

# CENTRAL OTAGO COMMUNITY ENGAGEMENT SURVEY

DECEMBER 2021 – JANUARY 2022

## CENTRAL OTAGO COMMUNITY ENGAGEMENT SURVEY

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## BACKGROUND, OBJECTIVES & METHODOLOGY

Currently in development, Central Otago's Destination Management Plan puts the community's needs and aspirations at the heart of thinking about tourism development, both now and into the future. As foundations for the Plan, a series of workshops were held across the region: with residents of all four wards, with youth, with tourism operators and with people working in other sectors of Central Otago's economy. These workshops canvassed aspirations for the future, views on tourism in Central Otago, and perspectives on how tourism could, and should, develop over a planning horizon of 50 years or more.

A larger-scale survey was then developed to firstly validate, and then build upon, findings from the community workshops: to highlight common perspectives, to clarify where views might differ across Central Otago's many individual communities of interest, and to help in formulating and prioritising action plans. To provide a national and wider regional context for the survey findings, the Central Otago Community Engagement Survey also included a set of measures drawn from Angus & Associates' Views on Tourism programme which runs in a number of adjacent regions, in other communities across New Zealand, and internationally (in Australia and Ireland).

The specific objectives of the research were to provide insight on: -



1. How the community currently sees Central Otago and the vision they have for the region's future
2. How tourism is viewed by the community (i.e. importance of tourism, benefits and adverse impacts)
3. Challenges and opportunities for tourism businesses
4. Areas of focus and priorities for the future regarding tourism in Central Otago

The survey questionnaire was designed in consultation with Tourism Central Otago and the survey run online between 1 December 2021 and 19 January 2022. The final survey sample comprised n=406 people aged 18 years or more (n=392 being residents of Central Otago and n=14 people who own a holiday house in Central Otago but live outside the region). The sample was sourced via a combination of databases supplied by CODC, residents recruited at sites in/around Cromwell, Alexandra, Roxburgh and Lowburn by Angus & Associates field staff, and independent 'opt-ins' through promotion of the survey at Council service centres and other public sites.

Following quality control and data cleaning procedures, the final survey sample was weighted to reflect the characteristics of Central Otago's population aged 18 years or more, with regards to ward, gender and age, and based on 2018 Census NZ data.





**PERCEPTIONS OF  
CENTRAL OTAGO**



## PERCEPTIONS OF CENTRAL OTAGO

# SUMMARY: PERCEPTIONS OF CENTRAL OTAGO

As seen in the prior qualitative research, residents choose to live in Central Otago for a variety of reasons: from job/business opportunities to a more favourable work/life balance, having friends or family in the region, the appeal of the weather/climate, the natural environment/scenery, and/or opportunities for a more active outdoor lifestyle. The weather/climate and natural environment/scenery are more often motivators for older residents (aged 50+) while recent arrivals to Central Otago are more likely to have relocated for job/business opportunities and a better work/life balance.

Central Otago residents were asked how they would describe Central Otago to others living outside the region, by rating contrasting attributes on a scale. Central Otago is undisputedly described as a safe, growing and caring place to live. Other attributes that were strongly associated with the region include actively caring for the environment, being exciting, expensive, a place of endless opportunity and creative or entrepreneurial.

Perceptions of the region vary by demographic profile. Older residents (aged 65+) are more likely to describe Central Otago as progressive, open to new ideas, a place of endless opportunity and creative or entrepreneurial, while younger residents (aged 15-29) are more likely to describe the region as being quiet, dull and a place of little opportunity. Those who live in Vincent Ward are more likely than other Central Otago residents to describe the region in a negative light, as being old fashioned, dull, unimaginative or pedestrian, stuck in the past, socially conservative, valuing uniformity, and a place of little opportunity.

Using the same attribute scale, residents were then asked to describe Central Otago as they would like it to be for themselves and their whānau in the future (looking ahead to 2050 and beyond). The greatest shifts from the current positioning to the desired positioning see Central Otago as more socially progressive, multicultural, open to new ideas, progressive, and somewhat more affordable.



# MOTIVATORS FOR LIVING IN CENTRAL OTAGO

Firstly, what is the main reason you choose to live in Central Otago? Please select 1 or 2 options



Residents of Maniototo Ward are more likely than others to live in Central Otago for job/business opportunities (40%).

Residents of Teviot Valley Ward are more likely than others to live in Central Otago for the local community (12%).

Younger residents (aged 18-29 years) are more likely than others to live in Central Otago because they have friends/family living in the region (53%).

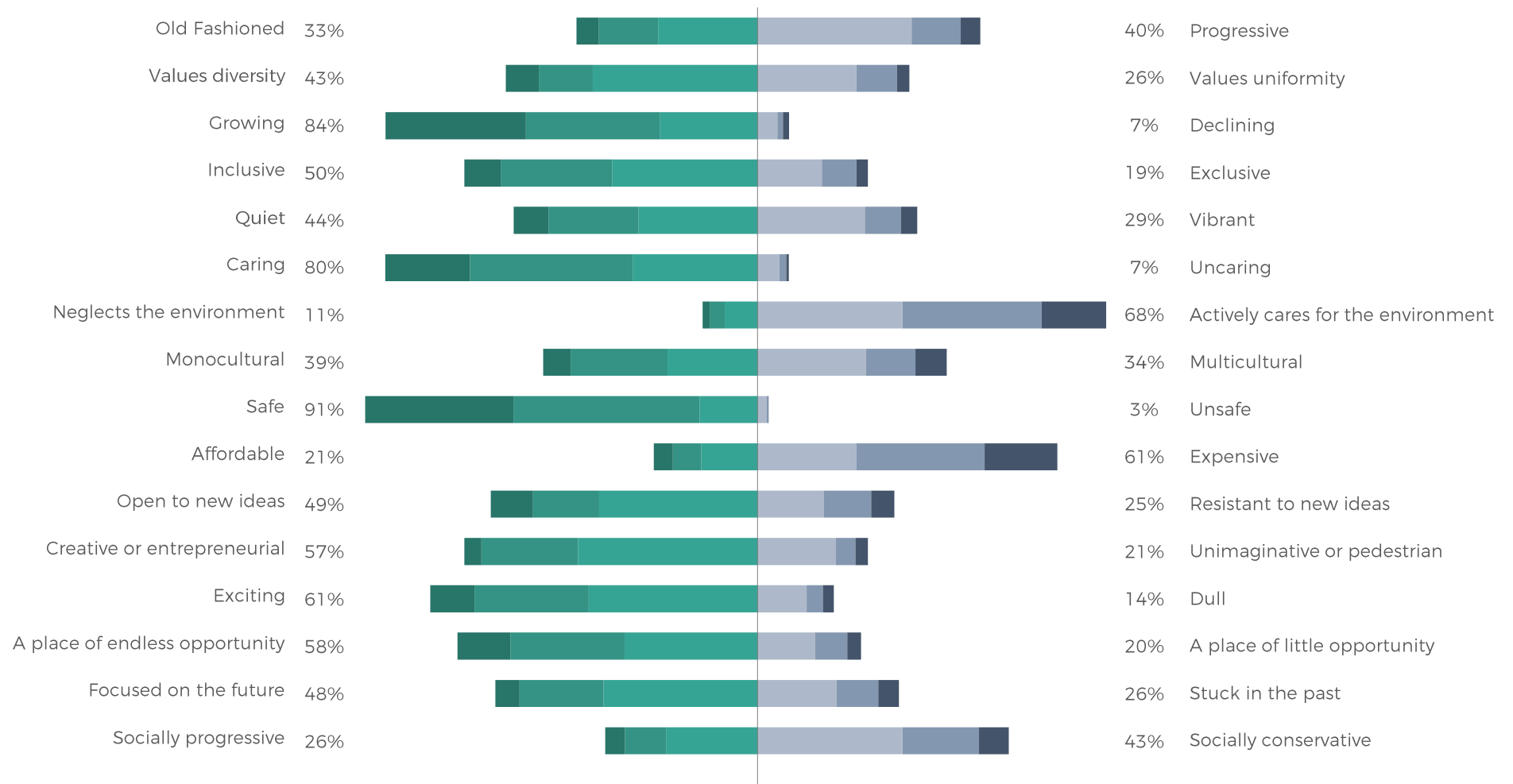
Residents aged 50-64 are more likely than others to live in Central Otago for the work/life balance (32%) and the weather/climate (25%).

Older residents (aged 65+) are more likely than others to live in Central Otago for the natural environment/scenery (29%).

PERCEPTIONS OF CENTRAL OTAGO

# CURRENT CHARACTERISTICS OF CENTRAL OTAGO

If you were to describe Central Otago to someone living outside of the region, how would you rate Central Otago on each of the attributes below?



Note: Midpoint (neutral) excluded from analysis

Base: Central Otago Community (n=406)



PERCEPTIONS OF CENTRAL OTAGO

# CURRENT CHARACTERISTICS – PERCEPTION PROFILES

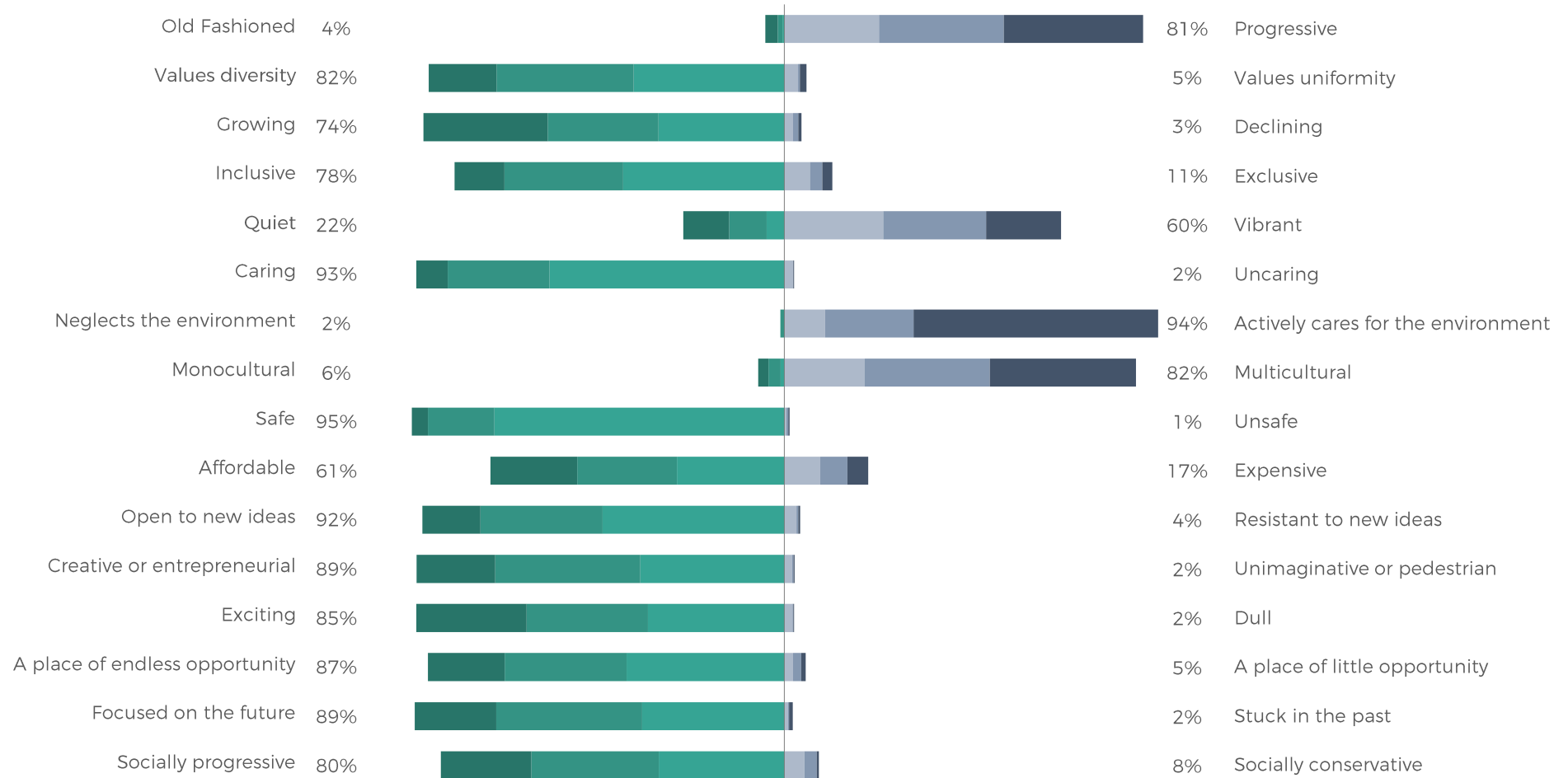
Old Fashioned (33%) Live in Vincent Ward (44%) Arrived in 2020 or later (55%)	Progressive (40%) Live in Cromwell Ward (50%) or Teviot Valley Ward (50%) Aged 65+ (56%)
Values diversity (43%) Work in Tourism, Accommodation or Food Services industries (56%)	Values uniformity (26%) Live in Vincent Ward (33%)
Growing (84%) Live in Cromwell Ward (93%)	Declining (7%) Arrived in 2020 or later (19%)
Inclusive (50%)	Exclusive (19%) Aged 30-49 years (29%) Families with kids <18 years (27%)
Quiet (44%) Aged 15-29 (60%) Live in Vincent Ward (56%) Arrived in 2020 or later (68%)	Vibrant (29%) Live in Teviot Valley Ward (49%) Live in Cromwell Ward (40%) Work in Tourism, Accommodation or Food Services industries (46%)
Caring (80%) Aged 65+ (89%) Live in Maniototo Ward (90%) Arrived in 2020 or later (97%)	Uncaring (7%) Aged 50-64 (12%)
Neglects the environment (11%) Aged 65+ (17%) Arrived prior to 2000 (18%)	Actively cares for the environment (68%)
Monocultural (39%) Employed in paid work (45%)	Multicultural (34%) Live in Teviot Valley Ward (61%)

