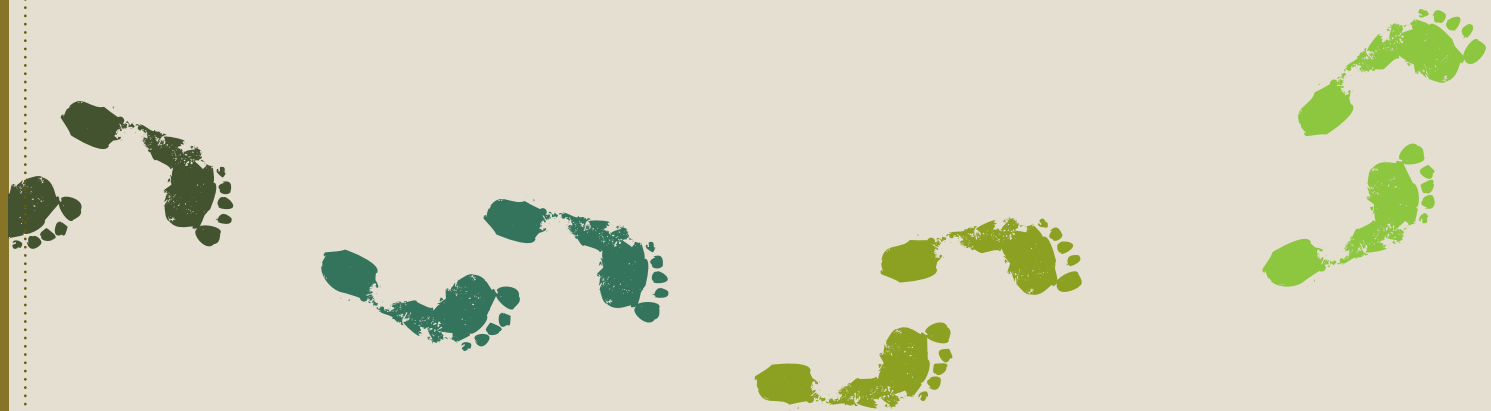




# VOTING










# WITH THEIR FEET

Use of heritage sites on public  
conservation land and waters by  
New Zealanders



# Insights

## Main findings from *Voting with their Feet* Recreation and Heritage

RECREATION	HERITAGE
 <p>More New Zealanders visit DOC recreation destinations in the North Island than the South Island.</p>	 <p>New Zealanders visit DOC heritage sites equally on the North and South Island.</p>
 <p>Most New Zealanders visiting DOC recreation destinations go to places in their home region/adjacent region, and in considerable numbers.</p>	 <p>New Zealanders visiting DOC heritage sites travel well beyond their home/adjacent region, but are fewer in number.</p>
 <p>New Zealanders living on one island rarely visit DOC recreation destinations on the other island.</p>	 <p>New Zealanders visiting DOC heritage sites have often travelled to the other island.</p>
 <p>More New Zealanders visit recreation destinations than heritage destinations, but those visiting heritage destinations come from further away.</p>	
 <p>The visitation pattern to the regions varies greatly from region to region – each region is a very different market.</p>	
 <p>New Zealanders visiting a heritage or recreation destination do not necessarily travel to the region for that purpose.</p>	

# VOTING

## WITH THEIR FEET

Use of heritage sites on public  
conservation land and waters by  
New Zealanders

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# READ THIS FIRST

## Understanding this document

This publication shows the comparative popularity of heritage sites on public conservation lands using easy to understand infographics. It is based on data from DOC's Survey of New Zealanders.

The Survey of New Zealanders is an annual monitoring survey that measures New Zealanders' engagement with conservation, their views of the Department and its work, and their use of public conservation lands and waters, including heritage sites. For the past 2 years it has been undertaken by Nielsen Research for the Department of Conservation. They survey approximately 4,600 New Zealanders, chosen from the electoral roll, with a minimum of 150 respondents from each regional council region. The survey is run in March and April each year, and uses a mixed online and postal method. This method provides a much more representative sample than previous surveys that used telephone polling, and gives us a much better understanding of New Zealanders' views.

The main purpose of the Survey of New Zealanders is to help DOC report on its Heritage, Recreation, and Engagement Intermediate Outcomes, and to understand trends in these measures over time.

Specifically it allows DOC to:

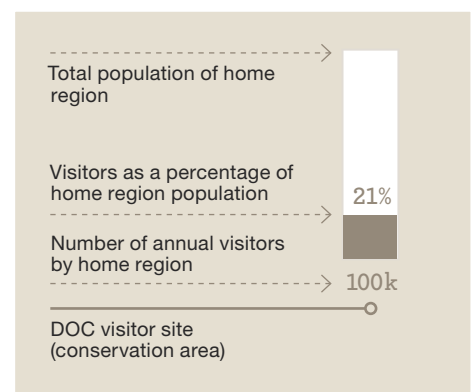
- measure progress towards achieving its goals for intermediate outcomes 2, 3 and 4;
- understand New Zealanders' attitudes to conservation, their perceptions of its benefits, and the extent to which they are engaging in behaviours that support it;
- understand the way that New Zealanders' use public conservation lands and waters, including heritage sites, to support optimised investment;
- understand New Zealanders' views about the Department; and
- collect information to allow demand-driven interventions to be targeted at specific regions or demographics.

You can find the complete Survey of New Zealanders 2013/14 under [140702 DOC 2014 Draft Report](#).

## KEY

### THE REGIONS BY COLOUR

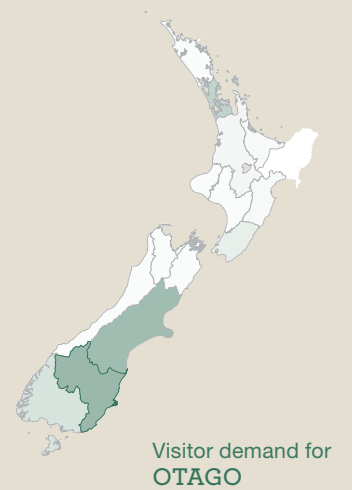
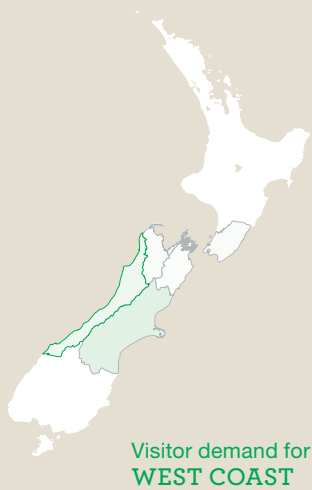
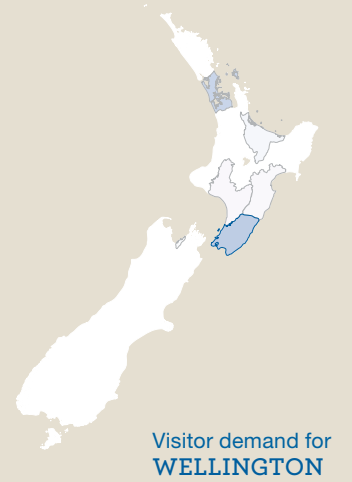
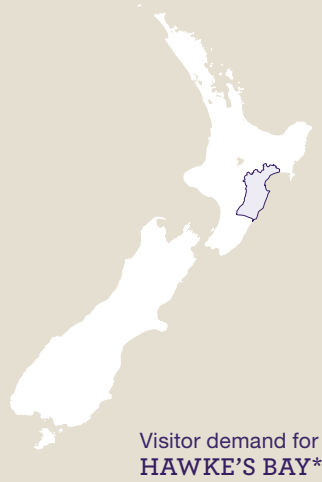
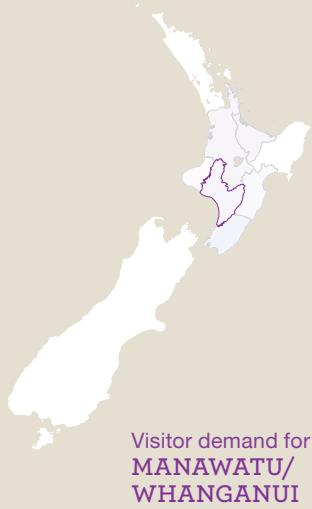
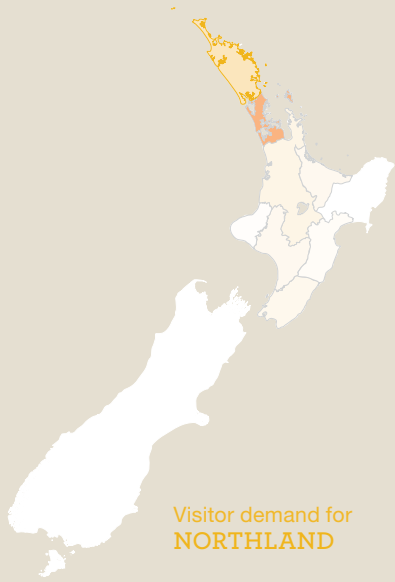
■ NORTHLAND	■ NELSON
■ AUCKLAND	■ TASMAN
■ WAIKATO	■ MARLBOROUGH
■ BAY OF PLENTY	■ WEST COAST
■ GISBORNE	■ CANTERBURY
■ TARANAKI	■ OTAGO
■ MANAWATU/ WHANGANUI	■ SOUTHLAND
■ HAWKE'S BAY	
■ WELLINGTON	

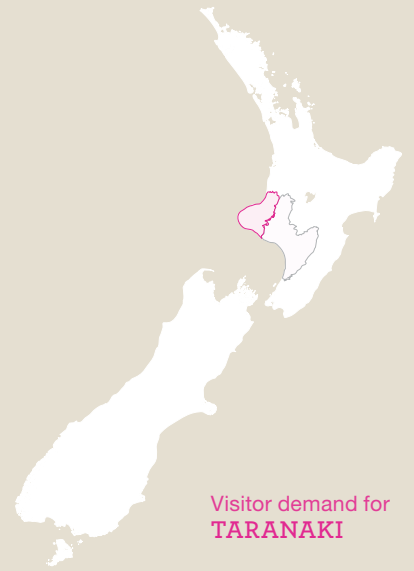
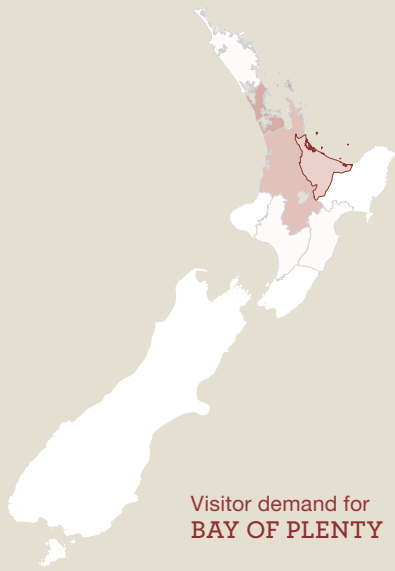


THE

BIG PICTURE







\* No discernible data recorded.



## Demand footprint by region

This map compares the volume and origin of New Zealanders' visits to heritage sites on public conservation land in a particular region.

NORTHLAND

AUCKLAND

WAIKATO

BAY OF PLENTY

GISBORNE

TARANAKI

MANAWATU/  
WHANGANUI

HAWKE

IN-  
BOUND



WITHIN



OUT-  
BOUND



Maximum:  
**768,000**

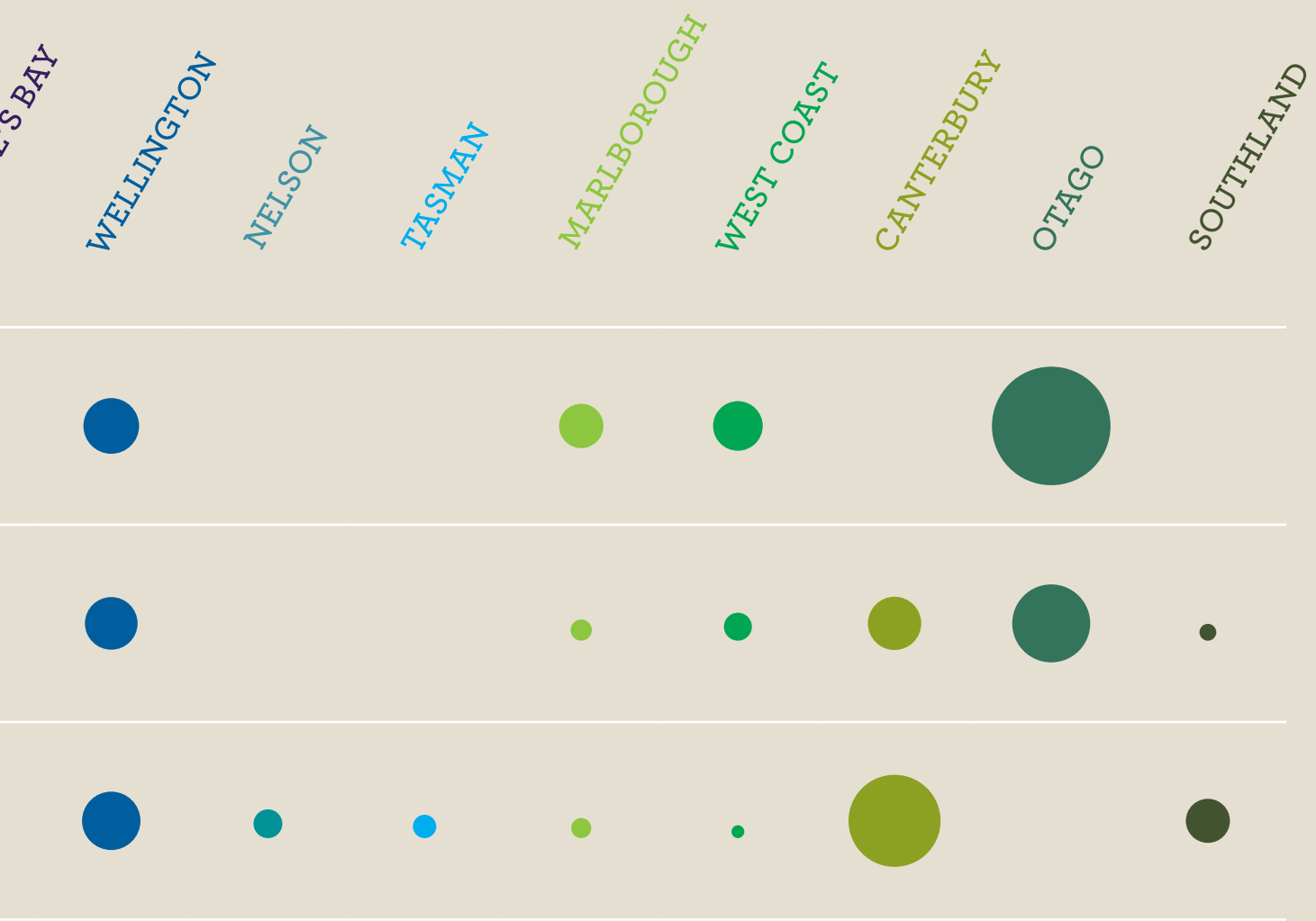
*visitors outbound from Auckland*



Minimum:  
**6,000**

*visitors outbound from Gisborne*



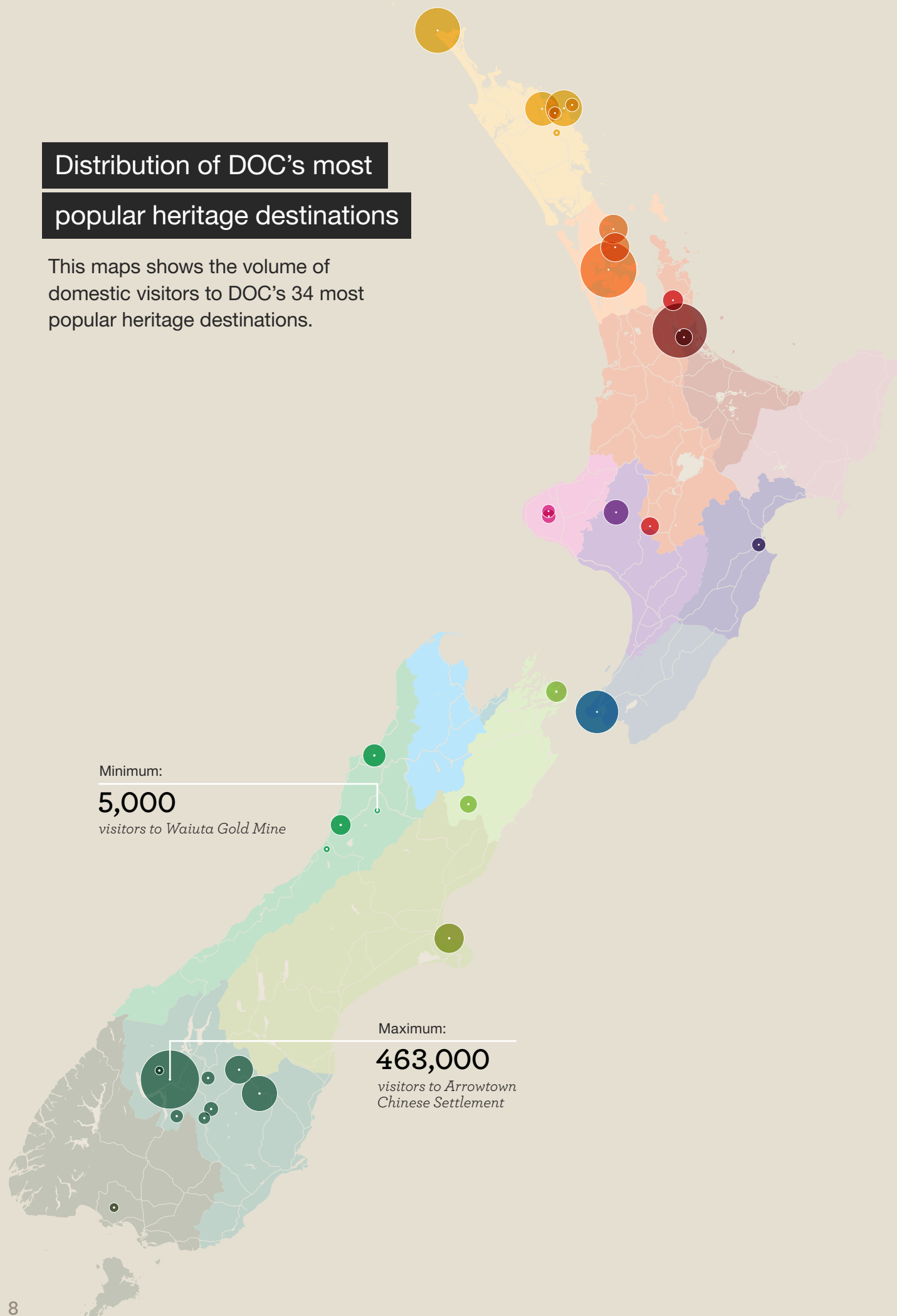


## Domestic markets by region

National overview of the volume of domestic visitors.

