and adult groups (21%). All groups participated in a range of activities. Single people were most likely to travel overnight to visit family and friends. Activities such as fishing, hunting, walking and hiking, shopping and relaxation were likely to take place among all groups. Sightseeing and eating out were more likely to take place among couples and groups. Adult groups and retired couples were more likely to go to an event.

9.6	Groups Travelling on Overnight Trips
Group	Percentage
Adult Group	21%
Family Group	33%
Couple	24%
Retired Couple	8%
Single person	12%
Retired single person	3%
<b>Sample: Those travelling overnight</b>	<b>318</b>





## 9.7

## Overnight Trip Activities

	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
Visited friends/ family/ social event (wedding/ birthday/funeral)	29%	35%	39%	42%	54%	44%	38%
Fishing/ hunting/ walking/ hiking/ cycling/ etc	35%	38%	26%	38%	22%	33%	32%
Town Centre/ Shopping	14%	15%	33%	13%	19%	0%	19%
Relaxation/ reading/ crafts	17%	23%	22%	4%	16%	11%	19%
Sightseeing/ Scenery/ Driving	15%	13%	17%	17%	5%	0%	14%
Food/ Drink	20%	9%	14%	25%	5%	0%	13%
Went to an event	20%	7%	11%	25%	14%	11%	13%
Aquatic centre/ pools	15%	14%	4%	8%	0%	0%	9%
Visited beaches	6%	9%	5%	8%	0%	11%	7%
Visited parks/ reserves	3%	7%	4%	8%	3%	0%	5%
Visited gallery/ museum	2%	7%	5%	0%	0%	0%	4%
Visited lakes/ rivers	5%	5%	1%	4%	3%	0%	3%
Camping	3%	6%	0%	4%	0%	0%	3%
Family activities (mini golf, games, go-karting)	0%	7%	1%	0%	0%	0%	3%
Played sport	3%	3%	1%	0%	0%	11%	2%
<b>Sample: Those travelling overnight</b>	<b>66</b>	<b>106</b>	<b>76</b>	<b>24</b>	<b>37</b>	<b>9*</b>	<b>318</b>

\* Results are indicative only due to the low sample size

## 9.8

## Events Attended

	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
Shows	1	3	4	3	1	0	12
Sports	6	2	1	0	2	0	11
Concert	2	0	2	1	1	1	7
Arts	0	1	2	0	0	0	3
Farmers Market	1	2	0	0	0	0	3
Races	1	0	0	1	1	0	3
Graduation	1	0	0	0	0	0	1
Car Rally/ Swap meet	0	0	0	1	0	0	1
Mussel festival	1	0	0	0	0	0	1
Conference	1	0	0	0	0	0	1
<b>Sample: Those attending events</b>	<b>13*</b>	<b>7*</b>	<b>8*</b>	<b>6*</b>	<b>5*</b>	<b>1*</b>	<b>40</b>

\* Results are indicative only due to the low sample size

Most respondents did not consult any source of information. The internet was the main source of information about the destination visited (8%) outside having always known about the destination or word of mouth (83%). A range of sites were visited with the most common being google, holidayhomes.co.nz and wotif.co.nz.

9.9	Source of Information of Trip						
	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
Always known/ common knowledge	56%	54%	50%	42%	49%	44%	52%
Family/ Friends/ Word of mouth	21%	35%	33%	25%	38%	44%	31%
Internet/ Web site	6%	7%	11%	17%	8%	11%	8%
Used to live/ work there	2%	2%	1%	4%	3%	0%	2%
Television	3%	1%	0%	0%	3%	0%	1%
Found on a map/ signage	5%	0%	1%	0%	0%	0%	1%
Through sports clubs	2%	1%	0%	4%	0%	0%	1%
Advertising	3%	0%	0%	0%	0%	0%	1%
Drove past/ Find out when there	2%	0%	1%	0%	0%	0%	1%
School	2%	0%	0%	0%	0%	0%	0%
Newspaper/ Magazine	2%	0%	0%	0%	0%	0%	0%
Don't know	0%	1%	3%	8%	0%	0%	2%
<b>Sample: Those travelling overnight</b>	<b>66</b>	<b>106</b>	<b>76</b>	<b>24</b>	<b>37</b>	<b>9*</b>	<b>318</b>

\* Results are indicative only due to the low sample size

9.10	List of Websites
Website	No. of Respondents
www.google.co.nz	6
www.holidayhomes.co.nz	2
www.wotif.co.nz	2
www.myrides.co.nz	1
www.grabaseat.co.nz	1
www.booking.com	1
www.geocaching.com	1
www.ticketek.co.nz	1
www.tripadvisor.com	1
www.undertheradar.co.nz	1
www.doc.govt.nz	1
www.brucespringsteen.net	1
www.nzcycletrail.com	1



Overnight trips were less likely to occur as a result of spur of the moment decisions. Over half of respondents made plans more than a month prior to travelling. Single people travelling tended to plan their trips further in advance than other groups.

## 9.11

### Length of Time to Make Decision to Travel

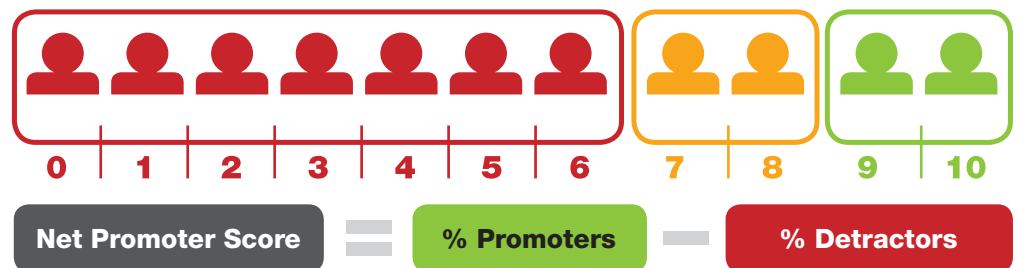
	Adult Group	Family Group	Couple	Retired Couple	Single person	Single person retiree	Total
It was a spur of the moment decision	0%	0%	5%	0%	5%	11%	2%
Within 24 hours of your visit	3%	4%	3%	4%	0%	0%	3%
Within the week before your visit	8%	9%	5%	13%	11%	11%	8%
1 - 2 weeks before your visit	17%	14%	8%	13%	22%	11%	14%
3 - 4 weeks before your visit	11%	7%	18%	4%	14%	11%	11%
Between 1 and 2 months before your visit	20%	25%	24%	29%	19%	11%	23%
More than 2 months before your visit	39%	36%	34%	29%	24%	44%	35%
I visit this place regularly	0%	3%	1%	8%	5%	0%	3%
Don't know/ unable to recall	3%	2%	1%	0%	0%	0%	2%
<b>Sample: Those travelling overnight</b>	<b>66</b>	<b>106</b>	<b>76</b>	<b>24</b>	<b>37</b>	<b>9*</b>	<b>318</b>




