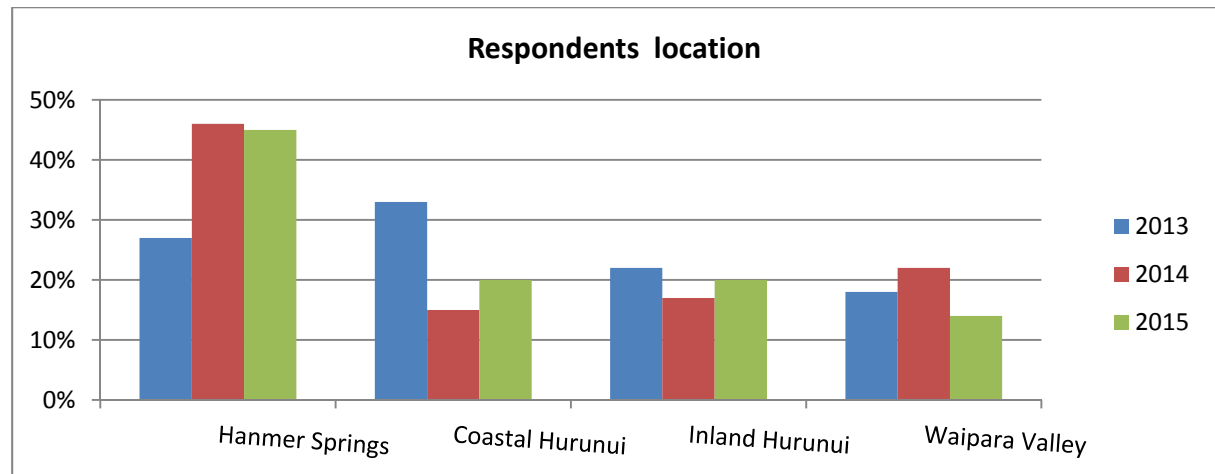


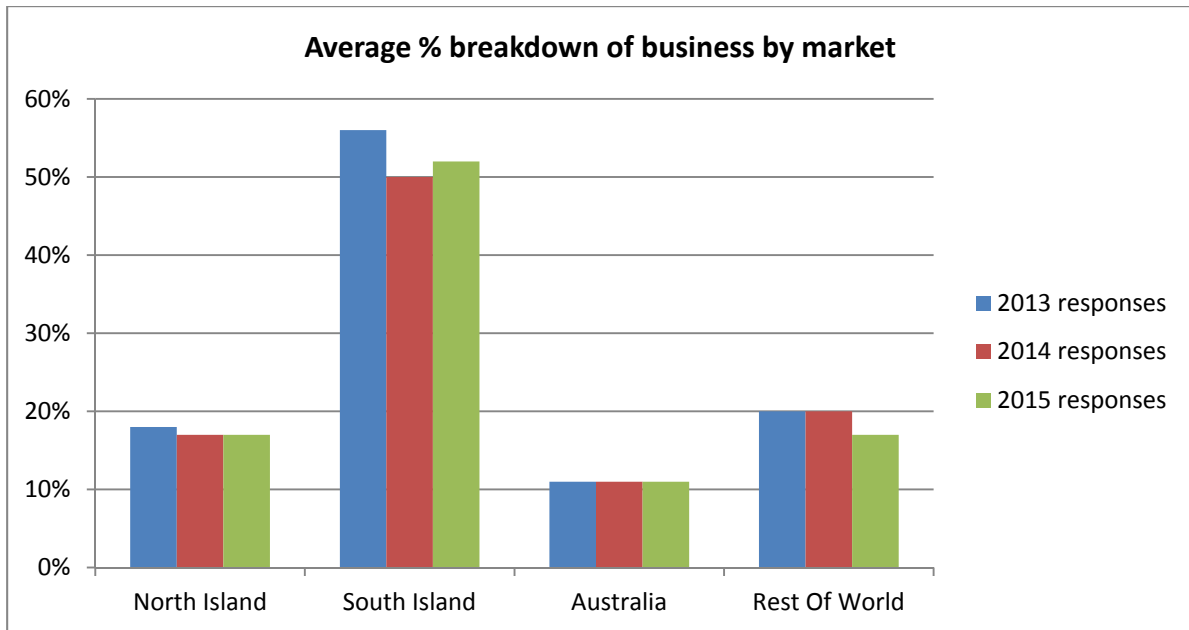
Tourism Review Survey Results

TOTAL Responses 2013 46 2014 59 2015 44

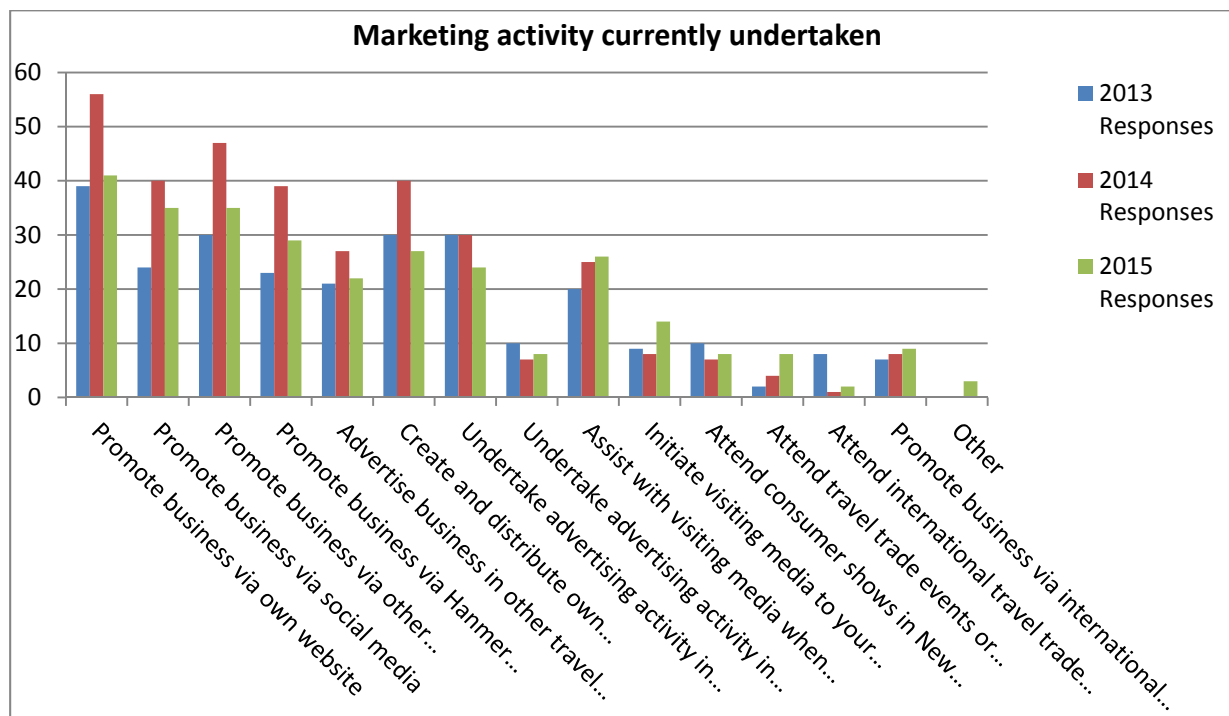
1) Your Location	2013	% responses	2014	% responses	2015	% responses
Hanmer Springs	12	27%	21	46%	20	45%
Coastal Hurunui	15	33%	7	15%	9	20%
Inland Hurunui	10	22%	8	17%	9	20%