# Distribution of DOC's most popular heritage destinations

This maps shows the volume of domestic visitors to DOC's 34 most popular heritage destinations.



Minimum:  
**5,000**  
visitors to *Waiuta Gold Mine*

Maximum:  
**463,000**  
visitors to *Arrowtown Chinese Settlement*

# THE REGIONS

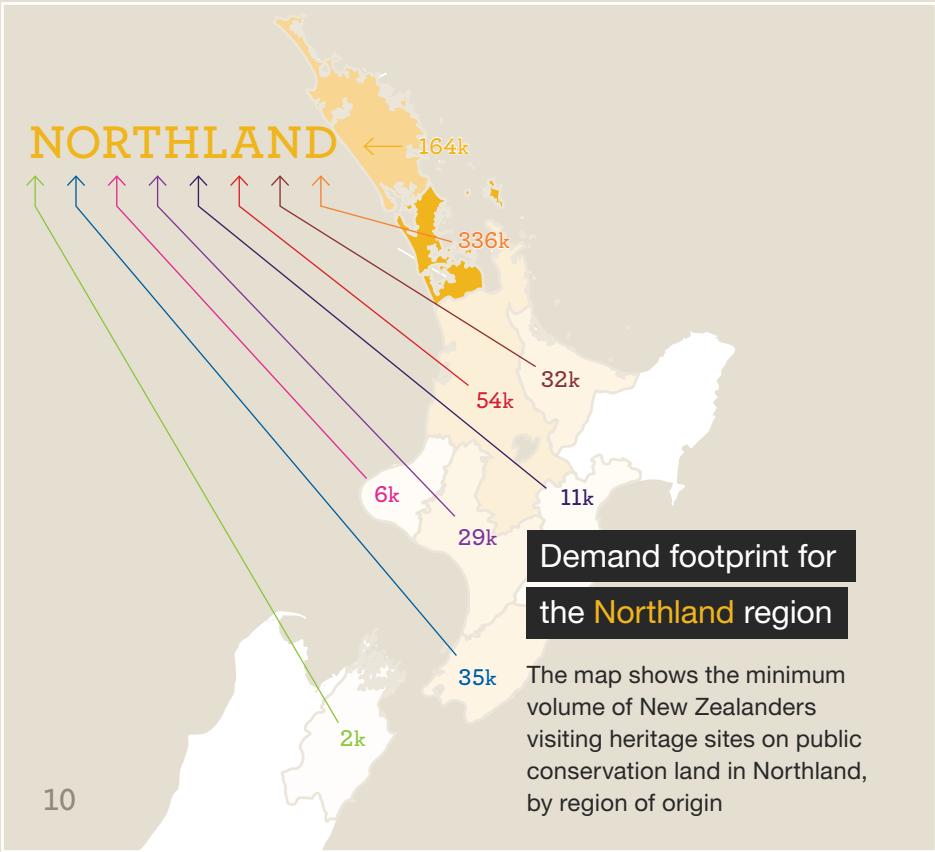




Cape Reinga. Photo: Geff Rossi CC BY-NC-ND 2.0

# NORTHLAND

- REGION: population (est.)
- NORTHLAND: 160,000
- AUCKLAND: 1,600,000
- WAIKATO: 420,000
- BAY OF PLENTY: 270,000
- TARANAKI: 111,000
- MANAWATU/WHANGANUI: 223,000
- WELLINGTON: 490,000
- MARLBOROUGH: 46,000
- OTAGO: 213,000



## Visitor markets for the Northland region by size

👤 = 10,000 visits

**INBOUND** 505,000

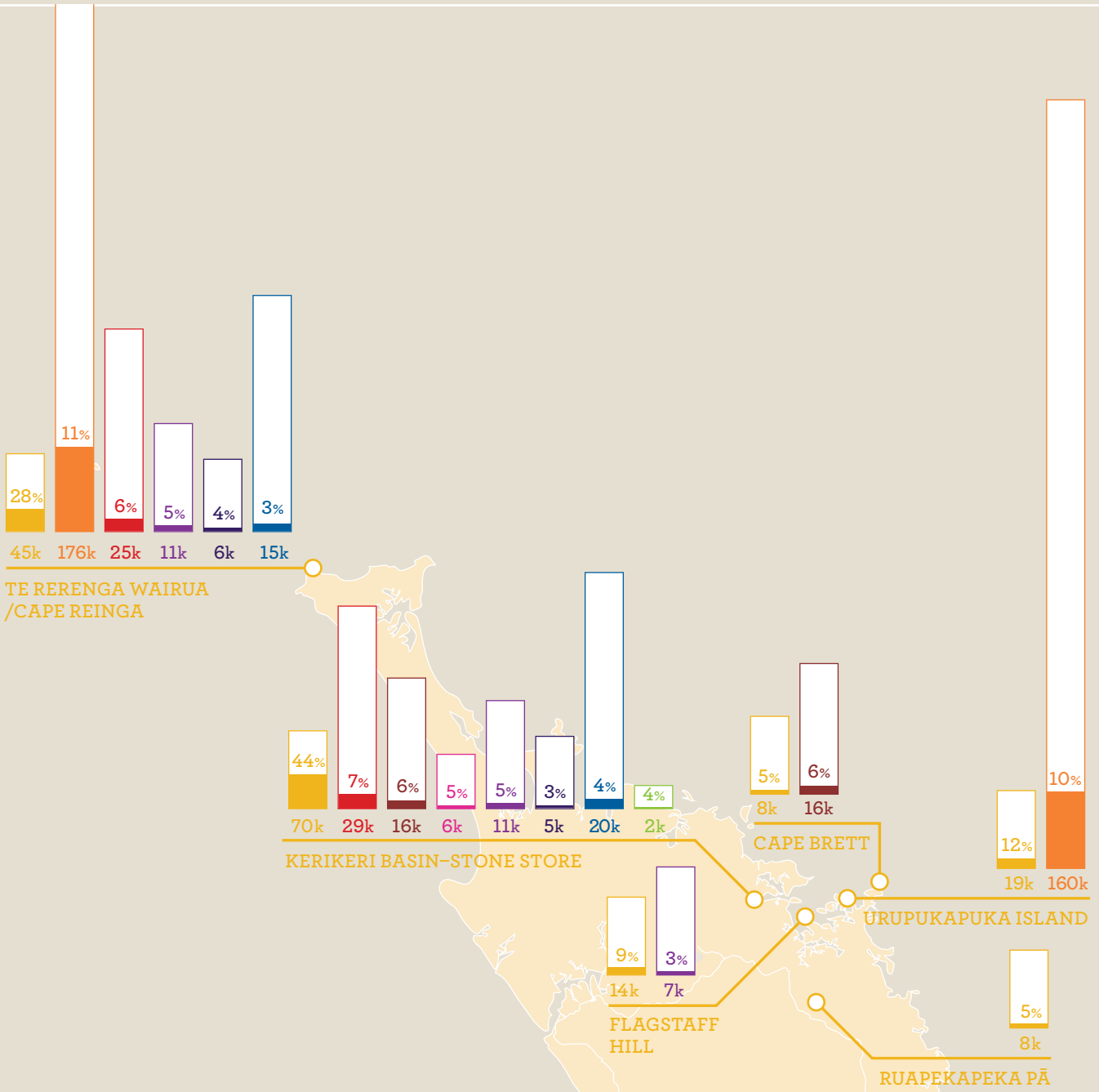


**WITHIN** 164,000



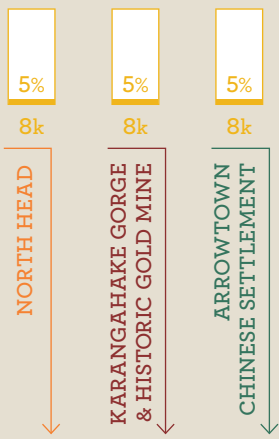
**OUTBOUND** 24,000





### Visitors to, from, and within the Northland region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population

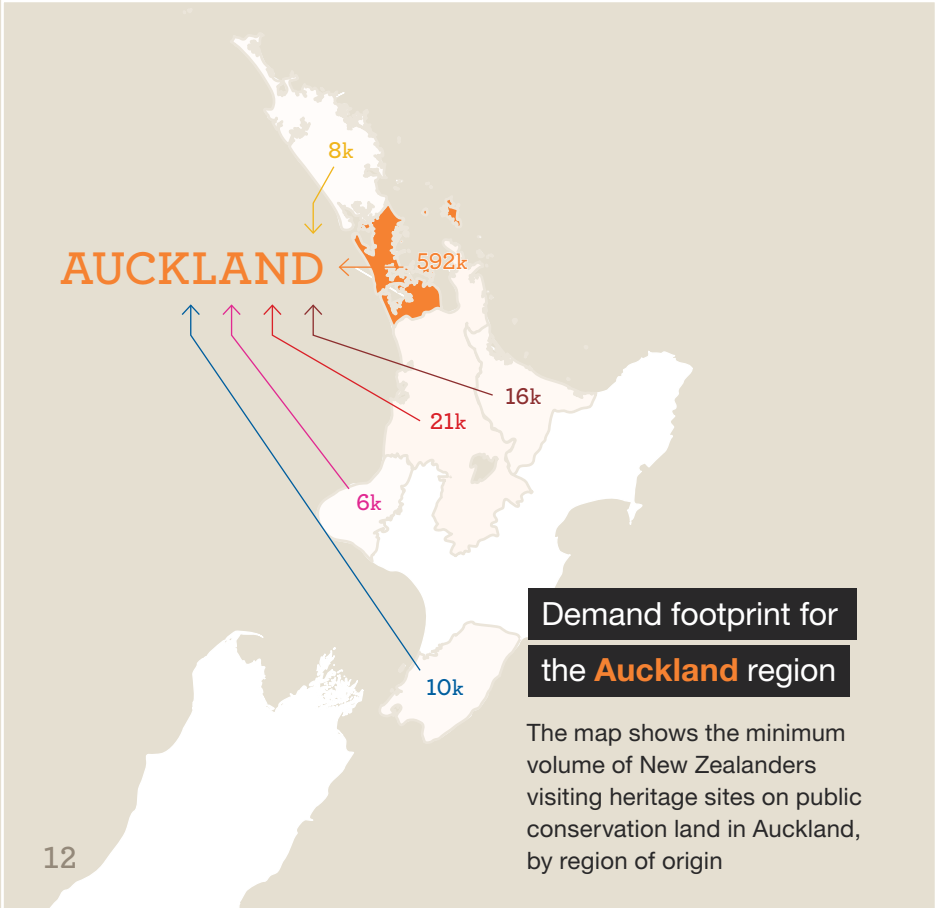




# AUCKLAND

North Head. Photo: russellstreet CC BY-SA 2.0

- REGION: population (est.)
- NORTHLAND: 160,000
- AUCKLAND: 1,600,000
- WAIKATO: 420,000
- BAY OF PLENTY: 270,000
- TARANAKI: 111,000
- WELLINGTON: 490,000
- OTAGO: 213,000



## Visitor markets for the Auckland region by size

👤 = 10,000 visits

**INBOUND** 61,000

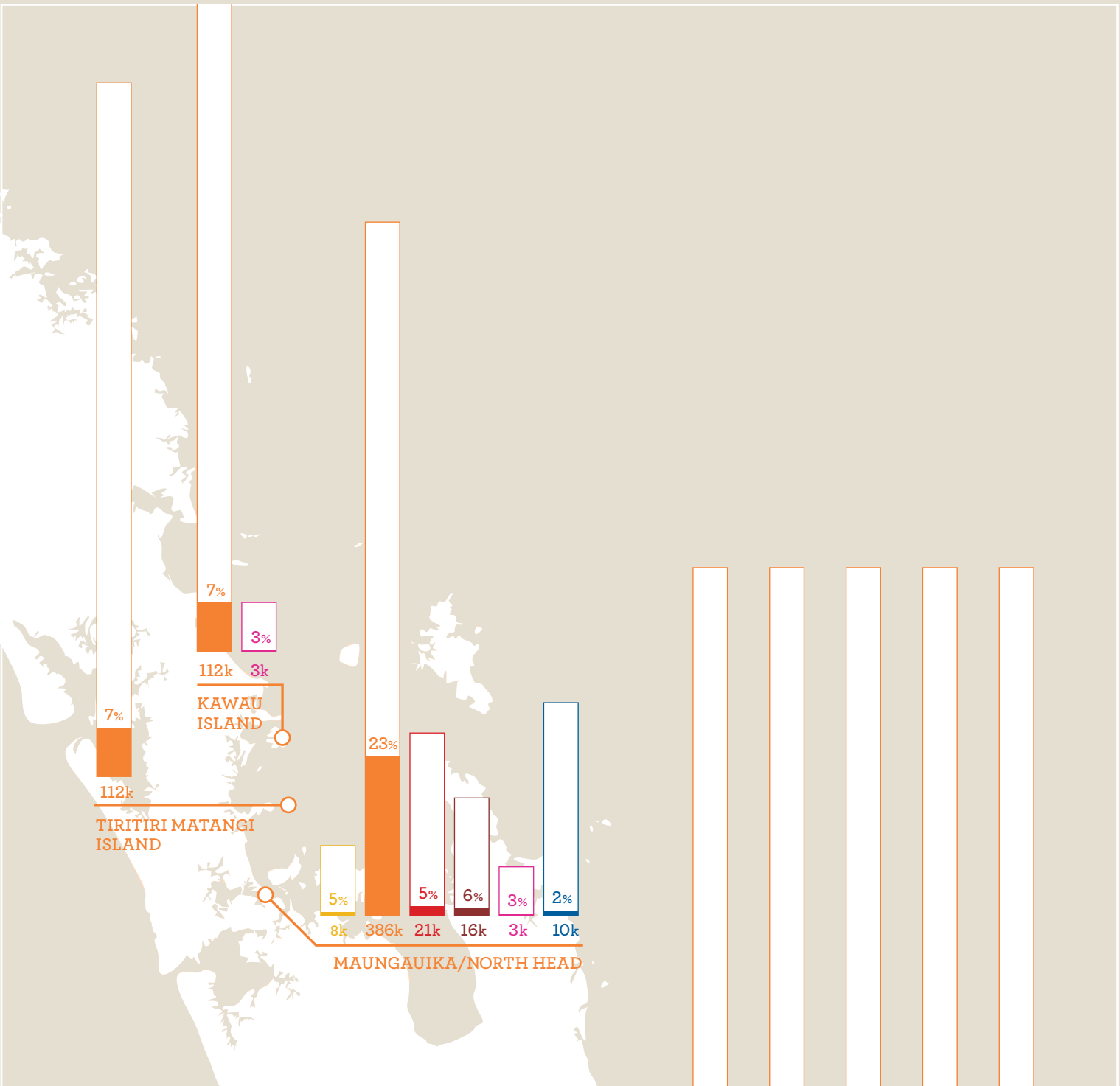


**WITHIN** 593,000



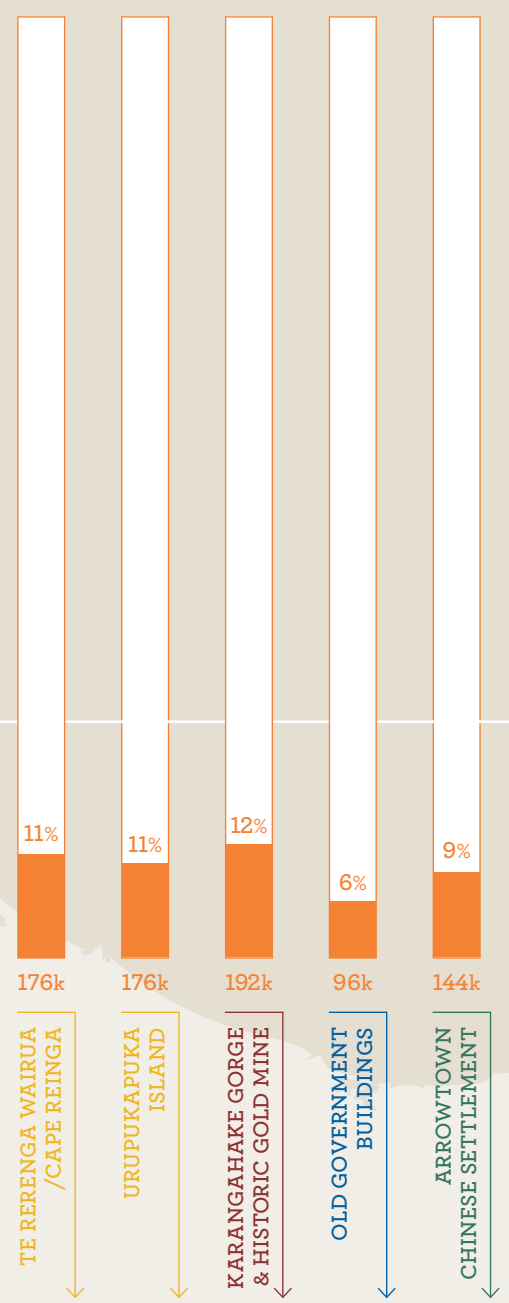
**OUTBOUND** 768,000





Visitors to, from, and within  
the **Auckland** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population

