

VOTING WITH THEIR FEET

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



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READ THIS FIRST

Understanding this document

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 historic 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 Historic Heritage, Recreation, and Engagement Intermediate Outcomes, and to understand trends in these measures over time.

Specifically it allows DOC to:

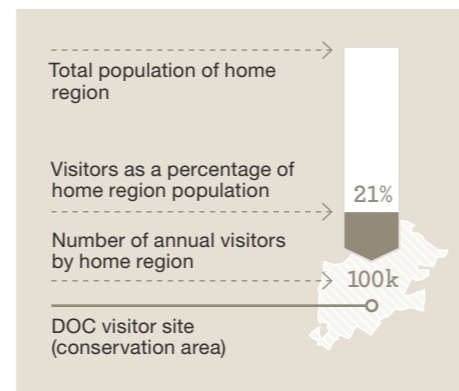
- measure progress towards achieving its goals for intermediate outcomes 2, 3 and 4;
- understand New Zealanders' attitudes to conservation, their perceptions of its benefits, and the extent to which they are engaging in behaviours that support it;
- understand the way that New Zealanders' use public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

Find the complete Survey of New Zealanders 2013/14 report at www.doc.govt.nz/survey2014.

KEY

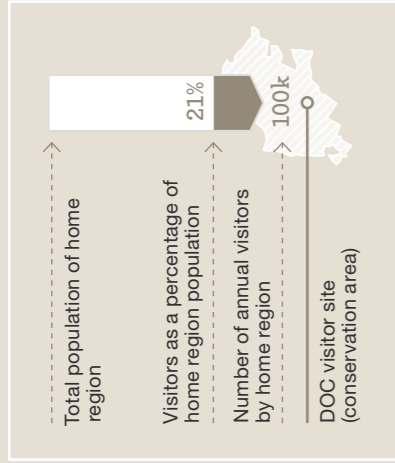
THE REGIONS BY COLOUR

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

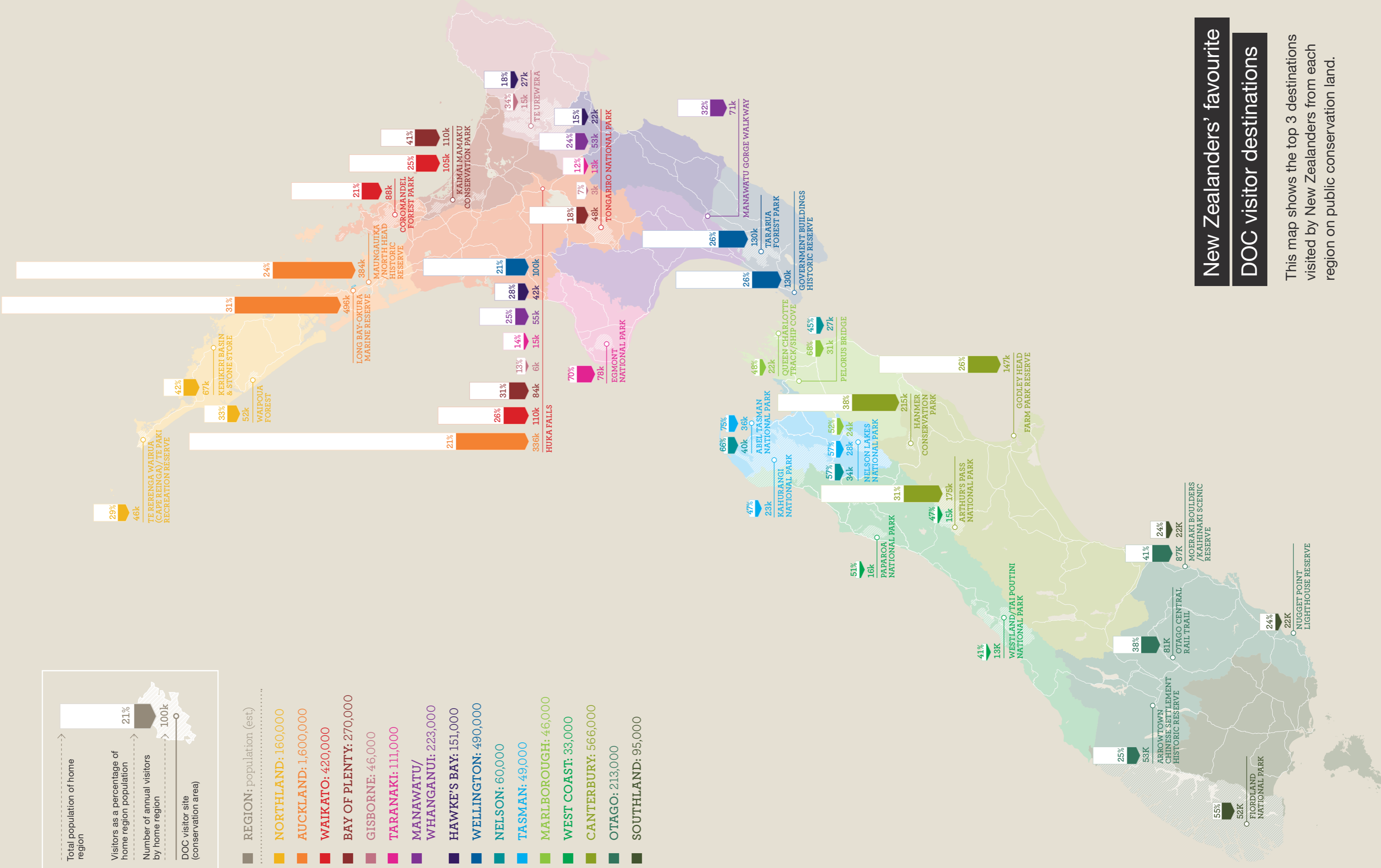


THE BIG PICTURE





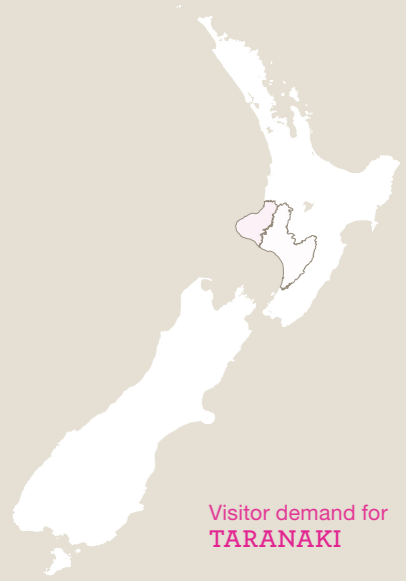
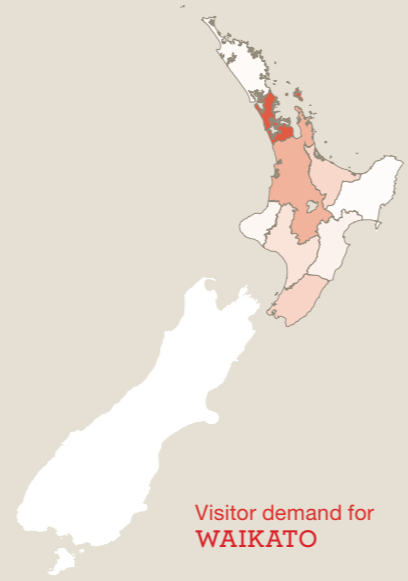
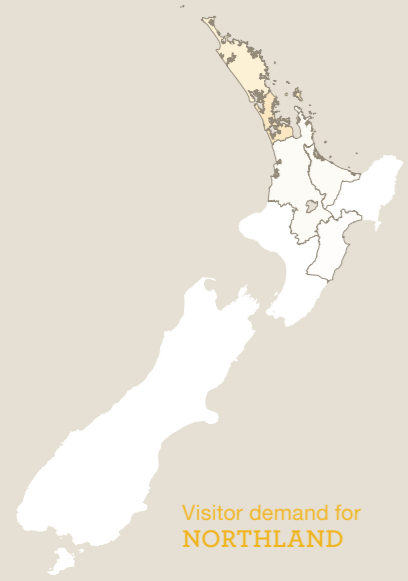
- REGION: population (est)
- NORTHLAND:** 160,000
- AUCKLAND:** 1,600,000
- WAIKATO:** 420,000
- BAY OF PLENTY:** 270,000
- GISBORNE: 46,000
- TARANAKI:** 111,000
- MANAWATU/
WHANGANUI: 223,000
- HAWKE'S BAY: 151,000
- WELLINGTON: 490,000
- NELSON: 60,000
- TASMAN: 49,000
- MARLBOROUGH: 46,000
- WEST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



New Zealanders' favourite

DOC visitor destinations

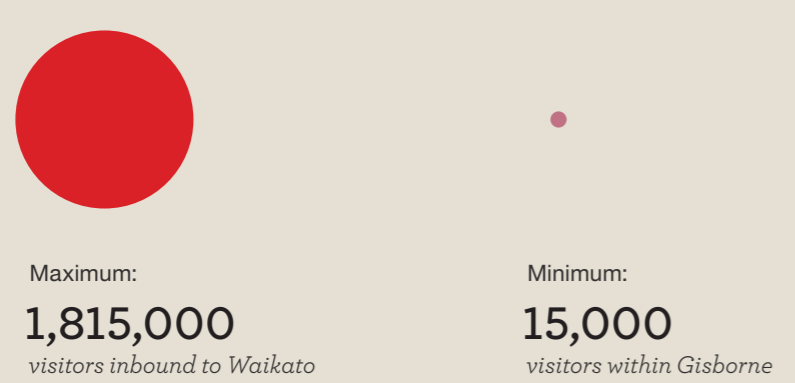
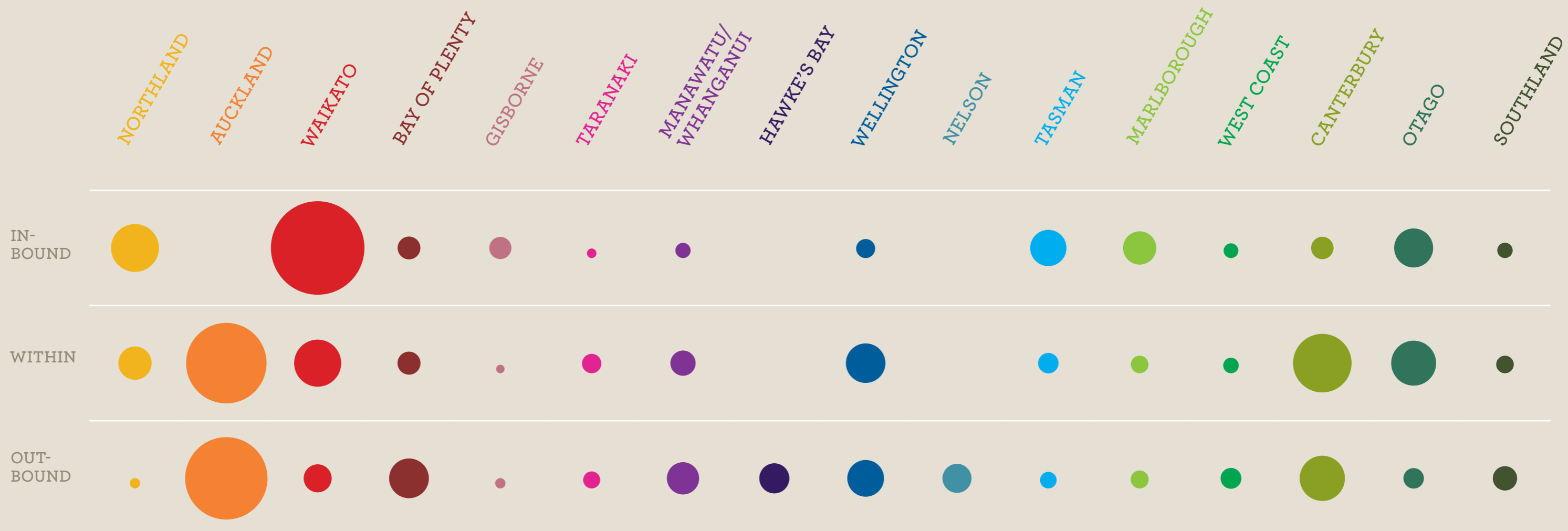
This map shows the top 3 destinations visited by New Zealanders from each region on public conservation land.



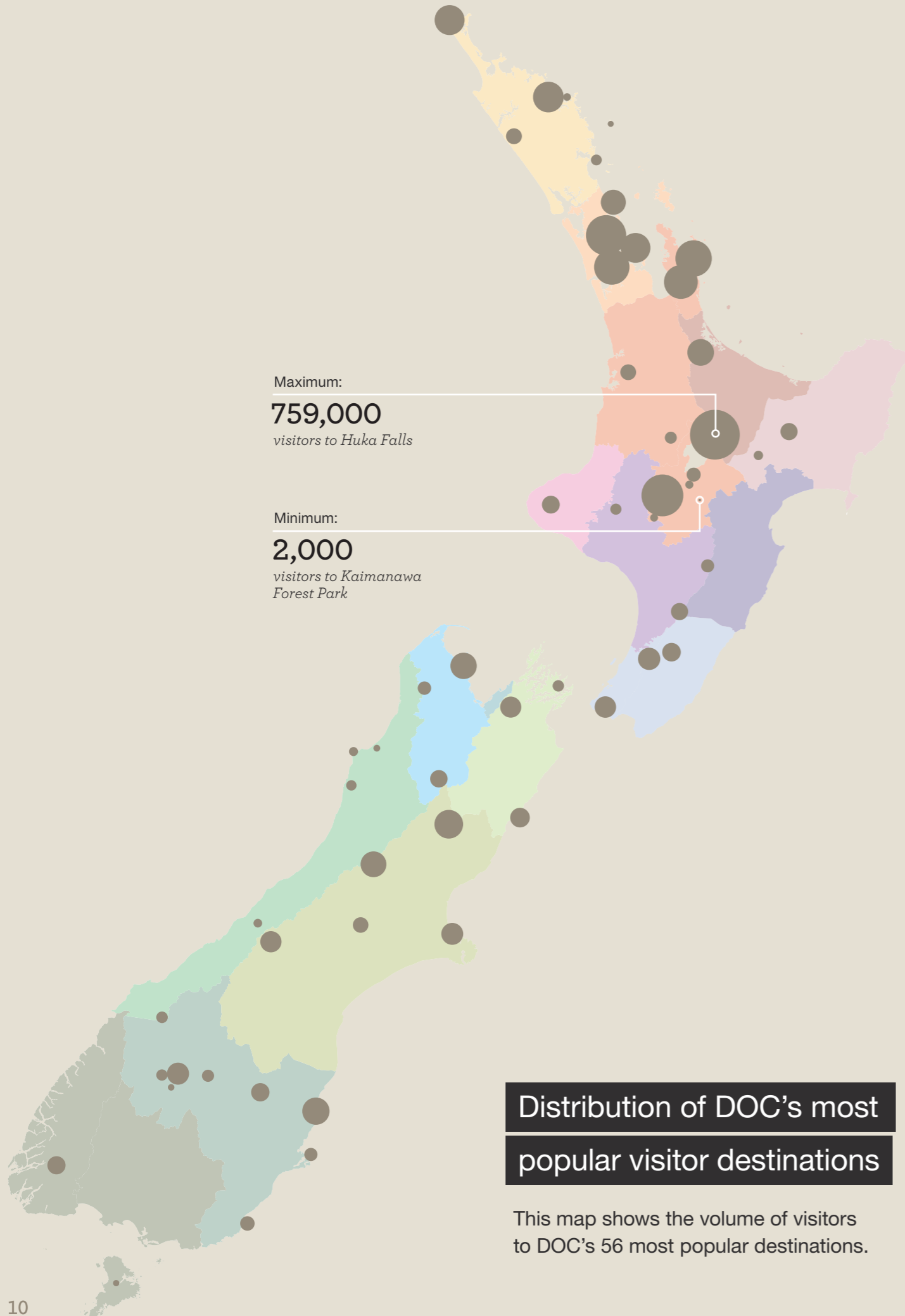
Demand footprint by region

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

* No discernible data recorded.