Safe (91%) Male (95%) Arrived between 2000-2009 (97%) Live in Teviot Valley Ward (100%)	Unsafe (3%)
Affordable (21%) Live in Maniototo Ward (58%) Arrived in 2010 or later (30%)	Expensive (61%) Holiday house in Central Otago (92%) Live in Cromwell Ward (76%) Aged 30-49 (69%) Families with kids any age (71%)
Open to new ideas (49%) Aged 65+ (60%)	Resistant to new ideas (25%) Aged 30-49 (38%) Families with kids <18 years (35%)
Creative or entrepreneurial (57%) Aged 65+ (66%)	Unimaginative or pedestrian (21%) Live in Vincent Ward (29%)
Exciting (61%) Live in Cromwell Ward (68%) or Maniototo Ward (78%) or Teviot Valley Ward (76%) Work in Tourism, Accommodation or Food Services industries (72%)	Dull (14%) Live in Vincent Ward (22%) Aged 15-29 (41%) Arrived in 2020 or later (27%)
A place of endless opportunity (58%) Live in Maniototo Ward (79%) Aged 65+ (72%)	A place of little opportunity (20%) Live in Vincent Ward (26%) Aged 15-29 (38%) Arrived in 2020 or later (40%)
Focused on the future (48%) Live in Cromwell Ward (55%) or Maniototo Ward (61%) or Teviot Valley Ward (63%)	Stuck in the past (26%) Live in Vincent Ward (34%) Aged 30-49 (35%)
Socially progressive (26%) Work in Tourism, Accommodation or Food Services industries (37%)	Socially conservative (43%) Live in Vincent Ward (50%) Didn't grow up in Central Otago (49%)

PERCEPTIONS OF CENTRAL OTAGO

# DESIRED (FUTURE) CHARACTERISTICS OF CENTRAL OTAGO

If we look into the future – perhaps to 2050 or beyond – how would you describe Central Otago as you would like it to be for you and/or your family/whānau?



Note: Midpoint (neutral) excluded from analysis


Base: Central Otago Community (n=406)

PERCEPTIONS OF CENTRAL OTAGO

## DESIRED SHIFTS IN CENTRAL OTAGO CHARACTERISTICS

Ranked by Desired Shift	Current (Average)	Future (Average)	Gap	Desired Shift Direction
Socially progressive vs. Socially conservative	4.3	2.4	-1.82	Towards socially progressive
Monocultural vs. Multicultural	3.9	5.7	1.80	Towards multicultural
Affordable vs. Expensive	4.8	3.1	-1.76	Towards affordable
Open to new ideas vs. Resistant to new ideas	3.7	1.9	-1.75	Towards open to new ideas
Old fashioned vs. Progressive	4.0	5.7	1.62	Towards progressive
Focused on the future vs. Stuck in the past	3.7	2.1	-1.57	Towards focused on the future
Values diversity vs. Values uniformity	3.7	2.2	-1.48	Towards valuing diversity
Creative or entrepreneurial vs. Unimaginative or pedestrian	3.5	2.1	-1.40	Towards creative or entrepreneurial
Neglects the environment vs. Actively cares for the environment	5.0	6.4	1.33	Towards actively caring for environment
A place of endless opportunity vs. A place of little opportunity	3.3	2.2	-1.15	Towards endless opportunities
Inclusive vs. Exclusive	3.5	2.4	-1.11	Towards inclusive
Quiet vs. Vibrant	3.7	4.8	1.09	Towards vibrant
Exciting vs. Dull	3.2	2.3	-0.96	Towards exciting
Caring vs. Uncaring	2.6	1.7	-0.92	Towards caring
Safe vs. Unsafe	2.0	1.4	-0.57	Towards safe
Growing vs. Declining	2.3	2.6	0.25	Towards declining





**VIEWS ON TOURISM IN  
CENTRAL OTAGO**

## VIEWS ON TOURISM

# SUMMARY: VIEWS ON TOURISM IN CENTRAL OTAGO

While the vast majority of Central Otago residents agree that international tourism is good both for New Zealand and for the Central Otago region, almost three-quarters of residents also believe that international visitors put too much pressure on New Zealand, and more than 60% believe that international visitors put too much pressure on the Central Otago region – both significantly higher proportions than the Views on Tourism national benchmark for the year ending December 2021. This is reflected in the District's Tourism Approval Rating (TAR) of 14 (on a 1-100 scale) which is lower than the national benchmark of 28. With the international border currently all-but-closed, it is clear that residents are reflecting in part on the situation as it was pre-COVID (and also in the neighbouring Queenstown Lakes District, based on discussions during the community workshops).

Domestic tourism is viewed much more favourably, with almost universal agreement by Central Otago residents that domestic tourism is good both for New Zealand and for the Central Otago region. Even so, one in four Central Otago residents believe that domestic visitors are putting too much pressure on Central Otago – a similar proportion to the Views on Tourism benchmark. At 66, Central Otago's domestic TAR score does however sit comfortably above the national benchmark.

The vast majority of Central Otago residents (94%) indicate that they and their families have experienced the **benefits** of tourism in the region. These benefits are felt most frequently in terms of support for local businesses, opportunities for employment/income, contribution to regional profile/identity, greater appreciation of historic buildings and sites, and access to a wider variety of goods and services than might otherwise be the case. A comparison with the national benchmark shows that **these and many other benefits are felt more widely by residents of Central Otago than they are by residents of other regions.**

Tourism in Central Otago is also felt to benefit other sectors: two in three Central Otago residents who work outside of tourism, accommodation and food services believe that Central Otago's tourism activities and recreational assets are important to the success of the sector in which they work. Overall, one in three residents rate tourism as the **most important** sector for the Central Otago economy.

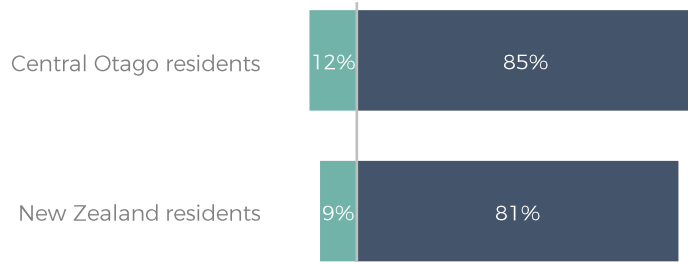
While the benefits of tourism are widely felt, survey results indicate that the majority of residents (88%) have also experienced **adverse effects** of tourism activity in Central Otago. Most common amongst these are litter and waste generation, pressures on community infrastructure (e.g. roads, waste water, toilet facilities), damage to the natural environment, and concerns about safety when driving. As with benefits, many adverse impacts are also felt more keenly by residents of Central Otago than they are by residents of other New Zealand regions.

Looking to the future, the largest groups of Central Otago residents would like the local tourism industry to focus on improving community infrastructure, attracting higher value visitors, attracting more **domestic visitors** and creating employment. This emphasis on high value visitors is much more prominent amongst Central Otago residents than it is amongst residents of other regions.

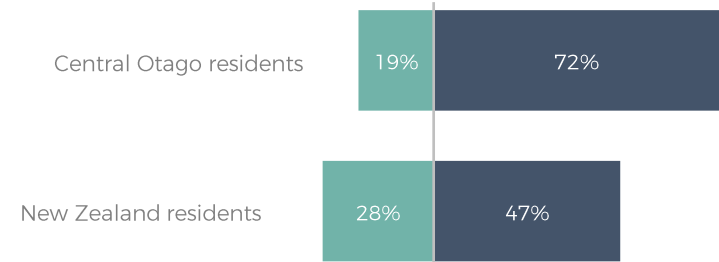
# INTERNATIONAL TOURISM

Thinking about international tourism (i.e. international visitors coming to New Zealand) to what extent do you agree or disagree with each of the following...

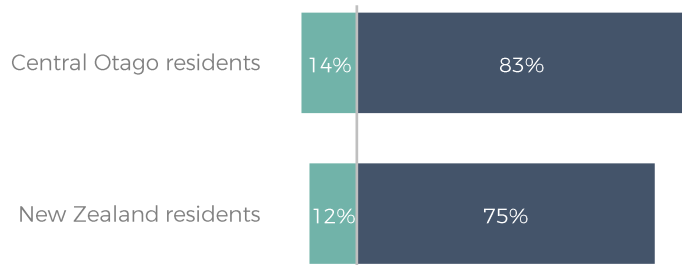
International tourism is good for New Zealand



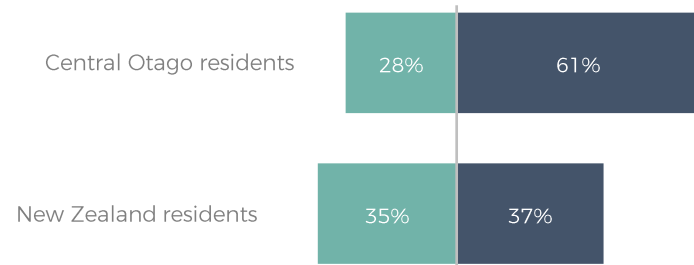
International visitors are putting too much pressure on New Zealand



International tourism is good for my region



International visitors are putting too much pressure on my region



Disagree Agree

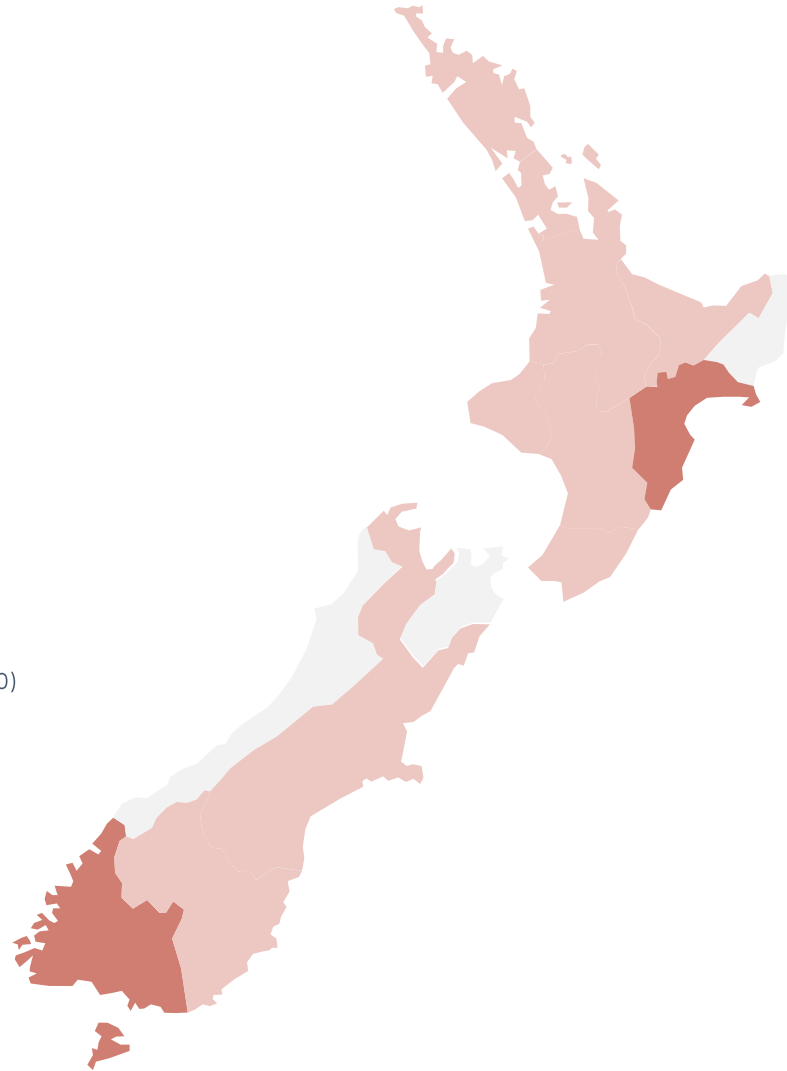
Disagree Agree



VIEWS ON TOURISM

# INTERNATIONAL TOURISM

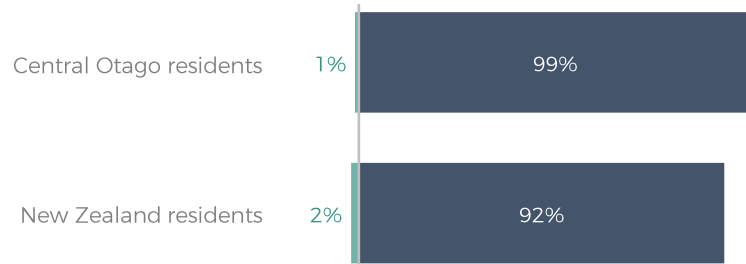
- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval
- Excluded (small sample size <20)



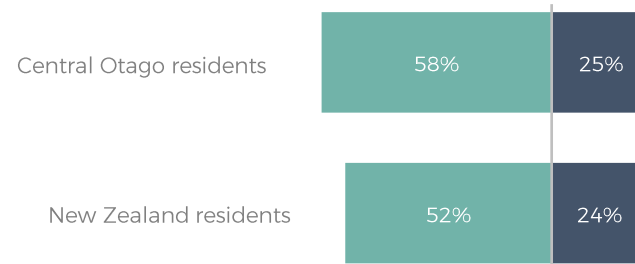
# DOMESTIC TOURISM

Thinking about domestic tourism (i.e. New Zealanders travelling within New Zealand) to what extent do you agree or disagree with each of the following...