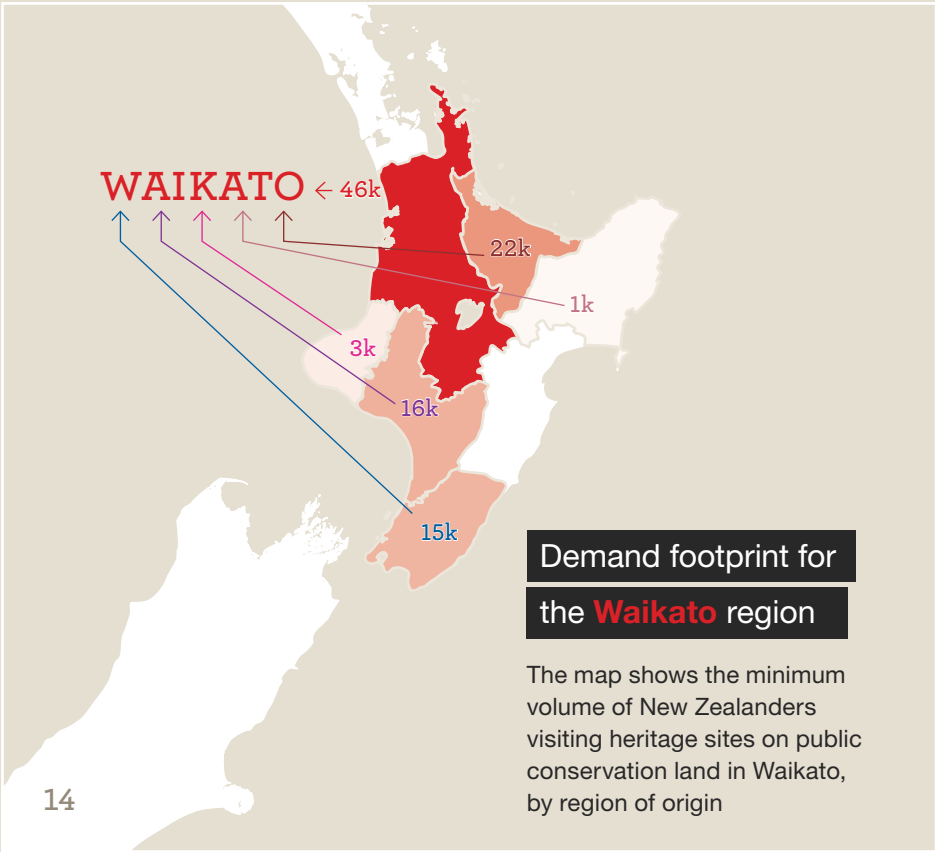




Dancing Camp Dam, Kauaeranga Valley.  
 Photo: Russellstreet CC BY-SA 2.0

# WAIKATO

- REGION: population (est.)
- NORTHLAND: 160,000
- AUCKLAND: 1,600,000
- WAIKATO: 420,000
- BAY OF PLENTY: 270,000
- GISBORNE: 46,000
- TARANAKI: 111,000
- MANAWATU/WHANGANUI: 223,000
- WELLINGTON: 490,000
- OTAGO: 213,000



## Visitor markets for the Waikato region by size

👤 = 10,000 visits

**INBOUND** 57,000



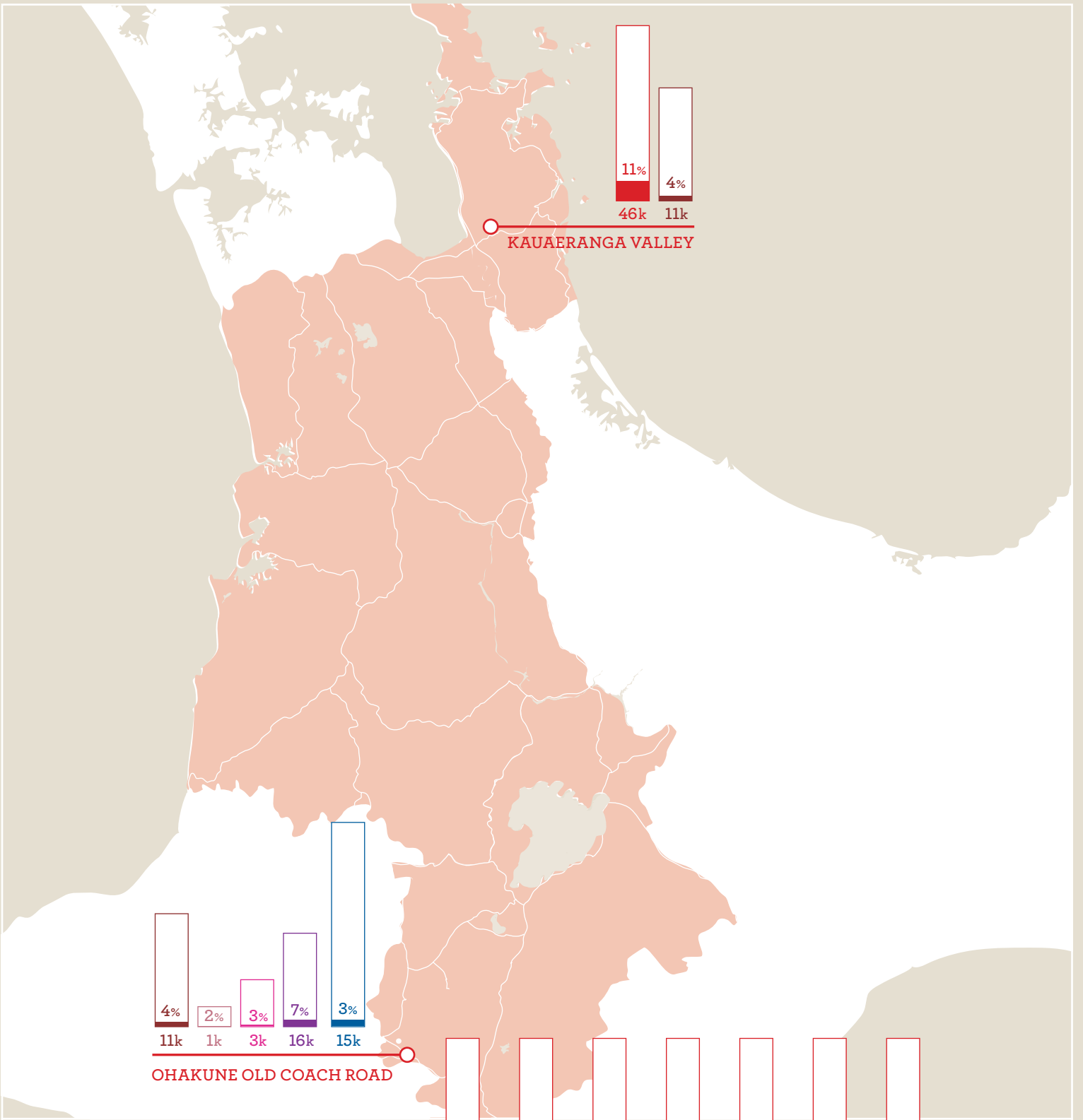
**WITHIN** 46,000



**OUTBOUND** 243,000

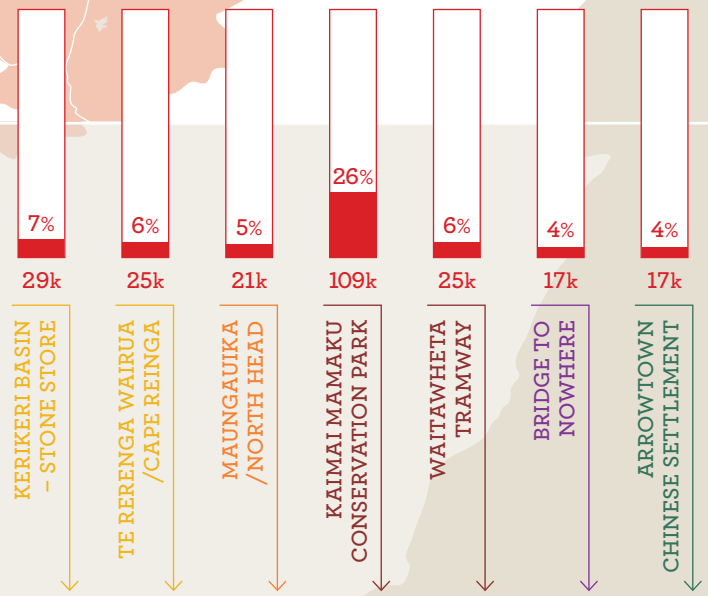


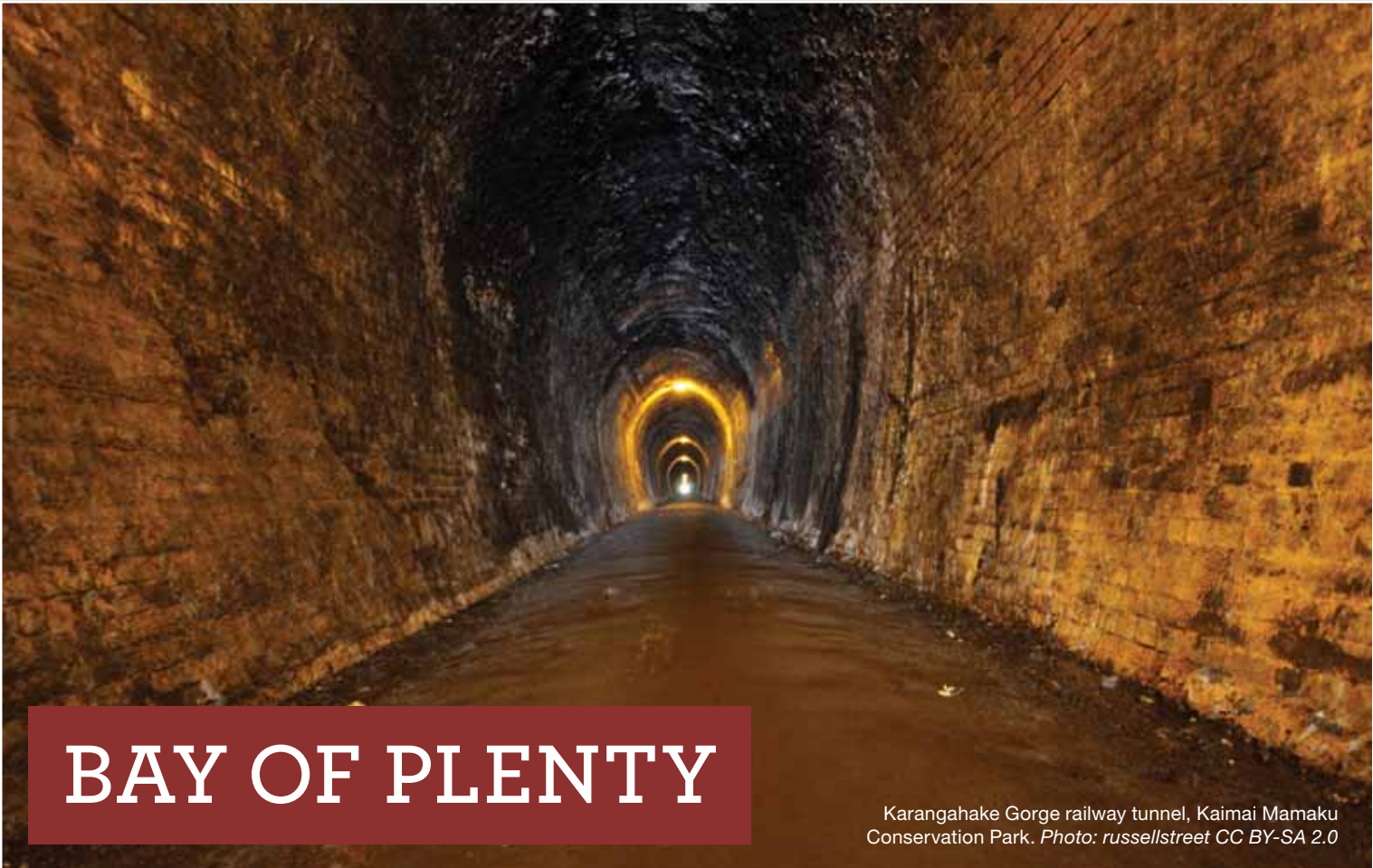




Visitors to, from, and within  
the **Waikato** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population

