

Mautohe Cathedral



Monitoring and Evaluation Report: 2024

Social Science and Monitoring Team



Department of
Conservation
Te Papa Atawhai

New Zealand Government

Cover: Mautohe Cathedral Cove, Coromandel. *Photo: Piotr Zurek*

DOC -

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Context

Mautohe Cathedral Cove is included in the Department of Conservation's (DOC) premier 'Short Walk' visitor experience product portfolio. A monitoring and evaluation programme of Mautohe Cathedral Cove was undertaken during the summer months of 2024. The objective of the programme was to measure the performance of the Mautohe Cathedral Cove visitor experience following the loss of walking access as a result of Cyclone Gabrielle. This report presents the top-line results from the 2024 survey.

Performance of the Mautohe Cathedral Cove visitor experience has been measured against the same intervention logic applied to all experiences in DOC's 'Short Walk' portfolio; specifically, with respect to the following three 'Outputs' and two short term 'Outcomes':

1. Visitors' expectations of, and the benefits they seek from, the products are well understood;
2. Products included in the portfolio are well aligned with visitor preferences regarding amenities, design, and maintenance;
3. Marketing campaign is raising awareness of both the branded portfolio and individual products;
4. Numbers of visitors using the products have increased, including across season and region;
5. Products meet or exceed visitor expectations.

The survey draws on measures related to the following indicators from DOC's Outcome Monitoring Framework (OMF):

- 3.1.1 - Current demand for recreation on public conservation land and waters;
- 3.2.2 - Opportunities, facilities and services provided meet customer expectations and preferences.

The 2024 survey used the 'Short Walk' questionnaire previously used over four summers of 'Short Walk' performance monitoring (2017-2021). While the questionnaire was essentially unchanged, some minor edits were made to capture data reflective of the post-cyclone Mautohe Cathedral Cove access restrictions.

By comparing the 2024 results with the results from previous years' 'Short Walk' surveys, definitive statements can be made with respect to whether or not water-only access has had any influence on the satisfaction of visitors with key elements of the Mautohe Cathedral Cove experience, and with the entire experience overall. This comparison of 2024 results with past results is reported separately.

Methodology and sample

Visitor surveying was undertaken between 27 January 2024 and 29 February 2024 at three locations: Hahei, Whitianga and Cooks Beach/Purangi.

Each site was visited three times during the programme. Surveying was done at each site on multiple days. A probability (random) sampling technique was employed using the 'next available respondent' sampling approach. The target population was all visitors to Mautohe Cathedral Cove. The sample frame included all visitors aged 18 years or over present at the sites while in-situ monitoring was in progress.

Survey respondents self-completed a total of 204 questionnaires. Demographic data

were gathered for each respondent, plus up to three other members of the respondent's group yielding a total demographic sample of 475 visitors.

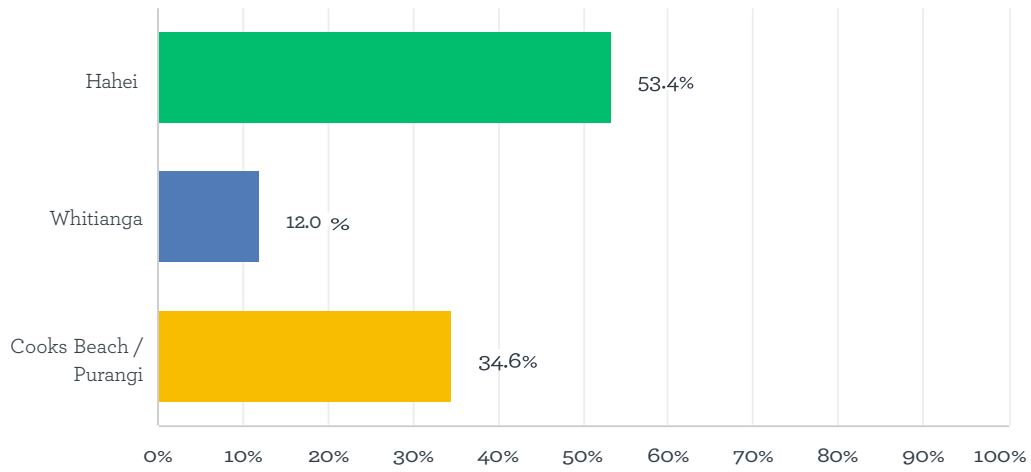
Note: Given the questionnaires were self-completed by respondents, errors may occur from time-to-time. These errors typically entail incomplete responses to questions or missed questions. Such errors are reflected in the 'Skipped' figure - this is displayed under the question header.

Due to time constraints, full quality assurance of survey data was not possible.

Results

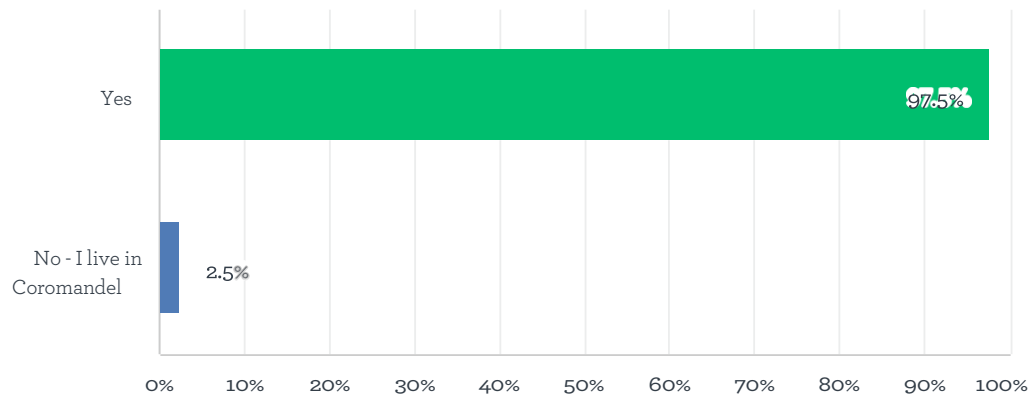
Survey Location

Answered: 208 Skipped: 2



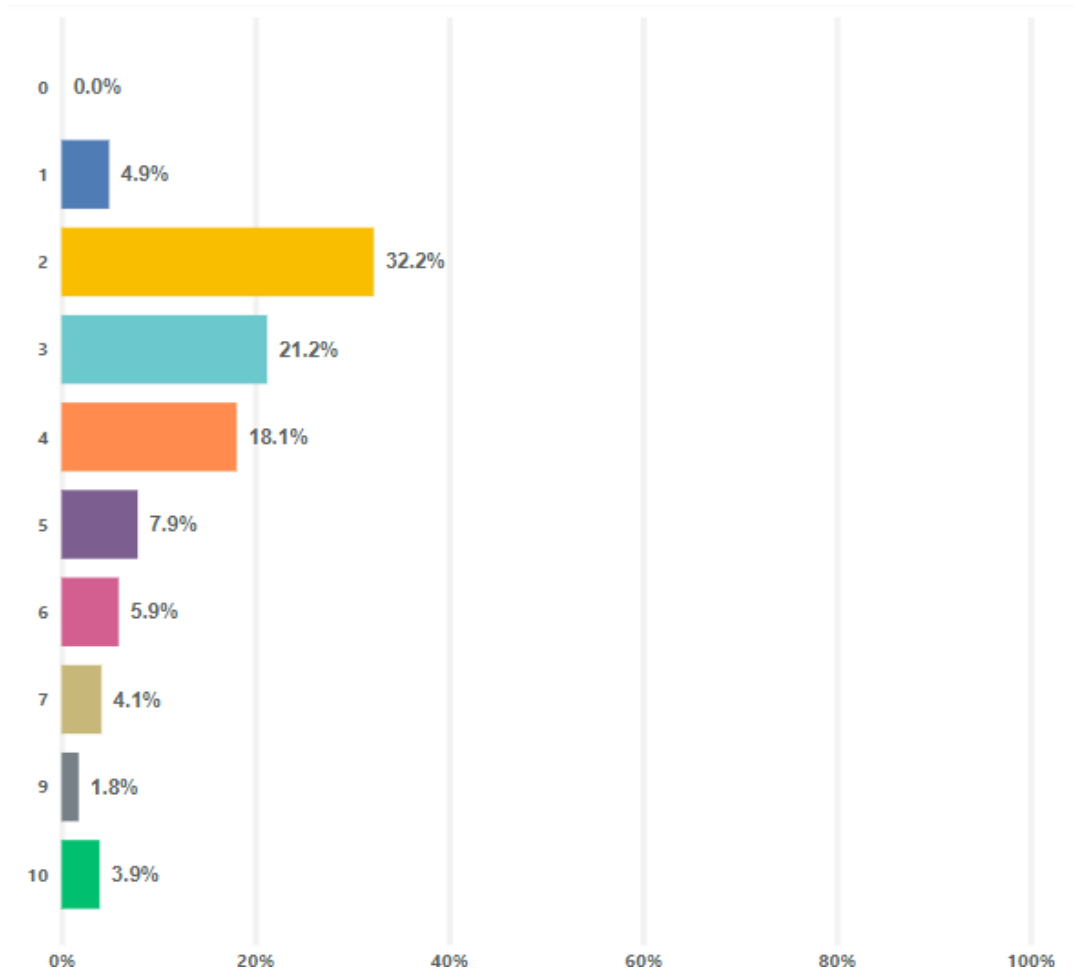
Qo. A. Are you visiting Thames-Coromandel District?