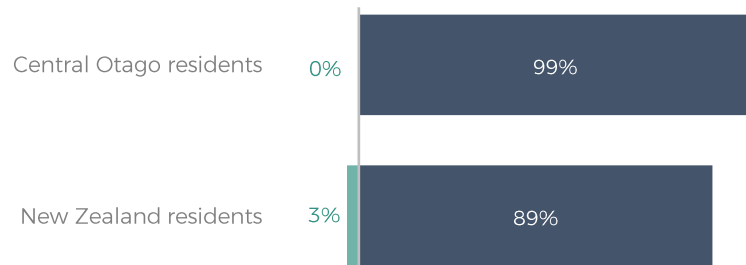
Domestic tourism is good for New Zealand



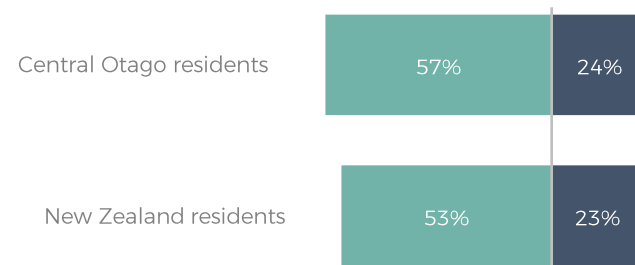
Domestic visitors are putting too much pressure on New Zealand



Domestic tourism is good for my region



Domestic visitors are putting too much pressure on my region



Disagree (teal) Agree (dark blue)

Disagree (teal) Agree (dark blue)

VIEWS ON TOURISM

# DOMESTIC TOURISM

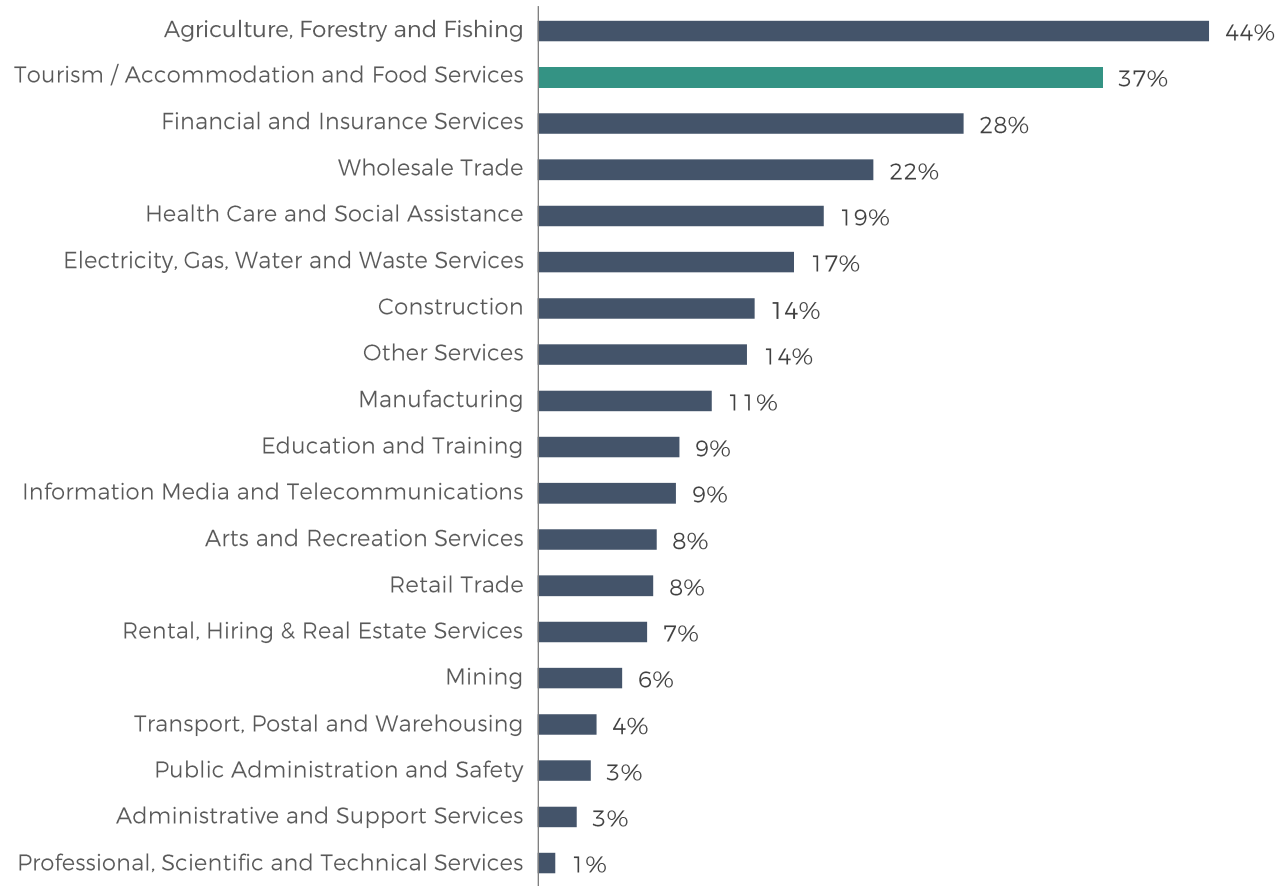
- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval
- Excluded (small sample size <20)



# RELATIVE IMPORTANCE OF TOURISM

In your opinion, which if the following sectors are the most important to the Central Otago economy?

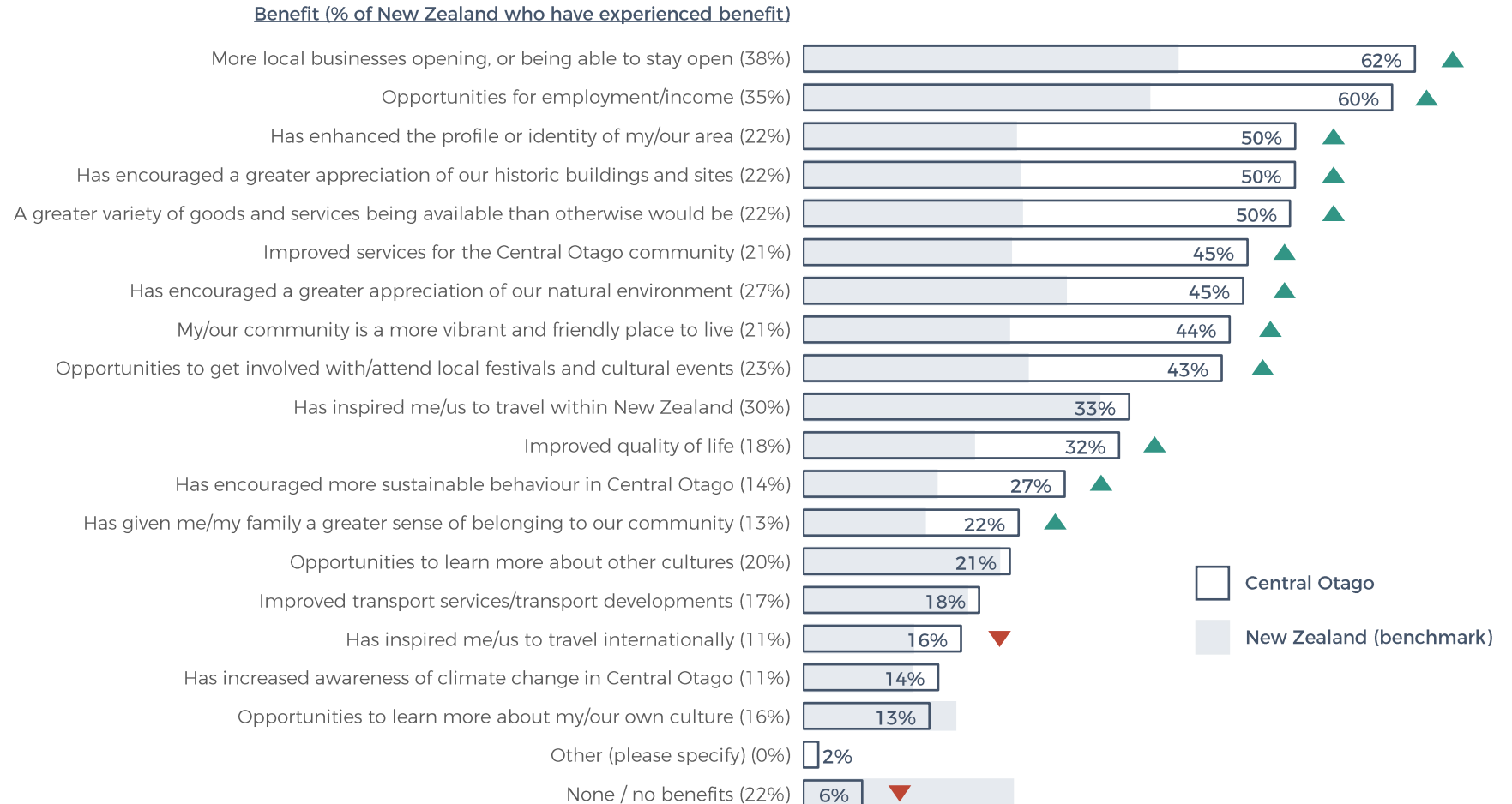
## RANKED AS #1 MOST IMPORTANT SECTOR TO THE CENTRAL OTAGO ECONOMY





# BENEFITS OF TOURISM

In which of the following ways, if any, would you say you/your family benefit from tourism activity in Central Otago?

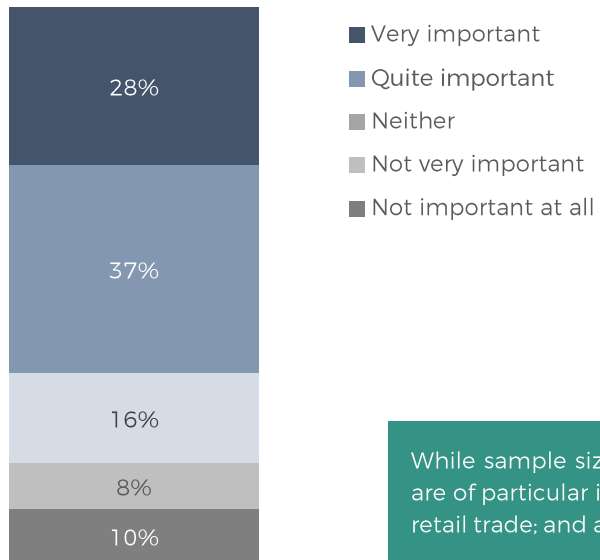


## VIEWS ON TOURISM

# IMPORTANCE OF TOURISM TO OTHER SECTORS

How important would you say that Central Otago's tourism activities and recreational assets are to the success of the sector in which you work (e.g. because of the visitor expenditure or other activity that they bring; because they attract people to live and work in the region)?

