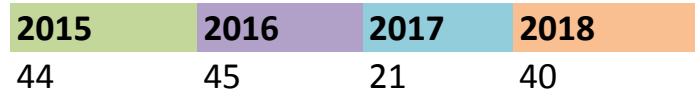
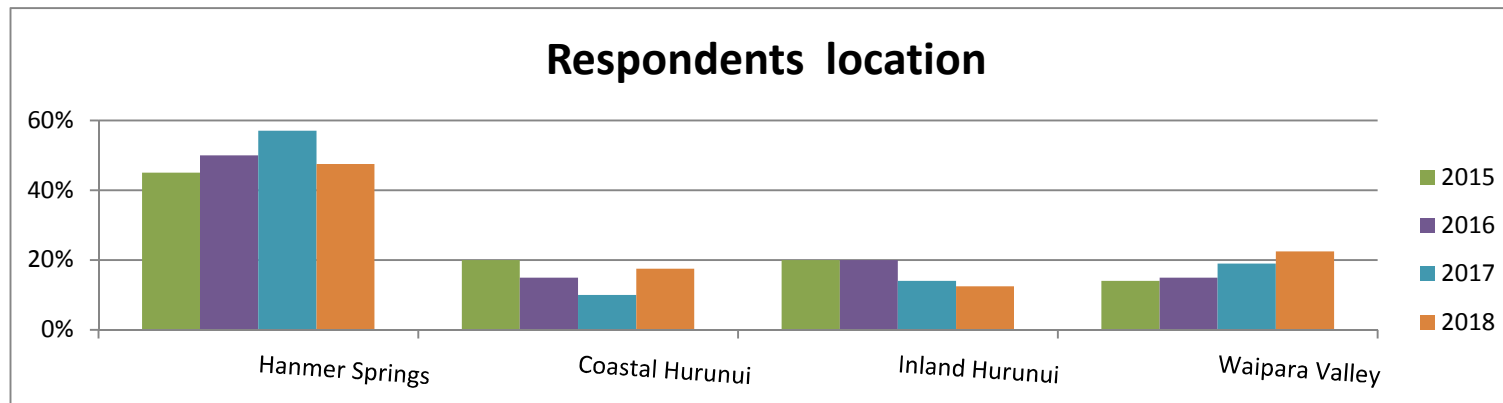


Hurunui Tourism Review Survey Results

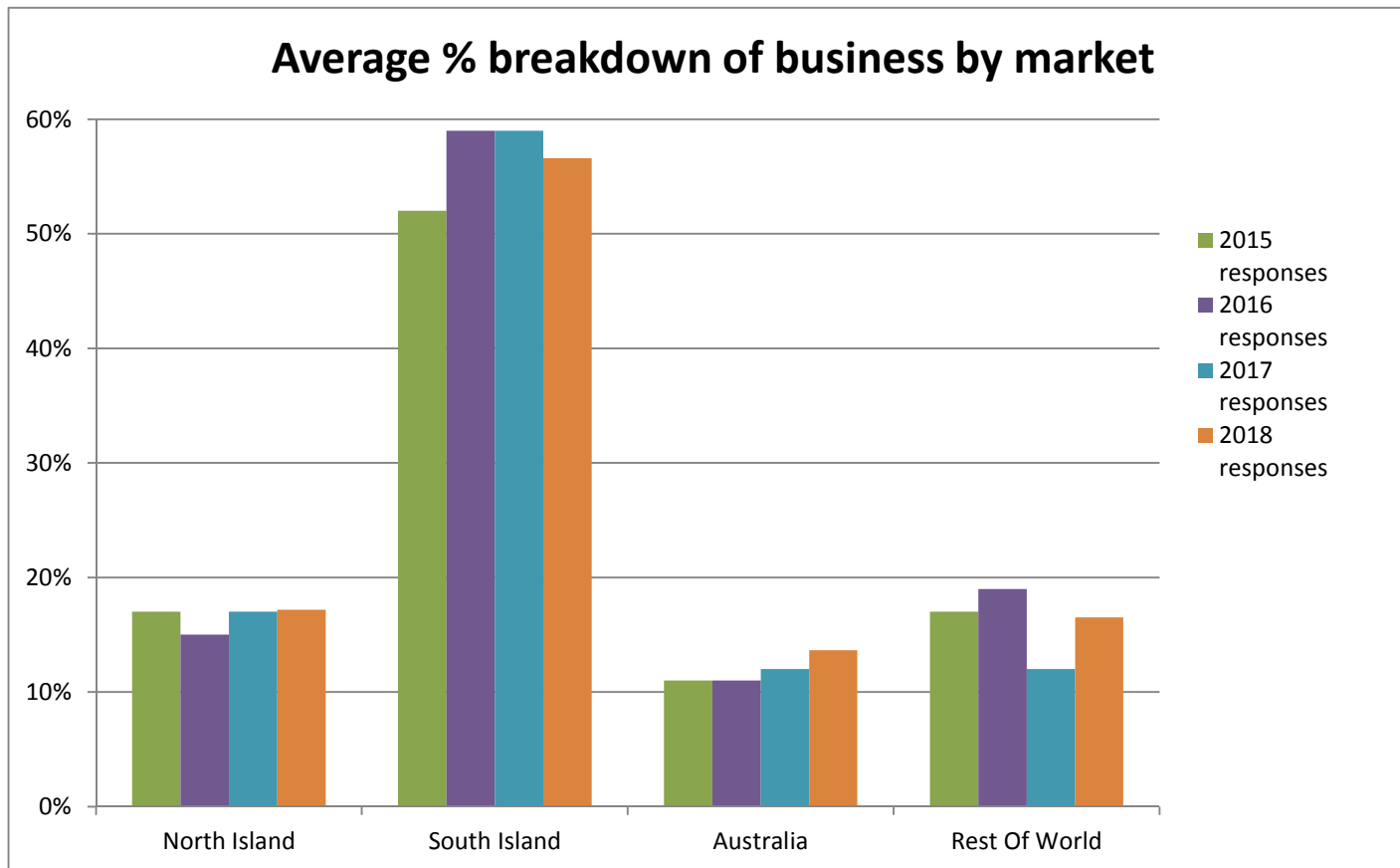
TOTAL Responses



Your Location	2015	% responses	2016	% responses	2017	% responses	2018	% responses
Hanmer Springs	20	45%	20	50%	12	57%	19	48%
Coastal Hurunui	9	20%	6	15%	2	10%	7	18%
Inland Hurunui	9	20%	8	20%	3	14%	5	13%
Waipara Valley	6	14%	6	15%	4	19%	9	23%
totals	44		40		21		40	