Answered: 204 Skipped: 6



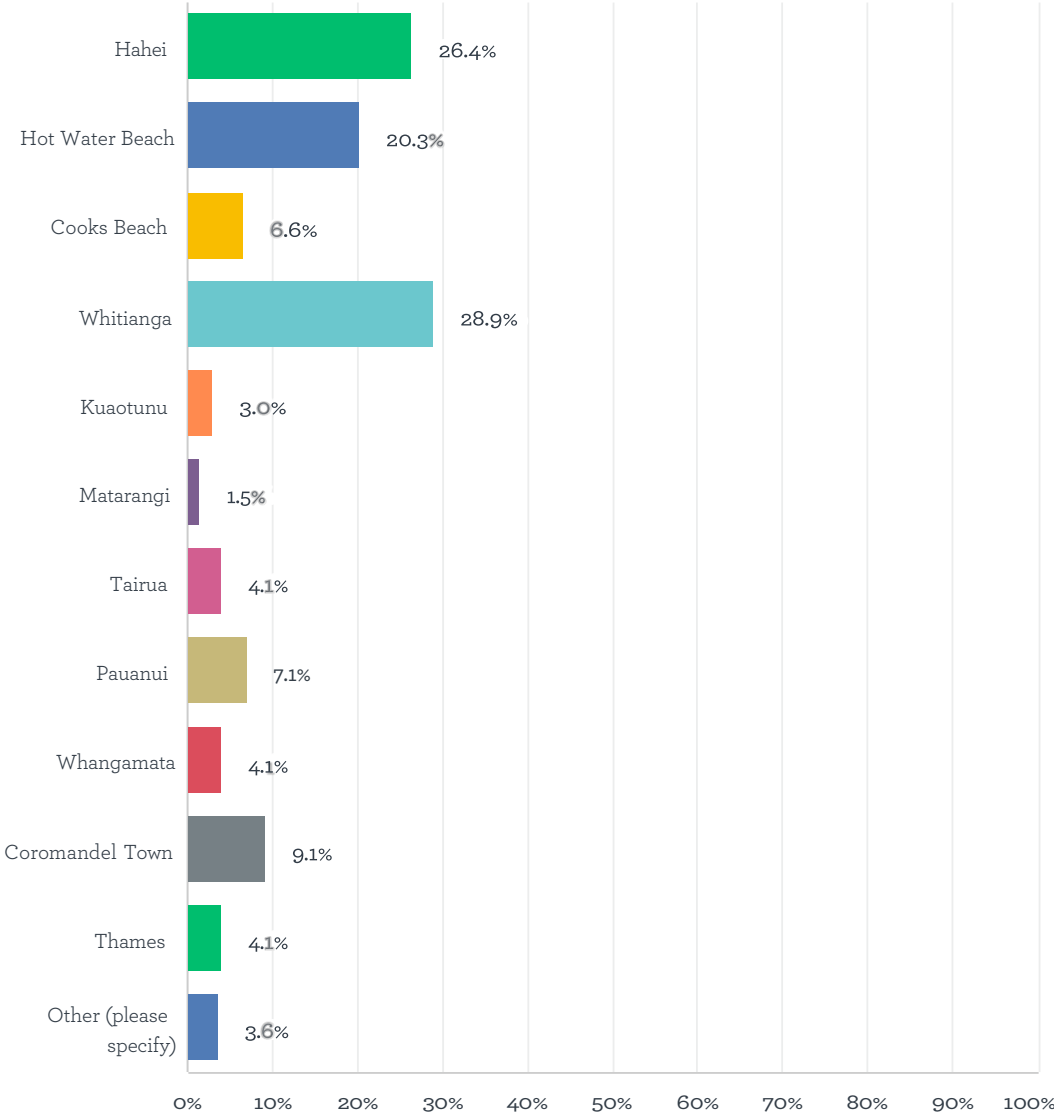
Qo. B. How many nights are you intending to stay in the Thames-Coromandel District this visit?

Answered: 194 Skipped: 16



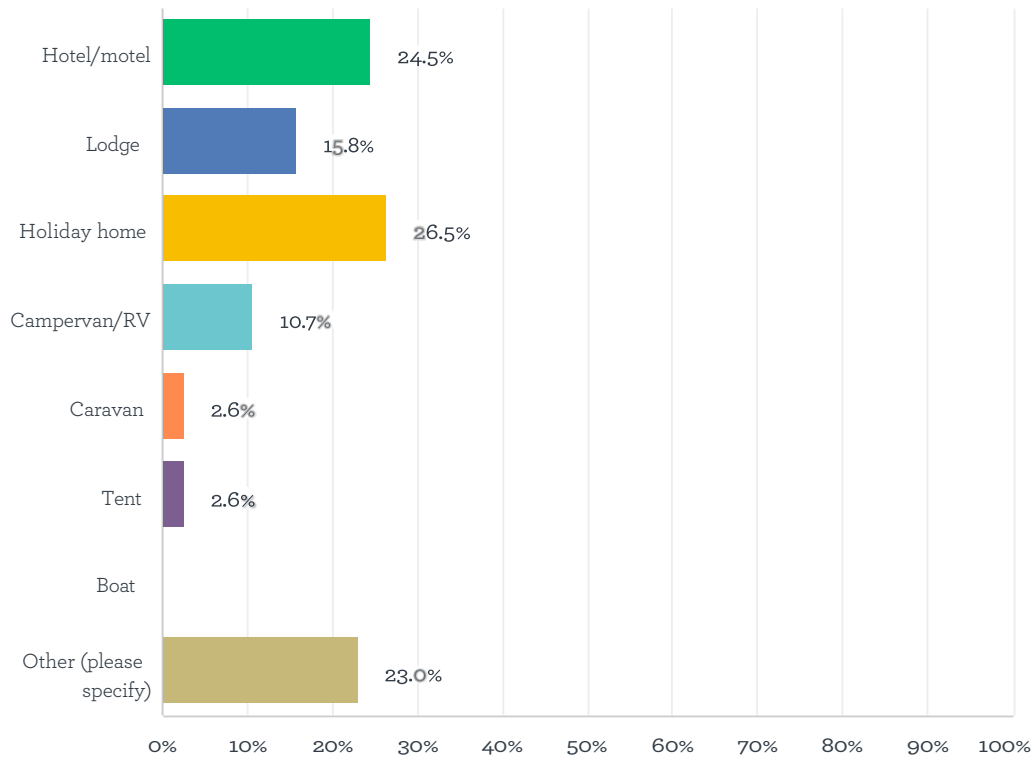
Qo. C. Where are you staying in Thames-Coromandel District?

Answered: 197 Skipped: 13



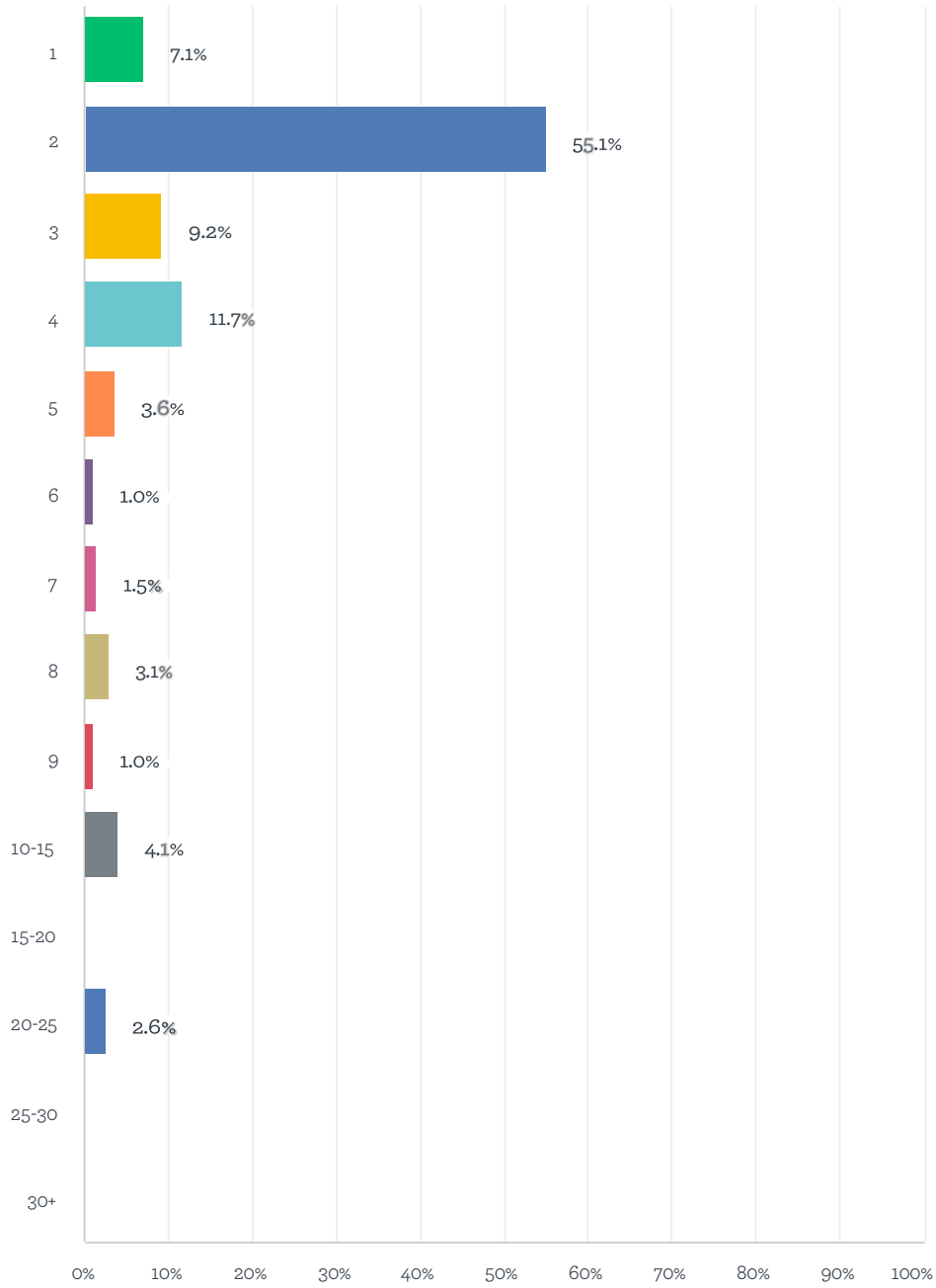
Qo. D. What type/s of accommodation are you using during your stay?