**65%** of Central Otago residents who work outside of the tourism industry (i.e. not in tourism, accommodation or food services) believe that Central Otago's tourism activities and recreational assets are important to the success of the sector in which they work

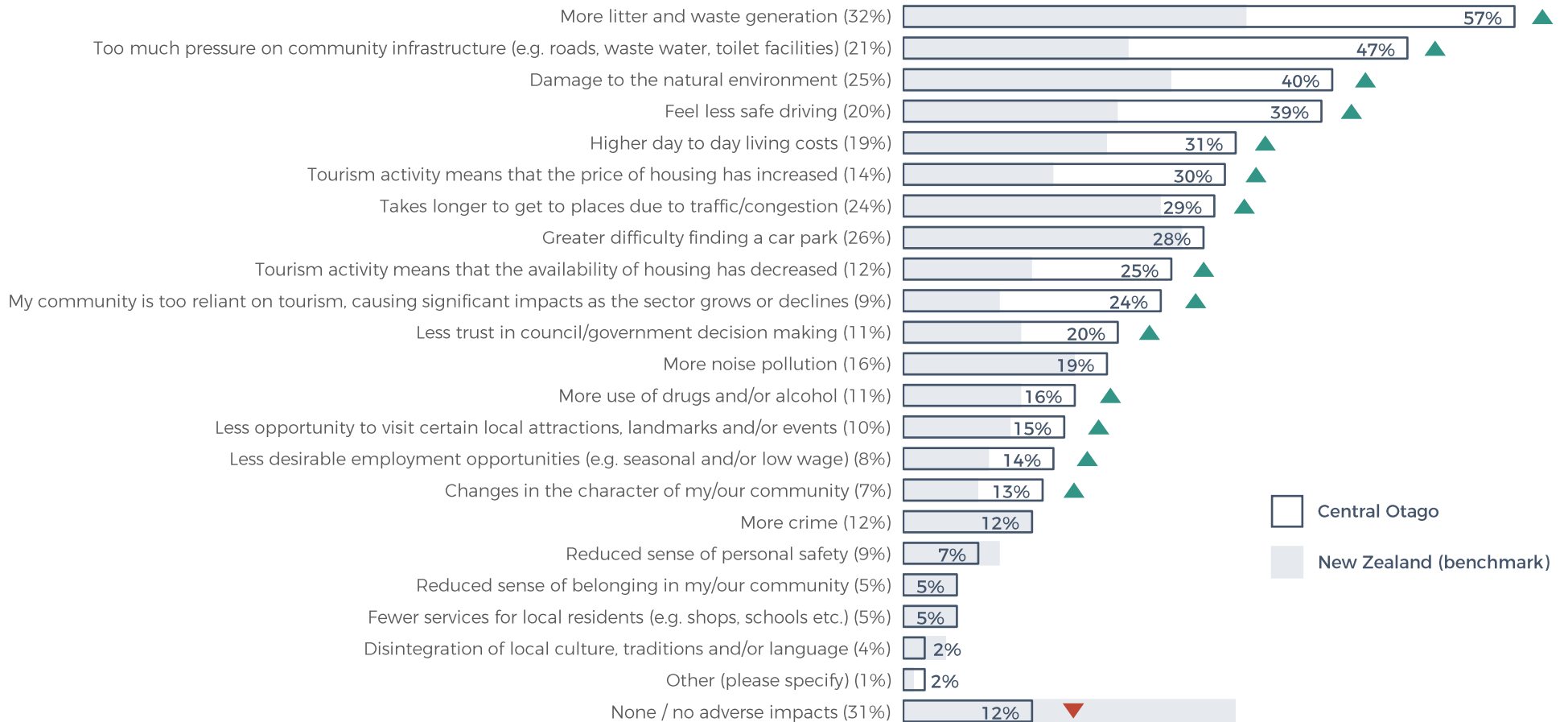


While sample sizes are too small to be conclusive, it appears that Central Otago's tourism activities are of particular importance to those working in rental, hiring and real estate services; manufacturing; retail trade; and arts and recreation services.

# ADVERSE IMPACTS OF TOURISM

In which of the following ways, if any, would you say you/your family are negatively impacted by tourism activity in Central Otago?

**Negative impact (% of New Zealand who have experienced impact)**

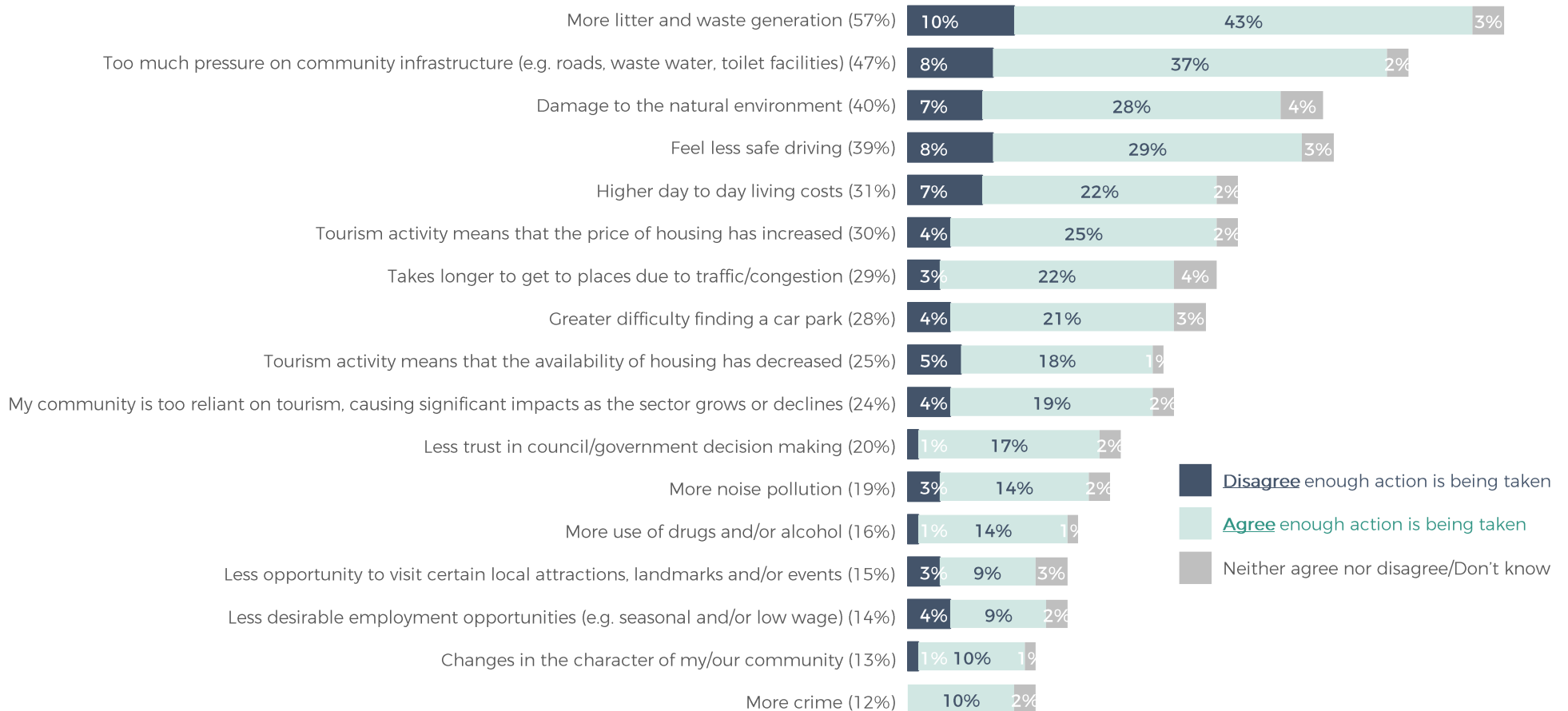


VIEWS ON TOURISM

# SUFFICIENT ACTION

Thinking about the areas in which tourism has negatively impacted you/your family, to what extent do you agree or disagree that enough action is taken to address these...

**Negative impact (ranked by prevalence)**





# IDEAS FOR MANAGING ADVERSE IMPACTS OF TOURISM

[Asked of those negatively impacted by tourism activity and who disagree that enough action is being taken to address these]  
What more do you think could be done?

## LITTER & WASTE

"Better recycling initiatives at CODC and stronger environmental packaging requirements from manufacturers."

"Community / school roadside litter drives."

"More bins and signage. Regular bin emptying. The dump could do with an upgrade in Cromwell."

"More regular emptying of rubbish bins in towns, campsites and other public locations."

"Tourism businesses taking on more proactive role to reduce waste with their customers."

"Standardise public litter collection/recycling areas in each small town/suburb so it is easy to find. Remove small bins around town - they fill and overflow too quickly (labour intensive to maintain). Encourage 'Take your rubbish with you till you find the Waste & Recycling Centre' - service these regularly."

"There is a major lack of bins around the lake and green ways/walkways."

## COMMUNITY INFRASTRUCTURE

"Transport and waste issues generated by increases due to tourism need better infrastructure. These should be paid or contributed to by the visitors that are contributing to said issues. Suggest Central Government involvement and more levies on the services that these people use."

"Infrastructure needs to be prioritised at the same rate as tourism has appeared to be over recent years. We see infrastructure services being removed from Maniototo rather than being improved (even down to the number of rubbish bins)."

"Several intersections are very unsafe at peak seasons, and could be upgraded to provide better visibility. Roundabouts would be a far better alternative at a few intersections, and more no parking lines around intersections, particularly with big trucks or people towing boats or caravans are parked very close to an intersection."

"More public toilet facilities, improvements in our waste water so Queenstown's grey water isn't dumped into the Kawarau River."

## NATURAL ENVIRONMENT

"Support stronger national and local government attempts to curb freedom camping, no matter whether international or domestic visitors."

"More education around respecting and preserving our environment. Limit number to places of significance."

"There seem to be 4WD tracks all over the hills around Central Otago - why so many? Could they be reduced in number- tourists could still get to amazing places, but we could reduce the scars on the landscape."

"We are losing our water quality, and if this continues we will lose tourists and locals because of it. There is a big push for sustainable tourism, CODC needs to be at the forefront of this, role-modelling and helping other businesses to follow suit. Tourists need to be given the opportunity to give back to a place, not only take."

"Stop the new proposed airport - perfect test of a few grubby dollars over the environment. When the peace and green is gone you never get it back."

## IDEAS FOR MANAGING ADVERSE IMPACTS OF TOURISM (CONT.)

[Asked of those negatively impacted by tourism activity and who disagree that enough action is being taken to address these]  
What more do you think could be done?

### SAFER DRIVING

"Education - Needs to be realistic estimates of time taken to get places."

"Locals trying to overtake tourists is the most unsafe thing happening out there - need more traffic police."

"An effective public transport system that encouraged people out of single driver commuter vehicles."

"Stringent testing at car rental offices - don't give them the keys until they've done a basic test!"

"Improve intersections and visibility, more passing lanes on all roads as a lot of people towing boats and caravans, and lake gazing hold everyone up, causing frustration and ultimately poor driving decisions"

"Driver education. Campervans etc holding up massive lines of traffic and not pulling over causes drivers to behave poorly due to frustration."

"People who live in countries that drive on the right-hand side of the road should refrain from driving in New Zealand for 48 hours after arrival in NZ."

### LIVING COSTS

"Community cards for elderly and lower income families providing reduced prices on locally produced food and services."

"Supermarket prices need to go down."

"Councils need to invest/educate about co-housing."

"I disagree enough is being done, but I have no idea what to do. It's a capitalist market."

"Take initiatives to reduce the dramatic growth of the region. We need to slow to gradual sustainable growth, not explosive growth."

### CAR PARKING

"Assign more parking through Alex and Cromwell - Cromwell is especially bad for elderly residents."

"Enforcement of restrictions."

"Free designated public car parks for tourists."

### HOUSING

"Reducing tourism activity would decrease growth and the demand for services, thus reducing the demand for housing and increasing availability."

"No housing available in Alexandra. Council are doing absolutely nothing about it and won't allow developers to build."

"Central Otago will always attract those working in Queenstown who cannot afford a house there. It is out of CODC control unless they were to develop thousands of cheap sections; that will never happen. Housing does need to be on unproductive land e.g. below the clock to the Manuherikia could be thousands of sections with good sunshine and not impact on horticultural land."

"Rental costs are high and a shortage of houses in the area due to holiday homes (Air BnB)."

"International/transient workers here to fill temporary or seasonal jobs have been pushing up the price of rental accommodation, affecting the availability and cost for workers who are permanent residents."

## IDEAS FOR MANAGING ADVERSE IMPACTS OF TOURISM (CONT.)

[Asked of those negatively impacted by tourism activity and who disagree that enough action is being taken to address these]  
What more do you think could be done?

### RELIANCE ON TOURISM

"Tourism is pushed daily through media in Central Otago, which on one hand is good for tourism operators when times are good, but then come all the 'woe is me' stories when it goes turkey up."

"The tourism industry in Central Otago should focus on an 'under the radar' approach designed to attract wealthy visitors who value their privacy, expect first class service and seek exceptional experiences. Such persons are likely to spend far more than the 'average' tourist and stay longer in the district. Fewer visitors, higher returns and lesser impact!"

"Sponsor business incubators and encourage high value job creation businesses. Too many of our jobs are minimum wage."

"We have a real opportunity to build our profile as a hub for transport and warehousing as it relates to the construction sector. We could also be a much stronger service centre for professional services, health etc. Remote workers as an opportunity as well - enjoy the lifestyle and work from home in Central Otago"

### NOISE POLLUTION

"Light and noise pollution fundamentally changes the experience and amenity of an area. The increasing and ever expanding lights and noise of seemingly uncontrolled subdivisions and industrial areas, more boats, jet skis and helicopters unfortunately need to be controlled in some way."

"Lake Dunstan is visually beautiful, but the noise pollution is 24 hours. The noise created by traffic on SH8 on the eastern side travels across the lake to the Western side. The Western side is the area where many cyclists (the cycle track) and families gather for picnics and swimming. Could a traffic-noise-reducing berm be erected along the eastern side of Lake Dunstan?"

"Noise from jet skis and motor boats is heard in all areas. It would be great if some larger areas of the lake could be put aside for swimming and non-motorised vessels only. There seems to be no monitoring of Marine Traffic Rules and council information boards at the ramps contradict the National Marine Traffic Rules in terms of speed."

### EMPLOYMENT OPPORTUNITIES

"Crack down on orchard owners ripping employees off, providing sub standard, in many cases, illegal accommodation and poor wages/working conditions. Same goes for rest homes, and presumably many other industries. All you hear about is how hard it is to find staff, labour shortages, cost of labour blah blah blah. If owners paid their staff well, and provided good working conditions, there would be no issue finding staff. The minimum wage is there for a reason."

"It seems that orchardists are only willing to employ people who can work a full-day. Many locals (older folk, parents of schoolkids etc) could manage 4 hours a day, or 2 days a week? The fruit would be picked, plus extra cash for locals to spend in the community."