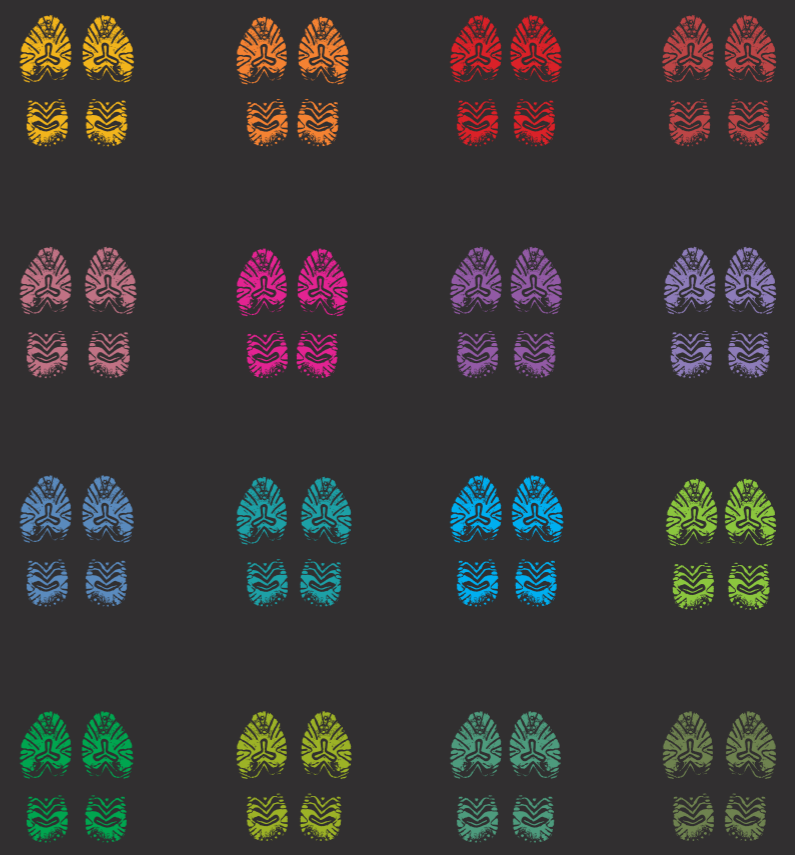
Domestic markets by region
National overview of the volume of visitors.



Distribution of DOC's most popular visitor destinations

This map shows the volume of visitors to DOC's 56 most popular destinations.

THE REGIONS



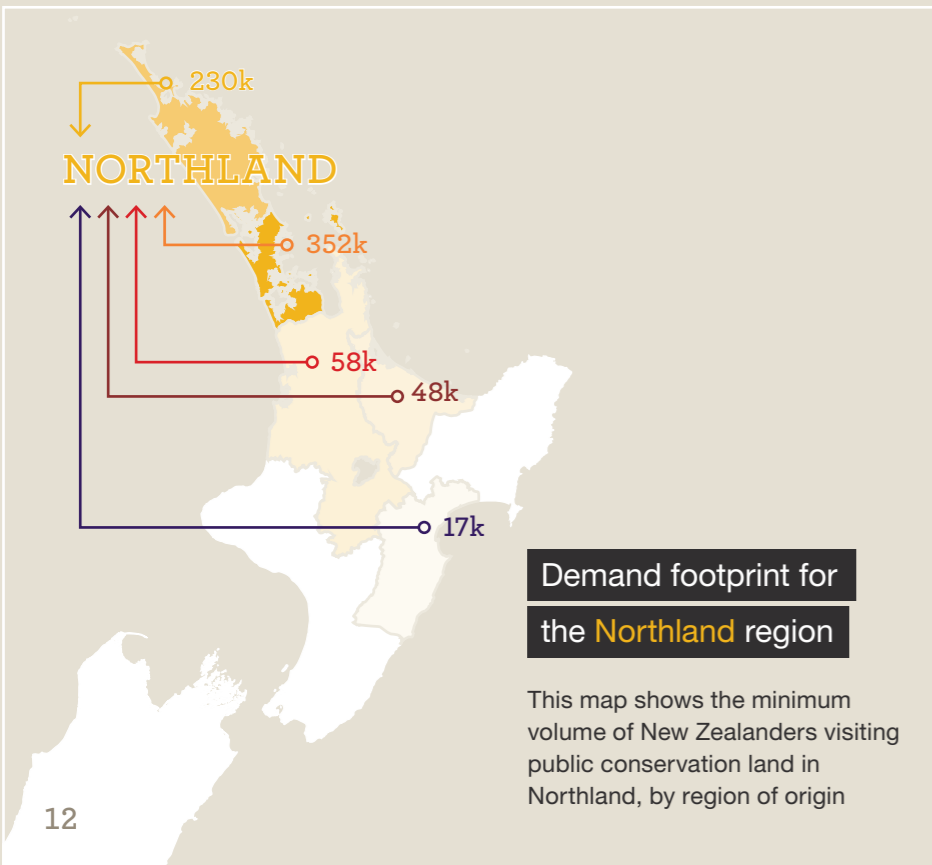


NORTHLAND

Stone Store, Kerikeri Basin.
Photo: russellstreet CC BY-SA 2.0

REGION: population (est.)

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



Visitor markets for the Northland region by size

1 person icon = 10,000 visits

INBOUND 475,000



WITHIN 230,000



OUTBOUND 22,000





AUCKLAND

Long Bay-Okura Marine Reserve. Photo: Stephanie Watts

REGION: population (est.)

NORTHLAND: 160,000

WAIKATO: 420,000

AUCKLAND: 1,600,000



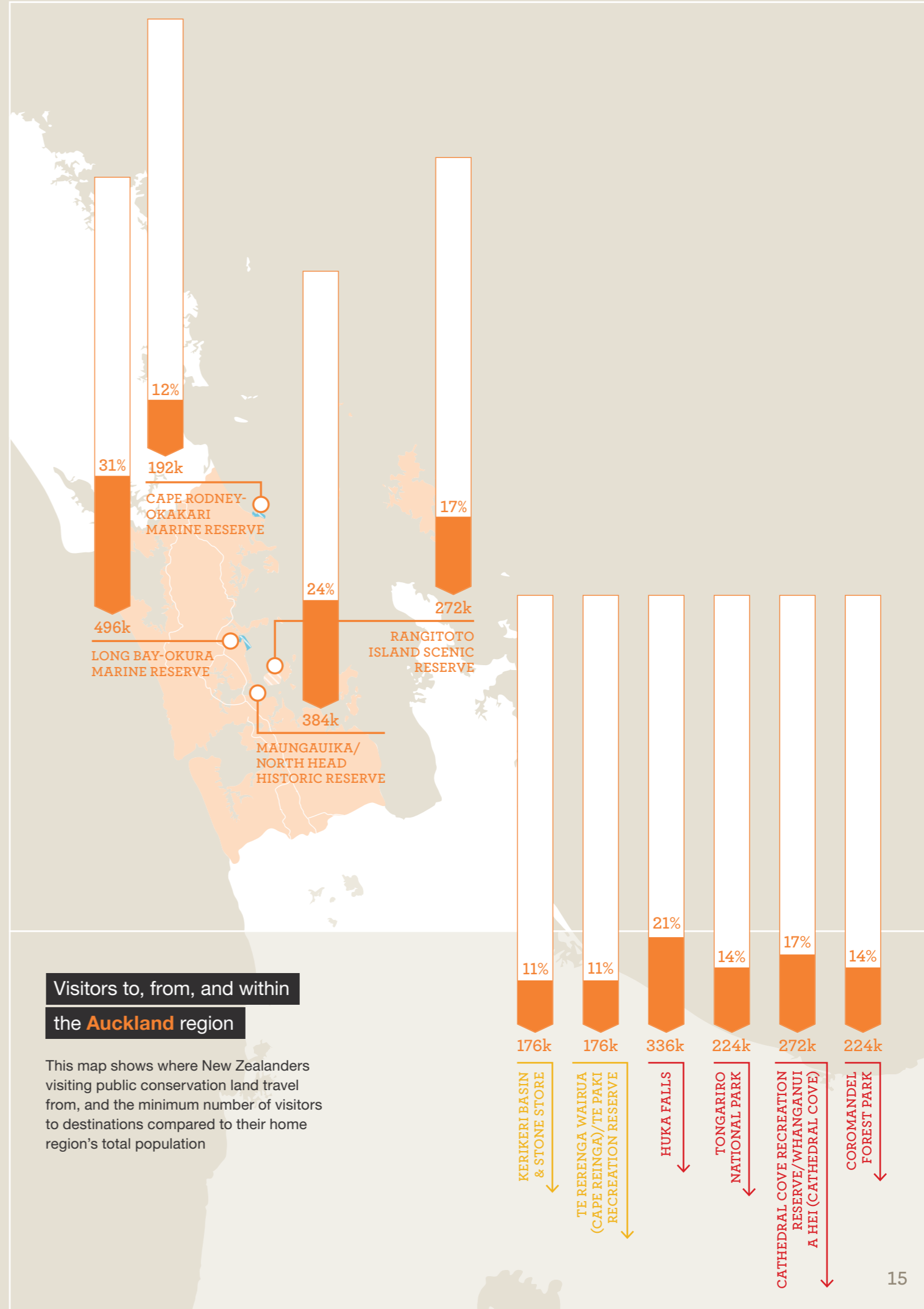
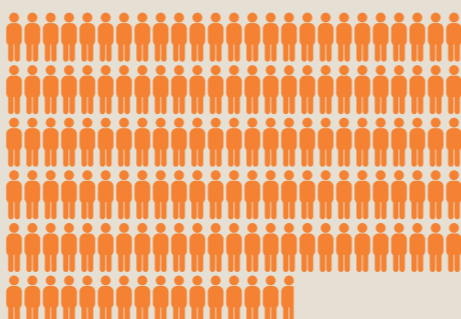
Visitor markets for the Auckland region by size

1 icon = 10,000 visits

WITHIN 1,344,000



OUTBOUND 1,408,000



Visitors to, from, and within the Auckland region

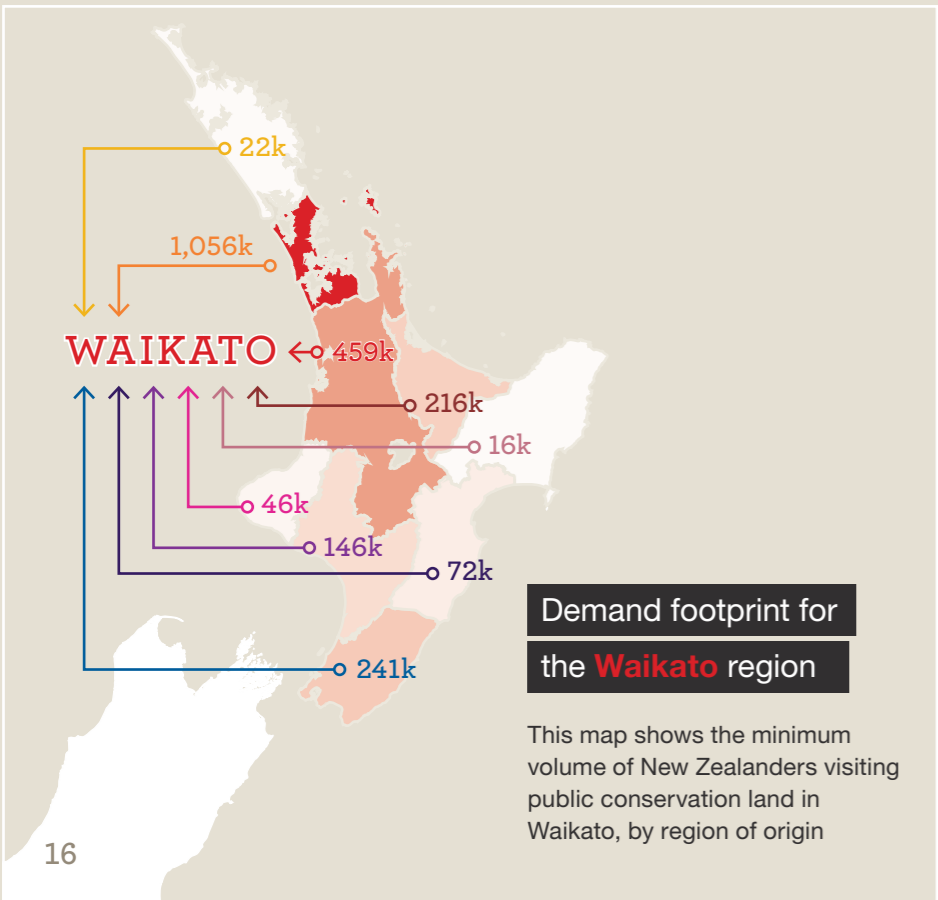
This map shows where New Zealanders visiting public conservation land travel from, and the minimum number of visitors to destinations compared to their home region's total population



