



Nugget Point Visitor Survey 2007 Report

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Department of Conservation
Te Papa Atawhai

Nugget Point Visitor Survey 2007 Report

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EXECUTIVE SUMMARY

A visitor survey was carried out at Nugget Point Scientific Reserve between 3rd and 11th March 2007. Its purpose was to gauge opinions on the condition of facilities at the site, which are considered to be under growing pressure from increasing visitor numbers. Visitors completed questionnaires on-site at the time of their visit.

Of those who responded, most people:

- were from overseas (75%);
- were aged either in their 20s and 30s (46%) or in their 50s and 60s (40%);
- were on their first visit (89%);
- were independent travellers (98%);
- found out about the location from guidebooks (53%) and word of mouth (31%);
- arrived in groups of two to four (89%, median groups size was 2);
- arrived in a car (76%) or campervan (20%);
- stayed for less than two hours (96%);
- were on a trip involving multiple short stops in the Catlins (93%).

Overall, visitors to Nugget Point were very satisfied with their visit. Enjoying the scenery (60%) and wildlife (46%) were the main attractions at the site, although it seemed that expectations regarding wildlife were at variance with visitors' experience there. The respondents did not have high expectations about the standard of facilities. However, there are indications that suggest existing facilities are not performing, with many comments about the inadequacy of the carpark, toilets, and signals that signage, interpretation and pre-trip information may need to be reviewed. Visitors liked the tracks and platform, but there is evidence that the platform may become an area of congestion if visitor numbers increase. The viewing hide is also under pressure, especially during the busy part of the year. Improved data about visitor numbers would provide a clearer picture regarding use of these facilities. Visitors made many suggestions about improvements they would like to see. For example: more carparking; improved toilets, signs and interpretation; a better or closer view of wildlife; improvements to the access road; seats and picnic facilities; barriers near steep areas; and waste or recycling facilities. A clear message was that any development should not detract from the highly valued natural qualities of the place.



Figure 1: Location map



Figure 2: DOC facilities at Nugget Point and Roaring Bay.

1.0 Background and Setting

Situated close to the settlement of Kaka Point in the Catlins, Nugget Point is one of the more popular locations visitors can stop at along the Southern Scenic Route (Figure 1: Location Map). A short walk from the carpark along a ridge ends at the lighthouse platform, which provides access to spectacular views north to the Otago peninsula and south along the Catlins coast (Figure 2). The natural features include dramatic cliffs and rock stacks. Nugget Point Reserve/Tokatā is part of a 47ha reserve which has been protected since 1986. It has importance for people and ecology, in particular marine mammals and sea birds. Another track provides access to a viewing hide at Roaring Bay.

The Catlins Tourism Strategy (Univ. Otago 2004) included a visitor survey, which indicated that “the basic level (or lack of) infrastructure [was] not yet having a significant effect on overall visitor experiences”. However, its community workshops found that “interpretation, signage and facilities [were] needed at special places to reduce impacts”. The summary of community views clearly demonstrated a desire that tourism in the Catlins be managed in a way that is sustainable and provides for a high quality experience.

The number of visitors to Nugget Point annually are estimated to be around 45 000, with use peaking in the summer and a quieter season in the winter months (see Appendix A - Track Counter Data). This is a significant increase on 1993 figures of 30 000 per year (Department of Conservation 1998). The site is managed for high numbers of visitors who make short stops, and visitor numbers to the area are expected to continue to increase in the next five years (Ministry of Tourism 2006). With this predicted increase in mind, the Department of Conservation (DOC) needs to manage its facilities to meet the expected demands, especially for carparks, toilets, and viewing sites.

This survey was a means to gauging visitor perceptions and opinions to assist with planning and design for facilities at Nugget Point (see Figure 2: DOC facilities at Nugget Point and Roaring Bay). This is the first survey of its type: previous DOC surveys at this site (Jackson 2006, Manno and Rusak 2005) have focussed on visitor interaction with wildlife at Roaring Bay, and visitor use of inshore waters for recreation. Two similar surveys have been carried out elsewhere in the Catlins in 2006/7 by DOC Southland Conservancy.

1.1 METHODS

The survey was run for nine consecutive days between 3rd and 11th March 2007. Visitors were approached at the main car parking area and asked to participate by filling in a questionnaire (see Appendix B - Survey Form). The respondents were told that the information collected would

be used by DOC to improve the management of facilities in the area, and that all responses were anonymous and would be treated confidentially. A combination of DOC staff members and local volunteers administered the survey.

Administrators were instructed that:

- Only one survey form was to be handed to one adult (over 15 years) from a group or family (the group members selected which person would respond).
- As a guideline, visitors were told that the survey usually took about 15 minutes to complete, and that they could take it back to their cars.
- The administrator should check that all completed forms had the date and time recorded.
- The administrator could clarify any questions that the participant had, but not suggest answers.

The aim was to get 270 surveys completed during the survey period, by working in three shifts per day as follows:

- Morning (9am to 12pm) - 1-2 hours, aim to collect at least 10 forms.
- Afternoon (12pm to 5pm) - 1-2 hours, aim to collect at least 10 forms.
- Evening (after 5pm) - 1-2 hours, aim to collect at least 10 forms.

The volunteer administrators chose the specific times to suit their own itineraries.

The survey form and methods (see Appendix C - Methods & Timeline) were developed using similar questions to surveys carried out in the Catlins by DOC Southland Conservancy (Harbrow 2006), and was peer reviewed by Southland and Otago Conservancy and Otago Coastal Area staff. The final draft was informally piloted amongst staff in the Dunedin offices, and volunteer administrators who had good local knowledge of Nugget Point. Form analysis was undertaken by Fiona Hall, TSO / Recreation Planner, Otago Conservancy.

1.2 LIMITATIONS OF THE METHODS

- The survey captured a “spot” sample of visitors during nine days in March; it cannot be assumed to be strictly representative of the entire day or year because reliable data is not yet available (see Appendix A - Track Counter Data).
- The sample was not evenly spread amongst the three times of day. However, the aim was to collect a sample of opinion rather than to analyse use over time or survey every visitor in that time.

2.0 Results and Discussion

During the survey period 264 completed forms were collected: 44 (17%) in the morning, 188 (71%) in the afternoon, and 32 (12%) in the evening. This is mainly because more visitors were present in the afternoon, and the method did not specify an exact number to be collected. 5.7% of respondents completed the first page only (questions 1-10), probably by omission. There were very few refusals (estimated to be 4% or less). More detailed results data can be found in Appendix D - Full Results.

2.1 DEMOGRAPHICS (QUESTIONS 17, 18 AND 19)

Who are the visitors to Nugget Point?

Visitors to Nugget Point who responded to the survey were asked to state where they usually lived and to indicate which age group they belonged to (Tables 1-3). While this is not a comprehensive survey of visitor demographics, it does give an indication of the types of people who visit the location.

Country	%
NZ	25
UK	19
Germany	11
Netherlands	9
Australia	8
USA	7
Other	21
TOTAL	100

Table 1: Home country of respondents.

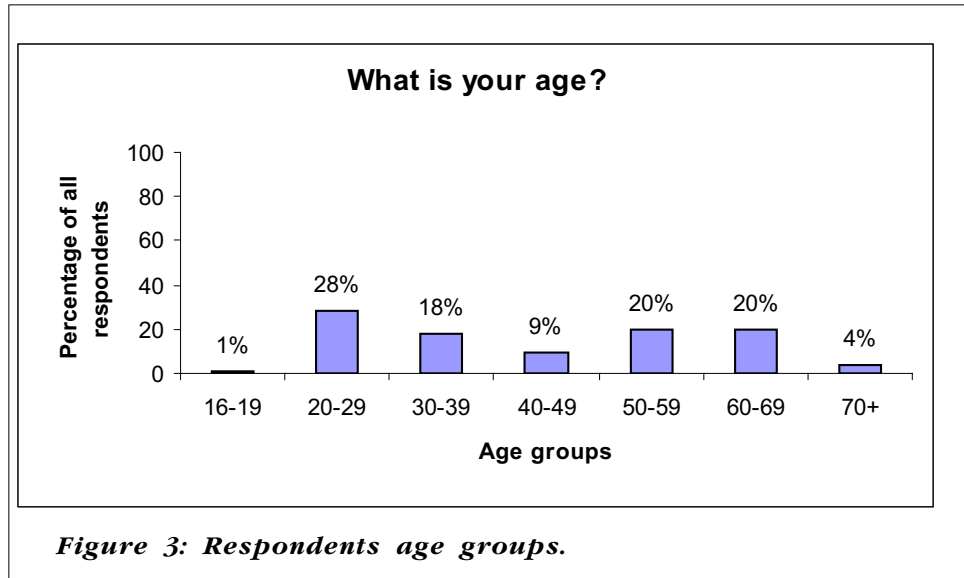
Continent	%
Europe	53
Australasia	32
America	11
Rest of the world	4
TOTAL	100

Table 2: Home countries by continent.