\* Results are indicative only due to the low sample size

## 10 Perceptions of the Waimakariri



To measure the strength of loyalty to the Waimakariri, participants who had visited the region (n = 162) were asked how strongly they were likely to recommend the area to their friends and relatives. Data was collected using the design developed by the Harvard Business School, known as the Net Promoter Score<sup>1</sup>.

In this design, the ratio of promoters to detractors is calculated using an eleven point scale (0-10). Those who rate the provider as a 9 or 10 are considered promoters; while those who rate the provider between 0 and 6 are considered detractors. Scores of 7 or 8 are considered passives.



-  Promoters (those who give the organisation an overall score of 9 or 10 out of 10);
-  Passives (those who give the organisation an overall score of 7 or 8 out of 10); and
-  Detractors (those who give the organisation an overall score of 6, or lower, out of 10).

The Waimakariri achieved a net promoter score of -14. Considering the scores can run from -100 to +100, we can say that the Waimakariri achieved an average score.

10.1	Promoting the Waimakariri	
		
Detractors 0 - 6	64	40%
Passives 7 - 8	57	35%
Promoters 9 -10	41	25%
<b>NPS</b>	<b>-14</b>	
<b>Sample: Have visited Waimakariri</b>	<b>162</b>	

 Number of Respondents  Percentage

1. Net Promoter Score™ Satmetrix

## 11 Waimakariri as a Destination

### 11.1 Migrants

While several migrant participants had visited the Waimakariri District, none thought of their trips as such. There was no perception of Waimakariri as a district – rather, they mentioned individual attractions or areas they had visited. As with Christchurch residents, there was a lot of confusion about the District boundaries (particularly the whereabouts of the border with Hurunui on State Highway 1). Participants noted that Waimakariri had no distinct identity, as other districts in the region did. As one participant said:

*All the other districts are more visible, like Selwyn and Hurunui, but not Waimak [Waimakariri].*

Another felt:

*Waimak [Waimakariri] doesn't have the distinct character even though other areas of Canterbury do, and it's too close [to Christchurch] to be different.*

Some participants felt that Waimakariri, rather than being a destination in its own right, was more of a stopping point or travel-through area. A participant noted:

*It was always a place I drove through to get somewhere.*

Migrants also commented on the lack of an iconic destination in the district, such as Hanmer Springs or Akaroa. Rangiora and Kaiapoi were seen more as part of Greater Christchurch than as part of a separate area, because of both physical closeness to Christchurch and lack of individual identity. A participant felt:

*I think Rangiora is still a part of Christchurch – because it's too close to be its own destination.*

### 11.2 Christchurch Residents

Similarly to the migrants, participants in the Christchurch residents' focus group had little perception of Waimakariri as a district. For most, the primary association with 'Waimakariri' was the river. They thought of the area in pieces – each town was thought of individually, as were local areas such as Ashley Gorge. One participant noted:

*Those places don't advertise themselves as being Waimak[ariri], they are individual communities and very different.*

There was a great deal of confusion about the boundaries of the district. Participants were clear that the Waimakariri River formed one side of the district, but still felt that southern parts of the District were more 'Christchurch' than 'Waimakariri'. There was some knowledge that the boundary extended west

towards the West Coast, but participants had little idea of the northern boundary with Hurunui. There was a tendency to believe Waimakariri extended north to Amberley or Waipara, possibly because Hurunui was most associated with Hanmer Springs (and therefore a more northern part of Canterbury).

Participants were mostly indifferent towards Waimakariri as a destination. While they knew more about the towns than the overseas migrants, they had less experience of the outdoor activities available in the area. Most of the area's attractions could be accessed in a more convenient or more interesting part of Greater Christchurch.

*We normally drive straight through unless we're planning on a picnic. There's nothing really much for us.*

*No big draw cards – i.e. a park or a pool*

### **11.3 Day Trips versus Overnight Stays**

Migrant residents took both day trips and overnight trips. Generally their travel was based around available weekend time, so preferences depended on work and other leisure commitments. Day trips were usually to the immediate districts around Christchurch, and often involved some sort of outdoor excursion. One participant felt:

*I really like day trips to a nice outdoors place. Not as many activities here, so it's nice to go out somewhere.*

Participants felt firmly that Waimakariri was best suited as a day trip destination. One participant emphasised this when they said:

*[Waimakariri] is not a place to go for two days, but it's good to go for a day.*

Overnight trips tended to be to places further afield. There was a perception that it wasn't worth staying overnight in some places close to Christchurch, generally because there were only limited activities, which could be easily accessed in a single day. The cost of overnight accommodation (compared to the cost of simply returning to Christchurch) was also a factor. One participant said:

*There are quite a few things to have a nice day out closer to town, but then if you want a nice weekend you would go further.*

When participants did stay somewhere overnight, they didn't tend to stay in motels or hotels. Rather, most preferred cheap, outdoor forms of accommodation – Department of Conservation campsites were particularly popular. This indicates that rebuild workers' travel behaviour is similar to that of younger tourists, and they do not represent a significant accommodation market for Waimakariri.

