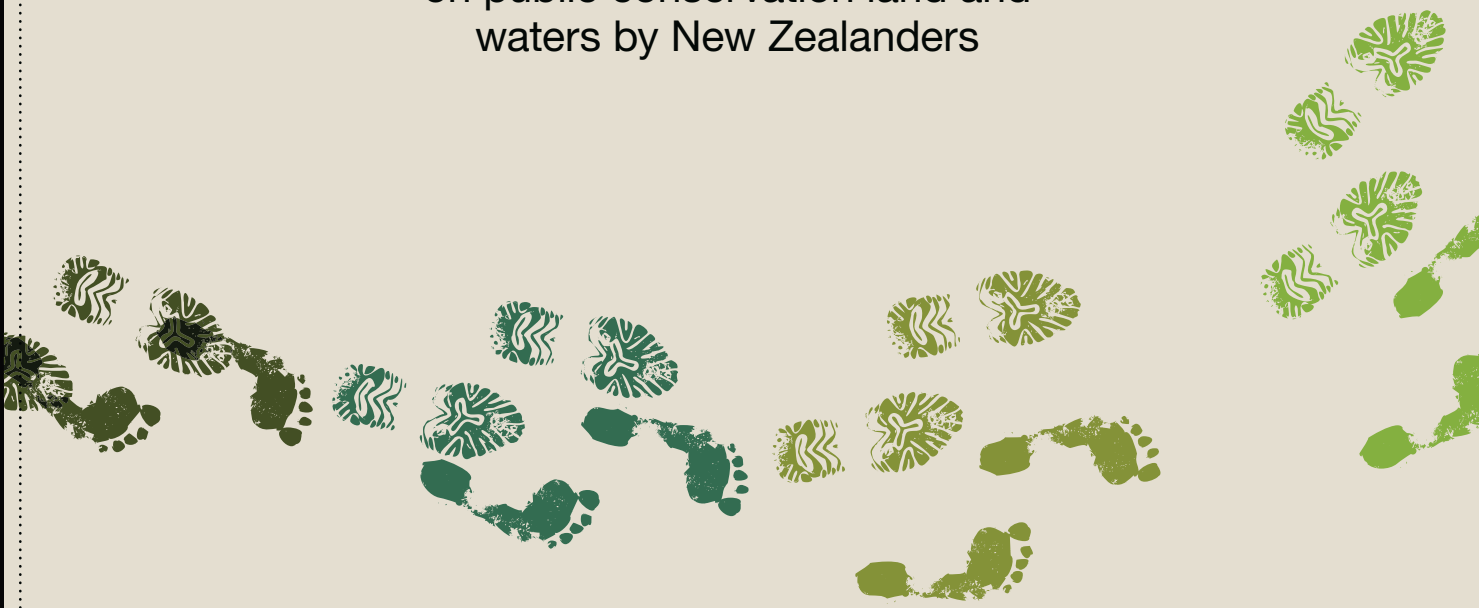




VOTING










WITH THEIR FEET

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

| | |
|-------------------|---|
| Methodology | 2 |
| Key | 2 |

THE BIG PICTURE

| | |
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| Demand footprint by region: Recreation | 4 |
| Demand footprint by region: Heritage | 6 |
| Domestic markets by region | 8 |
| Distribution of DOC's most popular visitor destinations | 10 |
| Distribution of DOC's most popular heritage destinations | 11 |

THE REGIONS

| | |
|--------------------------|----|
| Northland | 14 |
| Auckland | 18 |
| Waikato | 22 |
| Bay of Plenty | 26 |
| Gisborne | 30 |
| Taranaki | 34 |
| Manawatu/Whanganui | 38 |
| Hawke's Bay | 42 |
| Wellington | 46 |
| Nelson | 50 |
| Tasman | 54 |
| Marlborough | 58 |
| West Coast | 62 |
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APPENDIX

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READ THIS FIRST

Understanding this document

This publication shows the comparative popularity of heritage and visitor destinations 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:

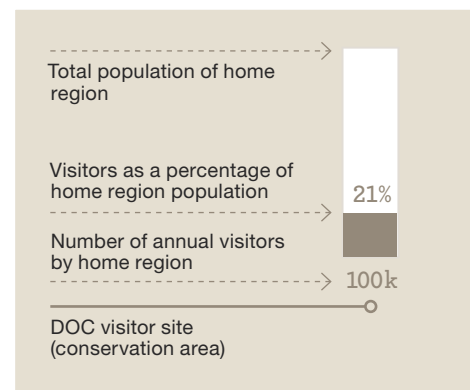
- measure progress towards achieving its goals for intermediate outcomes 2, 3 and 4;
- understand New Zealanders' attitudes to conservation, their perceptions of its benefits, and the extent to which they are engaging in behaviours that support it;
- understand the way that New Zealanders' use public 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

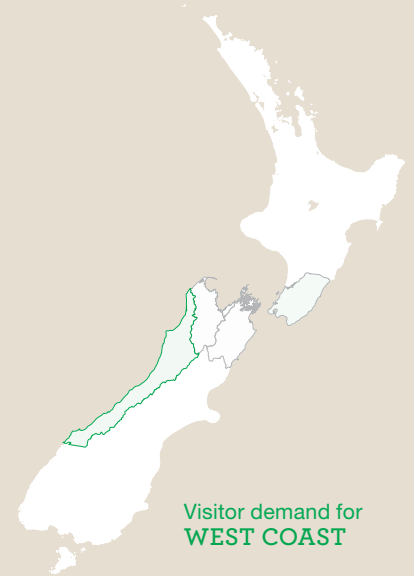
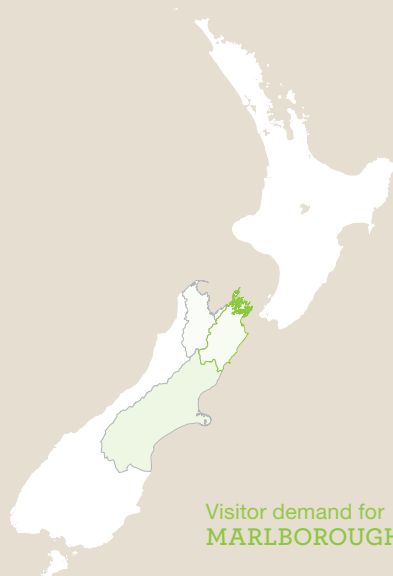
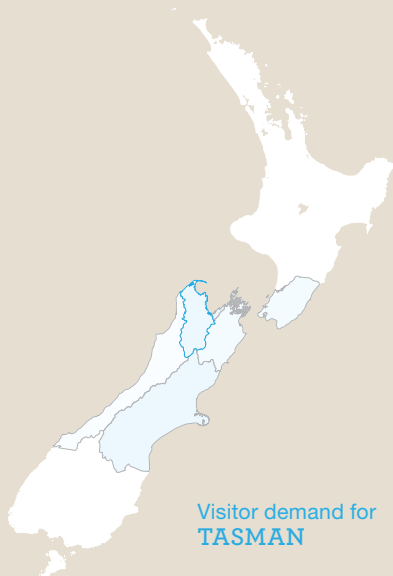
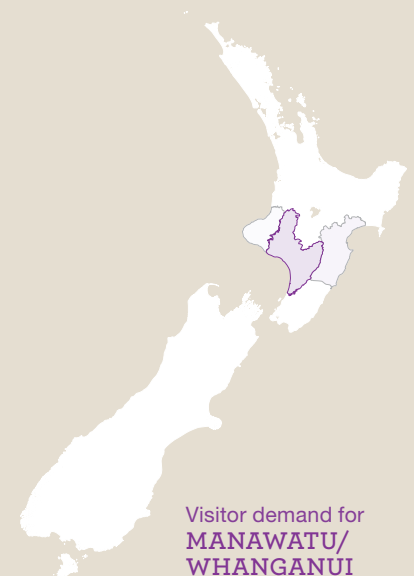
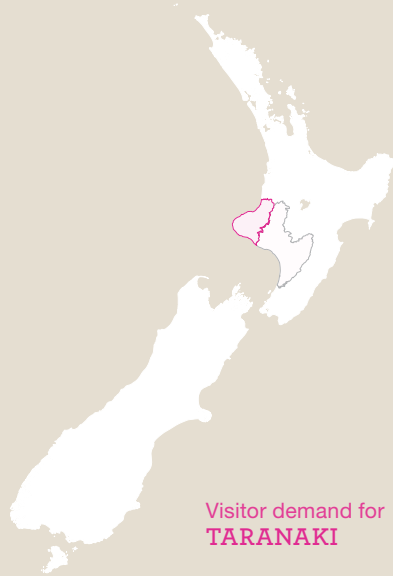
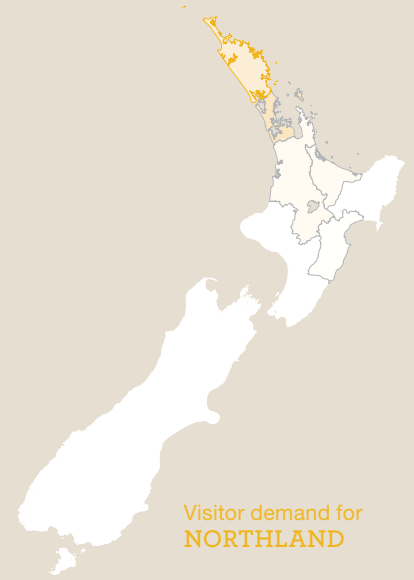


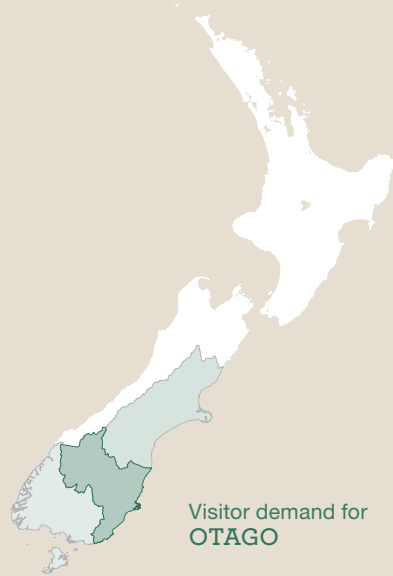
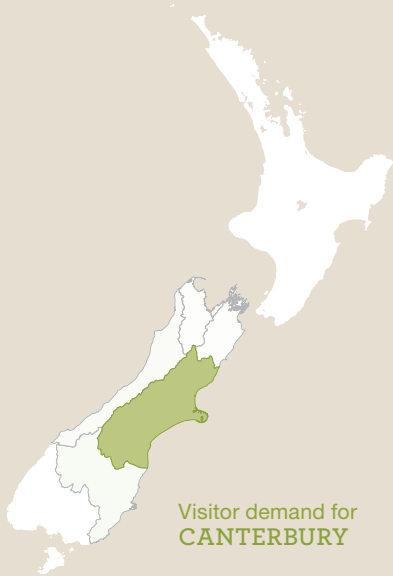
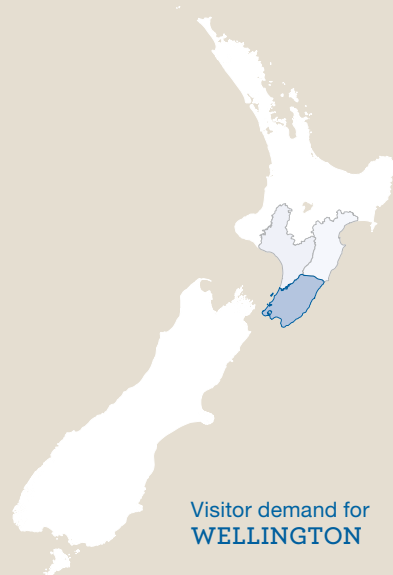
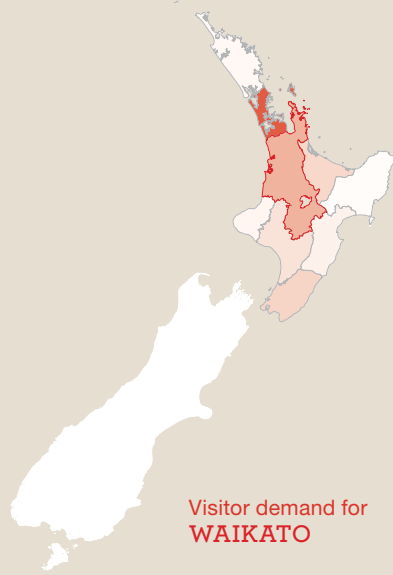


Demand footprint by region

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

* No discernible data recorded.



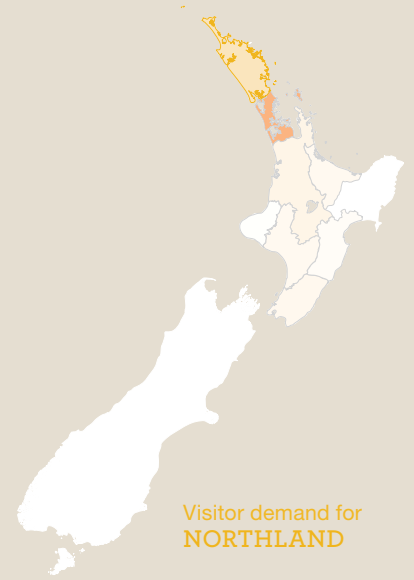




Demand footprint by region

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

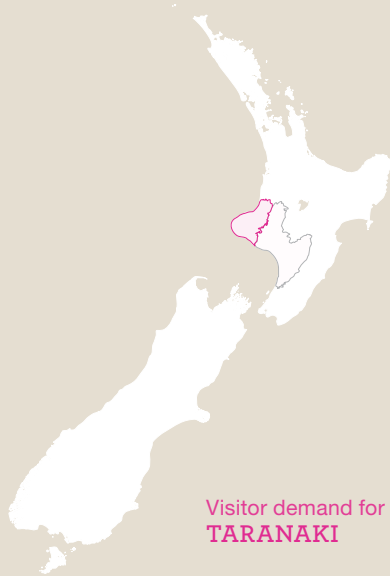
* No discernible data recorded.



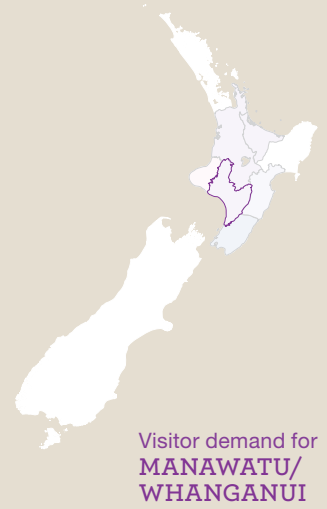
Visitor demand for NORTHLAND



Visitor demand for GISBORNE*



Visitor demand for TARANAKI



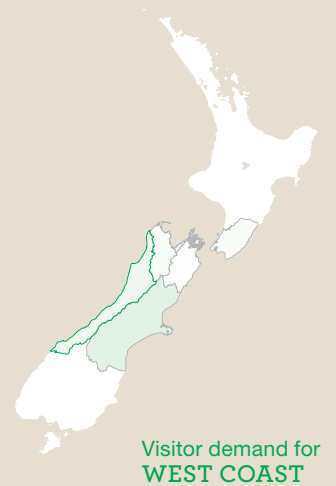
Visitor demand for MANAWATU/
WHANGANUI



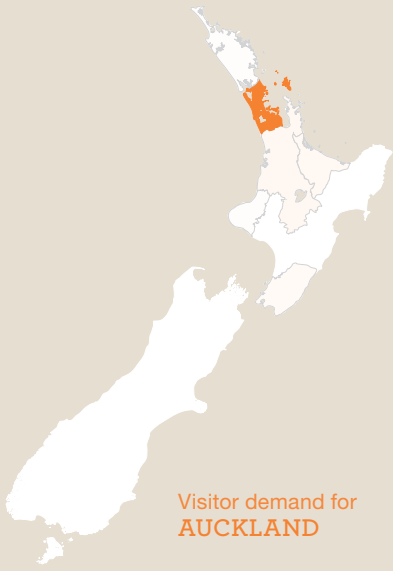
Visitor demand for TASMAN*



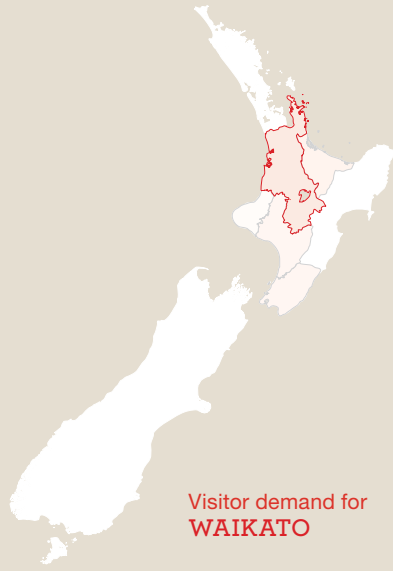
Visitor demand for MARLBOROUGH



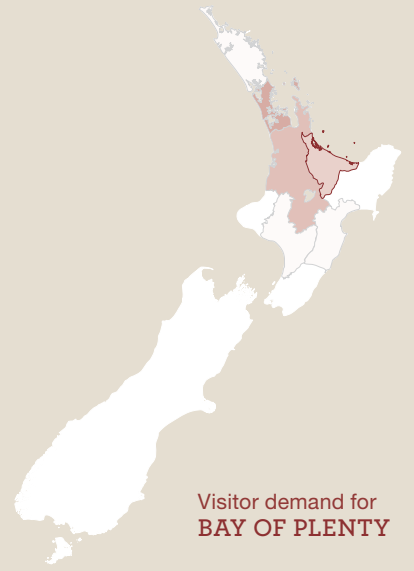
Visitor demand for WEST COAST



Visitor demand for
AUCKLAND



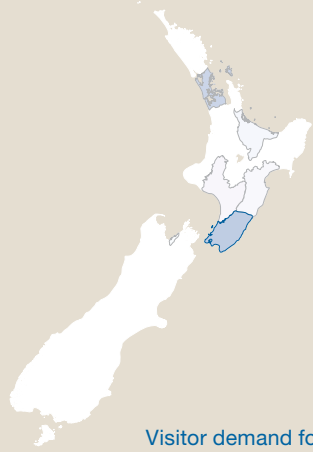
Visitor demand for
WAIKATO



Visitor demand for
BAY OF PLENTY



Visitor demand for
HAWKE'S BAY*



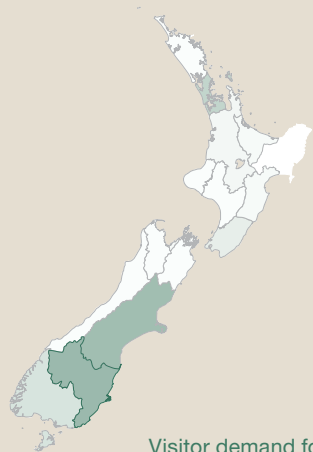
Visitor demand for
WELLINGTON



Visitor demand for
NELSON*



Visitor demand for
CANTERBURY



Visitor demand for
OTAGO

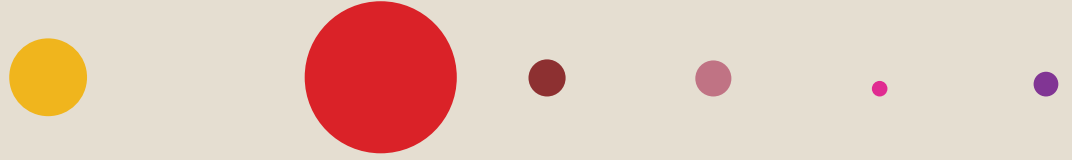


Visitor demand for
SOUTHLAND

NORTHLAND
 AUCKLAND
 WAIKATO
 BAY OF PLENTY
 GISBORNE
 TARANAKI
 MANAWATU/
 WHANGANUI

IN-BOUND

RECREATION



HERITAGE



WITHIN

RECREATION



HERITAGE



OUT-BOUND

RECREATION



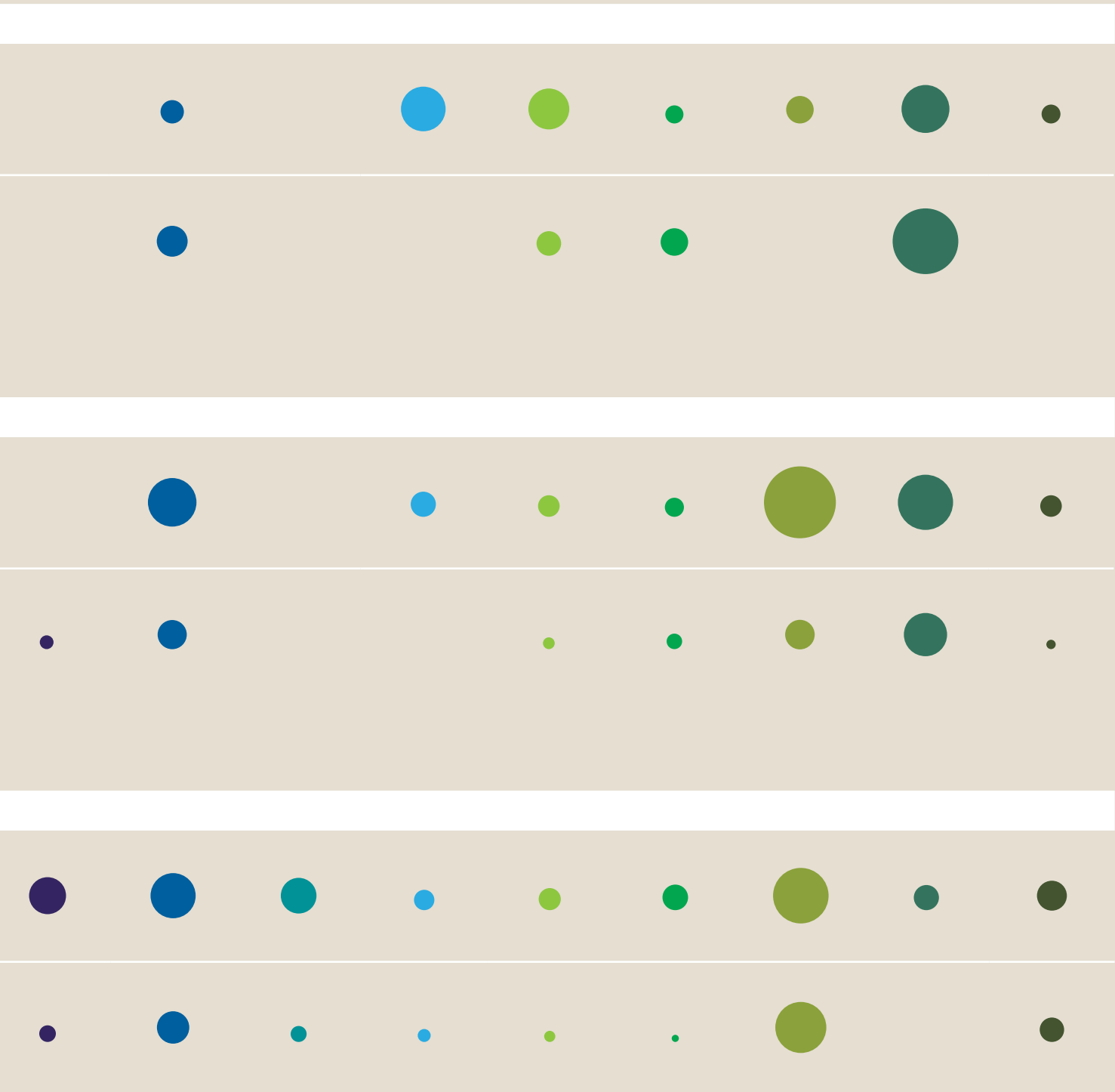
HERITAGE



Recreation maximum:
1,815,000
visitors inbound to Waikato

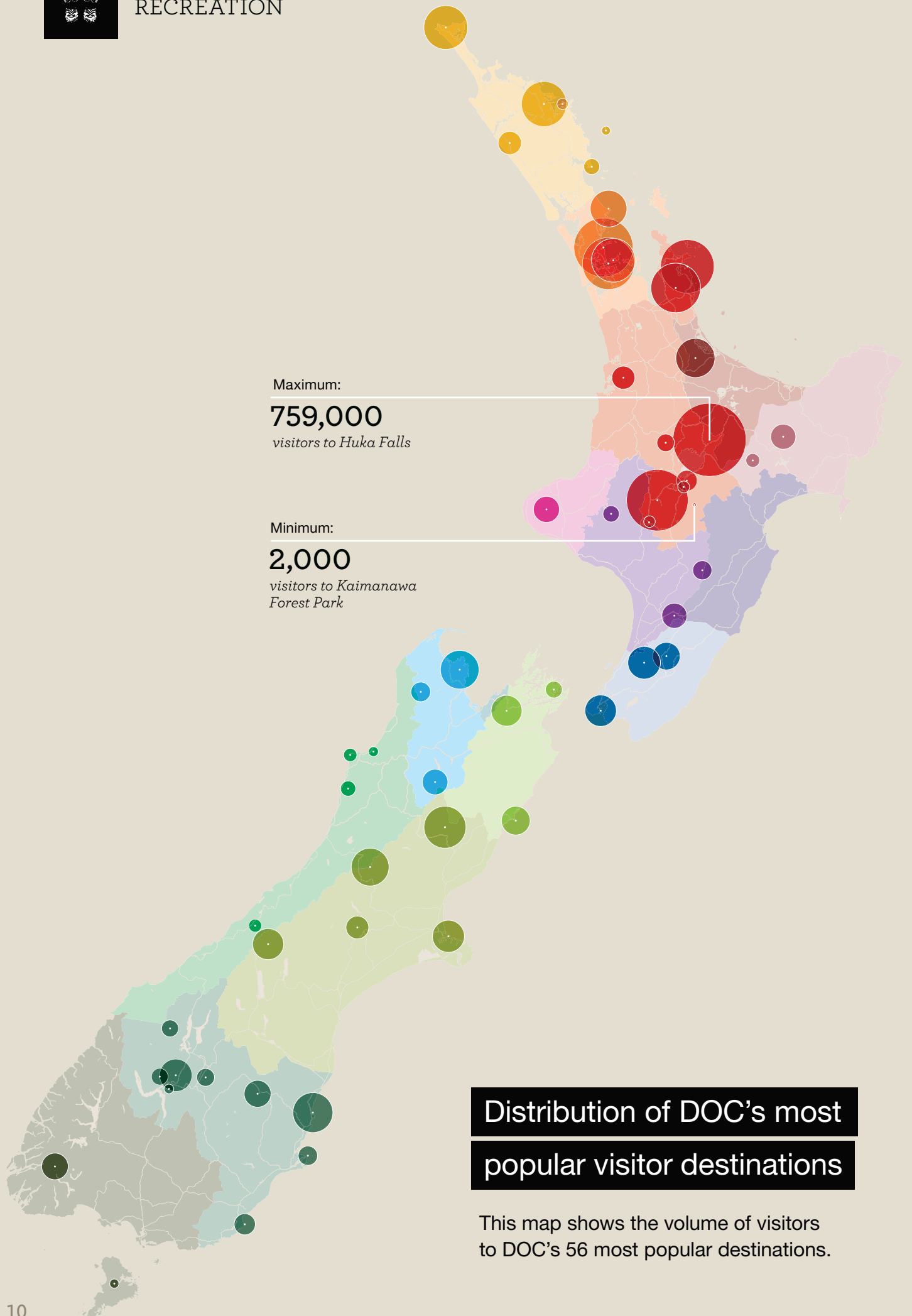
Heritage maximum:
768,000
visitors outbound from Auckland

HAWKE'S BAY
 WELLINGTON
 NELSON
 TASMAN
 MARLBOROUGH
 WEST COAST
 CANTERBURY
 OTAGO
 SOUTHLAND



Domestic markets by region

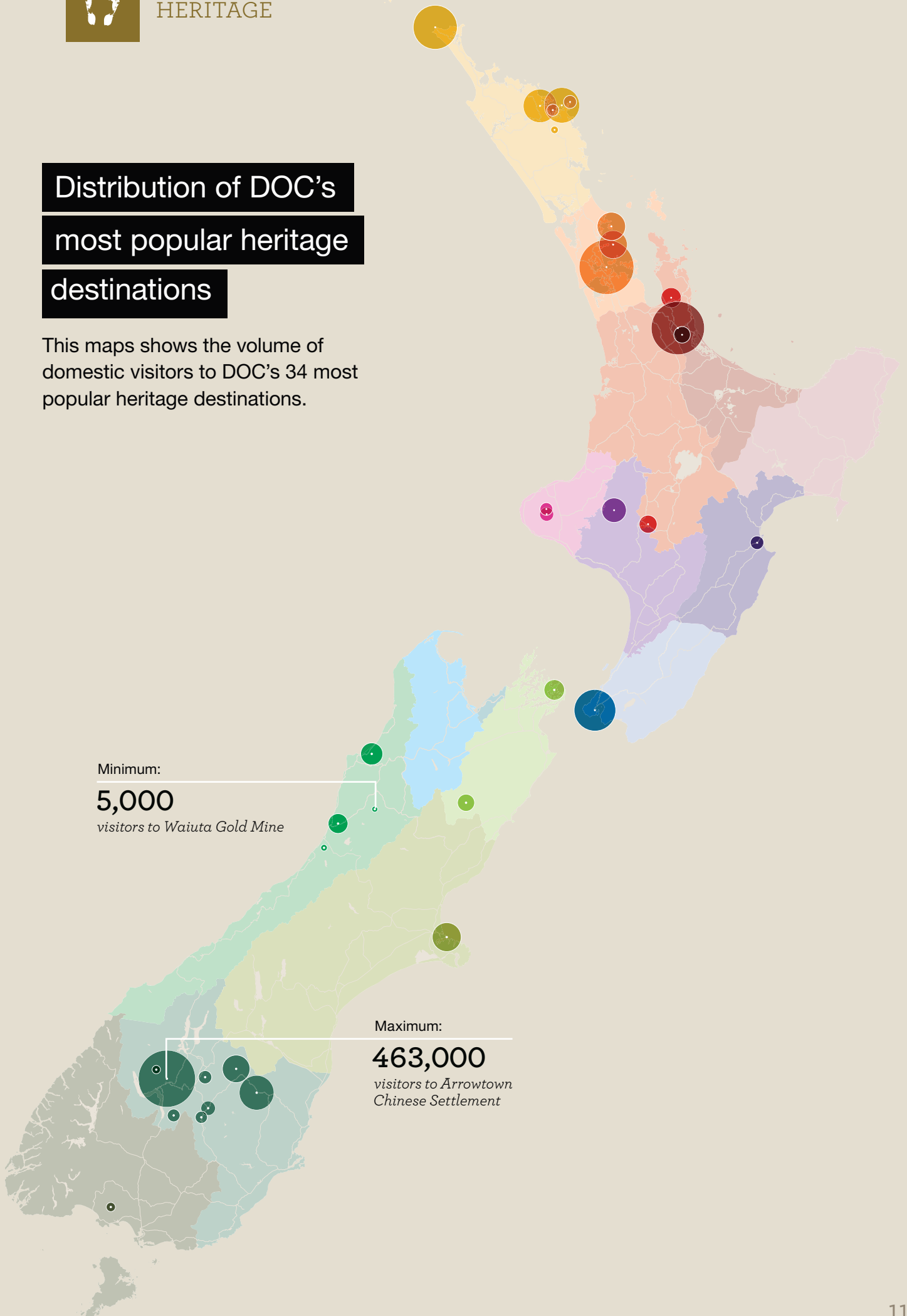
National overview of the volume of visitors.