WAIKATO

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

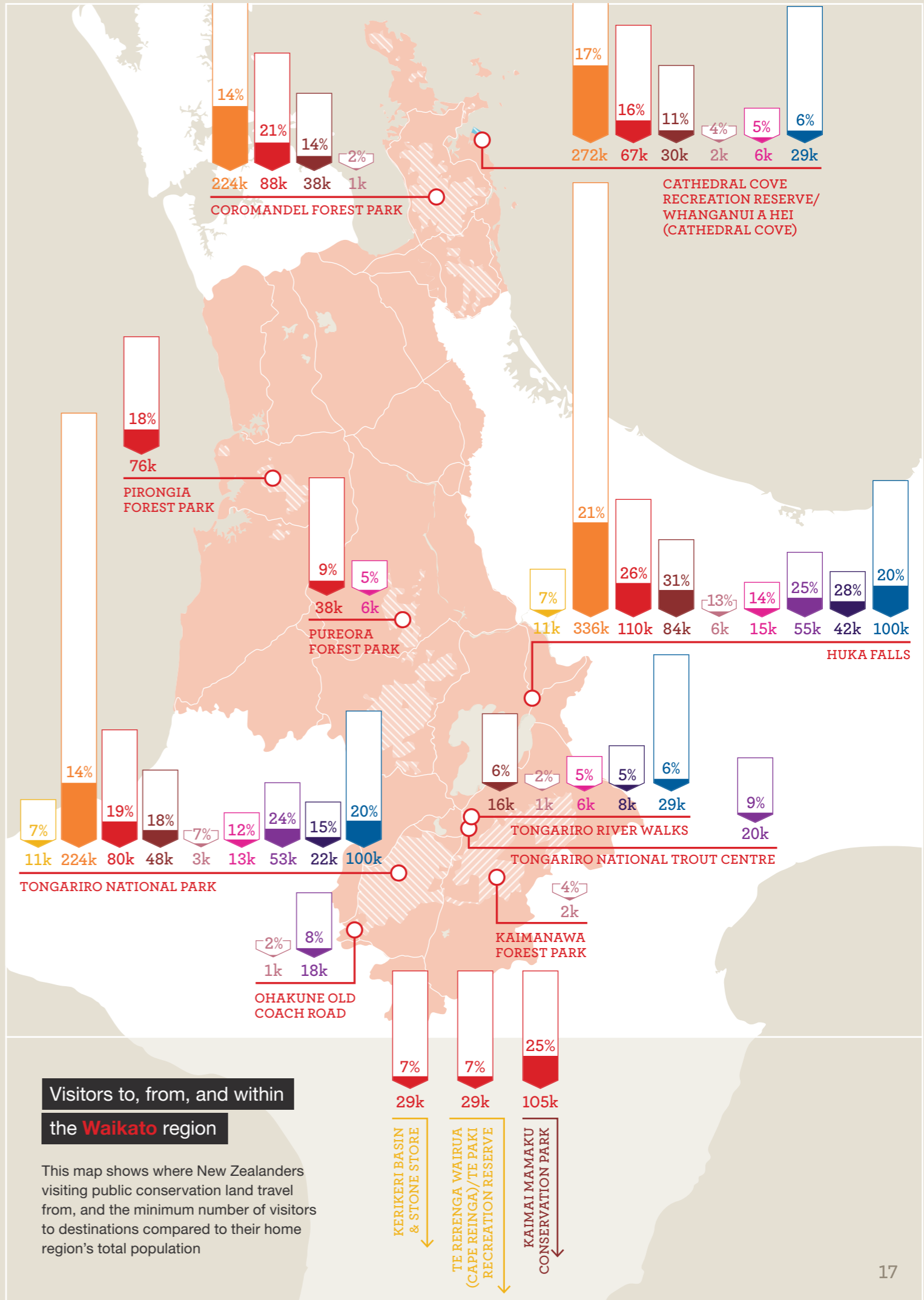
- REGION: population (est.)
- **NORTHLAND:** 160,000
- **AUCKLAND:** 1,600,000
- **WAIKATO:** 420,000
- **BAY OF PLENTY:** 270,000
- **GISBORNE:** 46,000
- **TARANAKI:** 111,000
- **MANAWATU/WHANGANUI:** 223,000
- **HAWKE'S BAY:** 151,000
- **WELLINGTON:** 490,000



Demand footprint for the **Waikato** region

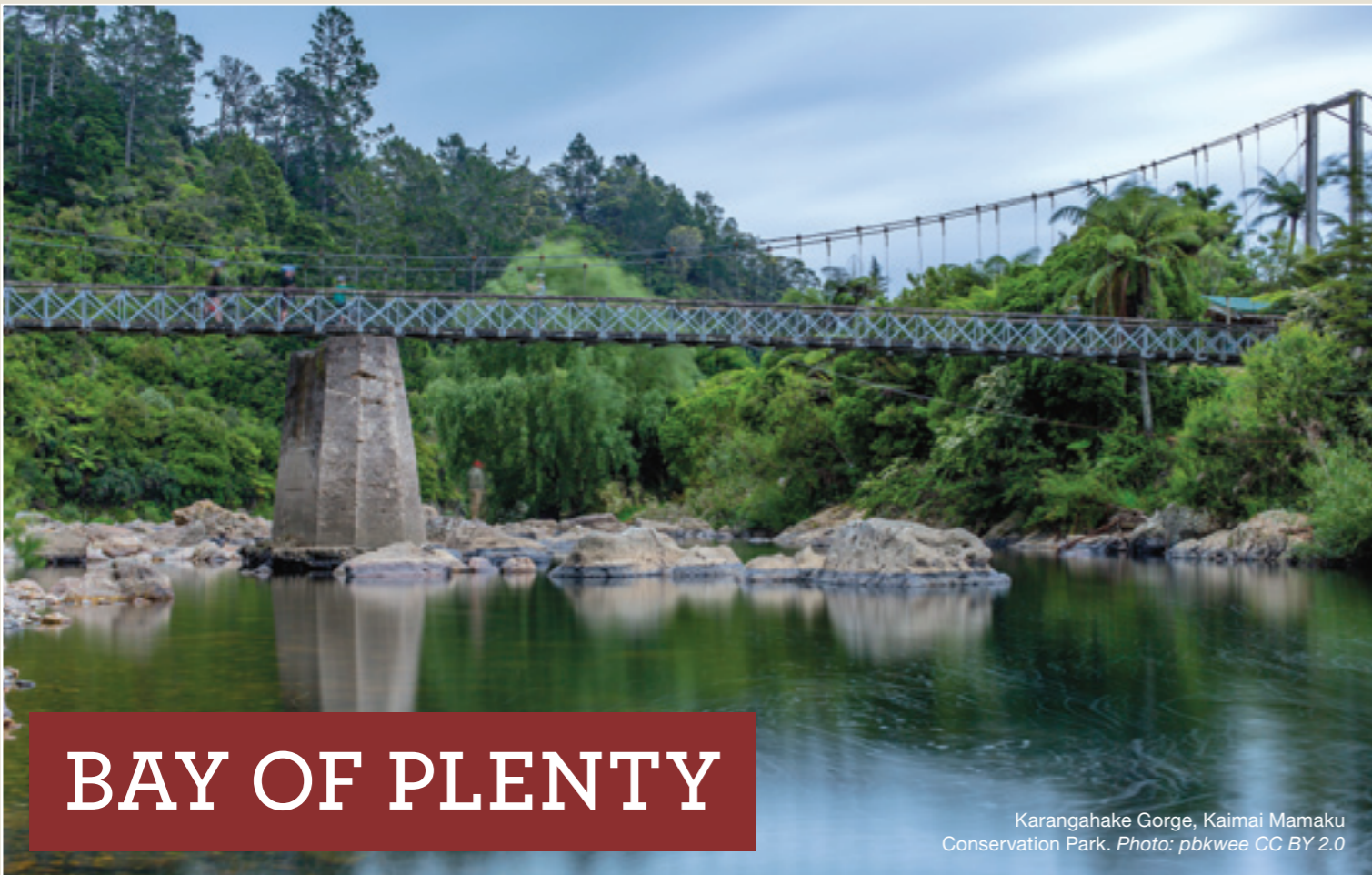
This map shows the minimum volume of New Zealanders visiting public conservation land in Waikato, by region of origin

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



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

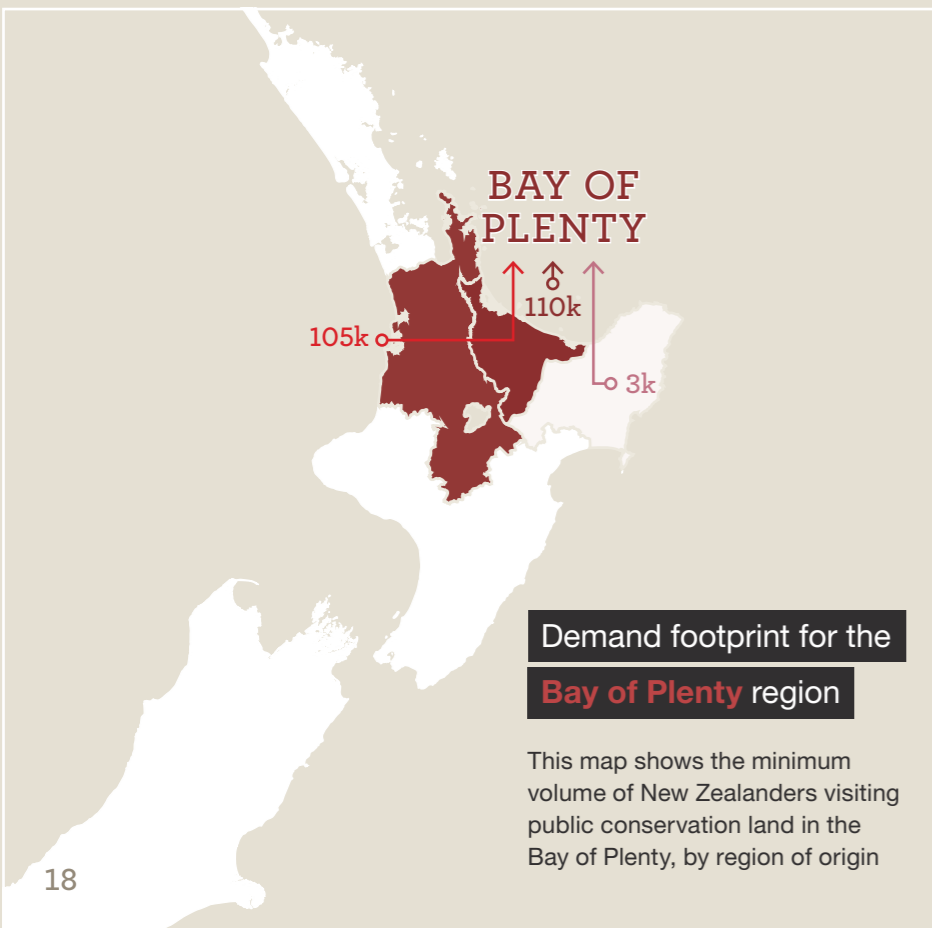


BAY OF PLENTY

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

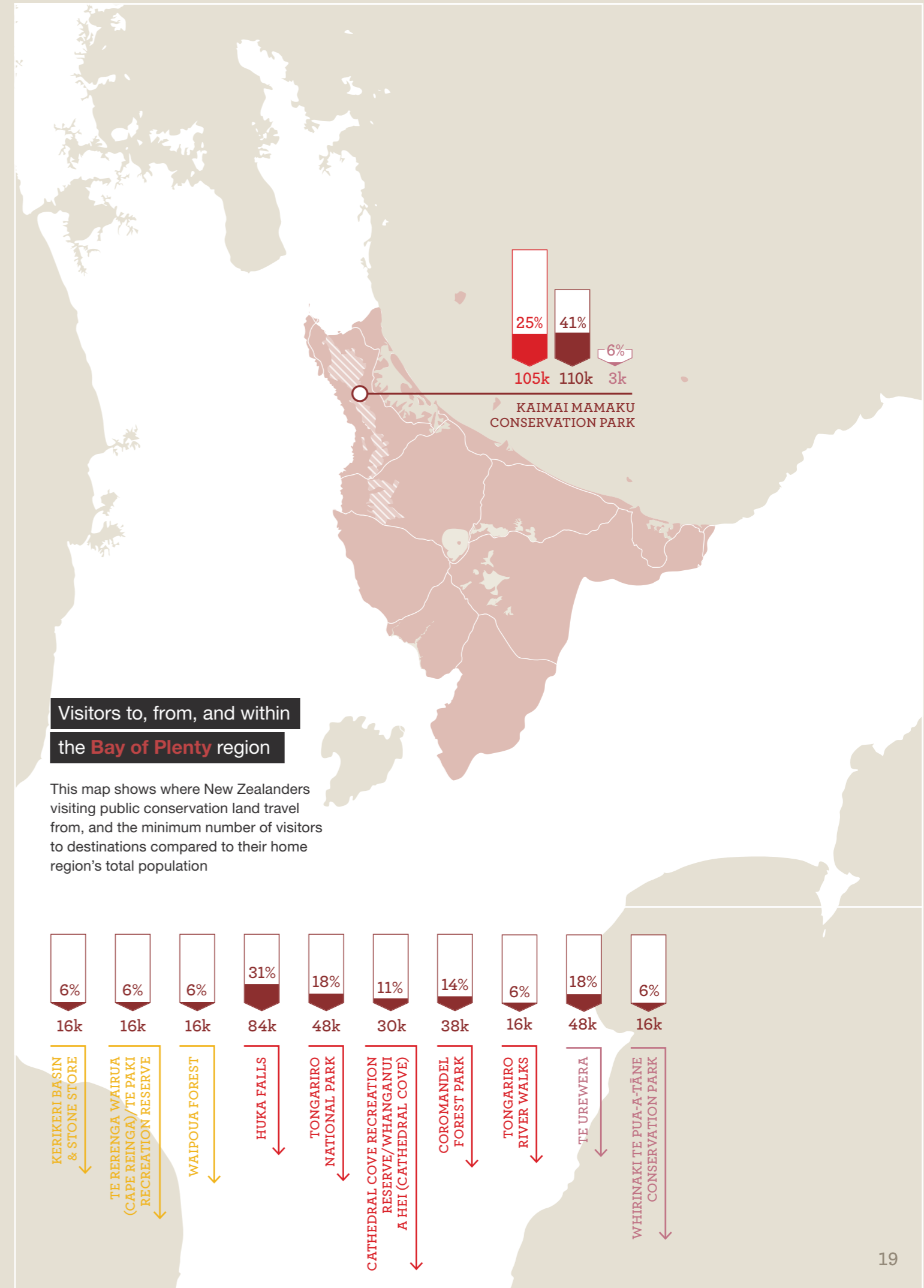
REGION: population (est.)

