

Paid carparking pilot

Decision report

June 2026



Punangairi Visitors Centre, Dolomite Point. Source: Ngāti Waewae and Department of Conservation

Proactively released by the Department of Conservation

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1 Purpose and origin of report

This report divides the content into parts A, B and C.

The purpose of part A is to seek approval to continue paid parking at the three pilot sites and expand paid parking to other sites.

The purpose of part B is to seek approval to make paid parking payment structure improvements and endorse minor signage, information and operational improvements.

The purpose of part C is to endorse a financial recommendation, report financial analysis and forecast operating surplus.

2 Recommendations and findings

Paid parking pilot project governance group (PGG) met on 11 June 2026. PGG recommendations, endorsement and notes highlighted in bold.

Part A – Assessing project benefits and recommendation to continue paid parking

That the paid parking pilot governance group:

- 1) Recommends approval to continue paid parking at Punakaiki Pancake Rocks, Paparoa National Park; Franz Josef Glacier, Westland Tai Poutini National Park; and White Horse Hill, Aoraki/Mount Cook National Park. **PGG recommends approval**
- 2) Recommends approval to investigate a national programme of paid carparking investment at other DOC carparks for implementation from financial year 2027 and beyond. **PGG recommends approval**

Part B – Monitoring the pilot and improving operations

That the paid parking pilot governance group:

- 3) Endorse an easier-to-use payment top-up system for customers at all sites. Implementation is dependent on possible additional costs and DOC agreeing to those costs. **PGG endorses improved payment top up signage and software improvements for an easier to use payment top up system. PGG notes software improvements are dependent on agreeing costs and implementation timeline.**
- 4) Recommends approval of below paid parking price structure changes:
 - a. Payment in half hour increments at Punakaiki Pancake Rocks, Franz Josef Glacier and White Horse Hill. **PGG recommends approval**
 - b. Reduce the free parking time from 20 minutes to 10 minutes at Punakaiki Pancake Rocks and Franz Josef Glacier. **PGG recommends approval and recommends Punakaiki Pancake Rock 10min free parking time is reviewed periodically.**
PGG recommends that a parking payment exemption can apply to PO box holders in the Punakaiki Pancake Rocks northern carpark.
 - c. Allow up to two vehicles (instead of one) on the \$10/year local parking permit. **PGG recommends approval.**
PGG recommends that \$10/year local parking permit includes Franz Josef and Punakaiki Pancake rocks for residents in Buller, Westland and Grey districts.
PGG recommends that \$10/year local parking permit does not require payment again when renewed.
- 5) Endorse improving information on the location and duration of experiences at Punakaiki and Franz Josef. **PGG endorsed. PGG noted that the paid parking team will manage an iterative sign design process that includes workshops and opportunities for district teams to provide feedback and inputs.**

- 6) Endorse minor changes to paid parking signage to include information on annual permits, and how day passes allow for unlimited entry and exits. **PGG endorsed. PGG noted that the paid parking team will manage an iterative sign design process that includes workshops and opportunities for district teams to provide feedback and inputs**
- 7) Implement recommendations 3,4,5 and 6 before 1 September 2026. **PGG noted**

Part C – Financial recommendations:

That the paid parking pilot governance group

- 8) Endorse the recommendation that DOC Experience Management and Commercial team (Business and Benefits Owner) review and report revised paid parking financial analysis by 1 April each year. Report to inform national budget bidding process. Financial analysis to include re investing paid parking operating surplus into existing carpark maintenance and adjacent visitor services to support the sustainability of the visitor network. **PGG noted**
- 9) Endorse the recommendation to allocate a total of \$15k per year to DOC Experience Management and Commercial team (Business and Benefits Owner) to manage paid parking hardware inspections, maintenance and asset management plan. Managed through existing parking services contract. **PGG noted**

Part C – Financial analysis and findings: PGG noted

- 10) There is a forecast operating surplus of around \$1.4M per year for ongoing paid parking.
- 11) There is a forecast operating surplus of around \$0.9M per year for ongoing paid parking including existing carpark operating costs
- 12) There is a forecast overall surplus of around \$0.7M per year for on-going paid parking plus existing carpark operating costs plus visitor costs – site servicing