## 12 Opportunities for Outdoor Recreation

### 12.1 Migrants

Migrants in the focus groups were interested in a wide and varied range of outdoor recreational activities. They emphasised that New Zealand enabled them to have better work-life balance, and this gave them more opportunity to explore the country. Both the natural environment and recreational activities were seen as more accessible, and some participants felt they spent more time outdoors here than in their home countries. As one participant put it:

*There are lots of good activities here, especially hiking. I do a lot more here than at home.*

There was a lot of interest in exploring the natural environment through walking, tramping/hiking, cycling, fishing and camping. Interestingly, participants were inclined to more 'active' tourism – that is, rather than just 'looking' they were keen on 'doing'. Some were also trying sports like paddle boarding, kite surfing and sea kayaking.

Waimakariri has an opportunity to provide the shorter or smaller versions of the outdoor experiences participants wanted. The physical closeness means that is suitable for a day or half day excursion, and the natural environment allows for different kinds of recreational activities.

Activities that participants were aware of included fishing in the Waimakariri and Kaiapoi Rivers, swimming or walking at Waikuku and Woodend Beaches, and hiking in the Ashley Gorge area. A participant noted:

*It's the closest to Christchurch, good for day hikes - easy access to hikes around Ashley Gorge and Mt Oxford.*

The area around Mt Oxford was highlighted as a major scenic asset for the Waimakariri District, particularly the shorter half-day and day walks. One participant described the Ruru Falls:

*There's a beautiful waterfalls hike – it's one of the best we've seen in the whole country.*

It was always a place I drove through to get somewhere, but then I heard about the little walks around Mt Oxford, and it's really pretty and I really like it, but it's very much for a day.



## Migrants Have a Sense of Discovery

Participants felt that one of the charms of travelling in New Zealand is the sense of adventure and exploration. This is partly due to a lack of information about attractions – when participants experienced something special, such as the beauty of Ruru Falls, it felt more like a discovery. One participant noted:

*It's frustrating because you don't know where to go, but once you're there, it's also like – I'm the only person here, this is so cool!*

Another participant agreed, emphasising that the process of finding things oneself is exciting – but this is only because there is a lack of information:

*Maybe part of the charm in NZ is that you go and find these things – but at the same time you don't know about anything.*

The isolation of some areas of Canterbury also added to participants' sense of adventure. One commented:

*Part of the charm is that you never pass another car on your way to the Ashley Gorge.*

## 12.2 Christchurch Residents

Outdoor perceptions among Christchurch residents were centred on the river – which was the first thing most participants associated with the word 'Waimakariri'. The river provided opportunities for fishing, swimming, watersports and boating, but was also associated with danger and drownings. The edges of the river were good spots for picnicking as well as biking and four wheel driving. One participant said:

*I think of the river and the two bridges – and you think of people drowning when you drive over the river.*

Another noted:

*I always take the dogs out to the river. They have tracks and you can go dirt biking, four wheel driving, even up by the gorge.*

A keen hunter and fisherman said:

*I've been fishing on the [Waimakariri River] for thirty years, from the gorge bridge all the way to the mouth – so that's my foodbasket.*



Apart from this participant, most didn't have a lot of experience of the inland environment. The exception was those who had swum or picnicked in the Ashley Gorge. As well as their knowledge of the river, the Christchurch residents also had some positive perceptions of the beaches in Waimakariri. These were good spots for walking, and even surfing. Pines Beach was especially valued for the sand dunes.

There was some emphasis on the importance of providing good recreational infrastructure around natural attractions. This included investment in developing natural areas to be used for recreation, as well provision of good quality facilities – like toilets, taps, rubbish bins and even showers.

### **12.3 Events in Waimakariri**

Some participants had previously travelled to Waimakariri for events – but there was a lack of knowledge about what events are happening. Waimakariri events were often most attractive to those with specific hobbies or interests, such as second hand shopping or car racing. Others only attended events that friends or family were involved in. While some participants had heard of events taking place in Waimakariri, they weren't attracted enough to travel to them. There was confusion about the location of some more well-known events, as participants had a tendency to believe Waimakariri extended all the way to Waipara (and hence winery events were thought to take place in Waimakariri).

Events that participants knew of or had attended in the Waimakariri District included:

- The Great Oxford Garage Sale Trail
- Various farmers' markets
- Rangiora Harness Racing
- The Oxford A&P Show
- Equinox festival
- Hunting competitions
- Woodford Glen Demolition Derby
- Muscle Car Madness

## 13 Perceptions of the Town Centres

### 13.1 Migrants

Migrant participants' travel in Waimakariri was centred on natural attractions, and they had limited experience of the District's townships. Mostly, they were seen as stopping points or service centres for the local community (particularly Oxford). There was little to no knowledge of cultural or arts attractions in the Waimakariri District, except a mention of some markets. One participant had shopped at a fabric store in Rangiora, and noted that there were good nurseries in the area. Another said:

*I wouldn't go there to be indoors or shop - all those little places are identical to me, there's a coffee shop and a pie shop. They're just way stations.*

There was also little knowledge of hospitality venues in the area. Most participants felt that the cafes and restaurants in rural areas were of poor quality. However, there was interest in knowing the location of good food and coffee – for supplying an outdoor adventure, rather than as a destination in itself. Participants also felt that cafes and restaurants closed early, and were not open when they travelled back from an outdoor excursion. One participant noted:

*We were going to Ashley Gorge and stopped for a coffee in Rangiora, it seemed empty. There was only one place to stop for coffee and it was not a good option.*

Another participant said:

*We have a few times, trouble coming back from somewhere between four and five, and nothing is open!*

A participant emphasised that knowledge of good local venues is welcome:

*I would like to know about that sort of thing [Seager's], so I could have a whole day out – go for a tramp, and then have a nice meal before I come home.*

There was some discussion of markets in the Waimakariri, but this was more knowledge that they existed – again, participants did not think of markets as destinations. Instead, they were seen as nice extras when already in the area. A participant felt:

*My shopping experiences there are by accident – there's a market or something on the side of the road and I stop.*



## 13.2 Christchurch Residents

Townships in Waimakariri were not thought of as ‘destinations’. One participant put it simply when they said:

*I have this perception that there's nothing there.*

Rangiora was not well thought of for shopping, except by one participant who noted the range of second hand shops in the area. There was no real point of difference in Rangiora's retail, and most thought there was nothing available that wouldn't be in Christchurch. One participant did think there was an art gallery in Rangiora.