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



Visitor markets for the Bay of Plenty region by size

👤 = 10,000 visits



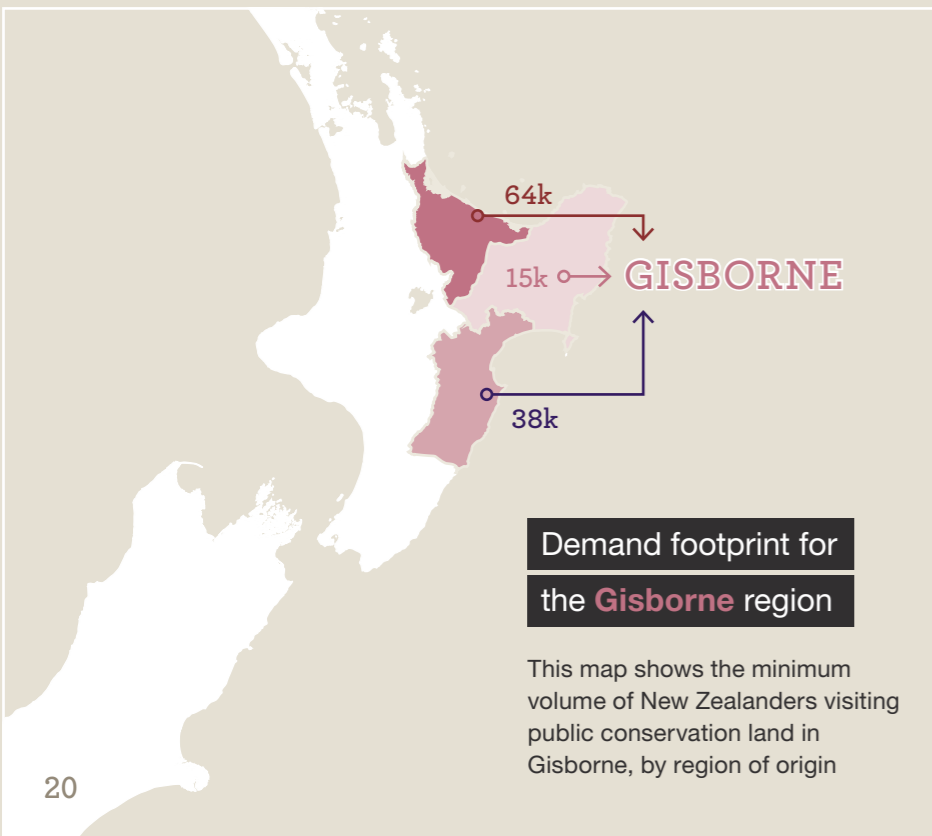


GISBORNE

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

REGION: population (est.)

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



Visitor markets for the Gisborne region by size

1 person icon = 10,000 visits

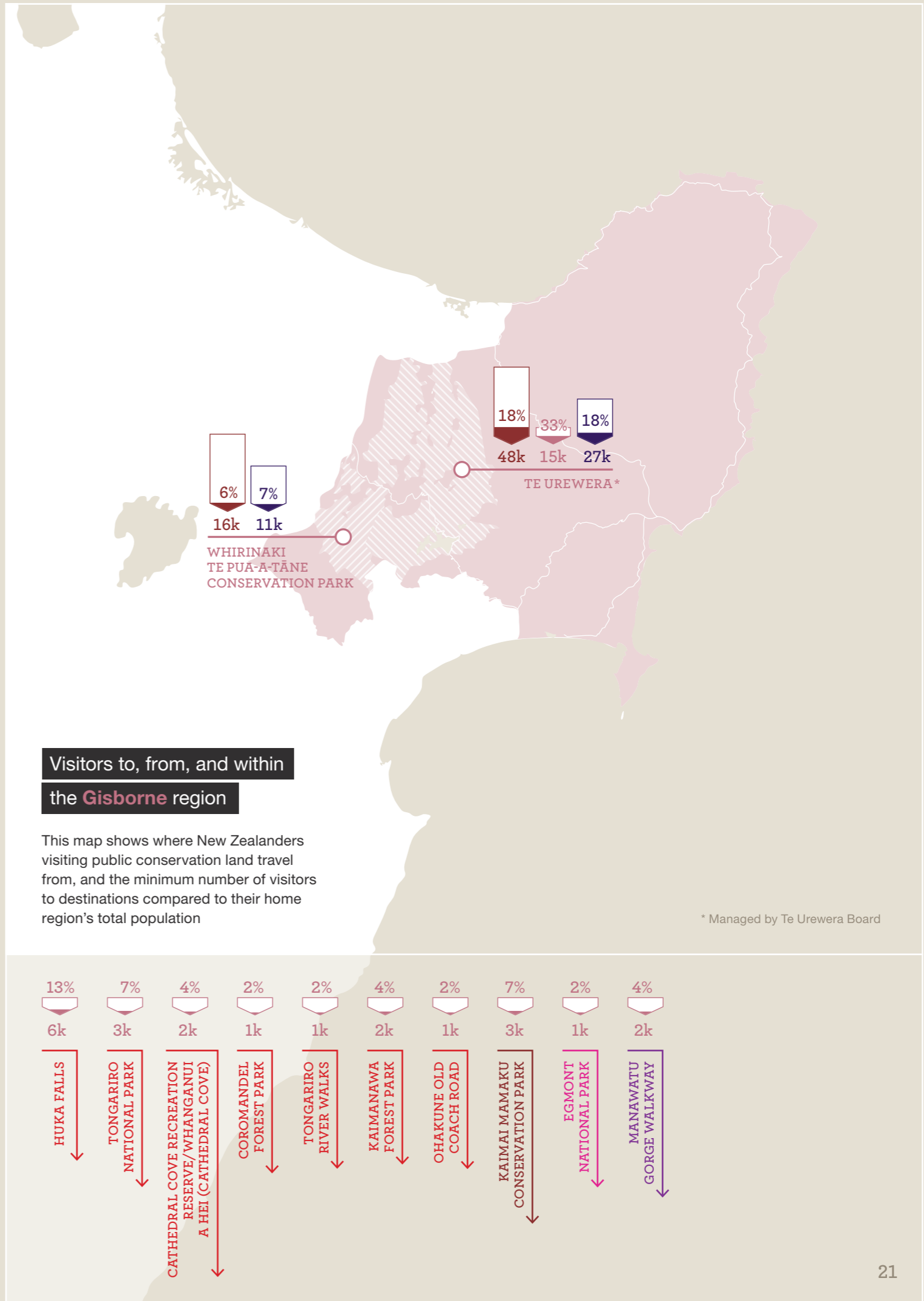
INBOUND 102,000



WITHIN 15,000



OUTBOUND 22,000



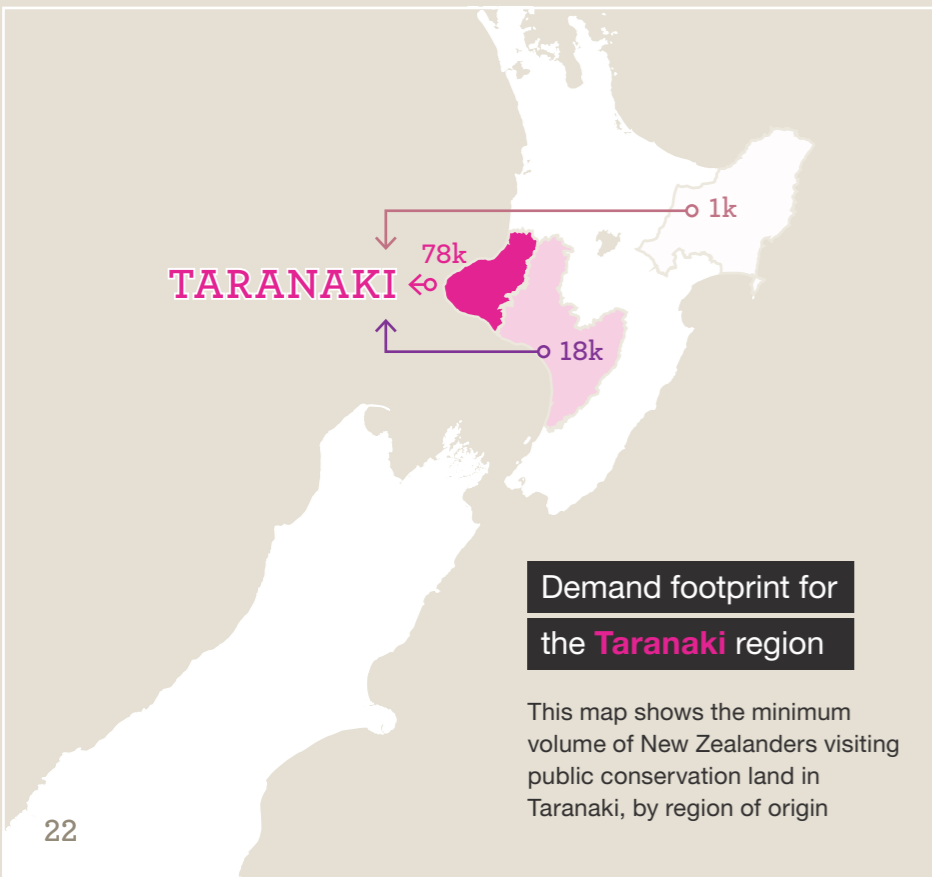


TARANAKI

The Camphouse, Egmont National Park. Photo: DOC

REGION: population (est.)