"Reduce use of international tourists in horticulture and viticultural labour force. Pay living wages."

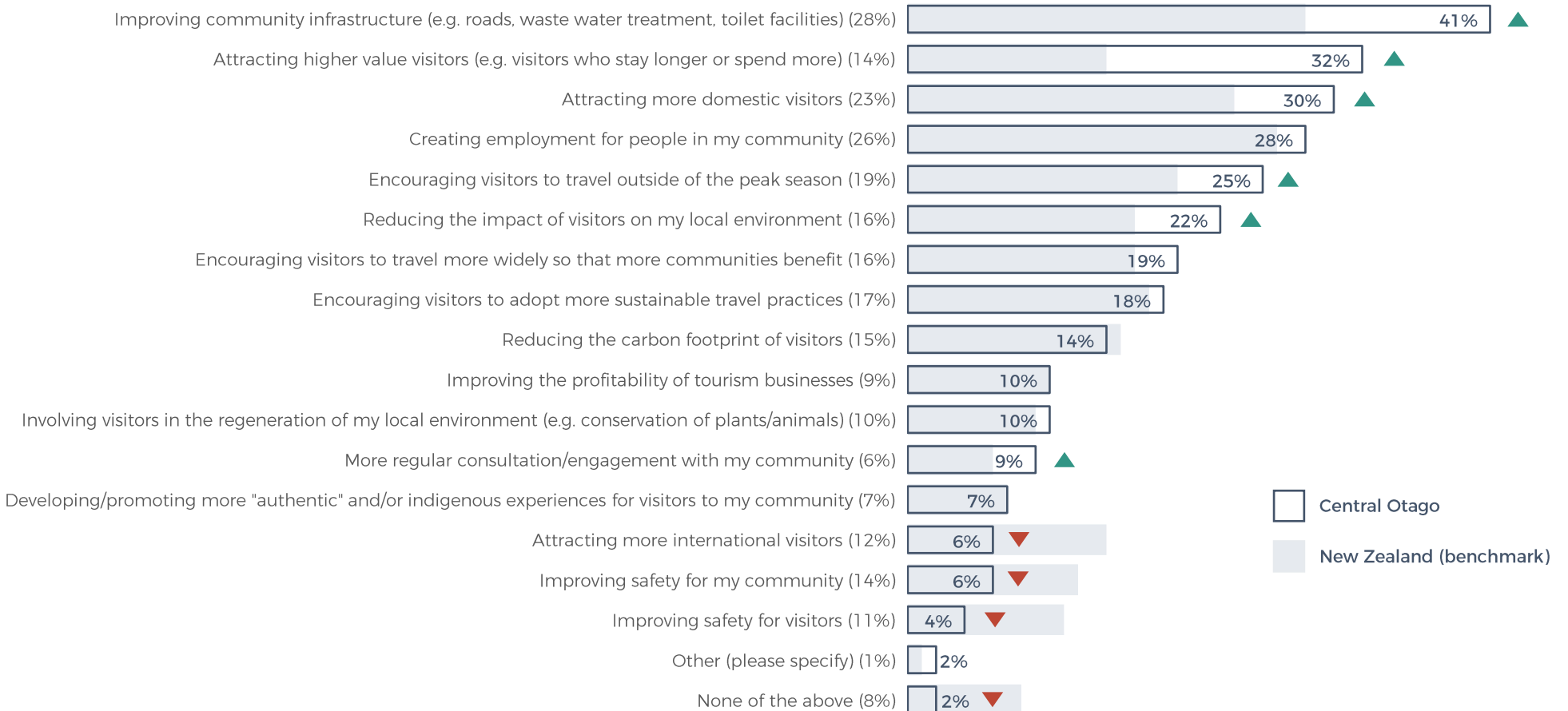
"Not enough action is done to spread the government type jobs to Cromwell, plus very poor employment opportunities for 40+ female age group unless you like pruning vines, picking fruit, cleaning motels or working in the supermarket."

# VIEWES ON TOURISM

## TOURISM FOCUS

On which of the following would you like your local tourism industry to focus most in the future? Please select up to three options

### Future foci (% of New Zealand who selected focus)





## VIEWS ON TOURISM


# PRIORITISING TOURISM ACTION

Following are four areas in which action could be taken to ensure that tourism has positive impacts. To help in prioritising action plans, please tell us how important you think each of these is by allocating a total of 100 points between them.



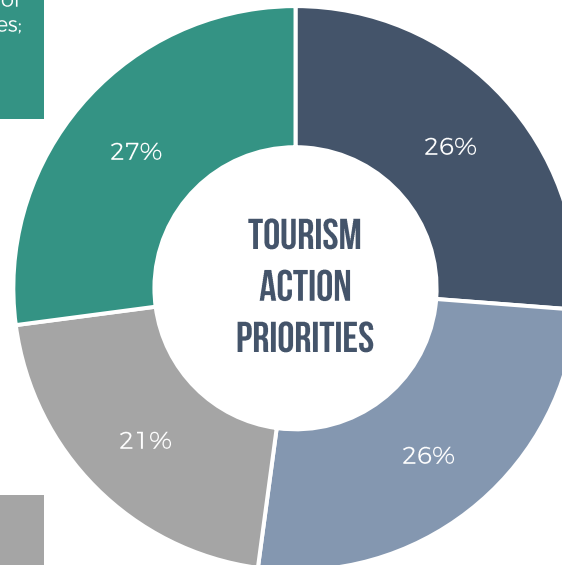
**A positive economic impact**

e.g. providing jobs/employment; creating opportunities for entrepreneurship and development of tourism businesses; contributing to other sectors of the local economy through visitor expenditure




**A positive impact on the environment**

(e.g. building understanding and an appreciation of the natural environment; contributing funds for conservation; encouraging volunteer activity such as tree-planting; creating demand for active transport)



**A positive impact on individuals**

(e.g. providing new and enjoyable experiences for locals and visitors; providing opportunities for recreation and physical/mental health benefits; encouraging cross-cultural exchange; providing opportunities to learn new skills)



**A positive impact on communities**

(e.g. creating amenities, services and events for local people to enjoy; building vibrant communities; generating local pride)

## VIEWS ON TOURISM

# TOURISM RISKS

And considering the potentially adverse impacts of tourism, what are the greatest risks that you see in future development of tourism in Central Otago (if any)?

"Our strength is our sense of space and time - the new trail (LDT) is the first time that Central Otago has had to deal with volume over value. I am not sure it is what we want. People just come in ride the trail over 3-5 hours and then leave. No real connections made with Central Otago. Is this what we really want? If we go back to our core values i.e. World of Difference is this a match?"

"An airport in Tarras might change things up. I don't know that this would be a great thing. Noise pollution in the Cromwell basin. Stress on infrastructure and the environment."

"Burnout of staff due to an excessive numbers of visitors, but no staff available. Make it favourable for trained and skilled staff to come to the region (accommodation options, good wages, training/development opportunities)."

"Developing too many businesses that totally rely on tourists - this can impact hugely on the entire community when something like Covid19 rears its ugly head and stops visitors coming here. We must develop things that will still survive if another world-wide pandemic or other catastrophe happens."

"I worry that there is not enough rental housing for people who want to live and work in Central Otago, creating a bottleneck that affects the ability of businesses to expand. They can't always get the workers because the interested potential employees can't find somewhere to live."

"Infrastructure HAS to be upgraded to maintain and cope with the influx of visitors to our area in peak times. Last season we had two days of rain and ended up having to boil our water for almost four weeks as the waste water and treatment plant couldn't cope. Naseby water tanks weren't even full for preparation of the visitors in December!"

"Local communities being financially disadvantaged due to rising costs from tourists buying holiday homes. Local activities and cafes (etc) raising prices to maximise income from tourists, which then makes it unaffordable for locals."

"Too many people means ruined beauty spots with rubbish, over populated, traffic. Too many people also means increased housing demand on areas that have always been natural spots, farmland etc."

"Losing the local community if we are too focused on attracting and meeting the needs of tourists, becoming too reliant on them for our economic sustainability."

"Losing the very things people want - tranquillity, slow pace, expansive areas without buildings. Bringing too many people at once puts too much pressure on services, more need to be built and so it rolls on."

"More litter, possible damage to environment (e.g. going off trails, fires), busier roads & communities - which is fine as long as impatient Kiwi drivers behave as well!"

"More of what has happened in the past. In other words, more money orientated than what is good for the community with lip service to environmental issues."

"I am not supportive of the model that attracts only high-end visitors who stay longer and spend more. This is small box thinking. Opportunity exists for better liaison between tourism and horticulture/agriculture/viticulture sectors to support seasonal workers to work and play and spend money in Central Otago."

## VIEWS ON TOURISM

# TOURISM RISKS (CONT.)

And considering the potentially adverse impacts of tourism, what are the greatest risks that you see in future development of tourism in Central Otago (if any)?

"Over development of infrastructure, airports, roads, freedom camping etc, to the level that we lose the area's major points of difference - environment, scenery, quiet etc. Look at Queenstown/Wanaka if you want to see what we must avoid."

"Aiming for volume rather than quality."

"Overcrowding, especially in small communities. Prior to Covid, Clyde had become a nightmare to live in with constant vehicle and human congestion, even visitors were commenting on how busy it was and not what they were looking for or expecting when visiting small town Central. Lockdown has caused a reset and I hope it will not return to pre-Covid levels."

"The potential cheapening if not the loss of those qualities which presently mark Central Otago as a 'World of Difference', so that we become just 'another place'."

"Traffic congestion. Cromwell was a nightmare over Xmas/New Years and that was only domestic tourists."

"Loss of sustainability - not enough focus on climate change and reducing waste."

"Unrestrained freedom camping and no requirement to contribute to the cost of providing the services that they have travelled here to enjoy. Unrestrained building of holiday homes which serves to push up prices of housing for locals and puts pressure on health services at holiday times."

"As tourism grows, so must the ability of businesses to ramp up to be able to deal with the visitors in a way that offers authentic real experiences. Already its hard to process 50 people off a bus by many of our businesses so tourism needs to ramp slowly so that businesses can grow carefully."

"Becoming dependant on high price activities that families and locals can't afford to do (i.e. the potential to loose Cromwell Mini Golf due to the lease not being renewed). Also no longer having a campground as an affordable accommodation option for families and seasonal staff."

"Budget tourists travelling in vans with no toilets and polluting our lake shores."

"Central Otago may become a transactional district with high resident turnover and reduced community spirit due to a lack of pride and commitment."

"Congestion, and pressure on services from people who contribute little to the local economy or to costs of services. This potentially happens with some local cycle trail users who bike and leave."

"Ending up like Queenstown and losing the natural beauty that Central Otago offers. We need to encourage tourism whilst maintaining as much of the natural beauty we can."

"Environmental degradation, biodiversity loss, loss of natural landscapes and stimulating too much growth in our communities."

"Exclusivity, which would diminish the old world character and essence of what Central Otago evokes in visitors and locals with an appreciation for its truly unique landscapes and mix of new and old, e.g. wine growing (cellar doors) with heritage appreciation (Mitchells cottage)."

"Growing too fast and putting too much extra pressure on our housing stock (with many buying properties to convert to visitor accommodation)."

"Damage / lack of respect for the environment."



**CHALLENGES &  
OPPORTUNITIES FOR  
TOURISM BUSINESSES**



## CHALLENGES & OPPORTUNITIES

# SUMMARY: OPPORTUNITIES & CHALLENGES FOR TOURISM BUSINESSES

Central Otago residents who work or own businesses in the tourism industry (tourism, accommodation or food services) were asked to identify what they believe to be the biggest opportunities and challenges for tourism businesses in the region over the next ten years.

Cycle tourism/cycle trail development and collaboration between tourism and other sectors (e.g. horticulture, film, wine) are highlighted as the two most significant opportunities for tourism businesses in the region. A focus on extending visitor length of stay, increasing average visitor expenditure, maximising 'buy local' opportunities, developing/extending touring routes and enhancing the region's events portfolio are also seen as potentially fruitful for the region. Commonly identified as opportunities for **new product/business development** are retail and food service development, night sky experiences, backcountry experiences, and lake-based activities.

Workforce issues (i.e. attracting and retaining staff) are predicted to be the most significant challenge for tourism businesses; followed by the perennial issue of seasonality. The availability of worker accommodation, managing tourism's impacts on environment and community, and (amongst business owners) attracting the next generation of business owners/entrepreneurs are also seen as significant challenges for tourism entities over the medium term.