Waipara Valley	8	18%	10	22%	6	14%
totals	45		46		44	



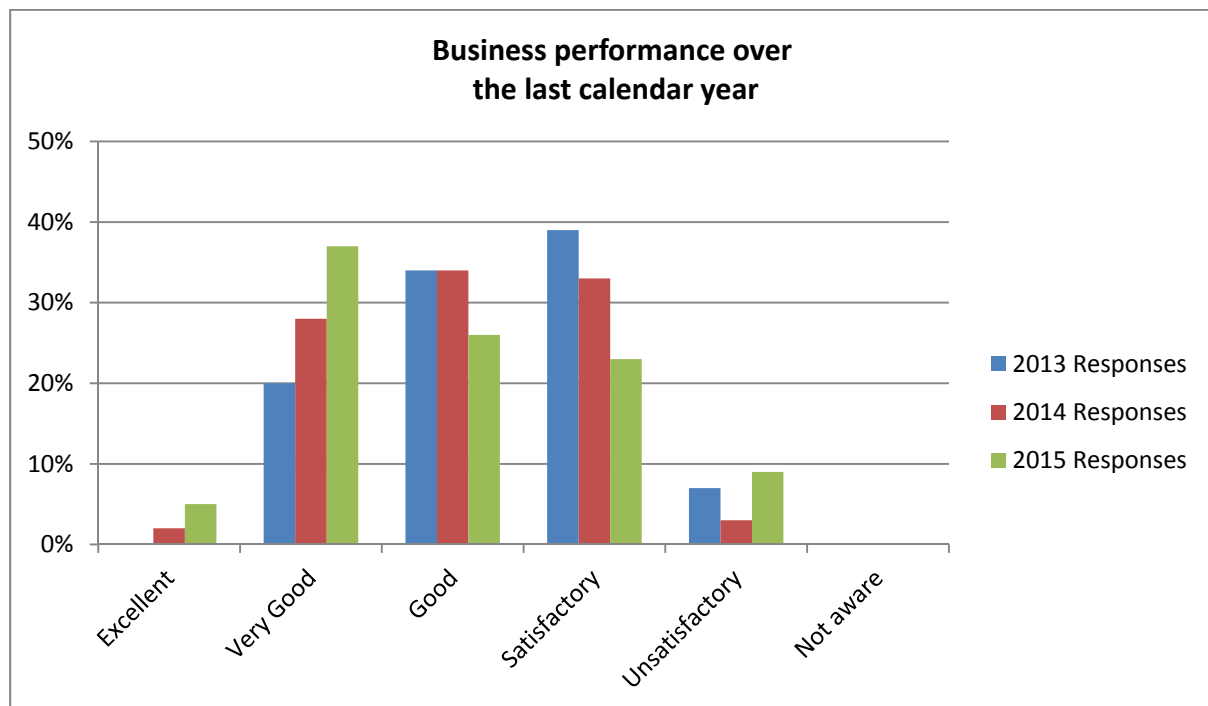
2) What is the % breakdown of your business by market approximately?	2013 Responses	Average %	2014 Responses	Average %	2015 Responses	Average %
North Island	39	18%	52	17%	40	17%
South Island	42	56%	52	50%	42	52%
Australia	40	11%	50	11%	40	11%
Rest Of World	42	20%	51	20%	42	17%