Distribution of DOC's most popular heritage destinations

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



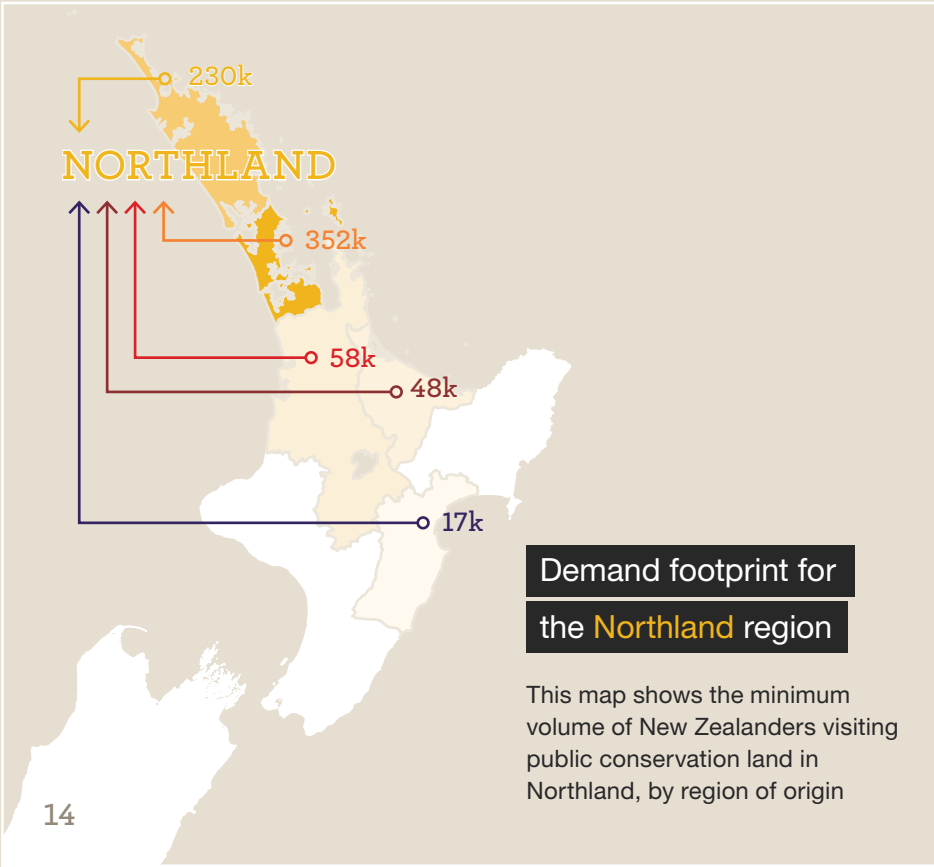
THE REGIONS



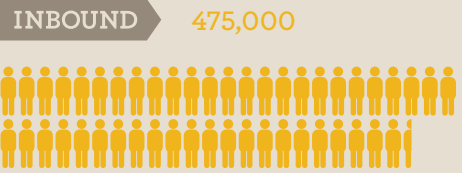


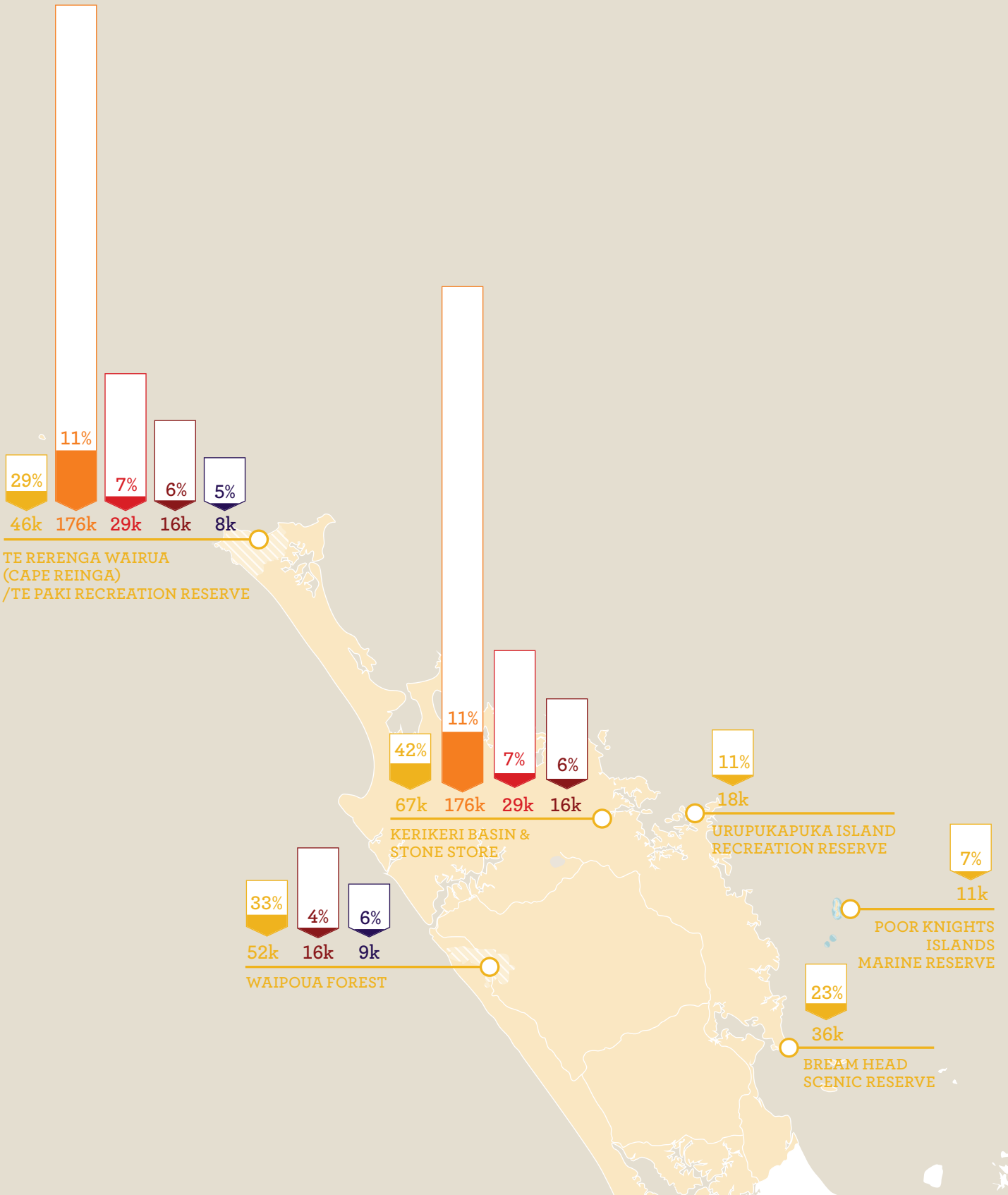
- REGION: population (est.)

- **NORTHLAND:** 160,000
- **AUCKLAND:** 1,600,000
- **WAIKATO:** 420,000
- **BAY OF PLENTY:** 270,000
- **HAWKE'S BAY:** 151,000



Visitor markets for the Northland region by size





Visitors to, from, and within the Northland region

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



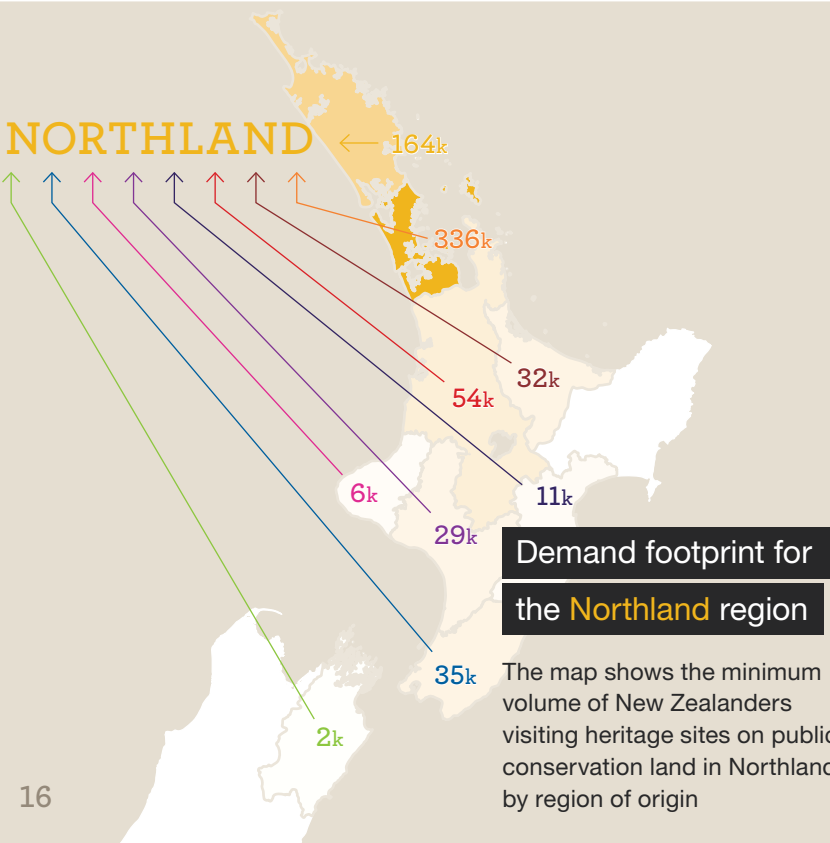


Cape Reinga. Photo: Geff Rossi CC BY-NC-ND 2.0



HERITAGE DATA NORTHLAND

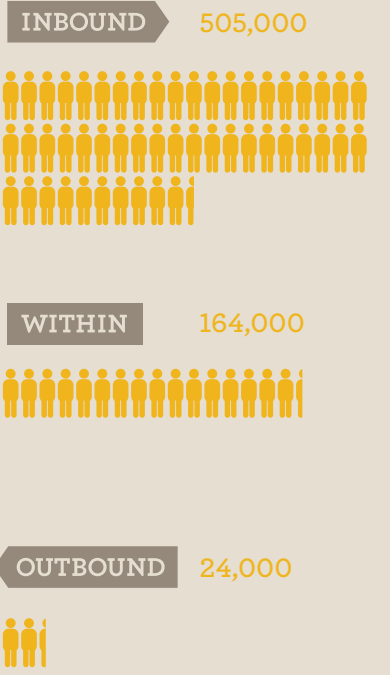
| | |
|-----------------------------|-------------------------------|
| ■ REGION: population (est.) | |
| ■ NORTHLAND: 160,000 | ■ MANAWATU/WHANGANUI: 223,000 |
| ■ AUCKLAND: 1,600,000 | ■ WELLINGTON: 490,000 |
| ■ WAIKATO: 420,000 | ■ MARLBOROUGH: 46,000 |
| ■ BAY OF PLENTY: 270,000 | ■ OTAGO: 213,000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

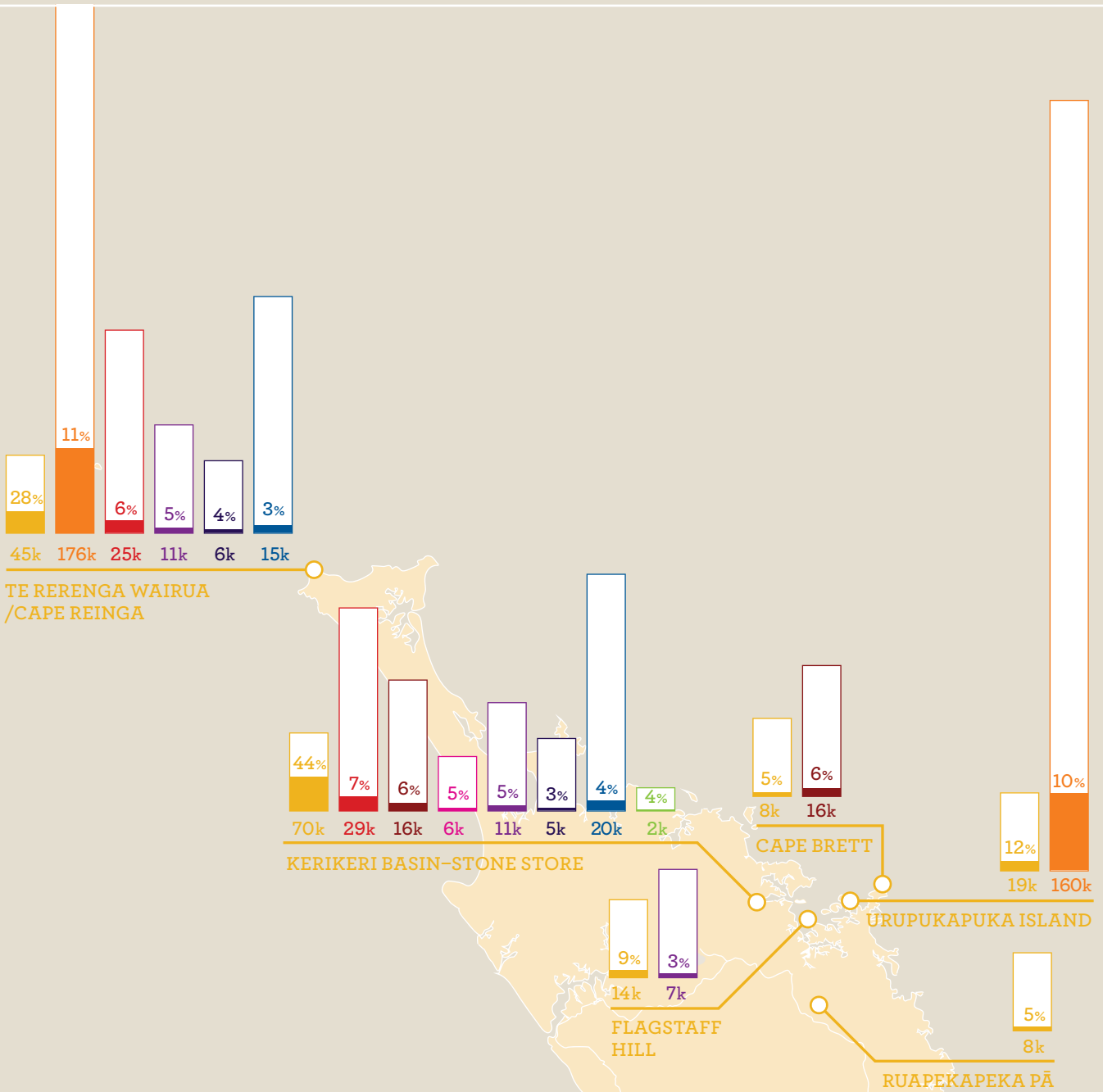


Demand footprint for the Northland region

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

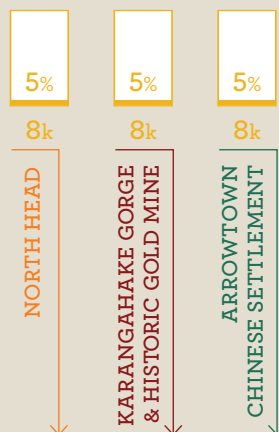
Visitor markets for the Northland region by size

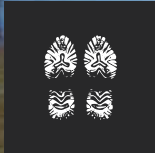




Visitors to, from, and within the Northland region

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





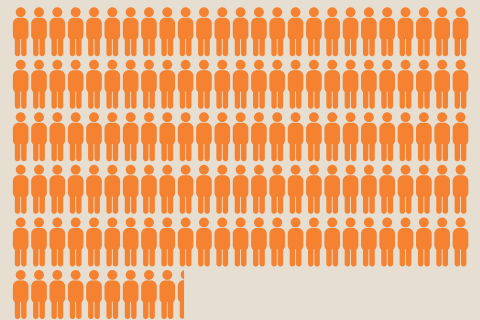
RECREATION DATA
AUCKLAND

Long Bay-Okura Marine Reserve. Photo: Stephanie Watts

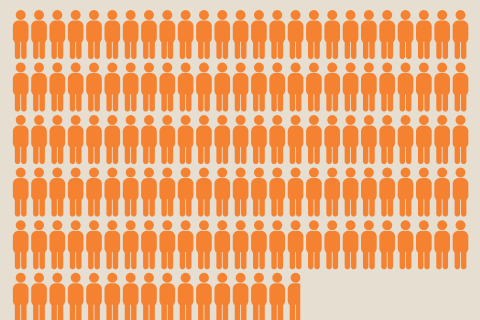
- REGION: population (est.)
- NORTHLAND: 160,000
- WAIKATO: 420,000
- AUCKLAND: 1,600,000

Visitor markets for the
Auckland region by size

WITHIN 1,344,000



OUTBOUND 1,408,000

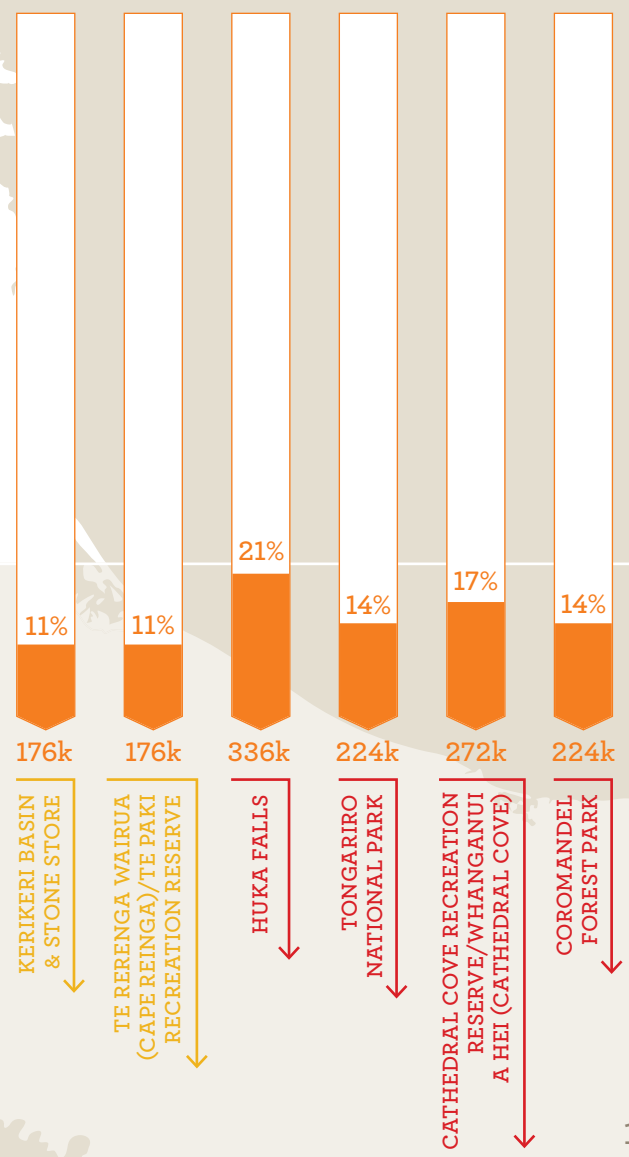
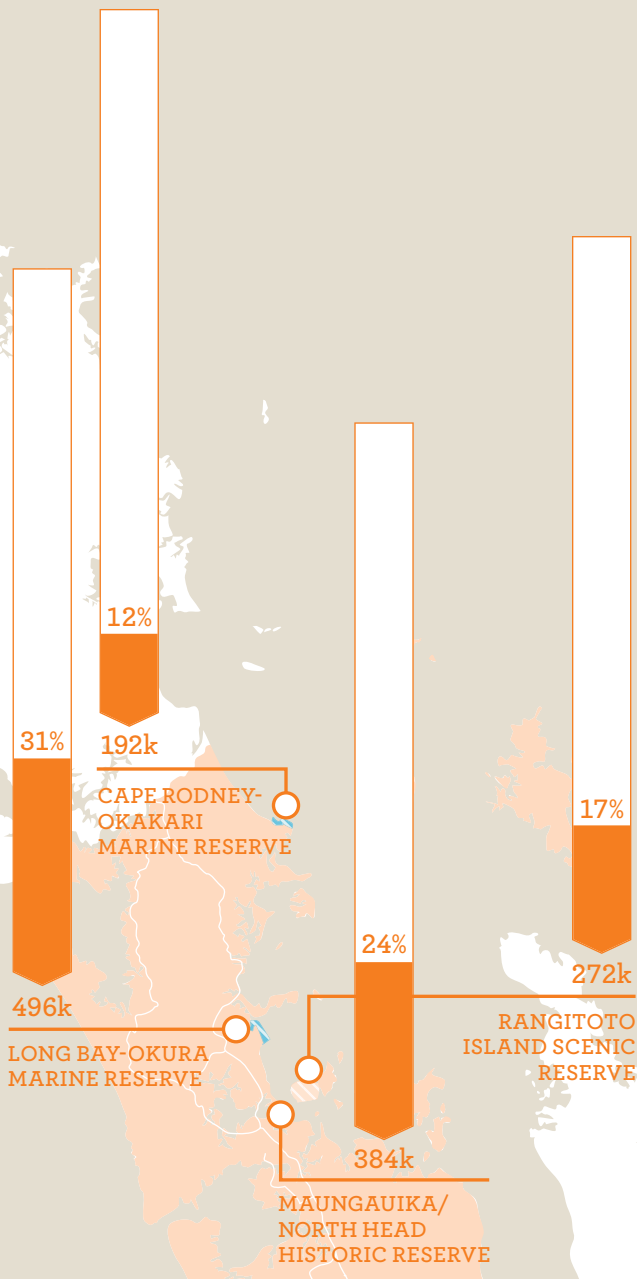


AUCKLAND ← 1,344k

Demand footprint for
the **Auckland** region

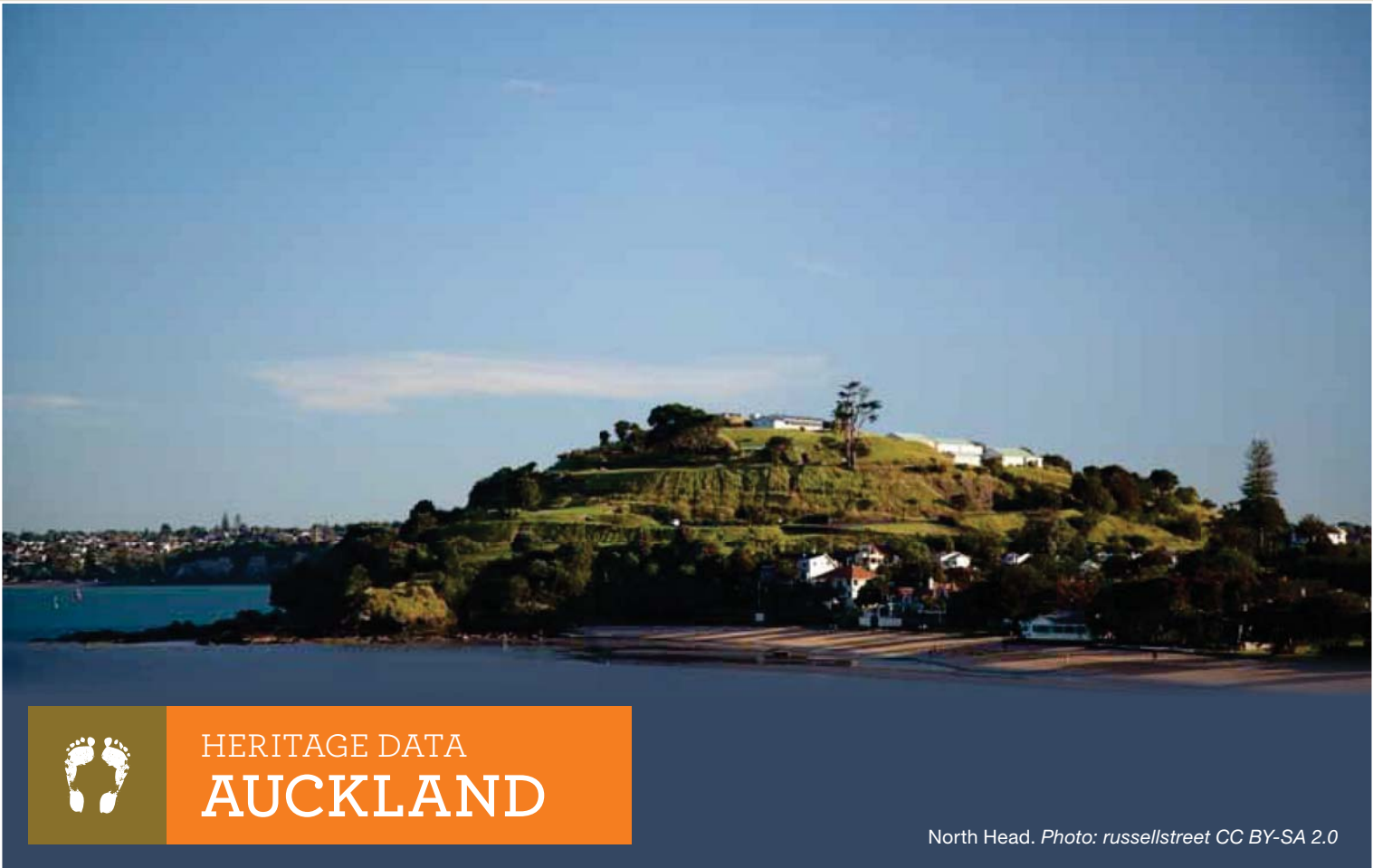
This map shows the minimum volume of New Zealanders visiting public conservation land in Auckland, by region of origin





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

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

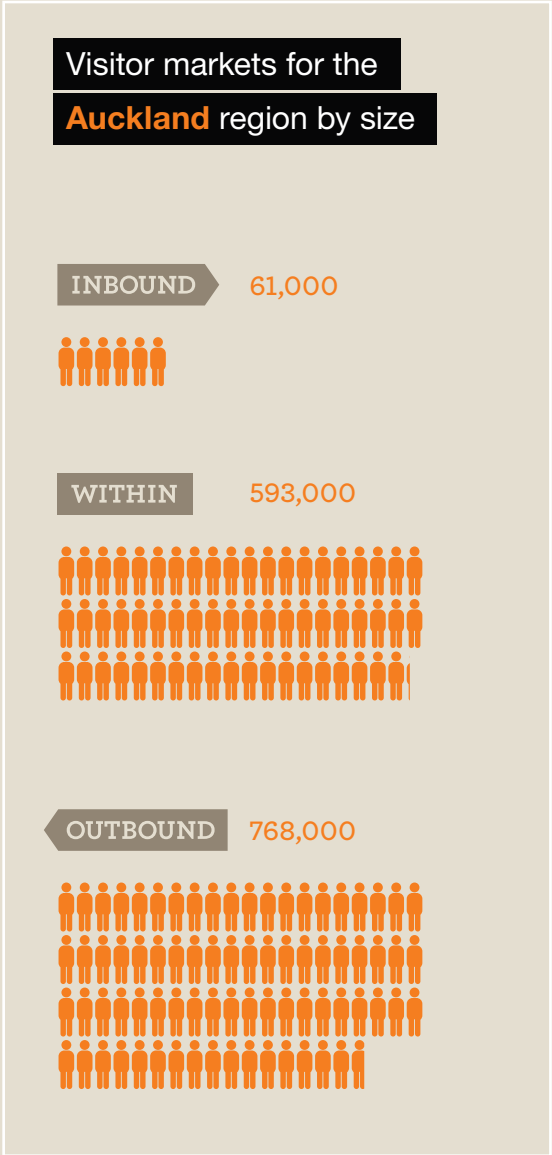
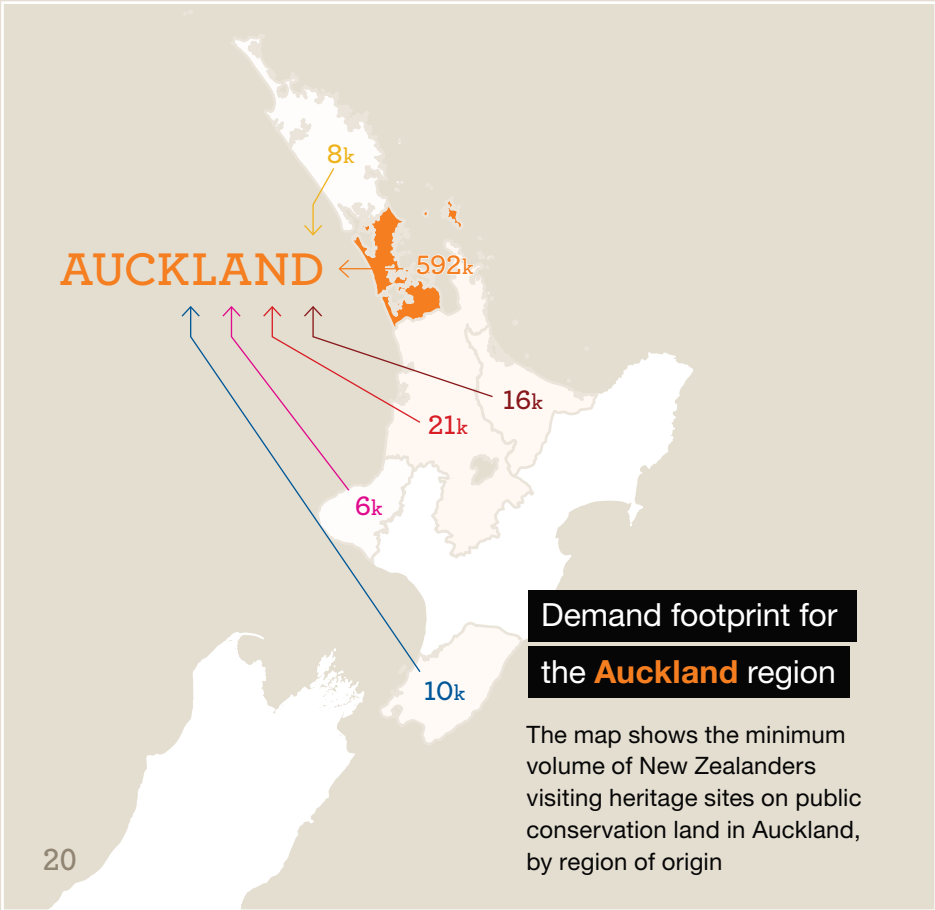


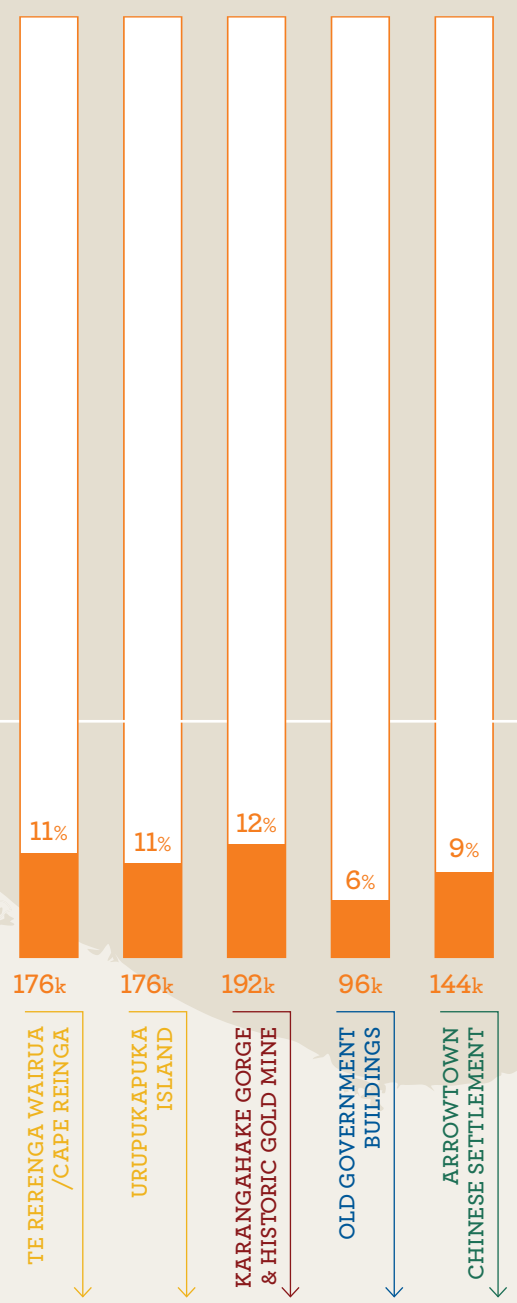
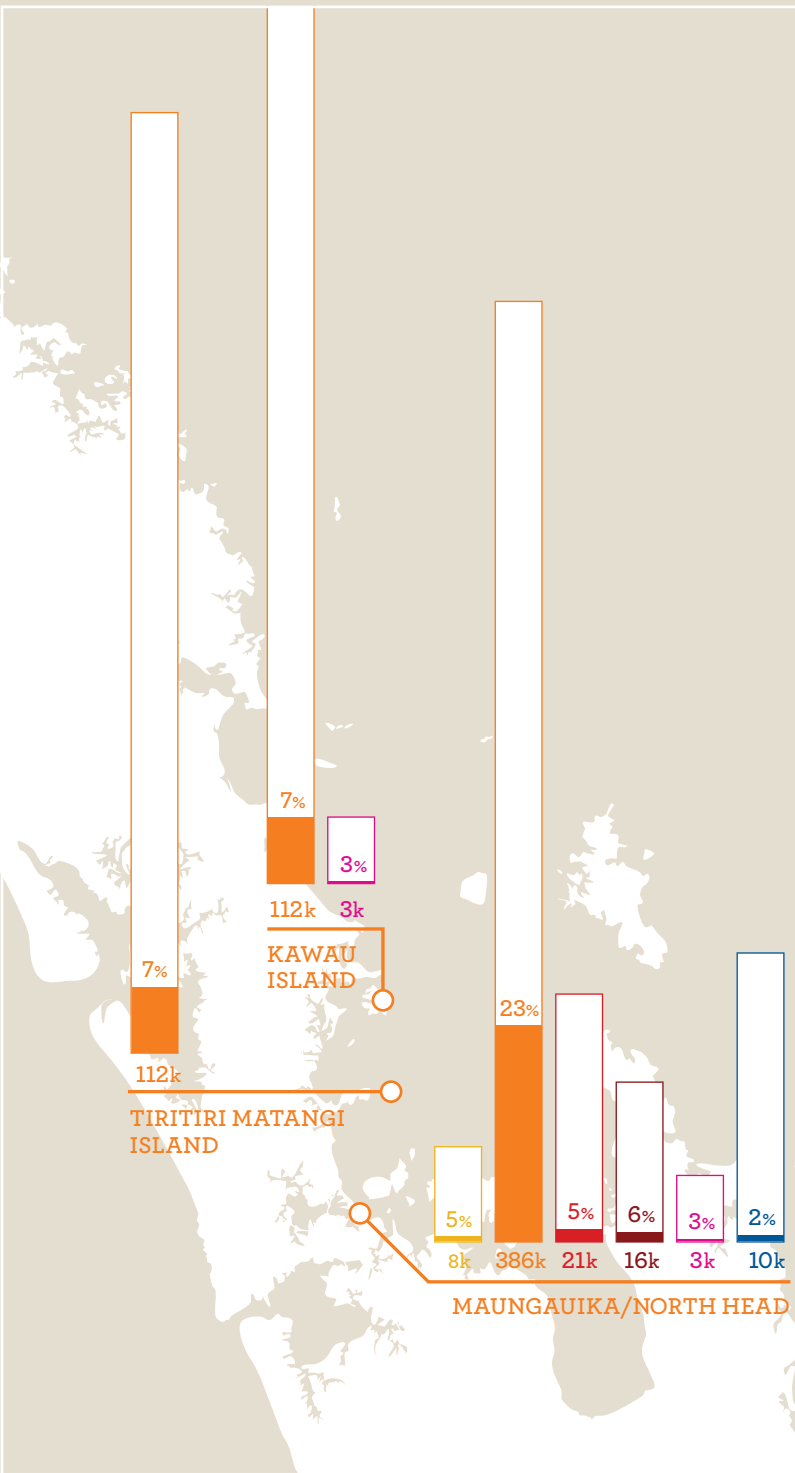