Answered: 196 Skipped: 14



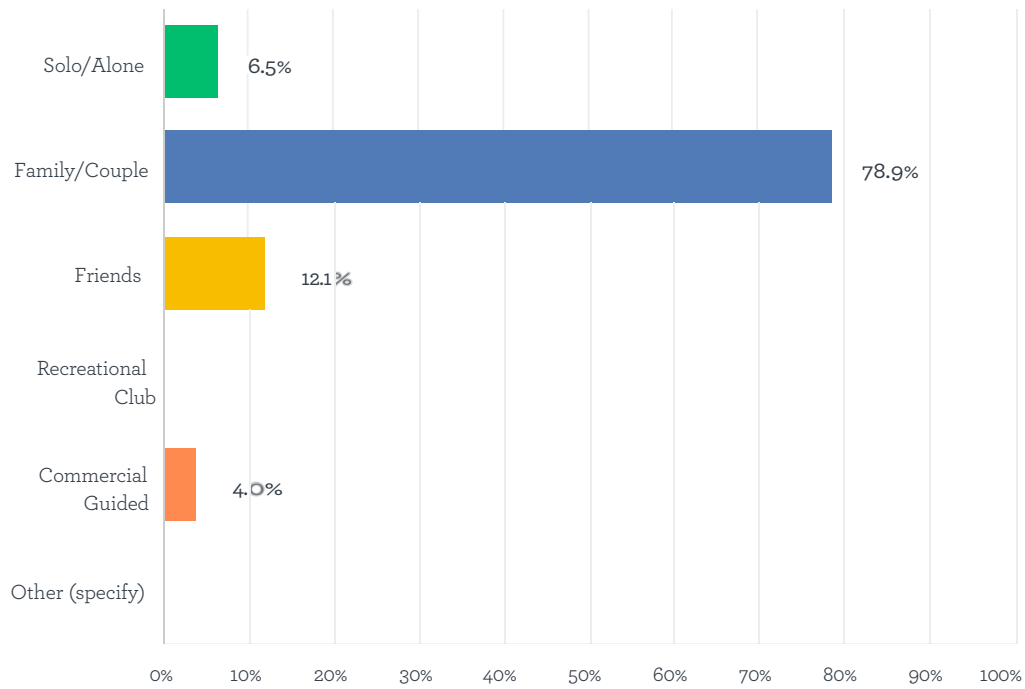
Q1. A. How many people are in your party/group?

Answered: 196 Skipped: 14



Q1. B. What best describes the nature of your group?

Answered: 199 Skipped: 11



Q1. C. Please indicate the sex, age, nationality, and country of residence of group members.

Answered: 207 Skipped: 3 Total group members: 475

Sex (M/F)		
	%	TOTAL
M	45.1%	214
F	54.9%	261
GD	0.0%	0
TOTAL	100.0%	475

Age		
	%	TOTAL
under 15	4.6%	22
15-19	2.7%	13
20-29	17.8%	85
30-39	19.3%	91
40-49	11.3%	54
50-59	18.0%	86
60+	26.2%	124
TOTAL	100.0%	475

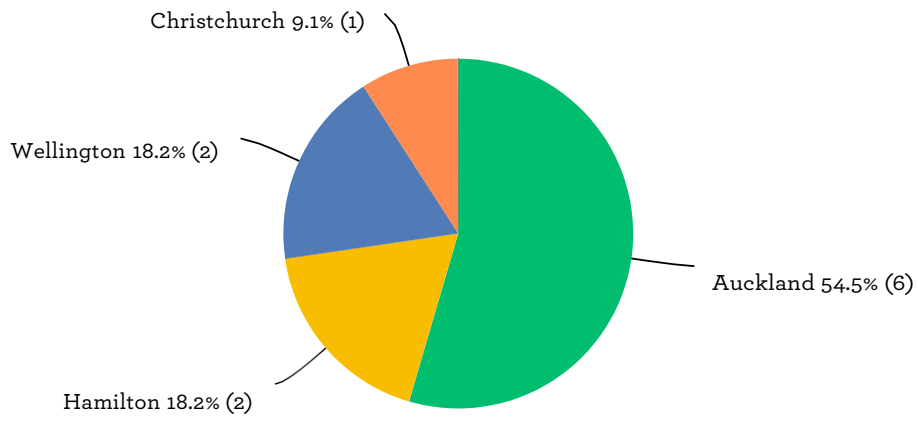
Nationality	%	TOTAL
United Kingdom	21.9 %	104
USA	19.8 %	94
Australia	11.2%	53
New Zealand	9.5 %	45
Germany	5.3 %	25
Switzerland	4.8 %	23
Canada	4.4 %	21
France	4.0 %	19
Netherlands	2.1 %	10
South Africa	1.9 %	9
Other	15.2 %	72
TOTAL	100.0%	475

Country of Residence	%	TOTAL
USA	20.1 %	95
United Kingdom	19.5 %	92
New Zealand	14.4 %	68
Australia	12.9 %	61
Switzerland	5.5 %	26
Germany	5.3 %	25
Canada	4.2 %	20
France	3.2 %	15
Netherlands	2.1 %	10
Chile	1.7 %	8
Other	11.0 %	52
TOTAL	100.0%	472

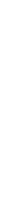
Q1. D. If normally residing in New Zealand, where do you live?

Answered: 12 Skipped: 198

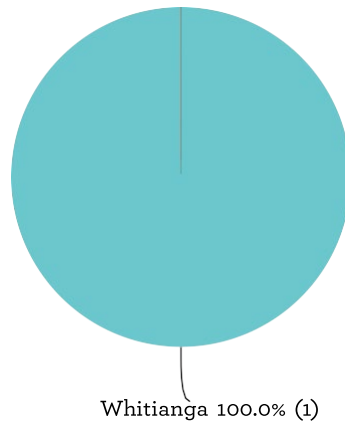
Major Urban Centres



Secondary Urban Centres

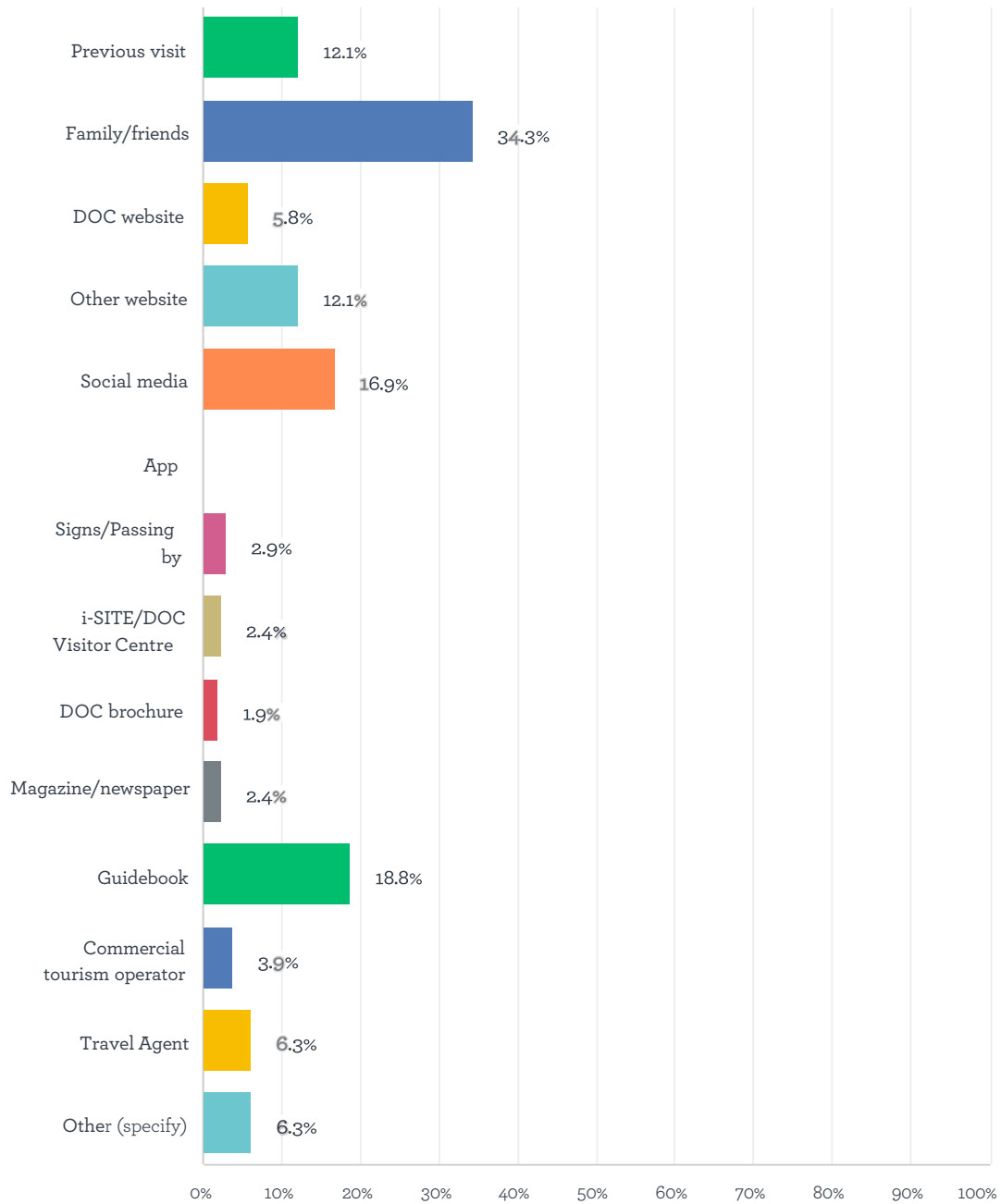


Minor Urban Centres



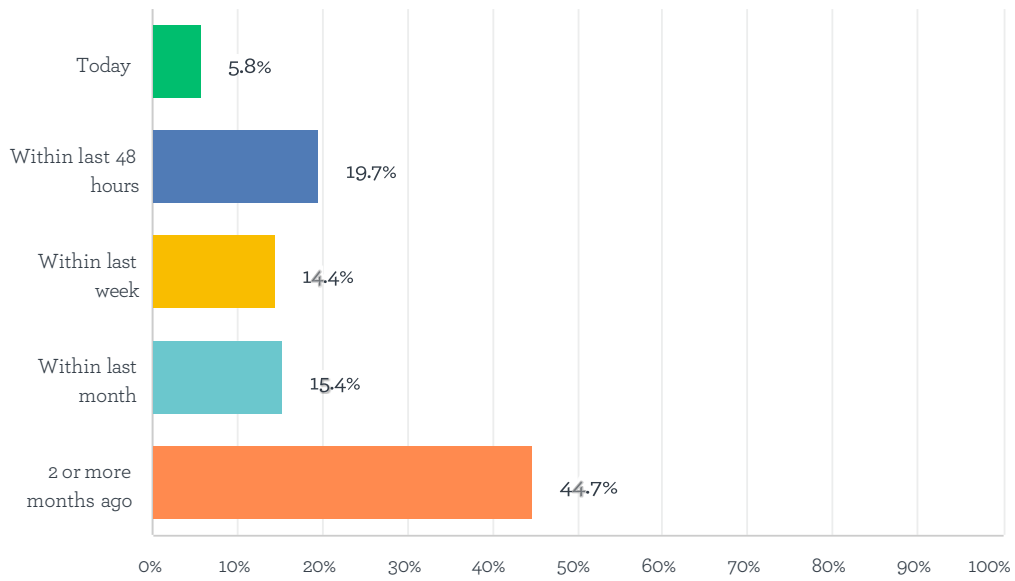
Q2. How did you learn about Mautohe Cathedral Cove?