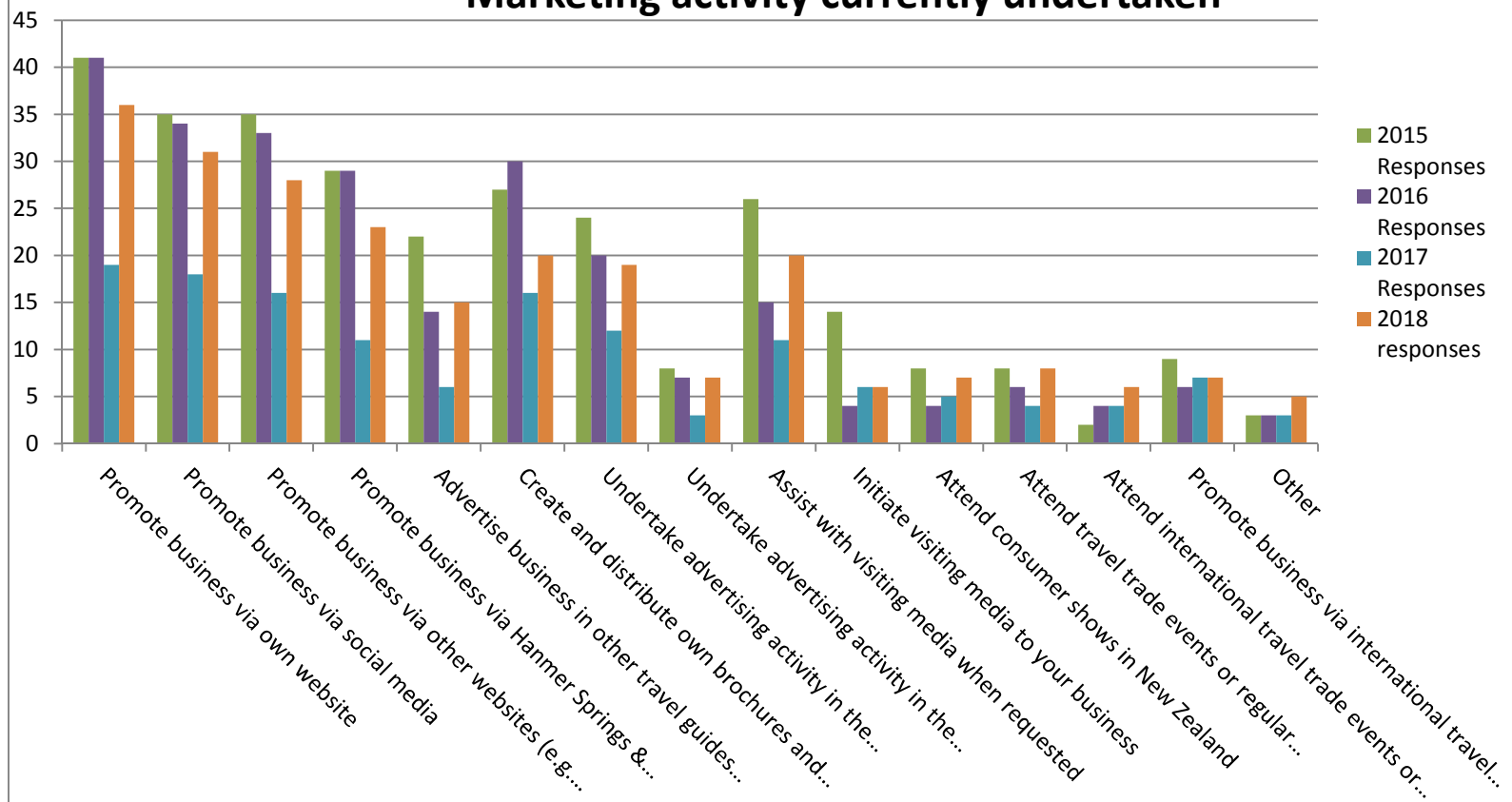


What is the % breakdown of your business by market approximately?	2015 responses	Average %	2016 responses	Average %	2017 responses	Average %	2018 responses	Average %
North Island	40	17%	40	15%	20	17%	35	17%
South Island	42	52%	43	59%	21	59%	37	57%
Australia	40	11%	36	11%	19	12%	31	14%
Rest Of World	42	17%	42	19%	20	12%	35	17%