NZ Location	% of NZers
Dunedin	25
Auckland	13
Queenstown	8
Wellington	8
Canterbury or Christchurch	7
Other	39
TOTAL	100

Table3: Where NZers came from.

Visitors who responded to the survey came from a wide range of countries (21 in total). 54% of all visitors were European. However, New Zealanders formed the largest national group at 25% and within that group most people were from the nearest city of Dunedin (25% of New Zealanders). A slight majority of New Zealanders (56%) were South Islanders. These numbers suggest that while Nugget Point is primarily a popular destination for overseas tourists, it also attracts a broad range of New Zealanders and particularly those who live nearby.



Although there were respondents of every age group, Figure 3 shows that the visitors who took part were generally either in their 20s and 30s (46%) or in their 50s and 60s (40%). These peaks may represent younger people on their “OE” and older people with more time and resources to travel.

2.2 VISIT STATISTICS (QUESTIONS 1-8, 15)

What do visitors do and why?

Visitors were asked a series of questions to establish the main motivations, activities and behaviours that were associated with their visit to Nugget Point. (Tables 4-6)

No. of Visits	%
First visit	89
2-4	8
5-9	2
10+	1
Total	100

Table 4: Number of visits.

Catlins Sites	%
Curio Bay	63
Kaka Point	56
Purakaunui Falls	48
Cathedral Caves	36
Papatowai	36
McLean Falls	34
Tautuku Estuary	16
Other	11
None	7

Table 5: Catlins sites visited.

Length of visit	%
Less than 1 hour	58
1-2 hours	38
3-5 hours	1
Full day trip	0
1+ nights	3
Total	100

Table 6: Length of visit.

Most people surveyed (89%) were visiting Nugget Point for the first time. The repeat visitors were usually New Zealanders, predominantly from Dunedin or the local area. Visitors generally appear to have visited several sites in the Catlins as part of the one trip. Although some are more popular than others, the results suggest that visitors select from the range of sites and that there is no 'standard trip' to the Catlins. Very few visitors (only 5%) stayed longer than two hours. Length of stay might be influenced by: lack of seating and picnic areas; absence of toilet facilities at the point track; or simply by the fact that the area is at the north east end of the Southern Scenic Route (at the start or end of a trip). This rapid turn around will have an impact on the level of activity at the carpark. It is likely that some people who stay overnight in the area are camping at the point.

Group Type	%
Independent	95
Commercial / guided group	5
Recreational club	0
Other	0
Total	100

Table 7: Type of visitor group.

Group Size	%
1	3
2	63
3	12
4	14
5	3
6	2
7+	3
Total	100

Table 8: Size of groups.

How arrived	%
Car/Ute	76
Camper Van	20
Bus	4
Bicycle	0
Motorbike	0
Other	0
Total	100

Table 9: Method of transport.

Tables 7-9 show that 95% of all visitors were travelling independently, and generally in groups of two to four people (the median group size was 2) in a car or campervan. These combinations are not the most efficient in terms of parking space: in particular, the fact that 20% arrived in campervans would have had a significant impact on parking. Visitors travelling with a tour guide on a bus were in groups ranging from 3 to 20, and there was one group of 34 people in campervans on a guided trip.

Why visitors came	%
To view wildlife	33
To enjoy scenery / coastal view	26
Because of prior information e.g guidebook /internet /recommended	26
Already visiting the area for holiday on map or Southern Scenic Route	16
To view the lighthouse	5
To enjoy nature / features	5
Other	6

Table 10: Motivations for visit.

Activities	%
Scenery	89
Wildlife	88
Lighthouse	75
Roaring Bay	30
Picnic	12
Other	2

Table 11: Activities undertaken.

Motivations for visiting Nugget Point centred around wildlife (33%) and scenery (26%) (Table 10), and on its reputation or recommendations from a wide range of sources (26%). Some people were simply in the area on holiday or tour. Activities undertaken were predominantly viewing scenery and wildlife (Table 11): generally a good fit with motivations. Most people also viewed the lighthouse.

How visitors found out about the Point	%
Guide book	53
Word of mouth	31
Other Brochure	17
Visitor Centre	15
DOC Brochure	10
Other	8

Table 12: Information source.

Visitors found out about the point from a variety of sources (Table 12); 53% had used a guidebook, and 31% had gathered information by word of mouth. Only 15% had used a visitor centre and 10% a DOC brochure, which indicates that the Department may not have had an opportunity to provide pre-trip information to the majority of respondents. Any important pre-trip information may need to be disseminated to publishers of guidebooks if it is to reach the majority of visitors.

2.3 OVERALL SATISFACTION AND QUALITIES (QUESTIONS 9, 10, 14 & 16)

What do visitors value about Nugget Point?

Visitors were given the opportunity to state in their own word what things they liked most and liked least about Nugget Point (Tables 13-14). They were also asked about things that might have annoyed them during their visit. (Table 15)

Liked most	%
Scenery	60
Wildlife (mainly seals)	46
Natural qualities	14
Weather	6
Peace & Quiet	3
Lighthouse	3
Other	9

Table 13: What visitors liked most.

Liked Least	%
Nothing	26
- [a dash]	15
The access road	9
Carparking	8
Track was steep / need handrails / fence	8
Weather	7
Didn't see / lack of wildlife /too far	7
Crowding	3
Other	13

Table 14: What visitors liked least.

It is pleasing to note that in general the visitors asked appear to have been very happy with their experience at Nugget Point. Responses show that people liked a wide range of things, with the significant features being 'scenery' (60%) and 'wildlife' (46%). It is notable that while wildlife figured higher in terms of motivation than scenery (see Table 11: Motivations for visit), scenery is higher in terms of things liked most. This may be linked to comments about difficulty in seeing wildlife, and may indicate that the experience differed from expectations.

‘Natural features and qualities’ (14%) was also a popular aspect, and might be grouped with ‘peace and quiet’ (3%), to show that visitors valued the local environment at the Point. ‘Weather’ was mentioned both as something liked most (6%) and as something liked least (7%). Weather obviously enhances scenery and wildlife viewing when it is good, inhibits them when it is poor, and is a fundamental influence on the visitor experience at this particular site. While the elements are not something DOC can control, it is clearly worth considering when planning and managing the facilities for visitors.

The fact that over 41% of visitors either answered ‘nothing’, or with a dash, when asked what they liked least, reinforces the high level of visitor satisfaction at Nugget Point. Where visitors did make comment the range of topics was wide. The narrowness and type of the access road, difficulty in parking, and steepness of slopes next to the track all stood out as problems. Poor weather is an issue discussed above, and difficulty in seeing wildlife is a theme repeated throughout the survey.

	Didn't notice %	Didn't annoy %	Annoyed a little %	Annoyed a lot %	TOTAL %
Behaviour to wildlife	90	7	2	1	100
Guided groups	90	9	1	0	100
Large groups	88	10	2	0	100

Table 15: Annoyance to visitors.

Levels of annoyance were very low overall, particularly relating to groups. One comment suggests that some visitors enjoyed a level of interaction with others, and generally respondents did not notice large groups (88%) or guided groups (90%). However, it is worth noting that of the 12 guided groups responding, 58% had less than 10 people, and only one group stayed longer than one hour. The largest group (34 people) were in campervans and it is not known whether they behaved as one group while at the Point. It is likely that most respondents did not meet any large groups and were mixing with other independent travellers. There is some evidence through wider research that visitors have a higher tolerance for crowding when they perceive other visitors to have characteristics similar to their own (Manning 1999).

90% of visitors did not notice any inappropriate behaviour towards wildlife. However, the few comments about instances of inappropriate behaviour (and the many about the ‘remoteness’ of wildlife) are of concern given that existing signage / interpretation does target this sort of interaction.