Oxford was seen as more of a country town, less accessible than Rangiora and Kaiapoi but also more rural (and therefore different). Farmers' markets and events like the A&P Show exemplified Oxford's character, although participants were enthusiastic about the Jo Seager café. There was little knowledge of the arts and crafts emphasis in Oxford.

Pegasus has more negative connotations than other Waimakariri townships. Perceptions of the town included ‘pretentious’, ‘forced’ and ‘fake’ – although participants did like the Lake and the golf course.

Generally, there was no sense of the arts, culture and hospitality venues available in the Waimakariri District. Those that were mentioned tended to be centred on State Highway One, in the Hurunui District. Participants were enthusiastic about these highway restaurants, such as Brew Moon and Pukeko Junction.

## 13.3 Resident Friends and Family

Friends and family were a draw card to Waimakariri for some participants in the focus groups. Notably, the increased population post-earthquake meant they visited the area more to see friends and family who had relocated. However, this increased frequency did not mean they interacted more with the district – few participants took the opportunity to explore the area on these visits.

*[We visit] at least once a month because we have friends living out there now, definitely an increase since the earthquake – they moved to Swannanoa from Brooklands.*

*We don't go and visit our friend in Rangiora very often because I don't feel like there's a lot to do.*

*When I think of Oxford/ Rangiora/ Cust – I have lots of friends out there since the earthquakes, and it's really good because we've seen so much more of areas that we haven't been to before.*



### **13.4 Opportunity: Just a Heartbeat Away**

Both migrants and Christchurch residents realised that Kaiapoi and Rangiora are very close to Christchurch, but that perception did not necessarily extend to the Waimakariri District as a whole. Activities that were ‘near’ were also ‘less hassle’, so to make visits to the area more attractive, Waimakariri needs to emphasise the closeness and accessibility of the District.

### **13.5 Opportunity: Family Activities**

There was demonstrated demand in the Christchurch residents focus group for more family-focused activities close to Christchurch. Mothers emphasised that family day trips are an attractive proposition, but Waimakariri does not offer a lot of indoor activities. Drives and picnics to some of the more attractive parts of Waimakariri, for example Ashley Gorge, were an option for families in summer. In winter, however, Waimakariri did not have a lot to offer parents for family trips. One mother said:

*There's nothing to do with the kids when it's cold. I have a feeling there's nothing to do there, especially indoors.*

Child-focused events, such as the popular KidsFest in Christchurch, were well loved by families and would give families a reason to travel to the District. Family-friendly activities needed to be cheap – cost was a key factor when planning excursions. Hospitality options should also cater to families, while still maintaining a sense of quality.

#### **Perceptions of Hurunui District**

Hanmer Springs was the Hurunui District's big draw card for most Christchurch residents. It was popular for family days, weekends away, girls' weekends and couples' weekends – the hot pools offered something for everyone.

Wineries in the Waipara area were popular with participants, as were the associated events such as the Classic Hits Winery Tour and the Waipara Wine & Food Festival. Restaurants along State Highway one, such as Brew Moon and Pukeko Junction were also very popular.

Some participants also emphasised the outdoor recreation in the area, particularly walks and fishing in the area around Lake Sumner and along the Hurunui. Participants were also aware of four wheel drive tracks and hunting opportunities in the area.

## Sources of Information About the Waimakariri District

### 14.1 Migrants

Participants acknowledged that they did not know a lot about the Waimakariri District. Some felt there was a lack of information about tourist attractions in Canterbury in general. This lack was apparent both online and in terms of road signage. While large destinations are well advertised, smaller areas were largely unknown. Participants did note that the Department of Conservation website is very informative. That could be the reason tramping/hiking was so attractive to the group – the information about it was accessible. One participant summed up this lack of knowledge when she said:

*I have so many friends who aren't from here and want to do things outside Christchurch, but they don't know what is available especially for a half day.*

Another emphasised the lack of information about Waimakariri when he said:

*It falls between the cracks for international visitors – there's not as much info as somewhere like Hanmer [Springs] or Akaroa.*

Word of mouth recommendations are very important sources of information. They provide a guarantee of good quality – participants were more likely to trust that a café or attraction was good if someone told them. Word of mouth recommendations are acknowledged as a key indicator of customer experience in market research literature, and are an important way for Waimakariri to disseminate positive information about the area. A participant noted:

*It's hard to know where a good place is – you only know if someone tells you.*

There was a lack of knowledge about the events that Waimakariri offers. Migrants tended to know of events only if they had been told about them, or had seen advertising while in the Waimakariri. Event attendance was minimal, and none of the events participants knew about were enticing them.

Participants felt there is a need to push more information about activities in Canterbury, particularly to new residents. While they wanted ideas for more things to do in the area, there was a reluctance to expend any effort to find it. Information needs to be both 'spoon fed' and 'shouted' at potential visitors if it is to have much effect. No one was aware of the Visit Waimakariri website. Participants did suggest a range of information sources that could be used to promote the Waimakariri:

- Local newsletters, such as 'Christchurch Reimagined'
- Newspapers (specifically the Press)
- Small magazine or guide – available for free in local cafes and shops
- Advertising in workplaces with lots of overseas migrants
- Social clubs or committees, through work
- Advertising on the radio



## 14.2 Christchurch residents

Similarly to the migrants, Christchurch participants had little desire to search for information about Waimakariri, and little knowledge of what information was available. To truly promote the district, and change the current perception, the information would need to be pushed – as there would be little opportunity for Christchurch residents to ingest it.

The internet was the source of most information about activities, particularly Google and deal websites such as Treat Me. There was no knowledge of the Visit Waimakariri website. Deal websites were a good way to incentivise unknown experiences – that is, participants were more willing to try a new activity or area if it was cheap or discounted. Social media might be a good way to promote smaller events, but was not sufficient to promote the district as a whole.