Answered: 207 Skipped: 3



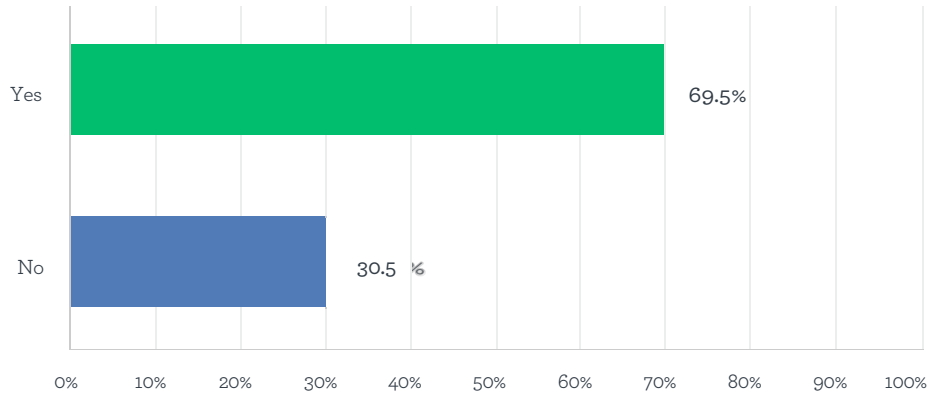
Q3. When did you decide to make this visit to Mautohe Cathedral Cove?

Answered: 208 Skipped: 2



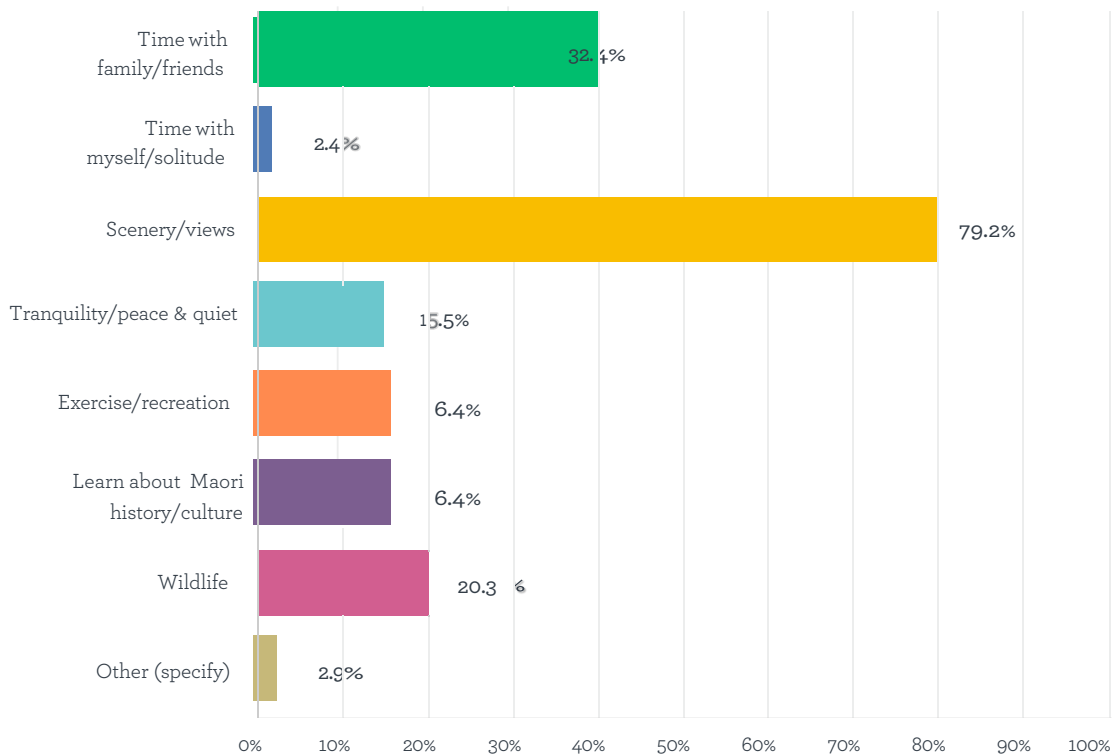
Q4. A. Is visiting Mautohe Cathedral Cove the main purpose of your travel today?

Answered: 177 Skipped: 33



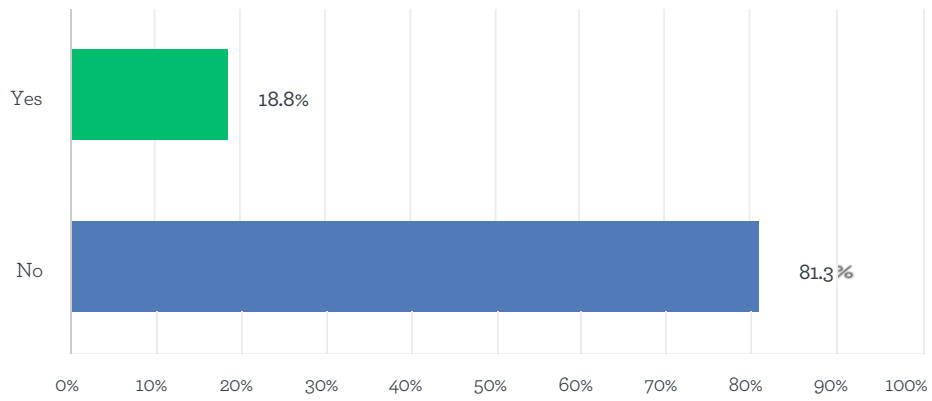
Q4.B. Why are you visiting Mautohe Cathedral Cove today?

Answered: 207 Skipped: 3



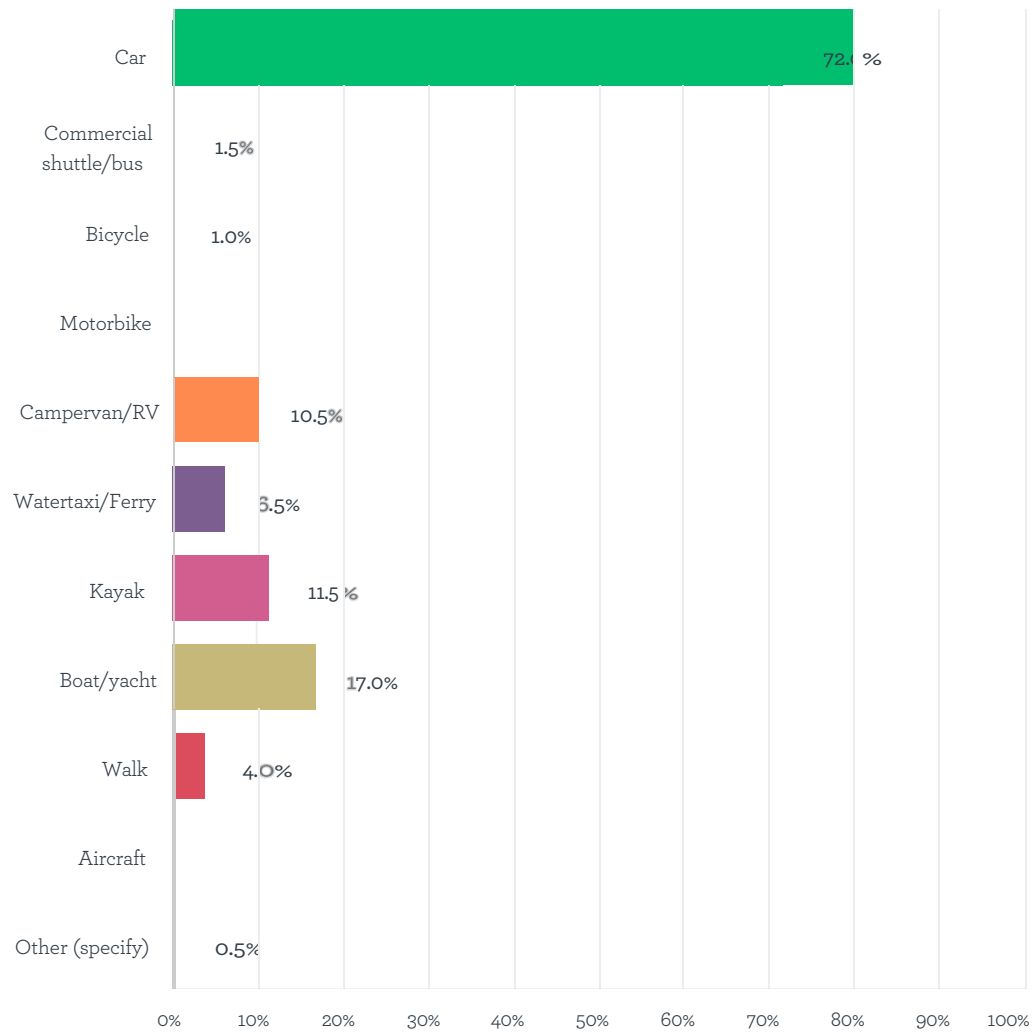
Q5. A. Did you travel from home to Mautohe Cathedral Cove today?

Answered: 176 Skipped: 34



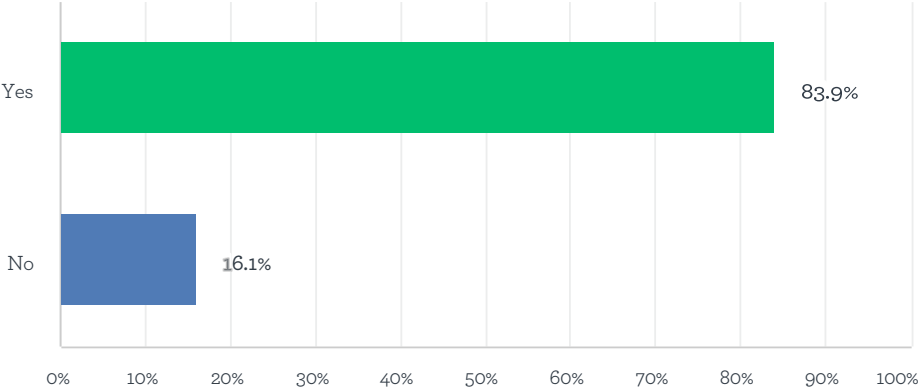
Q5. B. How did you travel to Mautohe Cathedral Cove today?