HERITAGE DATA AUCKLAND

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





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

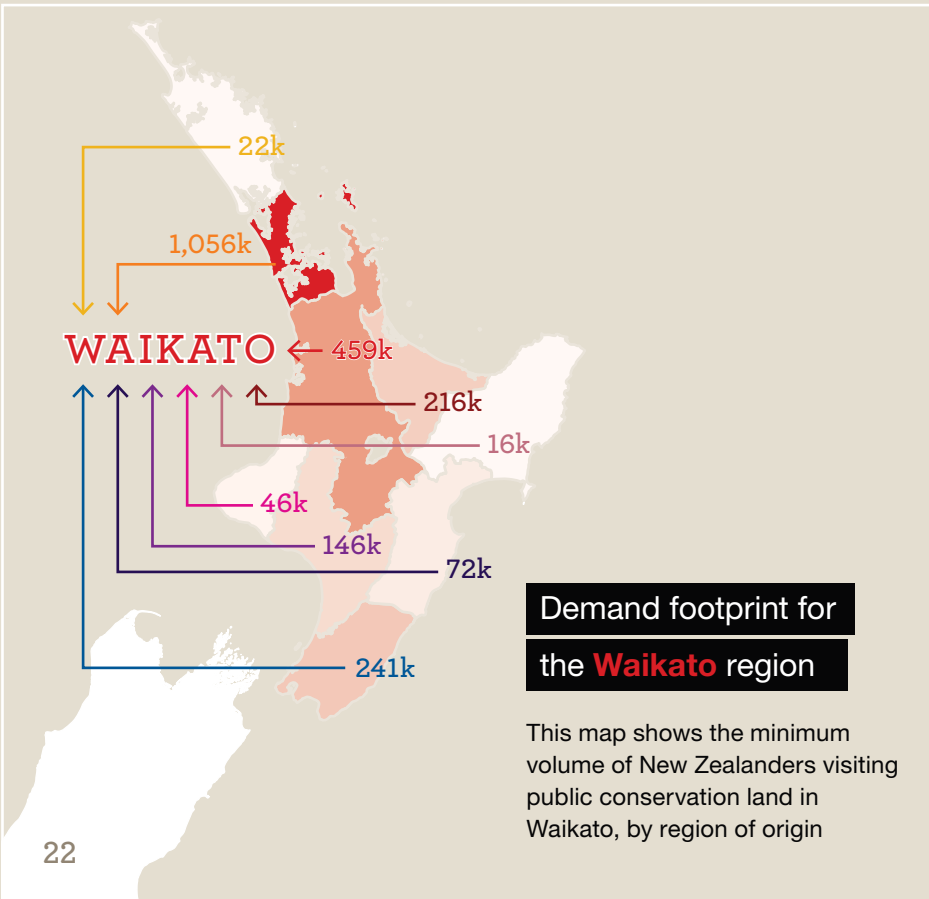
This map shows where New Zealanders visiting heritage sites on public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population



RECREATION DATA WAIKATO

Huka Falls. Photo: Phil Ostroff CC BY-NC-ND 2.0

- 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
- HAWKE'S BAY: 151,000
- WELLINGTON: 490,000



Demand footprint for the **Waikato** region

This map shows the minimum volume of New Zealanders visiting public conservation land in Waikato, by region of origin

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

👤 = 10,000 visits

INBOUND 1,815,000

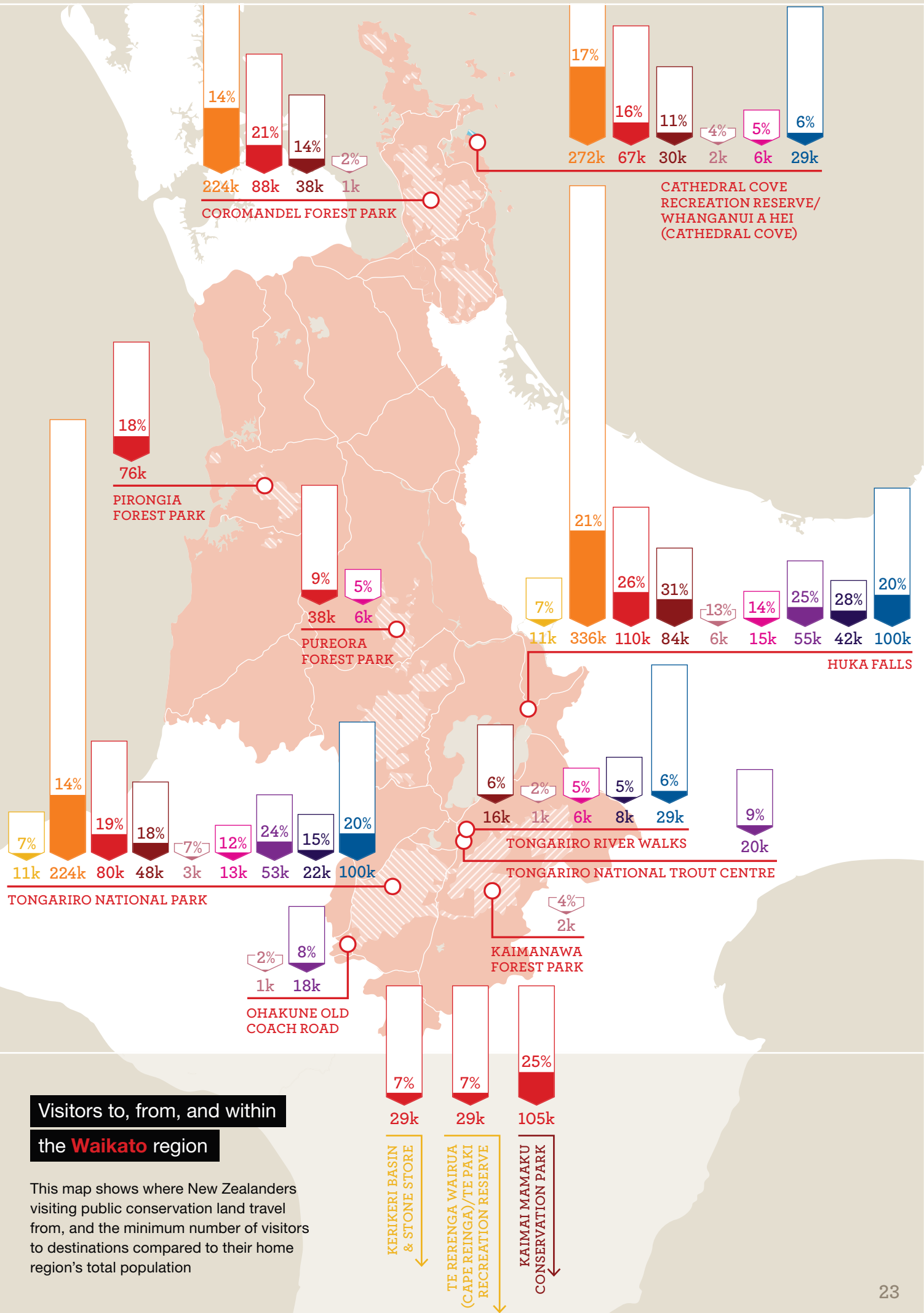


WITHIN 459,000



OUTBOUND 163,000





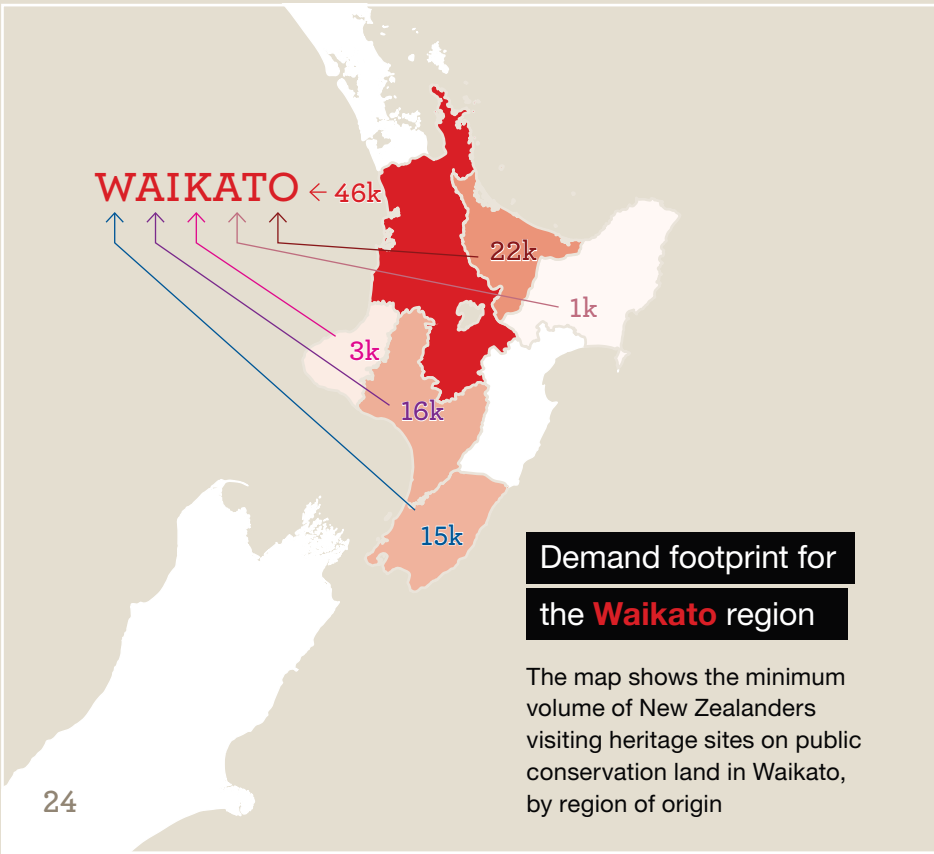


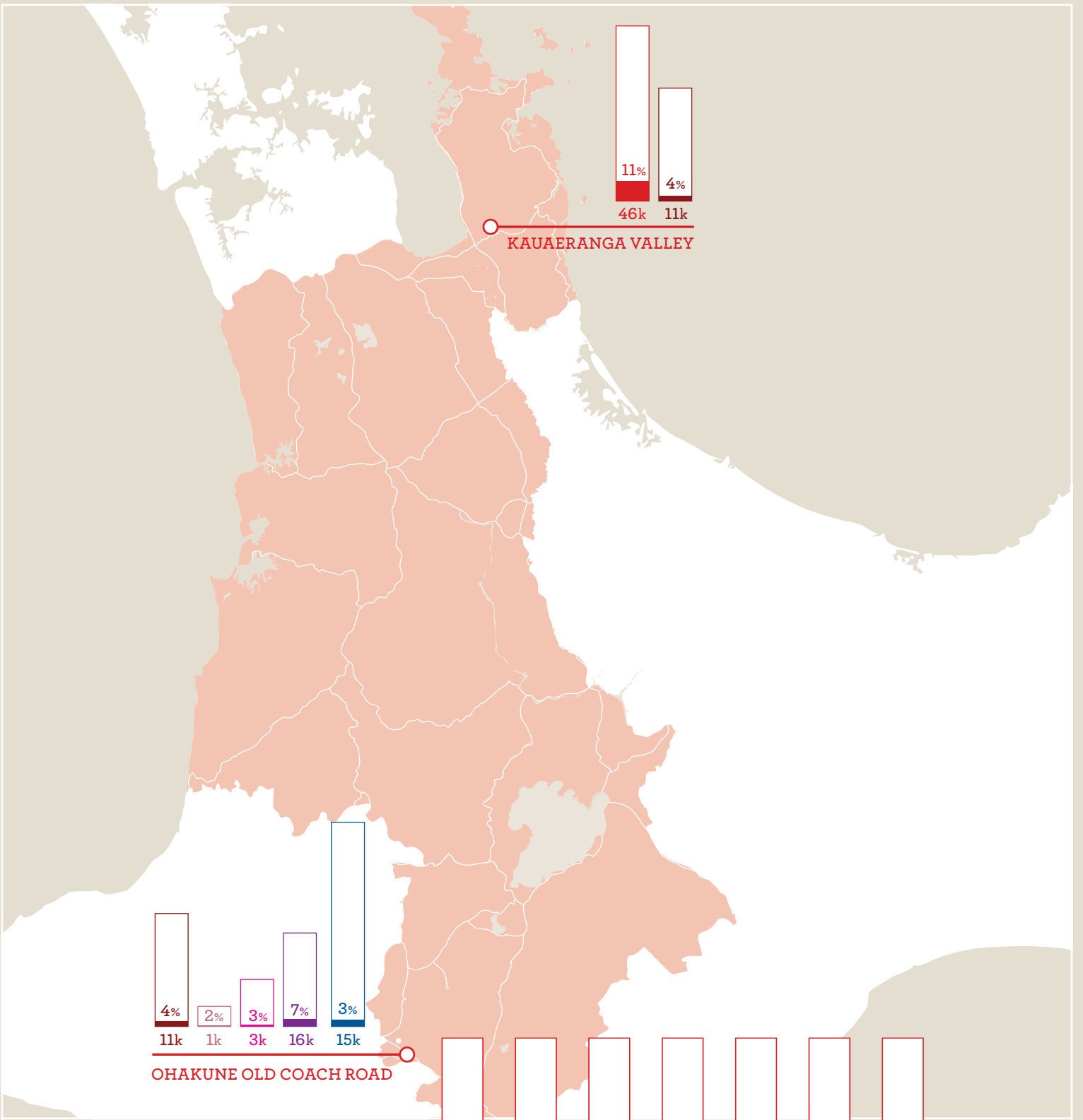
Dancing Camp Dam, Kauaeranga Valley.
Photo: Russellstreet CC BY-SA 2.0



HERITAGE DATA WAIKATO

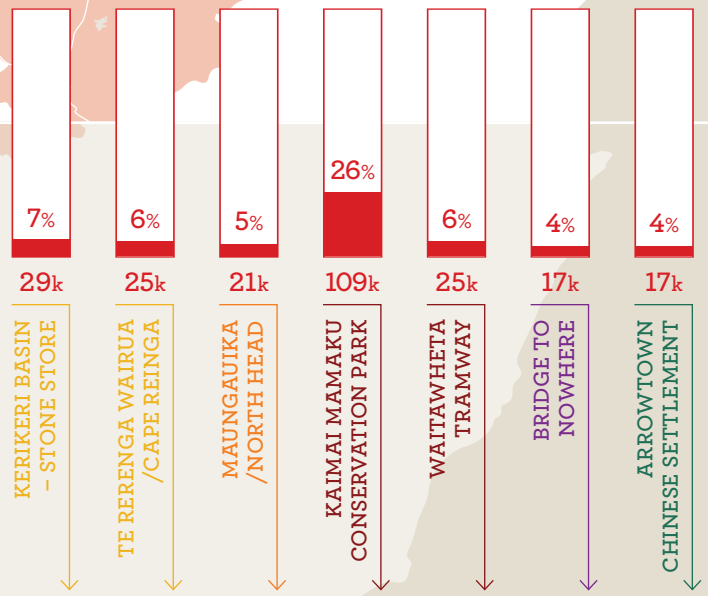
- REGION: population (est.)
- NORTHLAND: 160,000
- AUCKLAND: 1,600,000
- WAIKATO: 420,000
- BAY OF PLENTY: 270,000
- GISBORNE: 46,000
- TARANAKI: 111,000
- MANAWATU/
WHANGANUI: 223,000
- WELLINGTON: 490,000
- OTAGO: 213,000

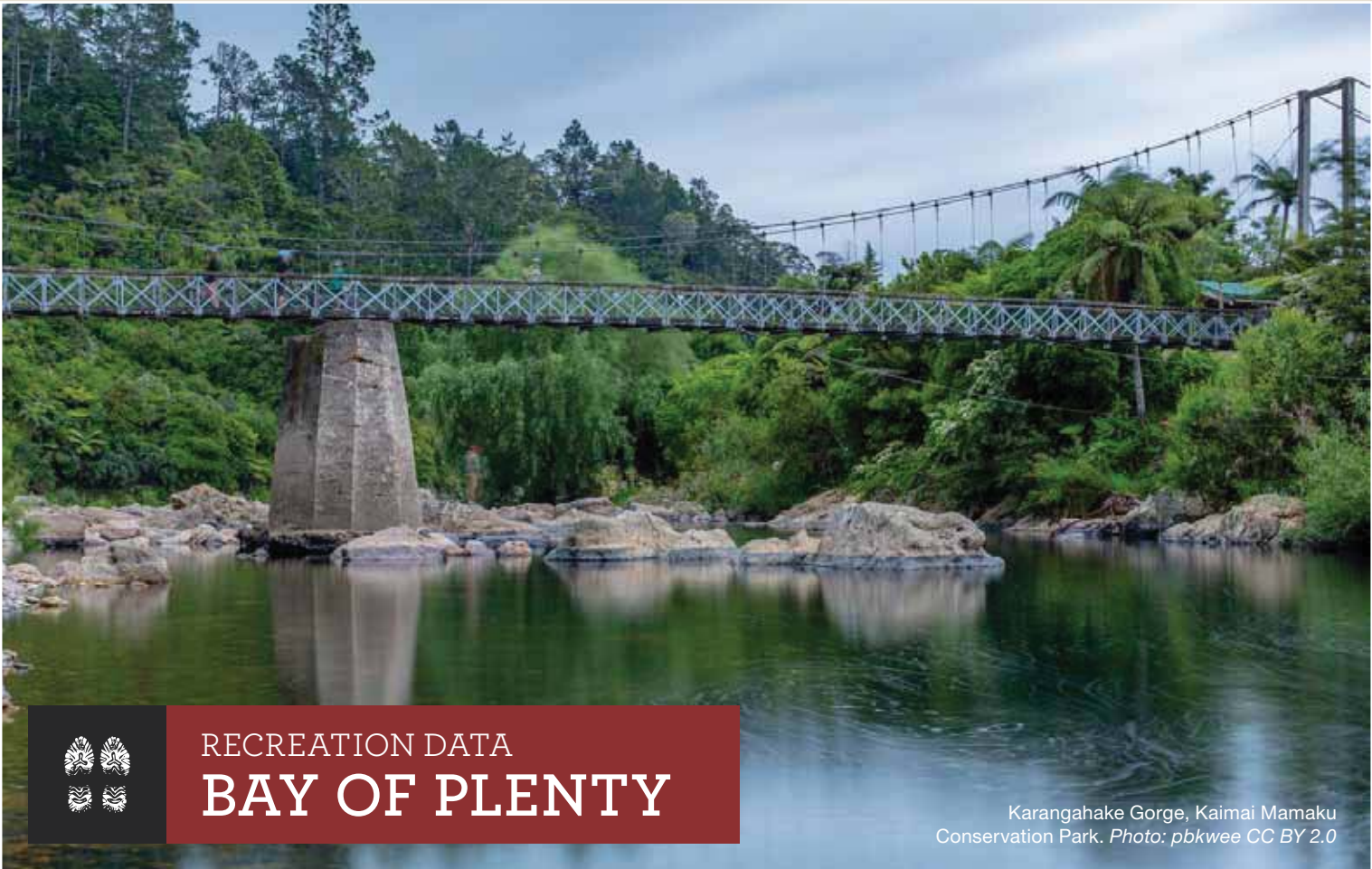




Visitors to, from, and within
the **Waikato** region

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



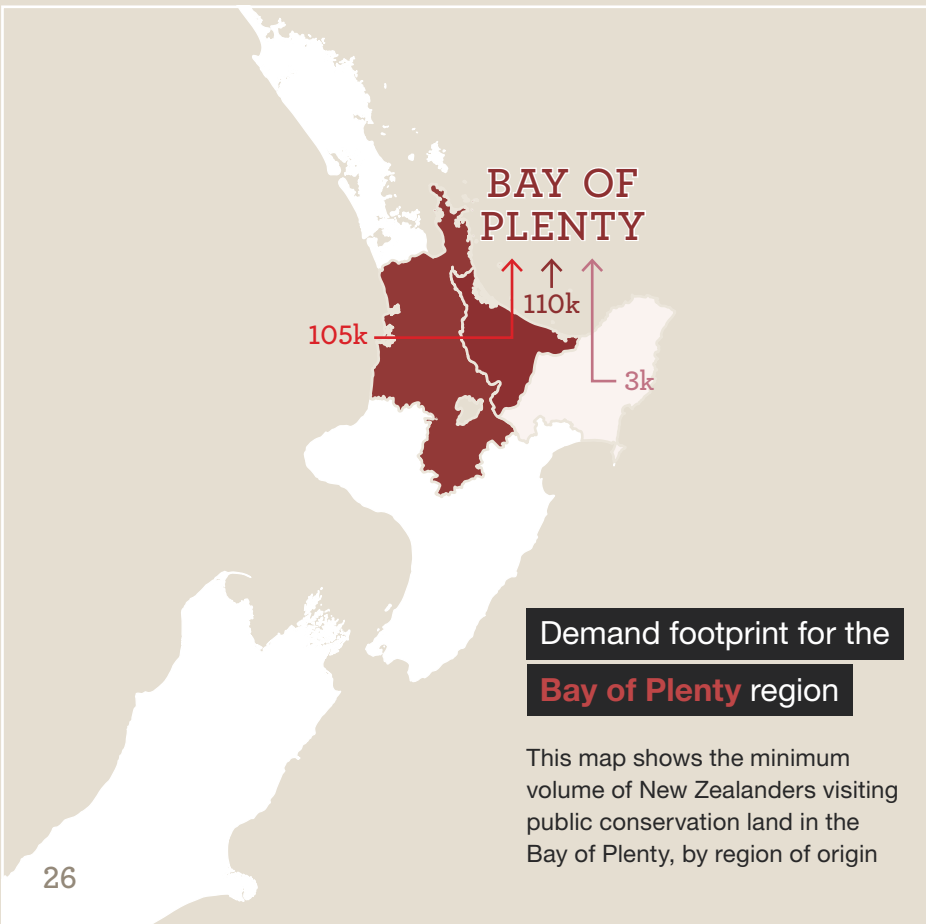


RECREATION DATA BAY OF PLENTY

Karangahake Gorge, Kaimai Mamaku Conservation Park. Photo: pbkwee CC BY 2.0

■ REGION: population (est.)

- NORTHLAND: 160,000
- BAY OF PLENTY: 270,000
- WAIKATO: 420,000
- GISBORNE: 46,000



Visitor markets for the Bay of Plenty region by size

INBOUND 108,000

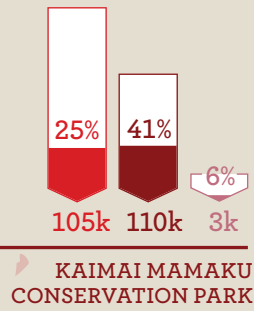


WITHIN 110,000



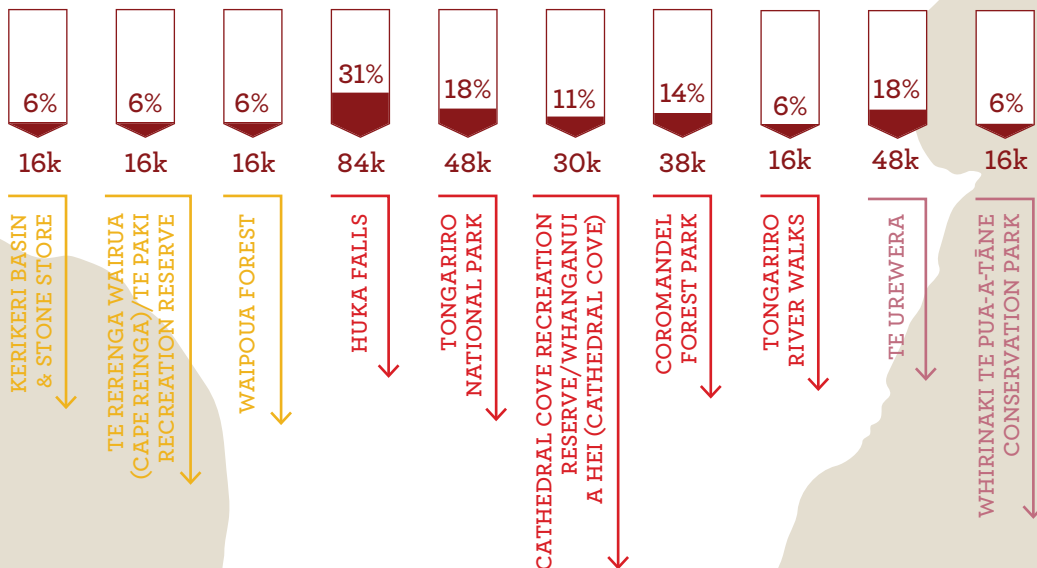
OUTBOUND 328,000

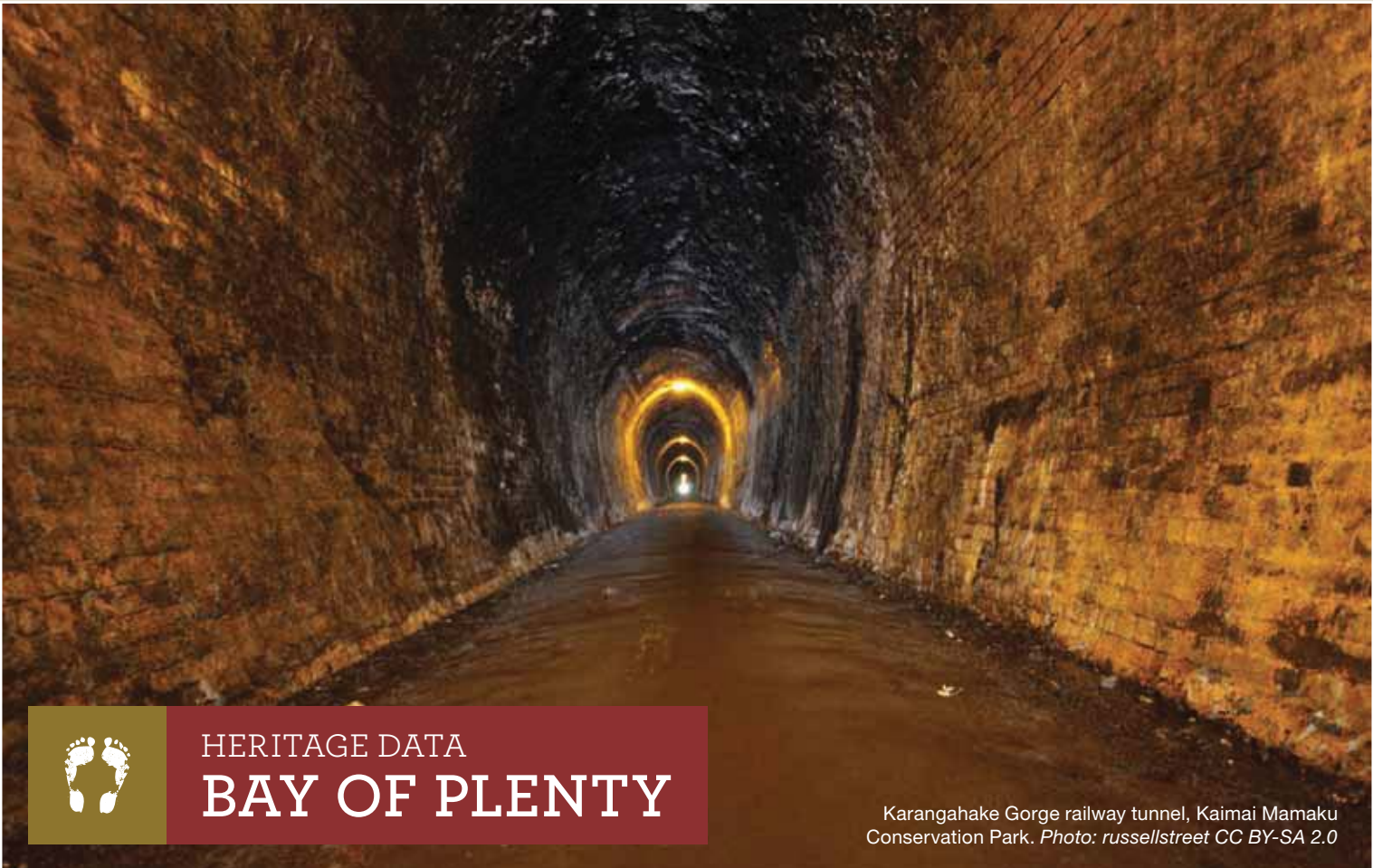




Visitors to, from, and within the **Bay of Plenty** region

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

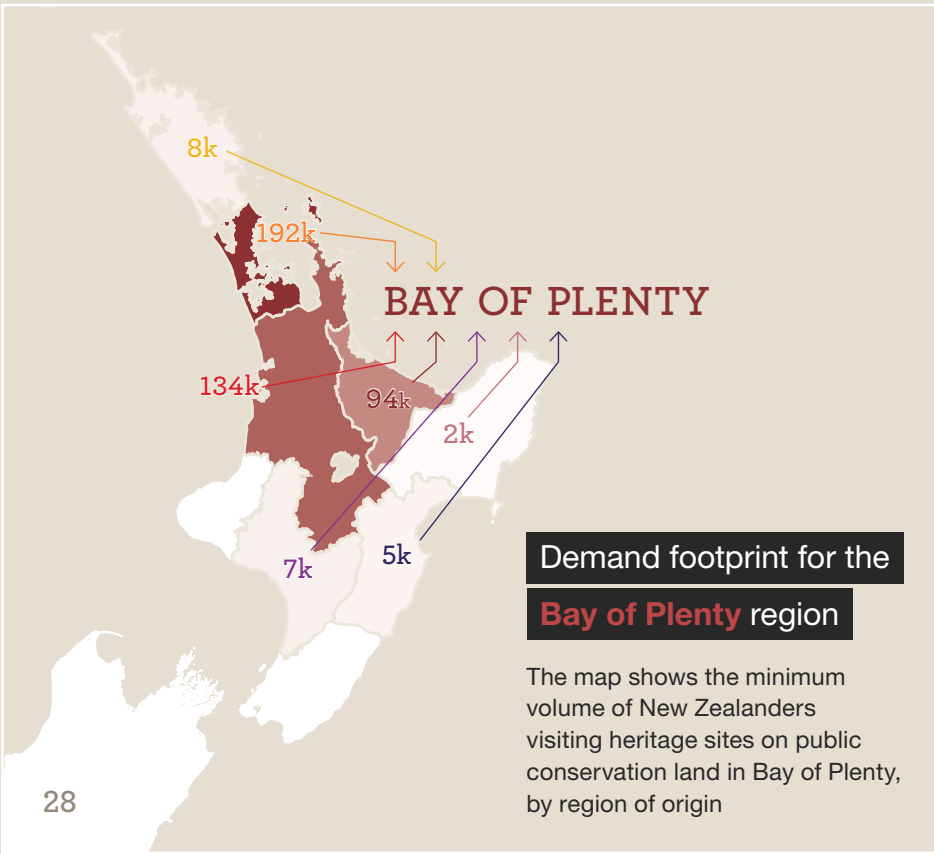





HERITAGE DATA BAY OF PLENTY

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

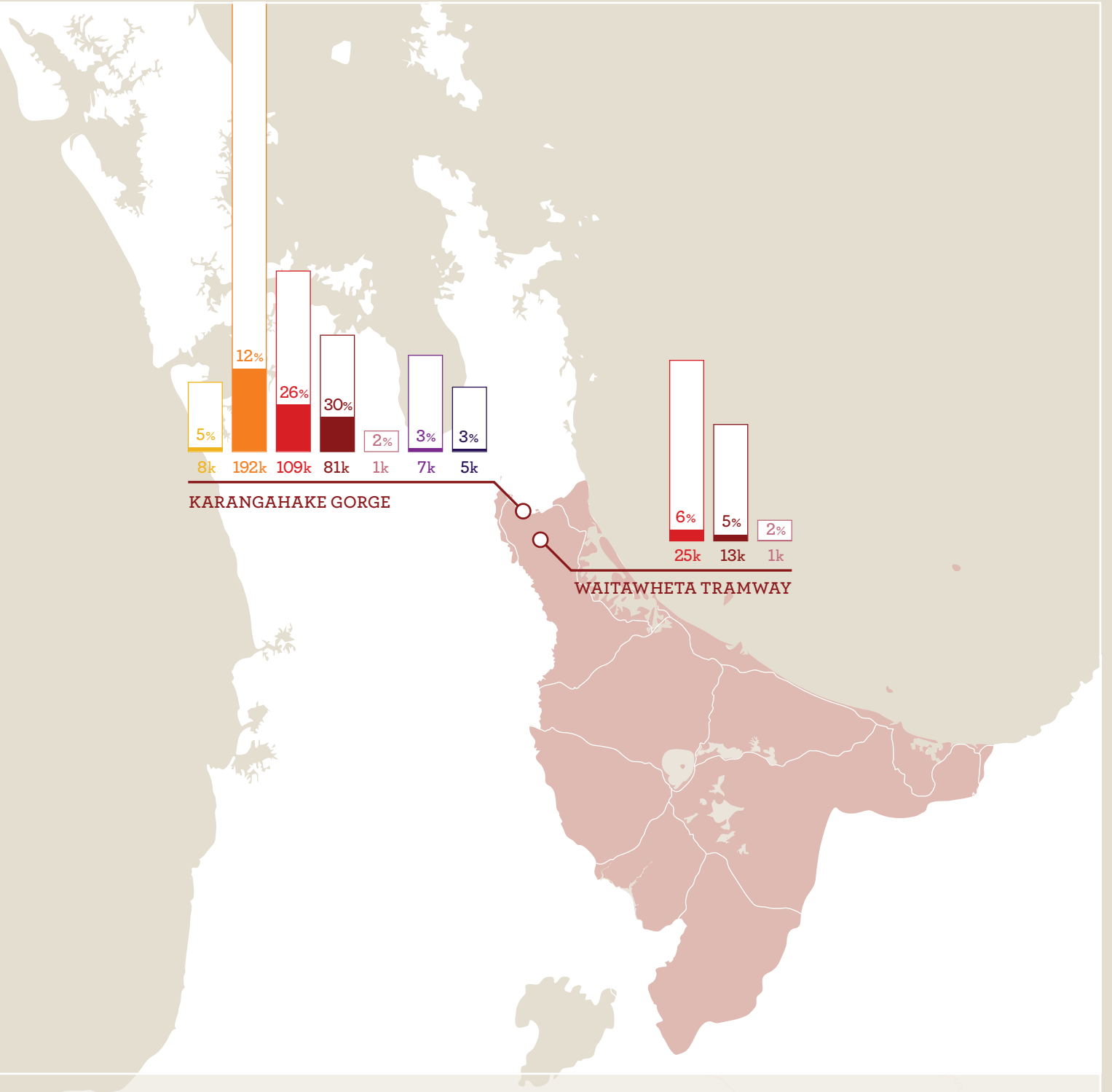


Demand footprint for the Bay of Plenty region

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

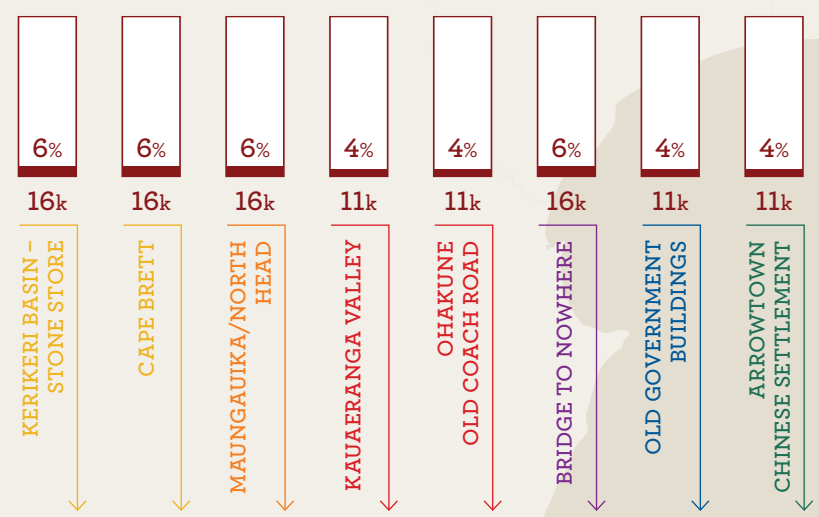
Visitor markets for the Bay of Plenty region by size