- WAIKATO: 420,000
- MANAWATU/WHANGANUI: 223,000
- GISBORNE: 46,000
- TASMAN: 49,000
- TARANAKI: 111,000



Visitor markets for the Taranaki region by size

1 person icon = 10,000 visits

INBOUND 19,000

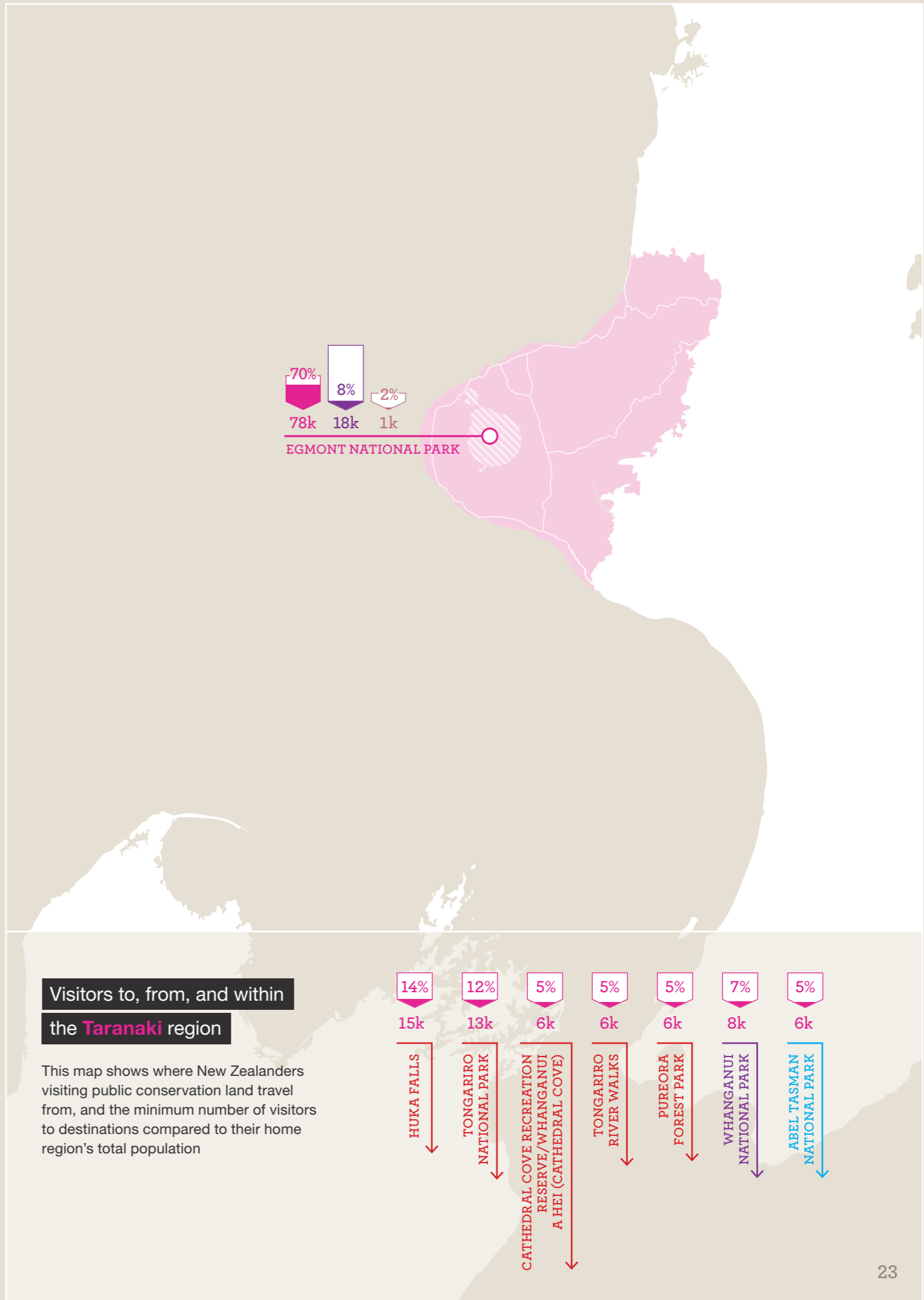
2 person icons

WITHIN 78,000

8 person icons

OUTBOUND 60,000

6 person icons



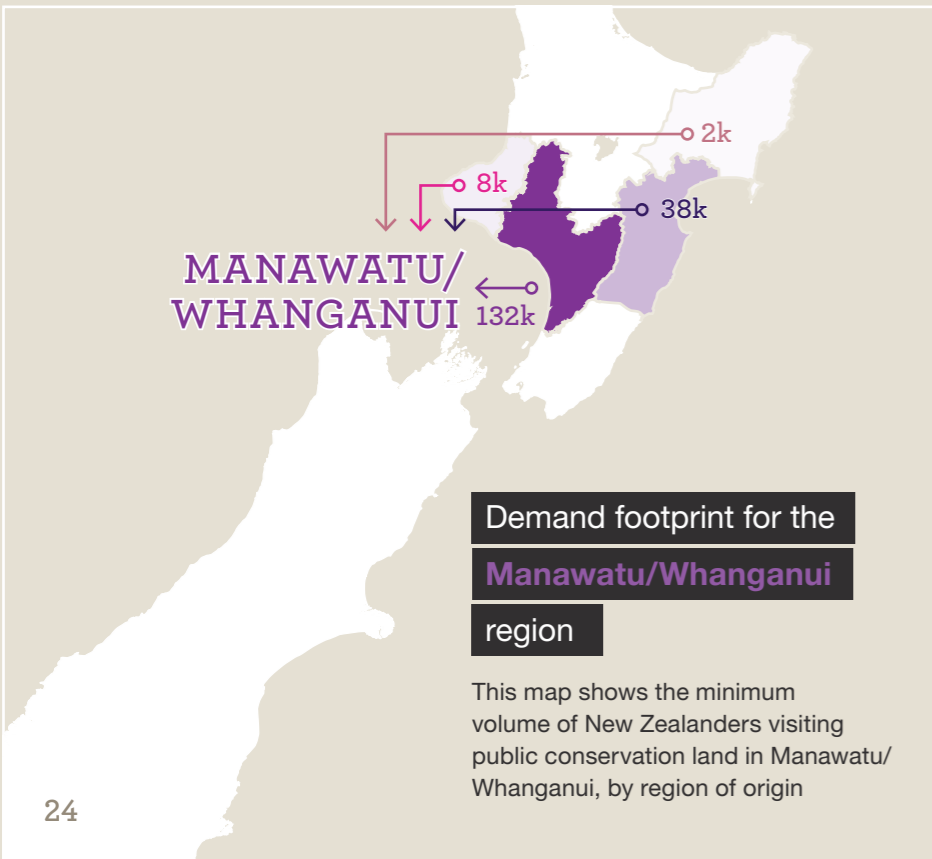


MANAWATU/ WHANGANUI

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

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

1 person icon = 10,000 visits

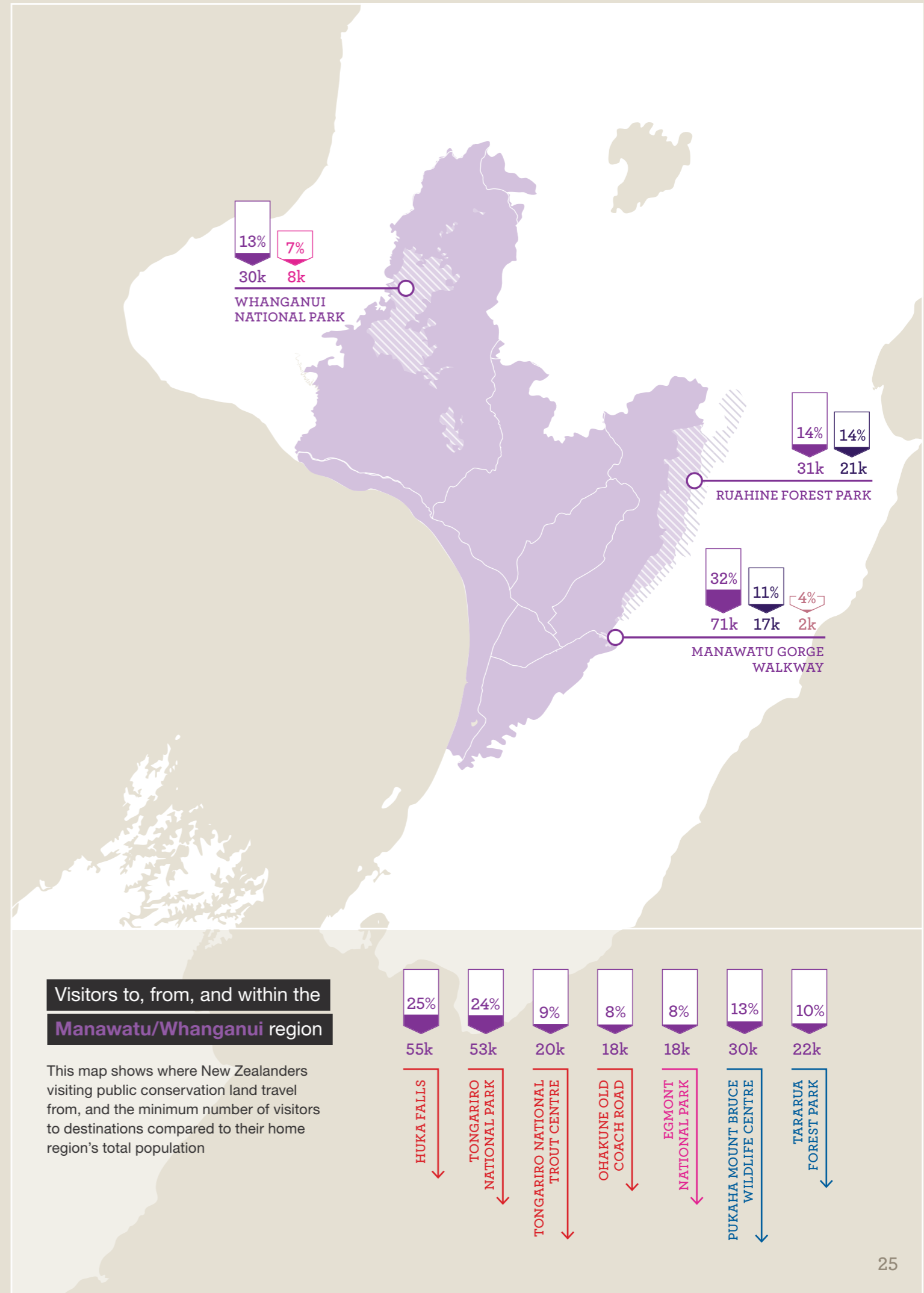
INBOUND 48,000



WITHIN 132,000



OUTBOUND 216,000



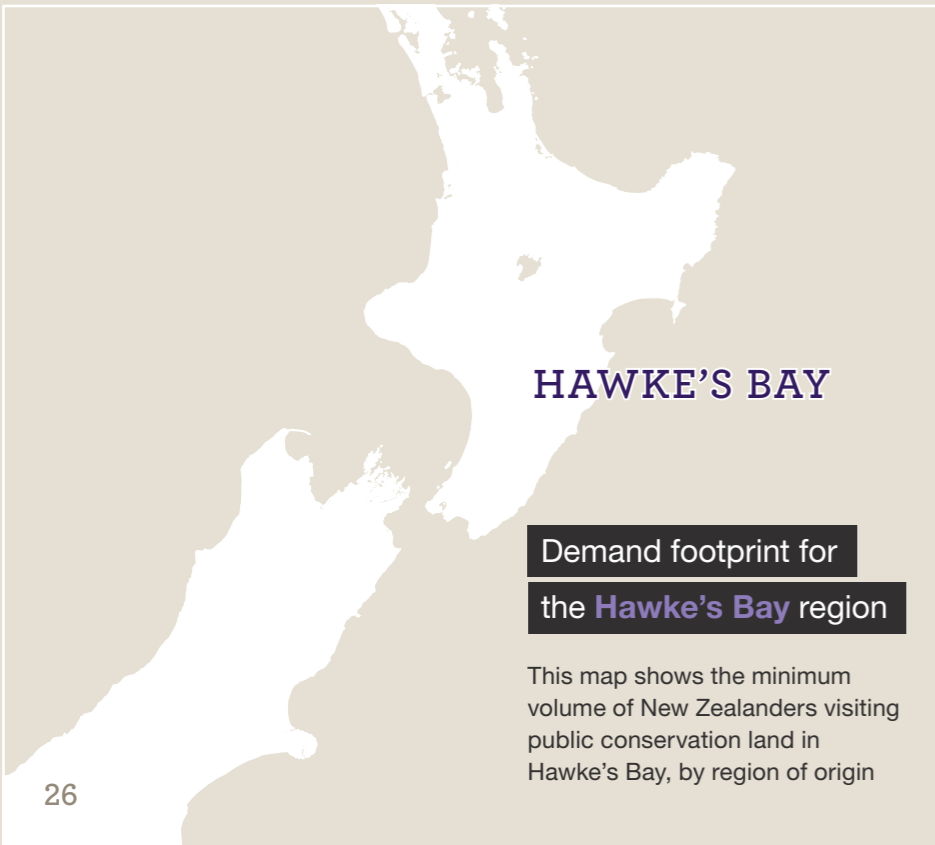


HAWKE'S BAY

Australasian gannet colony, Cape Kidnappers.
Photo: Jack Mace

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

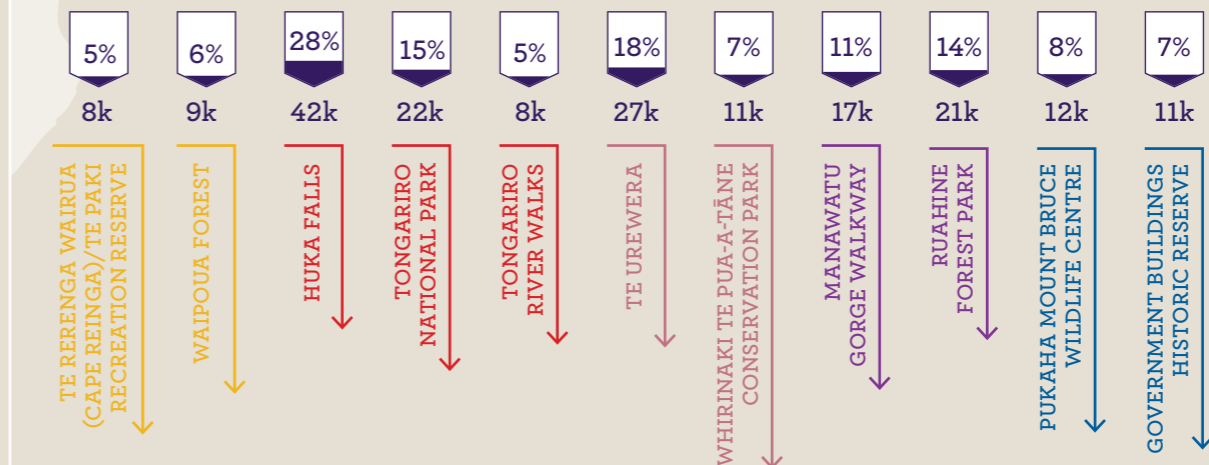
= 10,000 visits

OUTBOUND 188,000



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

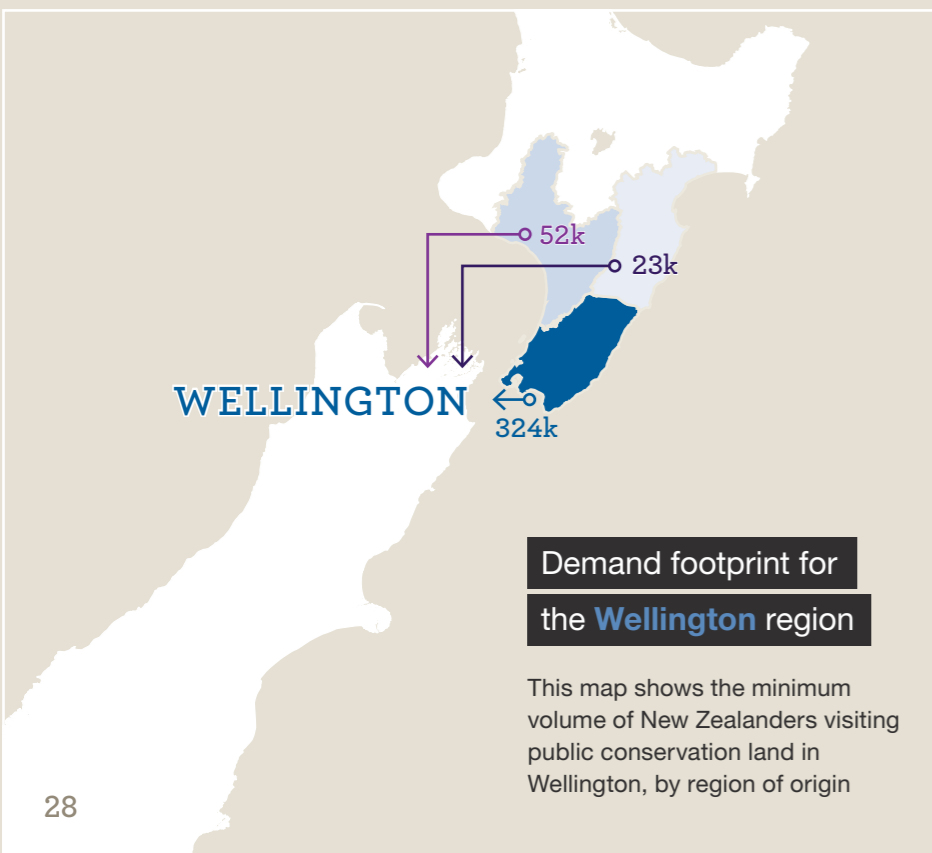




Old Government Buildings, Wellington.
Photo: Lance Andrewes CC BY-NC-ND 2.0

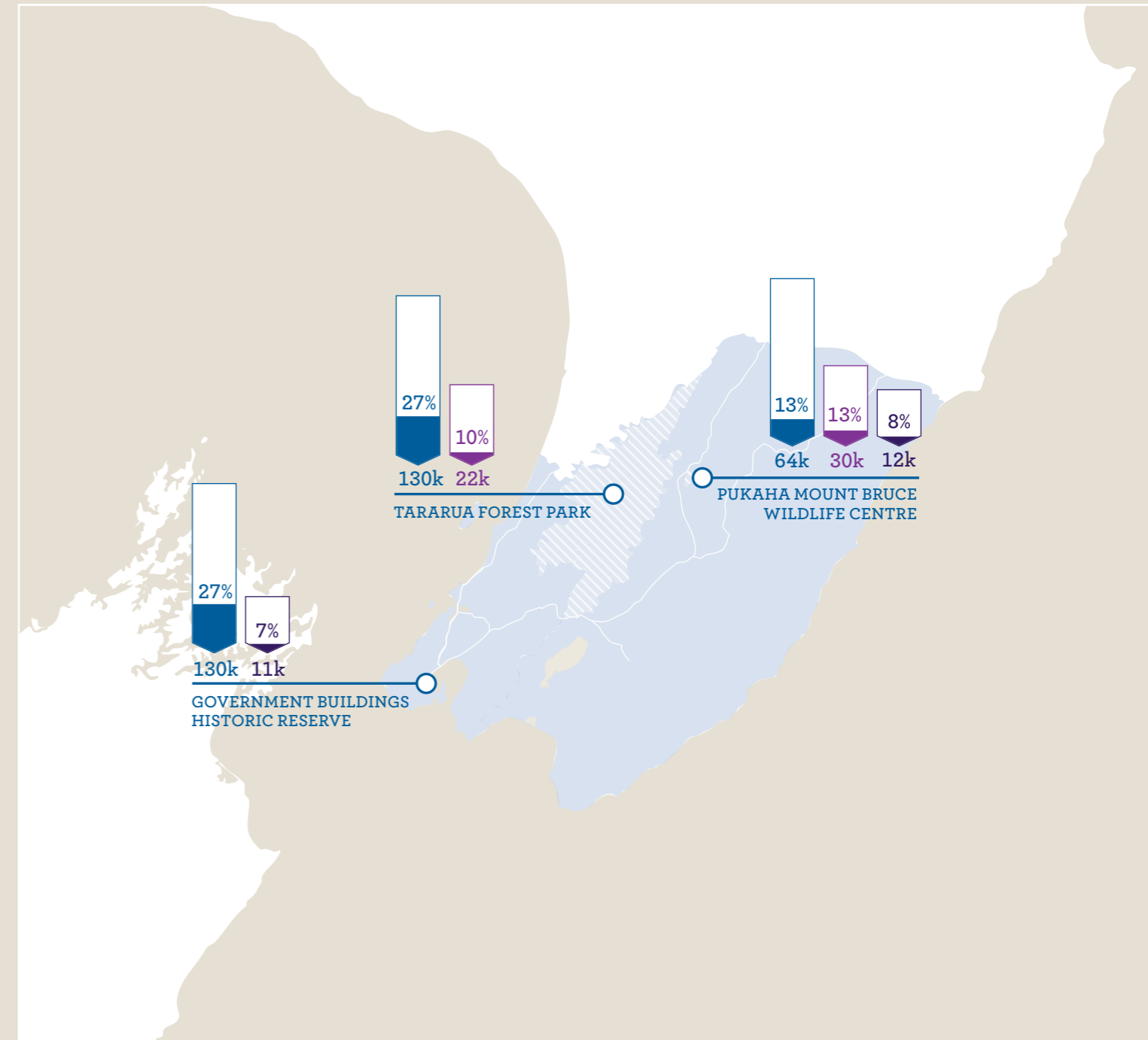
REGION: population (est.)