Answered: 200 Skipped: 10



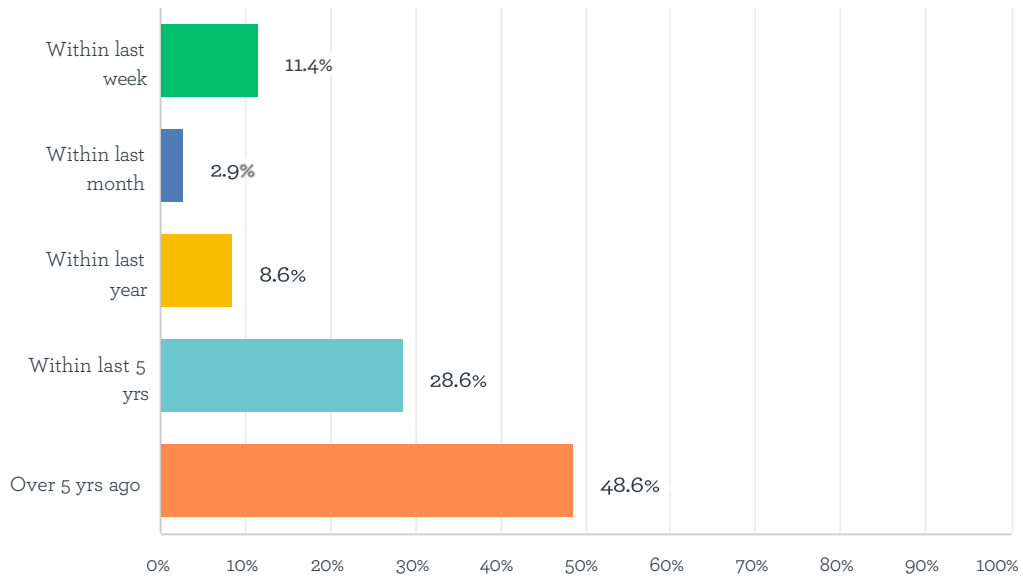
Q6. A. Is this your first visit to Mautohe Cathedral Cove?

Answered: 199 Skipped: 11



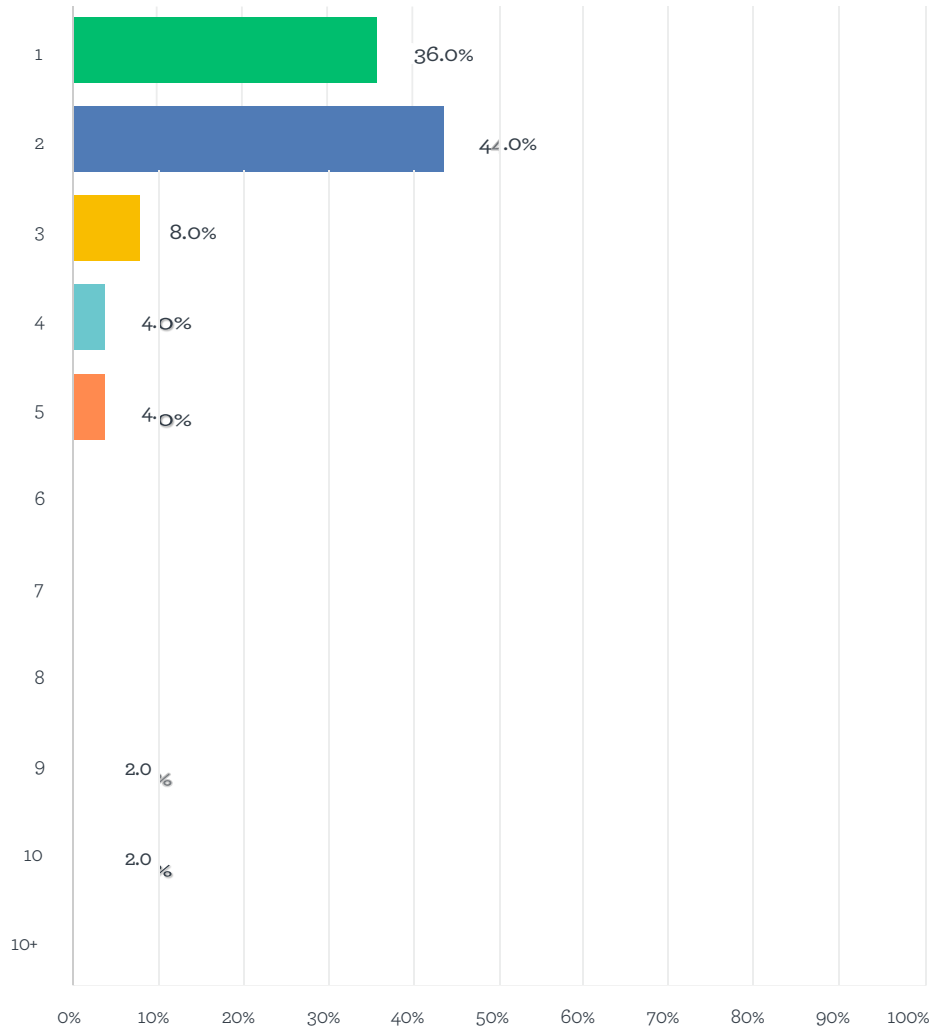
Q6. B. (If 'No') When was your last visit to Mautohe Cathedral Cove?

Answered: 35 Skipped: 175



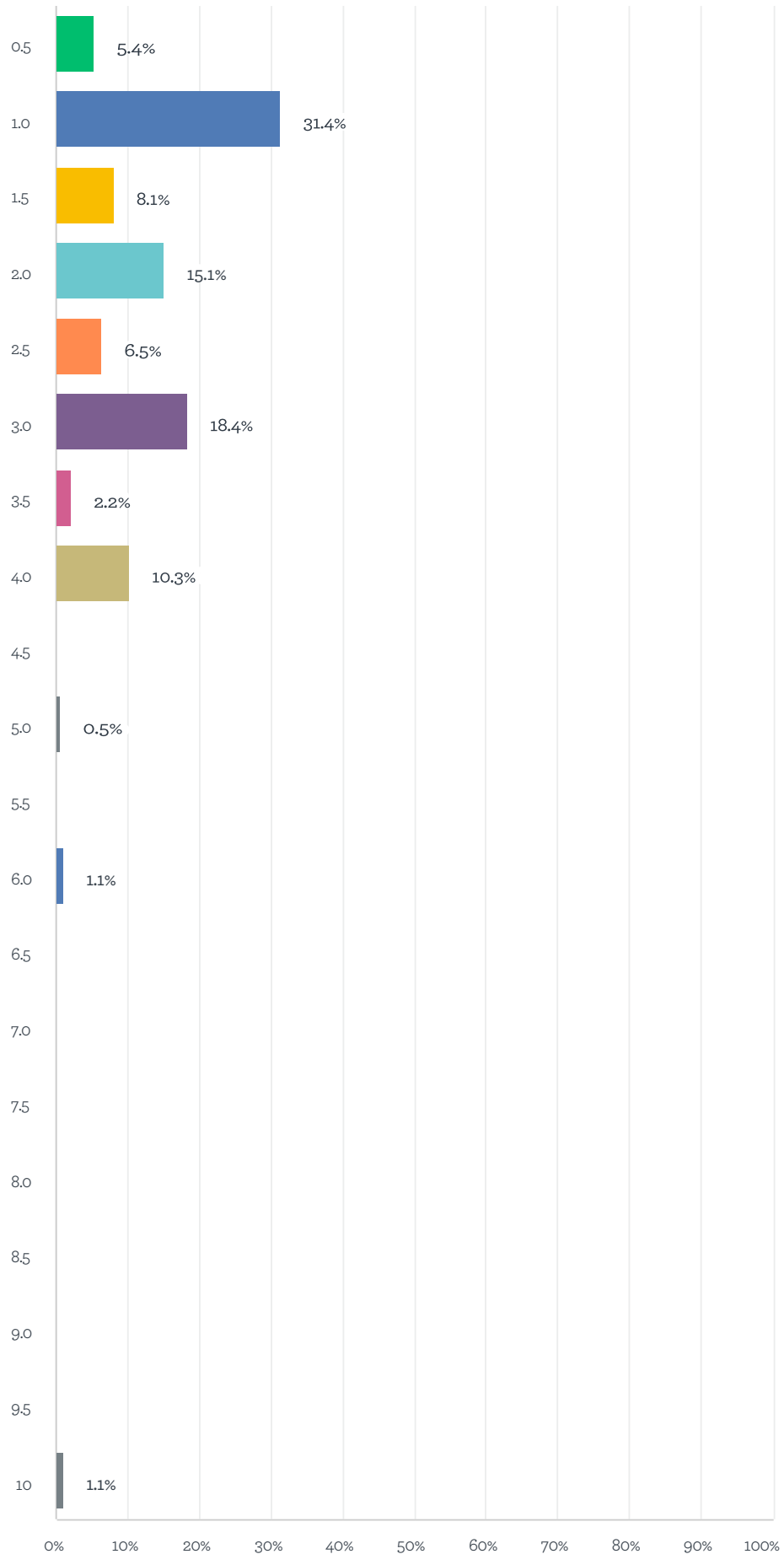
Q6. C. How many visits in total have you made to Mautohe Cathedral Cove?

Answered: 50 Skipped: 160



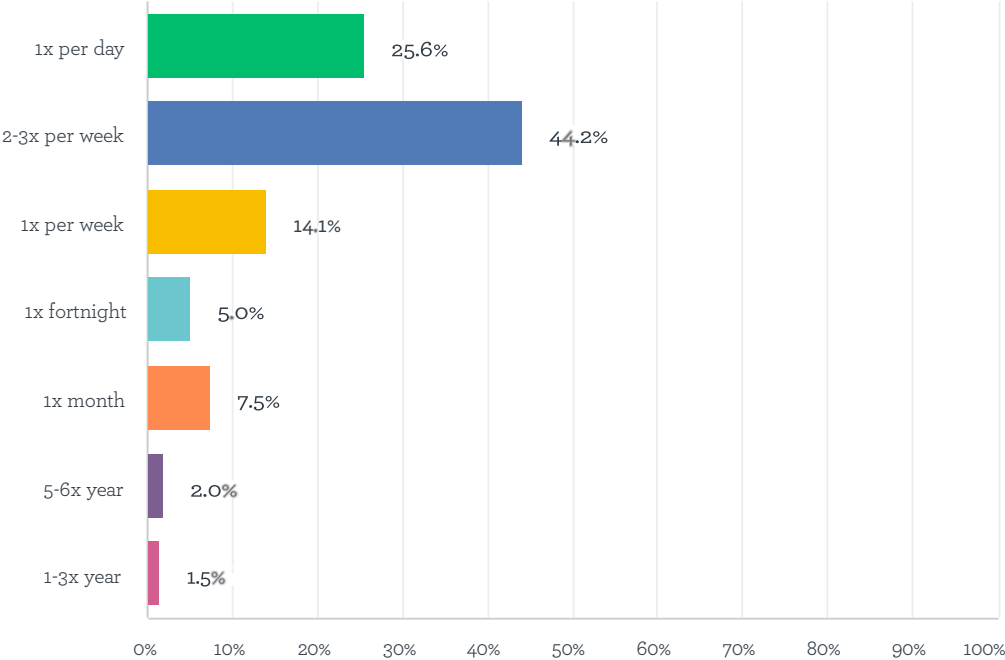
Q7. How long was your visit to Mautohe Cathedral Cove today?