Participants also suggested that posters and information at libraries were good ways to promote the district. Family friendly activities and events could be best promoted through kindergartens and schools.


The quantitative findings are similar to the qualitative in that over half of people refer to current knowledge and word of mouth when finding information on the Waimakariri. Outside of this the internet is the main source of information, with Google being the main search engine used to source information. Knowledge of the Waimakariri website ([visitwaimakariri.co.nz](http://visitwaimakariri.co.nz)) is low with a minority of respondents (n = 20) having heard of it.


14.1 Sources of Information about the Waimakariri		
Source	 Number of Respondents	 Percentage
Internet/ Web site	58	36%
Familiar with area/ Already know area	45	28%
Family/ friends/ word of mouth	44	27%
Newspaper/ magazine/ books	20	12%
Flyer/ brochure/ in letter box	6	4%
Television	2	1%
Billboards	2	1%
Radio	1	1%
Christchurch Visitors Centre	1	1%
Don't know/ Unable to recall	10	6%
<b>Sample: Have visited Waimakariri</b>	<b>162</b>	

 Number of Respondents  Percentage



## 14.2 Websites Visited



Website	
www.google.co.nz/ www.google.com	36
www.waimakariri.govt.nz	2
www.visitwaimakariri.co.nz	1
www.bethere.co.nz	1
Search engines (unspecified)	2
www.metservice.com	1
www.expedia.com	1
www.aa.co.nz	1
www.thermalpools.co.nz	1
www.doc.govt.nz	1
www.facebook.com	1
www.hurunui.govt.nz	1
www.surf-forecast.com	1
www.hanmerholidayhomes.co.nz	1

 Number of Respondents

## What Would Encourage People to Visit the Waimakariri

When asked how the Waimakariri could encourage people to visit the area, greater promotion of the district and having events and attractions that would encourage people to go there were two suggestions. Most participants (61%) however, could not suggest anything that would encourage visitation to the area.

### 15.1 How Could the Waimakariri Encourage You to Visit the Area?

		
Nothing/ Don't know	267	61%
Promote the district/ what is available more	74	17%
Hold more events/ attractions	33	8%
More cycle/ dirt bike riding tracks	12	3%
Improve roading/ traffic issues	11	3%
Already visit/ visit often	9	2%
Continue to improve/ expand the district facilities	7	2%
Hold more family events	5	1%
More 4 wheel driving tracks	5	1%
More outdoor areas i.e dog park, picnic shelters	5	1%
Doing a good job already	4	1%
More accommodation available	3	1%
Repair earthquake damage	2	0%
Improve town centre/ shopping precinct	2	0%
More public transport	2	0%
More signage/ maps of the area available	2	0%
Would visit the district if knew people there	2	0%
<b>Total Sample</b>	<b>437</b>	

 Number of Respondents  Percentage

Further comments about the Waimakariri were positive and negative. Some viewed it as a beautiful area with plenty of activities. The wineries, rivers and gorges were specifically mentioned. Others viewed it as lacking in activities, had had no reasons to visit.





# 15.2

## Further Comments About the Waimakariri

Positive		
Nice/ beautiful/peaceful place	32	7%
Has good/plenty of activities	14	3%
Previously/ currently do activities there	12	3%
Need to promote/ advertise the district more	11	3%
Go there to visit/ bring friends & family	8	2%
Enjoying visiting the Waimakariri District	7	2%
Has good/popular wineries/ eateries	7	2%
Familiar with the area (used to live/ work there)	6	1%
I visit infrequently	6	1%
I like the rivers/ gorges	6	1%
Would like to go to the district	5	1%
Nearby/ close	3	1%
I visit frequently	2	0%
Good public amenities/ facilities	2	0%
Doing good job of promoting the district	2	0%
Good shopping	2	0%
Negative		
Not a lot to do in the Waimakariri District	15	3%
Bad traffic congestion/ commute	13	3%
Have no reason/ desire to visit	9	2%
Don't know know much about it	7	2%
Need to improve the infrastructure	7	2%
Too much effort/ hassle to visit	5	1%
Need more events/ activities	4	1%
Too many rules re recreational sports i.e dirtbike, fishing, camping	4	1%
Too busy/ no time to visit	3	1%
Would only drive through (not the final destination)	3	1%
Poor public facilities	2	0%
Too close to home, not worth overnight/day trip	2	0%
<b>Nothing to suggest</b>	<b>269</b>	<b>62%</b>
<b>Total Sample</b>	<b>437</b>	

Number of Respondents Percentage



## 16 Appendix One: Sample Details

16.1	Ward		
			Census 2013 %
Burwood/ Pegasus	71	16%	14%
Ferrymead/ Hagley	56	13%	14%
Fendalton/ Waimairi	100	23%	16%
Heathcote/ Spreydon	79	18%	16%
Riccarton/ Wigram	67	15%	19%
Shirley/ Papanui	62	14%	17%
Banks Peninsula	2	0%	2%
<b>Total Sample</b>	<b>437</b>		

16.2	Gender		
			Census 2013 %
Male	189	43%	49%
Female	248	57%	51%
<b>Total Sample</b>	<b>437</b>		

16.3	Age		
			Census 2013 % (over 18 population)
18 - 29	46	10%	18%
30 - 39	74	17%	17%
40 - 49	94	22%	19%
50 - 59	116	27%	18%
60+	104	24%	28%
Declined	3	1%	
<b>Total Sample</b>	<b>437</b>		

16.4	Household Income		
\$25,000 or less	47	11%	
\$25,001 to \$50,000	72	16%	
\$50,001 to \$75,000	76	17%	
\$75,001 to \$100,000	88	20%	
\$100,001 to \$150,000	60	14%	
Over \$150,000	44	10%	
Declined	50	11%	
<b>Total Sample</b>	<b>437</b>		

Number of Respondents Percentage

## 17 Appendix Two: Survey Questionnaire

Questionnaire Number:

Good <time of day>, my name is <name> from Research First, a market research company based in Christchurch. Today we are conducting research about people's travel outside of Christchurch. Can I please speak to the youngest person in the household, over the age of 18?