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



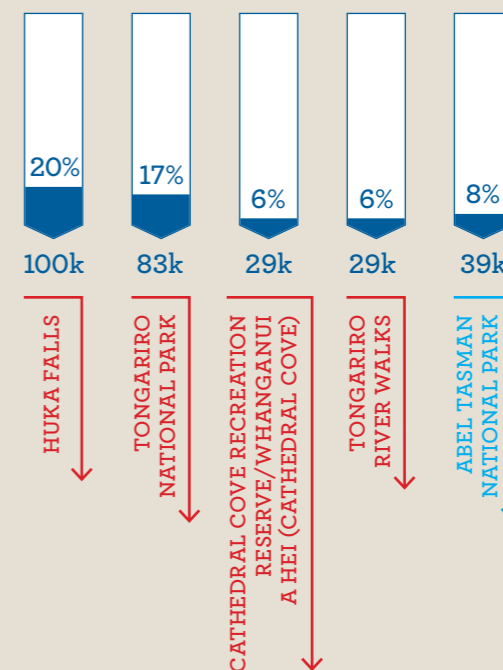
Visitor markets for the Wellington region by size

1 person icon = 10,000 visits



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





NELSON

Looking towards Horoirangi Marine Reserve from Cable Bay.
Photo: Nathanael Coyne 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



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

Visitor markets for the Nelson region by size

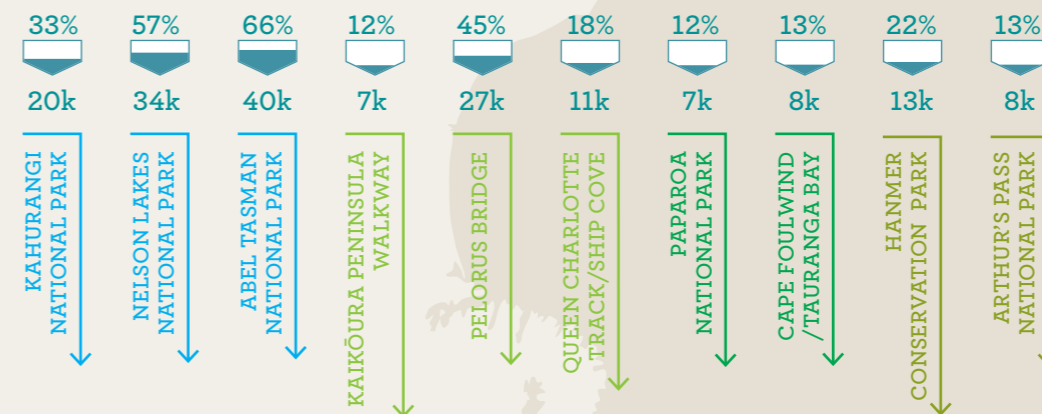
= 10,000 visits

OUTBOUND 175,000



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

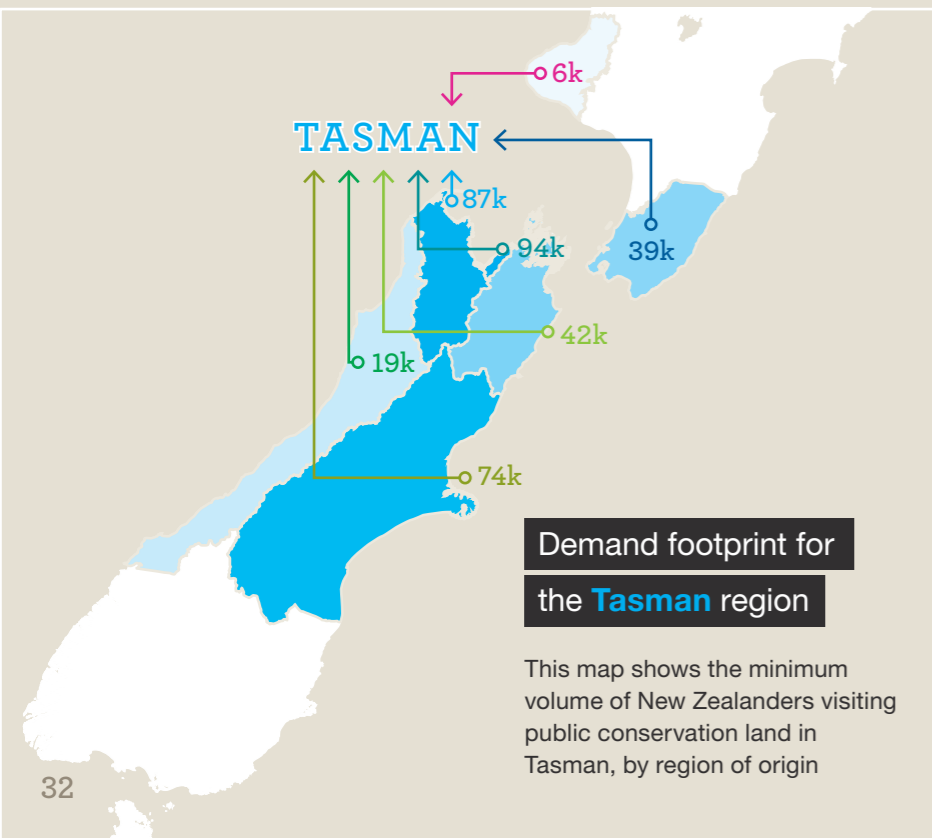




Abel Tasman National Park.
Photo: Jules CC BY-NC-ND 2.0

REGION: population (est.)