Answered: 185 Skipped: 25



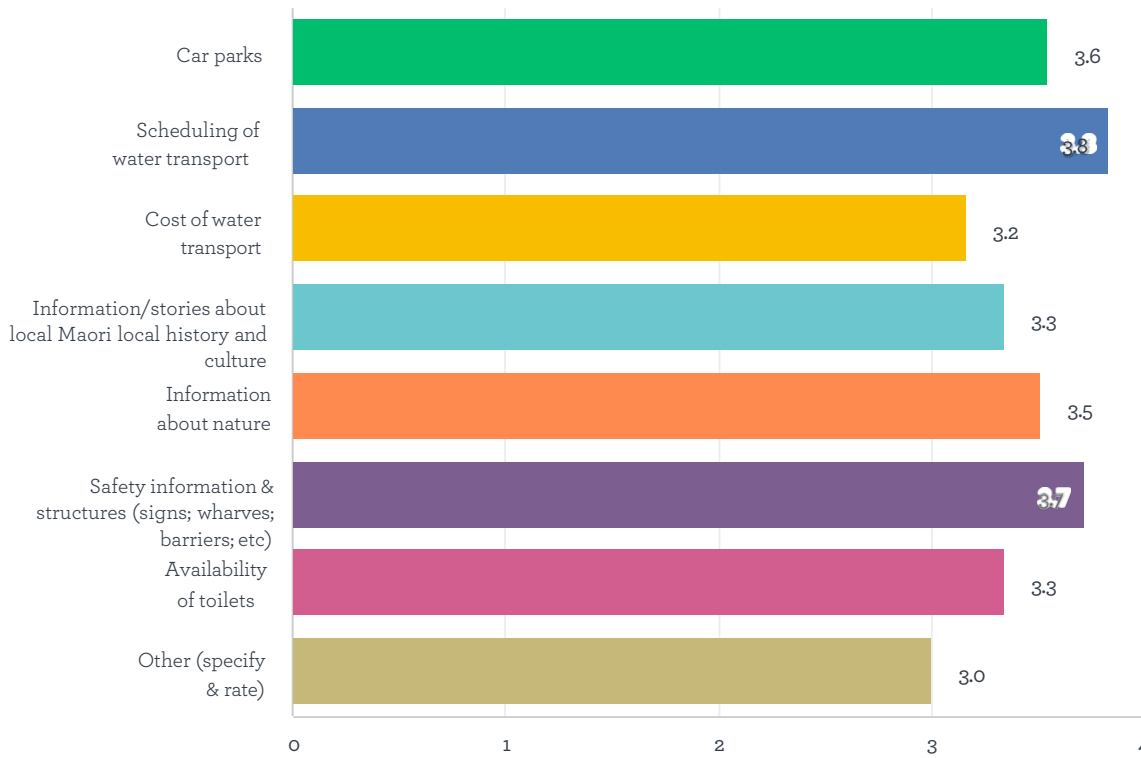
Q8. How often do you go walking in the outdoors/nature?

Answered: 199 Skipped: 11



Q9. A. How would you rate the following facilities and services at Mautohe Cathedral Cove?

Answered: 201 Skipped: 9

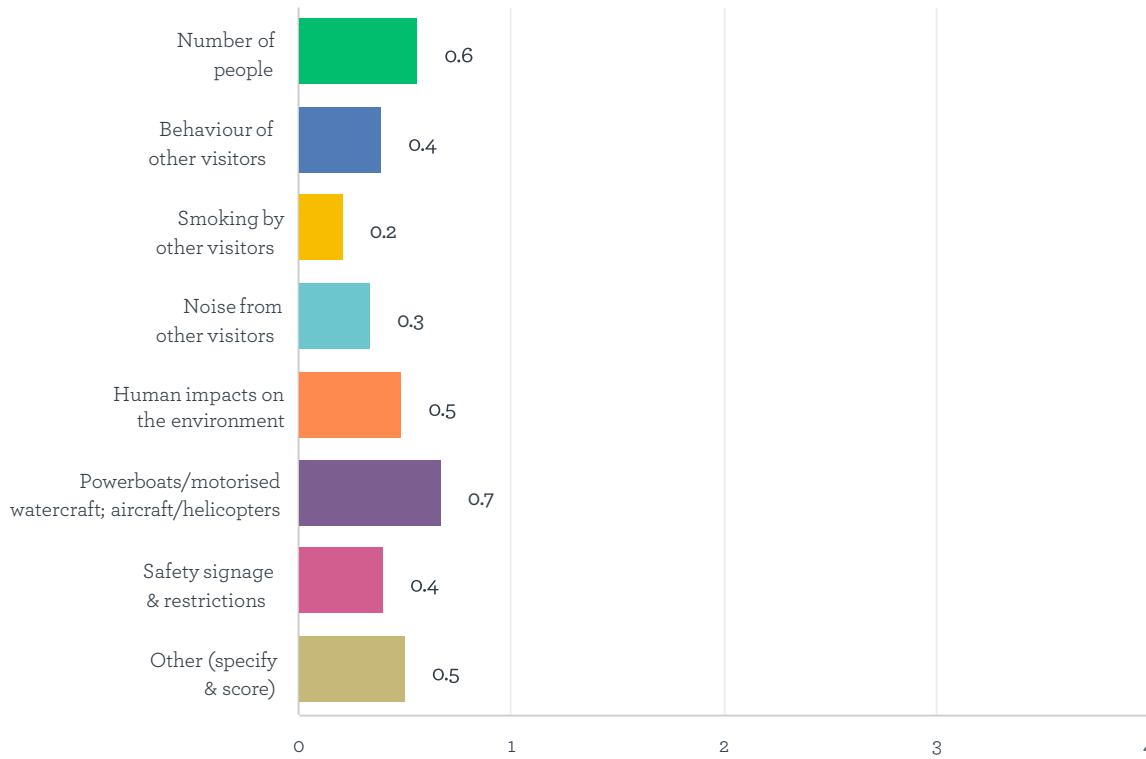


	0 (TERRIBLE)	1	2	3	4 (EXCELLENT)	NO OPINION/ DID NOT USE	TOTAL	WEIGHTED AVERAGE
Car parks	2.5% 5	3.5% 7	2.5% 5	14.6% 29	66.3% 132	10.6% 21	199	3.55
Scheduling of water transport	0.5% 1	1.0% 2	0.5% 1	8.6% 17	73.7% 146	15.7% 31	198	3.83
Cost of water transport	2.1% 4	3.6% 7	12.9% 25	26.8% 52	39.7% 77	14.9% 29	194	3.16
Information/stories about local Maori local history and culture	2.6% 5	5.1% 10	6.6% 13	20.9% 41	55.6% 109	9.2% 18	196	3.34
Information about nature	2.0% 4	2.5% 5	5.6% 11	19.2% 38	63.6% 126	7.1% 14	198	3.51
Safety information & structures (signs; wharves; barriers; etc)	0.0% 0	1.0% 2	2.6% 5	18.0% 35	73.7% 143	4.6% 9	194	3.72
Availability of toilets	2.6% 5	5.1% 10	6.2% 12	20.0% 39	53.3% 104	12.8% 25	195	3.34
Other (specify & rate)	0.0% ₀	8.3% ₁	8.3% ₁	0.0% ₀	25.0% ₃	58.3% ₇		

#	Q9. B. IF YOU RATED ANYTHING 0-2, PLEASE GIVE DETAILS:	DATE
1	no hand sanitizer in bathroom	2/29/2024 3:11 PM
2	Don't see any Māori history information	2/29/2024 2:58 PM
3	kayak trip	2/28/2024 4:01 PM
4	Womens bathroom had no sanitizer.	2/28/2024 3:50 PM
5	no toilets on beach landing	2/28/2024 9:41 AM
6	no toilets?	2/28/2024 8:58 AM
7	Fewer notices than needed	2/23/2024 3:35 PM
8	Expensive to visit Cathedral Cove. Council toilets out of order at Cooks beach.	2/23/2024 12:25 PM
9	Little info.	2/23/2024 10:13 AM
10	Need more history of māori	2/23/2024 10:06 AM
11	toilet under construction and no water for hand wash, ran out of parking places and parked on grass	2/23/2024 10:03 AM
12	not fussed about portaloos!	2/23/2024 10:02 AM
13	quite smelly, toilets closed and portable smelly	2/23/2024 9:56 AM
14	availability of sandwiches lunch, shut + portaloos	2/23/2024 9:51 AM
15	guide less knowledgeable re birdlife	2/21/2024 2:50 PM
16	No Māori History was told.	2/20/2024 1:00 PM
17	It was organised	2/16/2024 11:45 AM
18	No infos about nature or history	2/16/2024 10:23 AM
19	no history on whole taxi	2/15/2024 3:15 PM
20	toilets without shower and sink	2/15/2024 3:02 PM
21	car parks hopeless	2/15/2024 2:16 PM
22	zero info about toilets, expensive taxis	2/15/2024 2:06 PM
23	drinking water availably - 4	2/15/2024 8:31 AM
24	No carparks near the walk.	2/15/2024 8:03 AM

Q10. During this trip to Mautohe Cathedral Cove, were you disturbed by any of the following?