*(Reintroduce if necessary)*

The survey takes about 10-12 minutes to complete. Is now a good time to talk?

*(If inconvenient attempt to make a time to call back)*

This survey is being conducted in accordance with the Research Association of New Zealand's code of practice, which guarantees confidentiality. All responses will remain confidential between Research First and yourself, and no details of any response will be passed onto the client in a manner that would identify you.

Please remember that:

- There are no right or wrong answers to these questions
- You can withdraw from the research at any time
- This call may be recorded for training and auditing purposes

Should you have any questions about the research, please phone Simon Worthington on (0508) 473 732

### Part 1 of 4: Day Trips

1. During the last six months, have you personally travelled outside of Christchurch City (but within New Zealand) on a day trip, excluding trips for business/ work purposes?

- Yes *(skip to Q3)*  
 No

2. What is the main reason why you have not made such a trip?

*Choose one only, do not prompt, then skip to Q13*

- No money/ too expensive  
 No transport  
 Too busy (work/ sports/ school etc)  
 Too old  
 Illness/ health  
 No wish to travel  
 Traffic  
 Lack of time  
 Nobody to go with  
 Nowhere to go  
 Prefer to travel overseas  
 Only take trips during the school holidays  
 Only take trips during long weekends/ holidays  
 Don't know/ Unsure  
 Other: \_\_\_\_\_

3. For your last three day trips which places did you visit? \*\* Take note of any trips to North Canterbury for use at Q7

4. For what reason did you choose to visit this place? E.g. fishing, walking, visit friends/ family, beach visit, picnic, sports event, entertainment etc

5. Did this trip take place during the week, in the weekend, or on a public holiday?

6. Which of these was the most recent day trip that you made? Tick to denote most recent trip.

	3. Place	4. Reason for Visit	5. Wk/Wknd/P.Hol	6. Most recent
Trip 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Trip 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Trip 3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Trip 4 (Nth. Canterbury)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

7. \*\*Have you made any day trips to **North Canterbury (Waimak/Hurunui Districts)** in the last 6 months?

IF: North Canterbury already mentioned in Trip 1 - 3: Skip to Q9

YES: Go back to Q3 and fill in details on "Trip 4"

NO: Go to Q8

North Canterbury already mentioned (skip to Q9)  No (go to Q8)

8. Are there any particular reasons why you haven't made a day trip into **North Canterbury** during the last six months? Do not prompt, tick all mentions

- |  |   |
|--|---|
| <input type="checkbox"/> No money/ too expensive | <input type="checkbox"/> Lack of time                             |
| <input type="checkbox"/> No transport            | <input type="checkbox"/> Visited previously and no wish to return |
| <input type="checkbox"/> Traffic                 | <input type="checkbox"/> Nothing on/ no events etc                |
| <input type="checkbox"/> No body to go with      | <input type="checkbox"/> Don't know                               |
| <input type="checkbox"/> Other: _____            |   |

Thinking about the most recent day trip that you made outside of Christchurch City...

9. Can you tell me the age and gender of those who made this trip, including yourself?

	Number of Persons	Number of MALES	Number of FEMALES
0-9	<input type="text"/>	<input type="text"/>	<input type="text"/>
10-19	<input type="text"/>	<input type="text"/>	<input type="text"/>
20-29	<input type="text"/>	<input type="text"/>	<input type="text"/>
30-39	<input type="text"/>	<input type="text"/>	<input type="text"/>
40-49	<input type="text"/>	<input type="text"/>	<input type="text"/>
50-59	<input type="text"/>	<input type="text"/>	<input type="text"/>
60+	<input type="text"/>	<input type="text"/>	<input type="text"/>



10. What did you do on that trip? *Probe for specific activities - do not prompt - tick all that apply*

- Aquatic centre/ pools
- Visited lakes/ rivers
- Visited mountains
- Arthur's Pass National Park
- Went to an event\*\* (*specify below*)
- Visited parks/ reserves
- Visited wineries
- Garden tour
- Other: \_\_\_\_\_
- Horse riding
- Fishing/ walking/ hiking/ cycling/ etc
- Speedway
- Town Centre/ Shopping
- Visited beaches
- Played golf
- Relaxation/ reading/ crafts

10a. \*\* What type of event or events did you attend? *Do not prompt, tick all that apply*

- Sports
- Arts
- Community
- Other: \_\_\_\_\_
- A&P Show
- Shows
- Farmers Market

11. How did you first find out about the place you visited? *Select one only, do not prompt*

- Family/ friends/ word of mouth
- Always known/ common knowledge
- Newspaper/ magazine
- Television
- Radio
- Other: \_\_\_\_\_
- Christchurch Visitors Centre
- Internet/ Web site\*\* (*specify below*)
- Flyer/ brochure/ in letter box
- Visitor guides
- Don't know/ Unable to recall

11a. \*\* What website did you visit?

- www.visitwaimakariri.co.nz
- www.waimakariri.govt.nz
- www.northcanterbury.co.nz
- Other: \_\_\_\_\_
- www.newzealand.com
- www.jasons.co.nz
- www.christchurch.com

12. How long before you made this day trip did you make the decision to go?

- More than 2 months before your visit
- Between 1 and 2 months before your visit
- 3 - 4 weeks before your visit
- 1 - 2 weeks before your visit
- Within the week before your visit
- Other: \_\_\_\_\_
- Within 24 hours of your visit
- It was a spur of the moment decision
- I visit this place regularly
- Don't know/ unable to recall

13. Where do you expect to go (or think you'll go) on your (next) day trip?

\_\_\_\_\_

14. Why do you think you'll visit this location? *Do not prompt, tick all mentioned*

- Never been to location before
- Favourite place/ like the location
- Want to visit specific attraction
- To visit/ family/ friends
- The scenery
- Sports/ competition
- Other: \_\_\_\_\_
- Special event
- To enjoy walkways/ cycleways
- Driving and/or coastal activities
- Food/ wine
- Fishing/ hunting
- Relaxation/ reading/ crafts