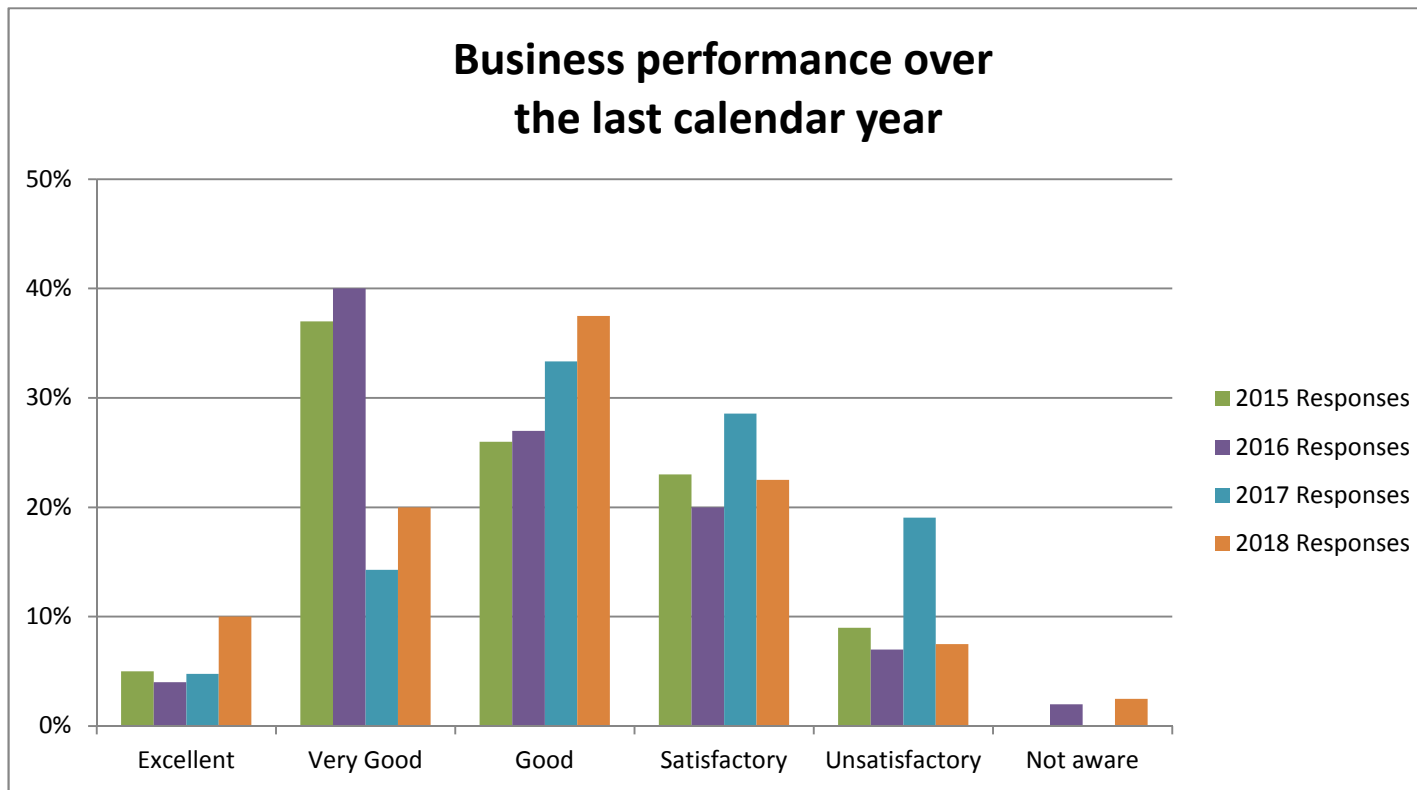


What marketing activity do you currently undertake	2015 Responses	%	2016 Responses	%	2017 Responses	%	2018 responses	%
Promote business via own website	41	14%	41	16%	19	90%	36	90%
Promote business via social media	35	12%	34	14%	18	86%	31	78%
Promote business via other websites (e.g. AA Tourism)	35	12%	33	13%	16	76%	28	70%
Promote business via Hanmer Springs & Hurunui Official Visitor Guide	29	10%	29	12%	11	52%	23	58%
Advertise business in other travel guides distributed within NZ	22	8%	14	6%	6	29%	15	38%
Create and distribute own brochures and other collateral	27	9%	30	12%	16	76%	20	50%
Undertake advertising activity in the domestic market	24	8%	20	8%	12	57%	19	48%
Undertake advertising activity in the international market	8	3%	7	3%	3	14%	7	18%
Assist with visiting media when requested	26	9%	15	6%	11	52%	20	50%
Initiate visiting media to your business	14	5%	4	2%	6	29%	6	15%
Attend consumer shows in New Zealand	8	3%	4	2%	5	24%	7	18%
Attend travel trade events or regular domestic travel trade sales calls within New Zealand	8	3%	6	2%	4	19%	8	20%
Attend international travel trade events or regular international trade sales calls	2	1%	4	2%	4	19%	6	15%
Promote business via international travel trade channels (travel wholesalers)	9	3%	6	2%	7	33%	7	18%
Other	3	1%	3	1%	3	14%	5	13%

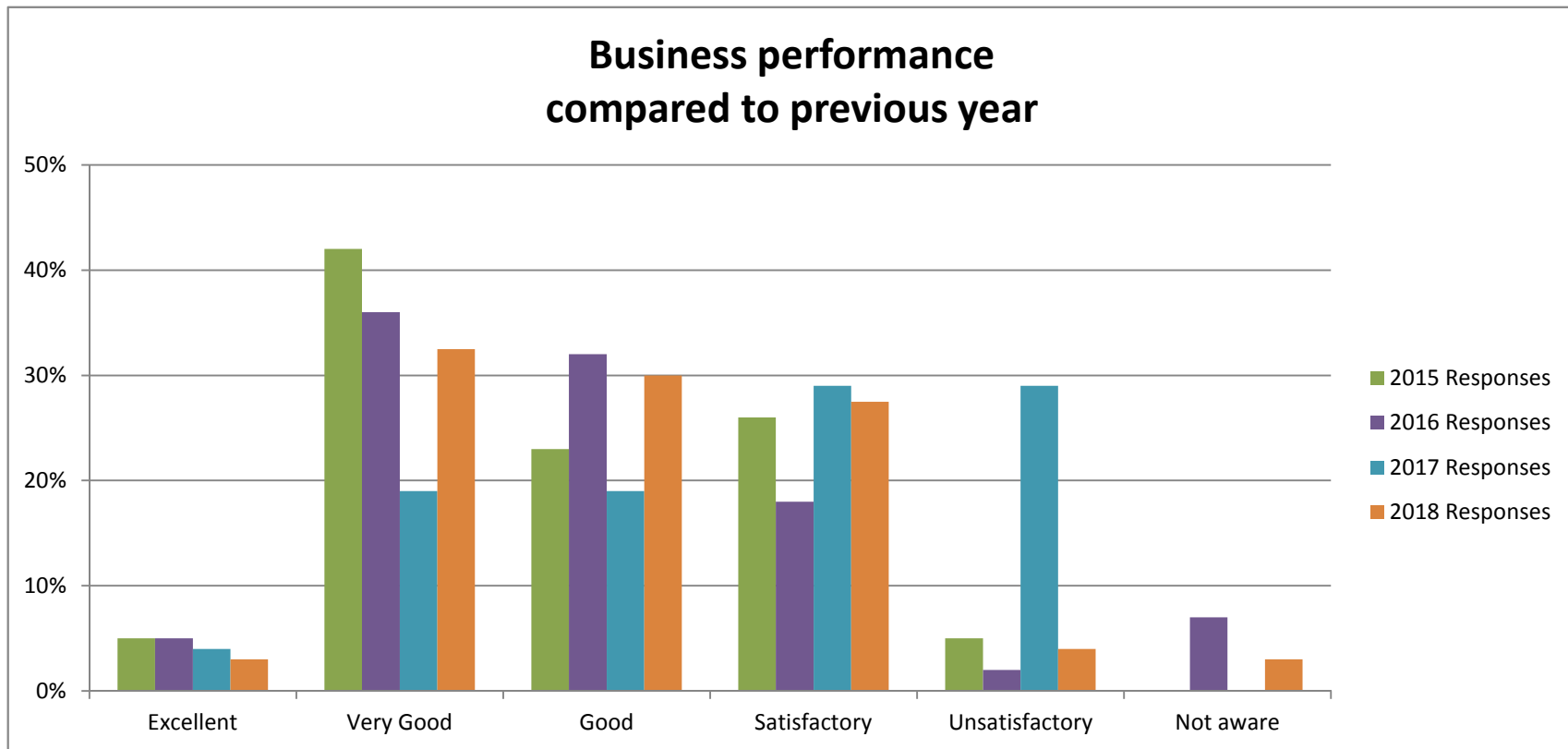
Marketing activity currently undertaken



Thinking of your overall business performance over the last calendar year how would you rate it?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses	2018 Responses	% Responses
Excellent	2	5%	2	4%	1	5%	4	10%
Very Good	16	37%	18	40%	3	14%	8	20%
Good	11	26%	12	27%	7	33%	15	38%
Satisfactory	10	23%	9	20%	6	29%	9	23%
Unsatisfactory	4	9%	3	7%	4	19%	3	8%
Not aware	0	0%	1	2%	0	0%	1	3%
Total	43		45		21		40	



Compared to the previous year how would you rate your business performance?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses	2018 Responses	% Responses
Excellent	2	5%	2	5%	1	4%	1	3%
Very Good	18	42%	16	36%	4	19%	13	33%
Good	10	23%	14	32%	4	19%	12	30%
Satisfactory	11	26%	8	18%	6	29%	11	28%
Unsatisfactory	2	5%	1	2%	6	29%	2	4%
Not aware	0	0%	3	7%	0	0%	1	3%
Total	43		44		21		40	



What do you think are the key selling points of the Hurunui District for the domestic market? *The following responses are from the 2018 survey only.*

Wineries, Hanmer Springs, Coastal Hurunui:Beaches, Walks in the area, location. SH1 and SH71 good stopover if travelling from the North of the South Island to the South and vice versa, events/weddings

Closeness to Christchurch; main roads - Christchurch/Picton & Christchurch/Nelson intersect the district with excellent through traffic; and top quality food & wine. Hanmer with hot springs and Amberley with cafes & restaurants, coffee outlets and farmers market; also Cheviot as a stop-off point. Geographical features, coast to mountains, with walkways, fishing, skiing, sightseeing, rest & relaxation.

Closeness to ChCh and corridor to Marlborough

Untapped potential. Open spaces. Amazing landscapes. Biking.

Conference centre, and local pub

Gore Bay, Waipara wines, Scenic surrounds,

Close to airport. variety. Surf to ski in one day. Easy to "eat local"

Hot Pools

The outdoors - mountain biking, walking etc

Overall diversity of the area

Hanmer Springs, wineries, route between west coast and Kaikoura, Nelson/golden bay and ChCh

Alpine playground, variety of activities from high energy to relaxation / meditation

Hanmer Springs continues to attract visitors to the area.

The wines less so

Beautiful scenery

Proximity to Chch and Nelson, Change of scene for flat land Cantabrians, Hot Pools, Walking and biking opportunities, Gateway to Alps, Wineries, Tranquility, cultural ease

The Hot Pools and Wine Tours

Closeness to city - you can lose and/or immerse yourself in a pristine wilderness in just a 90 minute drive from city central.