Only one visitor said that they would not recommend Nugget Point to other people, although there are no explanatory comments anywhere on their form. The things that people would tell others focussed strongly on the scenery, wildlife (including the need for binoculars) and on the naturalness of the locality, re-emphasising the value placed on its undeveloped state. Some examples are as follows:

- 20kms of enchanting and somewhat remote coastline is special - and real cribs - no million dollar mansions
- A great place to view the spectacular cliffs and scenery and also the wildlife

- Beautiful spot, attractive lighthouse
- Bring binoculars, don't hurry, accommodation close by
- Great place for a short stop to get an "end of the world" feeling
- Great wildlife spotting opportunities, nice accessible walk
- Lovely scenery with unique wildlife viewing opportunities if you can make the time
- Nice peaceful place with great views and chance to see wildlife
- Nice views of coast and lighthouse, possibility of wildlife

2.4 PERFORMANCE (QUESTION 11)

How does Nugget Point perform as a destination for visitors?

Visitors were specifically asked about six aspects of their visit in order to compare their importance prior to their arrival with the actual experience during the visit. This set of questions required more complex wording and deeper consideration by visitors. However, response levels were similar to those of other questions in the survey.

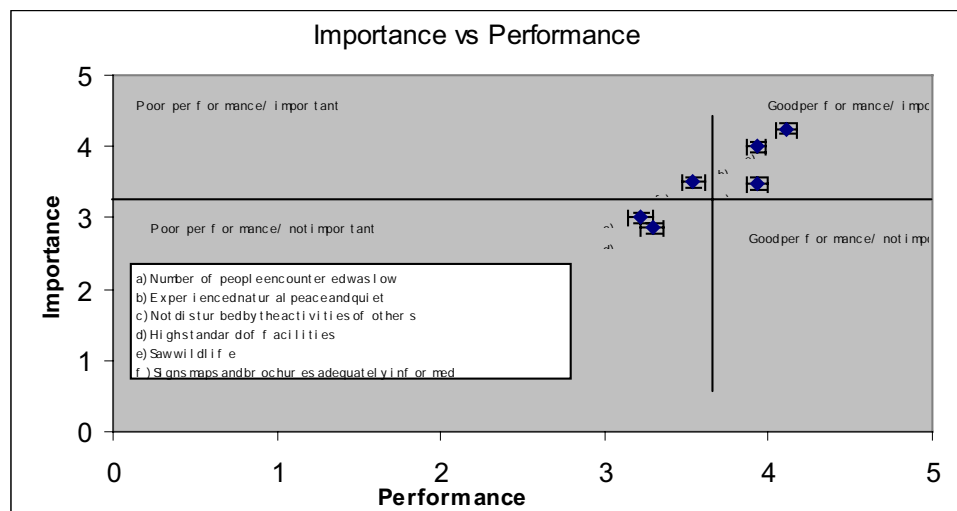


Figure 4: IPA Matrix.

The Importance-Performance Analysis (IPA) in Figure 4 measures and compares importance and performance on a range of features. There are four possible outcomes:

- (1) Poor performance on aspects that are important to visitors (need to focus management on these aspects);
- (2) Poor performance on aspects that are not important to visitors (leave things as they are or make minor improvements);
- (3) Good performance on aspects that are not important to visitors (possible that too much management effort is going into this area), and;
- (4) Good performance on matters that are important to visitors (try and maintain this position).

Mean scores are used to compare how important certain aspects of the experience are with the management performance on these aspects. The results are plotted on a matrix or graph (see Figure 4: IPA Matrix, above). The error bars show the Standard Error of the Mean. This means that they show how wide ranging the responses were on each point: in this case the range was not wide on any aspect.

The six aspects that visitors were asked about were found to sit in the four 'outcome' categories as follows.

'Good performance on matters that are important to visitors':

Aspect b) You experienced natural peace & quiet. This result confirms responses from earlier questions, which showed naturalness and peacefulness to be aspects valued by respondents.

Aspect e) You saw wildlife. Its placing here has to be reconciled with the fact that some people complained that they did not see specific types of wildlife, or that the wildlife was not close enough. It appears that while the majority of people do see animals around the coastline, what they see may not match their expectations in terms of species and proximity. This issue reinforces the need for a review of both pre-trip information and onsite signage / interpretation.

'Poor performance on aspects that are not important to visitors':

Aspect a) The number of people encountered was low. Respondents placed low priority on this aspect, even though the site received a steady stream of visitors during the survey period. This reaction may be combination of the type of visitor (generally tolerant of higher numbers) and the expectations they have of the site (as a popular tourist destination).

Aspect d) High standard of facilities, also fell into the 'low priority' category, suggesting that people visit in order to experience aspects of the natural environment rather than the facilities themselves. This is discussed in detail below.

'Good performance on aspects that are not important to visitors':

Aspect c) Not disturbed by the activities of others. This result was borderline with regard to its importance. However, it does reinforce the suggestions above that the visitors to Nugget Point are generally tolerant of the presence of others.

'Poor performance on aspects that are important to visitors':

Aspect f) Adequacy of signs, maps and brochures. This result was also borderline regarding importance, but as these publications could be one means of orienting, educating and managing visitor behaviour (while adding value to the location) managers might see it as an area worth reviewing.

2.5 FACILITIES (QUESTIONS 12 & 13)

What are visitors' opinions about facilities?

Overall visitor satisfaction has been discussed in the last two sections, and has been demonstrated to be very high. Visitors were also asked about their satisfaction with existing facilities, their opinion about potential improvements, and places they may have felt crowded. The results for each of the existing facilities are shown first and discussed consecutively, with results about improvements and crowding summarised on pages 22 and 23 (Tables 18, 19 & 20).

2.5.1 Carpark

Carparking is a complex issue. In addition to the main carpark and the Roaring Bay carpark, which are managed as assets by DOC, there is an informal "bus carpark" between the two sites. Relative use of the three carparks has not been studied, and only the main carpark was included in this survey. Over 30% of respondents were dissatisfied with the main carpark, and 38% suggested more carparking would be an improvement (Figure 5 and Table 18). Survey administrators noted that visitors often experienced great difficulty in parking and that this had potential to become a safety issue due to high numbers, lack of space and the steep bank. A local volunteer also noted that if the first cars to arrive did not park with a sensible orientation, those who followed would do the same, and parking would remain inefficient for most of the day (K. Widdowson pers comm.). She reported that when parking was organised 23 cars could be fitted into the space, and that on average 50 cars or campervans would arrive over a two hour period in the afternoon. Most of the time volunteers were administering the survey the carpark was full, and some visitors turned away at the main carpark unable to find a park. They may have returned to one of the earlier carparks and walked back along the road. It is possible that if total carparking space increased, visitor numbers to the site and other assets would also increase. Many comments reinforce the theme that carparking is an issue of high priority and that future management needs careful consideration. Figure 7 shows the carpark on a day when parking was busy but well organised; visitors are emerging from the track to the point at the bottom right of the picture, the picture is taken from the road to the DOC staff house.

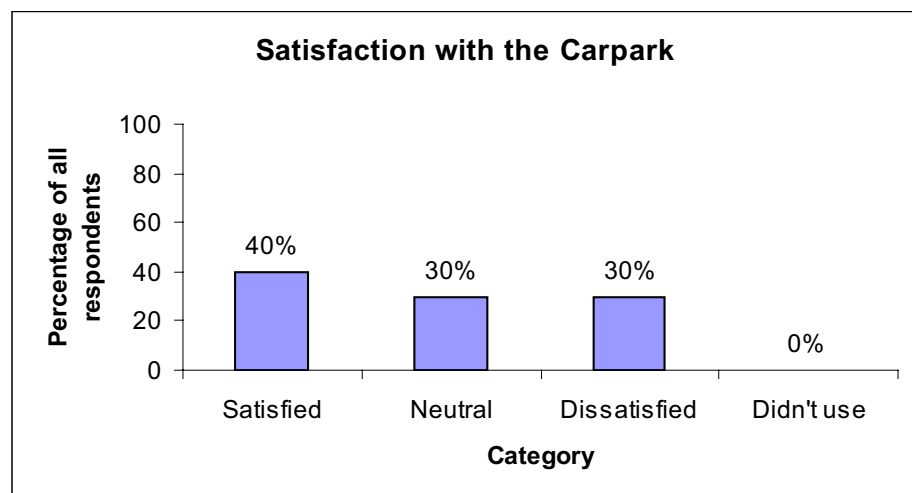


Figure 5: Satisfaction with the carpark.



Figure 6: The main carpark (Photo: Kath Widdowson).