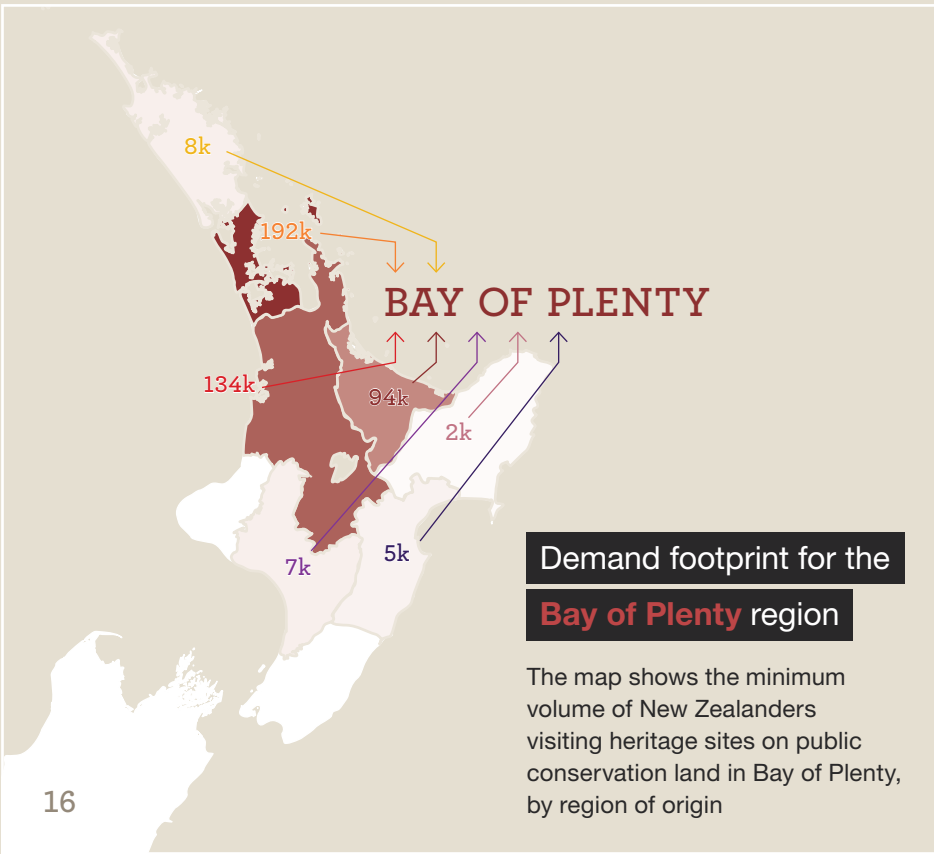


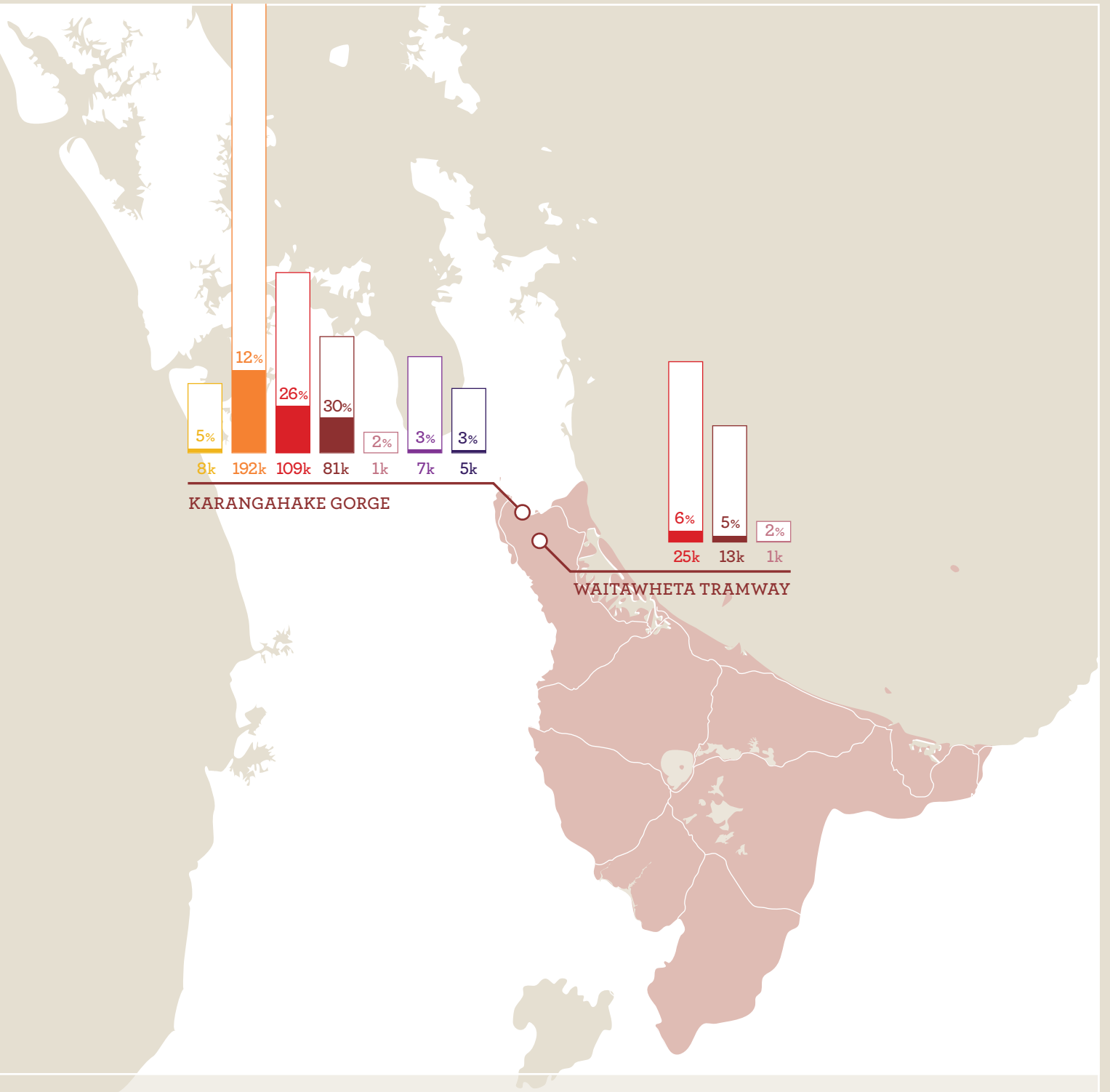


# BAY OF PLENTY

Karangahake Gorge railway tunnel, Kaimai Mamaku Conservation Park. Photo: russellstreet CC BY-SA 2.0

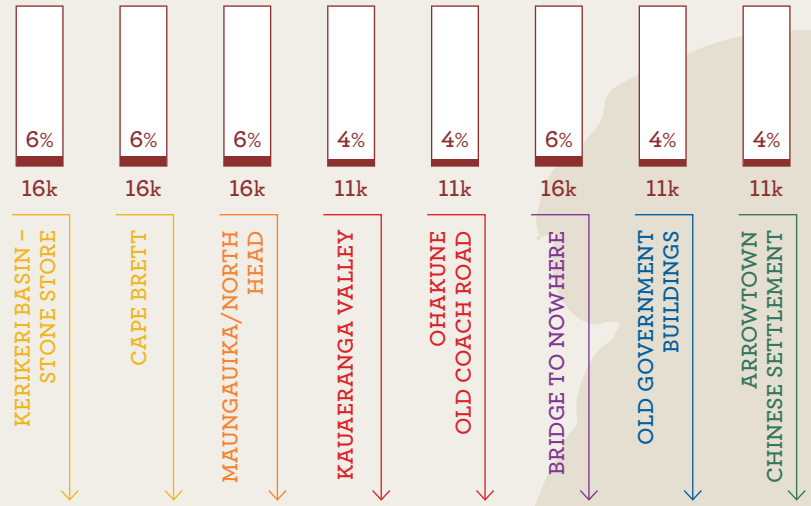
- REGION: population (est.)
- NORTHLAND: 160,000
- AUCKLAND: 1,600,000
- WAIKATO: 420,000
- BAY OF PLENTY: 270,000
- GISBORNE: 46,000
- MANAWATU/WHANGANUI: 223,000
- HAWKE'S BAY: 151,000
- WELLINGTON: 490,000
- OTAGO: 213,000





Visitors to, from, and within  
the Bay of Plenty region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





# GISBORNE

Tauranga Bridge, Waioeka Gorge.  
Photo: Chris Zielecki CC BY-NC-SA 2.0

■ REGION: population (est.)

- **WAIKATO:** 420,000
- **BAY OF PLENTY:** 270,000
- **GISBORNE:** 46,000
- **MANAWATU/WHANGANUI:** 223,000
- **WELLINGTON:** 490,000
- **OTAGO:** 213,000



## Demand footprint for the **Gisborne** region

The map shows the minimum volume of New Zealanders visiting heritage sites on public conservation land in Gisborne, by region of origin

## Visitor markets for the **Gisborne** region by size

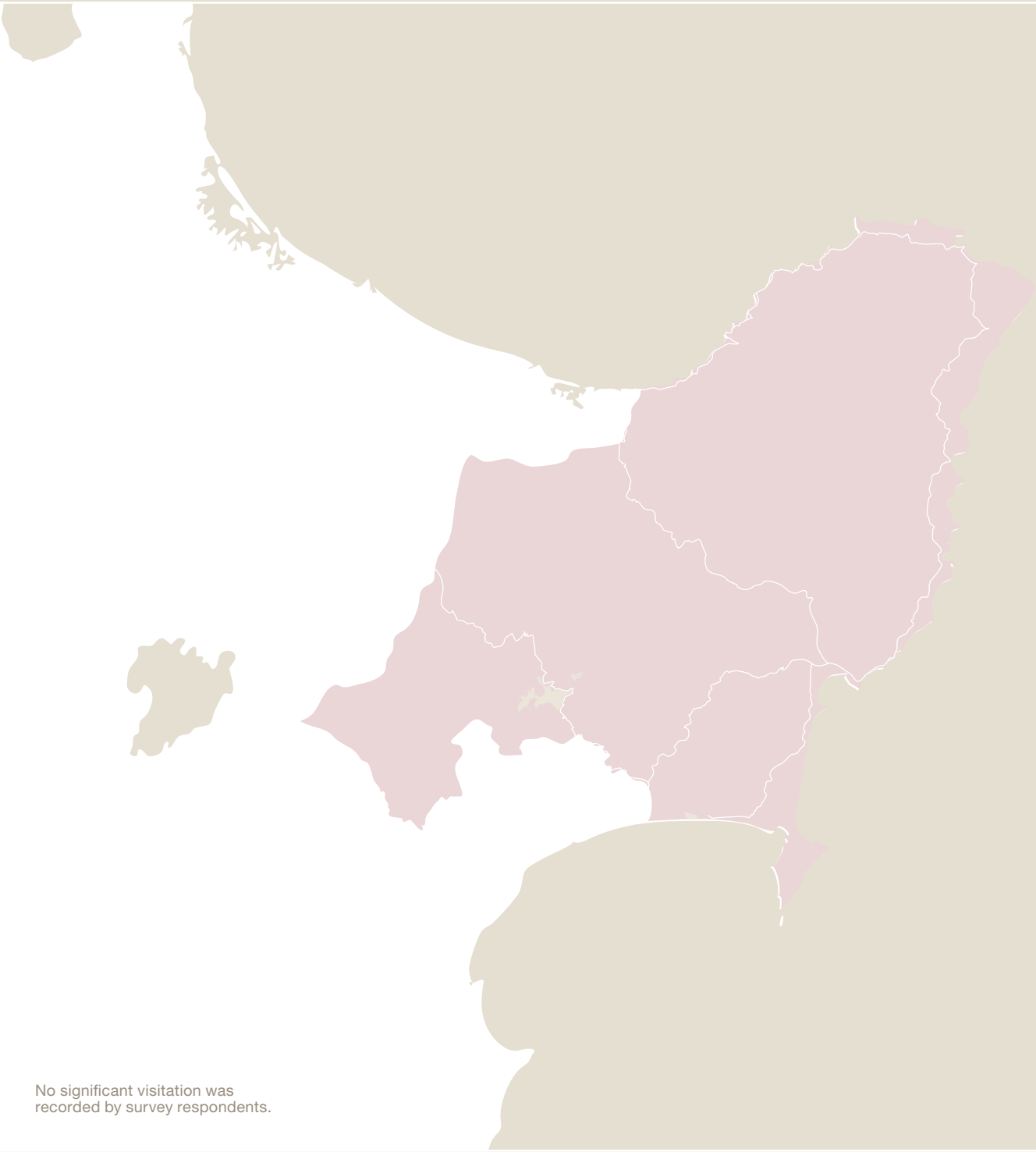
👤 = 10,000 visits

INBOUND

WITHIN

OUTBOUND 6,000

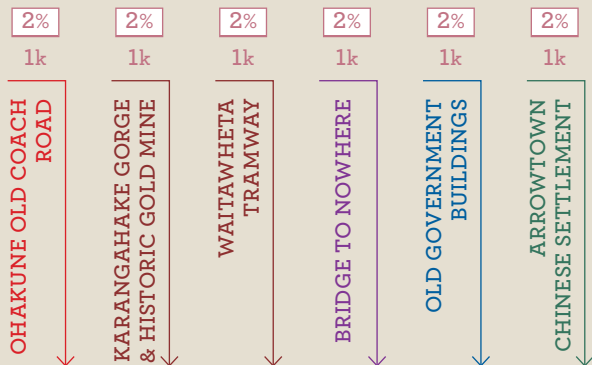




## Visitors to, from, and within the

### Gisborne region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population

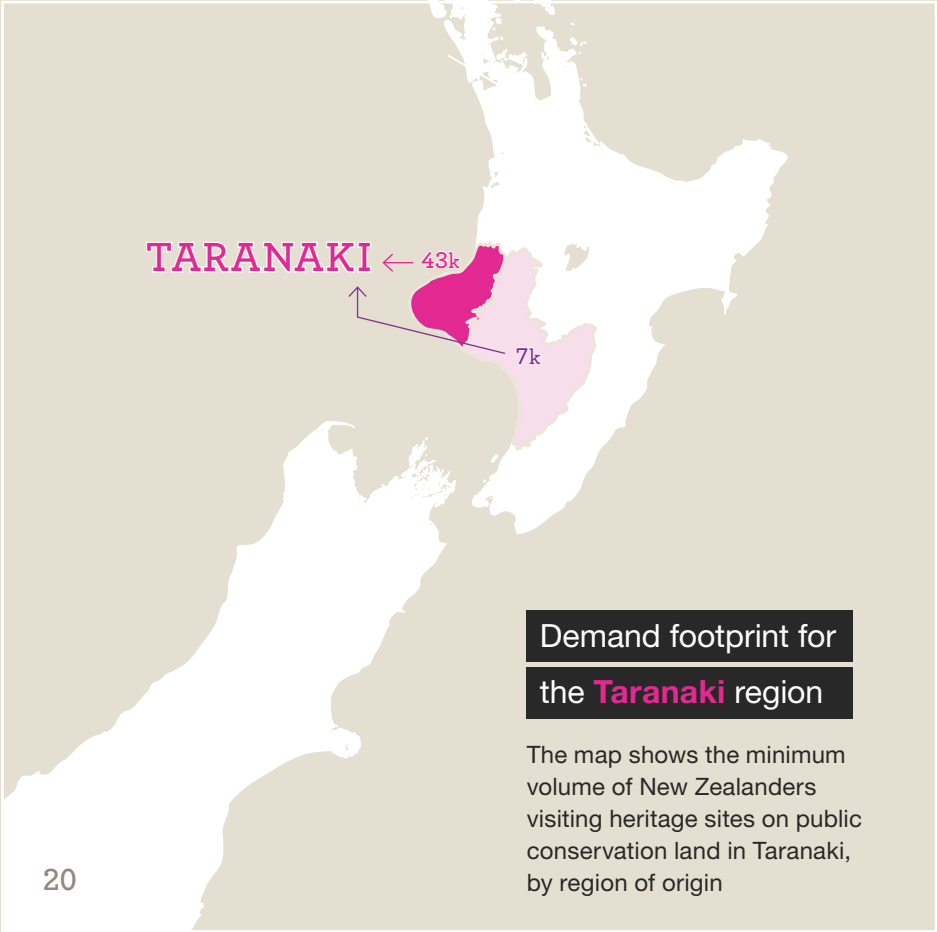




The Camphouse, Egmont National Park. Photo: DOC

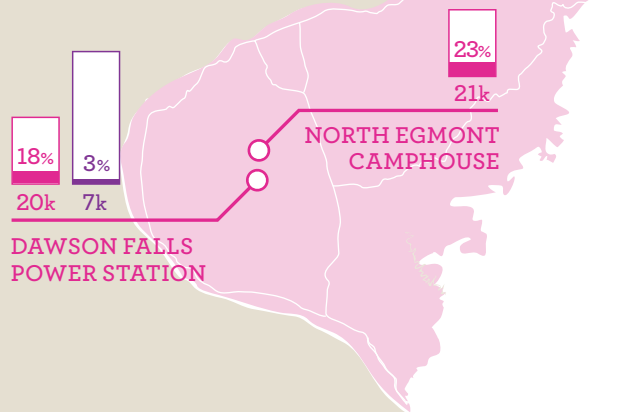
# TARANAKI

- REGION: population (est.)
- NORTHLAND: 160,000
- AUCKLAND: 1,600,000
- WAIKATO: 420,000
- MANAWATU/WHANGANUI: 223,000
- OTAGO: 213,000