Wealth of outdoor pursuits

Mountain Biking, Bush Walks, Day Hikes, Thermal Pools, a good selection of top class restaurants, cafes & shopping, Photography opportunities, well-being treatments (massage etc)

A great place to take the family or partner away to that won't break the bank. Hanmer Springs in particular can be as exciting or relaxing as you want it to be.

Thermal Pools, mountain biking, forest walks, waipara wines, landscape diversity

Proximity to ChCh, . Availability of reasonable family accommodation in Hanmer Springs. Family friendly activities in Hanmer Springs both commercial and free. Mt Lyford (an amazing and under utilised resource). Family friendly biking in Hanmer (It is not an amazing MTB destination - other people do that much better than us, but it is wonderful biking for families).
The strength is the branding of the triangle between Kaikoura Waipara and Hanmer with the diverse range that they can offer to freedom travellers especially.
Thermal springs Nature
Pools, free activities such as mountain biking, hiking other activity providers, wineries and good infrastructure in Hanmer
Keeping pricing attractive to the domestic Market, adding more attractions to entice visitors,upping our service game for all visitors and general public alike main selling points thermal pools, outdoor adventure pursuits, vineyard trials, clean green image
pools and wines
Hanmer Springs / Waipara vineyards / natural beauty
Farming region. Guest can visit a real Kiwi owned and operated farm sheep and beef hill country farm and get close to sheep and cattle. Guests get to visit the Waipara Wine growing area and taste NZ wine and food. Hanmer Springs for visiting the hot spring spa. Kaikoura for whale watching and swimming with the dolphins. Close proximity to Christchurch airport. relax in the country for a week end break away from the city. Visit great vineyards and restaurants in the area and explore the boutique shops in Amberley and Hanmer
Hanmer springs / Rural / Winery's / Scenery
Hanmer Springs Thermal Pools / Winerys / Natural Landscape - walking, biking, fishing / Rivers / Mt Lyford Ski Field
We are a leading Adventure and Outdoor Pursuits Centre, We provide parklike camping for tourist We provide a one stop adventure package i.e. catering, accommodation and activities We have excellent resources We are expanding to meet market demands
Wine area in close proximity to chch
proximity to Hanmer Springs kaikoura and ChCh unique and diverse
Close to Christchurch. Lots of different things to do that cater to families and couples. Attractive and varied scenery. Friendly people!
wine - day trip for CHCH

Easy access from Christchurch. On main route ex northern regions. Capture transit travellers as well as destination driven travellers. Variety of options - wining, dining, hiking, biking, or relaxing!
Waipara North Canterbury Wine Region, Hanmer Pools, stunning scenery, foodie destination
How close it is to Christchurch / You have to drive through it to travel North / Wine Country / Vintage Railway
Rural New Zealand, scenery, Wineries, Hot pools- great place to relax

What do you think are the key selling points of the Hurunui District for the international market? *The following responses are from the 2018 survey only.*

See above. But think that the wineries/Hanmer springs are the big attraction at the moment.
As above, including easy access to airport.
Closeness to ChCh and corridor to Marlborough and some lovely quiet spots off the main road
As above.
Linking in onroute to Kaikoura and Hamner
Hamner Springs, Kaikoura Whale watch, The Natural Beauty.
as above
Hot Pools / Alpine setting
Thermal pools
same as above
Less crowded
Alpine playground, variety of activities from high energy to relaxation / meditation
As above
Natural Hot Pools, link between Kaikoura, Chch and Highway to Nelson and West Coast, Quiet, uncluttered,
The Hot Pools and Wine Tours along with the biking tracks.
Pristine wilderness from mountains to sea all in such a short distance from a international airport.
Peace & tranquility, Alpine environment within easy reach, access to wilderness areas, no crowds, easy access to low cost activities, Excellent range of a wide variety of excellent "available" accommodation, restaurants & shopping
A truly NZ experience that won't break the bank. Lots of walking and MB tracks as well as adrenaline activities. Or you can just relax and soak up the
as above
Small village feel particulalry outside peak NZ holiday times.
Clean green, fresh mountain atmosphere, the buzz of the Hanmer village.

Nature
As above
Refer question 5 also operational hours of many businesses may need reviewing if we are to cater for international visitors demands showing 'pure' NZ (not the hyped up adventure tours)
Hanmer Springs Waipara vineyards natural beauty unspoilt vistas clean and green
Farming region. Guest can visit a real Kiwi owned and operated farm sheep and beef hill country farm and get close to sheep and cattle. Guests get to
Hanmer springs Winery's Scenery Rural
Hanmer Springs Thermal Pools
Motor home powerpoints and accommodation.
Slice of nz offering wide range of experiences all close to major city
as above
Same as above
wine - Hanmer
As above.
Waipara North Canterbury Wine Region, Hanmer Pools, stunning scenery, foodie destination, friendly people, not overcrowded, more personalised
Same as above. Hanmer Springs
Rural New Zealand, scenery, Wineries, Hot pools- great place to relax

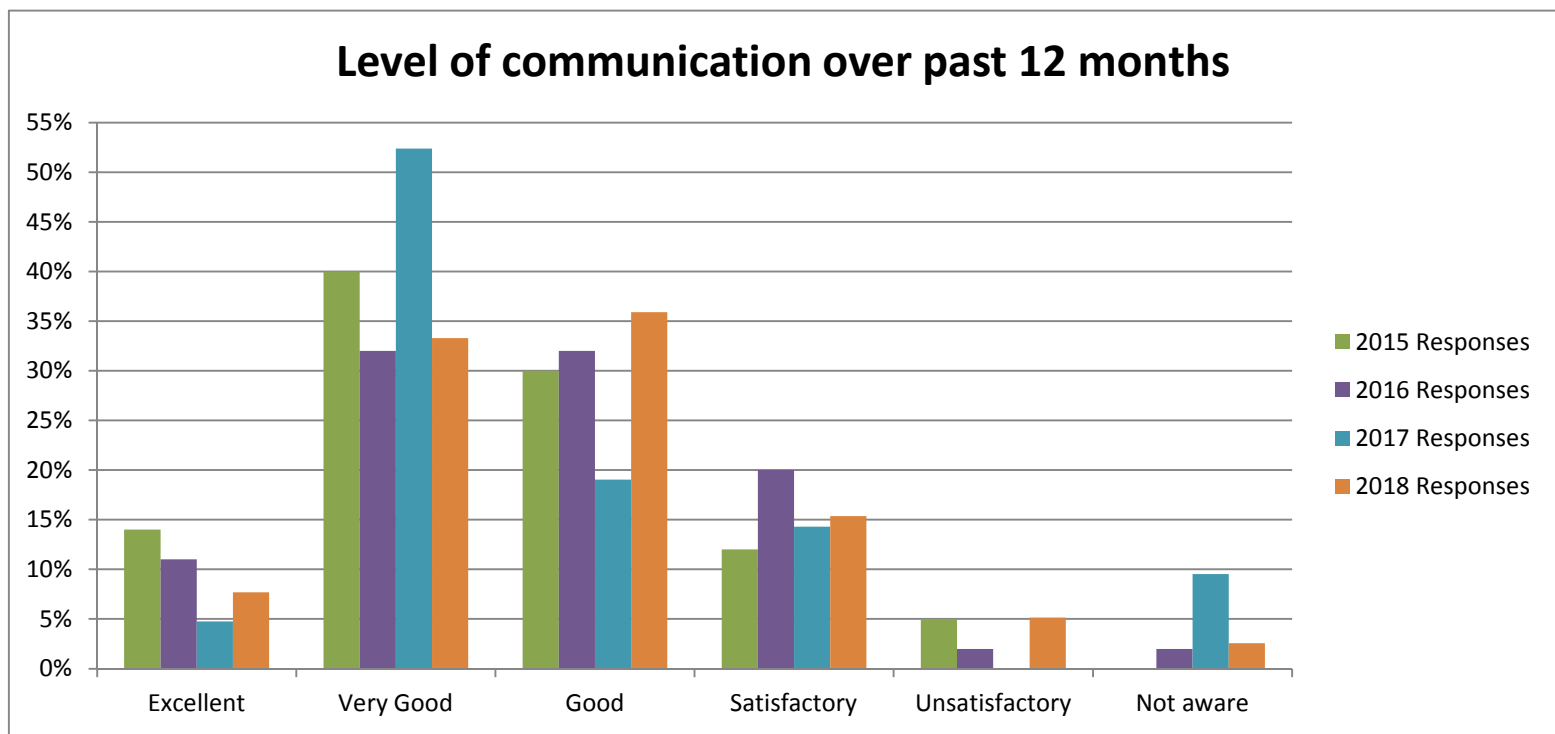
What are the biggest challenges your business faces in terms of achieving visitor growth over the next 12 months? *The following responses are from the 2018 survey only*