2.5.2 Toilets

Over 64% of respondents said that they did not use the toilets while a further 16% were dissatisfied with them (Figure 7). Given that the facilities are located at the Roaring Bay carpark, and there is no related signage at the main carpark, it is possible that many visitors were unaware that they were available. Survey administrators noted that some visitors used the private track to the DOC staff house as an area where they could toilet unobserved - behaviour that is undesirable for several reasons. 25% of visitors said they would like to see more and/or better toilets (Table 18)

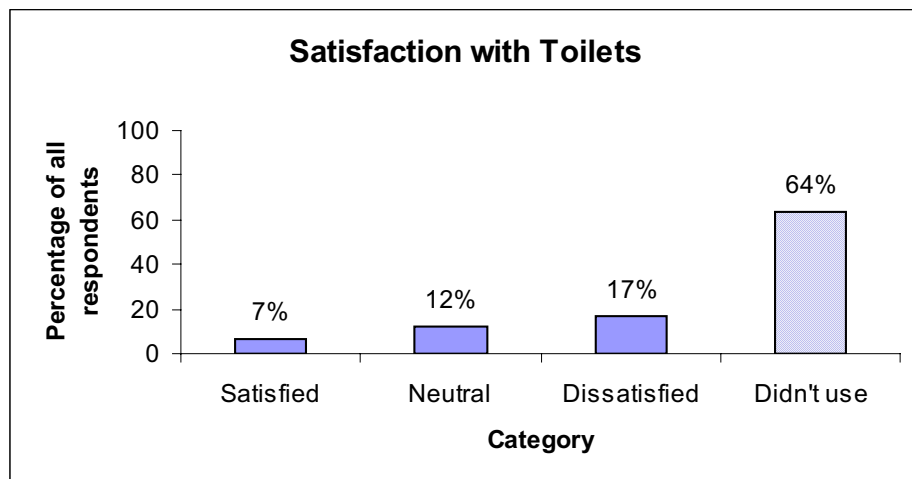


Figure 7: Satisfaction with the toilet facilities.

2.5.3 Signs & Interpretation Panels

Only 6% and 10% of respondents were dissatisfied with signs and interpretation panels respectively, but 20% suggested improvements to signs and interpretation panels (Figures 8-9, Table 18). As mentioned above, it may be timely to review the existing signage and interpretation, which is mixed in age and type, and may not be as effective as it could be.

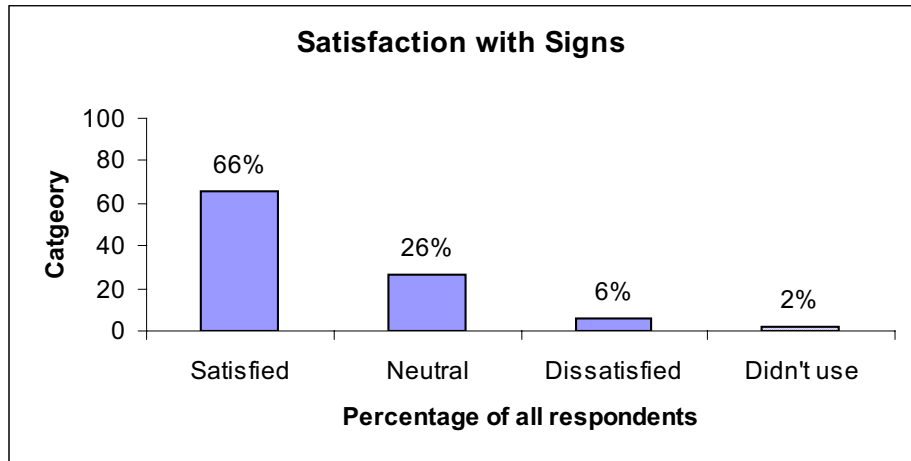


Figure 8: Satisfaction with signs.

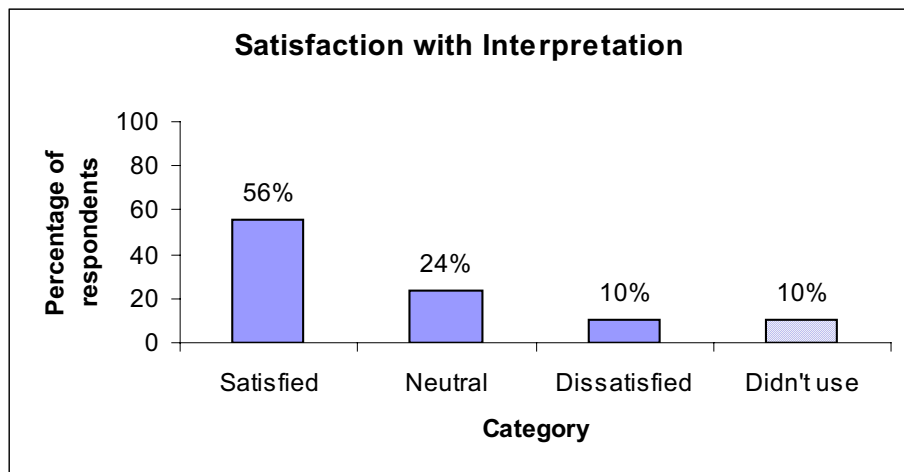


Figure 9: Satisfaction with interpretation.

2.5.4 Platform

Visitors were very satisfied with the platform (only 4% disagreeing) (Figure 10). However, 12% suggested that the platform might be improved (Table 18). Numbers exceeding 15 people at a time (one per square metre) are likely to affect the visitors' experience, although the structure can safely support the weight of up to six times this number (T. Cross pers comm.). The restricted access to the platform may be another limiting factor (see Figures 4 & 5). It seems clear that the platform is a valuable asset, which may not take full advantage of its situation as the ultimate destination at the site. Further study of visitor numbers could better determine how close to capacity it becomes during high use periods.

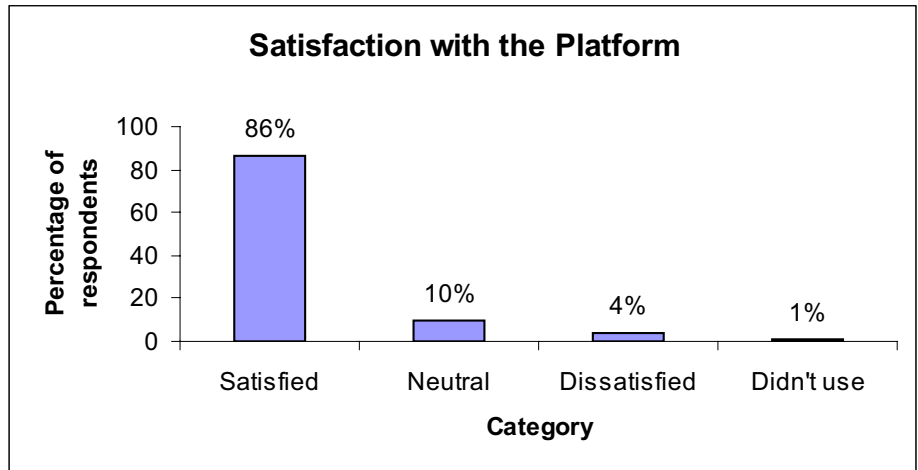


Figure 10: Satisfaction with the platform.



Figure 11: Viewing platform (Photo: DOC).



Figure 12: Access way to the viewing platform (Photo: DOC).

2.5.5 Tracks

Levels of dissatisfaction with tracks were low and 13% of respondents said they'd like to see more tracks (Figure 13, Table 18). Comments showed that some visitors felt unsafe on parts of the track where the land drops away steeply at the side. There were seven suggestions that rails or fences would be an improvement.

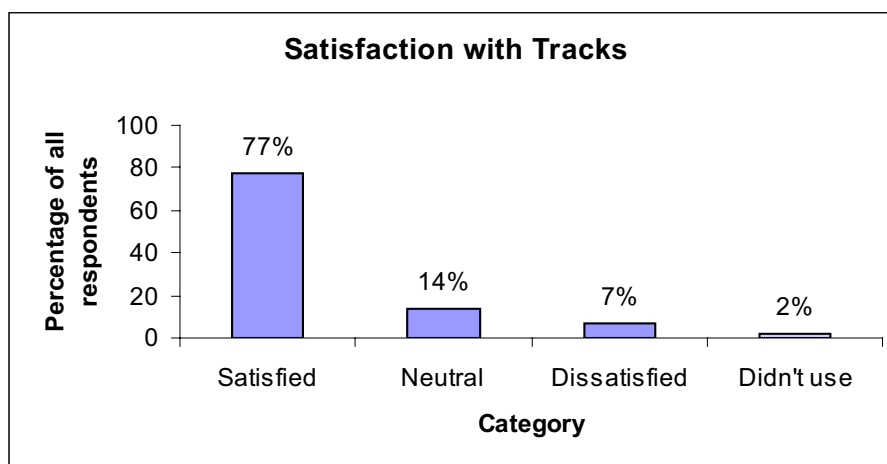


Figure 13: Satisfaction with tracks.