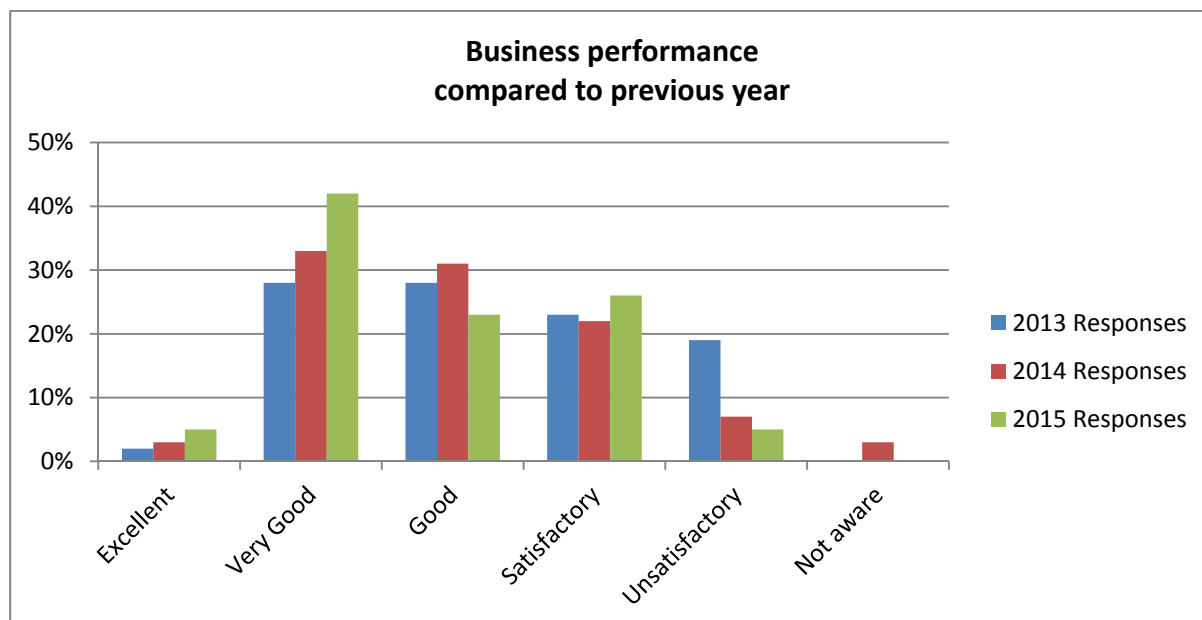
3) What marketing activity do you currently undertake	2013 Responses	2014 Responses	2015 Responses
Promote business via own website	39	56	41
Promote business via social media	24	40	35
Promote business via other websites (e.g. AA Tourism)	30	47	35
Promote business via Hanmer Springs & Hurunui Official Visitor Guide	23	39	29
Advertise business in other travel guides distributed within NZ	21	27	22
Create and distribute own brochures and other collateral	30	40	27
Undertake advertising activity in the domestic market	30	30	24
Undertake advertising activity in the international market	10	7	8
Assist with visiting media when requested	20	25	26
Initiate visiting media to your business	9	8	14
Attend consumer shows in New Zealand	10	7	8
Attend travel trade events or regular domestic travel trade sales calls within New Zealand	2	4	8
Attend international travel trade events or regular international trade sales calls	8	1	2
Promote business via international travel trade channels (travel wholesalers)	7	8	9
Other			3



4) Thinking of your overall business performance over the last calendar year how would you rate it?	2013	%	2014	%	2015	%
	Responses	Responses	Responses	Responses	Responses	Responses
Excellent	0	0%	1	2%	2	5%
Very Good	9	20%	16	28%	16	37%
Good	15	34%	20	34%	11	26%
Satisfactory	17	39%	19	33%	10	23%
Unsatisfactory	3	7%	2	3%	4	9%
Not aware	0	0%	0	0%	0	0%
Total	44		58		43	



5) Compared to the previous year how would you rate your business performance?	2013 Responses	% Responses	2014 Responses	% Responses	2015 Responses	% Responses
Excellent	1	2%	2	3%	2	5%
Very Good	12	28%	19	33%	18	42%
Good	12	28%	18	31%	10	23%
Satisfactory	10	23%	13	22%	11	26%
Unsatisfactory	8	19%	4	7%	2	5%
Not aware	0	0%	2	3%	0	0%
Total	43		58		43	



6) What do you think are the key selling points of the Hurunui District for the domestic market?

The following responses are from the 2015 survey only

Alpine environment , Hanmer Springs village and environs. NOT pools only

- Thermal Pools
- Mountain Biking
- Forest walks/Hiking
- Environment / spectacular views
- NOT Queenstown !

The Waipara Valley/North Canterbury Wine Region. Christchurch's local wine region. Hanmer Thermal Pools, Kaikoura coast, beautiful scenery (ie we have sea coast, mountains, rivers etc) Rural setting

variety, closeness to major city

We promote the Thermal pools and walking and mountain biking tracks
Also being on the edge of the Forest, the peace and tranquillity of the environment

Hanmer Springs, Natural environment and potential for biking

scenery, food and wine

scenery, relaxation, walks, pools, adventure activities, races

Natural beauty. Range of activities, hiking, biking, wineries, thermal pools and other outdoor activities

Scenery and customer service, Hanmer

Hot pools, tramping and biking

variety - wine tourism, Hanmer

Views, Views and more views. What Hurunui has to offer, in history, Beautiful scenic drives, safety for families.