Answered: 194 Skipped: 16

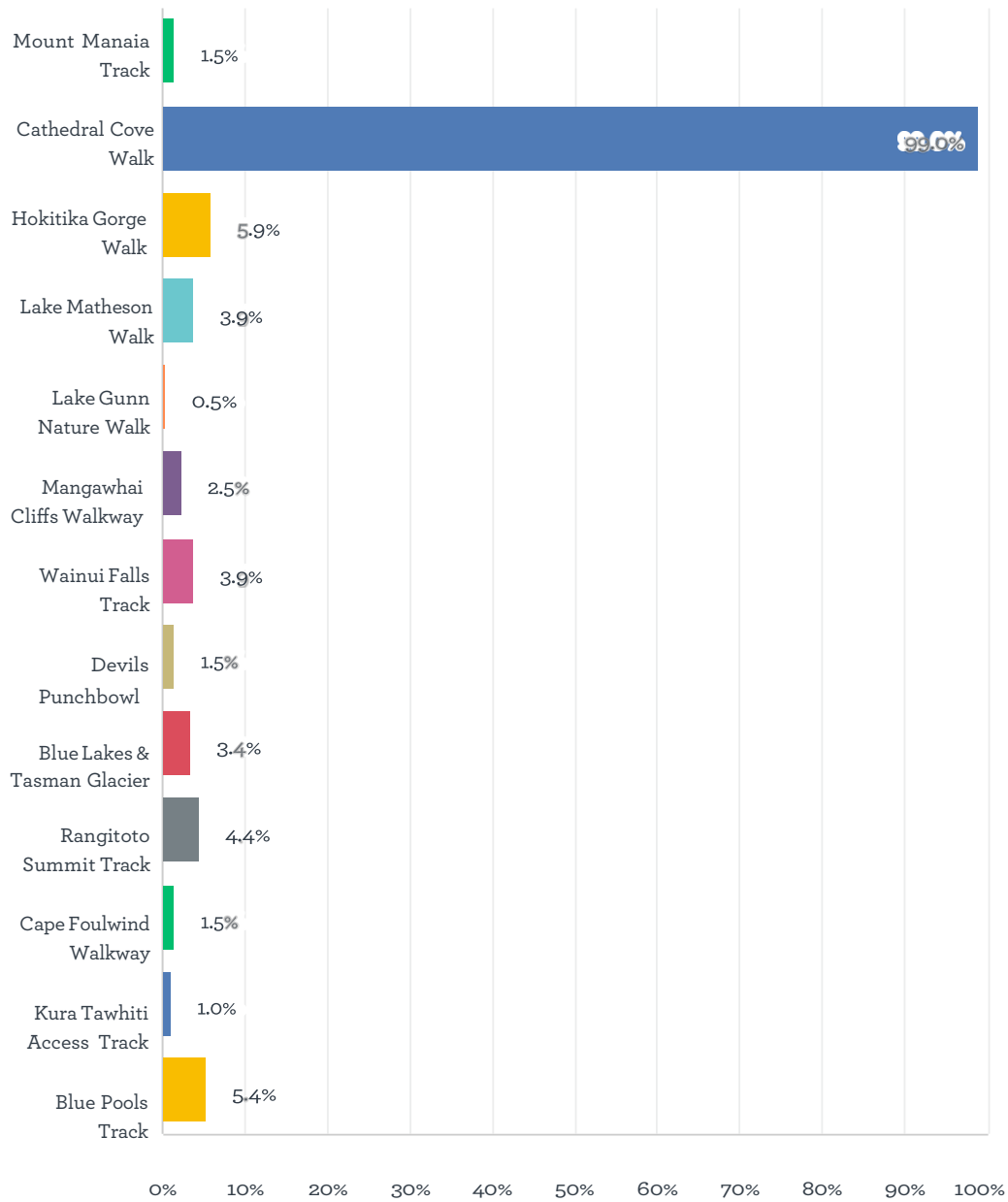


	0 (DID NOT DISTURB ME AT ALL)	1	2	3	4 (DISTURBED ME TOTALLY)	DID NOT EXPERIENCE THIS	TOTAL	WEIGHTED AVERAGE
Number of people	62.7% 121	12.4% 24	4.7% 9	2.1% 4	5.2% 10	13.0% 25	193	0.56
Behaviour of other visitors	70.5% 136	8.8% 17	0.5% 1	1.6% 3	4.7% 9	14.0% 27	193	0.39
Smoking by other visitors	69.6% 135	3.6% 7	0.0% 0	0.0% 0	3.1% 6	23.7% 46	194	0.21
Noise from other visitors	69.4% 134	5.7% 11	2.1% 4	0.5% 1	4.1% 8	18.1% 35	193	0.34
Human impacts on the environment	63.2% 122	9.3% 18	5.7% 11	2.1% 4	3.6% 7	16.1% 31	193	0.49
Powerboats/motorised watercraft; aircraft/helicopters	60.6% 117	10.9% 21	4.7% 9	7.3% 14	4.1% 8	12.4% 24	193	0.67
Safety signage & restrictions	73.2% 139	6.3% 12	1.1% 2	2.6% 5	4.7% 9	12.1% 23	190	0.40
Other (specify & score)	63.6% ₇	0.0% ₀	0.0% ₀	0.0% ₀	9.1% ₁	27.3% ₃		

#	OTHER SPECIFY -	DATE
1	sad about the caves natural decay	2/23/2024 3:44 PM
2	none	2/21/2024 2:50 PM
3	people on beach obviously walked there	2/21/2024 11:20 AM
4	nothing	2/16/2024 11:45 AM
5	too many signs about rocks falling	2/16/2024 10:23 AM
6	If the trail to Cathedral Cove was open we would have walked it	2/15/2024 3:29 PM
7	No	2/15/2024 8:38 AM

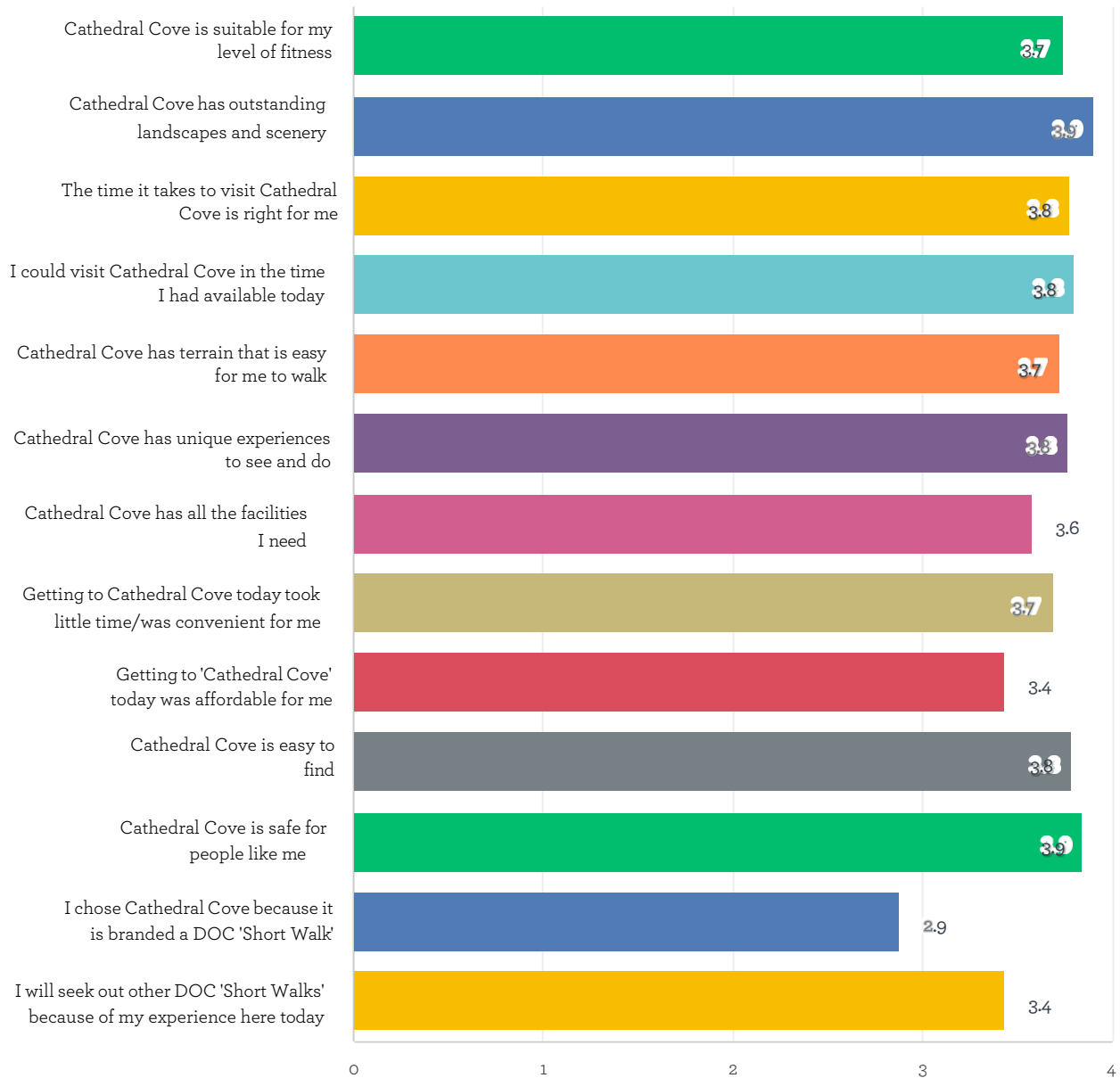
Q11. A. Which of these DOC Short Walks have you visited?

Answered: 204 Skipped: 6



Q12. How much do you agree with the following statements about Mautohe Cathedral Cove?