## Visitor markets for the Taranaki region by size

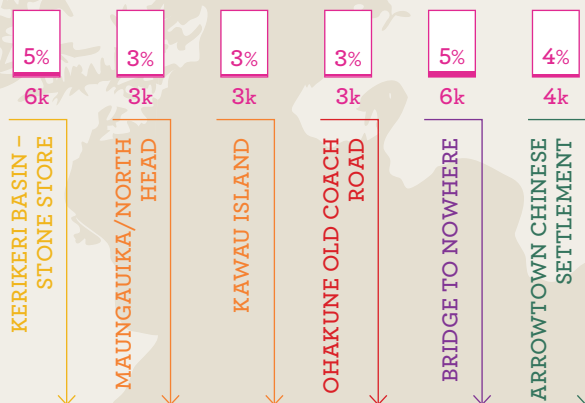




### Visitors to, from, and within

### the Taranaki region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





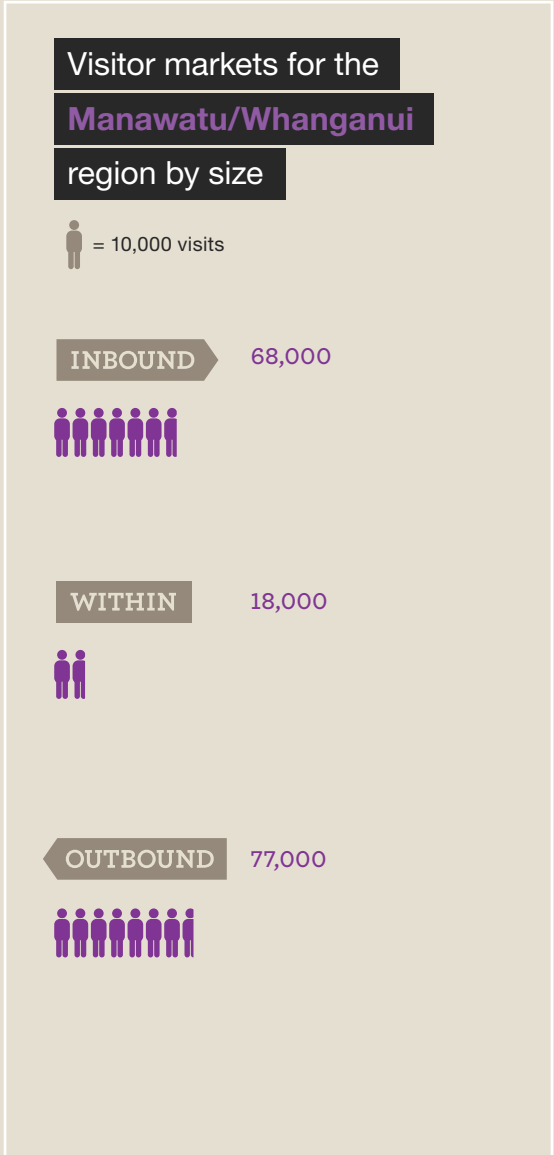
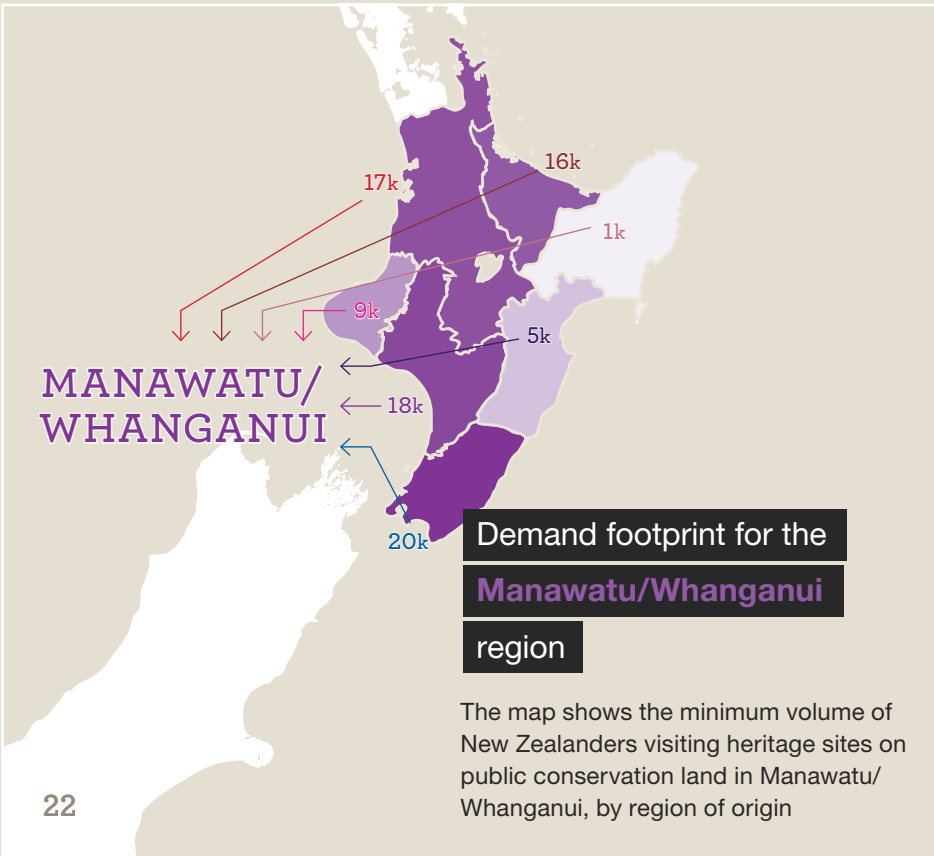
# MANAWATU/ WHANGANUI

Bridge to Nowhere.  
Photo: Evan Goldenberg CC BY-SA 2.0

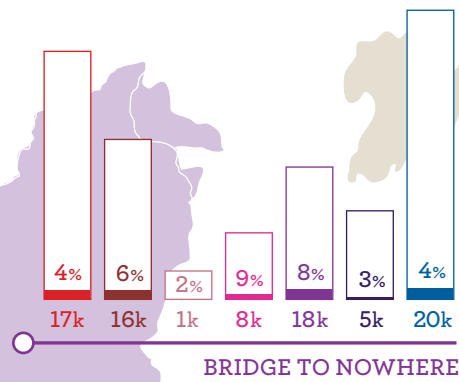
- REGION: population (est.)

---

- NORTHLAND: 160,000
- WAIKATO: 420,000
- BAY OF PLENTY: 270,000
- GISBORNE: 46,000
- TARANAKI: 111,000
- MANAWATU/  
WHANGANUI: 223,000
- HAWKE'S BAY: 151,000
- WELLINGTON: 490,000
- OTAGO: 213,000



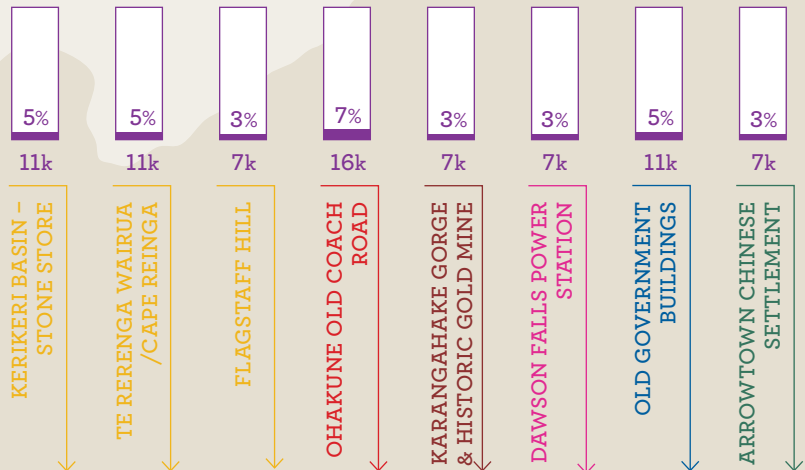




BRIDGE TO NOWHERE

### Visitors to, from, and within the Manawatu/Whanganui region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





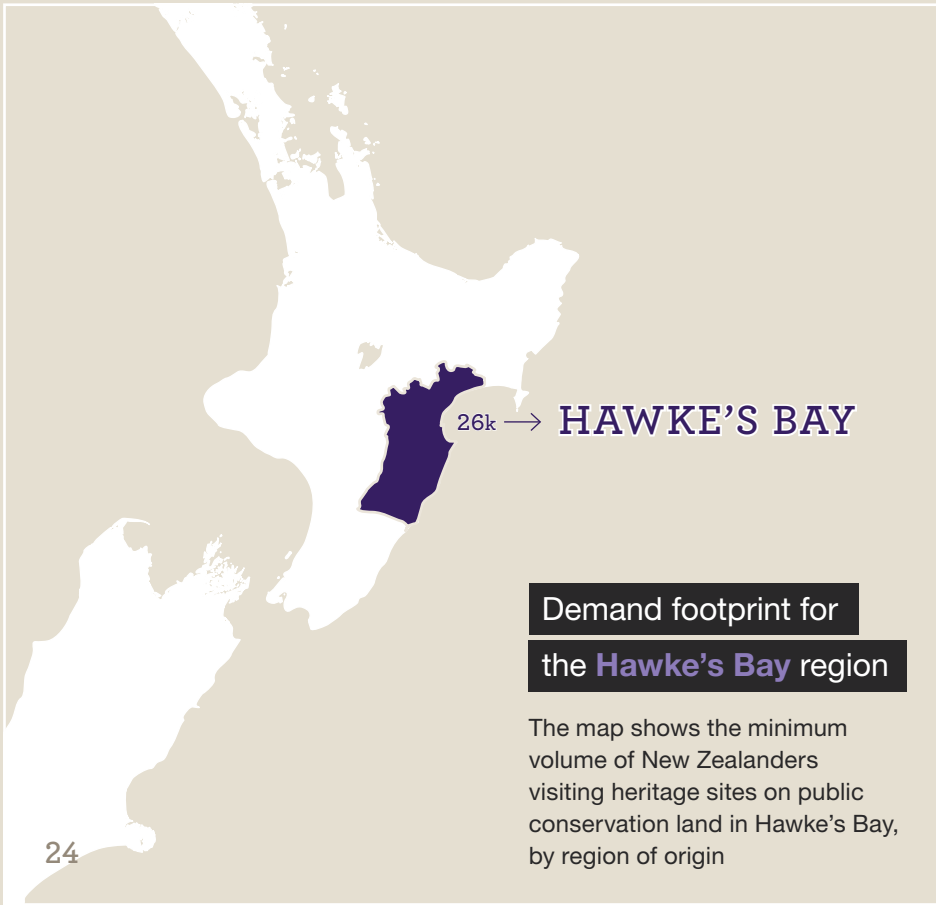
Otarara Pā. Photo: mrcjhicks CC BY-NC 2.0

# HAWKE'S BAY

- REGION: population (est.)

---

- NORTHLAND: 160,000
- BAY OF PLENTY: 270,000
- MANAWATU/WHANGANUI: 223,000
- HAWKE'S BAY: 151,000
- WELLINGTON: 490,000
- OTAGO: 213,000



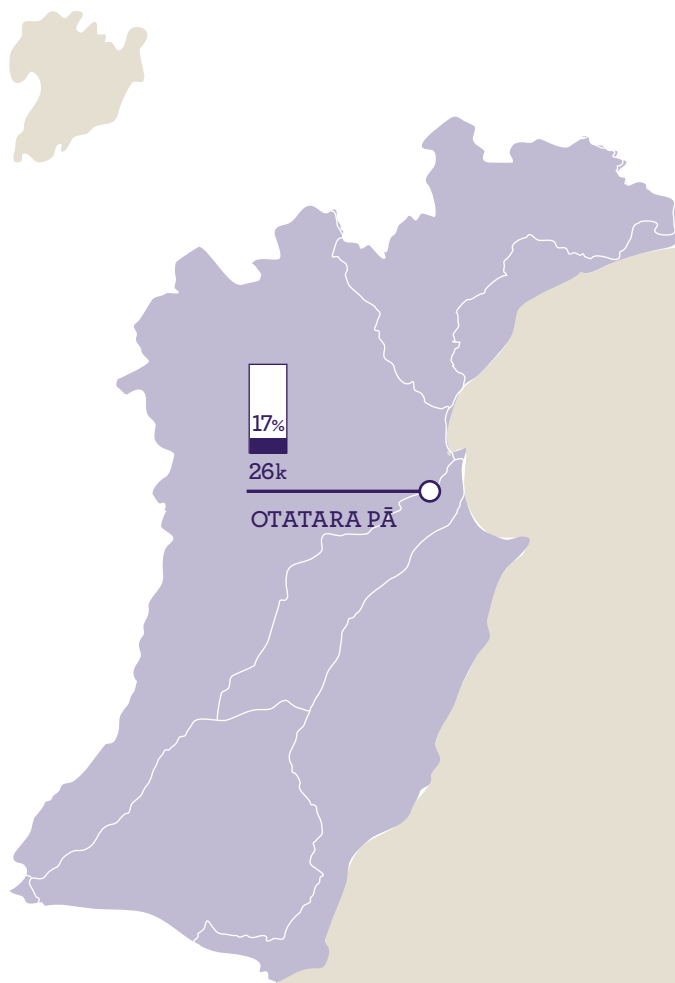
### Visitor markets for the Hawke's Bay region by size

👤 = 10,000 visits

#### INBOUND

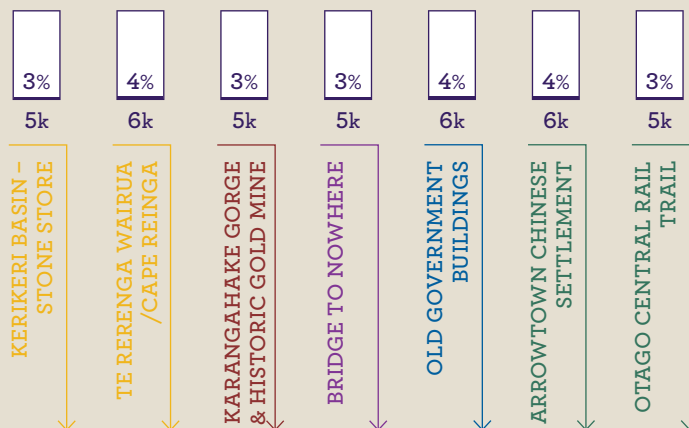
WITHIN 26,000  
👤👤👤

OUTBOUND 38,000  
👤👤👤👤



Visitors to, from, and within  
the **Hawke's Bay** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





# WELLINGTON

Old Government Buildings, Wellington.  
Photo: Lance Andrewes CC BY-NC-ND 2.0

■ REGION: population (est.)

■ NORTHLAND: 160,000	■ HAWKE'S BAY: 151,000
■ AUCKLAND: 1,600,000	■ WELLINGTON: 490,000
■ WAIKATO: 420,000	■ NELSON: 60,000
■ BAY OF PLENTY: 270,000	■ MARLBOROUGH: 46,000
■ GISBORNE: 46,000	■ WEST COAST: 33,000
■ MANAWATU/ WHANGANUI: 223,000	■ OTAGO: 213,000