-getting more visitors over the quieter winter months
-getting guests to extend their stay and stay longer in the area. Too many one nighters at the moment.
Attracting visitors, visitors being more aware of the market and a need for greater range of quality products enticing visitors to stay and buy.

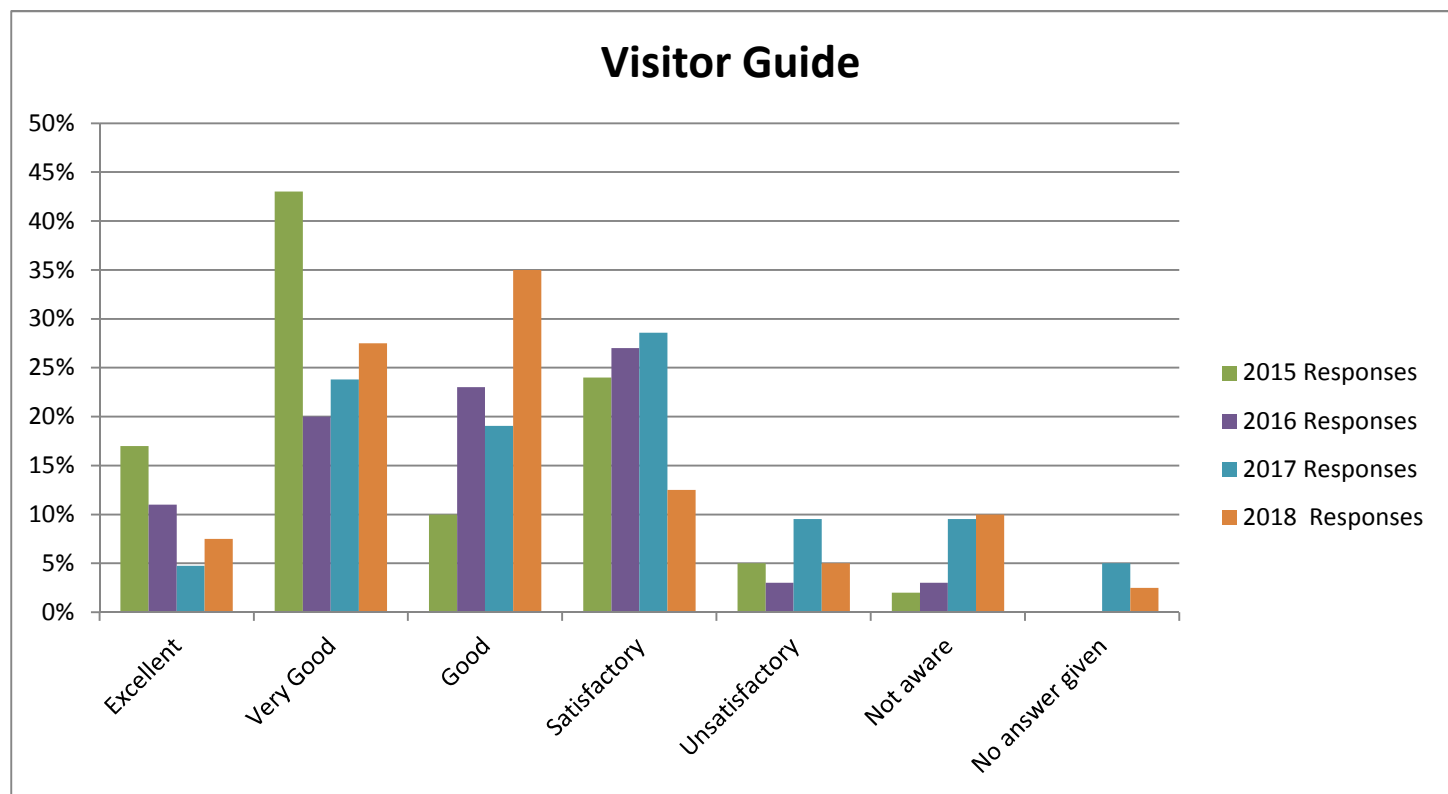
Financial input to build business
Attracting people in the winter months.
A change of direction as most country pubs are being driven out of existence due to the council and government idiots in charge
Stop freedom camping.
competition in north island. always the ongoing question of where to advertise. Getting Intercity to stop to drop/pick up clients at Hundalee/ Conway Road turn off
can't think of anything
Still awaiting earthquake repairs and so not able to actively market and take bookings too far ahead and effecting any growth thats possible.
price balance
Not on main travel itineraries, not on main travel route
Kaikoura Road insecurity
Stong dollar making NZ less attractive to overseas visitors
More competition, staff up skilling and shortages,
Winter is a very slow period for us with steady business over the summer months
Getting maximum bang for our marketing and promotion bucks. i.e bottoms in beds. Reassured that the \$'s we throw at M&P are clearly working for us.
Lack of funds to market Hanmer Springs as a destination. Lack of understanding how much Hanmer Springs has to offer as a destination worth staying more than 1 night. (Average stay in last 12 months is approx 1.5) Lack of adventure activities to attract the younger travellers.
Competing with bigget tourist centres such as Tekapo and QT. The region is lacking another "export-ready" attraction at a similar level to the Thermal Pools (gondola, lake, etc). Wineries and HS Attractions do a great job - as do other suppliers - but is it enough to make visitors choose to stay the night - or an extra night - in the region?
Midweek occupancy especially outside high season
Finding and retaining staff so we can confidently cater to our growth. Hanmer has a major problem here. Ensuring visitors know we are here on arrival! Signage rules are prohibitive.
Marketing and reaching the right type of guests. We are excited at gaining more of the asian freedom travellers
High competition pull pricing down
Location and lack of international ready product