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





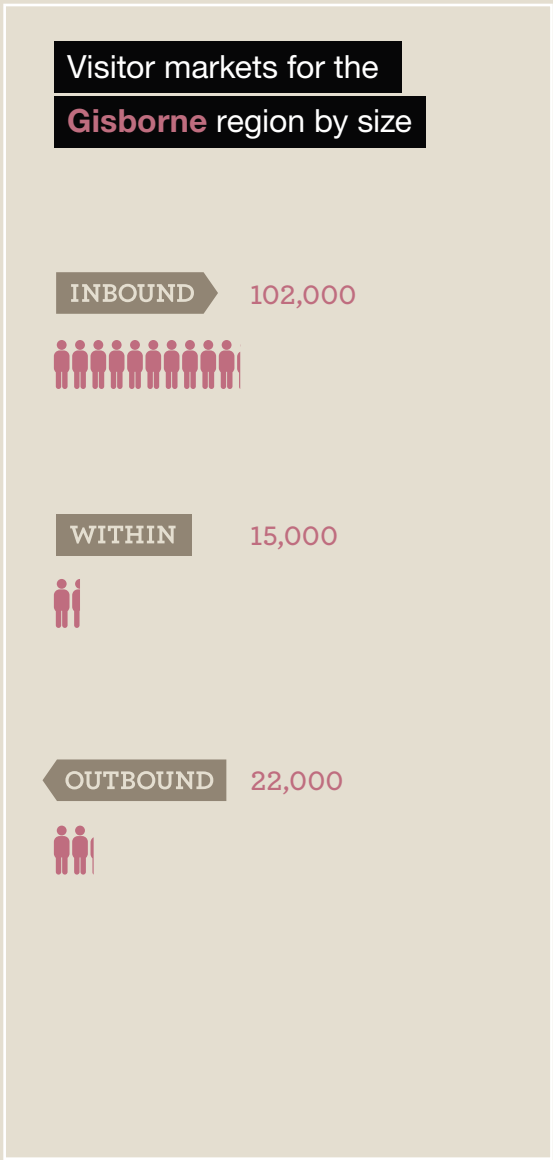
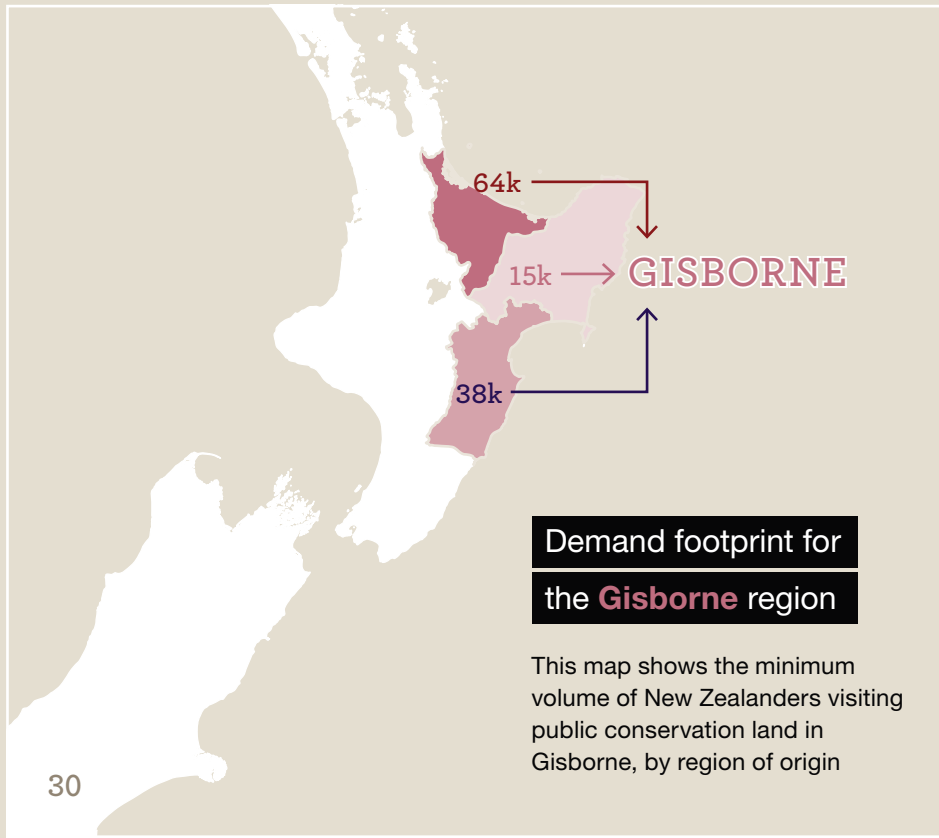
Lake Waikaremoana, Te Urewera.
Photo: sleepcreature CC BY-NC-ND 2.0

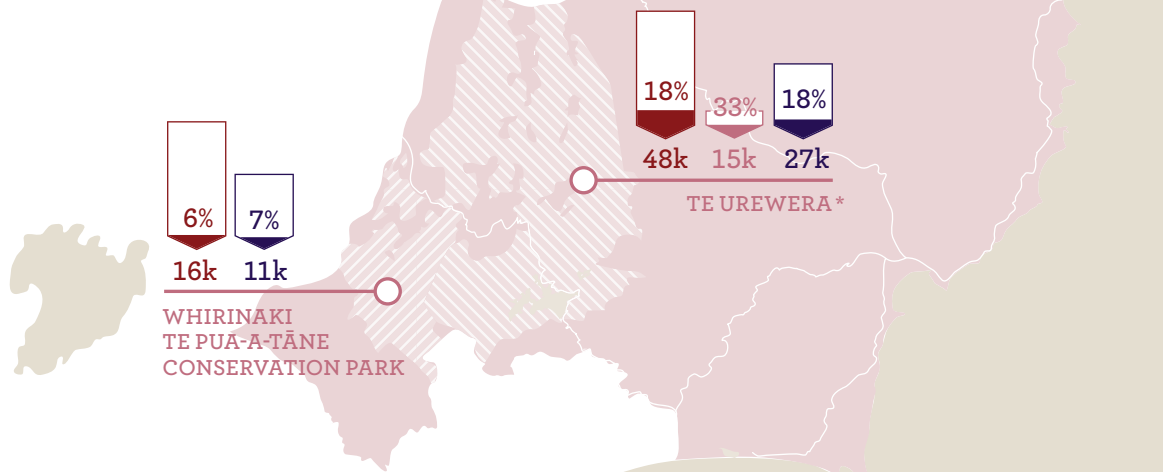


RECREATION DATA GISBORNE

- REGION: population (est.)

- **WAIKATO:** 420,000
- **BAY OF PLENTY:** 270,000
- **GISBORNE:** 46,000
- **TARANAKI:** 111,000
- **MANAWATU/WHANGANUI:** 223,000
- **HAWKE'S BAY:** 151,000

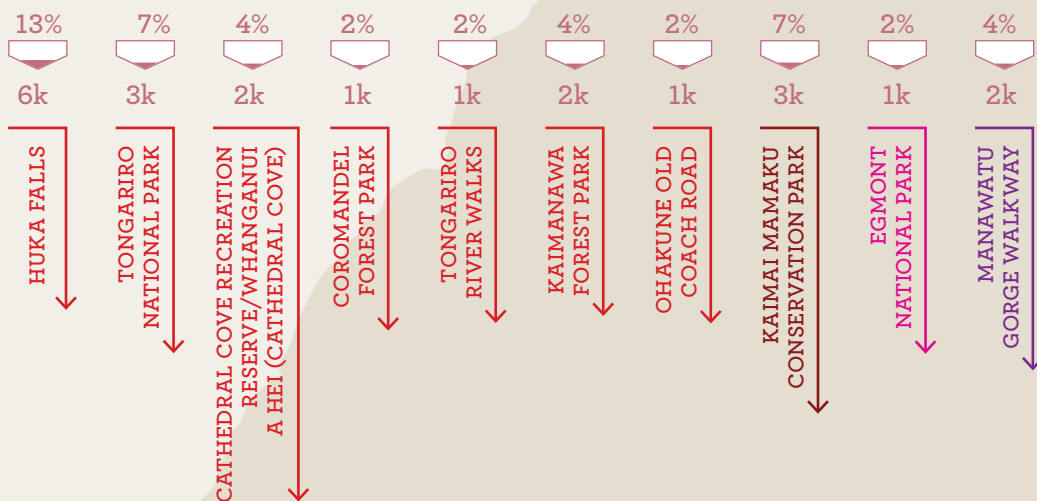




Visitors to, from, and within the Gisborne region

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

* Managed by Te Urewera Board





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



HERITAGE DATA GISBORNE

■ REGION: population (est.)

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



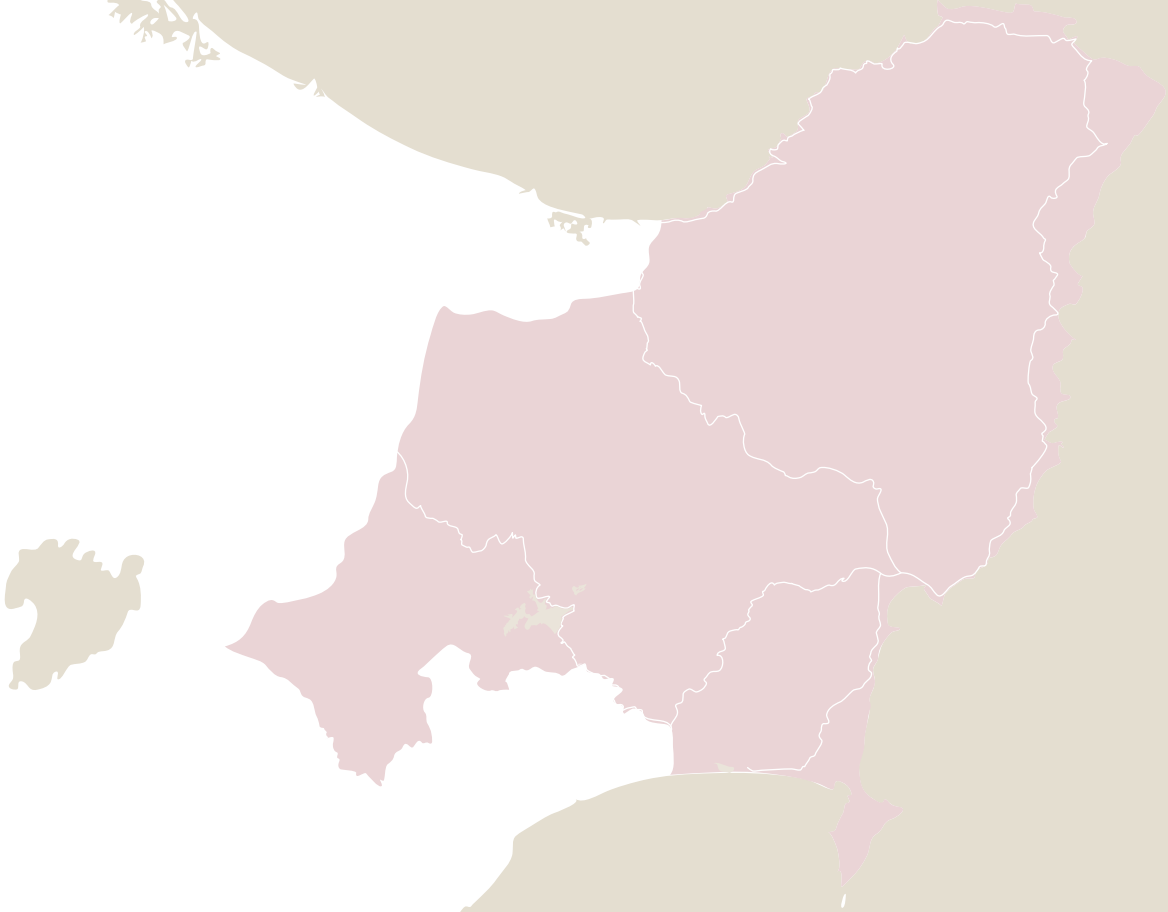
Visitor markets for the **Gisborne** region by size

INBOUND

WITHIN

OUTBOUND 6,000

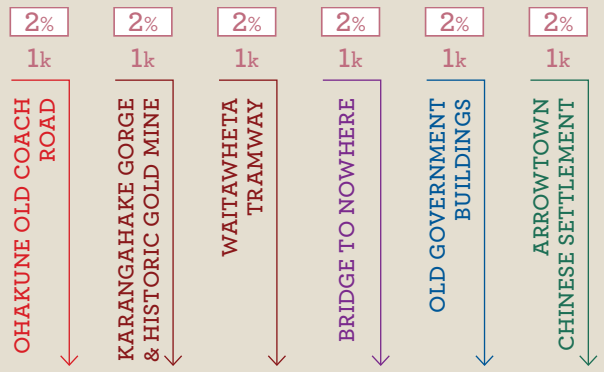


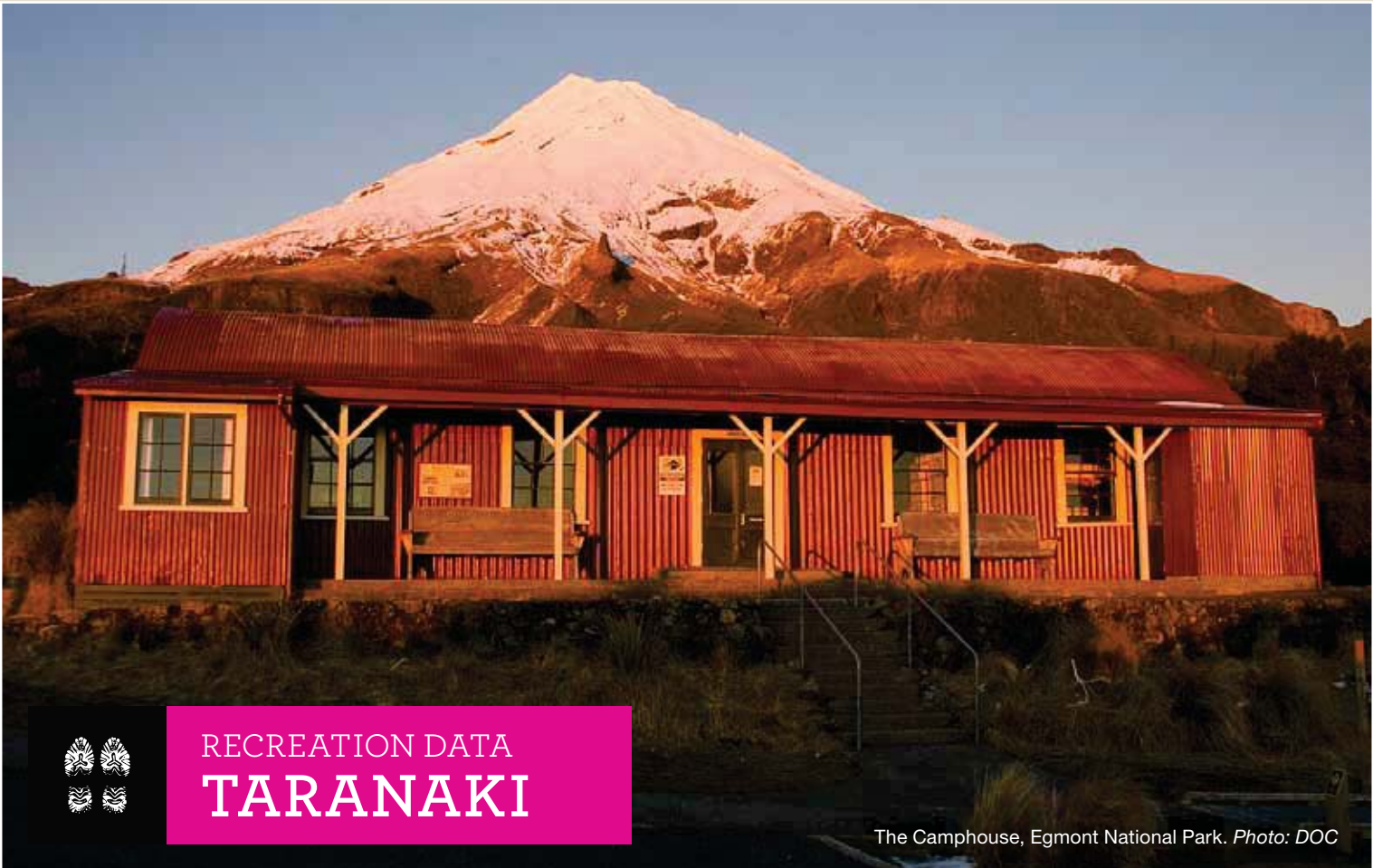


No significant visitation was recorded by survey respondents.

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

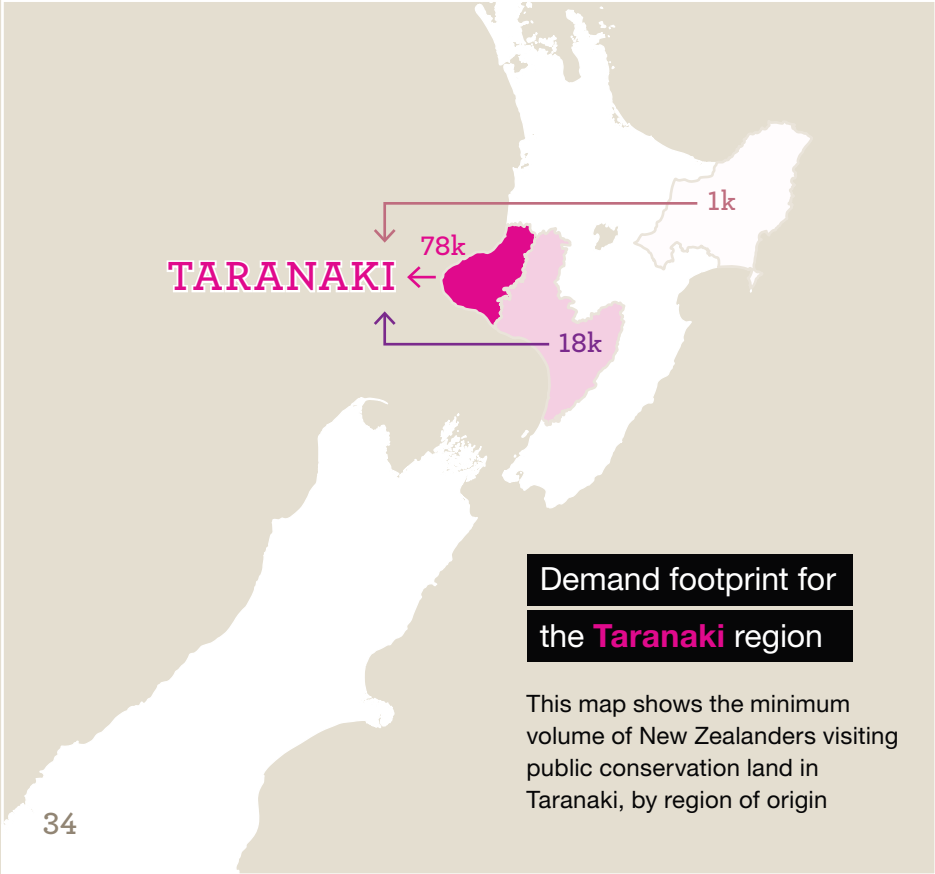




RECREATION DATA
TARANAKI

The Camphouse, Egmont National Park. Photo: DOC

- REGION: population (est.)
- **WAIKATO:** 420,000
- **GISBORNE:** 46,000
- **TARANAKI:** 111,000
- **MANAWATU/WHANGANUI:** 223,000
- **TASMAN:** 49,000

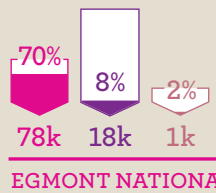


Visitor markets for the
Taranaki region by size

INBOUND 19,000

WITHIN 78,000

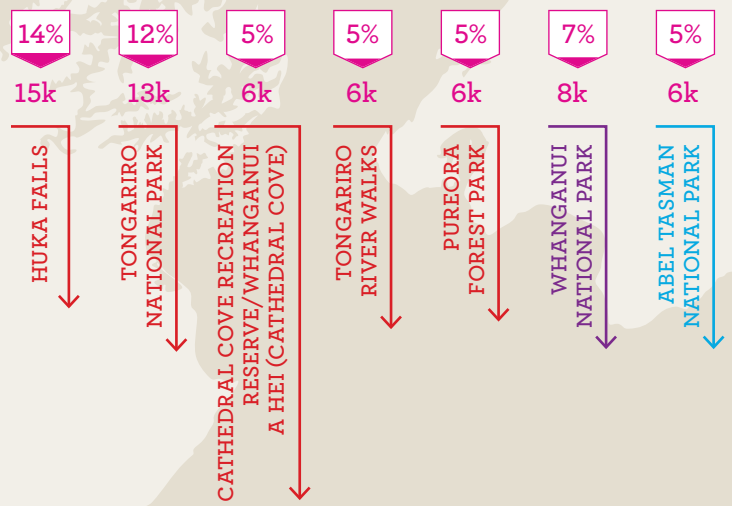
OUTBOUND 60,000



EGMONT NATIONAL PARK

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

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



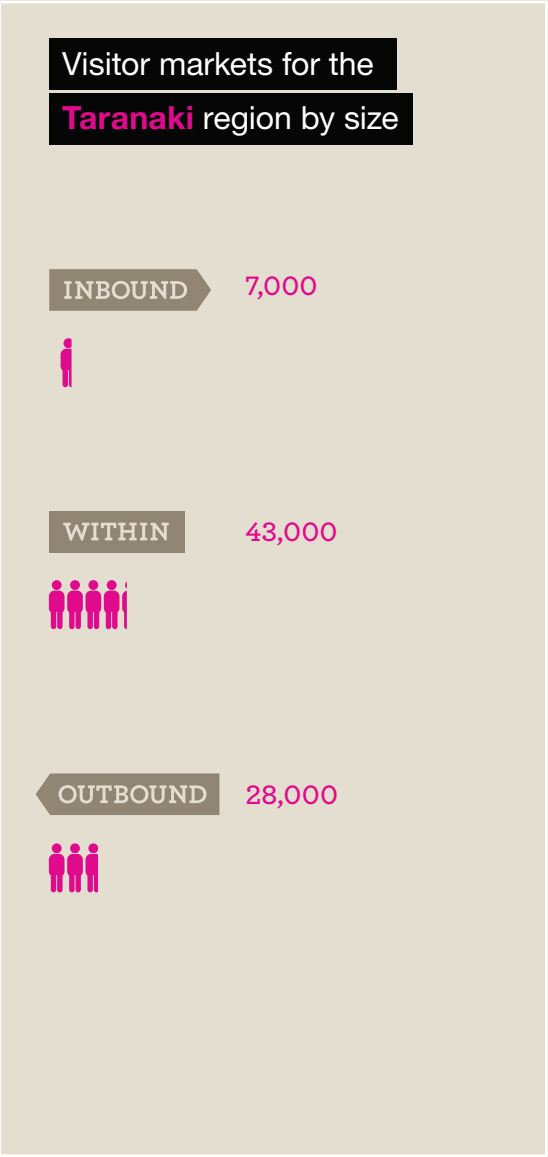
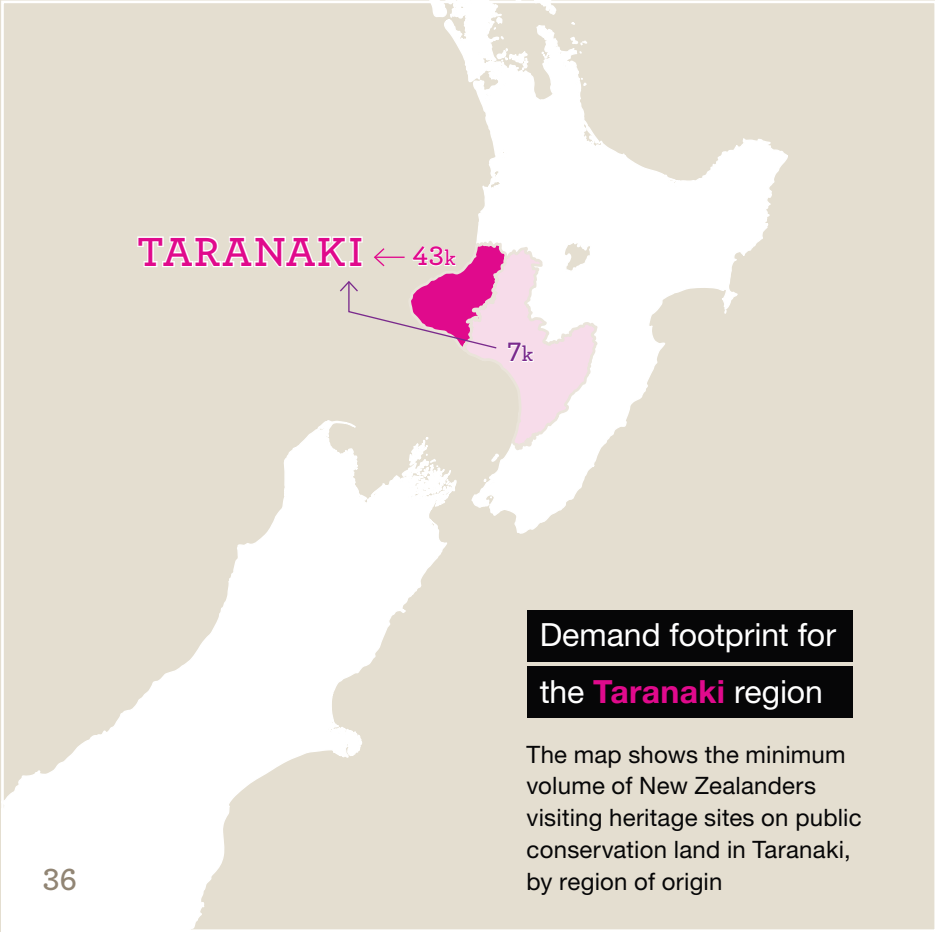


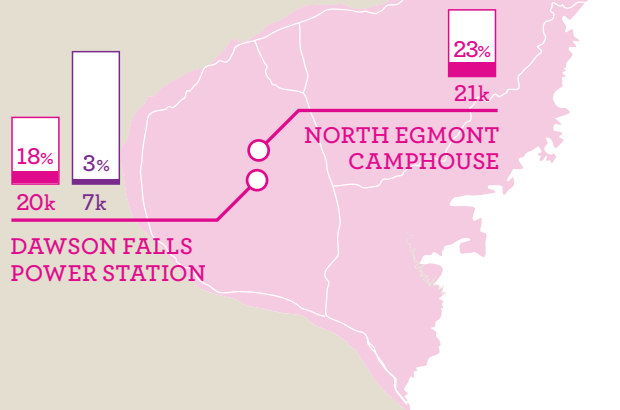
The Camphouse, Egmont National Park. Photo: DOC



HERITAGE DATA TARANAKI

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

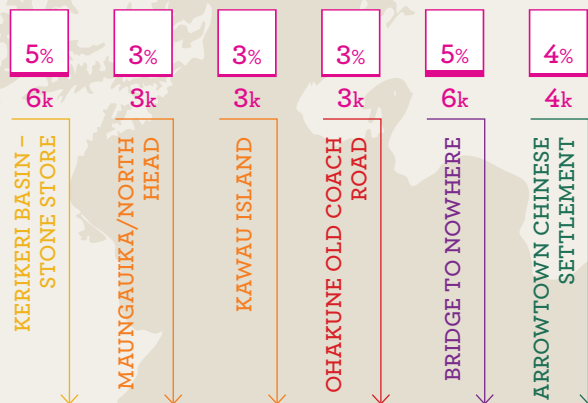




Visitors to, from, and within

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 Gorge.
 Photo: Kathrin & Stefan Marks
 CC BY-NC-ND 2.0



RECREATION DATA MANAWATU/WHANGANUI

■ REGION: population (est.)