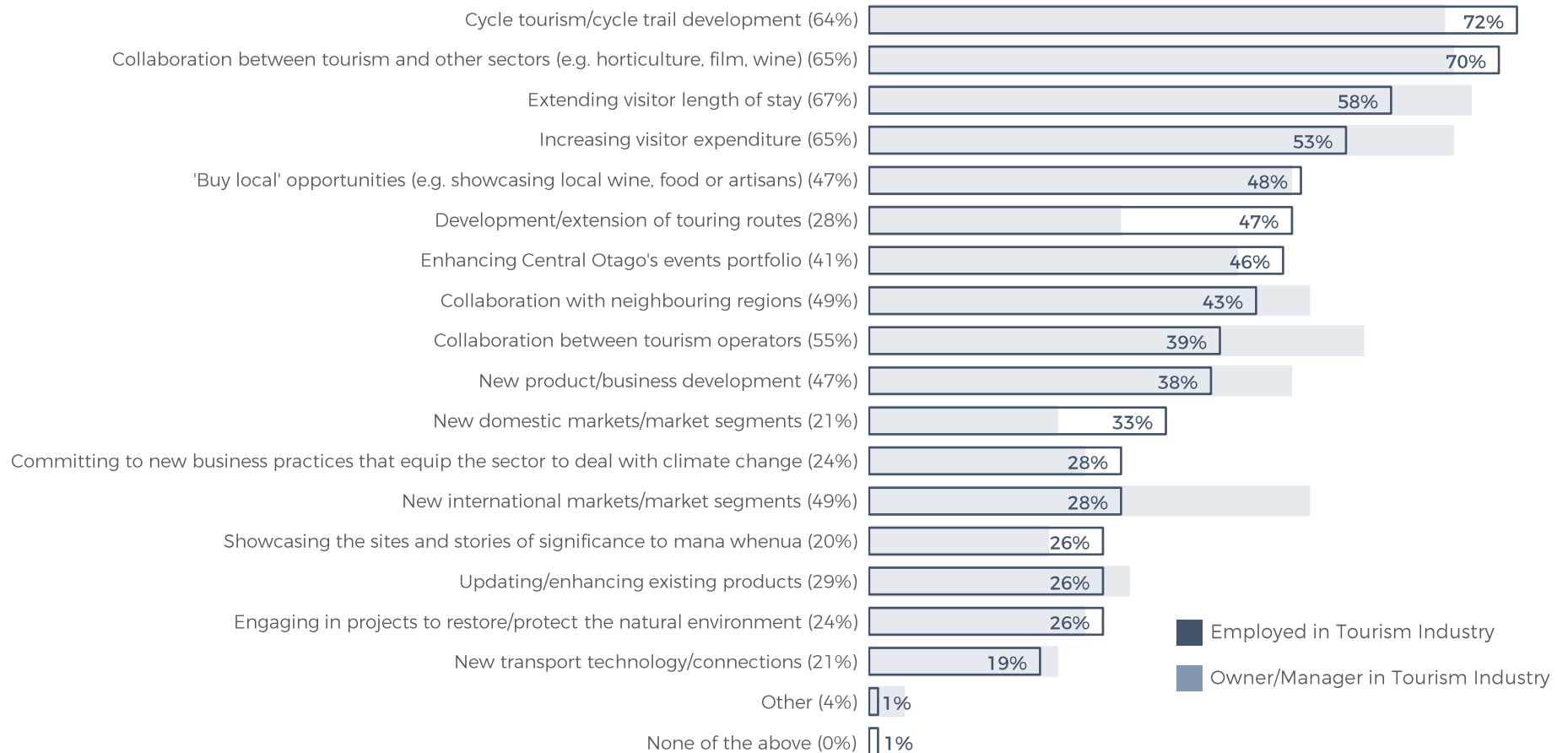
For owners/managers working in the sector, seasonality, workforce challenges and uncertain market conditions are predicted to be the biggest three challenges for Central Otago tourism businesses over the next decade.



# OPPORTUNITIES FOR TOURISM BUSINESSES IN CENTRAL OTAGO

And what do you believe will be the biggest opportunities for tourism businesses in Central Otago over the next 10 years?

## Biggest opportunities (% of Owner/Manager in Tourism Industry)





## NEW PRODUCT/BUSINESS DEVELOPMENT OPPORTUNITIES

What opportunities do you see for new product/business development?

"Night sky. Guiding into the back country/ experiencing life away from the big city. Finding and telling the story of the hidden gems for people to see (i.e. Falls Dam outlet as a simple example) rather than the stock standard "take a photo here" vision that gets sold to visitors."

"Domestic travel trade looking to the area rather than international markets."

"Need to restore the Tairi Gorge train. Promotion of winery tastings. Strong nationwide marketing of all the bike trails."

"Taking visitors out to the high country - more engagement with our farming community."

"Digital technology opportunities. Would require top class digital technology connections to be readily available throughout the region not just as "hubs".

"Astro tourism in Naseby. Greater investment in tourist and worker accommodation across the Region. Improved transport connections with Dunedin and Queenstown to bring more visitors to the region. Encouraging tourists to stay longer by increasing tourist options outside of the Clutha basin."

"Retail and visitor experience, creating new businesses for seasonal tourists, accommodation, food industry etc."

"Tours involving Māori culture/stories. Historic sites highlighted more in self drive tours - connecting regions together. Innovative fun things to do outside Queenstown."

"More restaurants especially and more services/retail."

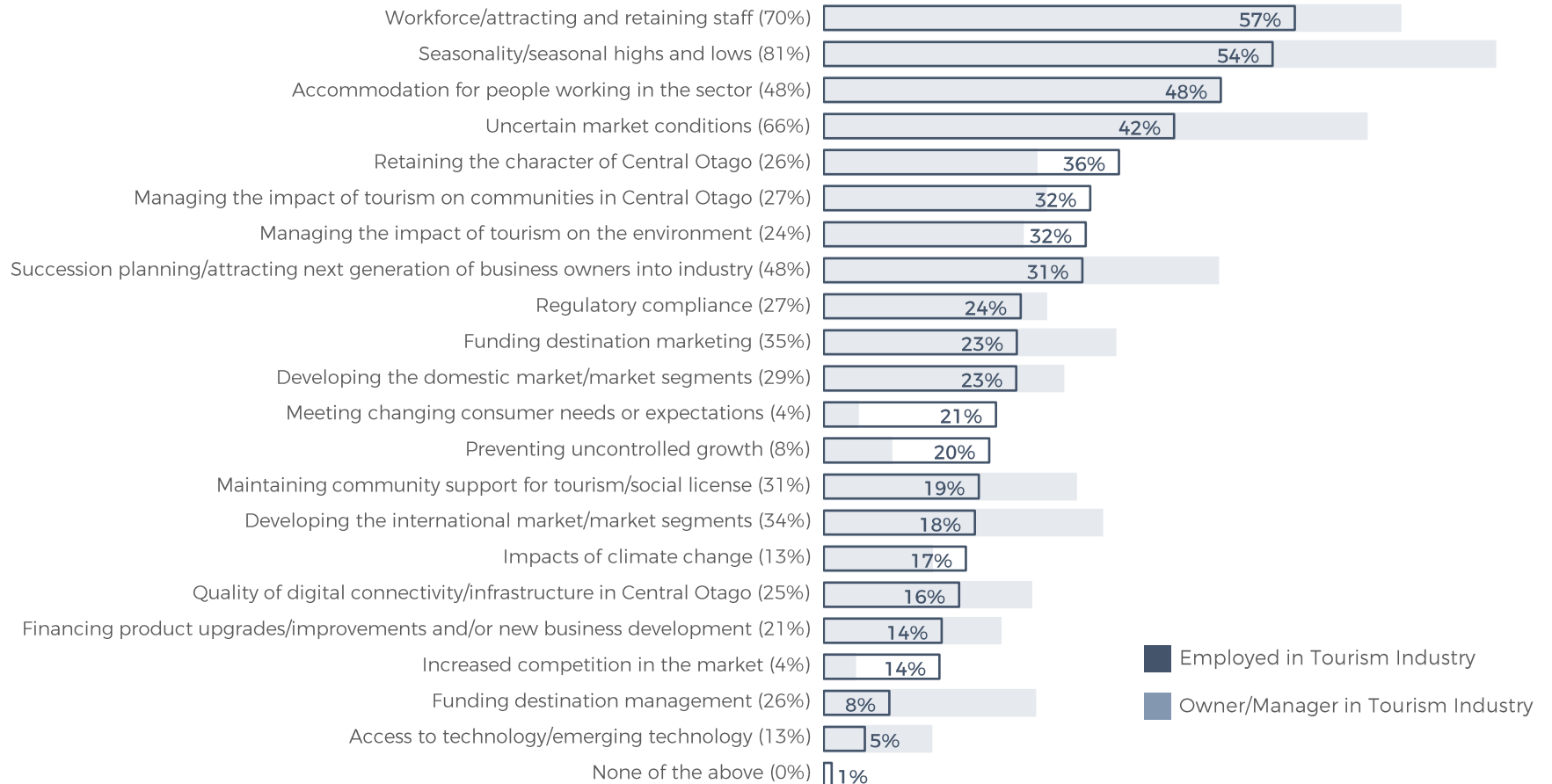
"Perhaps more development and promotion of the retail and evening restaurant/dining sector which is lacking in CO but would encourage a better dollar spend per visitor. Also some more lake based adventure activities?"

"We have a beautiful lake which has potential for new business ventures"

# CHALLENGES FOR TOURISM BUSINESSES IN CENTRAL OTAGO

What do you believe will be the biggest challenges that tourism businesses in Central Otago will face over the next 10 years?

## Biggest challenges (% of Owner/Manager in Tourism Industry)



## CHALLENGES & OPPORTUNITIES

# REGULATORY COMPLIANCE CHALLENGES

You have indicated that you see regulatory compliance as a significant challenge for tourism businesses over the next 10 years. Please describe below the specific challenges that you see (for example, in relation to which regulations/agencies).

"Central Otago council. The cost for running a restaurant/bar - building warrant of fitness cost is around \$5,000 per year for us on top of rates and water (\$10,000), while there is no regulation on Airbnb or holiday homes rented to the public for profit."

"DOC concession costs; HR health & safety costs."

"More and more rules being pushed down from government to be managed by business owners or local government without sufficient funding or support."

"Rapidly increasing costs and levels of compliance for all hospitality businesses."

"No compliance for Airbnb. Compliance costs for accommodation providers is a daily battle."

"Health and safety requirements, COVID-19 compliance, liability insurance, supply chain compliance etc, employment legislation and obligations, risk management."

"Building more accommodation units/getting consents/building permits -local council. Water legislation - 3 Waters/Lake Onslow development - national government/time lines."

"Long term leases for sustainability of businesses."

"H&S, climate change, taxation, actually it seems to me some government (local and national) agency is/will be charging us for everything and then also telling us what we can and can't do!"

"The costs for small businesses to comply with regulations is huge."

"Growing number of Airbnb type accommodation providers that aren't compliant, portable food venues not compliant, Accommodation providers selling alcohol, not licensed to do so."

"Council does not follow thru or check businesses enough."



**CENTRAL OTAGO'S  
TOURISM FUTURE**



## TOURISM FUTURE

# SUMMARY: CENTRAL OTAGO'S TOURISM FUTURE

Central Otago residents were asked which of 24 predefined concepts, based on ideas emerging from the destination management planning process, best reflect the type of destination that they would like Central Otago to be in the future. The top concepts captured themes also emerging from the earlier community workshops and included -

- a place that understands and promotes the stories of its culture and heritage;
- a place where people can connect with nature (e.g. spectacular night skies or backcountry experiences);
- a place that showcases everything local (including locally grown/made food, wine and beverages, local artists and artisans);
- a place that has interesting boutique experiences – vs. large built mass attractions;
- a place with essential character (small town, un-developed);
- an uncrowded place with wide open spaces – vs. urban environment; and
- a place set-up as a cycling hub (i.e. multiple cycling experiences from one place).

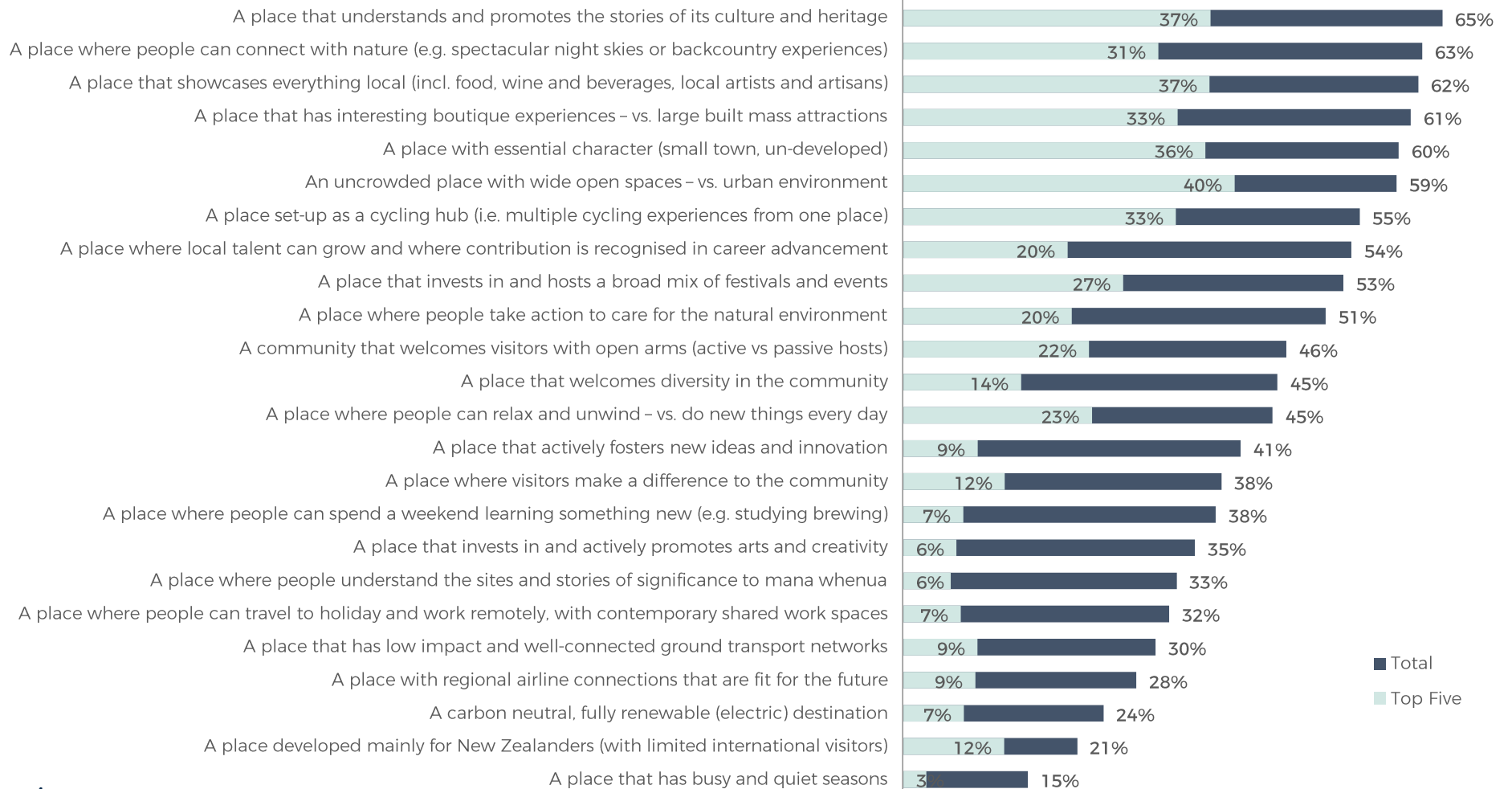


One in two Central Otago residents believe it is very (or extremely) important that Central Otago celebrates the sites and stories of significance to mana whenua (and a further 29% agree that this is 'somewhat important' – taking the total to 80%). Residents who identify as Māori, and recent arrivals to the region, are more likely to consider this important.