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



Visitor markets for the Tasman region by size

1 person icon = 10,000 visits

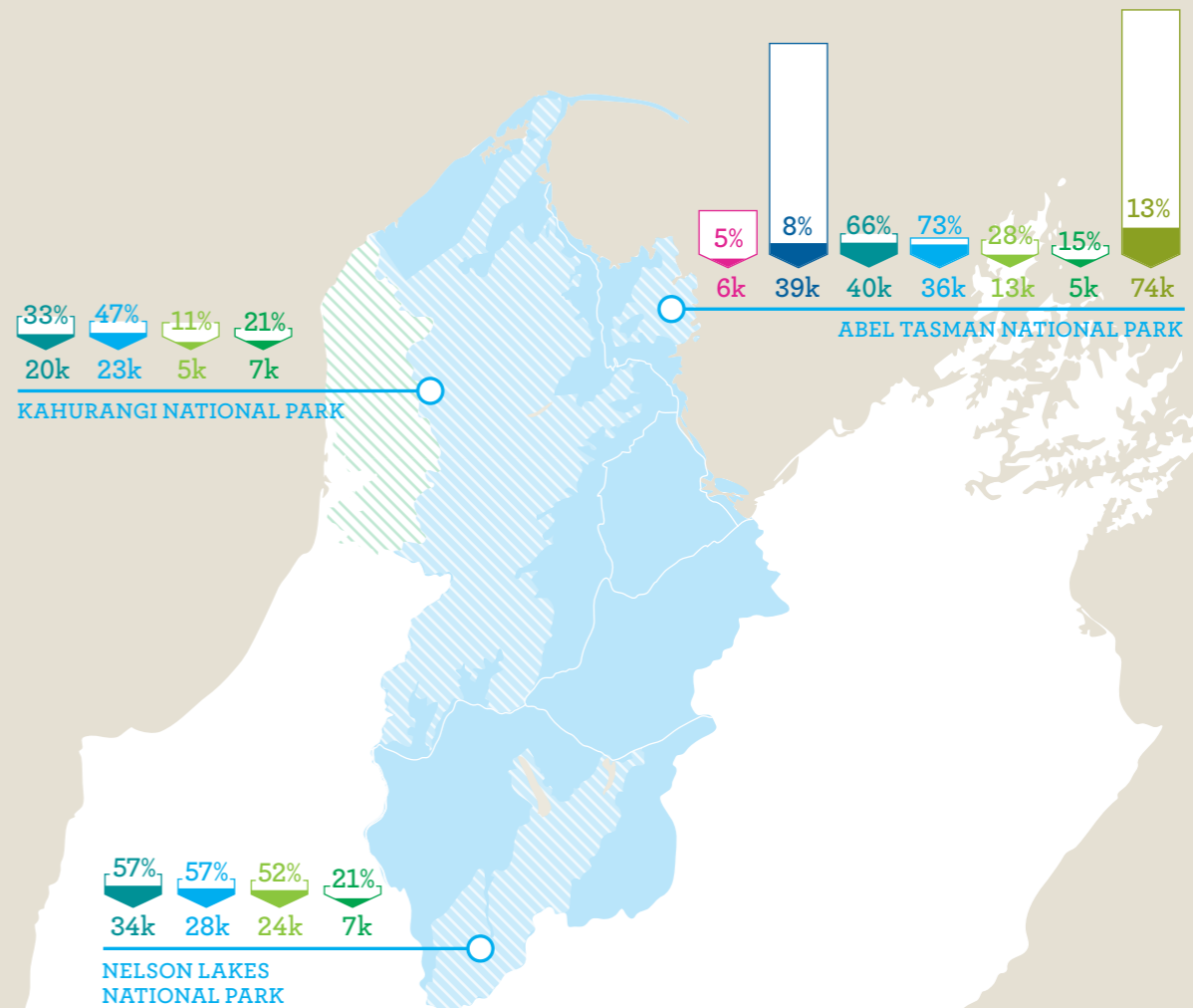
INBOUND 274,000



WITHIN 87,000

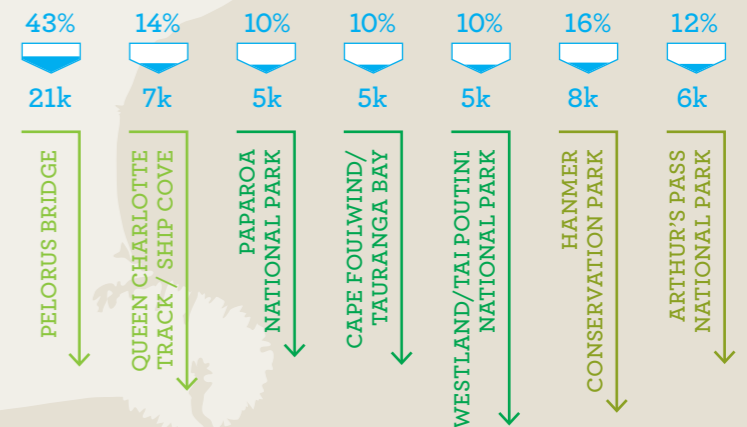


OUTBOUND 57,000



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

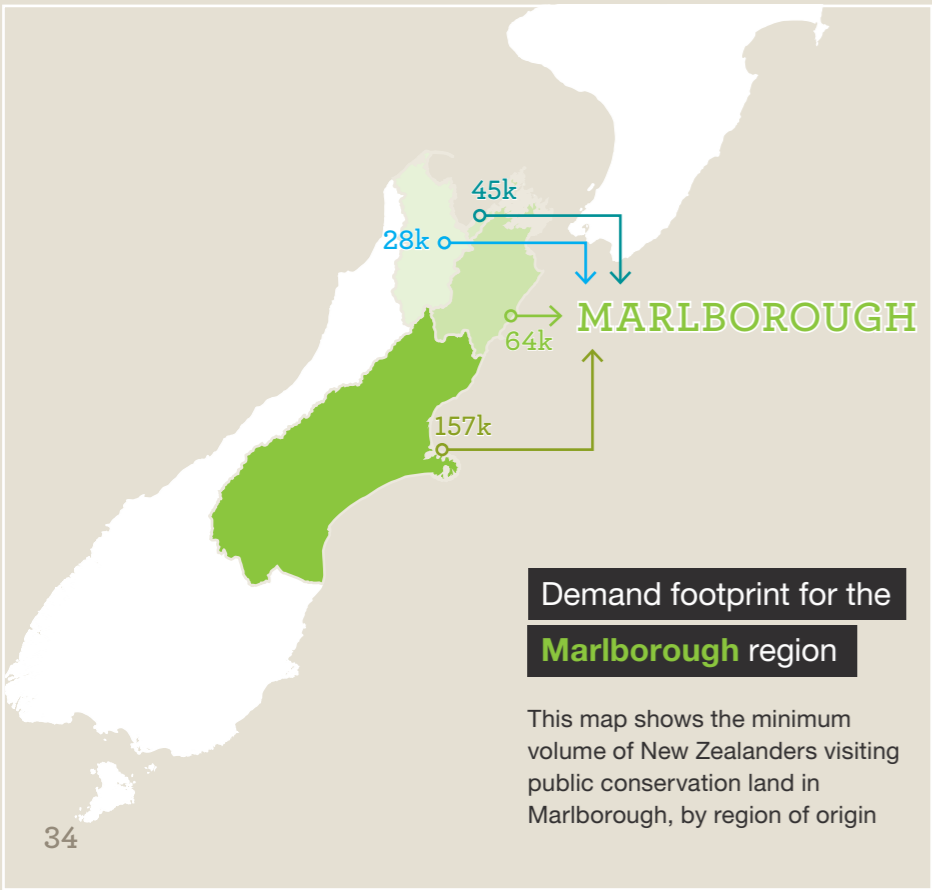




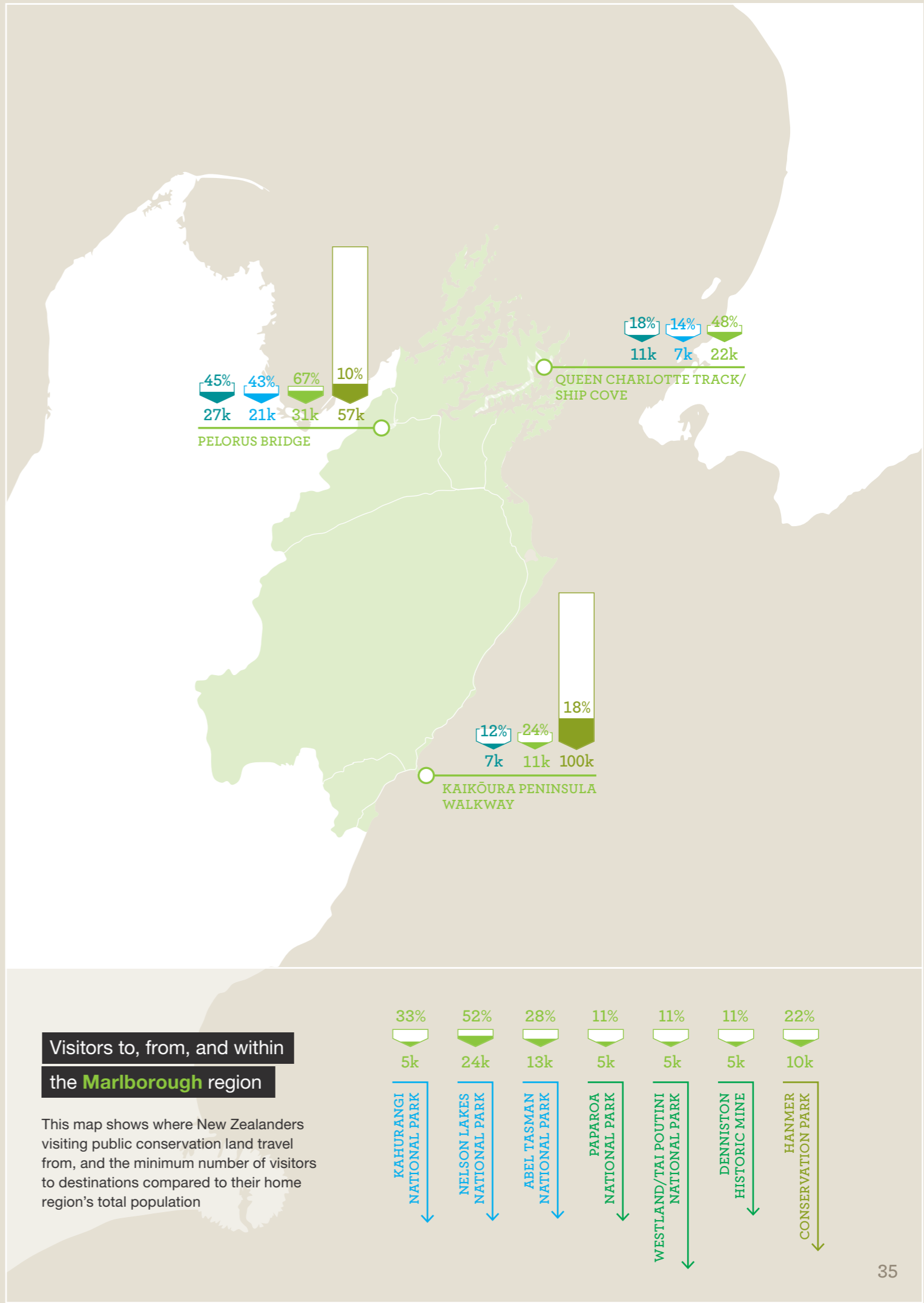
MARLBOROUGH

Pelorus Bridge. Photo: Jeff Hitchcock CC BY 2.0

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

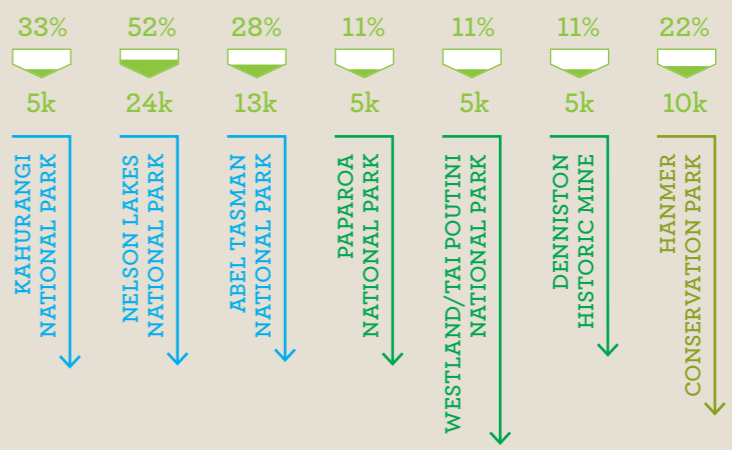


Visitor markets for the Marlborough region by size



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



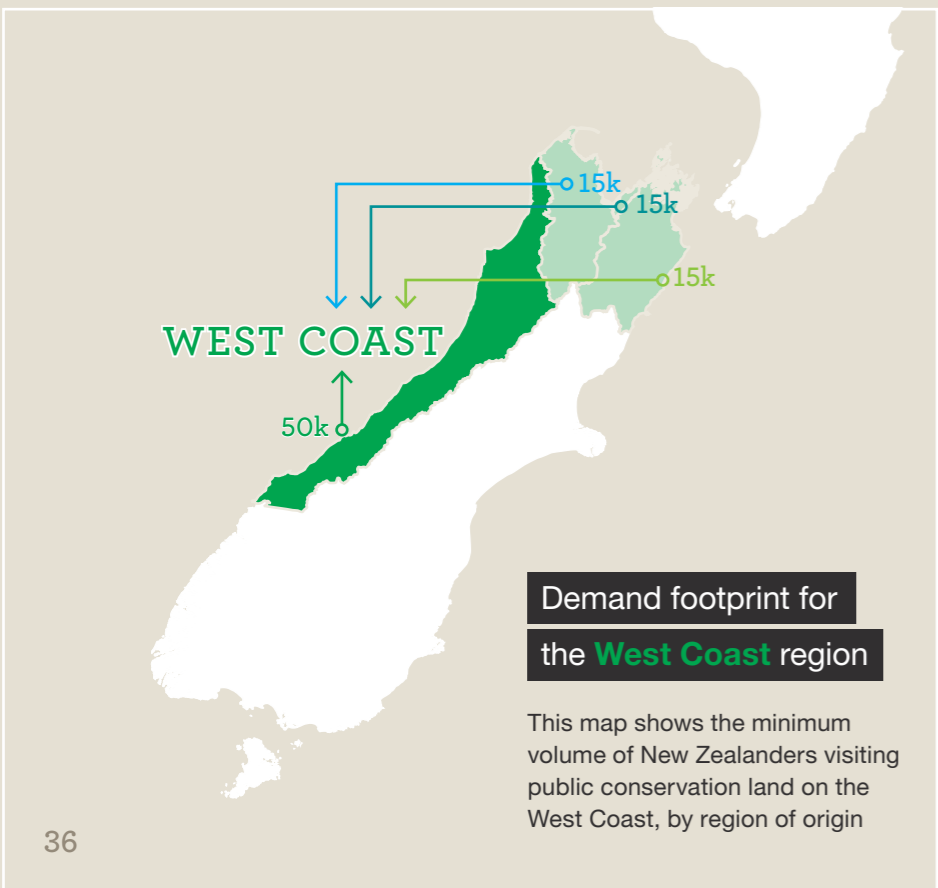


WEST COAST

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

1 person icon = 10,000 visits

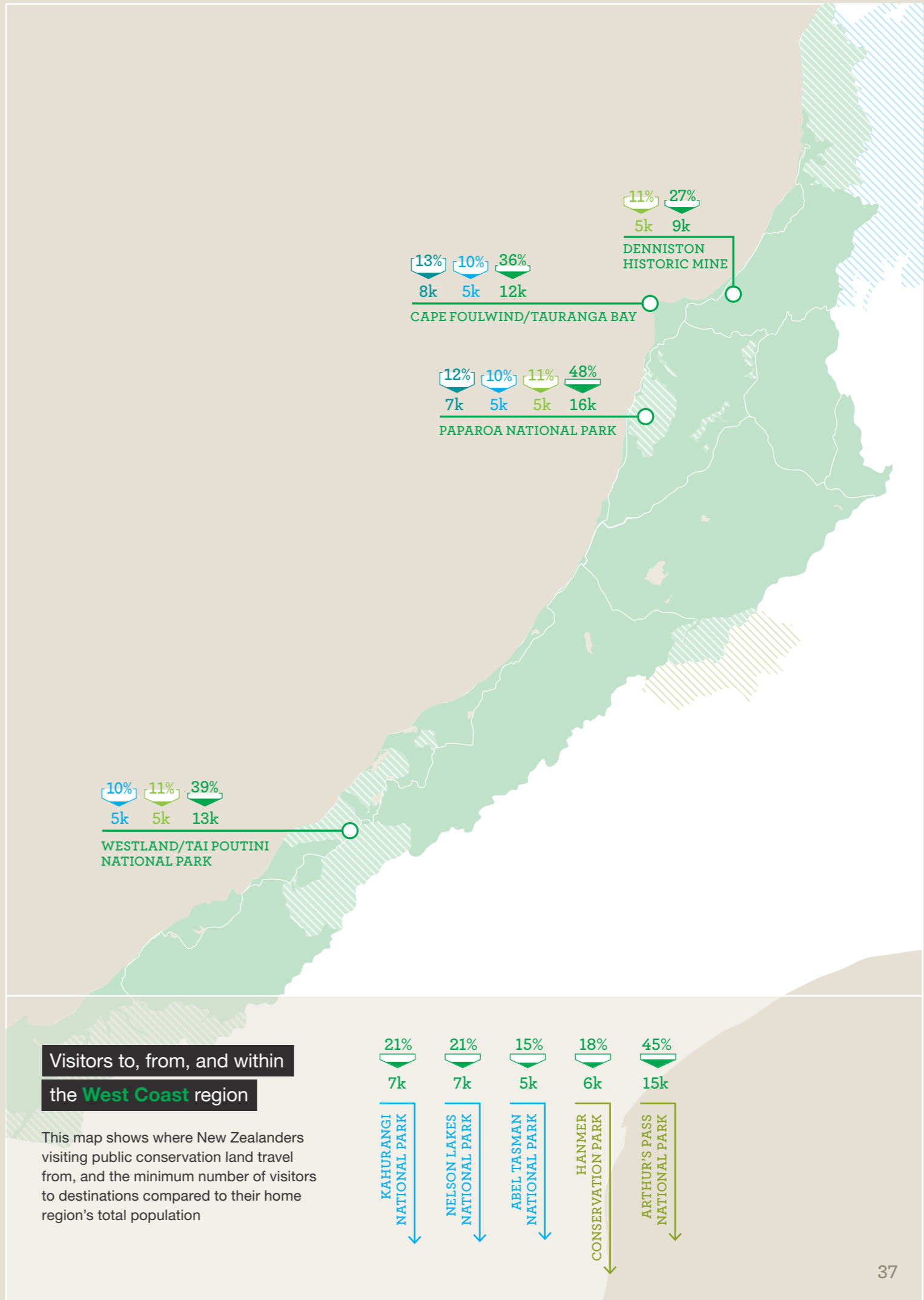
INBOUND 45,000



WITHIN 50,000



OUTBOUND 90,000



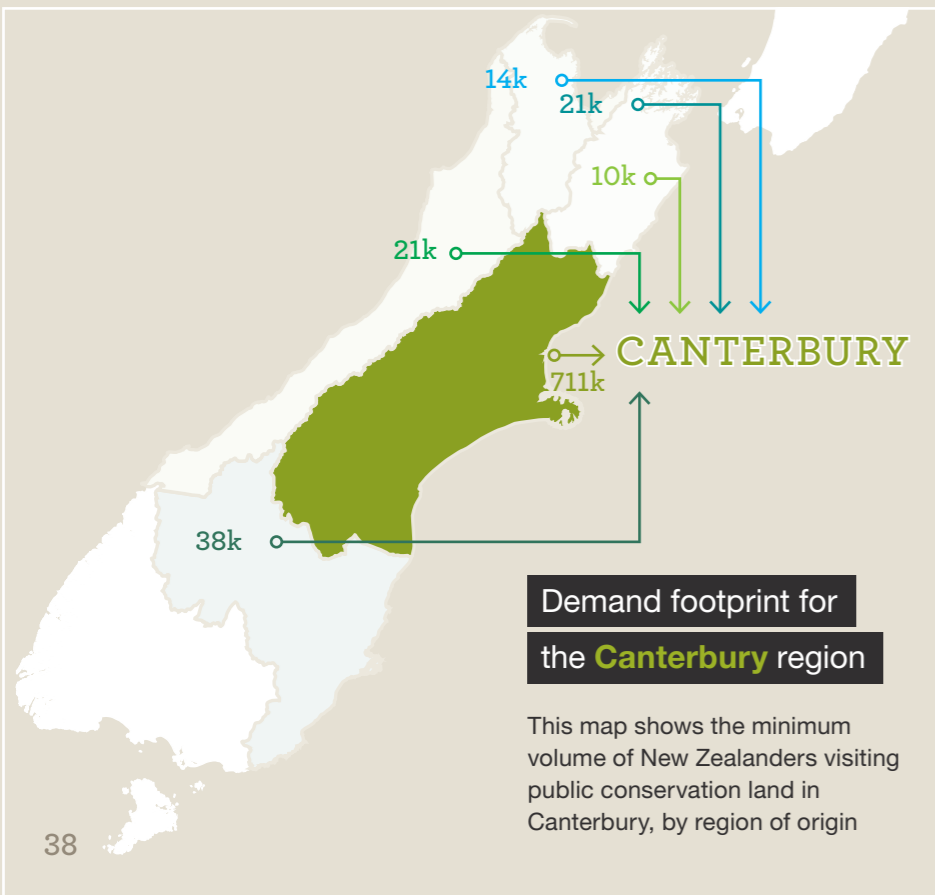


CANTERBURY

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

1 person icon = 10,000 visits

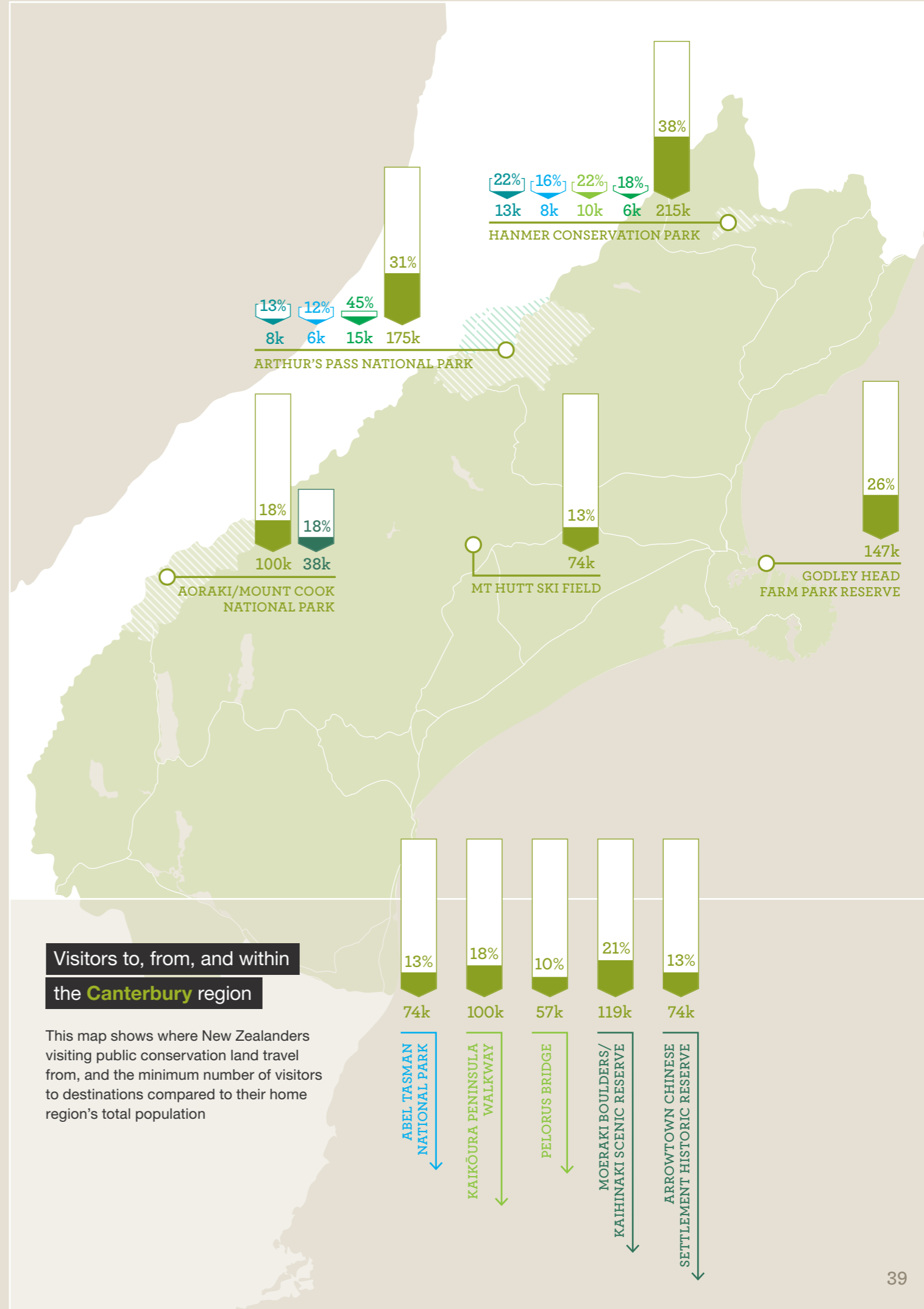
INBOUND 104,000



WITHIN 711,000



OUTBOUND 424,000





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