- **WAIKATO:** 420,000
- **MANAWATU/WHANGANUI:** 223,000
- **GISBORNE:** 46,000
- **HAWKE'S BAY:** 151,000
- **TARANAKI:** 111,000
- **WELLINGTON:** 490,000

Visitor markets for the Manawatu/Whanganui region by size

👤 = 10,000 visits

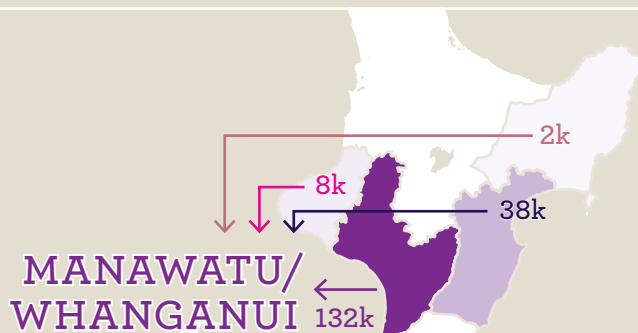
INBOUND 48,000



WITHIN 132,000

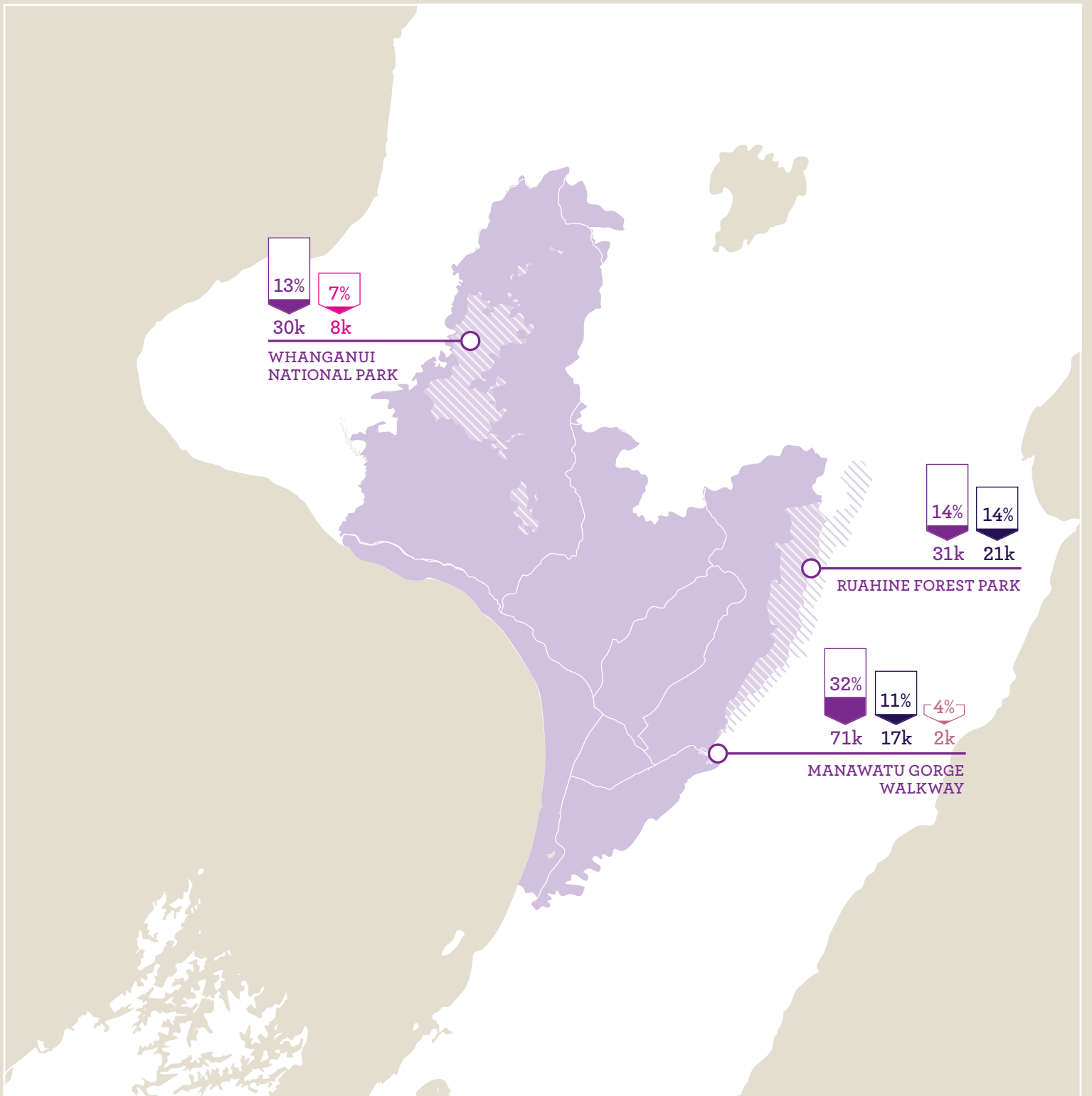


OUTBOUND 216,000



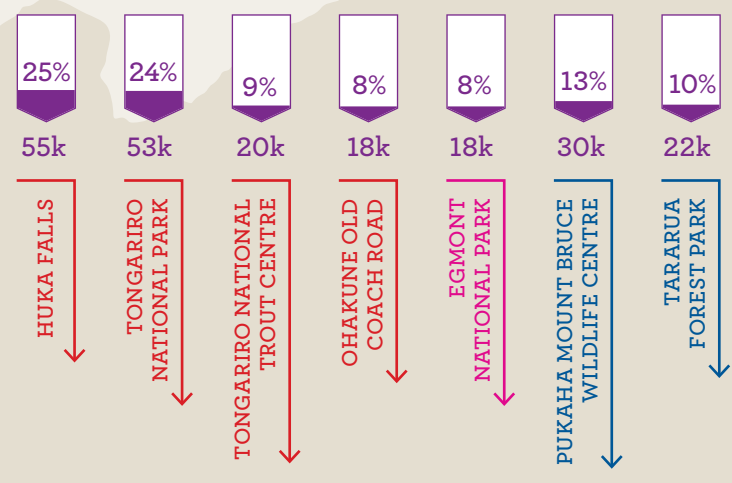
Demand footprint for the Manawatu/Whanganui region

This map shows the minimum volume of New Zealanders visiting public conservation land in Manawatu/Whanganui, by region of origin



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

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





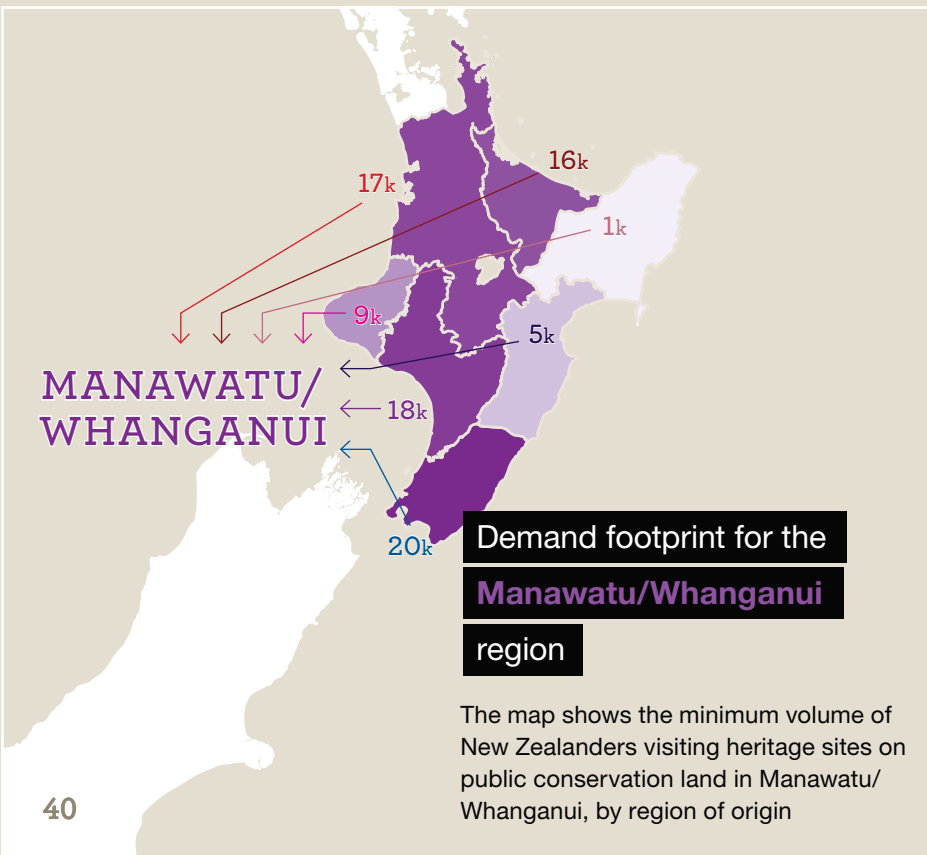
HERITAGE DATA

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



Visitor markets for the Manawatu/Whanganui region by size

= 10,000 visits

INBOUND 68,000

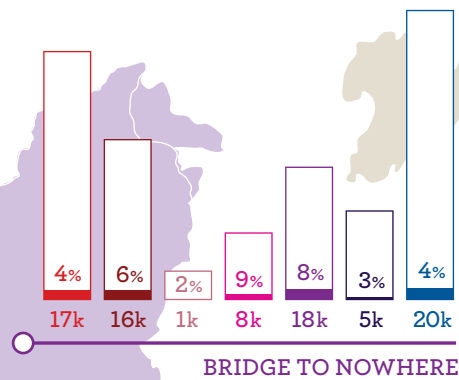


WITHIN 18,000



OUTBOUND 77,000

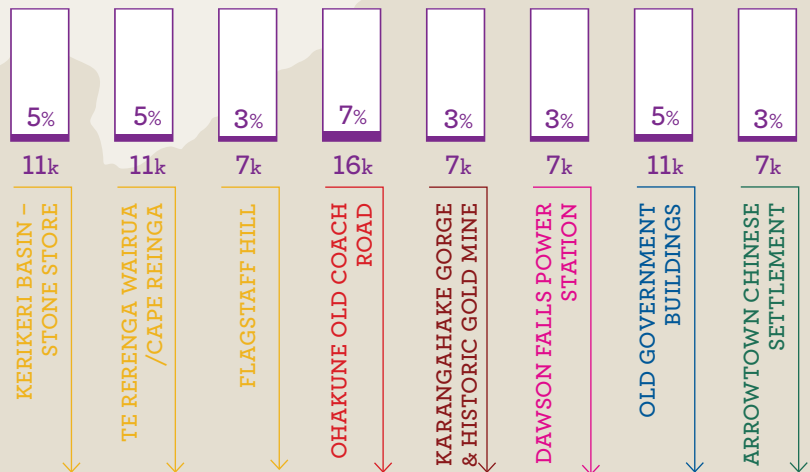




BRIDGE TO NOWHERE

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





Australasian gannet colony, Cape Kidnappers.
Photo: Jack Mace



RECREATION DATA
HAWKE'S BAY

- REGION: population (est.)
- **NORTHLAND:** 160,000
- **WAIKATO:** 420,000
- **GISBORNE:** 46,000
- **MANAWATU/WHANGANUI:** 223,000
- **HAWKE'S BAY:** 151,000
- **WELLINGTON:** 490,000

Visitor markets for the
Hawke's Bay region by size

OUTBOUND 188,000



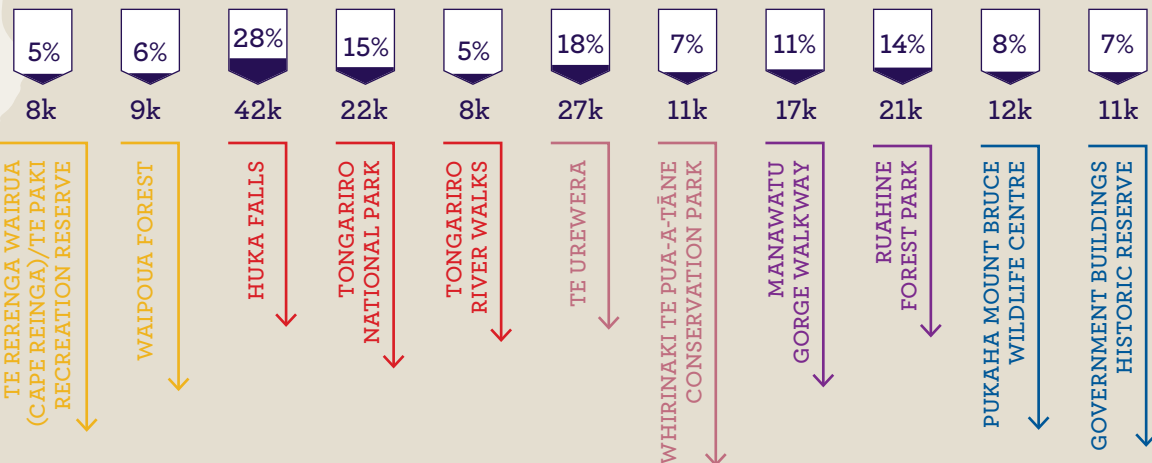
HAWKE'S BAY

Demand footprint for
the **Hawke's Bay** region

This map shows the minimum volume of New Zealanders visiting public conservation land in Hawke's Bay, by region of origin

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

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





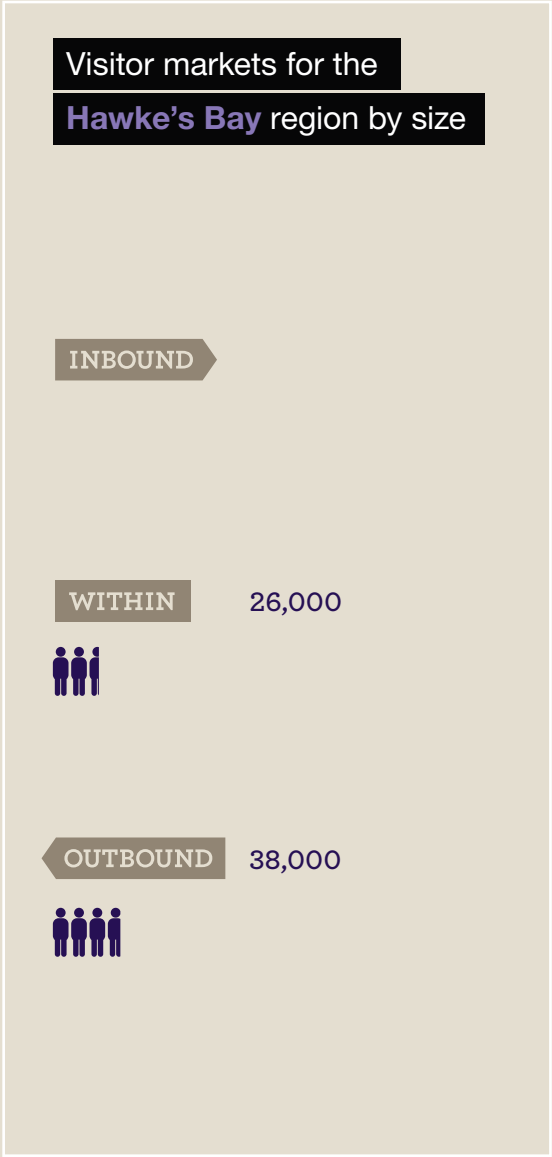
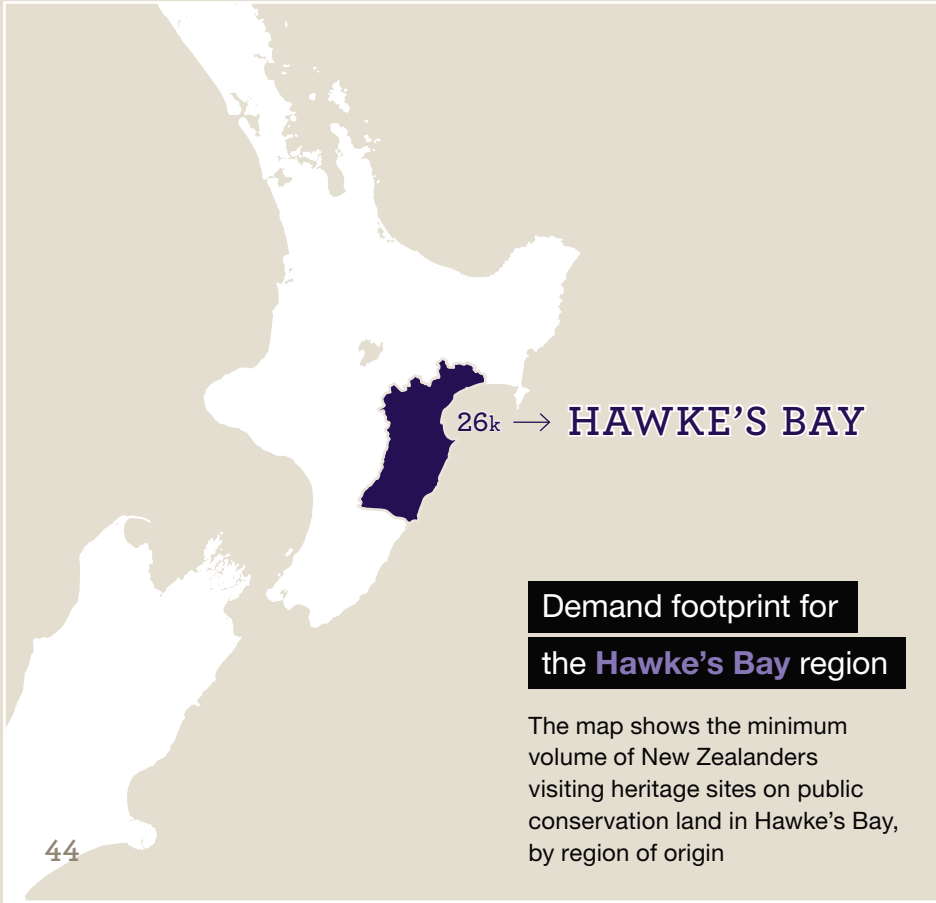
Otatara Pā. Photo: mrcjhicks CC BY-NC 2.0



HERITAGE DATA
HAWKE'S BAY

- REGION: population (est.)

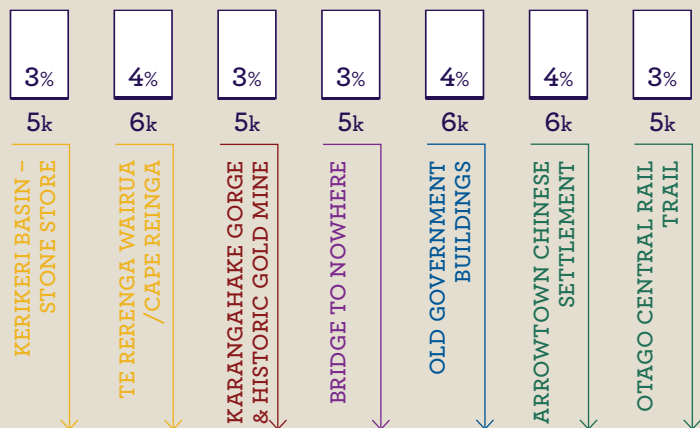
- NORTHLAND: 160,000
- BAY OF PLENTY: 270,000
- MANAWATU/WHANGANUI: 223,000
- HAWKE'S BAY: 151,000
- WELLINGTON: 490,000
- OTAGO: 213,000





**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



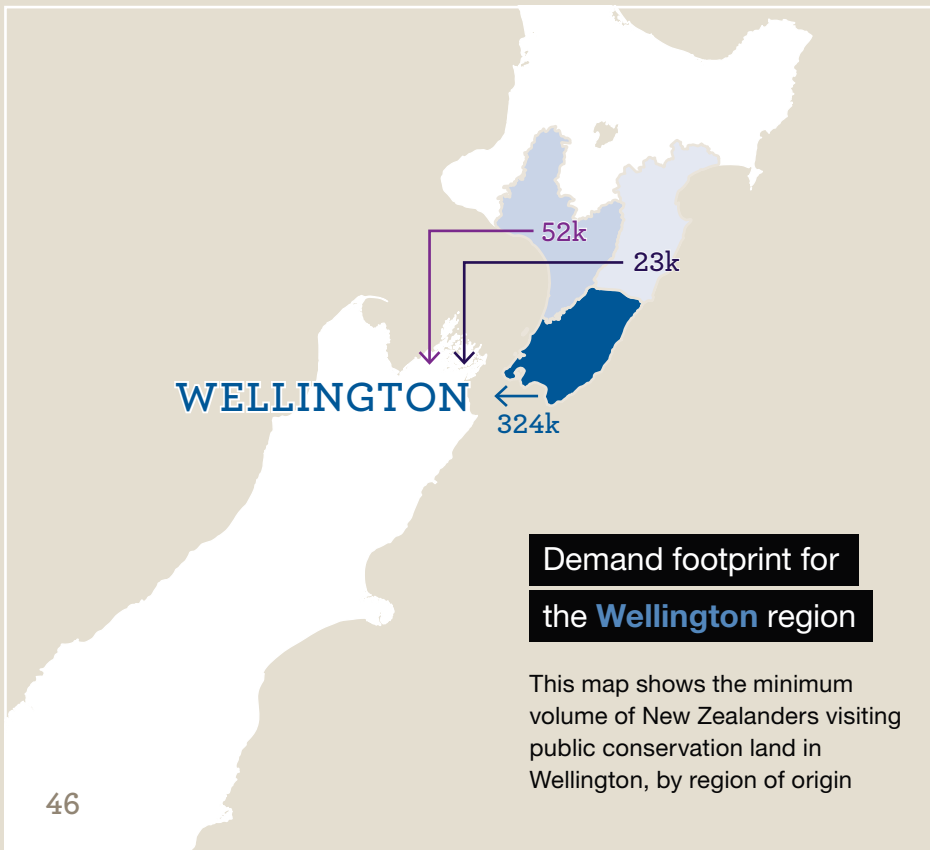


RECREATION DATA WELLINGTON

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

REGION: population (est.)

- **WAIKATO:** 420,000
- **WELLINGTON:** 490,000
- **MANAWATU/
WHANGANUI:** 223,000
- **TASMAN:** 49,000
- **HAWKE'S BAY:** 151,000



Visitor markets for the Wellington region by size

INBOUND 75,000

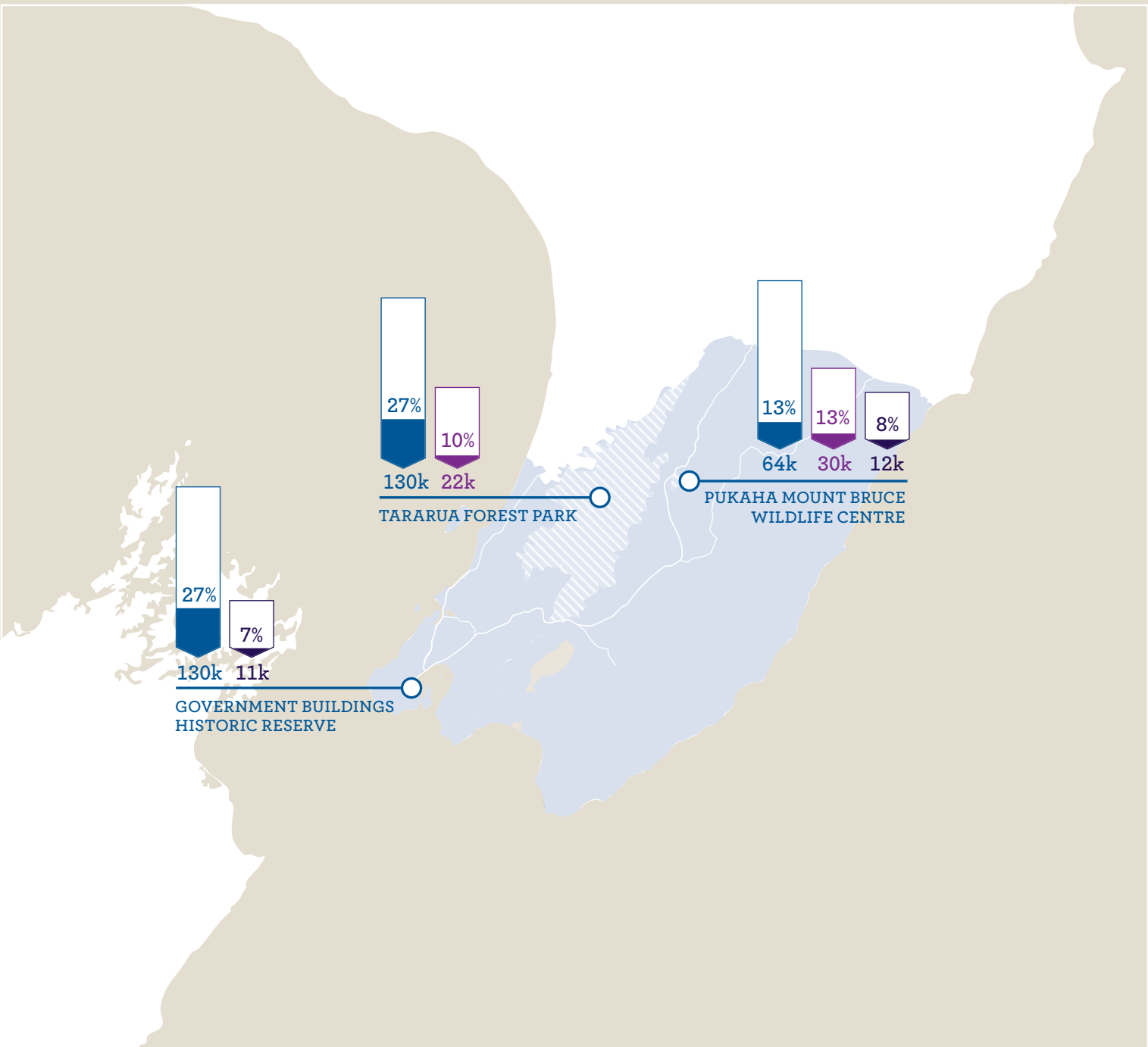


WITHIN 324,000



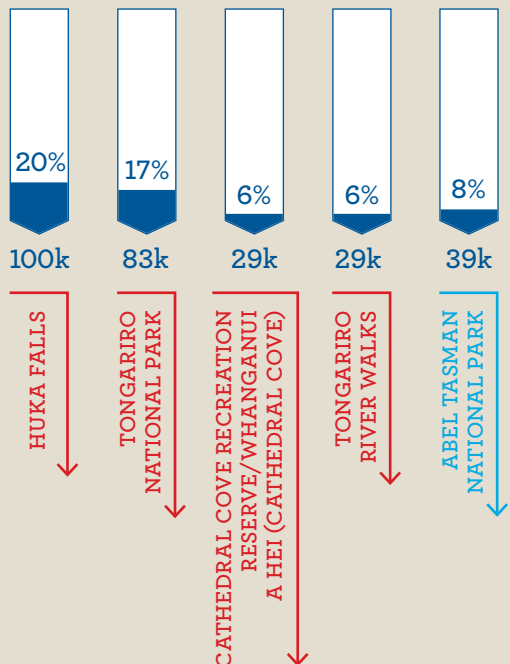
OUTBOUND 280,000





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

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





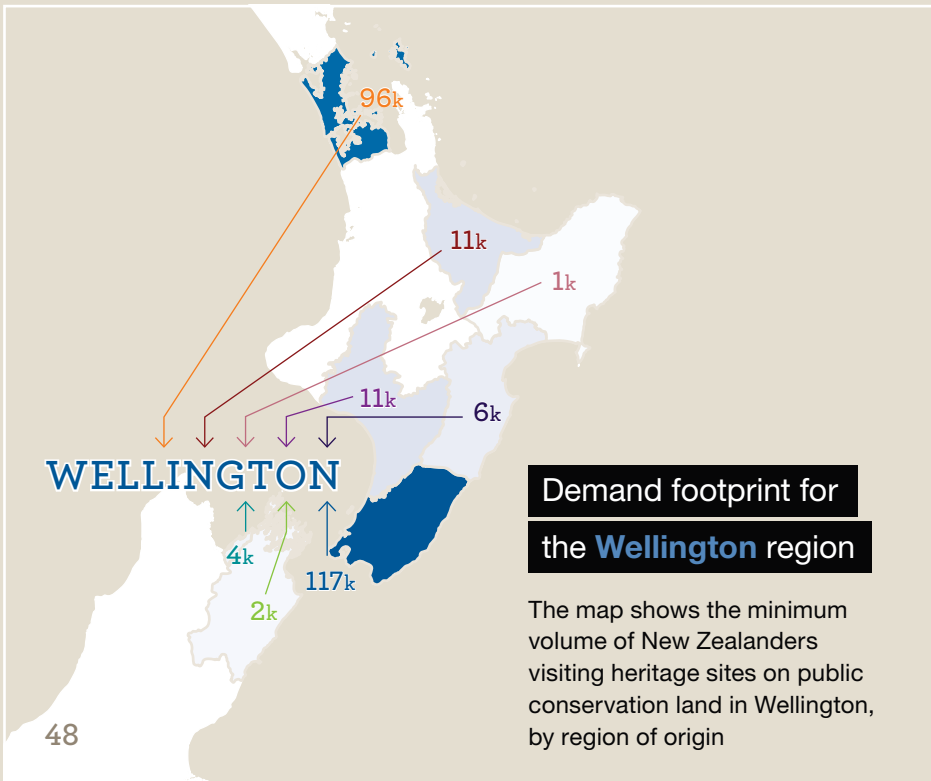
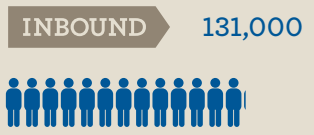
HERITAGE DATA WELLINGTON

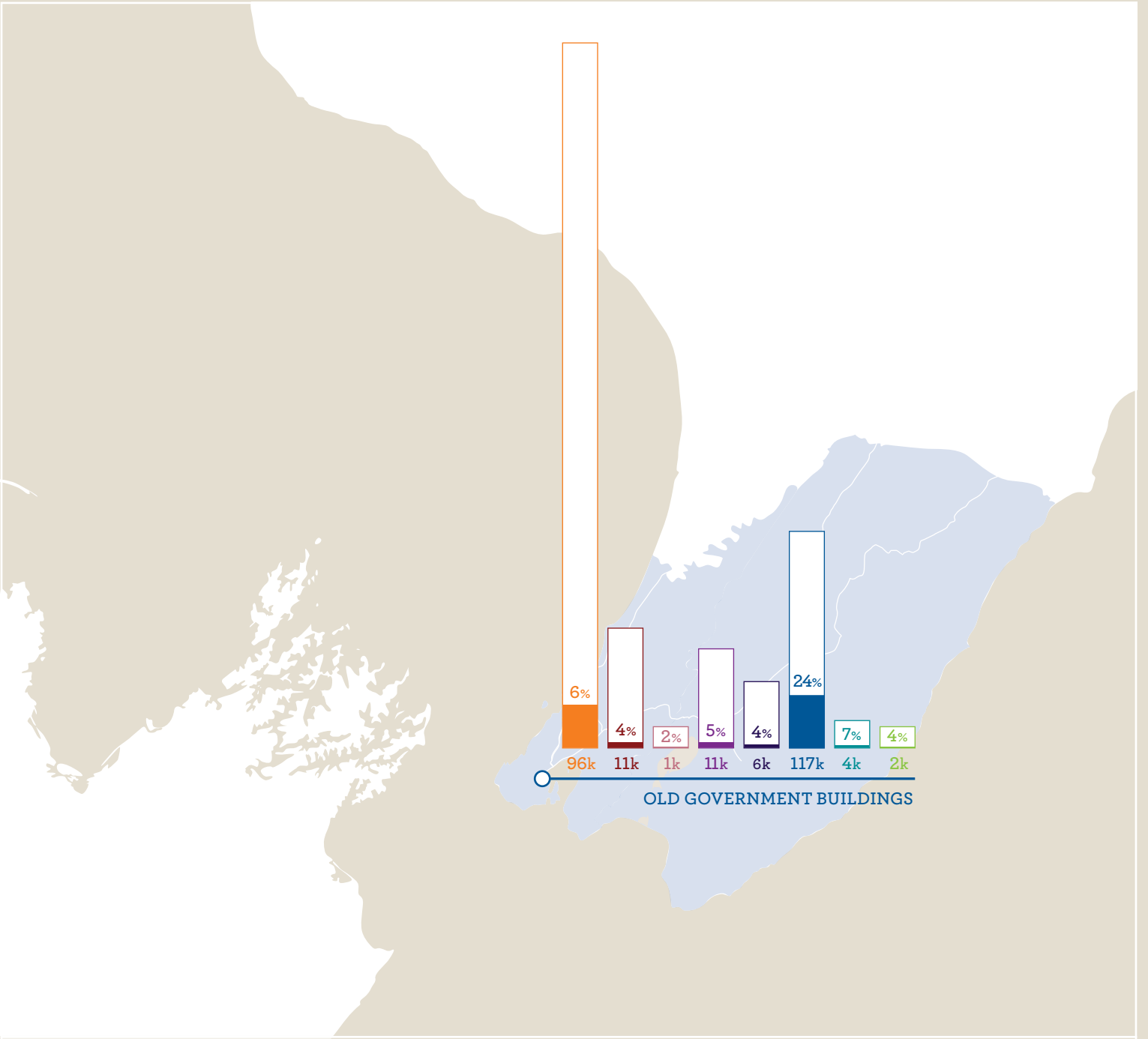
Old Government Buildings, Wellington.
Photo: Lance Andrewes CC BY-NC-ND 2.0

■ 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 |

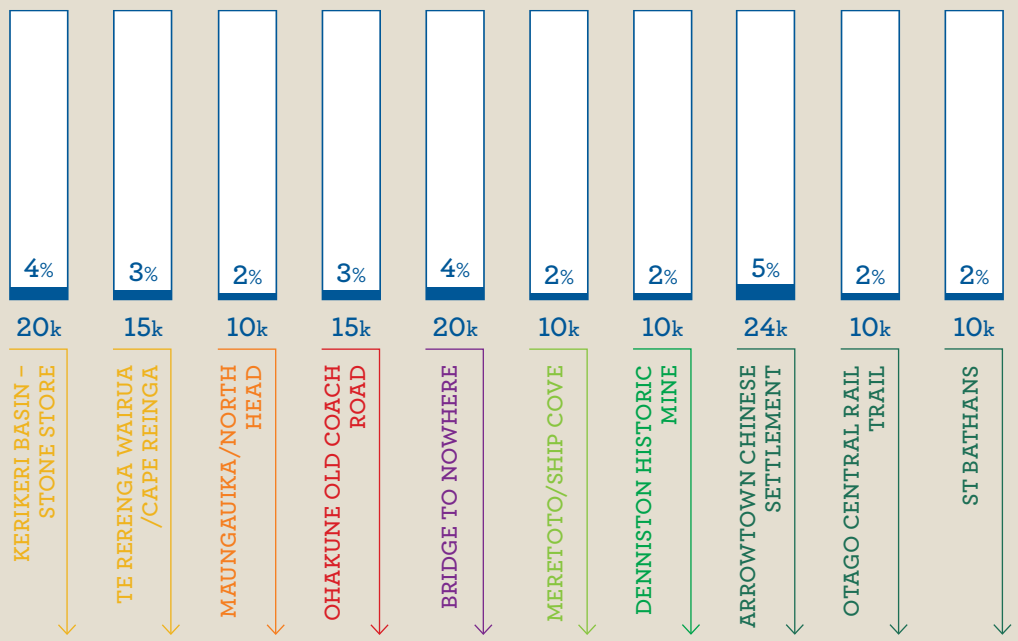
Visitor markets for the Wellington region by size





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





Looking towards Hororangi Marine Reserve from Cable Bay.
 Photo: Nathanael Coyne CC BY-NC-ND 2.0



RECREATION DATA NELSON

■ REGION: population (est.)

■ NELSON: 60,000

■ WEST COAST: 33,000

■ TASMAN: 49,000

■ CANTERBURY: 566,000

■ MARLBOROUGH: 46,000

Visitor markets for the Nelson region by size

OUTBOUND 175,000

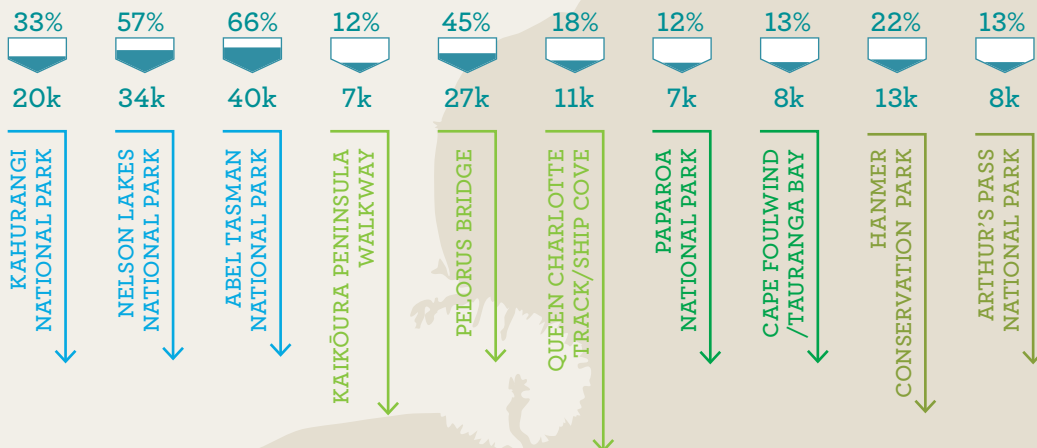


Demand footprint for the Nelson region

This map shows the minimum volume of New Zealanders visiting public conservation land in Nelson, by region of origin

Visitors to, from, and within the Nelson region

This map shows where New Zealanders visiting 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



HERITAGE DATA NELSON

REGION: population (est.)