- Thermal Pools
- Hiking & Trekking
- Mountain biking
- Just weekend & holiday relax

Ideal family holiday destination. Opportunity to enjoy the outdoors - walking, tramping, biking, fishing etc. A destination for health, relaxation, welfare and pampering. Convenient location for families meeting up from various parts of the island/country. A good "stop-over" place when travelling - enjoy the journey, relax and take a break in Hanmer Springs.

<ul style="list-style-type: none"> • Hot pools • Mountain biking • Tramping
Proximity to Chch, Thermal Pools, Mountain bike tracks, Village atmosphere
<ul style="list-style-type: none"> - Hanmer Springs - Waipara Valley - Easy driving
<ul style="list-style-type: none"> • Waipara wine region • Hanmer Springs Thermal Pools and Spa • Outdoor activities in Hanmer • Rest and relaxation - like Queenstown for activities, etc but without the bright lights and crowds
<ul style="list-style-type: none"> • variety of outdoor activities • wineries • spectacular landscape (mountains to the sea) within short driving distance
Wineries, Thermal Pools,, Mountain Biking, walking and hiking
Hanmer Springs Thermal Pools, Excellent retail therapy, forest tracks for mountain biking and forest walks
Hanmer Springs & Waipara Valley wine region and their location to Christchurch city.
Thermal pools and beaches and magnificent scenery and wineries
Hot Pools, mountain-biking forests and St James Conservation Area, family destination, not too far from Chch or Nelson or West Coast, wineries, on route through Lewis Pass to nelson and Coast
Waipara Valley /North Canterbury wineries, Hanmer, Raymond Herber's Sculpture park, Weka Pass Railway.
Close to Christchurch for quick getaways, scenery and Hot Pools.
close proximity to airport, ChCh, Hanmer Springs, Kaikoura Whale Watch and Waipara Valley wineries
Wide variety of things to do
<ul style="list-style-type: none"> • Natural features • Handy to CHC • Easy to access via State Highways

- Scenery
- Hanmer Springs Hot Pools
- Wineries
- Rivers
- Mountain Walks
- Ski Fields

Proximity to Christchurch only 40 minutes drive to Waipara area. The area has the Hanmer Springs Spa, Kaikoura for Whale watching, we have a lot of guests from NZ and overseas interested in staying on a Kiwi owned and operated Sheep and beef farm and taking part in activities such as sheep shearing, feeding lambs, farm tours, and leisure. The Waipara vineyards are a draw card for couples/groups as are the concerts at Waipara Hills. Weka pass railway draws families with young children. Biking tracks/walking tracks are an added bonus for the area. Frog Rock in the Weka Pass is also popular.

Wineries, Hanmer Springs, Gore Bay

Fresh, local, quality food / produce. Wineries and associated cafes / restaurants. Waipara Valley Farmers Market. Skilled local cooks / chefs etc.

Wine, Scenery, food

Such a variety to do and see.

Scenery, whales, hot pools, lakes, rivers, cheap golf courses, wineries, space

- VARIETY.
- good roads
- close to airport
- all year round activities

Hanmer Springs, wineries, restaurants, good stopping place for people travelling between Picton and Queenstown

Rest and relaxation

Clean green areas, parks, forests.

7) What do you think are the key selling points of the Hurunui District for the international market? <i>The following responses are from the 2015 survey only</i>
<ul style="list-style-type: none"> • Thermal Pools • Mountain Biking • Forest walks/Hiking • Environment / spectacular views
<ul style="list-style-type: none"> • Variety • quiet places off the main road
<p>We promote the Thermal pools and walking and mountain biking tracks Also being on the edge of the Forest, the peace and tranquillity of the environment</p>
<p>scenery food & Wine</p>
<p>scenery, relaxation, walks, pools, adventure activities</p>
<p>Natural beauty. Range of activities, hiking, biking, wineries, thermal pools and other outdoor activities</p>
<p>variety - wine tourism, Scenery, space, Hanmer</p>
<p>Being in Hanmer Springs. I would say 1st is Hot Pools, then the beautiful walkways and adventure tracks. 85% of people staying here ask about the walking and cycling tracks through the forestry. Great promo. 80 % of those enquiring will walk to the waterfall. Most will walk to town from here. 2 kms of easy going through forest.</p>
<ul style="list-style-type: none"> • One from popular destinations in New Zealand • Nature • Mountains • Thermal Pools
<p>Similar to above. Perhaps a chance for those from warmer climates to encounter snow - mother nature willing if not a physical encounter a snowy alpine backdrop to their holiday. We find there is a very dedicated international fishing following that travels to NZ regularly to fish our backcountry and we are their base for several great fishing rivers.</p>
<ul style="list-style-type: none"> • Hot Pools • Relaxation • Proximity to Christchurch
<p>Thermal pools, village atmosphere</p>