1 person icon = 10,000 visits

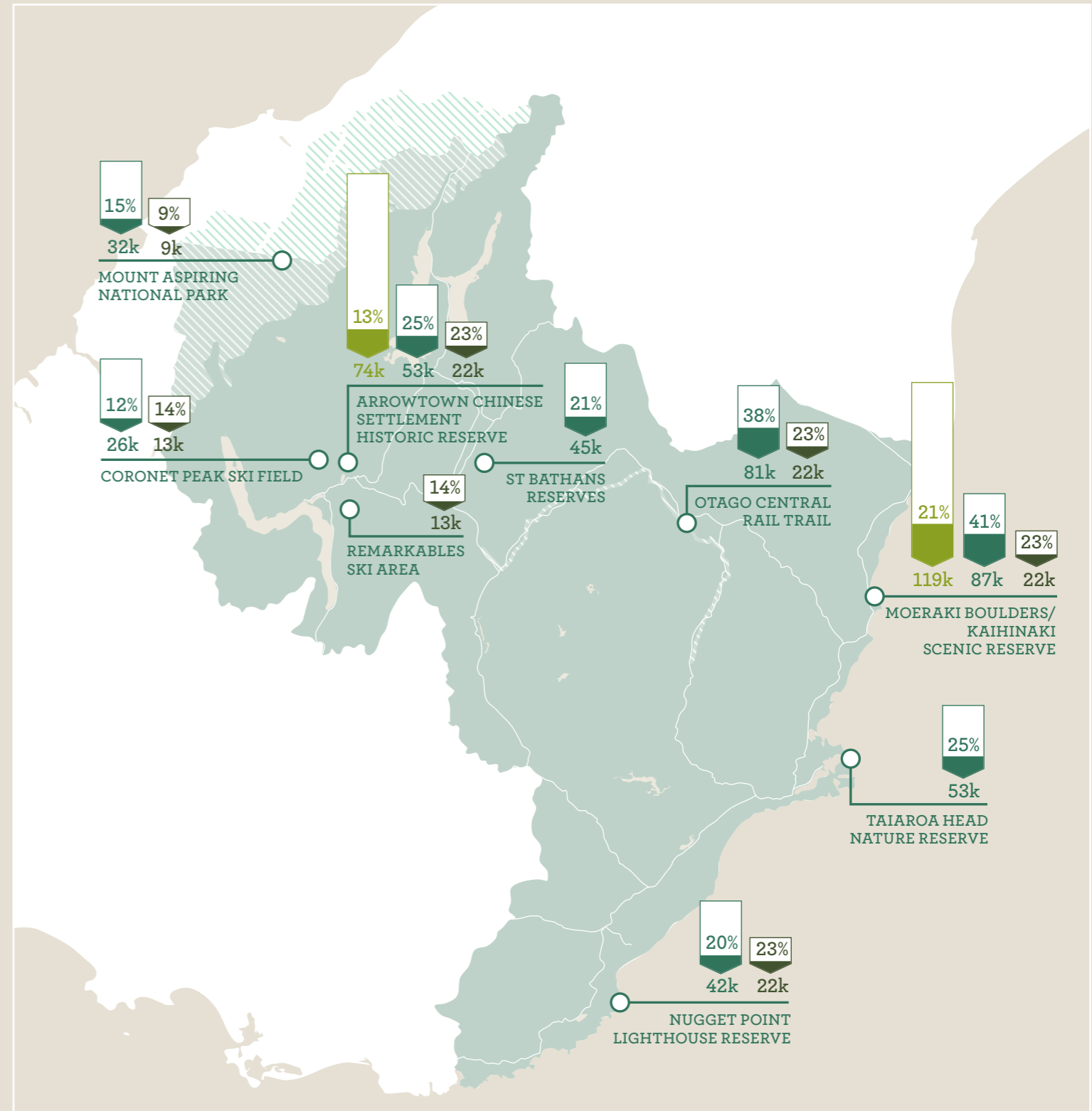
INBOUND 316,000



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





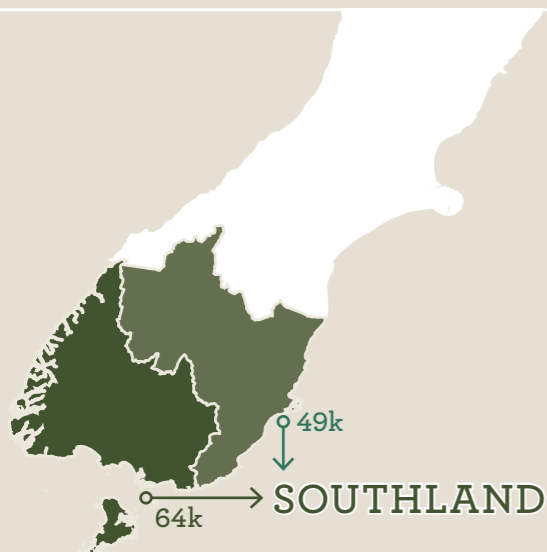
SOUTHLAND

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

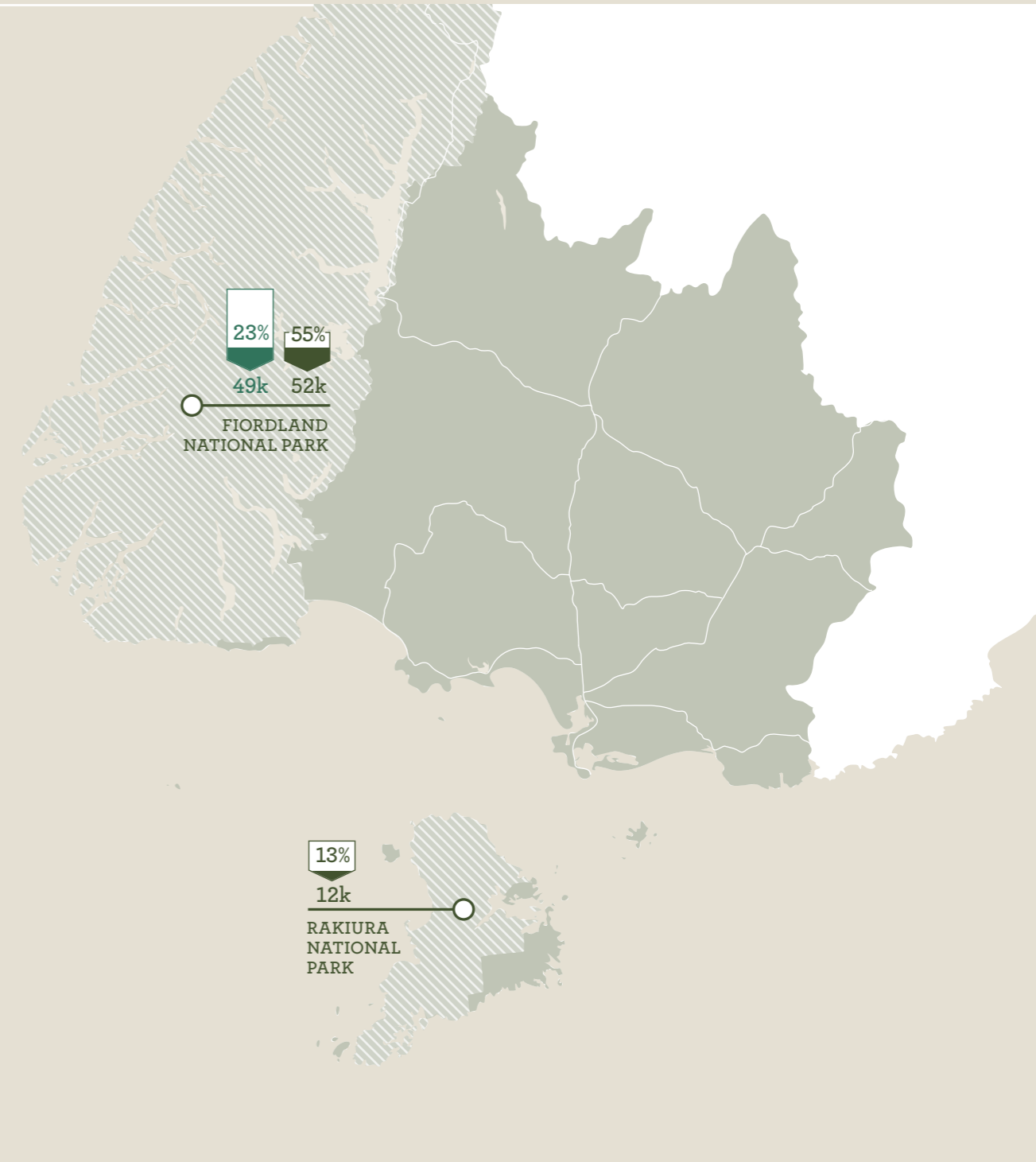


Demand footprint for the Southland region

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

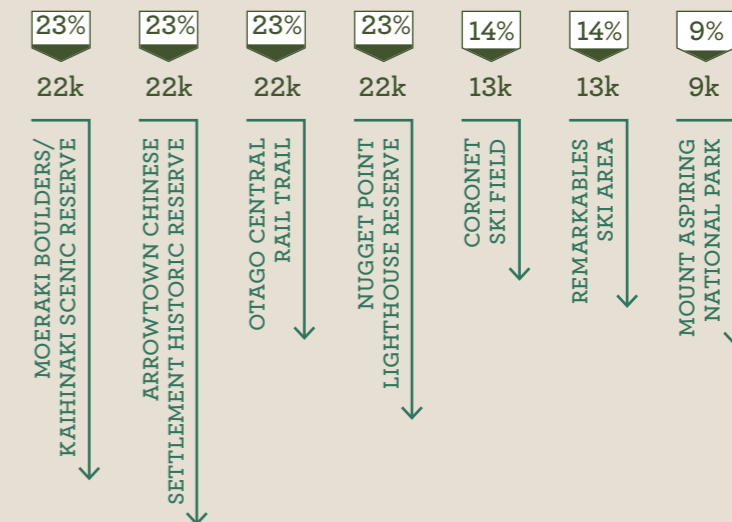
Visitor markets for the Southland region by size

👤 = 10,000 visits



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



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 Pahi 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

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

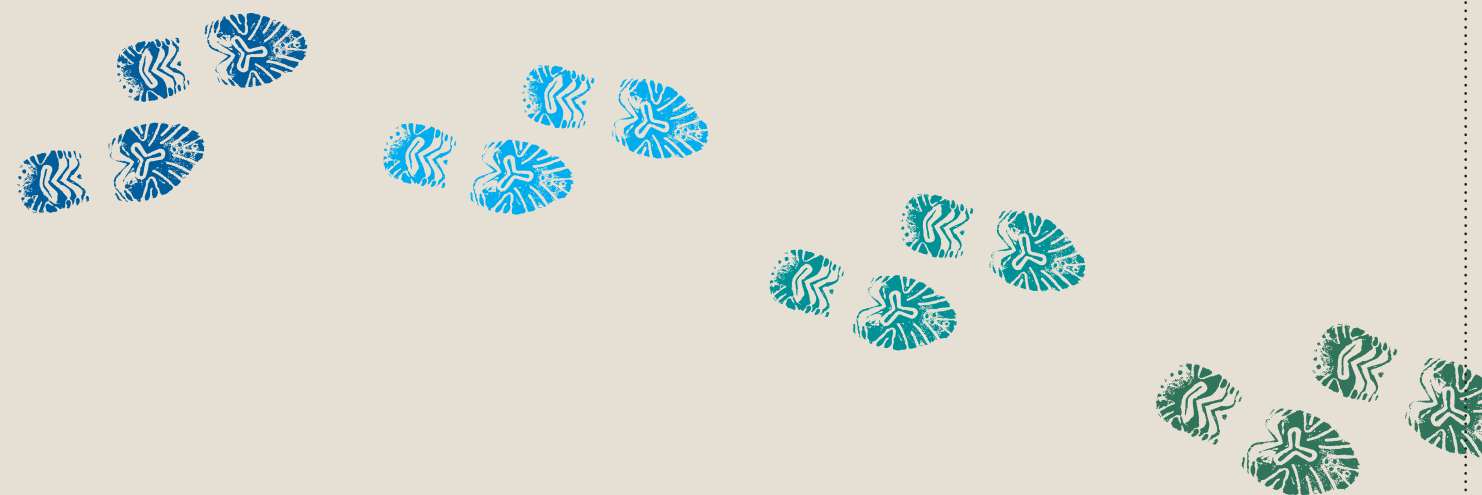
UPPER SOUTH ISLAND	
Abel Tasman National Park (Abel Tasman Coast Track, Totaranui, other areas)	33
Queen Charlotte Track / Ship Cove	34
Kahurangi National Park (Heaphy Track, Mt Arthur, other areas)	35
Pelorus Bridge Scenic Reserve	36
Dennistown Historic Mine	37
Cape Foulwind / Tauranga Bay	38
Nelson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



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