WELLINGTON: 490,000

OTAGO: 213,000

NELSON: 60,000

MARLBOROUGH: 46,000

WEST COAST: 33,000

Visitor markets for the Nelson region by size

INBOUND

WITHIN

OUTBOUND 35,000



Demand footprint for the Nelson region

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



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





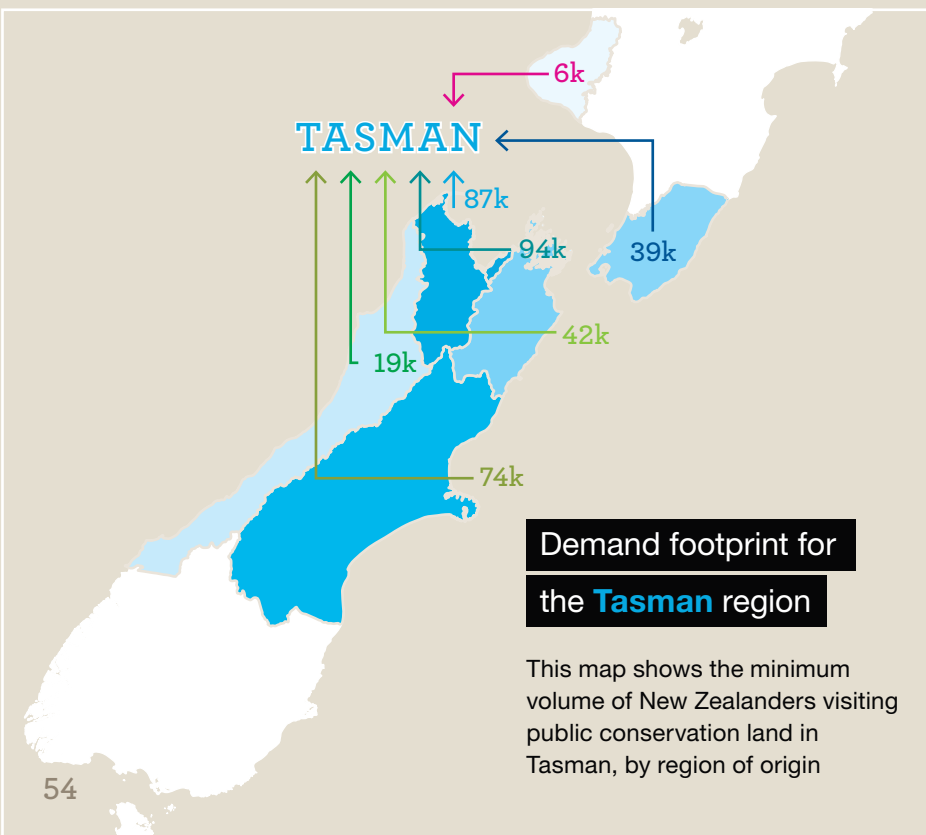
Abel Tasman National Park.
Photo: Jules CC BY-NC-ND 2.0



RECREATION DATA TASMAN

REGION: population (est.)

- **TARANAKI:** 111,000
- **WELLINGTON:** 490,000
- **NELSON:** 60,000
- **TASMAN:** 49,000
- **MARLBOROUGH:** 46,000
- **WEST COAST:** 33,000
- **CANTERBURY:** 566,000



Demand footprint for the **Tasman** region

This map shows the minimum volume of New Zealanders visiting public conservation land in Tasman, by region of origin

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

INBOUND 274,000

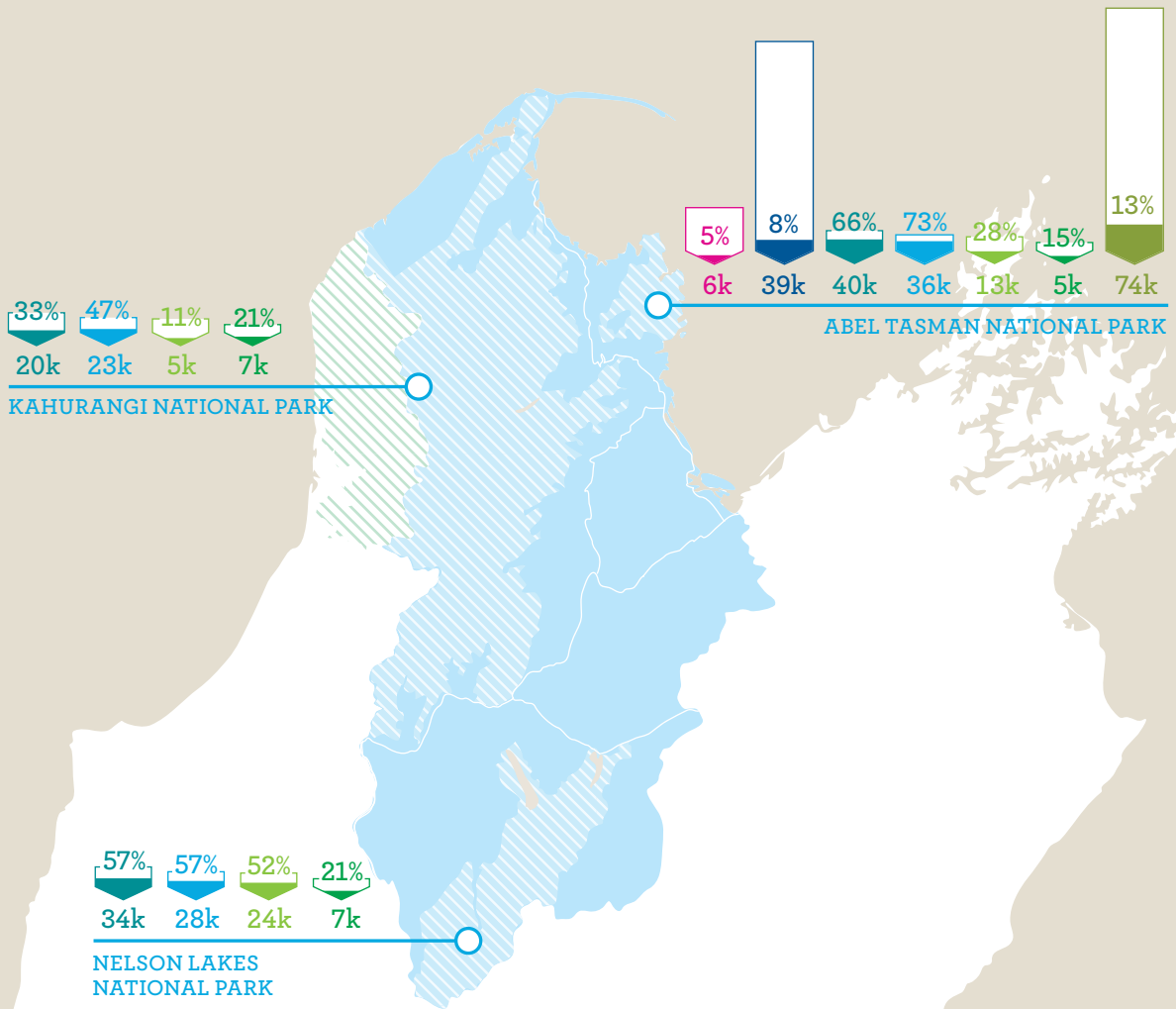


WITHIN 87,000



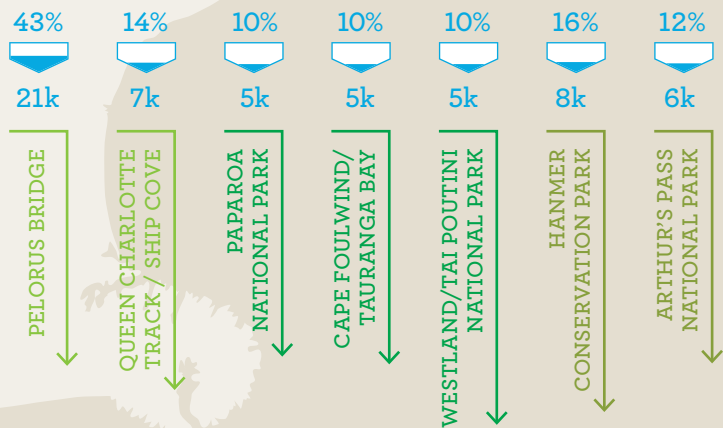
OUTBOUND 57,000

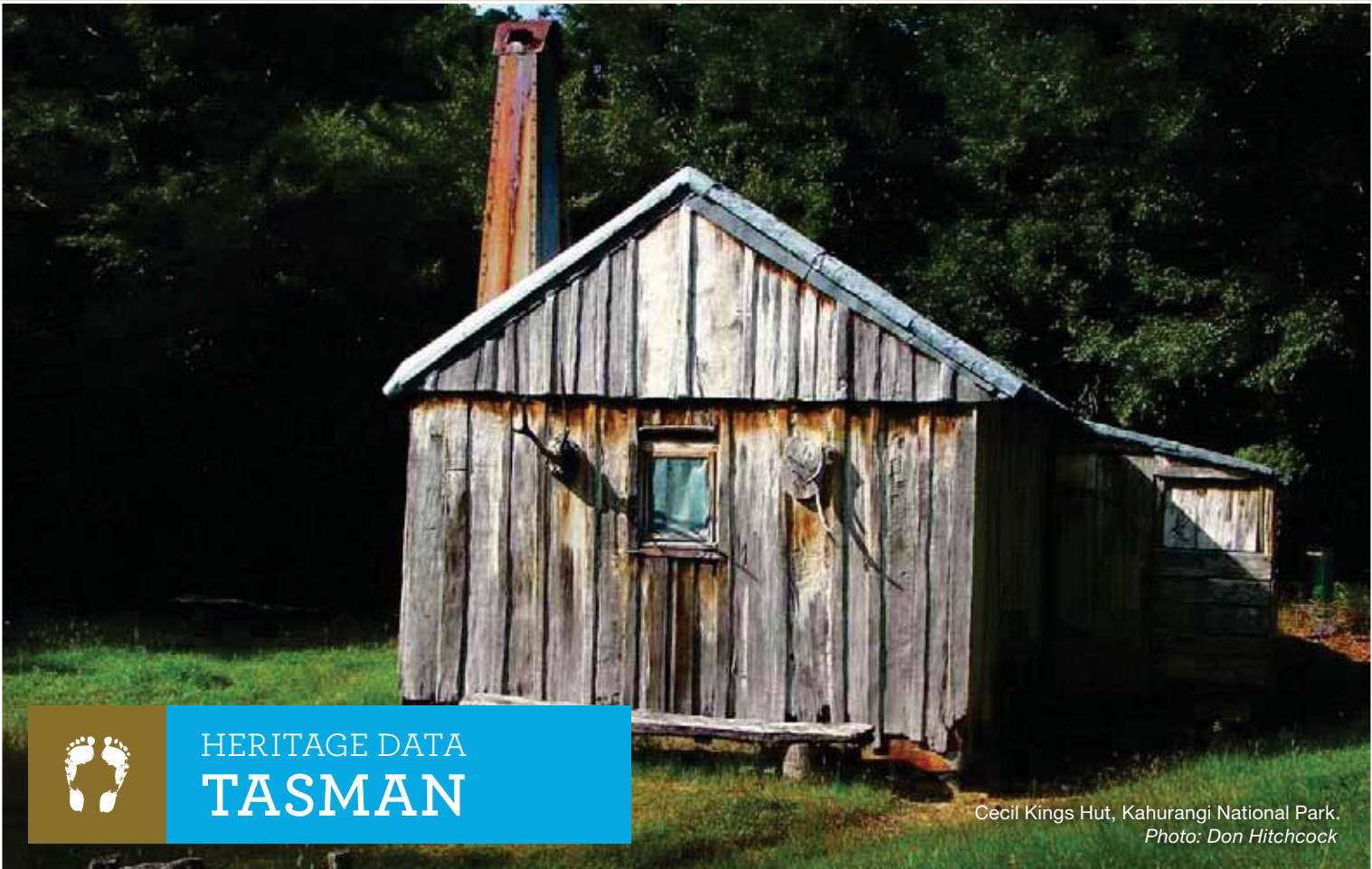




Visitors to, from, and within the **Tasman** region

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





HERITAGE DATA
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**



**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

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

INBOUND

WITHIN

OUTBOUND **23,000**



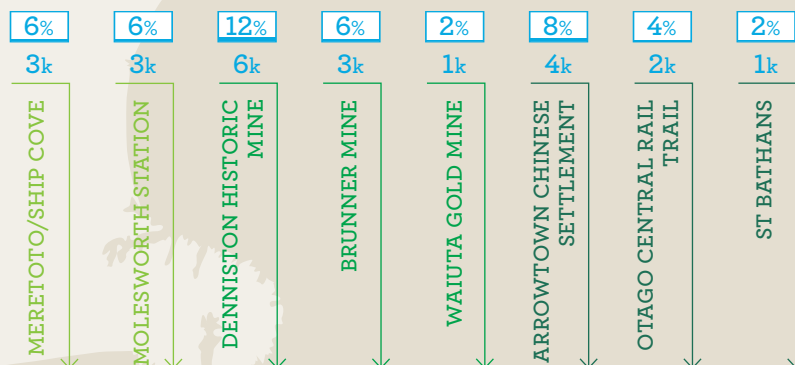


No significant visitation was recorded by survey respondents.

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





Pelorus Bridge. Photo: Jeff Hitchcock CC BY 2.0



RECREATION DATA MARLBOROUGH

REGION: population (est.)

NELSON: 60,000

WEST COAST: 33,000

TASMAN: 49,000

CANTERBURY: 566,000

MARLBOROUGH: 46,000

Visitor markets for the Marlborough region by size

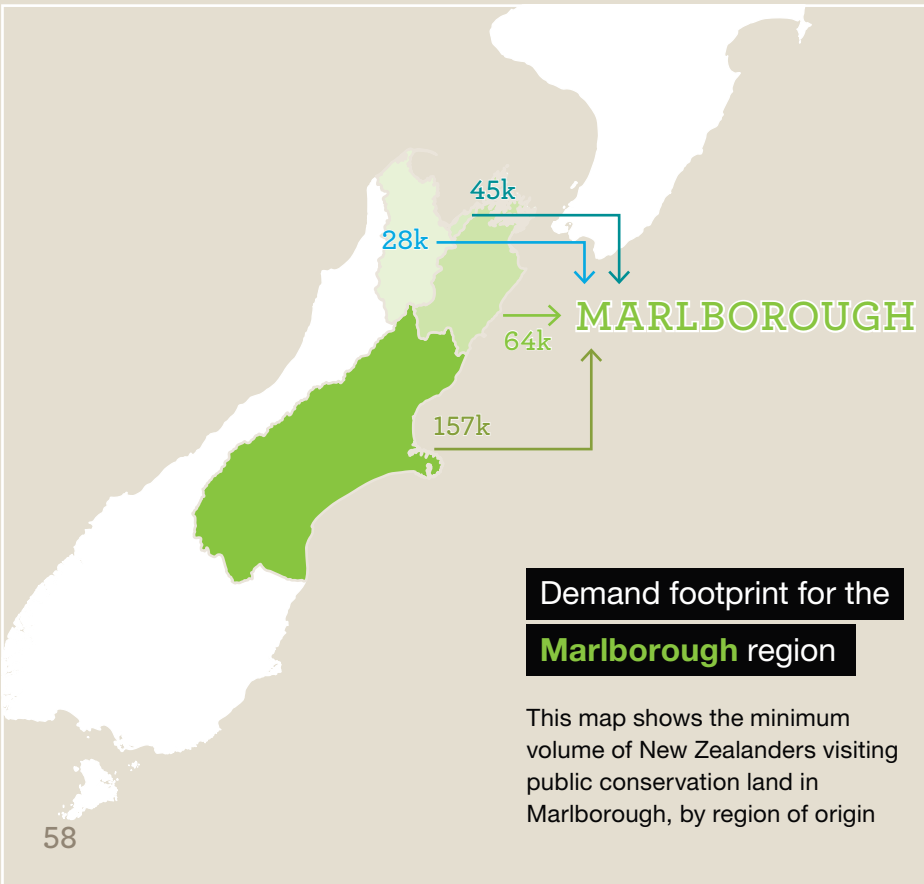
INBOUND 230,000

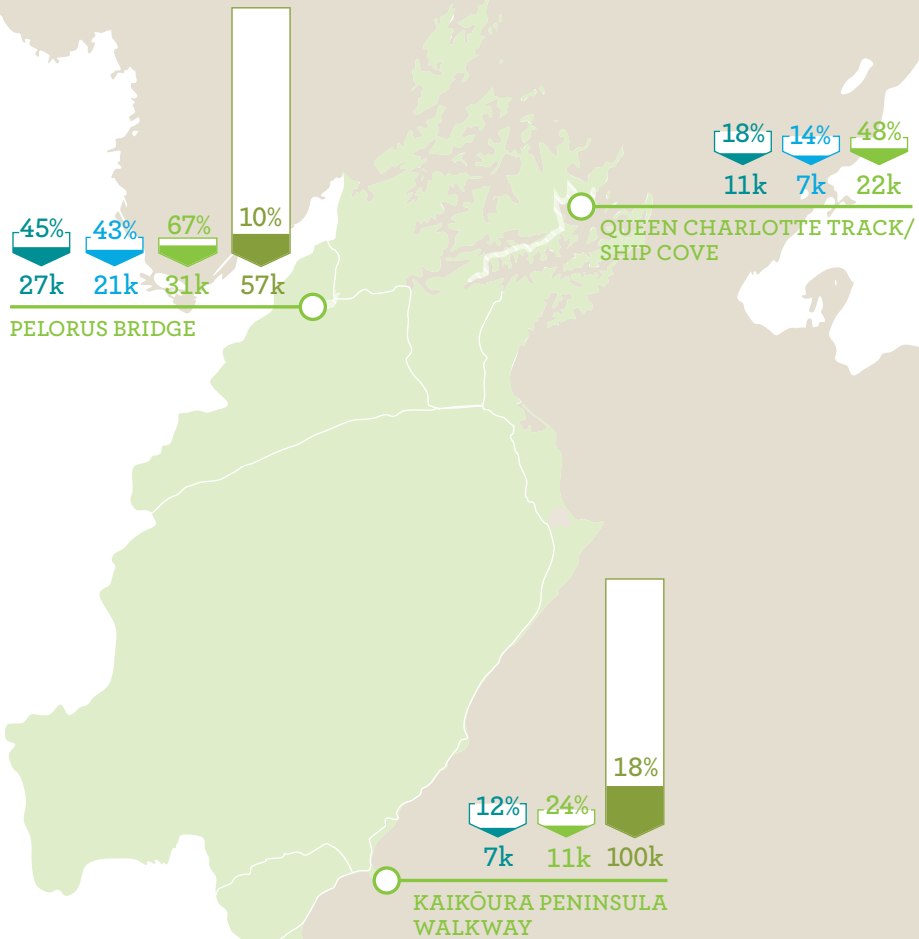


WITHIN 64,000



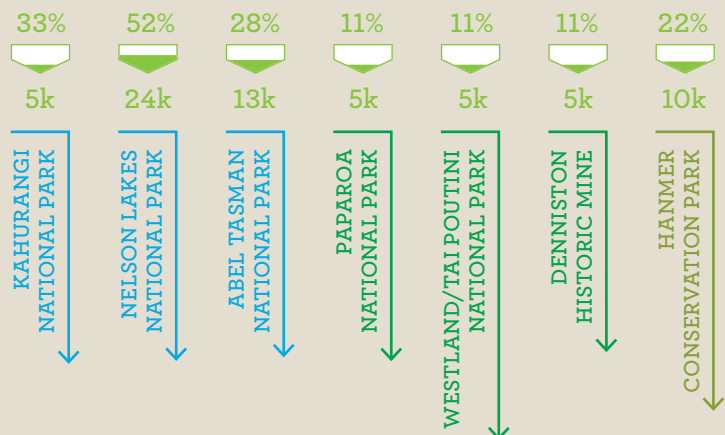
OUTBOUND 67,000

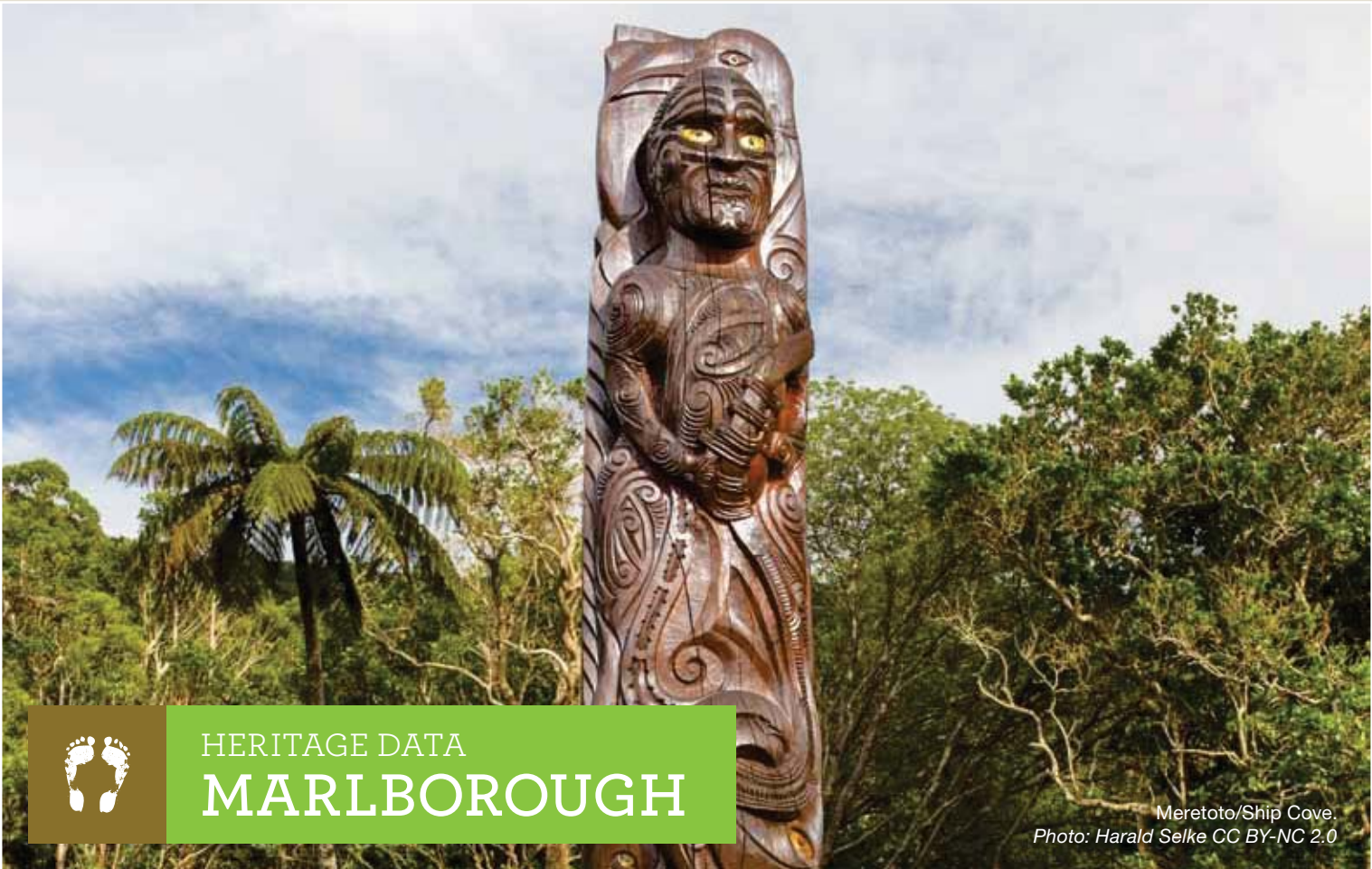




Visitors to, from, and within the **Marlborough** region

This map shows where New Zealanders visiting 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



HERITAGE DATA MARLBOROUGH

■ REGION: population (est.)

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

Visitor markets for the Marlborough region by size

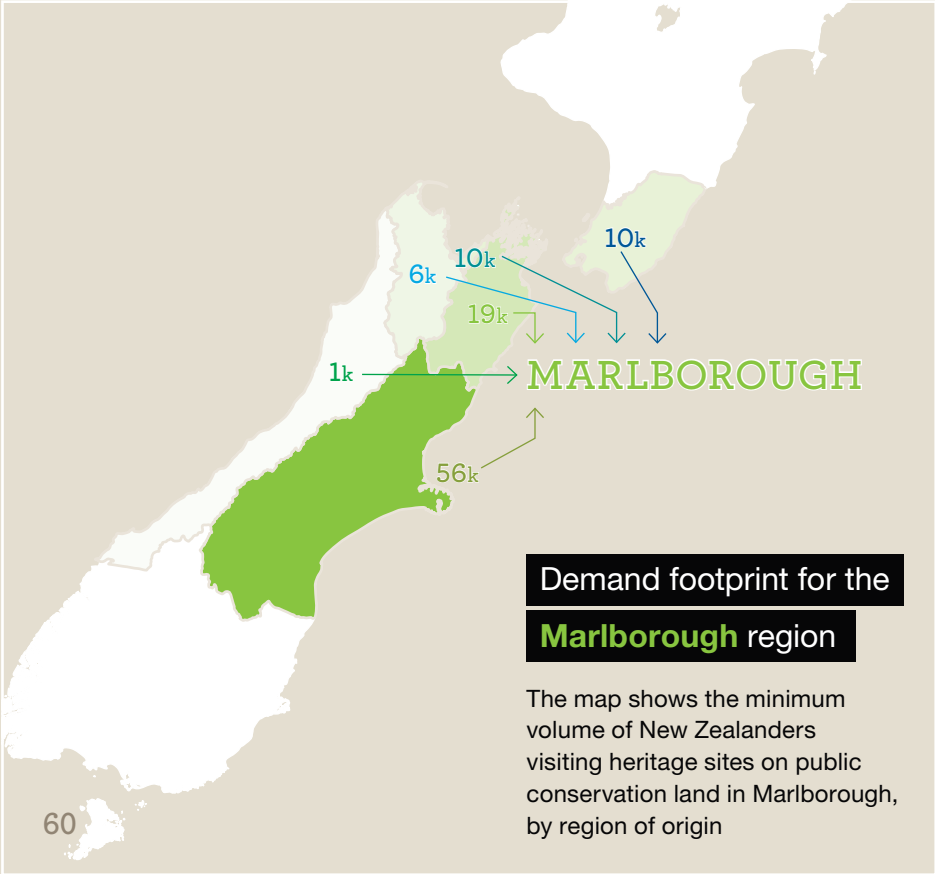
INBOUND 83,000

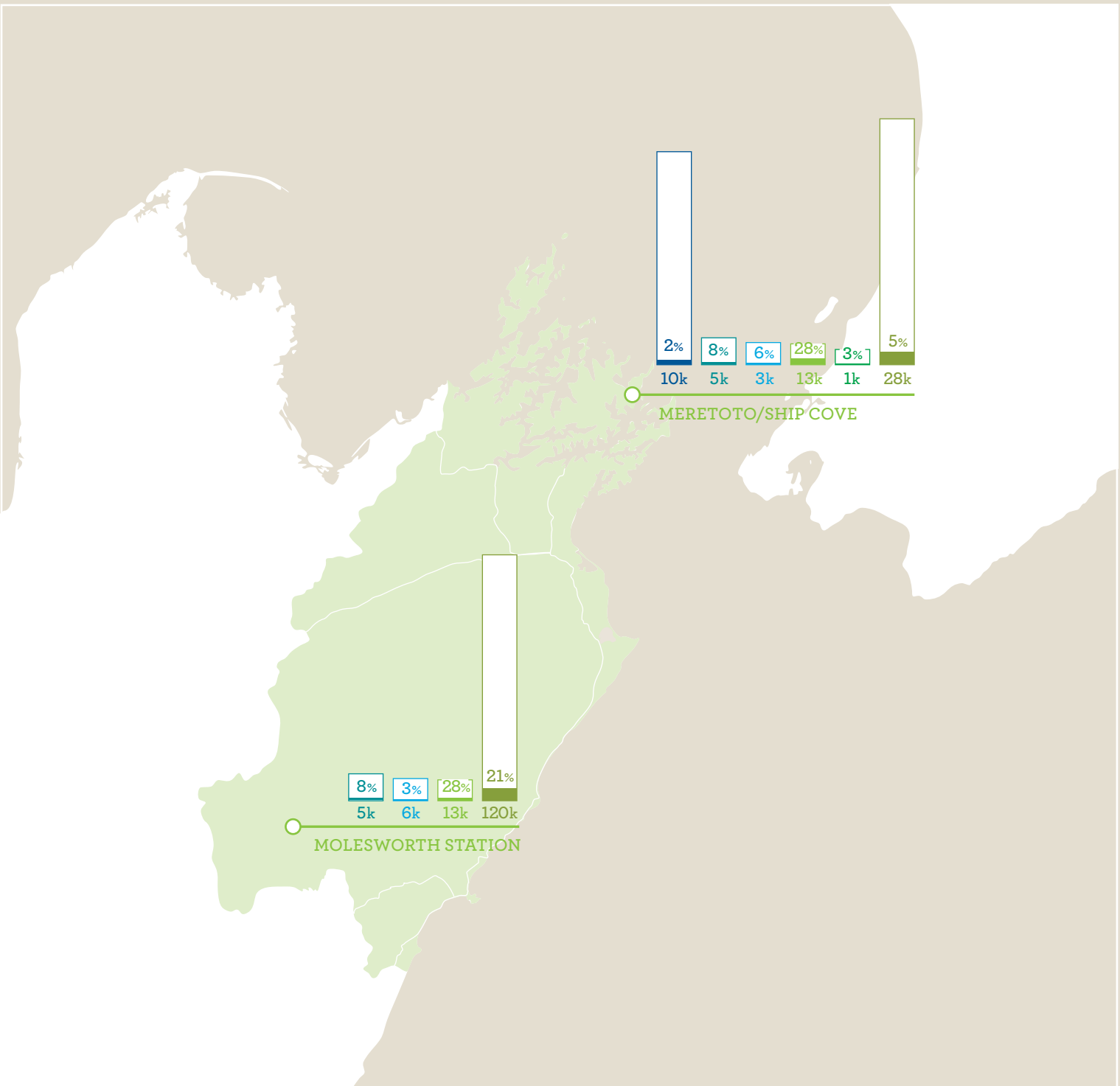


WITHIN 19,000



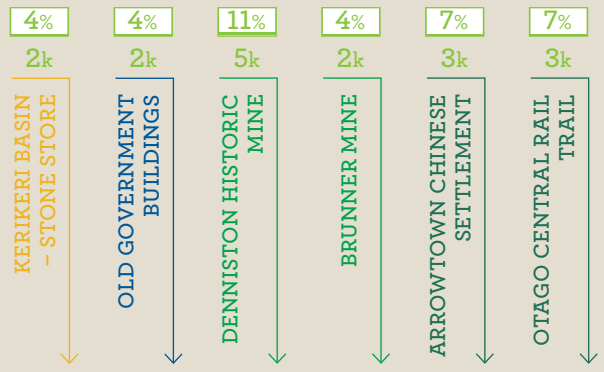
OUTBOUND 17,000





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





RECREATION DATA WEST COAST

Paparoa National Park.
Photo: Flying Kiwi Tours (www.flyingkiwi.com) CC BY 2.0

■ REGION: population (est.)