2.5.6 Improvements and Other Comments

Respondents were asked about possible improvements to facilities and some provided additional comment (Tables 18-19). Other facilities that were commented upon included:

- The condition and narrow sections of the access road
- Lack of waste bins or recycling facilities
- Lack of picnic facilities (or a café)
- Lack of seats on the track
- Absence of any binoculars

Roads and waste might be issues that could be discussed with or passed on to local authorities. Sealing the road and providing bins may not be desirable, but there may be narrow sections of the road which could be widened and mirrors may improve safety around tight corners. The effect of adding picnic tables should be considered when making future management plans. These facilities may add value and comfort to the visitor experience, and also extend the length of stay at Nugget Point. Some visitors asked that binoculars be provided, but many simply regretted not bringing any. This problem could possibly be addressed by information in brochures and visitor centres, and writing to the publishers of popular guidebooks.

Concern was expressed about possible over-commercialisation of the site. Some visitors, while suggesting improvements, qualified their comments by saying that they did not want the naturalness of the site to be compromised. This fits very closely with the draft Strategic Recreation Policies laid out for Nugget Point (Otago Conservancy Management Team 2006).

Improvements	%
Larger carpark	38
Toilets	25
No change	24
Signs/Info Panels	20
More tracks	13
Platform	12
Hide	9
Other	6

Table 18: Improvements chosen.

Comments about improvements (themes)	#
Would like to get closer to wildlife / didn't see wildlife / would like to have binoculars	13
Toilets not seen / poor quality / relocation	12
Carpark should be bigger or better organised	9
Access road improved / dust / narrowness	8
Concerns that development and expansion will over-commercialise the site	8
Keep as is / no improvement needed / keep up the good work	7
Signage and interpretation (more information)	7
Other	16

Table 19: Comments about improvements.

2.5.7 Crowding at Nugget Point

Crowding at Nugget Point is at the higher end of normal conditions, and it is clear that people felt crowded at all locations they were asked about (Table 20). The standard interpretation table for crowding scores (Shelby 1989) indicates that the main carpark is at “much more than capacity” with a score of 82%. As discussed above, the carparking at the site is currently not used efficiently, and needs to be reviewed to ease the problems in this area.

The viewing platform, hide and tracks all have crowding scores that indicate they should be studied if increased use is expected, so that problems can be anticipated. Given that dissatisfaction with facilities was low, and that the number of people encountered was of low priority, crowding is not a serious concern from the visitor point of view. However, it has been established that numbers of visitors are likely to increase, and it may be timely to consider future management options. As discussed above, the configuration of the viewing platform may be causing congestion, and improved track counter data could establish whether use is reaching capacity.

13% of those who visited/intended to visit the viewing hide said that they would like to see a larger hide. The capacity of the hide has been estimated to be 12-16 people: this assumes that people are prepared to put up with a higher level of crowding than one per square metre in a viewing hide (T. Cross pers comm.) However, a local volunteer has commented that it often has up to 30 occupants at any one time during

an evening (K. Widdowson pers comm.). The extra people congregate outside the hide and this may result in increased impacts on wildlife and inappropriate behaviour (Figure 14).

Tracks had the lowest crowding scores of all facilities asked about, however, there are some simple techniques to reduce apparent crowding if numbers increase in the future. For example, the creation of a loop track would reduce the number of visitor contacts people make while on the track. Several people suggested that seats along the track would be an improvement, and these would allow slower walkers to rest without blocking the walkway.

Feeling crowded	%
Main Carpark	82
Viewing Platform	59
Viewing Hide	52
Tracks	50

Table 20: Crowding/places



Figure 14: Visitors at the hide (Photo: Kath Widdowson).

3.0 Conclusions and recommendations

Nugget Point is a popular short stop for international visitors in particular, but also for New Zealanders. People are drawn to the area to view wildlife and panoramic coastal vistas, and clearly value the opportunity to enjoy nature on such a grand scale. Visitors' overall satisfaction is high, even though the site's key features (wildlife and scenery) are subject to the vagaries of the weather, and despite reasonably high visitor numbers. Even so it seems likely that the facilities on-site are reaching capacity, and visitors have indicated that they would like to see improvements, provided that they are in keeping with the natural character of the place. Most of the management issues raised in this study were discussed in the Otago Conservation Management Strategy, Section 10.9.7 (Department of Conservation 1998).

1. The carparking situation has many problems. Examination of the relative use of the three existing carparks might demonstrate whether expansion is needed, or simply re-organisation and better efficiency.
2. A review of signage, interpretation, brochures and other pre-trip information (including published guidebooks), could provide an opportunity to improve visitor education and manage behaviour.
3. Layout, design and capacity of facilities may also have a role to play in managing behaviour.
4. The platform is enjoyed by visitors but may reach capacity in terms of their comfort if numbers increase. As the main destination at the site it could become a 'bottleneck' that restricts flow. Improved track counter data may clarify this issue.
5. Toilet facilities need to be made obvious to visitors, and situated at the main parking area. It would also be worth reviewing the standard and number of toilets at this site.
6. The track is popular, but if numbers increase significantly the Department might consider developing a loop track and seating. Some visitors thought there should be additional guard rails where the side of the track is steep.
7. There is evidence that the viewing hide may not be big enough, and thus serves the interests of neither the visitors nor the wildlife. Better track counter data would clarify the issue. A combination of improved/increased information and facilities would enhance the situation at Roaring Bay.
8. The access road might be made safer if some sections were widened and/ or mirrors were installed, however, this is an issue for the local authority.

4.0 Acknowledgements

- Fergus Sutherland and Kath Widdowson for co-ordinating the volunteers;
- Volunteers: Cara McGill, Christine McKenzie, and Jan O'Call;
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- Michael Harbrow, DOC Southland Conservancy for sharing his Catlins survey work and expertise;
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Appendices

APPENDIX A - TRACK COUNTER DATA

APPENDIX B - SURVEY FORM

APPENDIX C - METHODS AND TIMELINE

APPENDIX D- FULL RESULTS

Appendix A – Track Counter Data

Track counters were installed on the Roaring Bay track (March 2006) and on the Nugget Point track (July 2006), and it is hoped that in the longer term these will indicate trends in use. The data they have supplied so far is recorded in DOCDM-146344 (Nugget Point) and DOCDM-146317 (Roaring Bay). Technical difficulties with the installation of the counter on the Nugget Point Track stopped data collection in December 2006: an improved set up will be re-installed during winter 2007. To date there is not enough information to allow many conclusions to be drawn with confidence. There is an indication that visitor numbers are higher in summer than in winter at Nugget Point, and it has been estimated that visitor numbers to Nugget Point are around 45 000 annually. There is also an indication that visitor use of Roaring Bay may vary from use at Nugget Point.

There would be great advantages in performing a routine calibration test on the two counters each time they are checked. As data is gathered over a longer period of time, with the counters operating more reliably and with calibration checks, a clear picture will be built regarding visitor use of the two tracks.

Nugget Point Survey 2007

This survey will help the Department of Conservation (DOC) manage Nugget Point. Your help in completing this form is greatly appreciated. All responses are anonymous.