3 Executive summary

Paid carparking commenced on 15 December 2025 at the following sites:

- 1) Punakaiki Pancake Rocks, Paparoa National Park
- 2) Franz Josef Glacier, Westland Tai Poutini National Park
- 3) White Horse Hill, Aoraki/Mount Cook National Park

The three sites are operating as a pilot until 30 June 2026. The sites have been monitored and evidence measured to assess performance against expected benefits. The benefits are:

1. Establishing a fair mechanism for visitors to improve the financial sustainability of the visitor network
2. Better visitor management at DOC sites that improves customer experience

To achieve benefit 1 the benefit cost ratio (BCR) needs to be greater than one.

To achieve benefit 2 there should be no material change to the trend on visitor counts versus previous years, and an improvement in the experience rating score given by visitors of the site. Due to the lack of clean baseline data, it was not possible to definitively evaluate if the customer experience had improved, but pilot data showed there had not been a material negative impact on the experience. Given the limitations, this is the focus of the evidence presented in this report.

Each individual pilot site has a BCR greater than one and is above the target value. The combined BCR for the three pilot sites is 1.47 and above the target value of 1. This means the revenue is 1.47 times greater than the costs. The calculation is based on a ten-year investment period using a net present value methodology.

Based on the evidence collected:

- There is no material negative impact on visitors' average carpark rating

- There is no material change in vehicle or visitor counts

The project is delivering as intended and has met the target values of benefit 2.

Overall, the project has delivered on its objectives, and it is recommended that paid parking continues at the three pilot sites.

The high BCR values show strong value for money. DOC could increase paid parking investment by extending paid carparking to other DOC carparks and improve sustainability by reinvesting operating surplus back into the visitor network. It is recommended that DOC investigates a programme of paid carparking investment at other DOC carparks and implement at feasible sites.

Data was gathered from multiple sources to identify ways to improve how the sites operate. Analysis showed several consistent themes at all three paid parking sites which helped shape the recommended improvements.

Recommendations include:

- changes to the pricing structure to improve visitor experience,
- improvements to the customer interface for topping up parking payments, and
- signage changes to improve the customer payment journey.

Implementation of revised signage is planned before 1 September 2026 ahead of the busy summer tourist season.

An operating surplus of around \$1.4M per year is forecast for on-going paid parking. On going operational costs include; DOC rangers, training, temporary equipment, maintenance and paid parking service fees. This surplus will vary over time with cost and revenue fluctuations, driven by the prevailing economic conditions.

The operating surplus should be re invested into existing carpark maintenance and can be used for local visitor services cost pressures. This supports the sustainability of the visitor network and aligns with the project investment objective to improve visitor network financial sustainability. A surplus of \$0.7M /year would remain for investment in other DOC cost pressure such as biodiversity and visitor network priorities.

4 Background

DOC is piloting paid parking at three sites for a seven-month period from December 2025 to 30 June 2026. The sites have been monitored and evidence measured to assess performance against expected benefits.

A range of data was also collected from multiple sources to identify improvements if paid parking continues.

The investment objectives of the paid parking pilot are:

- Efficient management of visitor car parking at busy sites that improves customer experience
- Establishing a fair mechanism for visitors to help improve the financial sustainability of the visitor network

Paid parking started on 15 December at three DOC carparks.

5 Site locations

The paid car parking pilot sites are all within the South Island and shown on figure 1.

The sites are:

1. Punakaiki Pancake Rocks, Paparoa National Park
2. Franz Josef Glacier, Westland Tai Poutini National Park
3. White Horse Hill, Aoraki/Mount Cook National Park



Figure 1: Paid parking regional locations

The two Pancake Rocks car parks are to the south of Punakaiki Village, shown as the yellow stars on figure 2. The car parks are located to the south and north of the Punangairi Visitor Centre.



Figure 2: Punakaiki northern and southern car parks

The Franz Josef car park is near Franz Josef village, shown as the yellow star on Figure 3.