■ NELSON: 60,000

■ WEST COAST: 33,000

■ TASMAN: 49,000

■ CANTERBURY: 566,000

■ MARLBOROUGH: 46,000

Visitor markets for the

West Coast region by size

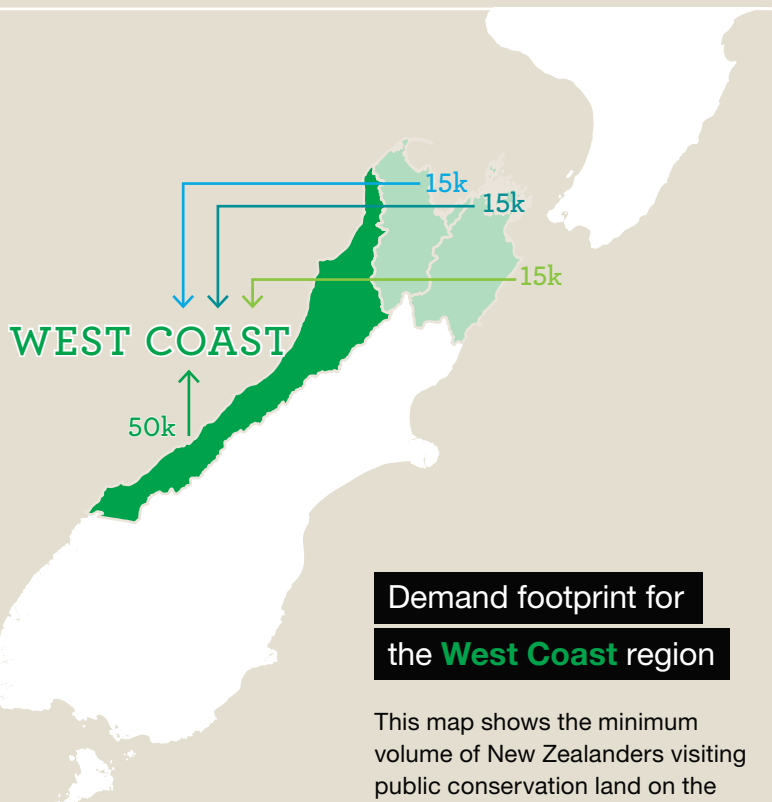
INBOUND 45,000



WITHIN 50,000

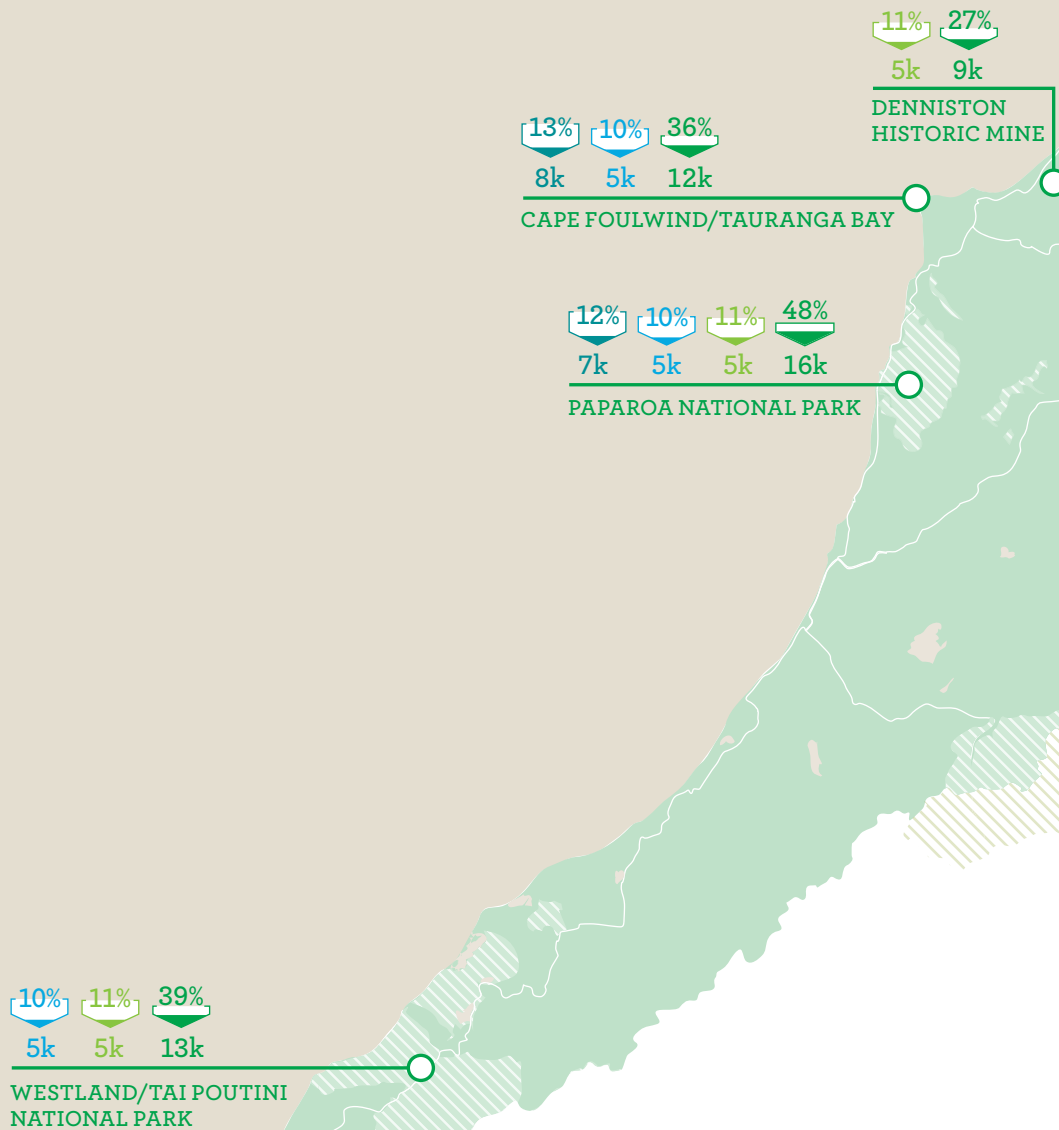


OUTBOUND 90,000



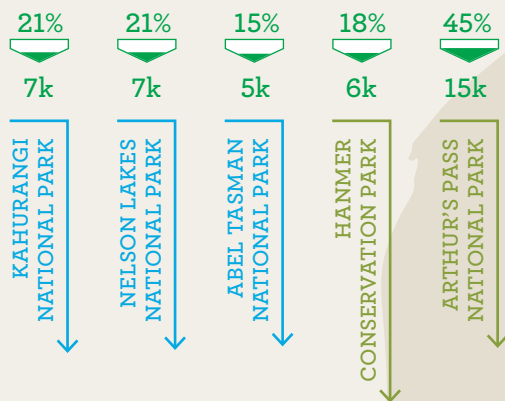
Demand footprint for the West Coast region

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



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

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



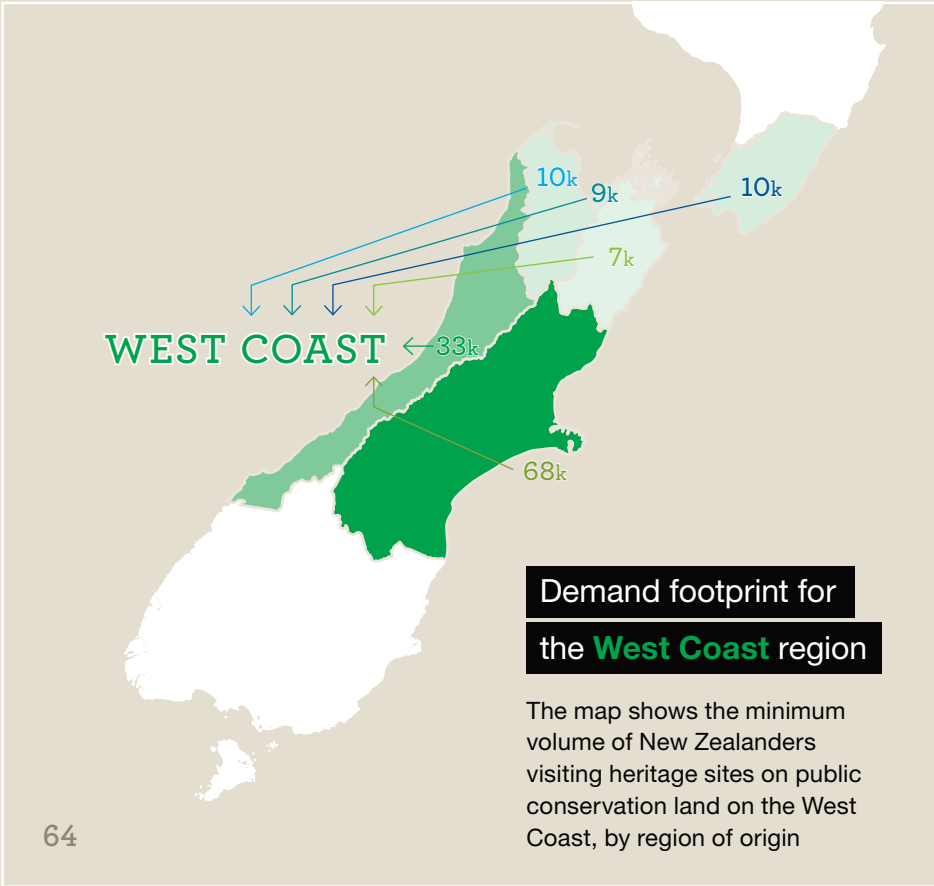


HERITAGE DATA
WEST COAST

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



Visitor markets for the
West Coast region by size

INBOUND 104,000

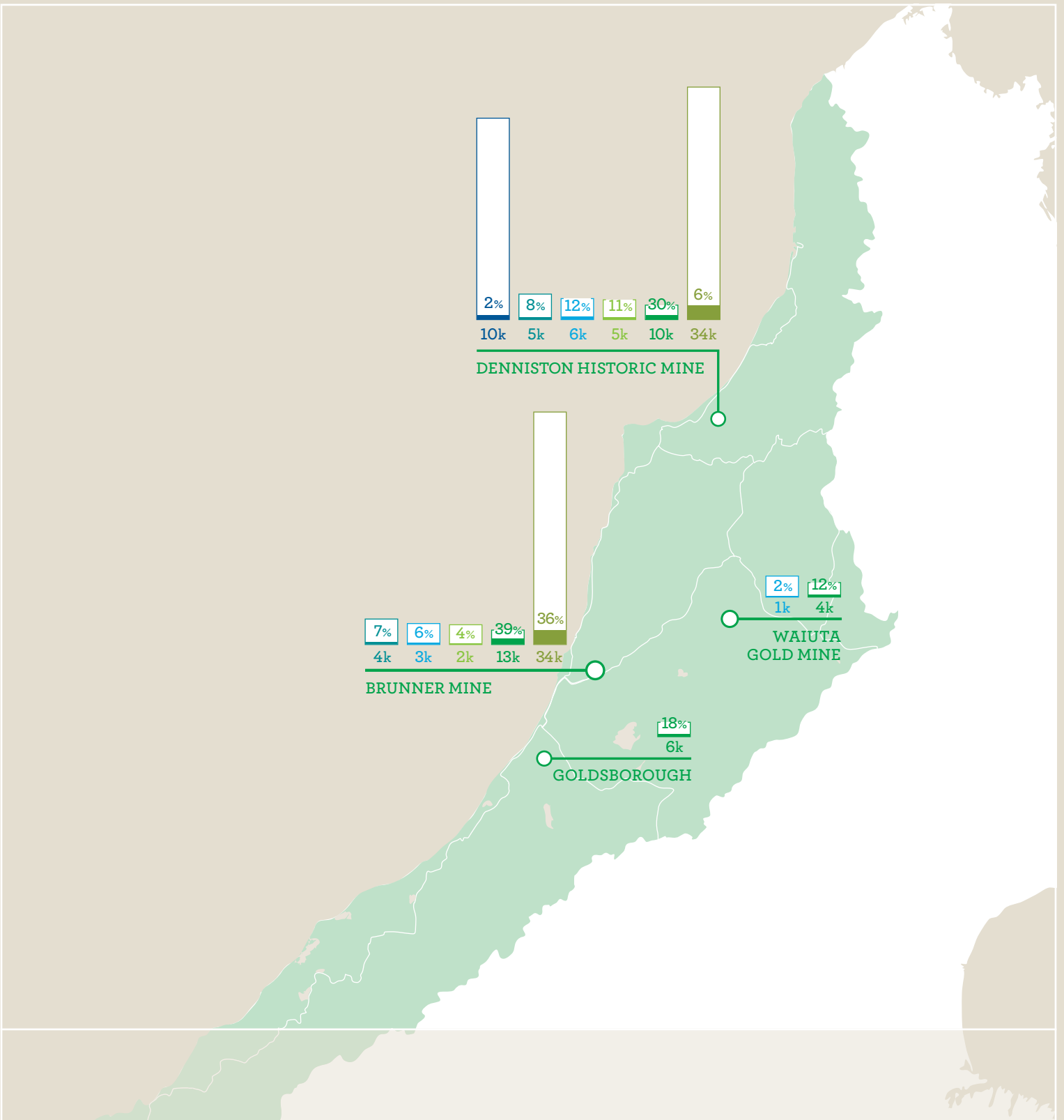


WITHIN 33,000



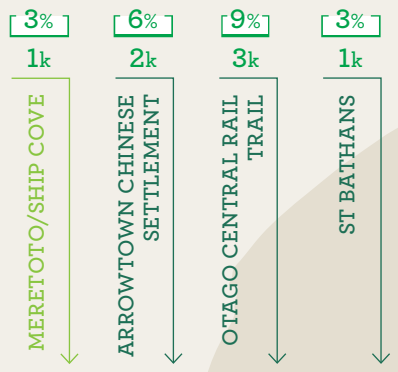
OUTBOUND 7,000

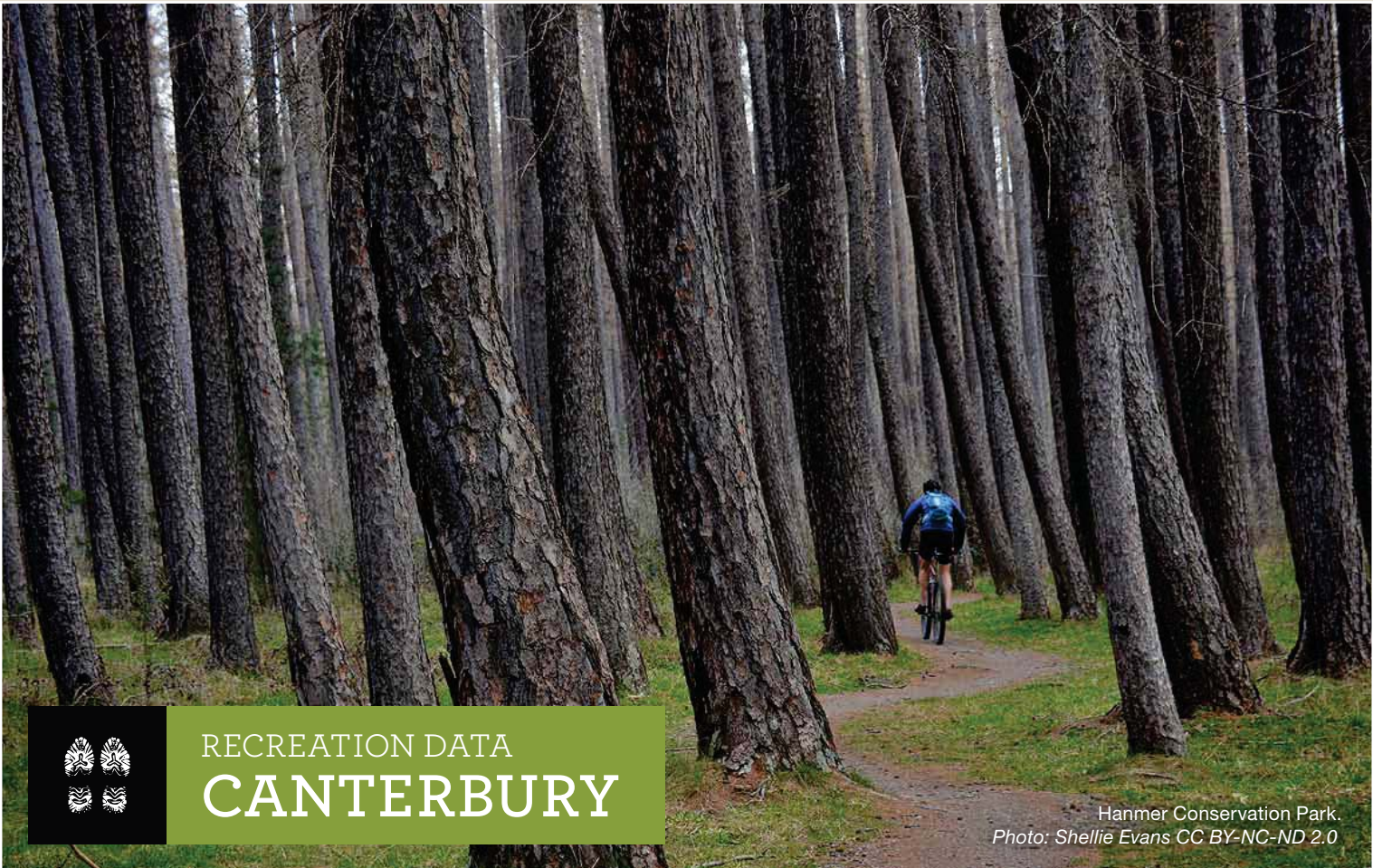




Visitors to, from, and within
the **West Coast** region

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



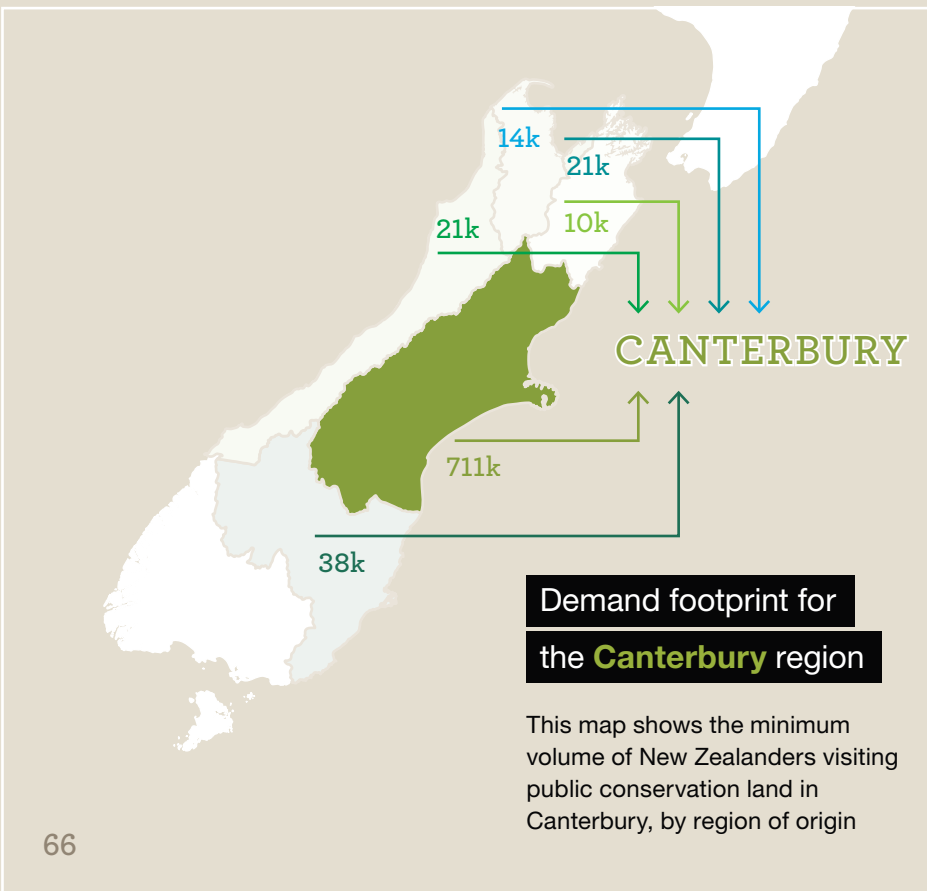


RECREATION DATA CANTERBURY

Hanmer Conservation Park.
Photo: Shellie Evans CC BY-NC-ND 2.0

REGION: population (est.)

| | |
|------------------------------------------------------------|------------------------------------------------------------|
| ■ NELSON: 60,000 | ■ WEST COAST: 33,000 |
| ■ TASMAN: 49,000 | ■ CANTERBURY: 566,000 |
| ■ MARLBOROUGH: 46,000 | ■ OTAGO: 213,000 |



Visitor markets for the Canterbury region by size

INBOUND 104,000

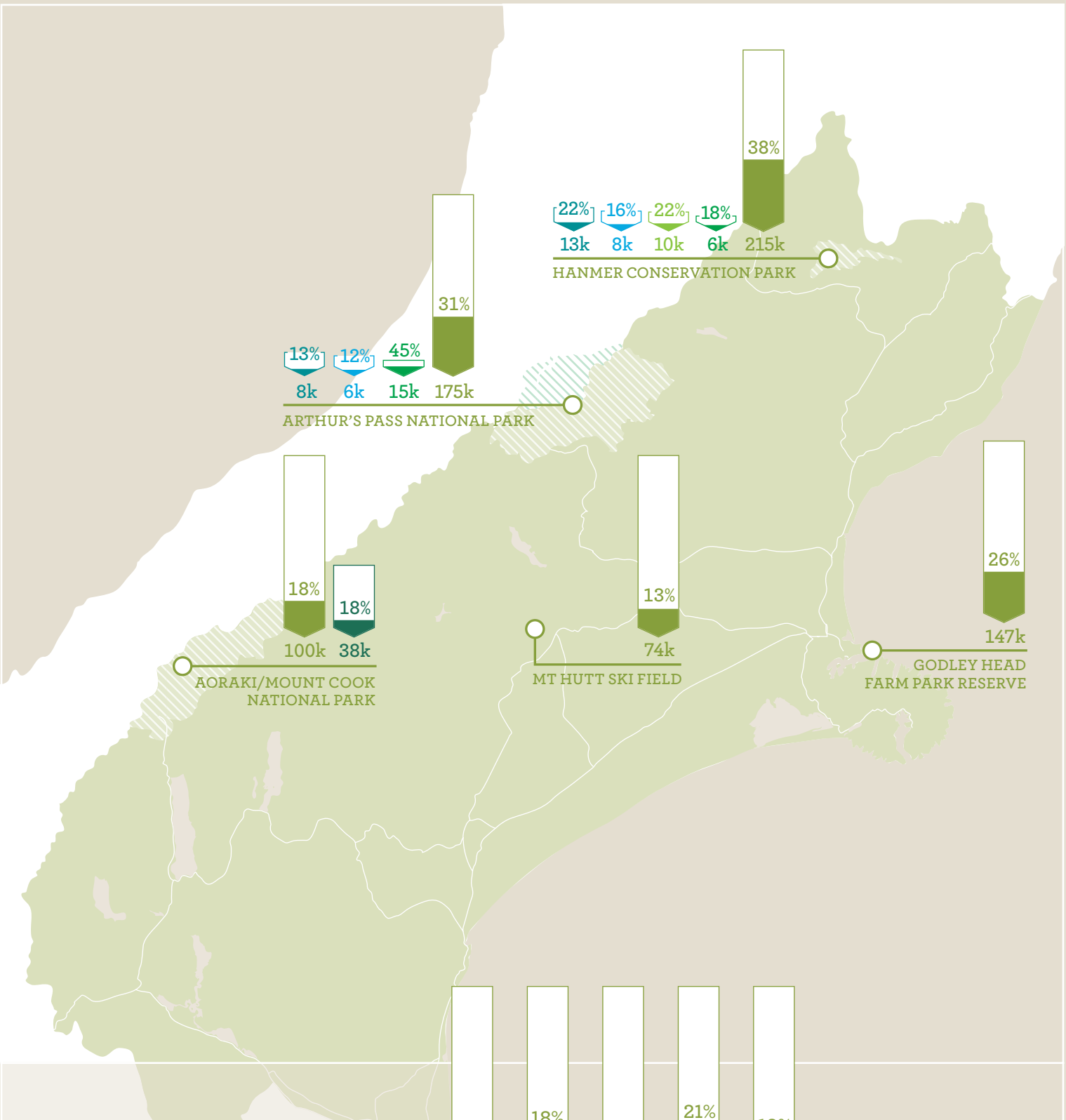


WITHIN 711,000



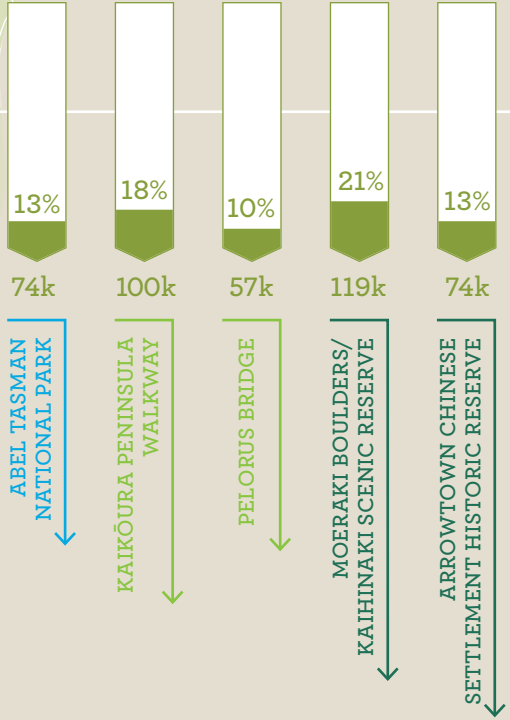
OUTBOUND 424,000

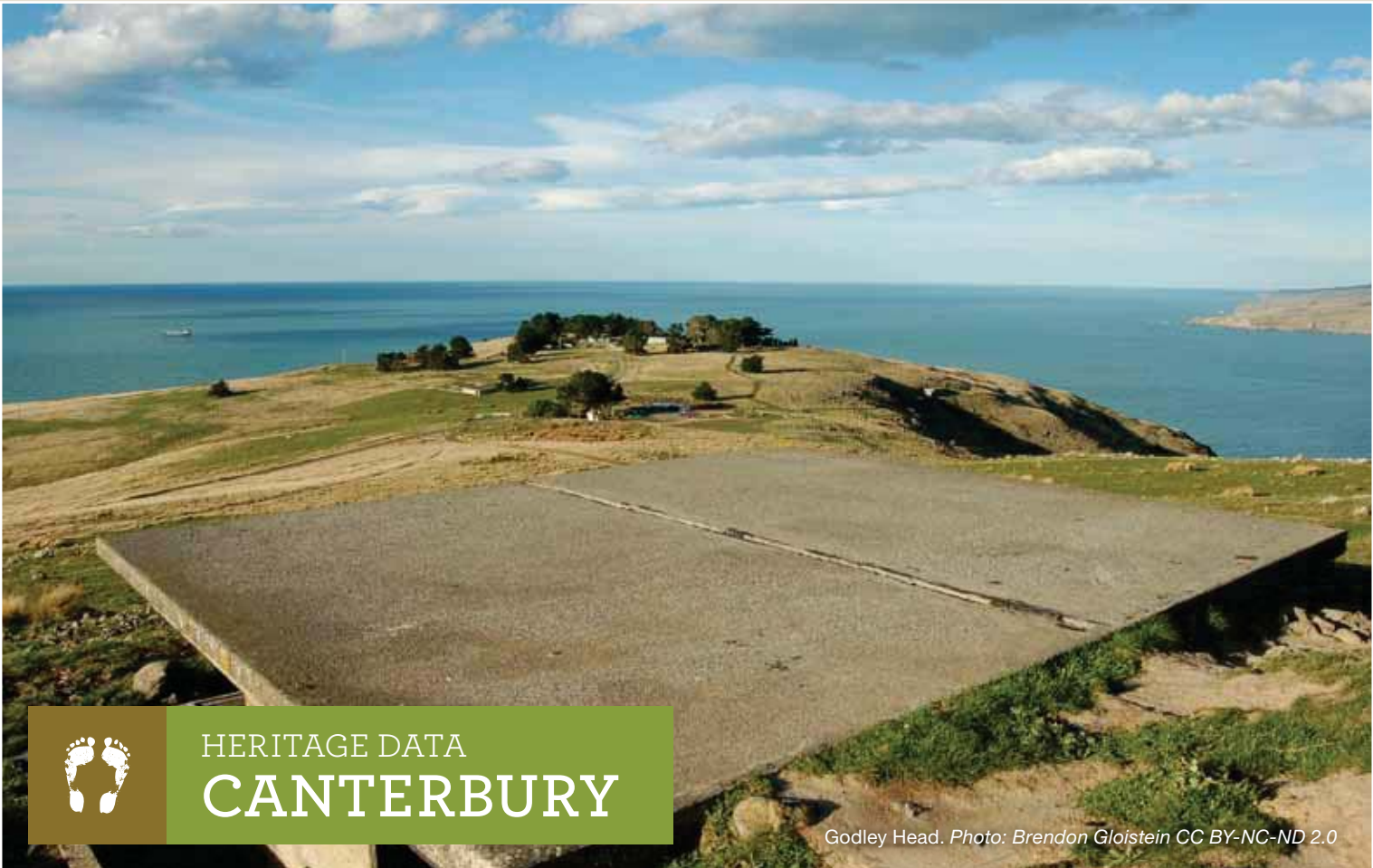




Visitors to, from, and within the Canterbury region

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



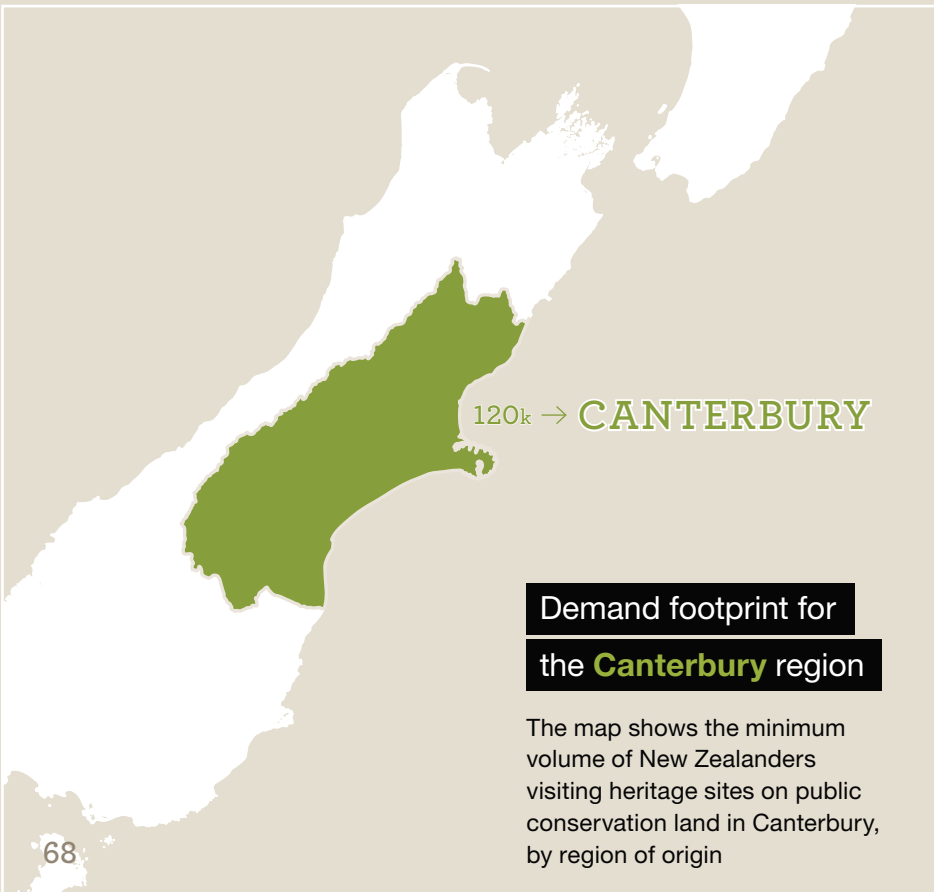


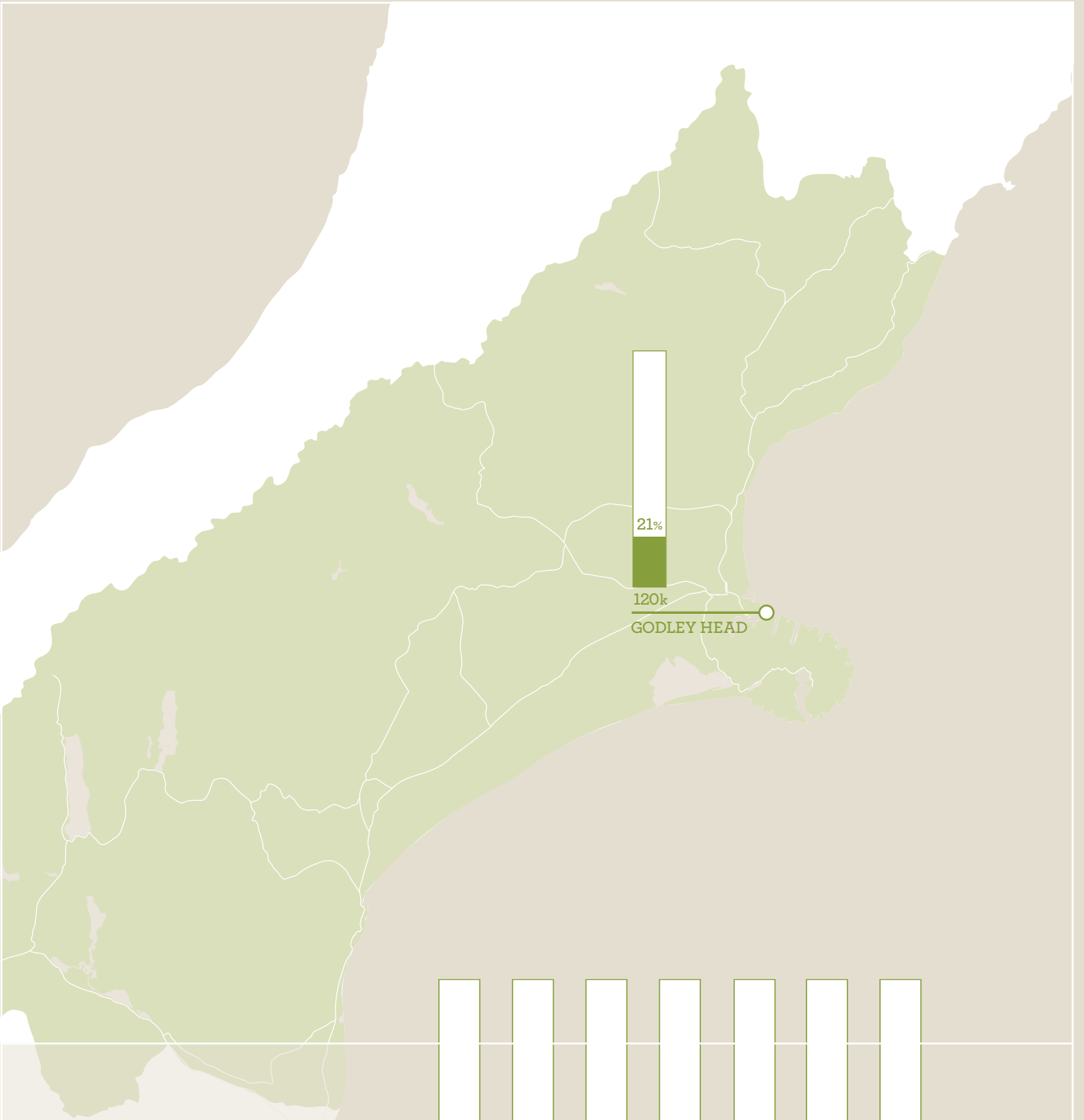
HERITAGE DATA
CANTERBURY

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

- REGION: population (est.)