1. How many times have you visited Nugget Point? (Tick **one** box)

1 (this is my first visit) 2 - 4 5 - 9 10 +

2. What other sites have you visited (or will you visit) around the Catlins? (Tick **all** that apply)

Curio Bay McLean Falls Tautuku Estuary Kaka Point
 Purakaunui Falls Cathedral Caves Papatowai Other _____

3. How long was your visit to Nugget Point? (Tick **one** box)

Less than 1 hour 1 – 2 hrs 3 – 5 hrs
 Full day trip 1+ nights

4. Who are you visiting Nugget Point with? (Tick **one** box that best describes you / your group)

Independent Commercial / guided group
 Recreational Club Other _____

5. How many people are in this group? (Including you and any guides) _____

6. How did you arrive at Nugget Point? (Tick **one** box)

Car / Ute Camper Van Bus
 Bicycle Motorbike Other _____

7. What activities did you undertake on your visit to Nugget Point? (Tick **all** that apply)

View wildlife View coastal scenery Picnic
 Visit Roaring Bay View historic lighthouse Other _____

8. Why did you come to Nugget Point?

9. What have you liked the **most** about your visit to Nugget Point?

10. What have you liked **least** about your visit to Nugget Point?

11a. What did you **expect** - How **important** was it to you that...? (Circle **one** number **per line**)

AT NUGGET POINT	Not at all Important	Very Important
-----------------	---------------------------------	---------------------------

• The number of other people you encountered was low	1	2	3	4	5
• You experienced natural peace & quiet	1	2	3	4	5
• You were not disturbed by the activities of other visitors	1	2	3	4	5
• There was a high standard of facilities	1	2	3	4	5
• You saw wildlife, e.g. seals, penguins, other birds	1	2	3	4	5
• Signs, maps & brochures adequately informed me about nature & local history	1	2	3	4	5

11b. What did you find - How much do you agree or disagree that...? (Circle one number per line)

AT NUGGET POINT	Strongly Disagree					Strongly Agree
• The number of other people I encountered was low	1	2	3	4	5	
• I was able to experience natural peace & quiet on this visit	1	2	3	4	5	
• I was not disturbed by the activities of other visitors on this visit	1	2	3	4	5	
• The facilities I used on this visit were of a high standard	1	2	3	4	5	
• I saw wildlife	1	2	3	4	5	
• Signs, maps & brochures adequately informed me about nature & local history on this visit	1	2	3	4	5	

12a. What did you think about the facilities provided at Nugget Point? (Circle one number per line)

	Very Poor					Excellent	Did not use
• Tracks	1	2	3	4	5		<input type="checkbox"/>
• Toilets	1	2	3	4	5		<input type="checkbox"/>
• Viewing platform	1	2	3	4	5		<input type="checkbox"/>
• Interpretation Panels	1	2	3	4	5		<input type="checkbox"/>
• Signs	1	2	3	4	5		<input type="checkbox"/>
• Carparking	1	2	3	4	5		<input type="checkbox"/>

12b. What improvements to facilities would you want to see at Nugget Point? (Tick all that apply)

- Better signs and information panels
 Improved Viewing Platforms
 More / Larger Carpark
 More / Better Toilets
 Larger viewing hide
 More tracks
 No change
 Other _____

12c. Comment (Please add some details about the improvements you'd like to see):

13. Did you feel crowded anywhere during your visit to Nugget Point? (Circle one number per line)

	Not at all crowded		Slightly crowded			Moderately crowded		Extremely crowded	
Viewing platform	1	2	3	4	5	6	7	8	9
Viewing hide	1	2	3	4	5	6	7	8	9
Carparks	1	2	3	4	5	6	7	8	9

Track	1	2	3	4	5	6	7	8	9
Other	1	2	3	4	5	6	7	8	9

14a. Did any of the following annoy you during your visit? (tick **one** box **per line**)

	Did not notice this	Noticed this but it didn't annoy me	Noticed this and it annoyed me a little	Noticed this and it annoyed me a lot.
• Visitors' behaviour toward wildlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Meeting guided groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Meeting large groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14b. Comment:

15. How did you find out about Nugget Point? (Tick **all** that apply)

- Word of mouth Visitors Centre Guide Book
DOC Brochure Other Brochure Other _____

16a. Would you recommend Nugget Point to other people?

- Yes No

16b. What would you tell them? _____

Finally, please tell us a little bit about yourself.

17. What is your age (Tick **one** box)

- 16 - 19
20 - 29
30 - 39
40 - 49
50 - 59
60 - 69
70 +

18. What is your gender (Tick **one** box)

- Male
Female

19a. Where do you normally live (country)? _____

19b. If NZ, where do you live? _____

Please return this form to the person conducting the survey - Thank you for your time!

Appendix C – Methods and Timeline (DOCDM-110154)

Nugget Point Visitor Survey 2007 - Methodology and Timeline

PURPOSE OF RESEARCH

The purpose of the survey is to get user opinion on the facilities at Nugget Point. The Department of Conservation (DOC) envisages that major upgrade work will need to occur within five years, and there are concerns about facilities in the Catlins, including carparks, toilets, viewing hides, and viewing platforms. There is an urgent need for information on visitor perceptions and opinions to assist in the design of and planning for facilities at Nugget Point.

A visitor survey will run this summer to collect opinions from visitors:

- On facility standards
- On any difficulties encountered with facilities
- On any improvements they would like to see

The survey results will support funding bids for this upgrade/ replacement work, and help prioritise the most urgent work required.

METHODOLOGY

Who and when to survey people

- Visitors are to be approached at the main car parking area and asked to participate in the survey.
- The visitor should be told that the information collected will be used by DOC to improve the management of facilities in this area.
- Only one survey form should be handed to one person from a group or family.
- All responses are anonymous and will be treated confidentially.

Methodology Reviews

The survey has been derived from similar surveys already carried out in the Catlins by DoC Southland Conservancy, and has been peer reviewed by staff from Southland and Otago Conservancies and Otago Coastal Area. The final draft will be informally piloted amongst staff in the Dunedin offices, and volunteer administrators who have good local knowledge. Questions may be altered depending on any feedback from the pilot. For example, create tick box options for some questions, if answers provided by participants to open questions are very similar.

Survey administration

- The survey administrator should fill in the details in the box on the top right corner – date and time – as they hand it to the visitor.
- The surveys (on a clipboard and a pen) are to be handed out to participants for them to self-complete.
- The survey administrator may clarify any questions that the participant has, but not suggest answers.
- The survey administrator will collect the survey upon completion and thank the participant for their time and contribution.
- The aim of this work is get approximately 270 surveys completed during the 9 day survey period, as follows:

We would like to cover a nine day period around the start of March. The aim would be to collect up to ten surveys in shifts lasting one to two hours, at three times of day. The roster will be composed of a combination of DOC Staff and volunteers (see table over the page).

	SAT 3rd	SUN 4th	MON 5th	TUE 6th	WED 7th	THU 8th	FRI 9th	SAT 10th	SUN 11th
Morning	D&A Johnstone	D&A Johnstone	Jojo	Fiona and Owen	Fergus & Mary	Local Volunteer	Local Volunteer	Kath W.	Kath W.
Afternoon	Kath W.	Kath W.	Jojo	Fiona and Owen	Local Volunteer	Local Volunteer	Local Volunteer	J Gordon	Kath W.
Evening	D&A Johnstone	Kath W.	Jojo	L.V.	Local Volunteer	Local Volunteer	Local Volunteer	Kath W.	J Gordon

Analysis

To be undertaken by Fiona Hall, TSO /Recreation Planner, Department of Conservation Dunedin, phone 03 474 6938, email fhall@doc.govt.nz.

TIMELINE

The following timeline has been determined.

Nugget Point Survey 2007

Date	Task
1-16 Feb	Develop methodology and timeline Prepare surveys and complete consultation
1-16 Feb	Liaise with Area about available DOC Staff and DOC house occupants involvement
12-16 Feb	Pilot survey
16-23 Feb	Analyse pilot results and revise questions if necessary
20-22 Feb	Liaise with locals and finalise roster of staff and volunteers.
3-11 Mar	Administer survey to visitors on site as per roster
15-20 Mar	Analyse survey results and make interim results available to Coastal PM to coincide with CAPEX bid to Head Office.
20-30 March	Complete write up of survey results. Incorporate into annual visitor monitoring report
April	Present final results to Area's and other relevant groups.

EQUIPMENT / RESOURCES

Survey forms (400)

Pens and clip boards (8)

Large pre-paid envelopes to allow volunteers to return all completed forms to Recreation Planner in Otago

Plastic bags to keep batches of forms dry and clean

GUIDELINES FOR ADMINISTRATION OF SURVEY – Nugget Point

Who and when to survey people

- Visitors are to be approached at the main car parking area and asked to participate in the survey.
- The visitor should be told that the information collected will be used by DOC to improve the management of facilities in this area.
- All responses are anonymous and will be treated confidentially.
- **Only one survey form should be handed to one person from a group or family.**

Survey administration

- **The survey administrator should fill in the details in the box on the top right corner** – date and time – as they hand it to the visitor.
- The surveys (on a clipboard and a pen) are to be handed out to participants for them to **self-complete**.
- The survey administrator may **clarify any questions** that the participant has, but not suggest answers.
- The survey administrator will **collect the form** upon completion and thank the participant for their time and contribution.
- The aim of this work is get 270 surveys completed during the 9 day survey period, as follows: *collect up to ten surveys in shifts lasting one to two hours, at three times of day. The roster will be composed of a combination of DOC Staff and volunteers.*

Appendix D – Full Results

264 completed forms were collected (44 (17%) in the morning, 188 (71%) in the afternoon, and 32 (12%) in the evening). 5.7% of respondents completed the first page only (questions 1-10). There were very few refusals (estimated to be 5-10).