## Visitor markets for the Wellington region by size

👤 = 10,000 visits

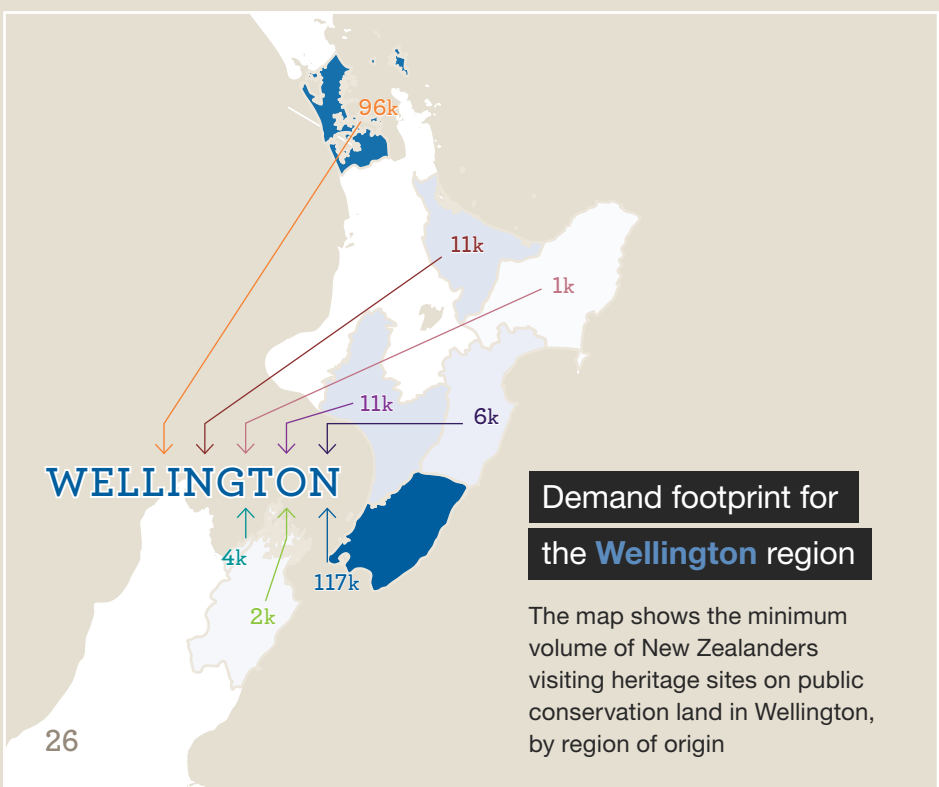
**INBOUND** 131,000

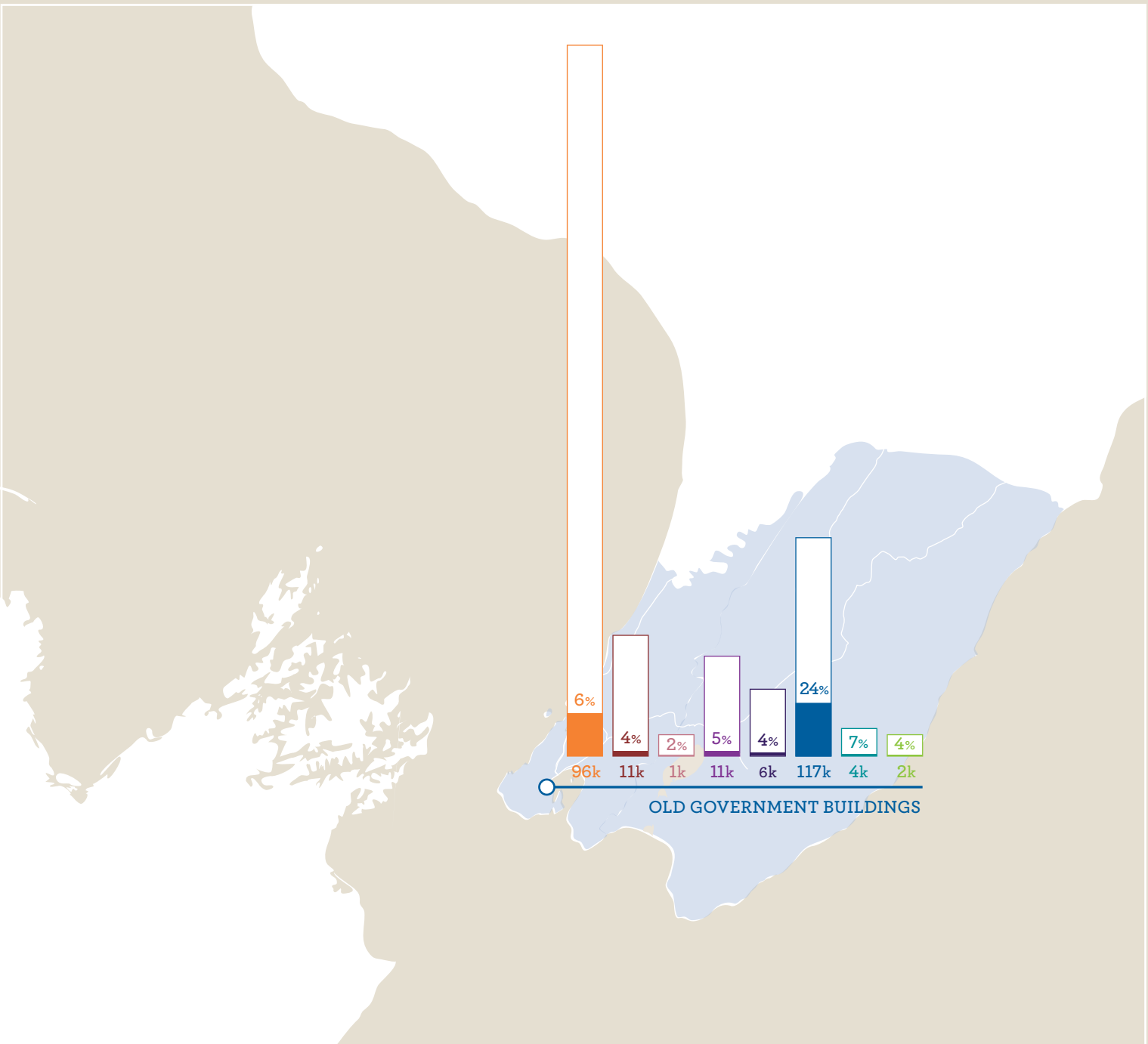


**WITHIN** 117,000



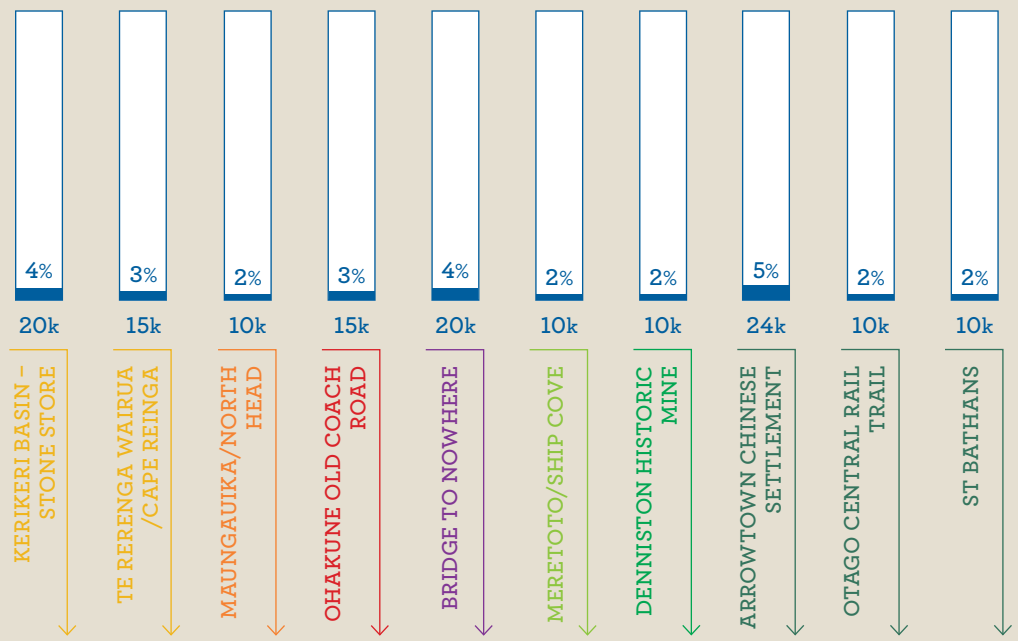
**OUTBOUND** 144,000





Visitors to, from,  
and within the  
**Wellington** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





Belgrove Windmill. Photo: DOC

■ REGION: population (est.)

- WELLINGTON: 490,000
- NELSON: 60,000
- MARLBOROUGH: 46,000
- WEST COAST: 33,000
- OTAGO: 213,000



**Visitor markets for the Nelson region by size**

👤 = 10,000 visits

**INBOUND**

**WITHIN**

**OUTBOUND 35,000**

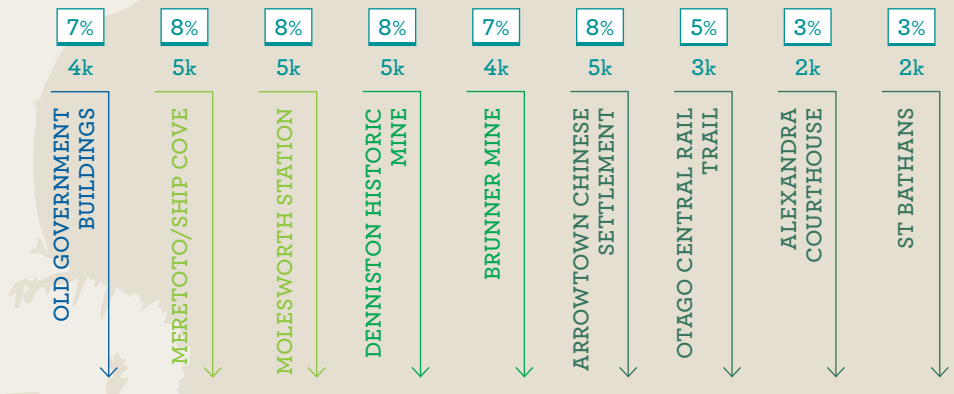


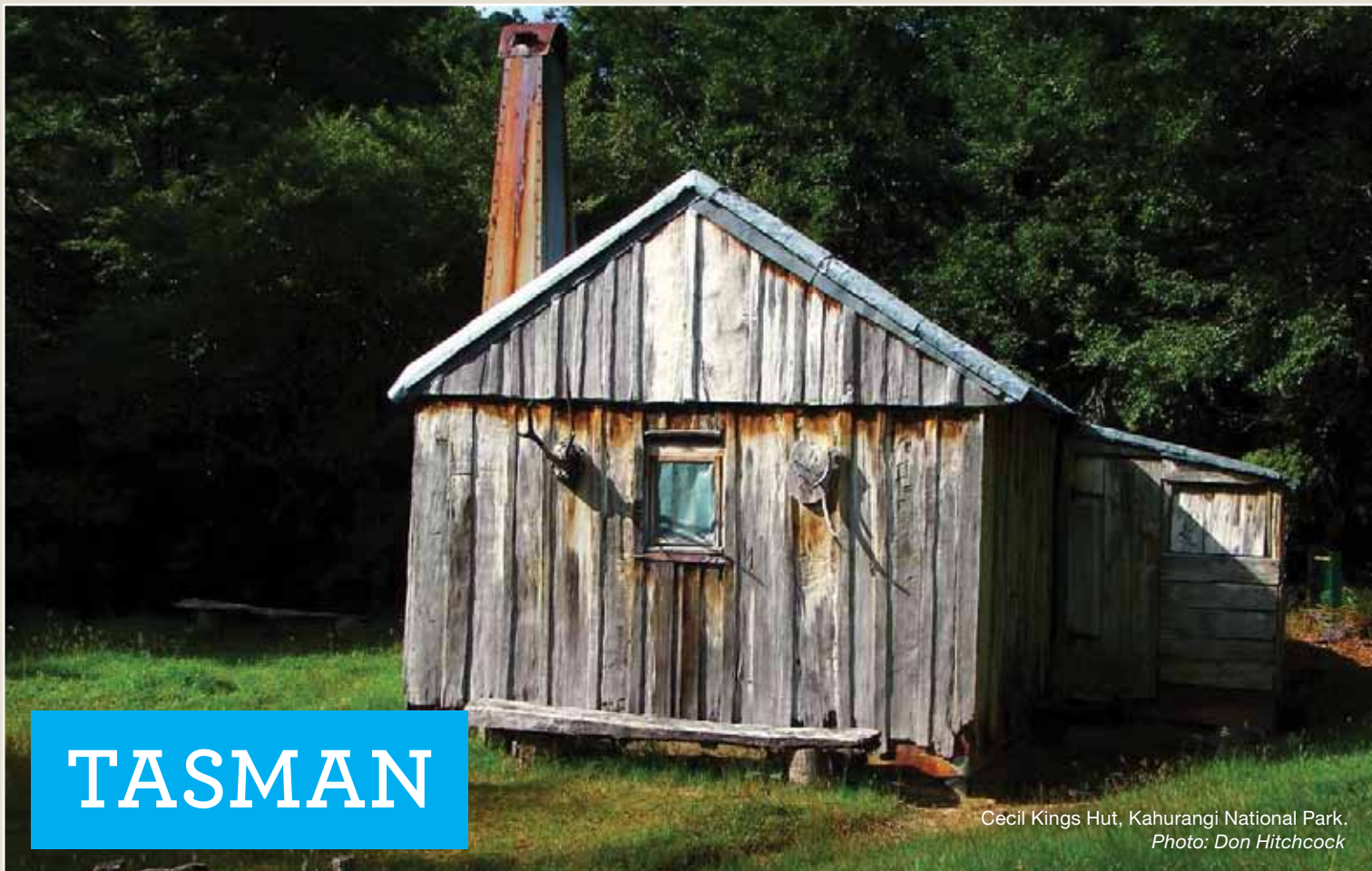


No significant visitation was recorded by survey respondents.

Visitors to, from, and within the Nelson region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





# TASMAN

Cecil Kings Hut, Kahurangi National Park.  
Photo: Don Hitchcock

■ REGION: population (est.)

- **TASMAN: 49,000**
- **MARLBOROUGH: 46,000**
- **WEST COAST: 33,000**
- **OTAGO: 213,000**

## Visitor markets for the Tasman region by size

👤 = 10,000 visits

INBOUND

WITHIN

OUTBOUND 23,000



## Demand footprint for the Tasman region

The map shows the minimum volume of New Zealanders visiting heritage sites on public conservation land in Tasman, by region of origin



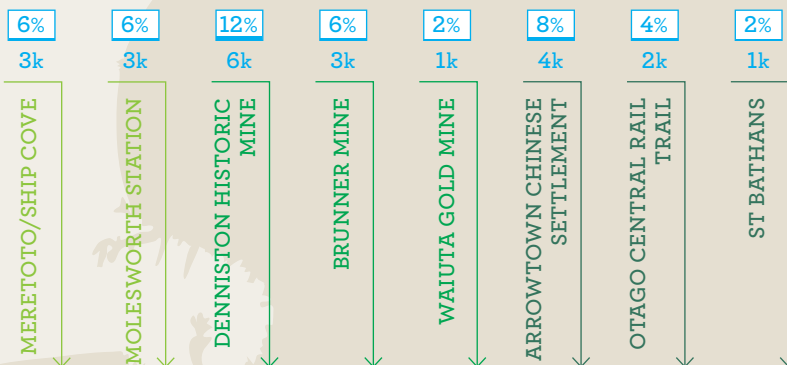


No significant visitation was recorded by survey respondents.

### Visitors to, from, and within

### the **Tasman** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population



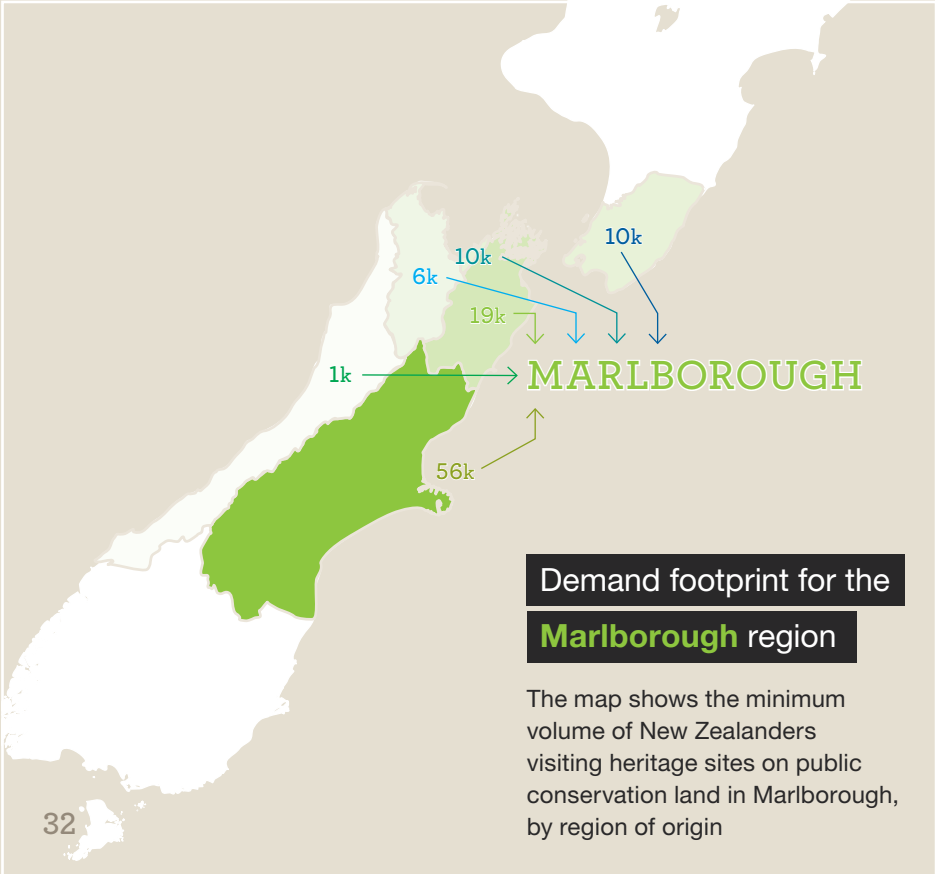


Meretoto/Ship Cove.  
Photo: Harald Selke CC BY-NC 2.0

# MARLBOROUGH

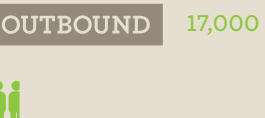
REGION: population (est.)