15. If you had a choice of visiting any place in Canterbury for a day trip, where would be the **one place** you'd most like to go? *The respondent should presume that he/she has the time, money, transport and other resources to make such a trip. Record one only.*

\_\_\_\_\_

16. Why would you go to this location? *Do not prompt, tick all mentioned*

- |   |  |
|---|--|
| <input type="checkbox"/> Never been to location before      | <input type="checkbox"/> Special event                     |
| <input type="checkbox"/> Favourite place/ like the location | <input type="checkbox"/> To enjoy walkways/ cycleways      |
| <input type="checkbox"/> Want to visit specific attraction  | <input type="checkbox"/> Driving and/or coastal activities |
| <input type="checkbox"/> To visit/ family/ friends          | <input type="checkbox"/> Food/ wine                        |
| <input type="checkbox"/> The scenery                        | <input type="checkbox"/> Fishing/ hunting                  |
| <input type="checkbox"/> Sports/ competition                | <input type="checkbox"/> Relaxation/ reading/ crafts       |
| <input type="checkbox"/> Other: _____                       |  |

**Part 2 of 4: Overnight Trips**

17. In the last six months, have you personally travelled outside of Christchurch City (but within New Zealand), on an overnight trip (or longer), excluding trips for business/ work purposes?

- Yes (go to Q19)  
 No

18. What is the main reason why you have not made such a trip?

*Choose one only, do not prompt, then go to Q30*

- |  |   |
|--|---|
| <input type="checkbox"/> No money/ too expensive             | <input type="checkbox"/> Lack of time                                   |
| <input type="checkbox"/> No transport                        | <input type="checkbox"/> Nobody to go with                              |
| <input type="checkbox"/> Too busy (work/ sports/ school etc) | <input type="checkbox"/> Nowhere to go                                  |
| <input type="checkbox"/> Too old                             | <input type="checkbox"/> Prefer to travel overseas                      |
| <input type="checkbox"/> Illness/ health                     | <input type="checkbox"/> Only take trips during the school holidays     |
| <input type="checkbox"/> No wish to travel                   | <input type="checkbox"/> Only take trips during long weekends/ holidays |
| <input type="checkbox"/> Traffic                             | <input type="checkbox"/> Don't know/ Unsure                             |
| <input type="checkbox"/> Other: _____                        |   |

19. For your last three overnight trips, which places did you visit? *Take note of any trips to North Canterbury for use at Q25*

20. For what reason did you choose to visit this place? *E.g. holiday, visit friends/ family, sports event, entertainment etc*

21. And how many nights were you away from home?

22. Did this trip take place during the week, in the weekend or on a public holiday?

23. Which of these was your most recent trip? *Tick to denote most recent trip.*

	19. Place	20. Reason for Visit	21. Length of Trip	22. Wk/Wknd/P.Hol	23. Most recent
Trip 1	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Trip 2	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Trip 3	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Trip 4 (Nth. Canterbury)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

24. Have you made any overnight trips to **North Canterbury (Waimak/Hurunui districts)** in the last 6 months?

*IF: North Canterbury already mentioned in Trip 1 - 3: skip to Q26*

*YES: Go back to Q20 and fill in details on "Trip 4"*

*NO: Go to Q25*

- North Canterbury already mentioned (skip to Q26)     No (go to Q25)

25. Are there any particular reasons why you *haven't* made an overnight trip into **North Canterbury** during the last six months? *Do not prompt, tick all mentions*

- |  |   |
|--|---|
| <input type="checkbox"/> No money/ too expensive | <input type="checkbox"/> Lack of time                             |
| <input type="checkbox"/> No transport            | <input type="checkbox"/> Visited previously and no wish to return |
| <input type="checkbox"/> Traffic                 | <input type="checkbox"/> Nothing on/ no events etc                |
| <input type="checkbox"/> No body to go with      | <input type="checkbox"/> Don't know                               |
| <input type="checkbox"/> Other: _____            |   |

Thinking about the most recent overnight (or longer) trip that you made outside of Christchurch City...

26. Can you tell me the age and gender of those who made this trip, including yourself?

	Number of Persons	Number of MALES	Number of FEMALES
0-9	<input type="text"/>	<input type="text"/>	<input type="text"/>
10-19	<input type="text"/>	<input type="text"/>	<input type="text"/>
20-29	<input type="text"/>	<input type="text"/>	<input type="text"/>
30-39	<input type="text"/>	<input type="text"/>	<input type="text"/>
40-49	<input type="text"/>	<input type="text"/>	<input type="text"/>
50-59	<input type="text"/>	<input type="text"/>	<input type="text"/>
60+	<input type="text"/>	<input type="text"/>	<input type="text"/>

27. What did you do on that trip? *Probe for specific activities - do not prompt - tick all that apply*

- |  |   |
|--|---|
| <input type="checkbox"/> Aquatic centre/ pools                       | <input type="checkbox"/> Horse riding                           |
| <input type="checkbox"/> Visited lakes/ rivers                       | <input type="checkbox"/> Fishing/ walking/ hiking/ cycling/ etc |
| <input type="checkbox"/> Visited mountains                           | <input type="checkbox"/> Speedway                               |
| <input type="checkbox"/> Arthur's Pass National Park                 | <input type="checkbox"/> Town Centre/ Shopping                  |
| <input type="checkbox"/> Went to an event** ( <i>specify below</i> ) | <input type="checkbox"/> Visited beaches                        |
| <input type="checkbox"/> Visited parks/ reserves                     | <input type="checkbox"/> Played golf                            |
| <input type="checkbox"/> Visited wineries                            | <input type="checkbox"/> Relaxation/ reading/ crafts            |
| <input type="checkbox"/> Garden tour                                 |   |
| <input type="checkbox"/> Other: _____                                |   |

27a. \*\* What type of event or events did you attend? *Do not prompt, tick all that apply*

- |                                       |   |
|---------------------------------------|---|
| <input type="checkbox"/> Sports       | <input type="checkbox"/> A&P Show       |
| <input type="checkbox"/> Arts         | <input type="checkbox"/> Shows          |
| <input type="checkbox"/> Community    | <input type="checkbox"/> Farmers Market |
| <input type="checkbox"/> Other: _____ |   |

28. How did you first find out about the place you visited? *Select one only, do not prompt*

- |   |  |
|---|--|
| <input type="checkbox"/> Family/ friends/ word of mouth | <input type="checkbox"/> Christchurch Visitors Centre                  |
| <input type="checkbox"/> Always known/ common knowledge | <input type="checkbox"/> Internet/ Web site** ( <i>specify below</i> ) |
| <input type="checkbox"/> Newspaper/ magazine            | <input type="checkbox"/> Flyer/ brochure/ in letter box                |
| <input type="checkbox"/> Television                     | <input type="checkbox"/> Visitor guides                                |
| <input type="checkbox"/> Radio                          | <input type="checkbox"/> Don't know/ Unable to recall                  |
| <input type="checkbox"/> Other: _____                   |  |

28a. \*\* What website did you visit?