Retention of long term staff , new employment contracts for Woofers (Work for accommodation) Why is it a farmer can do this yet us in the hospitality industry we cant, yet we are now a bigger earner for the country. Having the infustructure to cope with tourist numbers, we need to review freedom camping bylaws to make it workable for all parties involved
growth potential and activities
competition from Airbnb
Work load. We will be looking at employing additional staff to help in the busy season. Up dating social media regularly and posting reviews etc
Open roads Advertising alternative route to kiakoura Visiting small town New Zealand
National Economy Infrastrucure Challenges
Developing our site to a standard that visitors expect
Targeting local and tourist visitors to either spend day trip from chch or stop en route to elsewhere
stopping through traffic to either ChCh Kaikoura or Hanmer Springs at Waipara. Need more buy in from ChCh and then North Canterbury
Having the capacity in our own business to cater for them
reaching the right people
None different than previous years.
Getting tourists back to the Hurunui District, after the Nov 16 Earthquake.
The Area not working together to grow all businesses in the area in the means of promoting it
Getting numbers out to Waipara

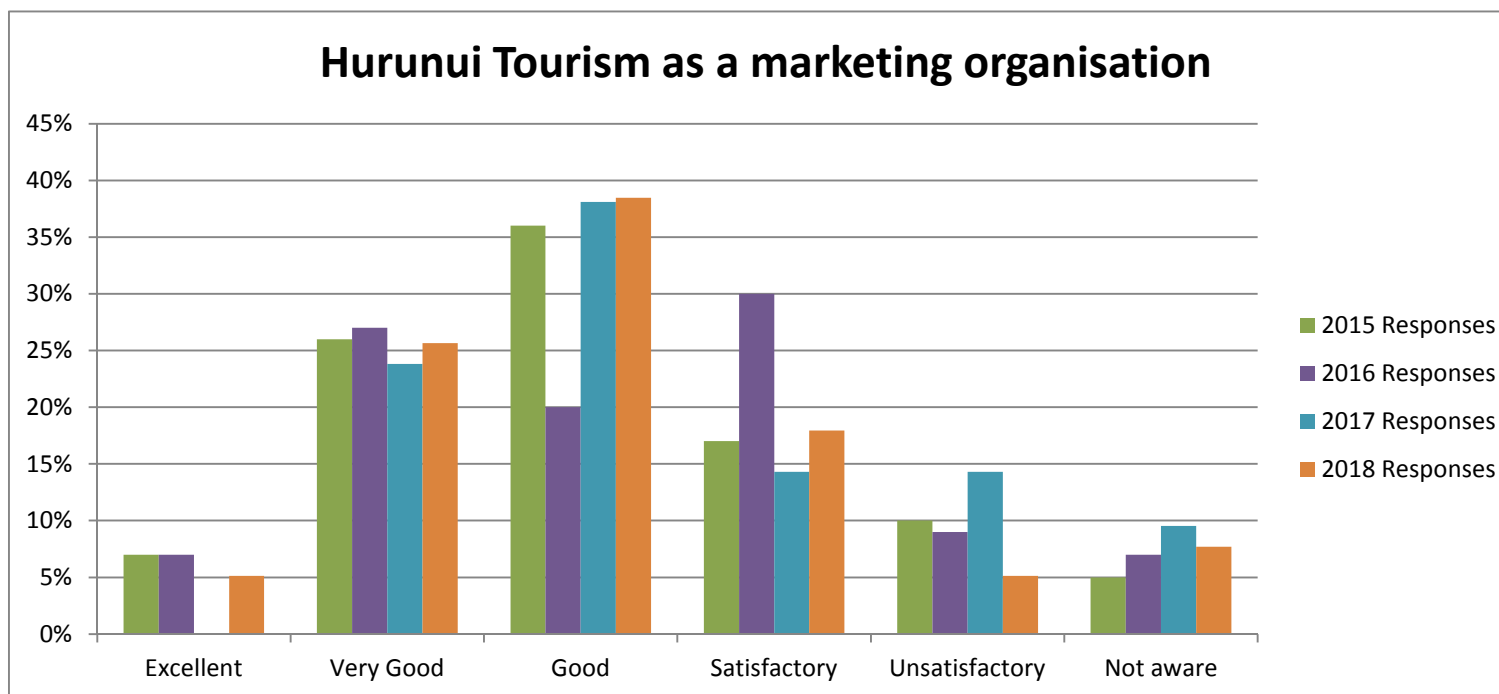
Hurunui Tourism endeavours to keep our stakeholders (you) well informed about marketing plans and activity. How would you rate our level of communication over the past 12 months?	2015		2016		2017		2018	
	Responses	% Responses	Responses	% Responses	Responses	% Responses	Responses	% Responses
Excellent	6	14%	5	11%	1	5%	3	8%
Very Good	17	40%	14	32%	11	52%	13	33%
Good	13	30%	14	32%	4	19%	14	36%
Satisfactory	5	12%	9	20%	3	14%	6	15%
Unsatisfactory	2	5%	1	2%	0	0%	2	5%
Not aware	0	0%	1	2%	2	10%	1	3%
Total	43		44		21		39	



The production and distribution of an official visitors guide is a key activity of tourism. How would you rate our publication?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses	2018 Responses	% Responses
Excellent	7	17%	5	11%	1	5%	3	8%
Very Good	18	43%	9	20%	5	24%	11	28%
Good	4	10%	10	23%	4	19%	14	35%
Satisfactory	10	24%	12	27%	6	29%	5	13%
Unsatisfactory	2	5%	4	3%	2	10%	2	5%
Not aware	1	2%	4	3%	2	10%	4	10%
No answer given					1	5%	1	3%
Total	42		44		21		40	