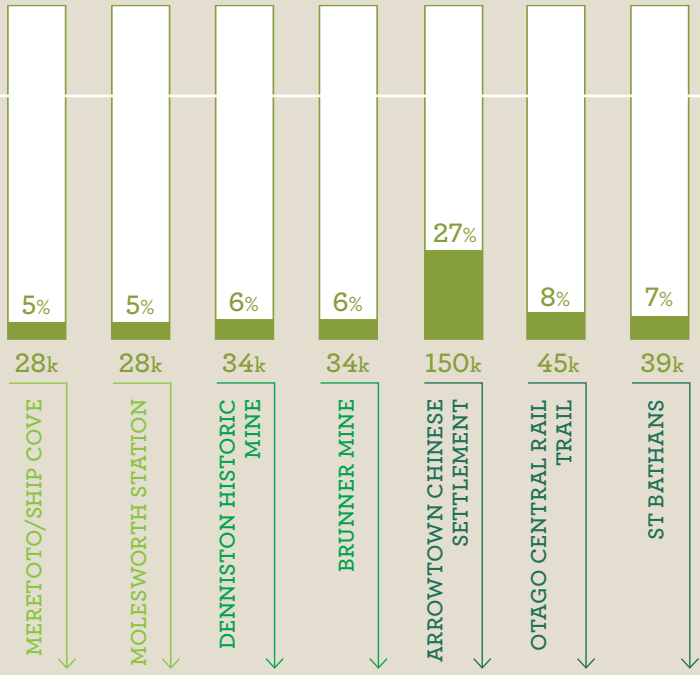
- MARLBOROUGH: 46,000 ■ OTAGO: 213,000
- WEST COAST: 33,000
- CANTERBURY: 566,000





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





RECREATION DATA OTAGO

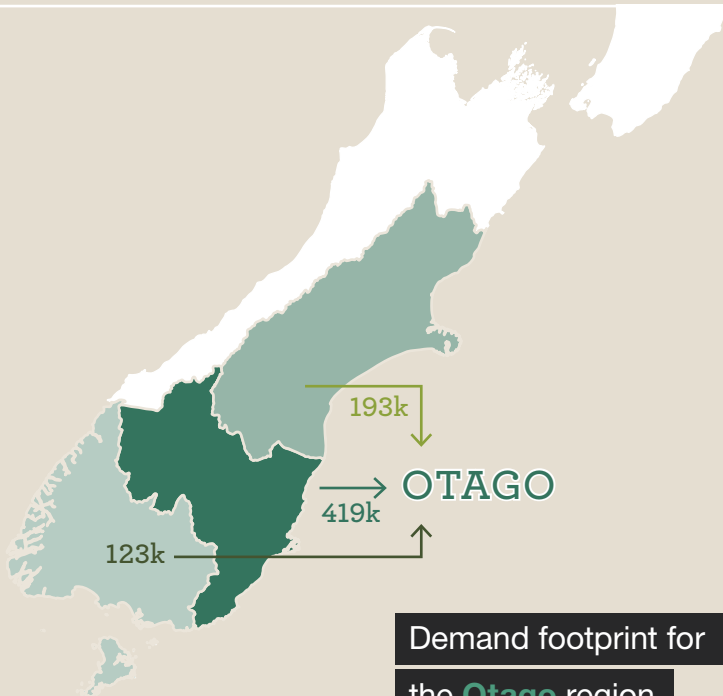
Moeraki boulders.
Photo: Trey Ratcliff (www.stuckincustoms.com)
CC BY-NC-SA 2.0

■ REGION: population (est.)

■ CANTERBURY: 566,000

■ SOUTHLAND: 95,000

■ OTAGO: 213,000



Demand footprint for the Otago region

This map shows the minimum volume of New Zealanders visiting public conservation land in Otago, by region of origin

Visitor markets for the Otago region by size

INBOUND 316,000

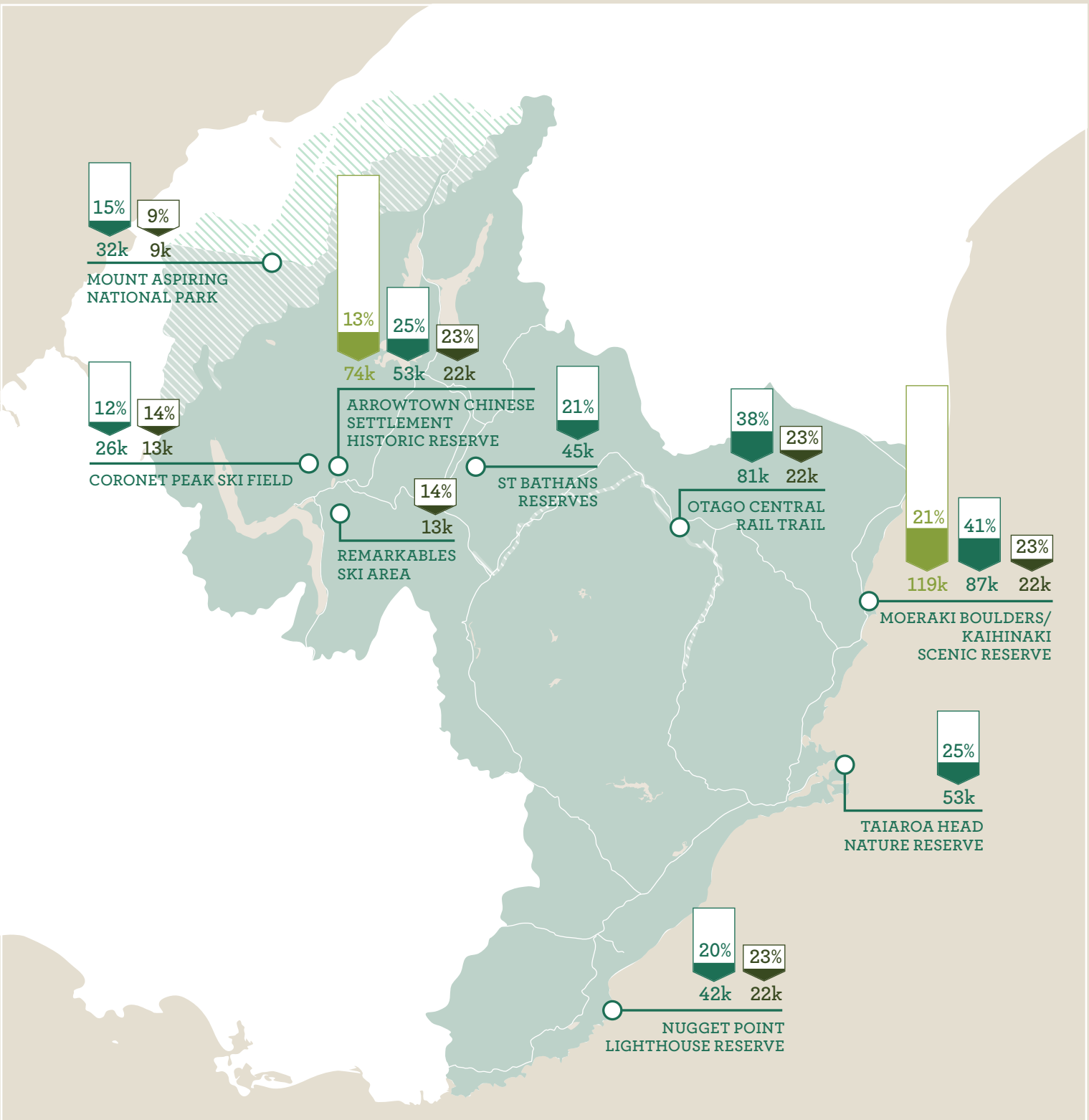


WITHIN 419,000



OUTBOUND 87,000





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

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



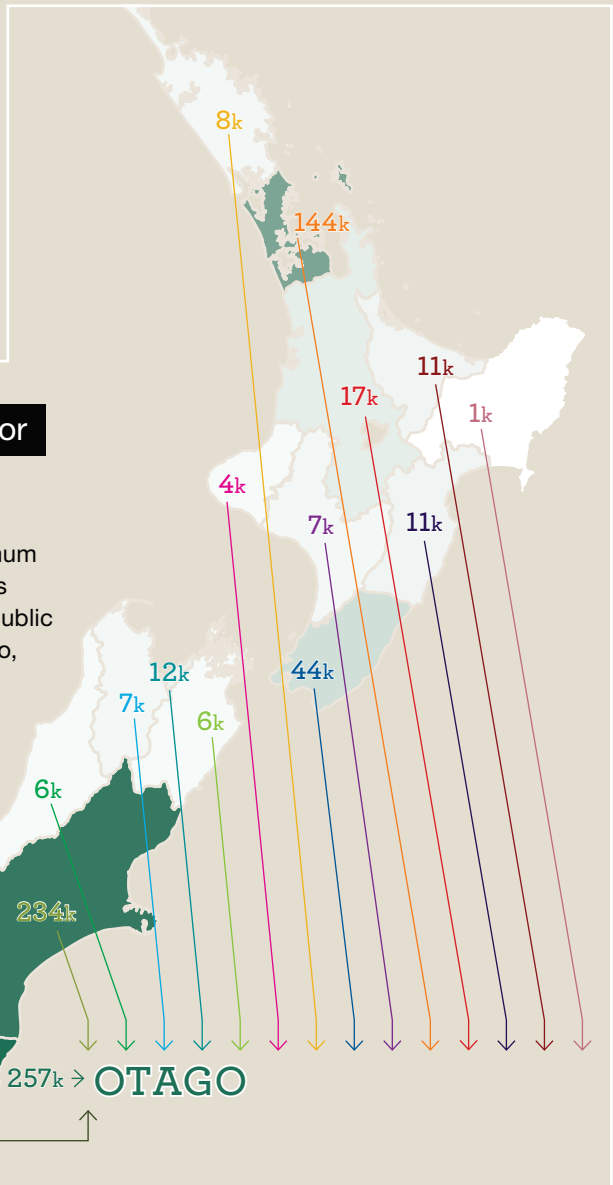


HERITAGE DATA OTAGO

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 |



Visitor markets for the Otago region by size

= 10,000 visits

INBOUND 594,000



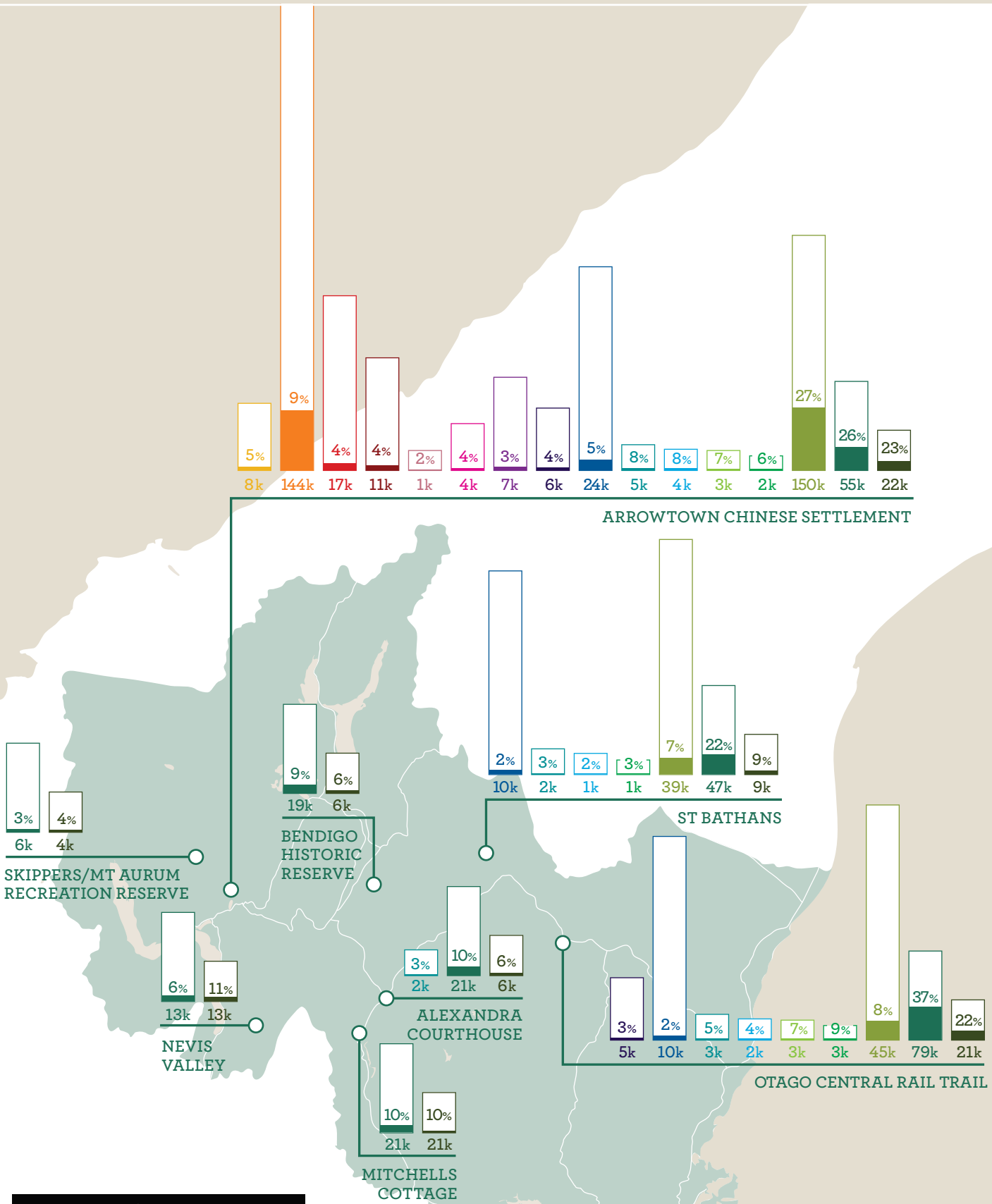
WITHIN 257,000



OUTBOUND

Demand footprint for the Otago region

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



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



RECREATION DATA SOUTHLAND

Bowen Falls, Fiordland National Park.
Photo: Trey Ratcliff (www.stuckincustoms.com)
CC BY-NC-SA 2.0

■ REGION: population (est.)

■ OTAGO: 213,000

■ SOUTHLAND: 95,000

Visitor markets for the Southland region by size

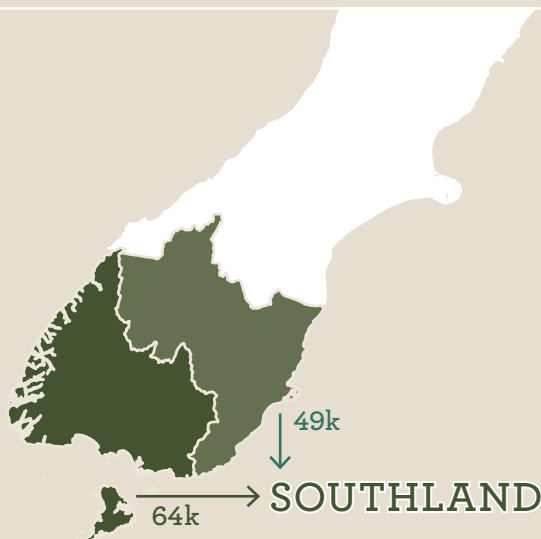
INBOUND 49,000



WITHIN 64,000

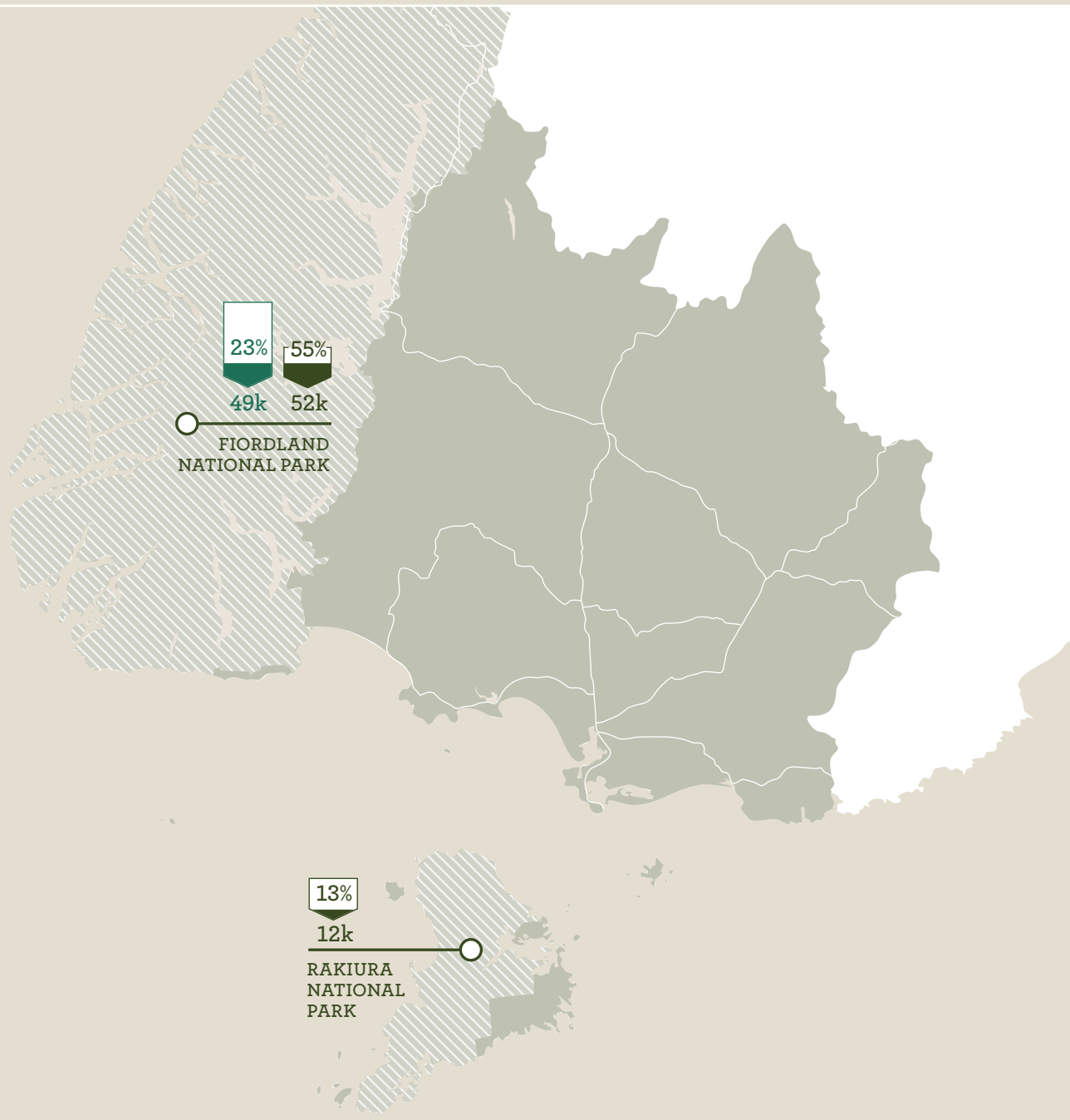


OUTBOUND 123,000



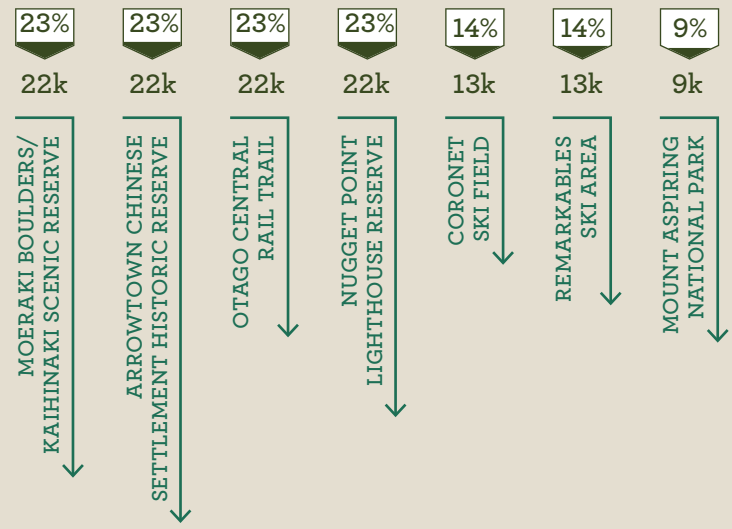
Demand footprint for the Southland region

This map shows the minimum volume of New Zealanders visiting public conservation land in Southland, by region of origin



Visitors to, from, and within the Southland region

This map shows where New Zealanders visiting 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



HERITAGE DATA SOUTHLAND

REGION: population (est.)

OTAGO: 213,000

SOUTHLAND: 95,000

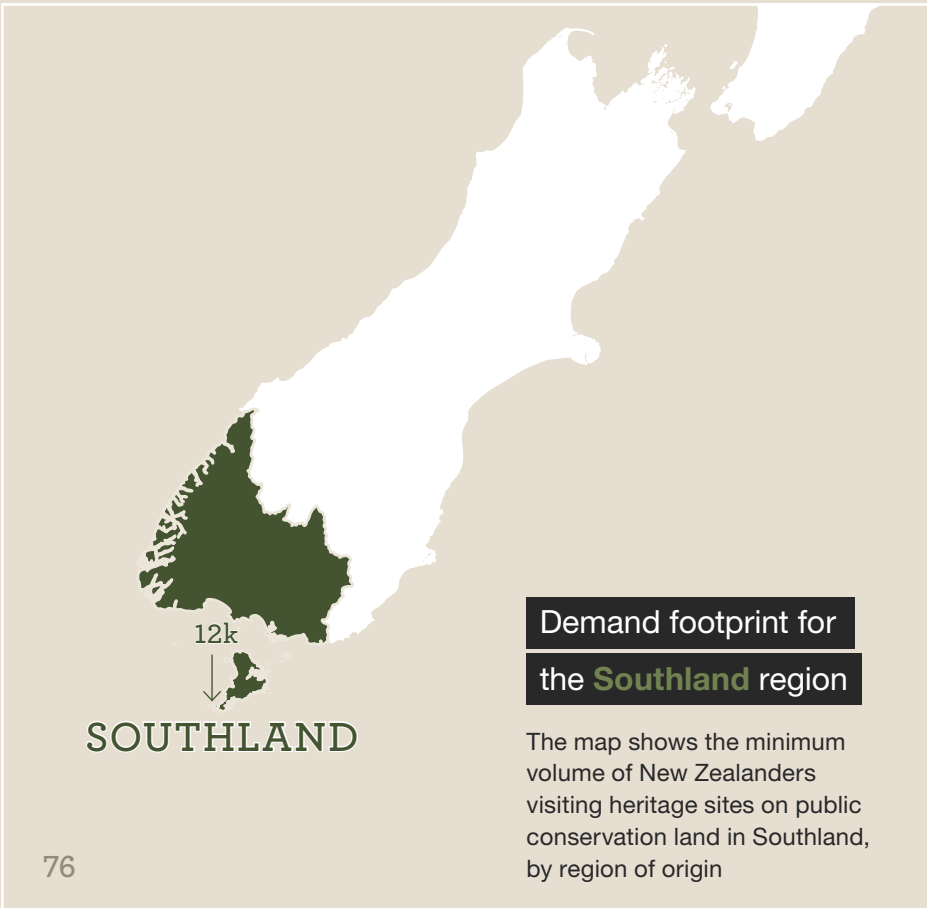
Visitor markets for the Southland region by size

INBOUND

WITHIN 12,000



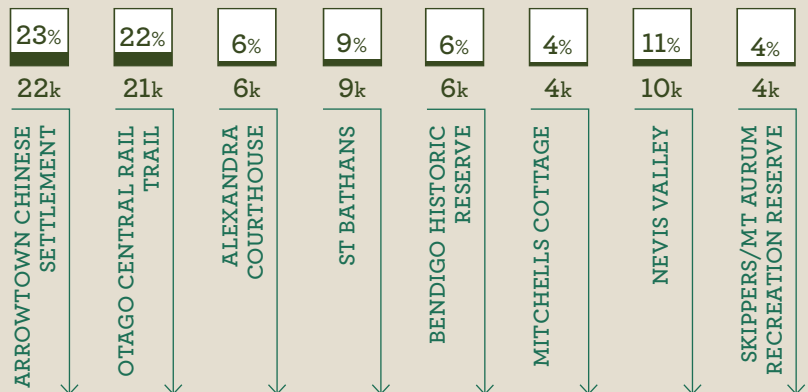
OUTBOUND 82,000





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

FACILITIES, SERVICES AND EXPERIENCES

Q9 Were you aware that the Department of Conservation provides facilities and services for people doing outdoor recreation activities?

Please circle one answer

| | |
|-----|---|
| Yes | 1 |
| No | 2 |

Q10 The following two pages contain a list of parks and places that are administered by the Department of Conservation. Please read through this list and indicate all those that you have visited in the past 12 months.

If you visited one or more Department of Conservation parks and places 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

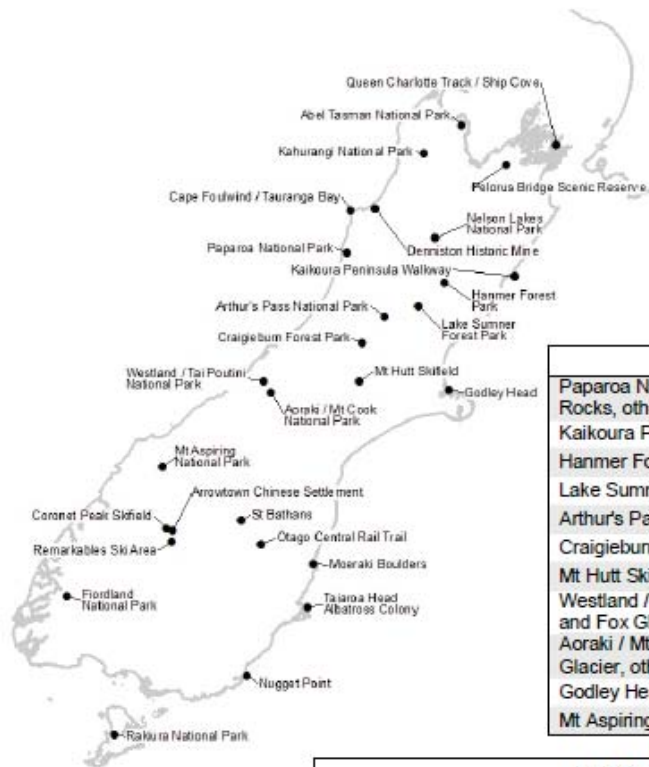


| UPPER NORTH ISLAND | |
|----------------------------------------------------------------------------------------------|----|
| Cape Reinga / Te Paki Recreation Reserve | 1 |
| Urupukapuka Island | 2 |
| Kerikeri Basin - Stone Store | 3 |
| Poor Knights Islands Marine Reserve | 4 |
| Waipoua Forest (Tane Mahuta, other areas) | 5 |
| Bream Head | 6 |
| Flagstaff Hill | 7 |
| Cape Rodney - Okakari Point Marine Reserve (Leigh / Goat Island Marine Reserve, other areas) | 8 |
| Tiritiri Matangi Island | 9 |
| Long Bay - Okura Marine Reserve | 10 |
| Rangitoto Island | 11 |
| North Head | 12 |

| CENTRAL NORTH ISLAND | |
|--------------------------------------------------------------------------------------------------------------|----|
| Cathedral Cove / Ha Hei Marine Reserve | 13 |
| Coromandel Forest Park (Kauaeranga Valley, Pinnacles Hut, other areas) | 14 |
| Kaimai Mamaku Forest Park (Karangahake Gorge and Historic Goldmine, Waitawheta, other areas) | 15 |
| Pirongia Forest Park | 16 |
| Te Urewera National Park (Lake Waikaremoana, other areas) | 17 |
| Huka Falls | 18 |
| Pureora Forest Park | 19 |
| Whirinaki Te Pua-a-Tane Conservation Park | 20 |
| Tongariro River walks | 21 |
| Tongariro National Trout Centre | 22 |
| Tongariro National Park (Mt Ruapehu, Whakapapa and Turoa Ski Fields, Tongariro Alpine Crossing, other areas) | 23 |
| Kaimanawa Forest Park | 24 |
| Whanganui National Park | 25 |
| Egmont National Park (Mt Taranaki, Dawson Falls, North Egmont, other areas) | 26 |
| Ohakune Old Coach Road | 27 |

| LOWER NORTH ISLAND | |
|----------------------------------------------------------------|----|
| Ruahine Forest Park (Sunrise Hut, Rangiwahia Hut, other areas) | 28 |
| Manawatu Gorge Walkway | 29 |
| Pukaha Mount Bruce Wildlife Centre | 30 |
| Tararua Forest Park (Holdsworth, Otaki Forks, other areas) | 31 |
| Old Government Buildings Wellington | 32 |

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



| UPPER SOUTH ISLAND | |
|-----------------------------------------------------------------------------|----|
| Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas) | 33 |
| Queen Charlotte Track / Ship Cove | 34 |
| Kahurangi National Park (Heaphy Track, Mt Arthur, other areas) | 35 |
| Pelorus Bridge Scenic Reserve | 36 |
| Dennistown Historic Mine | 37 |
| Cape Foulwind / Tauranga Bay | 38 |
| Nelson Lakes National Park (Lake Rotoiti, other areas) | 39 |

| CENTRAL SOUTH ISLAND | |
|-------------------------------------------------------------------------------------------------|----|
| Paparoa National Park (Punakaiki / Pancake Rocks, other areas) | 40 |
| Kaikoura Peninsula Walkway | 41 |
| Hanmer Forest Park | 42 |
| Lake Sumner Forest Park | 43 |
| Arthur's Pass National Park | 44 |
| Craigieburn Forest Park | 45 |
| Mt Hutt Skifield | 46 |
| Westland / Tai Poutini National Park (Franz Josef and Fox Glaciers, Lake Matheson, other areas) | 47 |
| Aoraki / Mt Cook National Park (Mt Cook, Tasman Glacier, other areas) | 48 |
| Godley Head - Christchurch | 49 |
| Mt Aspiring National Park | 50 |

| LOWER SOUTH ISLAND | |
|-----------------------------------------------------------------------------------------------------------------------------------------|----|
| St Bathans | 51 |
| Arrowtown Chinese Settlement | 52 |
| Coronet Peak Skifield (Coronet Peak Recreation Reserve, other areas) | 53 |
| Remarkables Ski Area | 54 |
| Otago Central Rail Trail | 55 |
| Moeraki Boulders | 56 |
| Fiordland National Park (Milford Sound, Doubtful Sound, Lakes Te Anau and Manapouri, Milford, Kepler and Routeburn Tracks, other areas) | 57 |
| Taiaroa Head Albatross Colony | 58 |
| Nugget Point | 59 |
| Rakiura National Park | 60 |

If you have visited another DOC area/s, please specify the area/s below:

98

If you have not visited any DOC areas in the past 12 months please circle the '97' and go to Q17.

97



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

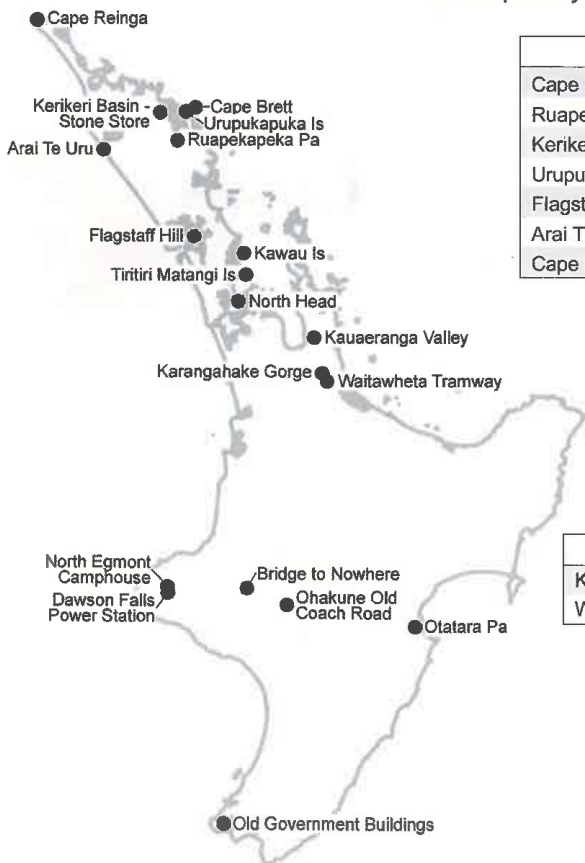
| | |
|-----|---|
| Yes | 1 |
| No | 2 |

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 |
| Kowau Island | 9 |
| Tiritiri Matangi Island | 10 |

| WAIKATO | |
|-------------------|----|
| Kauaeranga Valley | 11 |

| 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 |
| Otatara 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 |
| Goldsbrough | 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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Statistics advice: Ian Westbrooke

Reporting advice: Jeff Dalley

Design: Alana McCrossin & Sven Schroeder

Published by:

Department of Conservation
Partnerships, Historic and Visitor
PO Box 10420, Wellington
New Zealand

May 2015

Editing and design:

Publishing Team, DOC National Office

This publication is produced using paper sourced from well-managed, renewable and legally logged forests.