<ul style="list-style-type: none"> - Proximity to Christchurch - Hanmer Springs - Waipara Valley - Easy driving
<ul style="list-style-type: none"> • spectacular landscape (mountains to the sea) within short driving distance • Hanmer Pools • Wineries
Thermal Pools, Alpine adventure options, Mountain Biking, Hiking & walking, wineries
As above - location to an international airport.
Hot Pools, mountains, wineries, on route through Lewis Pass and to the West Coast
Waipara Valley wineries, Hanmer and definitely interest from the international market when calling at our site re the Sculpture Park. - upon seeing signage opposite our location. Sculpture Park and Railway could be promoted more.
Hot Pools and scenery...I have noted comments made from guests that there isn't much here for them to stay two days, so perhaps there is something more we could do to keep people to stay more than 1 night..
<ul style="list-style-type: none"> • Hanmer Springs and the hot pools • The Lakes • Hunting and fishing • Wineries and Gardens • The people!
Spa, Whales, Nature
<ul style="list-style-type: none"> • Hanmer springs Hot Pools • Mountain walks/activities • Wineries
Demographic location-on way to West Coast, Christchurch, Picton. The area has the Hanmer Springs Spa, Kaikoura for Whale watching, we have a lot of guests from NZ and overseas interested in staying on a Kiwi owned and operated Sheep and beef farm and taking part in activities such as sheep shearing, feeding lambs, farm tours, and leisure/relaxation.
Hanmer Springs, Kaikoura, Beaches and Rivers, Farm tours
Fresh food, wine, quality produce, outdoor activities, scenery, nature
Wine, Truffles, Scenery

Only an hour away from CHCH airport and you could be wine tasting, playing golf, enjoy in a SPA, horse back riding, visiting the moa swamp, skiing, hiking, mountain biking, etc...

Countryside, vineyards, rest and relaxation

Clean green areas, parks, forests

8) 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 2014 survey only

Having the tourism market hi jacked by thermal pools when there is so much more on offer here. The majority of our high end guests do not wish to visit the thermal pools.

Local competition for small visitor numbers during quiet/week days

Little or no money for advertising, restrictions to licensing (ie not being able to offer wine tasting and charge a small fee, making it worthwhile to open bottles for not only my own business, but all small cellar doors in the region).

limited growth due to lack financial support

Summer months are well booked in advance so our challenge remains attracting more people here in winter.

We are still a relatively new business so getting our name out there

Drink driving rule changes

Not much see or do in Christchurch for international visitors

Financial market

None

The drought has take cash for extra feed that would normally go on advertising

As we have only been in the business a few months it is very hard to say. Would review advertising over the next 6 months to ensure we have the best possible exposure via ASURE head office

getting early bookings

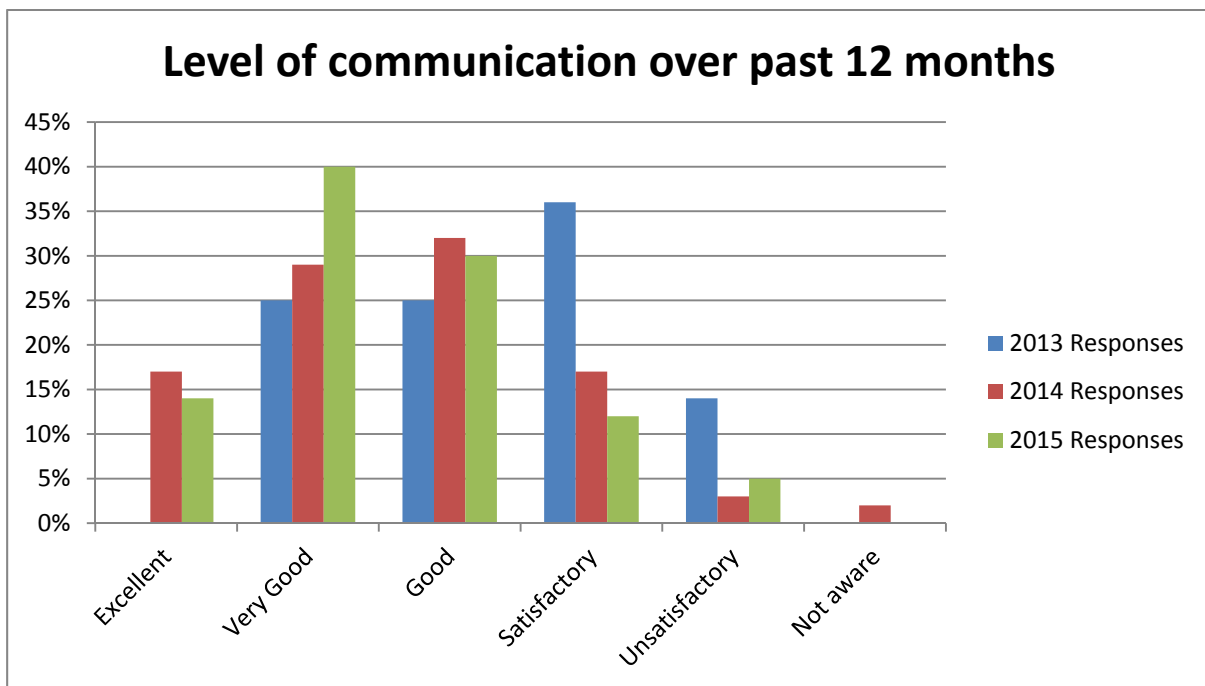
Not enough Cabins to offer people accommodation. I could have filled another 12 Cabins over the Summer period. Unfortunately with only 12 Cabins on our property I had to send people to other campgrounds.