As noted in earlier workshops with the Central Otago community, and in research with the domestic visitor market, there isn't currently a well-developed understanding of what sites and stories are of significance to mana whenua (with knowledge of Central Otago's history centring primarily on the Gold Rush and, later, hydro development). Suggestions on ways in which the region could celebrate the sites and stories of significance to mana whenua include educating both visitors **and locals** (especially tourism operators) through signage, museums and school curriculum; increasing use of Te Reo for place/street names; planting native trees; and a greater emphasis on Matariki/Waitangi Day celebrations in the region. Residents do however acknowledge the importance of consulting with mana whenua before any decisions are taken on what sites to prioritise, and how stories are best told.

# TOURISM FUTURES – KEY CONCEPTS

Which of these concepts reflect the type of destination that you would like Central Otago to be in the future?  
 And which five would you say best reflect the type of destination that you would like Central Otago to be in the future?



Base: Central Otago Community (n=406)



# TOURISM FUTURES – KEY CONCEPTS (TOP 12)



65%

A place that understands and promotes the stories of its culture and heritage

This block features two images: a stone building with a thatched roof and a person sitting at a desk in a historical setting.



63%

A place where people can connect with nature (e.g. spectacular night skies or backcountry experiences)

This block features two images: a starry night sky and a glowing green tent in a dark landscape.



62%

A place that showcases everything local (including locally grown/made food, wine and beverages, local artists and artisans)

This block features two images: a plate of fresh fruit and a sign that says "WE CAN'T THANK YOU ENOUGH FOR SUPPORTING OUR SMALL BUSINESS".



61%

A place that has interesting boutique experiences – vs. large built mass attractions

This block features two images: a person's hands working on a wooden barrel and a close-up of a wooden barrel.



60%

A place with essential character (small town, un-developed)

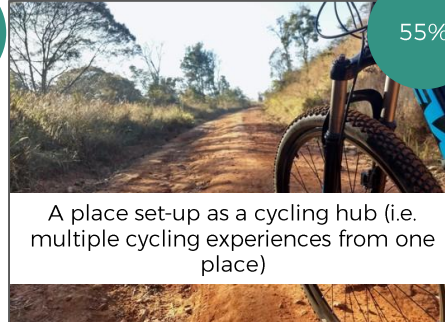
This block features two images: a small town building with a "BUTCHERY" sign and a close-up of green leaves.



59%

An uncrowded place with wide open spaces – vs. urban environment

This block features two images: a wide open field with a fence and a single tree, and a close-up of a wooden fence.



55%

A place set-up as a cycling hub (i.e. multiple cycling experiences from one place)

This block features two images: a dirt road winding through a landscape and a close-up of a bicycle wheel.



54%

A place where local talent can grow and where contribution is recognised in career advancement

This block features two images: a person in a white shirt working in a kitchen and a close-up of hands preparing food.



53%

A place that invests in and hosts a broad mix of festivals and events (sports, community, arts, culture, business)

This block features two images: a group of people at a festival and a close-up of wine glasses.



51%

A place where people take action to care for the natural environment

This block features two images: hands holding a small plant and a close-up of hands holding a small plant.



46%

A community that welcomes visitors with open arms (active vs passive hosts)

This block features two images: a group of people smiling and a close-up of a person's face.



45%

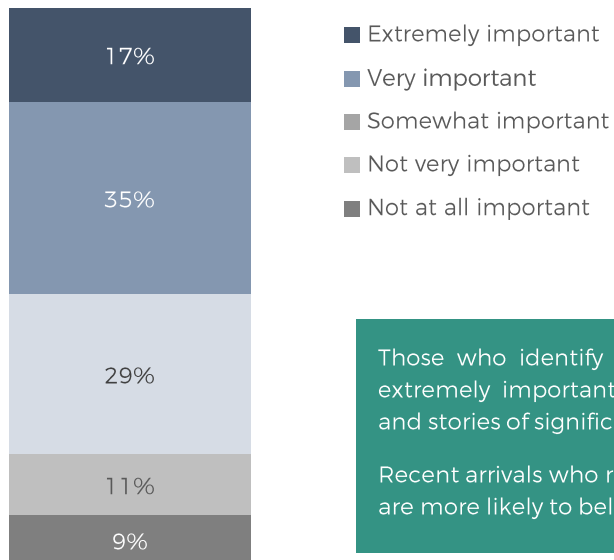
A place where people can relax and unwind – vs. do new things every day

This block features two images: a person reading a book and a close-up of a person's face.

# IMPORTANCE OF MANA WHENUA SITES AND STORIES

In your opinion, how important is it that Central Otago celebrates the sites and stories of significance to mana whenua?

**52%** of Central Otago residents believe that it is very/extremely important that Central Otago celebrates the sites and stories of significance to mana whenua



Those who identify as Māori are more likely to believe it is extremely important that Central Otago celebrates the sites and stories of significance to mana whenua (41%).

Recent arrivals who re-located to Central Otago in 2020 or later are more likely to believe it to be extremely important (42%).

"The reason I think it is important to do more in this space is that the knowledge is not widely known... it should be and then we could celebrate it more confidently."

"I suppose it says something that I don't know much of before the gold-rush. Do we have sites and stories of significance to mana whenua?"

"Although that this is really important it is also important that other cultures and history is not overshadowed by this. We have a lot of Chinese and Scottish history which has also hugely contributed to where we are today."

## CELEBRATING SITES AND STORIES OF SIGNIFICANCE TO MANA WHENUA

And what are the kinds of things that Central Otago could do to celebrate the sites and stories of significance to mana whenua?

"Consult with mana whenua to see what sites and stories they want to celebrate, then do that."

"Ensure information is available about significant sites and history, train and engage with tourism operators to ensure they are familiar with, and able to recite those stories. While Māori history is scarce in Central Otago it should be discussed and known by everyone interacting with our visitors. Most of the "history" of Central Otago is presented as Gold Rush and beyond, not pre-gold rush."

"Recognise who mana whenua and ahi ka are here in the valleys."

"Hui with local iwi rununga. Inventory and protect mana whenua sites. Develop a partnership and understand how celebrate sites and stories."

"Matariki celebrations. Kopuwai re-enactments? Using the original Māori/Te Reo names for places around Central Otago. The ambassador programme has a large portion of its content based around the early Māori settlers - be great to endorse that more."

"Genuine celebration of Waitangi Day and Matariki."

"Actively encourage traditional plantings e.g. natives, kowhai trees etc. This would bring in more native birds. Alexandra would have to dig deep to find relics further back than the gold miners!"

"Signs up in appropriate places telling the story of that place. Refresh the Central Stories museum so the stories are told. Street names in Te Reo. A reconstruction village of what the place was like pre European times. Plant more native trees to return areas to what Central Otago was like in pre European times."

"Be far more open to learning about the stories of the area and respecting the local iwi connections, genuinely participating as te ao pakeha in terms of the 3 Ps of Te Tiriti o Waitangi: partnership, participation and protection. This includes exploring what the 3Ps could look like if there was a deliberate emphasis from leadership on our district and seen as a key part of our heritage."

"The pathways iwi took to travel from one coast to another. The place names and their stories. But don't forget the UNIQUE PART the Manuherikia played in our GEOLOGICAL history...remember how rich this area is in FOSSIL deposits."

"Most rivers and mountains have Māori names - not all of which are in common usage, and there are some legends associated with various landforms, but generally the interior parts of the South Island were not sites of permanent Maori settlement. What sites and stories that there are should be promoted on explanatory boards etc."

"Encourage Te Reo in an inclusive manner."

"Educate locals AND visitors. It's very hard to find any information around town, it needs to be easy so locals learn the stories and get used to telling them"

"Ensure a local focus within the area's school curriculums so our young people grow up with a good understanding of the history of the area and its people (of all cultures). Increased sign boarding places of significance. Better resourcing of museums and organisations that support local history."

"Matariki celebrations. Te Reo classes. Walking tours with mana whenua. Opportunities to learn stories and history. Hands-on learning/demonstrations e.g. collecting flax for weaving, mahinga kai."





**GENERAL FEEDBACK**

## GENERAL FEEDBACK

# GENERAL FEEDBACK

This research is being undertaken to help shape the destination management plan for Central Otago. Is there anything else you would like to mention, relating to tourism in Central Otago over the next 30 - 50 years?

"Tourism needs to work hand in hand with all aspects of the community. We do not need to work against each other. It is super important that our "LOCALS" are on board. The importance of our previous generations who have lived and breathed Central Otago are key. Tourism operators need to put "community" first to ensure our businesses are successful for decades to come. This means all major decisions need to be made strategically not focussing on the bottom line. Therein lies the challenge."

"Better signage...its the one biggest thing I hear from tourists and visitors. Maybe free local maps at all businesses to hand out."

"Central Otago is investing heavily in cycle trail infrastructure and right now has the opportunity to be a cycling flagship region for the world. I would love to see our region be the go to bike region for all manner of cycling related activities."

"Expansion and more of everything cannot continue - there is a tipping point where you lose that special Central Otago. Good luck with judging that point!"

"I want it to stay as it is. Not be developed and crowded like Queenstown."

"Everybody I know hates what Queenstown has turned into - so far from the Central Otago experience we all knew as kids. That congestion and sheer volume of people should be avoided in any developments - so far I feel Cromwell developments have been good."

"A mix of markets is important - domestic is very important, international/FIT/Bus/Back packer/motorhome - diversity of offerings... all important. spread the eggs over multiple baskets."

"Have less very quiet periods and less very busy periods. Try to smooth the influx of visitors and create more seasonal offerings."

"It is very important that any tourism in this area must play a role in RESTORATION of our landscape...it can no longer be passive. This business needs to play an active role in maintaining a QUALITY DESTINATION approach. It can no longer, like the farming industry, fail to invest at all levels in the natural landscapes... where there is damage, where there is pollution... then the perpetrators must play their part in restoration and minimization of environmental impact."

"I think it is important to maintain and promote the sense of space that we have in Central... the big skies... the daily changing exhibition of amazing clouds... the nightly display of stars and planets (and aurora and satellites). We have vast arrays of gentle hills and rugged hills to wander around. It's a family-friendly environment, but with enough challenges for the extreme outdoors adventurers. We don't need 'Disney input' for visitors...we need to keep our authentic New Zealand ambience and encourage others to visit and join in. Most of us have chosen to live here, in small towns and rurally ... why would we want to change Central to look like somewhere else? We can go visiting outside Otago if we want a change of scene. We can promote our beautiful (but invasive) display of wild flowers (weeds) - come see them while you can!"

"It should be a destination for NZers, quiet, unhurried, natural and real and not littered with campervans and tourists who only want expensive infrastructure."

"It's a great place. We should happily share it, but do all that's possible to preserve what makes it special. Wide open spaces, peacefulness (and that includes Tarras), the history, the gold mining, and of course the easy going."

## GENERAL FEEDBACK

# GENERAL FEEDBACK (CONT.)

This research is being undertaken to help shape the destination management plan for Central Otago. Is there anything else you would like to mention, relating to tourism in Central Otago over the next 30 - 50 years?

"Keep Central Otago pest-free as much as possible Wilding pines, rabbits, gorse... none of this belongs in our landscape. Keep the roads safe for greater traffic volumes and keep our lakes clean. Look after the people who have lived here for a long time, and LISTEN to their advice. They know this country like the backs of their hands, and know what works here and what doesn't. Some back office pen pushers with 'great ideas' are more likely to cause irreparable harm than good."