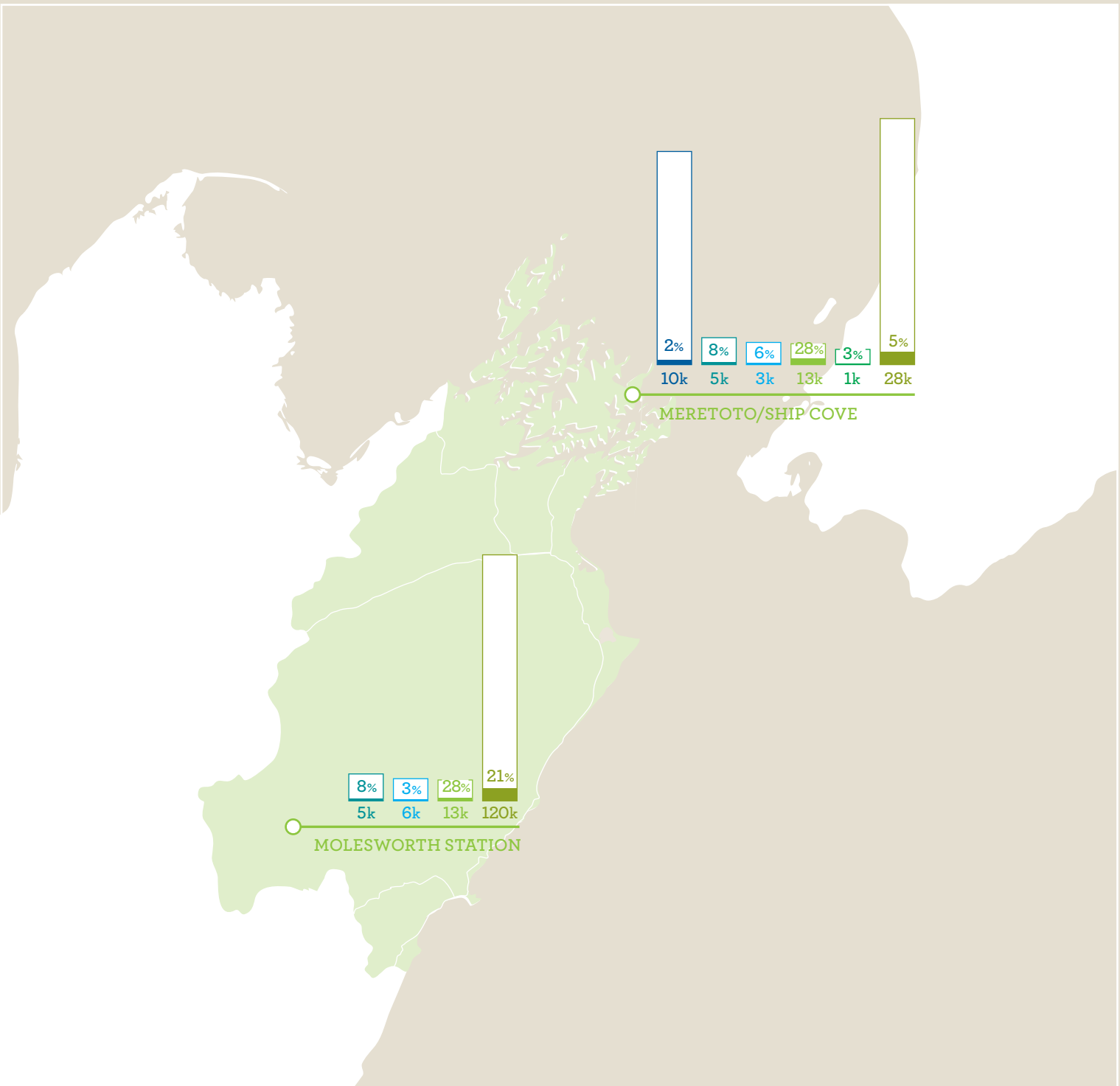
- NORTHLAND: 160,000
- WELLINGTON: 490,000
- NELSON: 60,000
- TASMAN: 49,000
- MARLBOROUGH: 46,000
- WEST COAST: 33,000
- CANTERBURY: 566,000
- OTAGO: 213,000



## Visitor markets for the Marlborough region by size

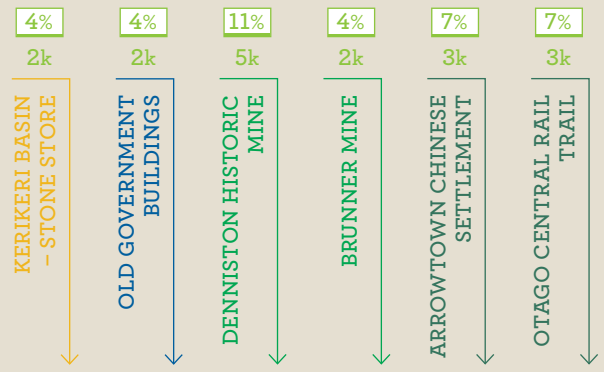
= 10,000 visits





Visitors to, from, and within  
the **Marlborough** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population

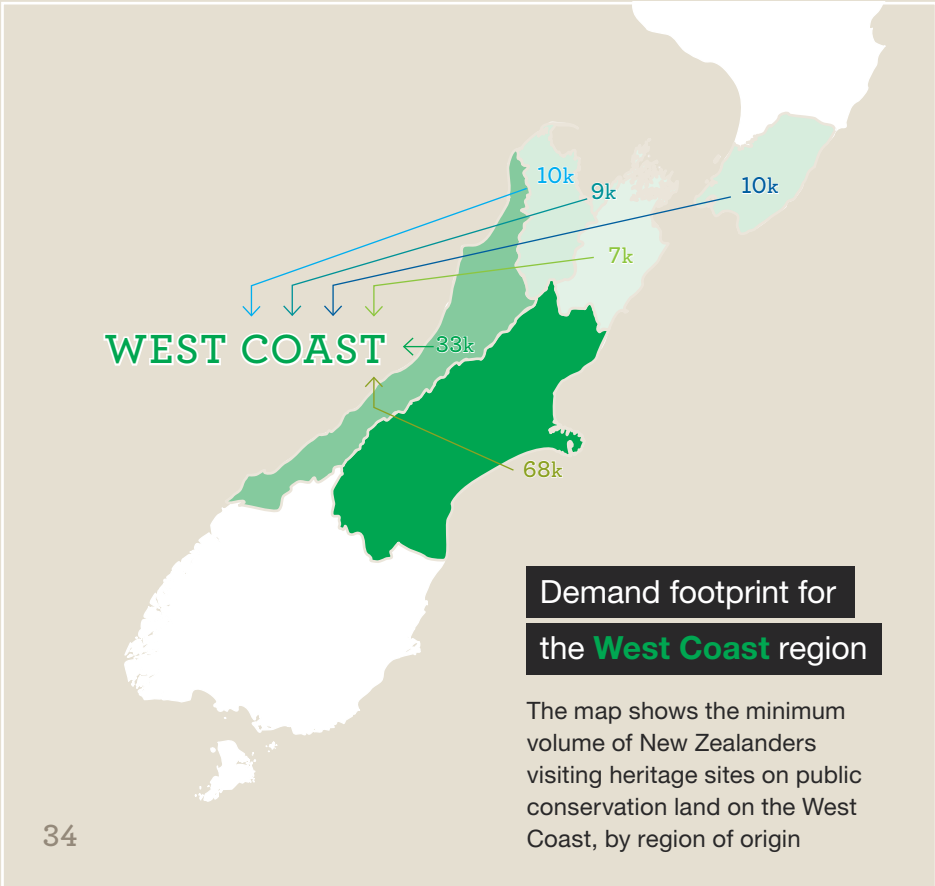




# WEST COAST

Denniston. Photo: Jason Blair CC BY-NC-ND 2.0

- REGION: population (est.)
- WELLINGTON: 490,000
- NELSON: 60,000
- TASMAN: 49,000
- MARLBOROUGH: 46,000
- WEST COAST: 33,000
- CANTERBURY: 566,000
- OTAGO: 213,000



## Demand footprint for the West Coast region

The map shows the minimum volume of New Zealanders visiting heritage sites on public conservation land on the West Coast, by region of origin

## Visitor markets for the West Coast region by size

1 person icon = 10,000 visits

**INBOUND** 104,000

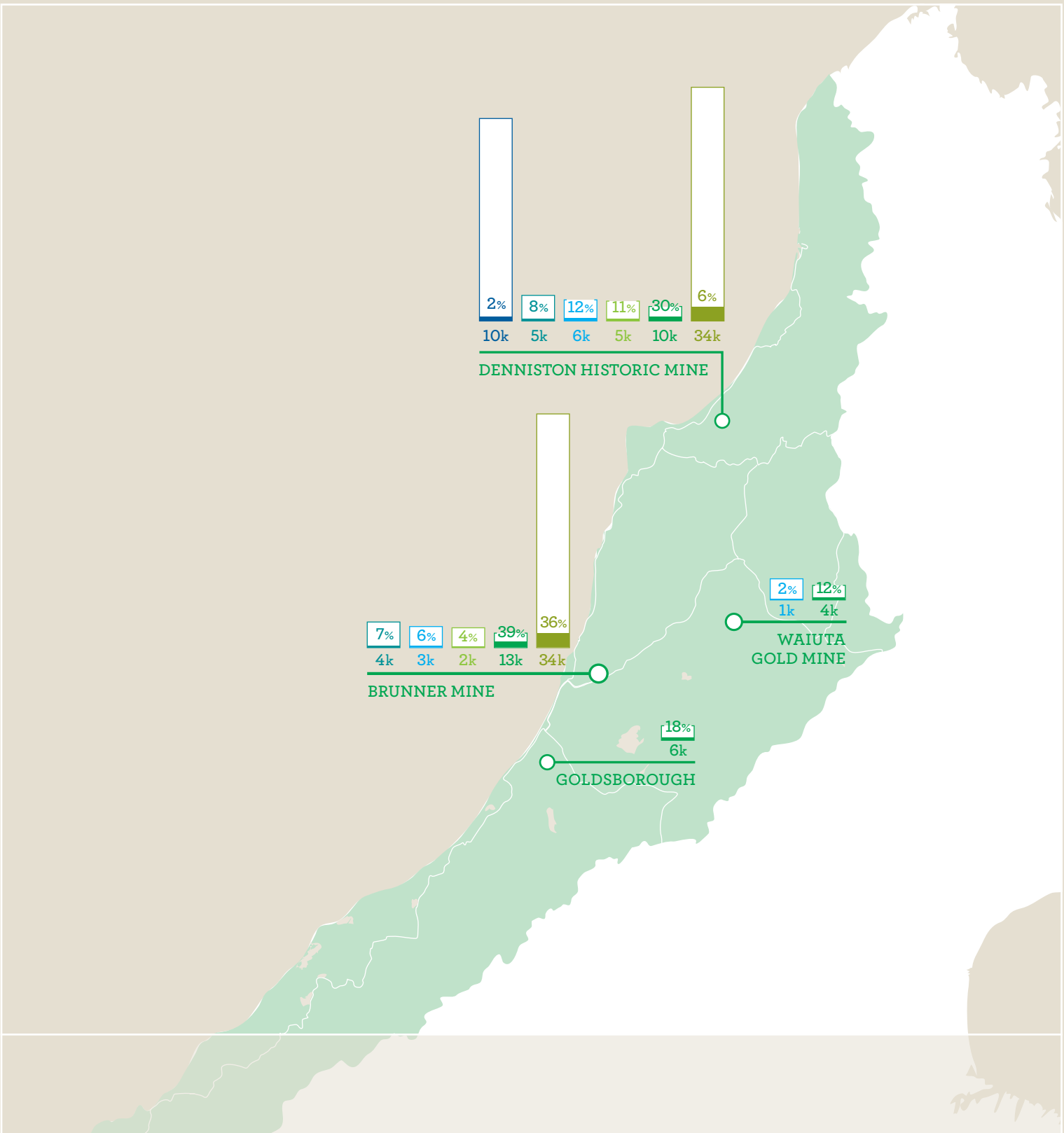


**WITHIN** 33,000



**OUTBOUND** 7,000





Visitors to, from, and within  
the **West Coast** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population





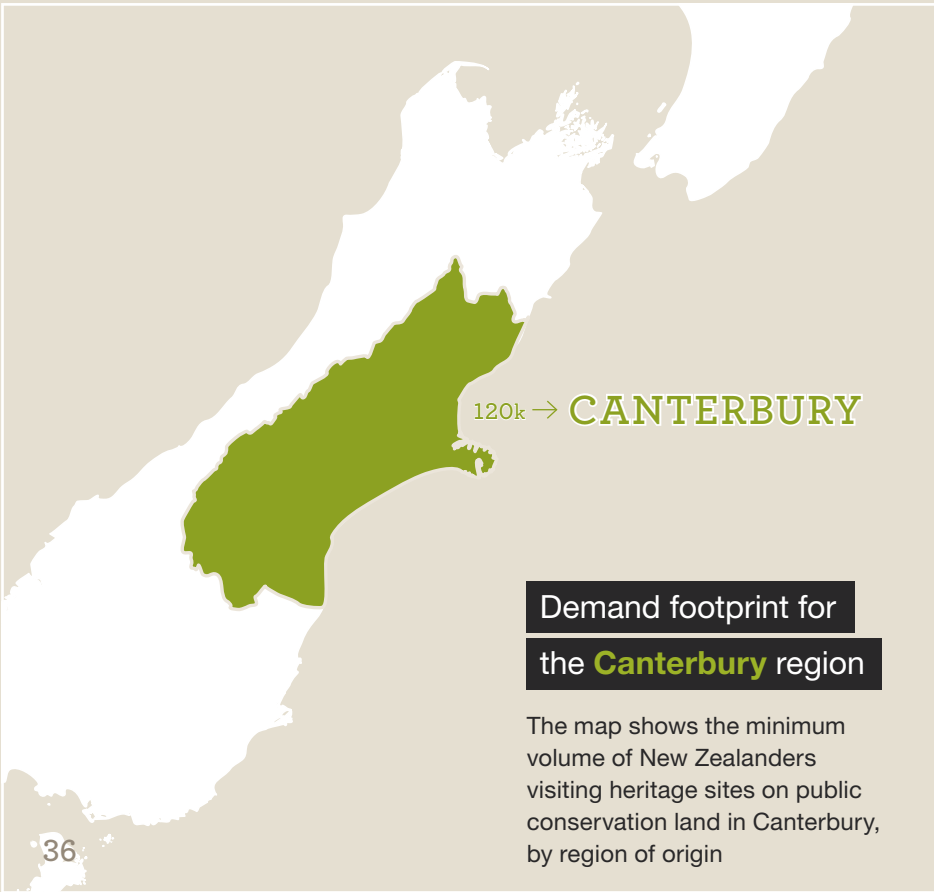
# CANTERBURY

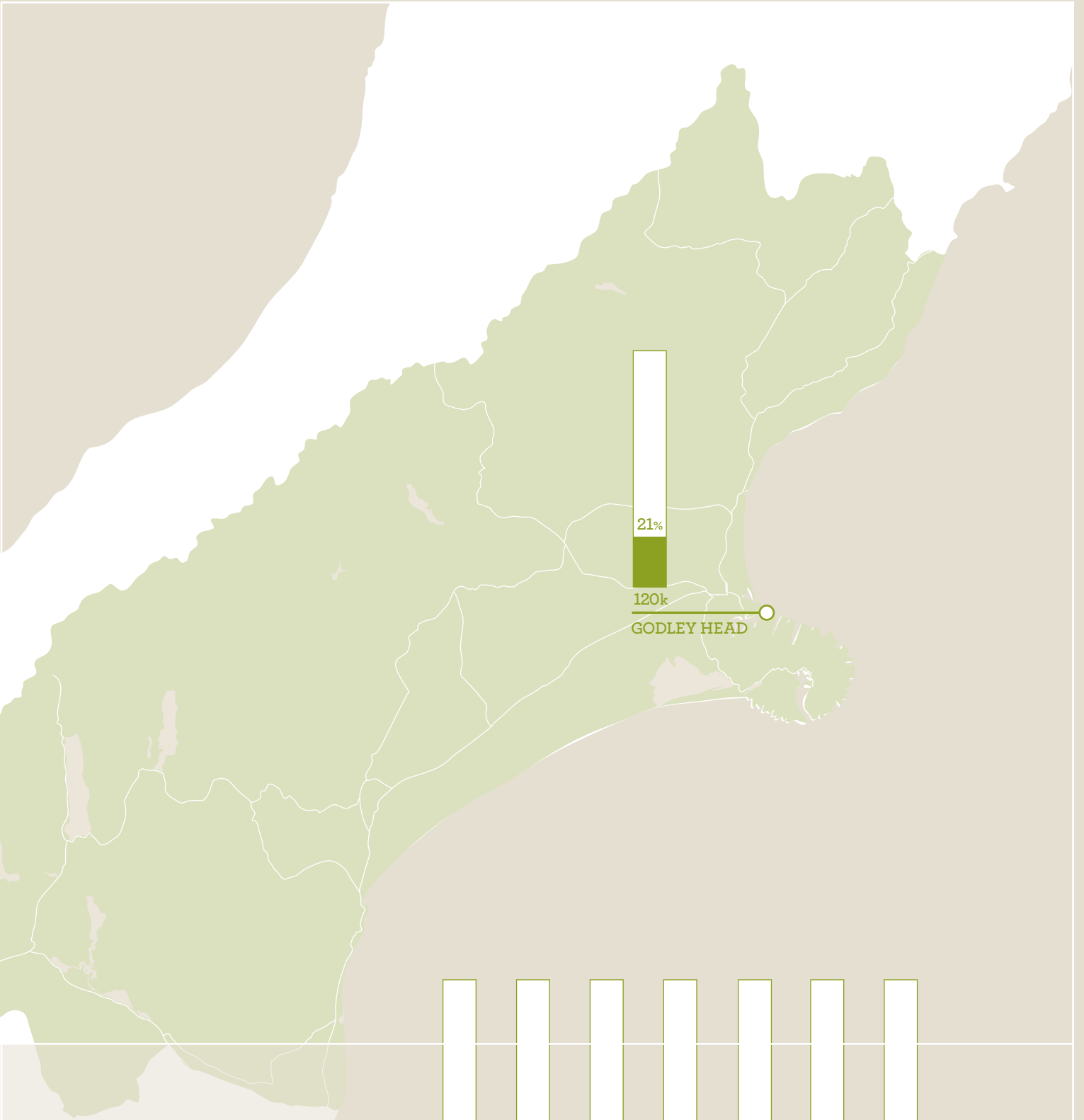
Godley Head. Photo: Brendon Gloistein CC BY-NC-ND 2.0

- REGION: population (est.)