- Currency rates (for overseas)
- Weather

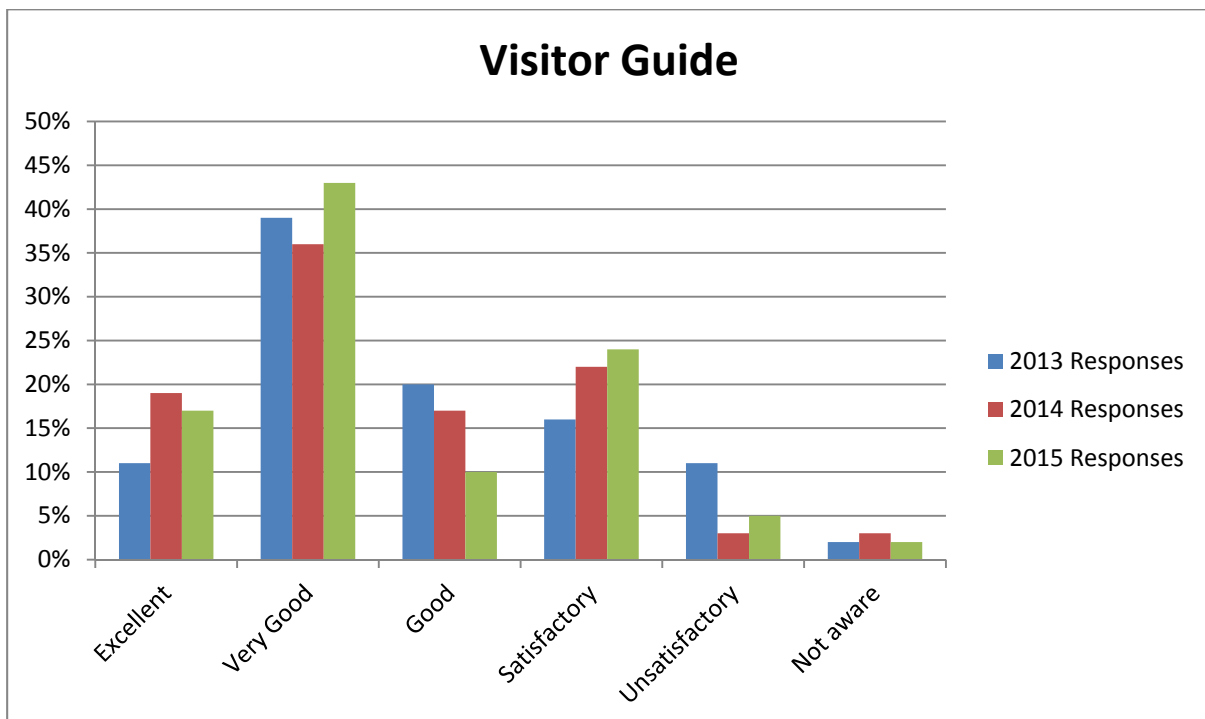
Enticing new customers in a way that is not detrimental to our existing customers. Firstly in respect of the value of sales - how do we attract new customers without offering up deals that an existing customer might take advantage of and therefore diminish the value sales we were going to make anyway. Secondly opportunity to introduce new sales -- Hanmer Springs is fortunate in that at certain times (weekends and holidays etc) we operate at capacity already so gaining the interest of new customers during these times when we are not able to host them is of little benefit. The challenge is to introduce new customers at a time when there is capacity.
<ul style="list-style-type: none"> • Down turn in the NZ economy • Down turn in the Australia economy
Midweek traffic - especially internationals
Plateau of the Christchurch market as more activity options return to Christchurch Persuading Internationals to travel north from Christchurch
Competition from other destinations - Tekapo, Methven & Queenstown. Kaikoura is an asset because we can use it to sell the Alpine-Pacific Triangle
<ul style="list-style-type: none"> • economic downturn in NZ • adjustment to the Chinese market
Lack of international arrivals into ChCh. Lack of marketing funds being spent by Hurunui Tourism (domestic and international). Individual businesses not spending enough on marketing. Apathy among individual business owners to work together to promote the area.
Working collectively and advertising as a group rather than individually.
Greatly increase the number of Christchurch visitors to the cellar door. Also increase domestic & international visitors too.
getting them to land in Christchurch not Queenstown or Auckland
Skilled staff
<ul style="list-style-type: none"> • Cellar Door sales - Supermarket pricing for wines (local market). • NZ dollar - if regains strength, means reduced wine sales to international visitors. • Cafe
Keeping and maintaining a great reputation.
<ul style="list-style-type: none"> • Drink driving , lower safe alcohol levels. It is more difficult to sell wine to overseas visitors compared to NZ visitors So our challenge is to get more NZ visitors. • Camper vans starting out on their trip are also worthwhile [overseas or local] . • As we do do food at present we need to network with other wineries for a share of the passing trade
Getting people through the gate