"Well the problem remains that the decision-makers are largely business people and naturally pro-exploitation of the environment via the tourism sector. There's been too much focus on mechanised, carbon-intensive tourism (international visitors, helicopter flights to Milford, catering to the rich etc.). This is unsustainable. We need to plan for environmentally-sensitive tourism - domestic mainly."

"We need to target tourists with money rather than budget travellers that travel on extremely tight budgets and don't respect our local natural environment (i.e. tourists who travel in cans without toilet facilities)."

"We need to showcase the unique beauty of Central Otago to international and domestic visitors and create an infrastructure to support an increase in tourism and an increase in the dollar spend and length of stay of each tourist whilst still maintaining that unique beauty. High quality evening dining choices are seriously lacking. Would also like to see year round promotion of tourists to the area - not just peak season."

"We need to be very careful not to damage the way of life here, as has been done in Queenstown, in chasing the tourist dollar. It needs to be done sustainably and with consideration for the environment and those people who live here."

"We cannot predict 30-50 years out how travellers will be travelling, but we do know that Central Otago will be an important part of a secondary network of places and destinations (as opposed to the Queenstown/Wanaka, Christchurch, Rotorua, Auckland top spots). Let's embrace that and be the very best we can be by being innovative well appreciating our past, inclusive while retaining that Central reservedness etc."

"Don't let tourism overtake the social fabric of our community. Central Otago is in desperate need of adequate housing and when tourism comes first (as it has started to in Bluff, Southland), then the locals end up losing their community and there's a lack of decent accommodation (both renting and buying)."

"Tourism needs to contribute to the region, but not at the cost of losing the regional identity. The pandemic has highlighted the disaster of over developing tourist centres. Queenstown has suffered badly, and is paying for the monoculture it has developed, encouraging international and Auckland tourists, and largely ignoring the rest of the domestic market. While smaller centres have done well, even flourished. It has also given New Zealanders the opportunity to enjoy our own country without having to negotiate international tourism - buses, crowds, rudeness, rubbish, unusual and often dangerous driving habits. The Arts in Central Otago need to be supported and marketed by one coherent body."

"Keep it simple, don't over think things. Create a family friendly environment. When we shifted here it was the friendly country town feel that we loved."



## GENERAL FEEDBACK

# GENERAL FEEDBACK (CONT.)

This research is being undertaken to help shape the destination management plan for Central Otago. Is there anything else you would like to mention, relating to tourism in Central Otago over the next 30 - 50 years?

"Take care not to lose the essence of our place. Look after the environment, the water quality. Our water used to be pristine. Plant more trees. I hate that the pines are being dropped and left with no substitute planted. We need more shade to enjoy our hills and this has been taken away. I'd hate Alex to be mass developed and lose our country ruralness. Verge space in rural areas for horse riders not fences to the road edge everywhere. Keep the beautiful poplar and willow trees that are being knocked down for massive irrigators. Farming practice is trashing our area. Cows in Central Otago - bizarre."

"Quality tourism rather than quantity - Central Otago is special and unique. 'Best kept secret'. Once in a lifetime type of a place. Please keep it a special place and focus on building and investing in the communities to be able to benefit from tourism but have other industries that work alongside tourism and agriculture to provide year round business and thriving communities."

"Alexandra's town centre is appalling. Heaps of empty shops. Shops there are junk (vaping stores and \$2 shops). Needs a total revamp or people will not be encouraged to spend time in town, let alone money."

"Planning should concentrate on relationships with the local communities and building from there. Sometimes it seems there are so many new groups set up to develop the next best thing for Central Otago but the community doesn't really become a part of these. I guess I'm saying less administrative and planning groups and more collaborative communication."

"Keep it rolling! Central Otago can definitely stand with the most desirable tourist hot spots in NZ but its different 'flavour' is what makes it unique and that should always be emphasised and promoted to set us apart from the rest."

"Please ensure our rivers and waterways are given the respect they deserve. Dairy Farming is encroaching on our area and changing our gorgeous Central Otago landscapes whilst abusing our waterways, for their own gain. Tourism also needs to be sustainable and kind to our environment which is why people are wanting to visit us. We are 'a land of difference', lets keep it that way."

"I hear there are a few Gin distilleries opening up, so perhaps capitalise on that and include it adjacent to the promotion of wine."

"Make it genuinely sustainable. Become far more connected to what is truly going to give our future generations the ability to say those living in 2021 were a key part of ensuring and enabling us to have a future with hope and sustainable practices which are in harmony with how we live on our planet in this part of the world. Truly look hard and robustly at what 'making a world of difference' really does mean for our young ones today. We cannot afford to ignore their pleas and their wonderful wisdom. Any decisions now must see us walking alongside our youth. We need to be seen to acknowledge the shortcoming of expedient tourist ventures, rather than continue to perpetuate it for short term gain. Those ventures are just about profit margins. We have to look at tourism and destination management which is determined by what will see our youth and those who socially have not had the good fortune to have spare dollars very much cherished and invited to participate in our district and community."

"Alexandra is an affordable place for ordinary New Zealand families to holiday in, especially those with young children or three generations. I would like to see it continue to develop that way so that holiday pleasure is not only for those with disposable money."

## GENERAL FEEDBACK

# GENERAL FEEDBACK (CONT.)

This research is being undertaken to help shape the destination management plan for Central Otago. Is there anything else you would like to mention, relating to tourism in Central Otago over the next 30 - 50 years?

"A revised district plan, focused on discrete areas of high density housing, preserving the open spaces between settlements. Make it easy to get resource consent for small subdivisions to provide food and accommodation along tourist trails. More cycle and walking paths. Within townships, as well along the Clutha river and to give access to conservation lands. More conservation reserves and focus on preserving wetlands and areas of native vegetation. Continued emphasis on predator control. No new airports."

"I want my great grandchildren to be in awe of our landscape it's protection and care, not despising our lack of forethought and planning."

"I would like to emphasise the importance on how greed can very easily become detrimental to an area from a tourism point of view. Selling ourselves cheap or over selling ourselves is never going to be a good long-term plan. What makes Central the place to be is the lack of people and environments we have that are unique to here. People come here to be "up in the back country". This can easily be lost if we try to over develop tourism here."

"I would like to see more things aimed at families and young children."

"It is going to take a lot of flexibility and adaptability to deal with the uncertainty that, really, we are only just beginning to experience in terms of the Covid-10 pandemic. Having plans that are flexible and adaptable is going to be critical."

"Just back-pedal a bit and cope better with what is already happening here. Take a long look at the impact tourists will have and try to overcome the dollar signs. One realises that you can't stop progress, but make sure it is sustainable and without detriment to the region's people and surroundings."

"Keep making good camping areas for self contained vehicles but maybe charge a small daily fee at these sites to cover toilets and rubbish collection."

"Keep the open spaces open! The appeal of Central Otago is access to the mountains and trails in the great wide open. And don't give the greenies so much say. We can't all walk or ride push bikes over these mountains."

"Longer term town planning is vital, so the area is developed more cohesively, rather than individual developers doing it in a piecemeal way."

"Maintain the early charm and character of the district. Stop rampant and intensive development spreading across the hillsides and rural areas. Keeping development in the towns more authentic to the history of the area - i.e. character buildings, more natural materials. Keep it natural and let visitors experience the quiet and peaceful serenity, the scenery, happy local people. Do not allow the creation of theme park like attractions designed to draw tourists here for non-authentic experiences. Charge a premium for tourists to view and experience what we have - they cant find this anywhere else. No more low value, high volume visitors."

"More crop and food research type tourism. People coming and seeing/participating in new crop development with sustainable practises. Could offer courses. Would also have positive effect by making research self funding."

"Our water quality is embarrassing to show any tourist. Please clean up our drinking water and rivers. Stop Queenstown sewage going into Lake Dunstan."

"Don't kill the goose! Chasing the dollar and thoughtless development will only destroy what we have got."

## GENERAL FEEDBACK

# GENERAL FEEDBACK (CONT.)

This research is being undertaken to help shape the destination management plan for Central Otago. Is there anything else you would like to mention, relating to tourism in Central Otago over the next 30 - 50 years?

"People come here for the openness of the countryside, the people, the environment, the fruit, the unique experiences, the light, the colours, the sky - don't let everything get so big that it spoils what makes it different. Balance and spread out over distances and seasons."

"Finally do something significant with the Cromwell mall. Come to some compromise with the individual owners so that it can be a vibrant shopping area not just a place full of banks and real estate agents."

"The industry needs to be resilient enough to withstand changes to both our country's and the World economy. It will need to plan for changes brought about by climate change and natural events, including earthquakes. Our transport system and roading is very vulnerable with access to much of the area confined to one or two highways that pass through mountain passes and river gorges - all susceptible to slips etc."

"We need to develop a destination that has at its core our community and meets their interests so that they are proud to invite visitors to share our place and people - only when we are truly attractive to ourselves can we attract domestic and international guests."

"The difficulty of developing Tourism in an area like Central Otago is finding the balance between preserving the character or reason why people come here without inundating the area with so many visitors that it changes that character. It is something of a chicken and egg situation. You can't provide services for visitors until there are enough visitors to justify the service!"

"There is a pool of very talented people who have moved into the region in recent years who have great ideas to progress and develop Central Otago as a destination, however there is still very much a culture of the 'old guard' that is impeding moving forward. The opportunities for the region are currently being limited by the feeling that change is not embraced and that's 'not how we've always done it'."

"Tidy up riverside areas and recreation areas for locals to be able to enjoy before focusing on tourists."

"Allow for the development of unique accommodation for visitors that reflect the things that characterise Central Otago (e.g. units on vineyards, with views of the rocks and hills of Central Otago, built of stone / timber to reflect the history of the area)."

"Build on what we are doing now. Use our cycle ways as a huge attraction. Making access to paths along the beautiful Clutha river is great. We need more spots for people to be able to set up camp. We need to be seen as the destination for recreational activities and sports. We have everything here and it doesn't take long to get anywhere."

"We need to look at things in a more sustainable way where the overseas tourist is a bonus rather than being the reason for an industry or business. There needs to be focus on sustainability with the local market first. When covid hit it was very evident that while New Zealanders would be happy to support tourism providers, they had created and geared their industry purely with the big \$\$\$ of overseas travellers in mind making their tourism experience out of reach of the standard New Zealander to experience."

"Another special interest that should be considered as part of the destination management plan is golf. Golf assets provide recreational benefit to the community but despite Central Otago Council owning extensive golf assets (50-100m) they are driving virtually no domestic or international tourism outcomes from these."





**APPENDIX**

APPENDIX

# SURVEY DATA WEIGHTING

	Pre-Weighting	Post-Weighting
<b>Central Otago District:</b>	%	%
Vincent Ward	46	47
Cromwell Ward	41	37
Maniototo Ward	7	8
Teviot Valley Ward	6	8
<b>Age:</b>	%	%
18 – 19 years	1	5
20 – 29 years	5	11
30 – 39 years	14	14
40 – 49 years	20	15
50 – 59 years	25	18
60 – 69 years	19	19
70+ years	15	18
<b>Gender:</b>		
Male	36	49
Female	61	48
Gender Diverse	1	1
Prefer not to say	2	2
Base: Total Sample	n=406	

APPENDIX

# SAMPLE PROFILE

Connection with Central Otago	%
Live in Central Otago	97
Own a holiday house in Central Otago	3
Base: Total Sample	n=406

Household Composition	%
My husband, wife or partner	74
My mother and/or father	5
My children aged under 5	9
My children aged 5 to 17	19
My children aged 18 or older	5
Other family / whānau	8
Other person(s)	5
None of the above - I live alone	9
Prefer not to answer	3
Couples (No Kids)	48
Families (Kids Any Age)	28
Families (Kids <18 years)	25
Base: Total Sample	n=406

Ethnicity	%
NZ European	84
Māori	5
British	2
Other	10
Prefer not to say	4
Base: Total Sample	n=406

Grew up in Central Otago	%
Grew up in Central Otago	27
Did not grow up in Central Otago	73
Base: Central Otago Residents	n=392

Arrival in Central Otago	%
Prior to 1980	4
1980 - 1989	6
1990 - 1999	11
2000 - 2009	24
2010 - 2019	44
2020 or later	10
Base: Did not grow up in Central Otago	n=304



APPENDIX

# SAMPLE PROFILE

Occupation	%
Employed full-time in paid work (30+ hours)	45
Employed part-time in paid work (<30 hours)	8
Unpaid/volunteer work (full-time or part-time)	7
Self-employed	33
Studying	6
Looking after family and/or home	4
Looking for work or unemployed	0
Retired	18
Beneficiary	1
Prefer not to answer	1
Base: Total Sample	n=406

Industry	%
Administrative and Support Services	5
Agriculture, Forestry and Fishing	13
Arts and Recreation Services	3
Construction	9
Education and Training	4
Electricity, Gas, Water and Waste Services	3
Financial and Insurance Services	1
Health Care and Social Assistance	4
Information Media and Telecommunications	0
Manufacturing	2
Mining	1
Other Services	2
Professional, Scientific and Technical Services	8
Public Administration and Safety	6
Rental, Hiring & Real Estate Services	1
Retail Trade	5
Tourism / Accommodation and Food Services	23
Transport, Postal and Warehousing	1
Wholesale Trade	0
Other	8
Base: Employed / Self-employed	n=329