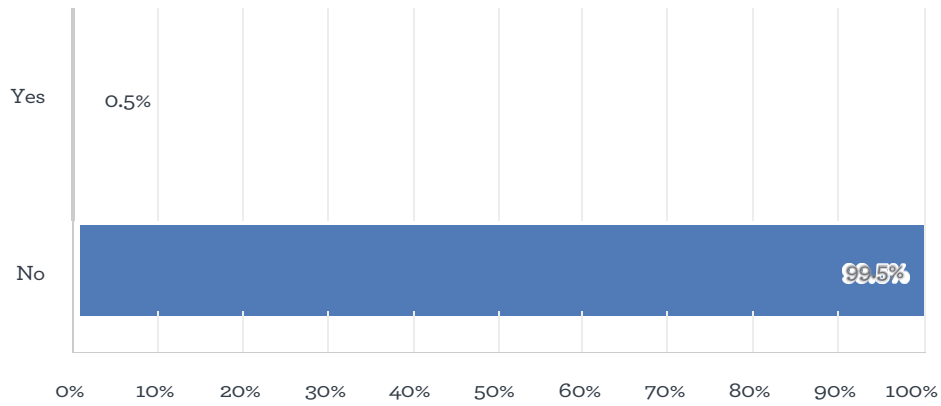
Answered: 199 Skipped: 11



	o (DO NOT AGREE AT ALL)	1	2	3	4 (AGREE TOTALLY)	NO OPINION	TOTAL	WEIGHTED AVERAGE
'Cathedral Cove' is suitable for my level of fitness	2.1% 4	0.0% 0	2.6% 5	9.4% 18	72.9% 140	13.0% 25	192	3.74
'Cathedral Cove' has outstanding landscapes and scenery	0.0% 0	0.5% 1	0.5% 1	6.1% 12	88.3% 174	4.6% 9	197	3.91
The time it takes to visit 'Cathedral Cove' is right for me	0.0% 0	1.0% 2	2.5% 5	12.1% 24	77.8% 154	6.6% 13	198	3.78
I could visit 'Cathedral Cove' in the time I had available today	1.5% 3	0.0% 0	1.0% 2	10.3% 20	80.0% 156	7.2% 14	195	3.80
'Cathedral Cove' has terrain that is easy for me to walk	1.1% 2	0.5% 1	1.6% 3	9.0% 17	54.0% 102	33.9% 64	189	3.73
'Cathedral Cove' has unique experiences to see and do	0.0% 0	0.5% 1	3.1% 6	13.3% 26	75.5% 148	7.7% 15	196	3.77
'Cathedral Cove' has all the facilities I need	1.0% 2	0.0% 0	9.9% 19	11.0% 21	61.8% 118	16.2% 31	191	3.58
Getting to 'Cathedral Cove' today took little time/was convenient for me	1.0% 2	1.6% 3	1.6% 3	16.1% 31	71.5% 138	8.3% 16	193	3.69
Getting to 'Cathedral Cove' today was affordable for me	1.6% 3	2.6% 5	6.8% 13	25.0% 48	57.8% 111	6.3% 12	192	3.44
'Cathedral Cove' is easy to find	0.0% 0	0.0% 0	1.6% 3	15.7% 30	73.3% 140	9.4% 18	191	3.79
'Cathedral Cove' is safe for people like me	1.1% 2	0.0% 0	0.0% 0	9.5% 18	78.9% 150	10.5% 20	190	3.85
I chose 'Cathedral Cove' because it is branded a DOC 'Short Walk'	10.7% 20	2.1% 4	2.1% 4	5.3% 10	32.1% 60	47.6% 89	187	2.88
I will seek out other DOC 'Short Walks' because of my experience today	4.3% 8	1.1% 2	2.7% 5	8.6% 16	44.9% 83	38.4% 71	185	3.44

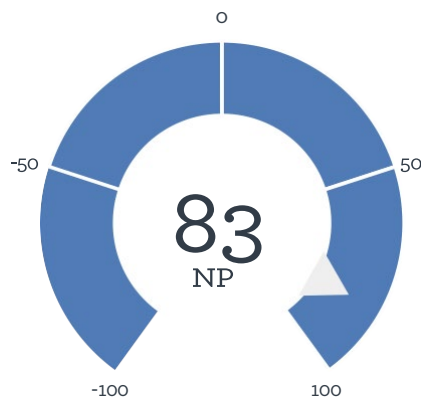
Q13. Did any member of your group suffer an injury at Mautohe Cathedral Cove today?

Answered: 194 Skipped: 16



How likely is it that you would recommend Mautohe Cathedral Cove to a friend or colleague?

Answered: 201 Skipped: 9



DETRACTORS (0-6)	PASSIVES (7-8)	PROMOTERS (9-10)	NET PROMOTER® SCORE
3.5%	10.4%	86.1%	83
7	21	173	

Visitor Survey: Cathedral Cove



Department of
Conservation
Te Papa Atawhai

(Office use only)

DATE: __/__/__

TIME (24hr) __: __

SURVEYOR (Initials): ___

FORM #: ___

SURVEY LOCATION:

Hahei D

Whitianga

- Q0. A. Are you VISITING Coromandel District?** Yes No – I live in Coromandel District (go to Q1)
- B. (If 'Yes') How many NIGHTS are you intending to stay in the Coromandel District this visit?** ___ # of nights
- C. (If 'Yes') WHERE are you staying in Coromandel District? (tick all that apply)**
- Hahei Hot Water Beach Cooks Beach Whitianga Kūaotunu Matarangi Tairua
- Pauanui Whangamatā Coromandel Town Thames Other (specify) _____
- D. (If 'Yes') What type/s of ACCOMMODATION are you using during your stay? (tick all that apply)**
- Hotel/motel Lodge Holiday home Campervan/RV Caravan Tent Boat
- Other (specify) _____

- Q1. A. How many PEOPLE are in your party/group (including yourself)?** ___ # of people
- B. What best DESCRIBES your party/group?**
- Solo/Alone Family/Couple Friends Recreational Club
- Commercial Guided Other (specify) _____
- C. Please indicate age/sex/nationality/country of residence of group members (1st 4 persons only)**

Respondent =1	Sex (M/F/GD)	Age	Nationality	Normal Country of Residence
1				
2				
3				
4				

D. (If normally residing in New Zealand) WHERE do you live/reside? (specify city/town/rural area) _____

- Q2. How did you LEARN about 'Cathedral Cove'? (tick all that apply)**
- Previous visit Family/Friends DOC website Other website Social media App
- Signs/Passing by i-SITE/DOC Visitor Centre DOC brochure Magazine/newspaper
- Guidebook Commercial tourism operator Travel Agent Other (specify) _____

- Q3. When did you DECIDE to make this visit to 'Cathedral Cove'?**
- Today Within last 48 hours Within last week Within last month 2 or more months ago

- Q4. A. Is visiting 'Cathedral Cove' the PRIMARY/MAIN purpose of your TRAVEL today?** Yes No
- B. What are your REASONS for visiting 'Cathedral Cove' today? (tick all that apply)**
- Time with family/friends Time with myself/solitude Scenery/views Tranquility/peace & quiet
- Exercise/recreation Learn about Māori history/culture Wildlife Other (specify) _____

- Q5. A. Did you travel from HOME to 'Cathedral Cove' TODAY?** Yes No
- B. How did you TRAVEL to 'Cathedral Cove' TODAY (from where you stayed last night)? (tick all that apply)**
- Car Motorbike Campervan/RV/etc Bicycle Watertaxi/Ferry Kayak
- Boat/yacht Walk Commercial shuttle/bus Aircraft Other (specify) _____

- Q6. A. Is this your FIRST visit to 'Cathedral Cove'?** Yes No
- B. (If 'No') When was your LAST visit to 'Cathedral Cove'?**
- Within last week Within last month Within last year Within last 5 years Over 5 years ago
- C. (If 'No') How many visits in TOTAL have you made to 'Cathedral Cove'?** ___ # of visits

Continues over page →

Q7. How LONG was your visit to 'Cathedral Cove' today? (circle number of hours)

0 hours 0.5 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 hours

Q8. How OFTEN do you go WALKING in the outdoors/nature?

1x per day 2-3x week 1x week 1x fortnight 1x month 5-6x year 1-3x year

Q9. A. How would you RATE the following FACILITIES and SERVICES at 'Cathedral Cove'? (circle rating)

(0=Terrible 4=Excellent X=No opinion/Did NOT use)

Car parks	0	1	2	3	4	X
Scheduling of water transport	0	1	2	3	4	X
Cost of water transport	0	1	2	3	4	X
Information/stories about local Māori history & culture	0	1	2	3	4	X
Information about nature	0	1	2	3	4	X
Safety information/structures (signs; wharves; barriers; etc)	0	1	2	3	4	X
Availability of toilets	0	1	2	3	4	X
Other (specify & rate) _____	0	1	2	3	4	X

B. If you rated anything 0-2, please give details: _____

Q10. (During this trip to 'Cathedral Cove Walk') Were you DISTURBED by any of the following? (circle level of disturbance)

(0=Did NOT disturb me at all 4=Disturbed me totally X=Did NOT experience this)

Number of people	0	1	2	3	4	X
Behaviour of other visitors	0	1	2	3	4	X
Smoking by other visitors	0	1	2	3	4	X
Noise from other visitors	0	1	2	3	4	X
Human impacts on the environment	0	1	2	3	4	X
Powerboats/motorised watercraft; aircraft/helicopters	0	1	2	3	4	X
Safety signage & restrictions	0	1	2	3	4	X
Other (specify & score) _____	0	1	2	3	4	X

Q11. A. Which of these DOC 'Short Walks' have you visited? (tick all that apply)

- Mount Manaia Track Mangawhai Cliffs Walkway Rangitoto Summit Track
 Cathedral Cove Walk Wainui Falls Track Cape Foulwind Walkway
 Hokitika Gorge Walk Devils Punchbowl Walking Track Kura Tawhiti Access Track
 Lake Matheson Walk Blue Lakes & Tasman Glacier Walks Blue Pools Track
 Lake Gunn Nature Walk

Q12. How much do you AGREE with the following statements about 'Cathedral Cove'? (circle level of agreement)

(0=Do not agree at all 4=Agree totally X=No opinion)

'Cathedral Cove' is suitable for my level of fitness	0	1	2	3	4	X
'Cathedral Cove' has outstanding landscapes and scenery	0	1	2	3	4	X
The time it takes to visit 'Cathedral Cove' is right for me	0	1	2	3	4	X
I could visit 'Cathedral Cove' in the time I had available today	0	1	2	3	4	X
'Cathedral Cove' has terrain that is easy for me to walk	0	1	2	3	4	X
'Cathedral Cove' has unique experiences to see and do	0	1	2	3	4	X
'Cathedral Cove' has all the facilities I need	0	1	2	3	4	X
Getting to 'Cathedral Cove' today took little time/was convenient for me	0	1	2	3	4	X
Getting to 'Cathedral Cove' today was affordable for me	0	1	2	3	4	X
'Cathedral Cove' is easy to find	0	1	2	3	4	X
'Cathedral Cove' is safe for people like me	0	1	2	3	4	X
I chose 'Cathedral Cove' because it is branded a DOC 'Short Walk'	0	1	2	3	4	X
I will seek out other DOC 'Short Walks' because of my experience here today	0	1	2	3	4	X

Q13. A. Did any member of your group suffer an INJURY visiting 'Cathedral Cove' today? Yes No

Q14. How LIKELY is it that you would RECOMMEND 'Cathedral Cove' to your family or friends? (circle rating)

(0=Very Unlikely

10=Very Likely)

0 1 2 3 4 5 6 7 8 9 10

THANK YOU FOR YOUR TIME! ©