- |   |   |
|---|---|
| <input type="checkbox"/> www.visitwaimakariri.co.nz | <input type="checkbox"/> www.newzealand.com   |
| <input type="checkbox"/> www.waimakariri.govt.nz    | <input type="checkbox"/> www.jasons.co.nz     |
| <input type="checkbox"/> www.northcanterbury.co.nz  | <input type="checkbox"/> www.christchurch.com |
| <input type="checkbox"/> Other: _____               |   |



29. How long before you made this overnight trip did you make the decision to go?

- More than 2 months before your visit
- Between 1 and 2 months before your visit
- 3 - 4 weeks before your visit
- 1 - 2 weeks before your visit
- Within the week before your visit
- Other: \_\_\_\_\_
- Within 24 hours of your visit
- It was a spur of the moment decision
- I visit this place regularly
- Don't know/ unable to recall

30. Where do you expect to go (or think you'll go) on your next overnight trip?

31. Why do you think you'll visit this location? *Do not prompt, tick all mentioned*

- Never been to location before
- Favourite place/ like the location
- Want to visit specific attraction
- To visit/ family/ friends
- The scenery
- Sports/ competition
- Other: \_\_\_\_\_
- Special event
- To enjoy walkways/ cycleways
- Driving and/or coastal activities
- Food/ wine
- Fishing/ hunting
- Relaxation/ reading/ crafts

32. If you had a choice of visiting any place in Canterbury for a overnight trip, where would be the **one place** you most like to go? *The respondent should presume that he/she has the time, money, transport and other resources to make such a trip. Record one only.*

33. Why do you think you'll visit this location? *Do not prompt, tick all mentioned*

- Never been to location before
- Favourite place/ like the location
- Want to visit specific attraction
- To visit/ family/ friends
- The scenery
- Sports/ competition
- Other: \_\_\_\_\_
- Special event
- To enjoy walkways/ cycleways
- Driving and/or coastal activities
- Food/ wine
- Fishing/ hunting
- Relaxation/ reading/ crafts

### Part 3 of 4: Considering the Waimakariri

34. Has the respondent identified Waimakariri District as a place they have travelled? (CHECK: Q3,7,17,24)

- Yes
- No (skip to Q39)

35. Based on your experience of visiting the Waimakariri District, how likely would you be to recommend the Waimakariri District as a place to visit to your friends or family, on a scale of 0 to 10 where 0 = not at all likely and 10 = extremely likely?

Not at all likely 0 1 2 3 4 5 6 7 8 9 10 Extremely likely

36. Where do you find information about visiting the Waimakariri District? *Do not prompt, tick all mentions*

- Family/ friends/ word of mouth
- Newspaper/ magazine
- Television
- Radio
- Other: \_\_\_\_\_
- Christchurch Visitors Centre
- Internet/ Web site\*\* (specify below)
- Flyer/ brochure/ in letter box
- Don't know/ Unable to recall

36b. \*\* (Only ask if mentioned website above) What website did you visit?

- www.visitwaimakariri.co.nz (skip to Q38)
- www.waimakariri.govt.nz
- Other: \_\_\_\_\_
- www.northcanterbury.co.nz





(Ask everyone, unless www.visitwaimakariri.co.nz was mentioned at Q36, Q36b)

37. Have you heard of www.visitwaimakariri.co.nz?

- Yes  No (skip to Q39)

38. Please rate how useful you found www.visitwaimakariri.co.nz on a scale of 1 to 5 where 1 = not useful at all and 5 = very useful:

- Not useful at all  Useful  
 Not useful  Very useful  
 Neutral  I have only heard of it, not used it

39. Is there anything the Waimakariri District could do, to encourage you to visit the area, or visit the area more often?

40. Do you have any further comments about visiting the Waimakariri District?

### Demographics

D1. Which Christchurch suburb do you live in?

D1b. *INTERVIEWER: Fill in ward from sheet, do not ask respondent*

- |  |  |
|--|--|
| <input type="checkbox"/> Burwood/ Pegasus    | <input type="checkbox"/> Riccarton/ Wigram |
| <input type="checkbox"/> Ferrymead/ Hagley   | <input type="checkbox"/> Shirley/ Papanui  |
| <input type="checkbox"/> Fendalton/ Waimairi | <input type="checkbox"/> Banks Peninsula   |
| <input type="checkbox"/> Heathcote/ Spreydon |  |

Gender *Do not ask*

- Male  Female

D2. Which of the following age groups do you fit into?

- 18 - 19  
 20 - 29  
 30 - 39  
 40 - 49  
 50 - 59  
 60+

D3. What is your annual household income bracket?

- \$25,000 or less  
 \$25,001 to \$50,000  
 \$50,001 to \$75,000  
 \$75,001 to \$100,000  
 \$100,001 to \$150,000  
 Over \$150,000  
 Declined

D4. Would you be willing to take part in a discussion group relating to travel and trips?

- Yes  
 No



First name (for auditing purposes)

Telephone (Day)

Telephone (Night)

Email

That is the end of our survey. Thank you for your time.

Interviewer

Date

**QUOTA MANAGEMENT**

Have travelled (Answered YES at Q1 and/or Q17)     Not travelled (Answered NO at both Q1 and Q17)



Research First