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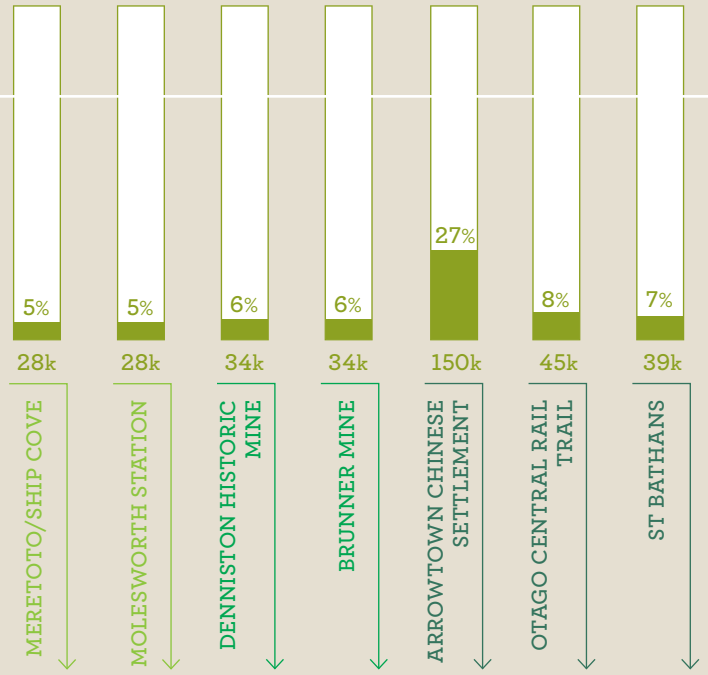
- MARLBOROUGH: 46,000
- WEST COAST: 33,000
- CANTERBURY: 566,000
- OTAGO: 213,000





Visitors to, from, and within  
the **Canterbury** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population



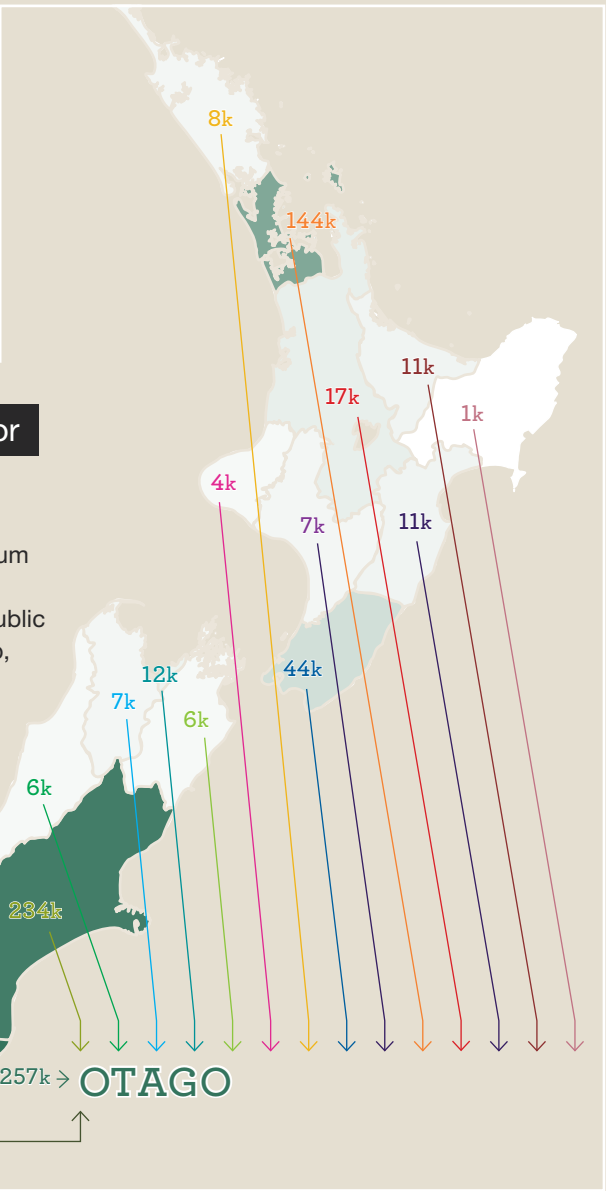


# OTAGO

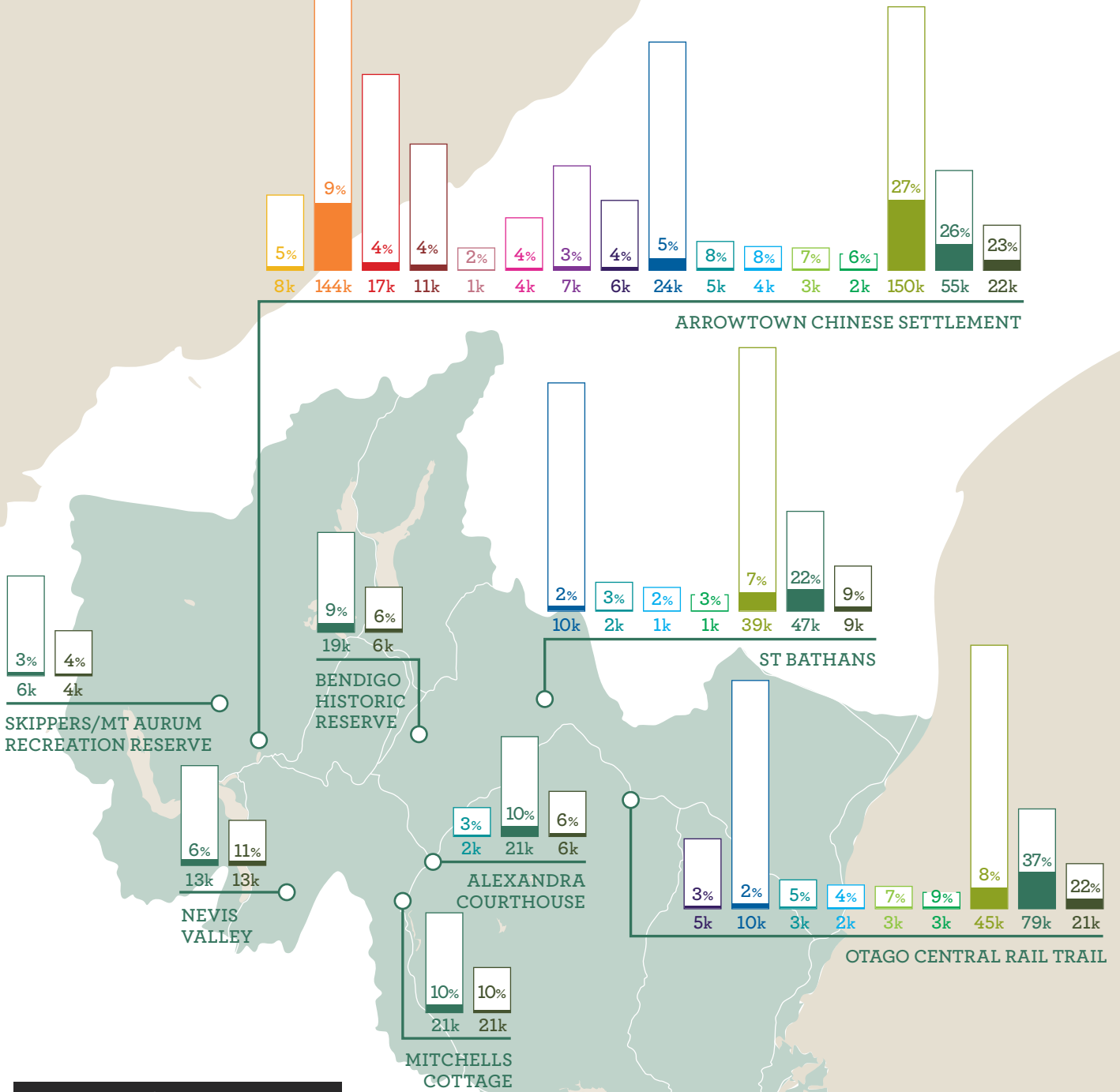
Arrowtown Chinese Settlement.  
Photo: Shellie Evans (tikitouringnz.blogspot.co.nz)

REGION: population (est.)

NORTHLAND: 160,000	WELLINGTON: 490,000
AUCKLAND: 1,600,000	NELSON: 60,000
WAIKATO: 420,000	TASMAN: 49,000
BAY OF PLENTY: 270,000	MARLBOROUGH: 46,000
GISBORNE: 46,000	WEST COAST: 33,000
TARANAKI: 111,000	CANTERBURY: 566,000
MANAWATU/ WHANGANUI: 223,000	OTAGO: 213,000
HAWKE'S BAY: 151,000	SOUTHLAND: 95,000







Visitors to, from, and within the **Otago** region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population



Restoring a locomotive at Pourakino (sincd moved)  
 Photo: C. Millian

# SOUTHLAND

■ REGION: population (est.)

■ OTAGO: 213,000

■ SOUTHLAND: 95,000

## Visitor markets for the Southland region by size

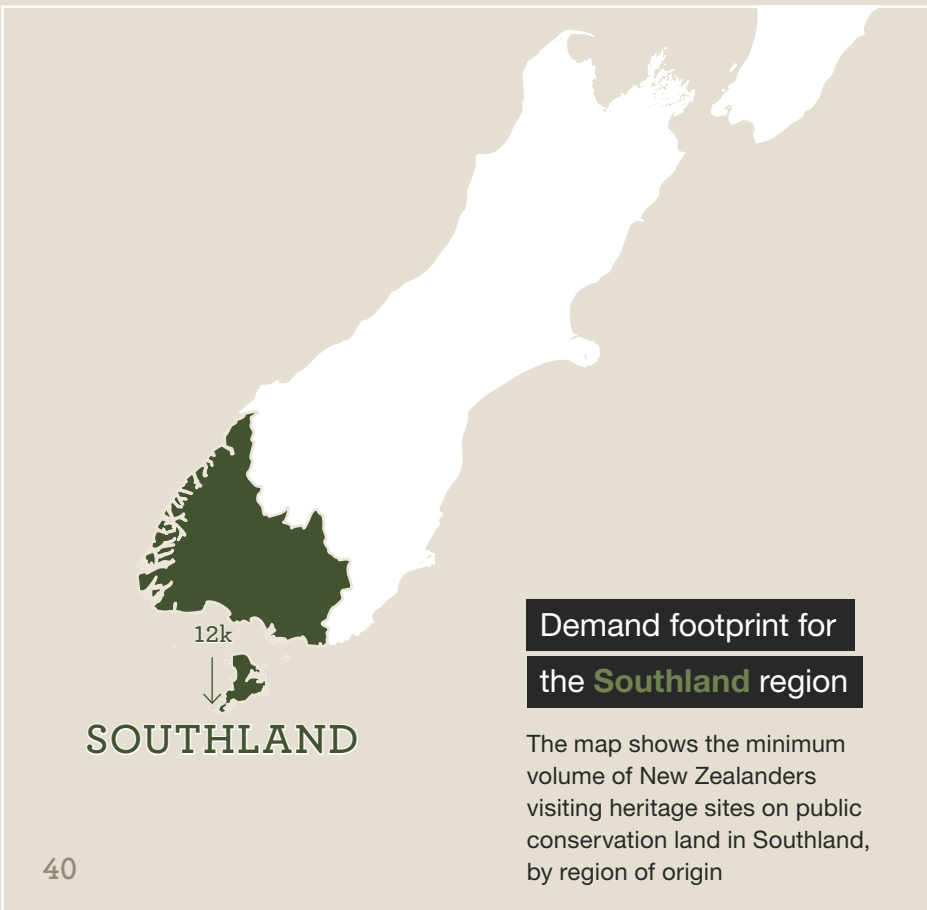
👤 = 10,000 visits

### INBOUND

WITHIN 12,000



OUTBOUND 82,000





### Visitors to, from, and within

#### the Southland region

This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population



# WHERE DOES THIS INFO COME FROM?

Survey of New Zealanders, June 2014

Prepared for the Department of Conservation by the Nielsen Company

## HISTORIC SITES

**Q26**

Before you began this survey, were you aware that the Department of Conservation administers historic sites on conservation land?

Please circle **one** answer

Yes	1
No	2

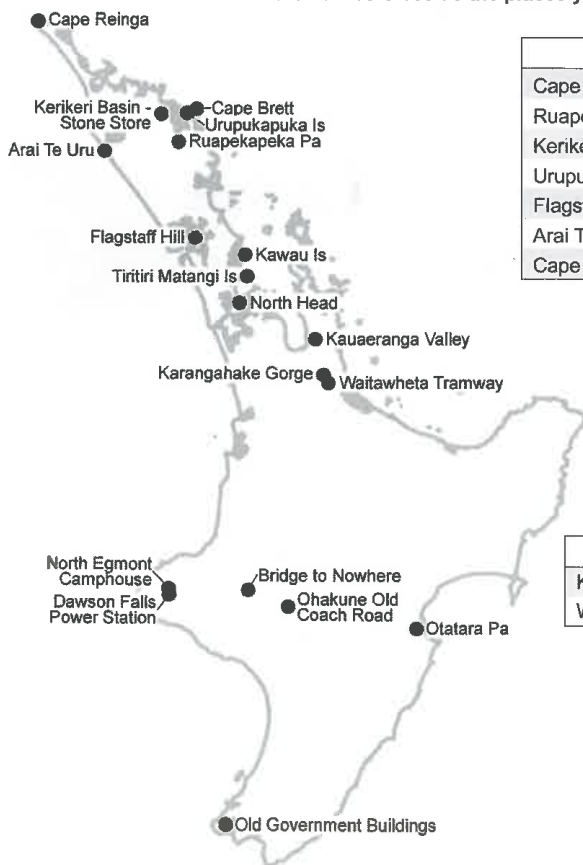
**Q27**

The following is a list of many of the historic sites that are administered by the Department of Conservation. Please read through this list and indicate all of the sites you have visited in the past **12 months**.

*Even if you indicated earlier in this survey that you visited one or more of these sites, please record your visits again at this question.*

*If you visited one or more Department of Conservation historic sites that do not appear on this list, please write the names of these areas in the space provided at the end of the question.*

Please circle the numbers beside the places you have visited in the past 12 months



### NORTHLAND

Cape Reinga	1
Ruapekapeka Pa	2
Kerikeri Basin - Stone Store	3
Urupukapuka Island	4
Flagstaff Hill	5
Arai Te Uru	6
Cape Brett	7

### AUCKLAND

North Head	8
Kawau Island	9
Tiritiri Matangi Island	10

### WAIKATO

Kauaeranga Valley	11
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### EAST COAST / BAY OF PLENTY

Karangahake Gorge and Historic Gold Mine	12
Waitawheta Tramway	13

### TONGARIRO / WHANGANUI / TARANAKI

Bridge to Nowhere, Whanganui River	14
Dawson Falls Power Station	15
North Egmont Camphouse	16
Ohakune Old Coach Road	17

### HAWKES BAY / WELLINGTON

Old Government Buildings	18
Olatara Pa	19

Please circle the numbers beside the places you have visited in the past 12 months



NELSON / MARLBOROUGH	
Ship Cove, Marlborough Sounds	20
Molesworth Station	21

WEST COAST	
Denniston Historic Mine	22
Brunner Mine	23
Waiuta Gold Mine	24
Goldsborough	25

CANTERBURY	
Godley Head	26

OTAGO	
Alexandra Courthouse	27
Otago Central Rail Trail	28
Arrowtown Chinese Settlement	29
Mitchells Cottage	30
St Bathans	31
Skippers / Mt Aurum Recreation Reserve	32
Nevis Valley	33
Bendigo Historic Reserve	34

SOUTHLAND	
Pourakino	35

If you have visited another historic site administered by DOC in the past 12 months, please specify this site below:

98

If you have not visited any historic sites administered by DOC in the past 12 months please circle '97' and go to Q30.

97

**Q28**

If you have not visited any historic sites administered by DOC in the past 12 months at Q27 please go to Q30.

Thinking about the historic sites that you have visited in the past 12 months (those you selected at Q27), which one did you visit most recently?

a. Please write in the number of the site (from Q27) here:

b. And please write in the name of the site as it appears in Q27 here:







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