Results are listed by question number.

- Where only one answer was sought, the total number of responses is noted under the question, and the percentages total 100% (e.g. Question 1).

- Where respondents could give more than one answer, this is indicated under the question, and the percentage given is the percentage of the full 264 respondents who selected each option (e.g. Question 2).

1. How many times have you visited Nugget Point?

264 responses

<u>Answers</u>	<u>%</u>
First visit	89
2-4 visits	8
5-9	2
10+	2
Total	100

2. What other sites have you visited (or will you visit) around the Catlins?

multiple response question

<u>Catlins Sites</u>	<u>%</u>
Curio Bay	63
Kaka Point	56
Purakaunui Falls	48
Cathedral Caves	36
Papatowai	36
McLean Falls	34
Tautuku Estuary	16
*Other	11
#None	7

*Other: 14 identifiable sites along the coast between Tunnel Beach (near Dunedin) and Fortrose, the most popular being Surat Bay (3%) and Cannibal Bay (2%).

None: There were some qualifying comments stating that weather had limited stops, or that this was the first stop (suggesting that some respondents had not yet planned their stops).

3. How long was your visit to Nugget Point?

260 responses

<u>Answer</u>	<u>%</u>
Less than 1 hour	58
1-2 hours	38
3-5 hours	2
Full day trip	0
1+ nights	3
Total	100

4. Who are you visiting Nugget Point with?

264 responses

<u>Answer</u>	<u>%</u>
Independent	95
Commercial / guided group	5
Recreational club	0
Other	0
<hr/>	
Total	100

5. How many people are in this group?

254 responses

<u>Group Size</u>	<u>%</u>
1	3
2	63
3	12
4	14
5	3
6	2
7-10	1
11-15	1
16-20	0
20+	1
<hr/>	
Total	100

Median Group Size 2

6. How did you arrive at Nugget Point?

264 responses

<u>Answer</u>	<u>%</u>
Car/Ute	76
Camper Van	20
Bus	4
Bicycle	0
Motorbike	0
Other	0
<hr/>	
Total	100

7. What activities did you undertake on your visit to Nugget Point?

multiple response question

<u>Activities</u>	<u>%</u>
Scenery	89
Wildlife	88
Lighthouse	75
Roaring Bay	30
Picnic	12
Other	2

*Other: Walking, photography and swimming.

8. Why did you come to Nugget Point?

multiple response question

<u>Answers (themes drawn from comments)</u>	<u>%</u>
a) To view wildlife	33
b) To enjoy the scenery / coastal view	26
c) Because of prior information e.g. guidebook/internet/recommended/reputation/brochures/Tourist Info	26
d) Because I was visiting the area for holiday and it's on my map/route or on the Southern Scenic Route	16
e) To view the lighthouse	5
f) To enjoy nature (natural/wild/conservation/nuggets)	5
g) Because I've never been here before	2
h) I'm a local visitor or showing a guest the area	2

Also: I'm on a return visit; To walk; To enjoy remoteness; Because it's a historic site; My ancestors spent time here.

9. What have you liked the most about your visit to Nugget Point?

multiple response question

<u>Answers (themes drawn from comments)</u>	<u>%</u>
a) Scenery	60
b) Wildlife (mainly seals)	46
c) Natural features and qualities	14
d) Weather	6
e) Peace & Quiet	3
f) Lighthouse	3
g) Everything	2
h) Walking	2
i) Track	1
j) Not crowded	1
k) Adventure	1
l) Ranger	1

Also: People; Not work; Platform; Ease of Access.

10. What have you liked the least about your visit to Nugget Point?

multiple response question

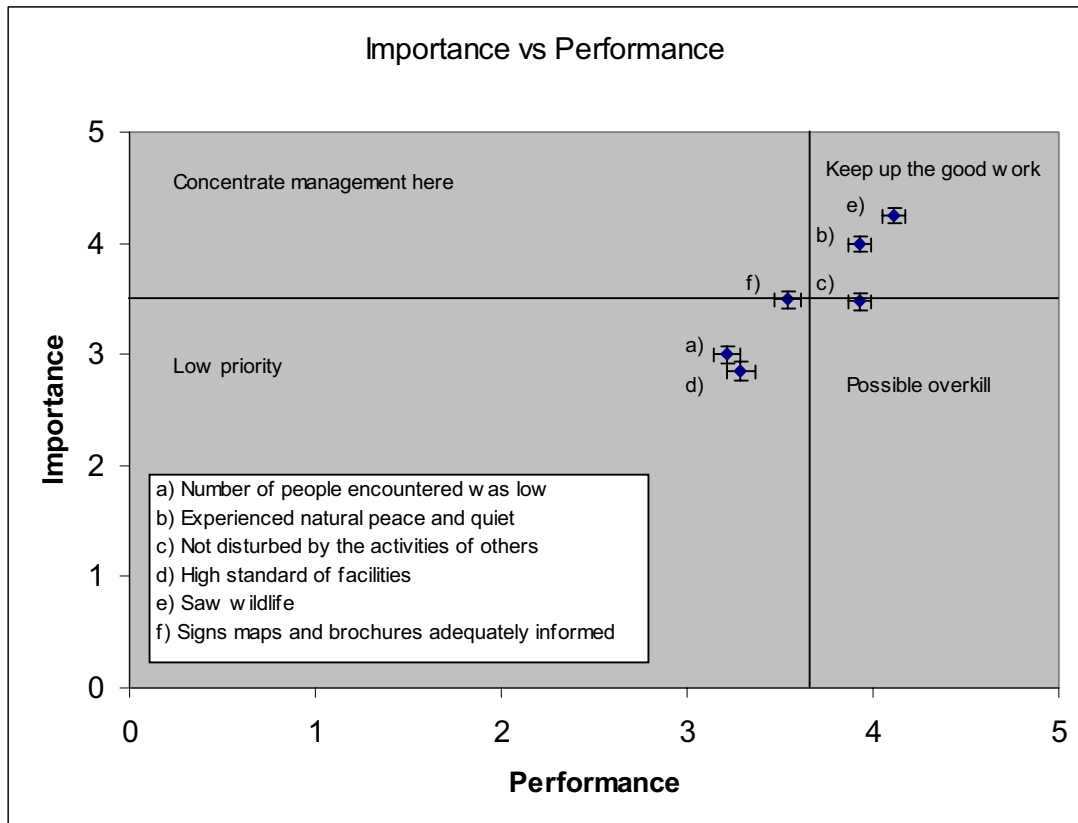
<u>Answers (themes drawn from comments)</u>	<u>%</u>
a) nothing	26
b) - [answered with a dash]	15
c) access road gravel / narrow / dusty / bumpy	9
d) carparking / too many cars/ cars having to leave	8
g) track steepness or need for handrails / fence on steep track sides	8
e) weather	7
f) didn't see / lack of wildlife or too far from wildlife	7
h) crowding	3
i) toilets	2
j) long walk	1
k) smell	1
l) buses / campers	1
m) others behaviour	1
n) sandflies	1

Also: people should pay; no disabled facilities; possibility of development; survey form; lighthouse is fenced off; lack of time; having to leave; lack of signage; no lighthouse keeper; lack of wildlife interpretation; picnic shelter please.

**11a. What did you expect – How important was it to you that...? and
11b. What did you find – How much do you agree or disagree that...?**

- a) The number of people you encountered was low
- b) You experienced natural peace and quiet
- c) You were not disturbed by the activities of other visitors
- d) There was a high standard of facilities
- e) You saw wildlife, e.g. seals, penguins, other birds
- f) Signs, maps & brochures adequately informed me about nature & local history

An average of 244 responses were received to the 10 questions covering subjects a), b), c), e), and f). Subject d), "High Standard of Facilities" received an average of 230 responses, perhaps indicating some confusion about the meaning of the word "facilities".



The Importance-Performance Analysis (IPA) measures and compares importance and performance on a range of features. There are four possible outcomes:

- (1) Poor performance on aspects that are important to visitors (need to focus management on these aspects);
- (2) Poor performance on aspects that are not important to visitors (leave things as they are or make minor improvements);
- (3) good performance on aspects that are not important to visitors (possible that too much management effort is going into this area), and;
- (4) Good performance on matters that are important to visitors (try and maintain this position).