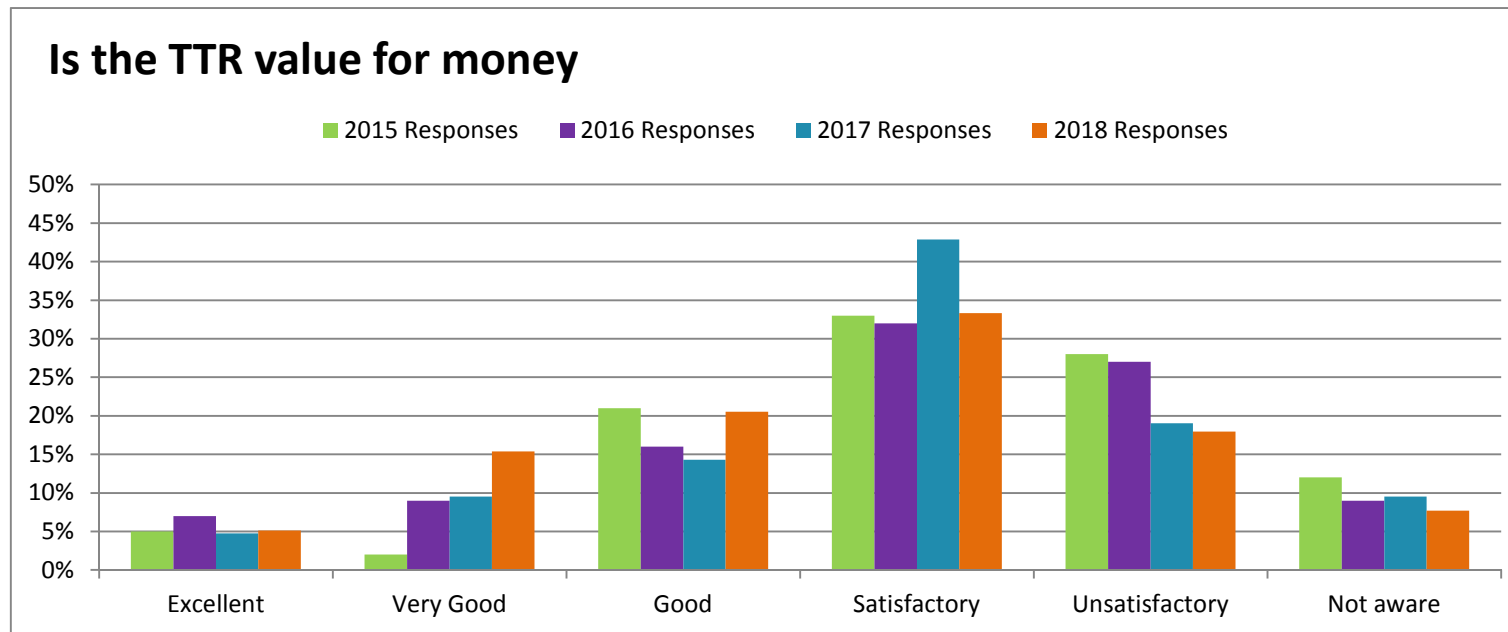


Thinking about tourism activity in our district how would you rate the performance of Hurunui Tourism as a marketing organisation over the last 12 months?	2015		2016		2017		2018	
	Responses	% Responses	Responses	% Responses	Responses	% Responses	Responses	% Responses
Excellent	3	7%	3	7%	0	0%	2	5%
Very Good	11	26%	12	27%	5	24%	10	26%
Good	15	36%	9	20%	8	38%	15	38%
Satisfactory	7	17%	13	30%	3	14%	7	18%
Unsatisfactory	4	10%	4	9%	3	14%	2	5%
Not aware	2	5%	3	7%	2	10%	3	8%
Total	42		44		21		39	

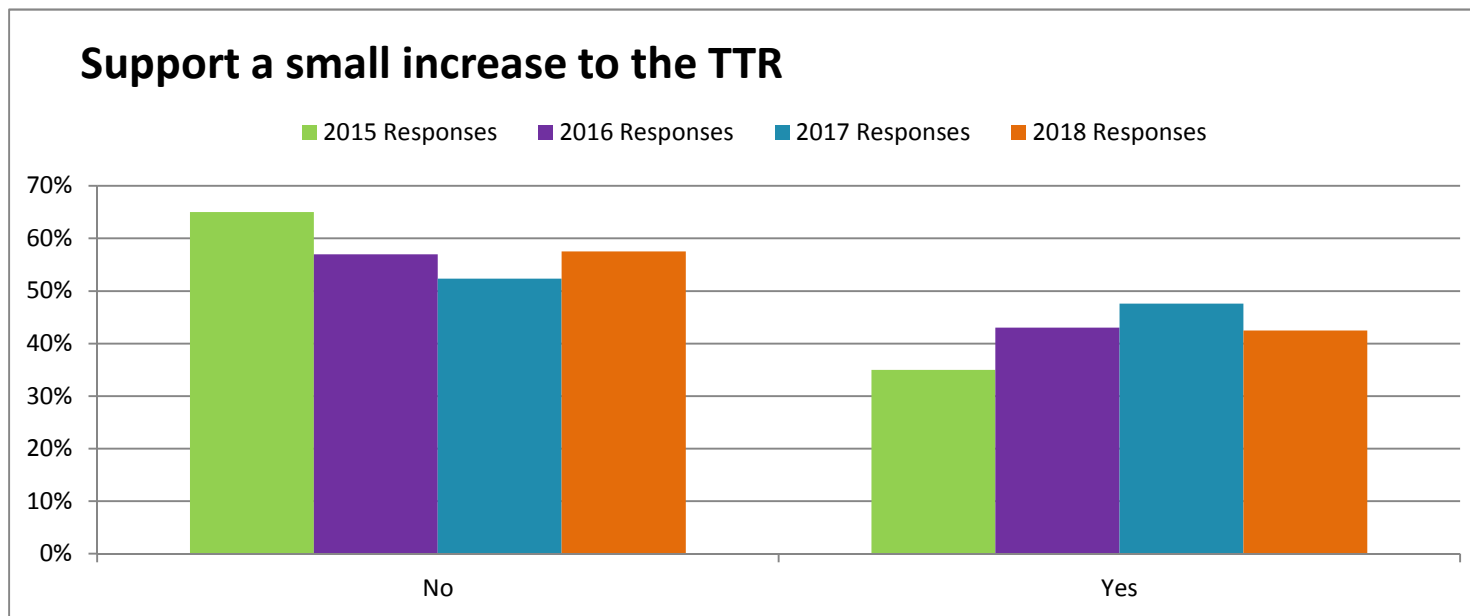


The following questions were first introduced in the 2015 survey.

The targeted tourism rate is a levy that tourism related businesses pay as part of their rates. Thinking about the level that you currently pay, how would you rate it as "value for money"?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses	2018 Responses	% Responses
Excellent	2	5%	3	7%	1	5%	2	5%
Very Good	1	2%	4	9%	2	10%	6	15%
Good	9	21%	7	16%	3	14%	8	21%
Satisfactory	14	33%	14	32%	9	43%	13	33%
Unsatisfactory	12	28%	12	27%	4	19%	7	18%
Not aware	5	12%	4	9%	2	10%	3	8%
Total	43		44		21		39	