<ul style="list-style-type: none"> • Getting people to stop in Hurunui • Attracting people looking for other activities - Beach, Nature, Farm, Relax
<ul style="list-style-type: none"> • Perceptions around Canterbury re-build and/or lack of facilities in Christchurch • International Economy
<p>We really need to put more money in to the business to get it up to speed. Difficult season on the farm in regard to drought conditions. At times I refer guests to other providers as I have limited guest rooms available-another guest room in the B&B is planned.</p>
<p>Advertising budget, good state highway signage</p>
<p>Exposure.</p>
<p>No support from the region in developing growth in tourism for winery cellar doors</p>
<p>Road signage, the restrictions that NZ transport have on signs on roads is having a direct negative impact on our business.</p>
<p>Nobody knows where Hurunui is and certainly do not have a clue how big it is.</p>
<ul style="list-style-type: none"> • getting out there • competition from Great Walks popularity. • budget
<ul style="list-style-type: none"> • current world wide economy and the state of the NZ dollar • competition
<p>More accommodation providers popping up all the time</p>
<p>Battle with council as they keep letting more licensed premises open in a very small area with low population</p>
<p>People not knowing where Gore Bay is.?</p>

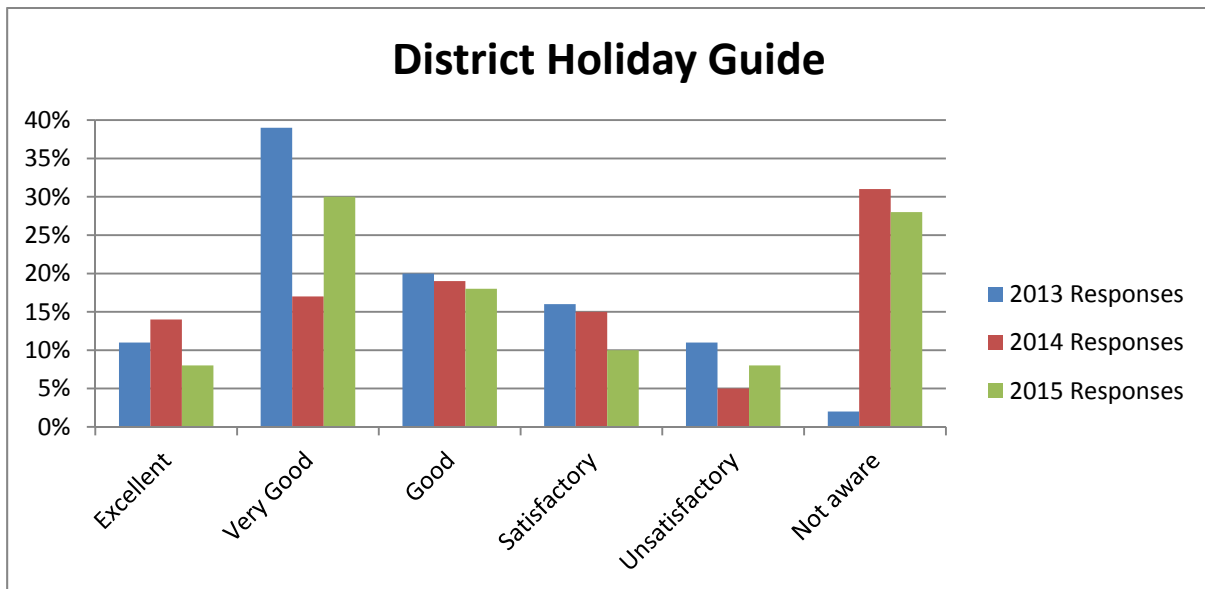
9) Hurunui Tourism endeavours to keep our stakeholders (you) well informed about marketing plans and activity. How would you rate our level of communication over the past 12 months?	2013 Responses	% Responses	2014 Responses	% Responses	2015 Responses	% Responses
Excellent	0	0%	10	17%	6	14%
Very Good	11	25%	17	29%	17	40%
Good	11	25%	19	32%	13	30%
Satisfactory	16	36%	10	17%	5	12%
Unsatisfactory	6	14%	2	3%	2	5%
Not aware	0	0%	1	2%	0	0%
Total	44		59		43	



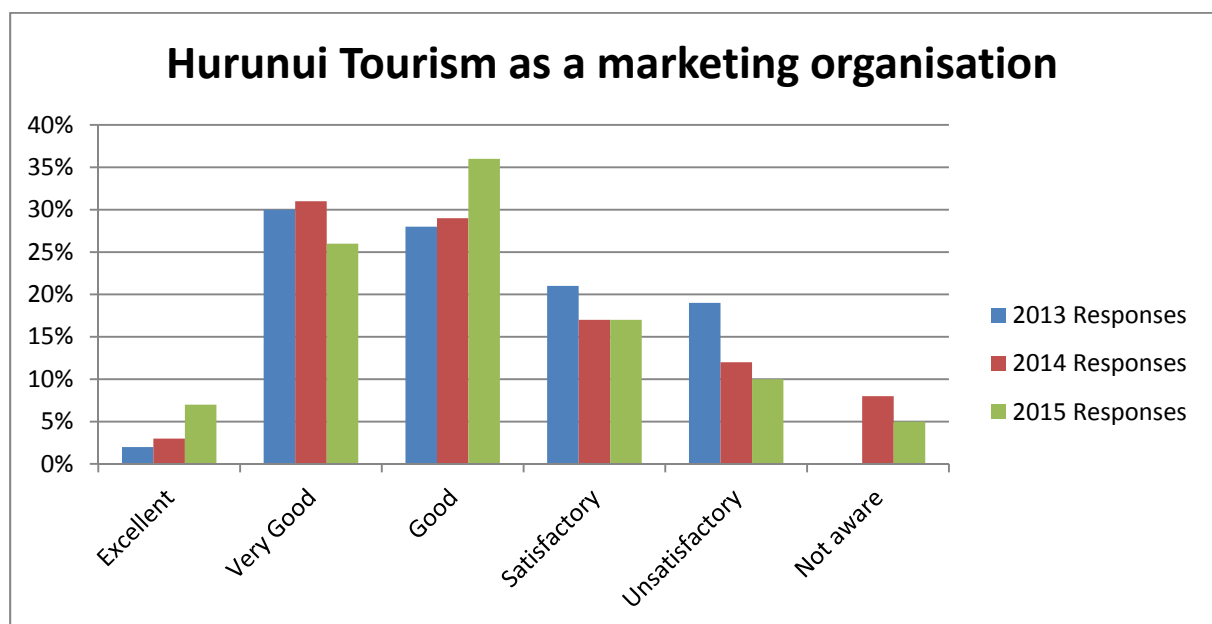
10) The production and distribution of an official visitors guide is a key activity of tourism. How would you rate our publication?	2013 Responses	% Responses	2014 Responses	% Responses	2015 Responses	% Responses
Excellent	5	11%	11	19%	7	17%
Very Good	17	39%	21	36%	18	43%
Good	9	20%	10	17%	4	10%
Satisfactory	7	16%	13	22%	10	24%
Unsatisfactory	5	11%	2	3%	2	5%
Not aware	1	2%	2	3%	1	2%
Total	44		59		42	