Mean scores are used to compare how important certain aspects of the experience are with the management performance on these aspects. The results are plotted on an IPA Matrix (above). The error bars show the Standard Error of the Mean. This means that they show how wide ranging the responses were on each point: in this case the range was not wide on any aspect.

12a. What do you think about the facilities provided at Nugget Point?

Carparks 248 responses; signs 247 responses; interp panels 242 responses; platform 249 responses; toilets 237 responses; tracks 246 responses.

<u>% of responses</u>	<u>1</u> <u>very poor</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u> <u>excellent</u>	<u>Didn't</u> <u>use</u>	<u>Total</u>
<i>Carparks</i>	<i>10</i>	<i>20</i>	<i>30</i>	<i>23</i>	<i>17</i>	<i>0</i>	<i>100</i>
<i>Signs</i>	<i>3</i>	<i>3</i>	<i>26</i>	<i>35</i>	<i>31</i>	<i>2</i>	<i>100</i>
<i>Interpretation Panels</i>	<i>4</i>	<i>6</i>	<i>24</i>	<i>34</i>	<i>22</i>	<i>10</i>	<i>100</i>
<i>Platform</i>	<i>2</i>	<i>2</i>	<i>10</i>	<i>29</i>	<i>57</i>	<i>1</i>	<i>100</i>
<i>Toilets</i>	<i>13</i>	<i>4</i>	<i>12</i>	<i>3</i>	<i>4</i>	<i>64</i>	<i>100</i>
<i>Tracks</i>	<i>4</i>	<i>3</i>	<i>14</i>	<i>35</i>	<i>42</i>	<i>2</i>	<i>100</i>

12b. What improvements to facilities would you want to see at Nugget Point?

multiple response question

<u>Improvements</u>	<u>%</u>
Larger carpark	38
Toilets	25
No change	24
Signs/Info Panels	20
More tracks	13
Platform	12
#Hide	9
*Other	6

* Details given for "other" included:

Track - safety fence / guardrails (7 responses)

Wildlife - binoculars or closer (4 responses)

Road - sealed / better (2 responses)

Waste - bins requested (2 responses)

Plus: organised carpark, better toilets, picnic table, access to lighthouse, and a café.

Only 80 respondents said that they had visited or intended to visit Roaring Bay, which is the location of the hide. When that sample is analysed in isolation, **13% said they would like to see a larger hide.*

12c. Comment.

Comments about the detail of improvements people would like to see have been grouped into themes, the number of times each theme was mentioned is shown (only a few people added a comment in this section so percentages are very low).

<u>Answers (themes drawn from comments)</u>	<u>#</u>
Would like to get closer to wildlife / didn't see wildlife / would like to have binoculars	13
Toilets not seen / poor quality / relocation	12
Carpark should be *bigger or better organised	9
Access road improved / dust / narrowness	8
Concerns that development and expansion will over-commercialise the site	8
Keep as is / no improvement needed / keep up the good work	7
Signage and interpretation (more information)	7
Picnic area needed	4
Facilities under strain, need development and expansion	3
A bigger platform	2
Some seats on the track	2
Waste management / recycling facilities	2
Better tracks	1
Café needed	1
Fences where steep drop off	1

13. Did you feel crowded anywhere during your visit to Nugget Point?

Platform 244 responses; hide 162 responses; carpark 241 responses; tracks 235 responses.

<u>Feeling crowded</u>	<u>%</u>
Main Carpark	82
Viewing Platform	59
*Viewing Hide	52
Tracks	50

*Only 80 respondents said that they had visited or intended to visit Roaring Bay, which is the location of the hide. When that sample is analysed in isolation, **60%** said they felt crowded at the hide.

14a. Did any of the following annoy you during your visit?

Large groups 231 responses; guided groups 231 responses; behaviour towards wildlife 241 responses.

<u>% of responses</u>	<u>Didn't notice</u>	<u>Didn't annoy</u>	<u>Annoyed a little</u>	<u>Annoyed a lot</u>	<u>TOTAL</u>
<i>Behaviour to wildlife</i>	90	7	2	1	100
<i>Guided groups</i>	90	9	1	0	100
<i>Large groups</i>	88	10	2	0	100

14b. Comment

All comments are listed below.

Groups / People

- a lot of people, but not enough to worry about
- did not encounter any bus groups
- mostly independent visitors
- no groups present
- our tour was at 10am
- it was a rainy day
- pleased that we didn't encounter large tourist groups
- we were the only ones [there]
- I enjoyed the other visitors enjoying the scenery

Behaviour towards wildlife / environment

- people dropping tissues
- saw someone with a dog
- There were a crowd of young people on the beach at Roaring Bay
- very well behaved public
- wildlife is too far away

Positive comments (other)

- it was peaceful
- nice to be able to see something free of charge
- no worries here
- not troubled by anything
- well worth the walk

15. How did you find out about Nugget Point?

multiple response question

<u>How find out</u>	<u>%</u>
Guide book	53
Word of mouth	31
Other Brochure	17
Visitor Centre	15
DOC Brochure	10
*Other	8

*Specify other:

<u>Answers (themes drawn from comments)</u>	<u>#</u>
Map / SSR	7
Internet	5
Tour /Guide	3
Live locally	3
NZ Magazines	2
Reputation / tourist	2
Interest in lighthouses	1
BBH Backpackers	1
Motorhome Club	1
<hr/>	
TOTAL	25

16. Would you recommend Nugget Point to other people?

246 responses

1 person said no.

16b. What would you tell them?

People offered a wide range of comments which included the following:

<u>Themes</u>	<u>Words of advice</u>
Scenery	careful of the drive
Wildlife	bring binoculars (<i>10 comments</i>)
natural / unspoiled	steep track
wild / remote	

Some examples of fuller comments are:

- *20kms of enchanting and somewhat remote coastline is special - and real cribs - no million dollar mansions*
- *A great place to view the spectacular cliffs and scenery and also the wildlife*
- *Beautiful spot, attractive lighthouse*
- *Bring binoculars, don't hurry, accommodation close by*
- *Great place for a short stop to get an "end of the world" feeling*
- *Great wildlife spotting opportunities, nice accessible walk*
- *Lovely scenery with unique wildlife viewing opportunities if you can make the time*
- *Nice peaceful place with great views and chance to see wildlife*
- *Nice views of coast and lighthouse, possibility of wildlife*

The following questions referred only to the person in the group answering the question. In some cases multiple answers were given in an attempt to describe the composition of a group (most of these were couples), these cases were recorded and answers were split evenly between the gender or age groups listed.

17. What is your age?

247 responses

<u>Age</u>	<u>%</u>
16-19	1
20-29	28
30-39	18
40-49	9
50-59	20
60-69	20
70+	4
TOTAL	100

18. What is your gender?

247 responses

<u>Answer</u>	<u>%</u>
Male	46
Female	54
Total	100

19a. Where do you normally live (country)?

247 responses, 21 countries

<u>Country</u>	<u>%</u>
NZ	25
UK	19
Germany	11
Netherlands	9
Australia	8
USA	7
France	3
Canada	3
Israel	3
Belgium	2
Sweden	2
Switzerland	2
Norway	1
Denmark	1
Japan	1
Spain	1
Ireland	1
TOTAL	100

<u>World Breakdown</u>	<u>%</u>
Europe	53
Australia & NZ	32
Americas	11
Middle East	3
Asia	1
TOTAL	100

Also: Italy; Malta, Czechoslovakia; Brazil.

19b. If NZ, where do you live?

61 responses

<u>NZ Location (28)</u>	<u>%</u>
Dunedin	25%
Auckland	13%
Wellington	8%
Queenstown	8%
Canterbury & Christchurch	7%
Napier	3%
Waiheke Island	3%
Marlborough	2%
Wanganui	2%
Kawhia	2%
Taupo	2%
Ashburton	2%
Blenheim	2%
Darfield	2%
Hamilton	2%
Hastings	2%
Kaka Point	2%
Manapouri	2%
Motueka	2%
Putaruru	2%
Rakaia	2%
Rororua	2%
Taranaki	2%
Taumarunui	2%
Te Awamutu	2%
Wanaka	2%
Whangarei	2%
TOTAL	100%

<u>NZ Breakdown</u>	<u>%</u>
South Island	56
North Island	44
<hr/>	
TOTAL	100