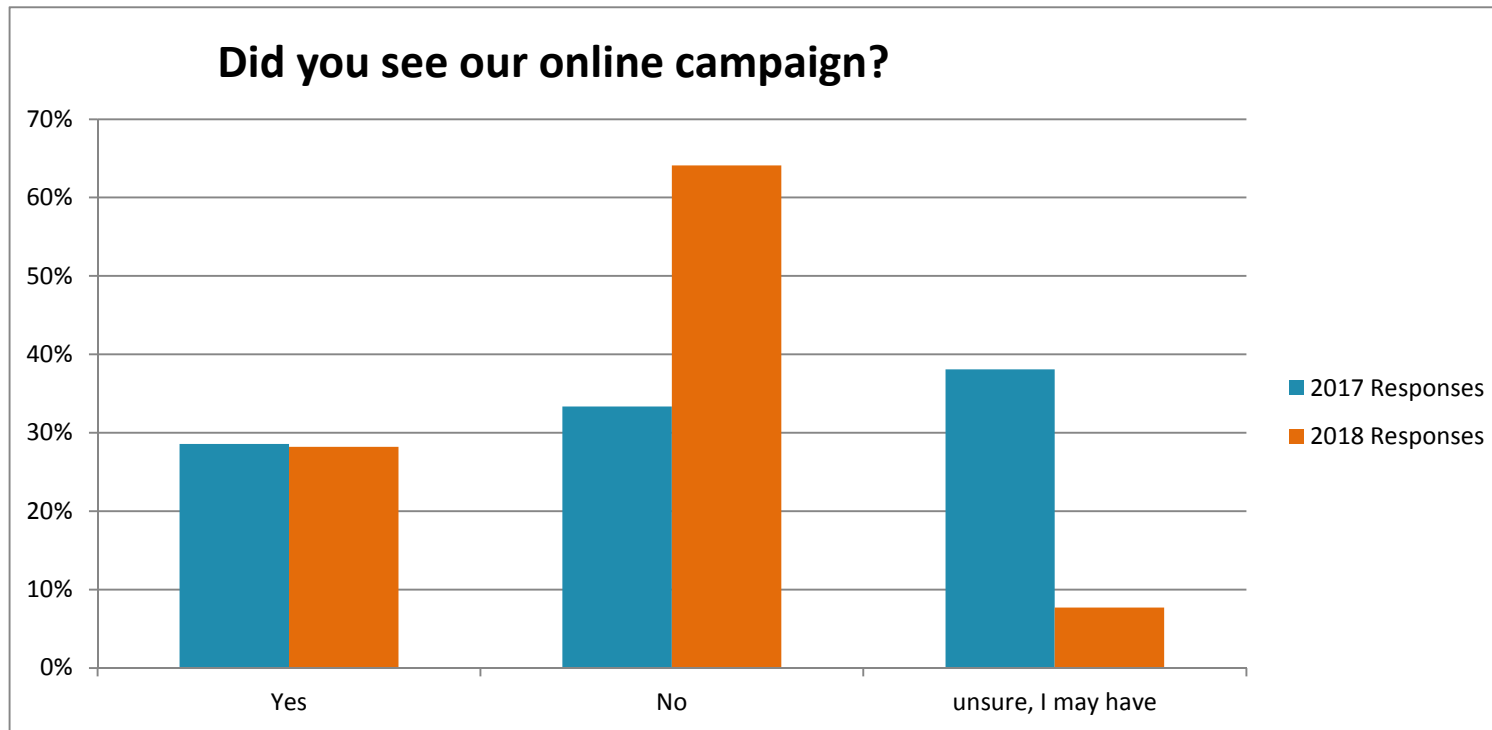


Would you support a small increase in the targeted tourism rate to assist Hurunui Tourism extend their marketing reach?	2015 Responses	% Responses	2016 Responses	% Responses	2017 Responses	% Responses	2018 Responses	% Responses
No	28	65%	25	57%	11	52%	23	58%
Yes	15	35%	19	43%	10	48%	17	43%
Total	43		44		21		40	

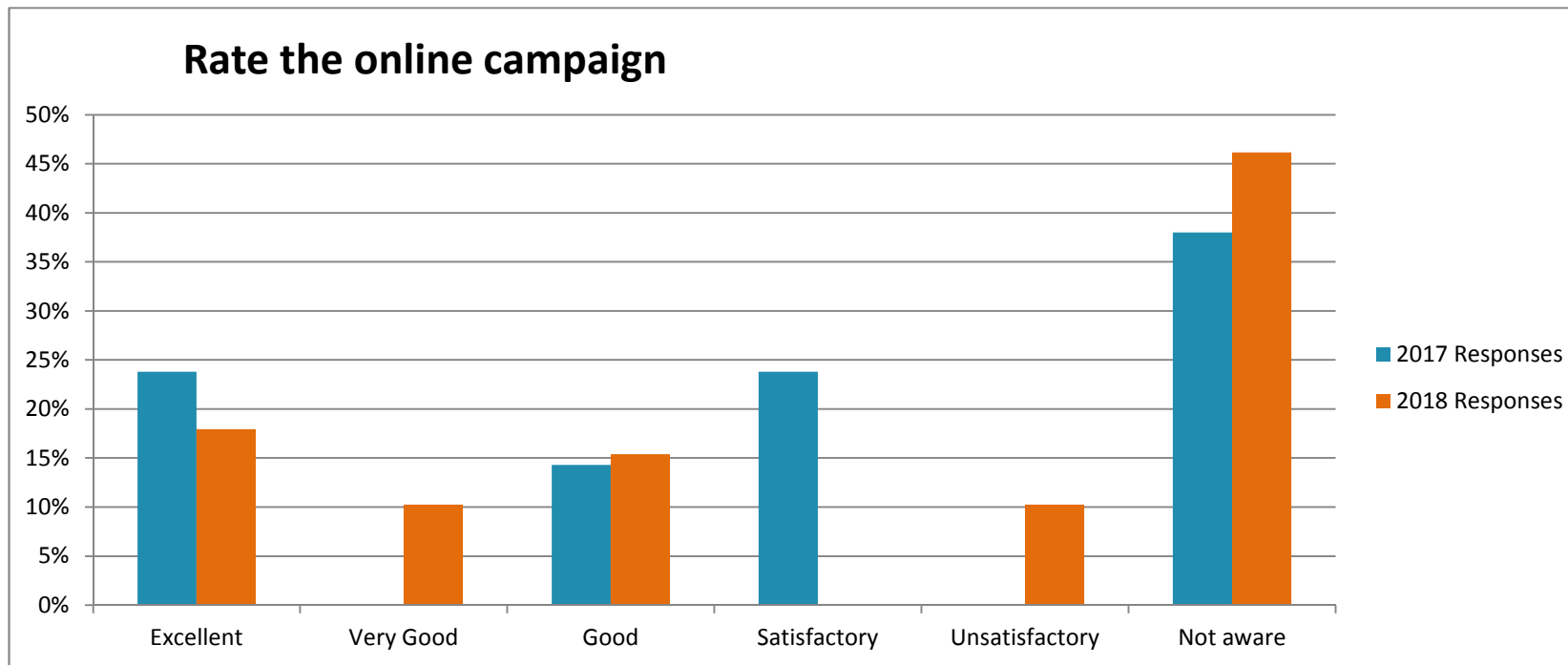


new question for 2017

Our online domestic campaign replaced the traditional district guide ('planmer') that we used to produce. Were you aware of/ did you see the online campaign?	2017		2018	
	Responses	% Responses	Responses	% Responses
Yes	6	29%	11	28%
No	7	33%	25	64%
unsure, I may have	8	38%	3	8%
Total	21		39	



How you rate the online campagin?	2017		2018	
	Responses	% Responses	Responses	% Responses
Excellent	5	24%	7	18%
Very Good	0	0%	4	10%
Good	3	14%	6	15%
Satisfactory	5	24%	0	0%
Unsatisfactory	0	0%	4	10%
Not aware	8	38%	18	46%
Total	21		39	



Were you aware of our Instagram account or Facebook page? Comments? *The following responses are from the 2018 survey only*

Members aware of both accounts. The market should be using both accounts more to increase the effectiveness of its promotional activities.
Instagram is great and relatively cheap
Have never seen the above
Cant comment that's for the youngsters
Most Bookings are done through some web site.
Unaware of these. I do not do Social Media personally
Unaware, don't use instagram
not aware (5 replies)
no comment
not aware, havent seen
haven't looked at either yet but will do so.
I was aware through my partner that activity was happening around the Alpine Pacific Touring Route. I personally am not active on social media
Visit Hurunui website is going from strength to strength. Not aware of Instagram.
aware of social media being used, looks and feels good. One big issue I have is that the actual brand name you use "Hurunui" is not well known. Would prefer to see the
Not a great follower of social media but am aware!
Unaware but good on you
Not following either sorry
Personally not big on social media but do relies its value as a advertising tool
not aware of instagram account. Would be good for the smaller locations to get images out
I was unaware Hurunui district was on Instagram but I have only just become active on this platform.
I didn't know you had a Instagram page. I haven't looked at the web site
I am aware of the website, but do not use Instagram
Instagram is good, needs to grow
do not use instagram
Have seen it and will try to contribute more as well
instagram is OK - actively supports and shares members activities and events - which is good
I receive regular posts on both instagram & via the website. Keeps operators also thinking about their own social media posts and HTB easy to share. Opportunity to supply great professional photos for both tourists and businesses to use.
Don't know about Instagram. You should look at Facebook.
Why would anyone look up Hurunui if intending to visit NZ ? unknown region- focus instead on North Canterbury wines, Hanmer Hot Pools and Cheviot.