11) The Summer District Holiday Guide newspaper insert was distributed in September 2014 with a total of 135,000 copies delivered via South Island daily newspapers. How would you rate our publication?	2013	%	2014	%	2015	%
	Responses	Responses	Responses	Responses	Responses	Responses
Excellent	5	11%	8	14%	3	8%
Very Good	17	39%	10	17%	12	30%
Good	9	20%	11	19%	7	18%
Satisfactory	7	16%	9	15%	4	10%
Unsatisfactory	5	11%	3	5%	3	8%
Not aware	1	2%	18	31%	11	28%
Total	44		59		40	

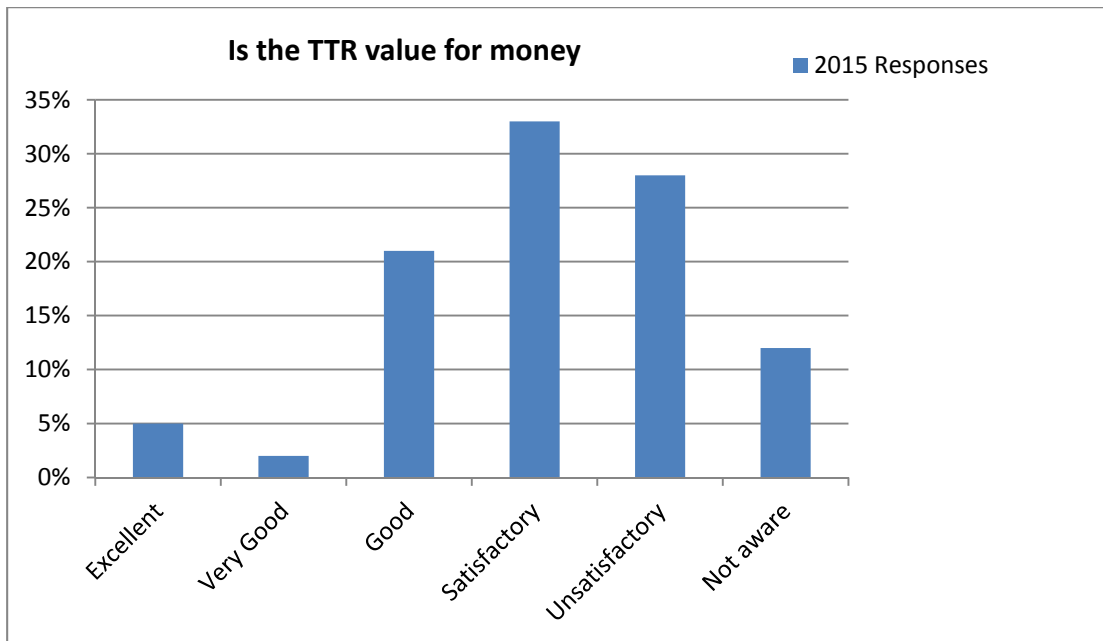


12) Thinking about tourism activity in our district how would you rate the performance of Hurunui Tourism as a marketing organisation over the last 12 months?	2013 Responses	% Responses	2014 Responses	% Responses	2015 Responses	% Responses
Excellent	1	2%	2	3%	3	7%
Very Good	13	30%	18	31%	11	26%
Good	12	28%	17	29%	15	36%
Satisfactory	9	21%	10	17%	7	17%
Unsatisfactory	8	19%	7	12%	4	10%
Not aware	0	0%	5	8%	2	5%
Total	43		59		42	



The following questions were introduced in the 2015 survey.

13) 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
Excellent	2	5%
Very Good	1	2%
Good	9	21%
Satisfactory	14	33%
Unsatisfactory	12	28%
Not aware	5	12%
Total	43	



14) Would you support a small increase in the targeted tourism rate to assist Hurunui Tourism extend their marketing reach?	2015 Responses	% Responses
No	28	65%
Yes	15	35%
Total	43	