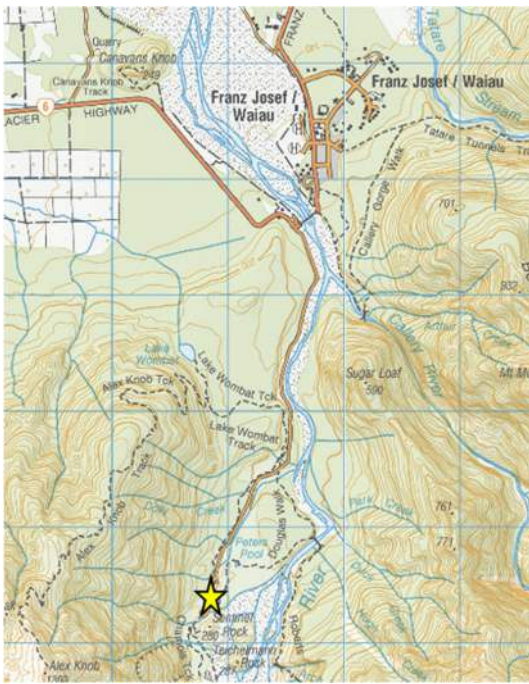


Figure 3: Franz Josef Glacier carpark

The White Horse Hill carpark is north of Aoraki Village, shown as the yellow star on figure 4.

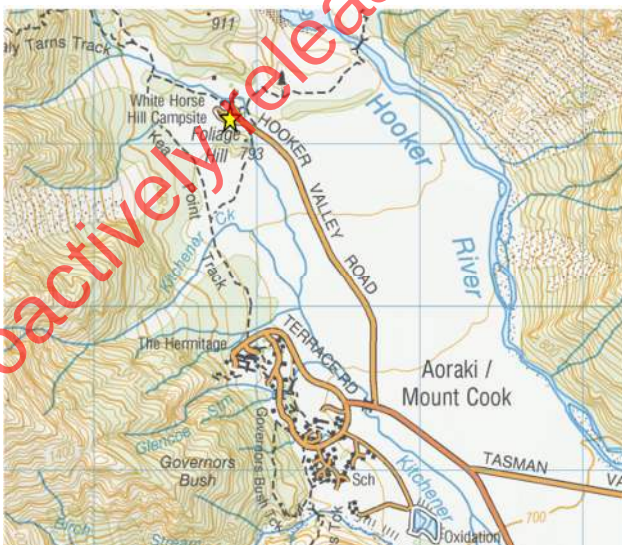


Figure 4: White Horse Hill at Aoraki Mount Cook

6 Part A – Assessing project benefits

The project benefits link the DOC strategic objectives to measurable project outcomes. The project benefits provide objective evidence that the project delivered real value and achieved its intended objectives.

Project benefits were developed in the business case stage, prior to funding approval for the implementation of paid parking. A benefits realisation plan that sets out what, when and how evidence is collected was finalised in February 2026 and endorsed by project governance. The benefits realisation plan is included as Appendix 1. The two benefits and their target measures are summarised in section 6.1 and section 6.2.

Benefits realisation includes showing a positive Benefit Cost Ratio (BCR) i.e. Revenue is greater than costs and there was no material impact on visitor numbers.

6.1 Benefit 1 – Return on investment

Benefit title - Establishing a fair mechanism for visitors to improve the financial sustainability of the visitor network.

Target value – A benefit cost ratio greater than 1.

The BCR is based on actual and forecast revenue (benefits) and project cost information forecast over a ten year analysis period.

6.1.1 Measuring evidence – actual revenue

Gross revenue (excl GST) over the pilot period is forecast at \$1,940,500 including actual revenue to 31 May 2026 and a forecast revenue through to 30 June 2026.

Table 9 in Appendix 2 shows the distribution of parking revenue, breach notice revenue and parking permit revenue across the three sites.

The White Horse Hill carpark sits next to a campsite, and both use the same entry. Before paid parking, the campsite booking system was flexible and could handle busy periods and overflow. Paid parking introduced parking charges to a fixed area, which reduced this flexibility. As a result, campsite revenue for 2025/26 was \$380,000 less than expected. This loss has been included in the benefit-cost analysis.

Visitors at Punakaiki Pancake Rocks have been observed rushing. Business have reported visitors quickly leaving their premises and a downturn in retail spending. The downturn in retail spending is difficult to uncouple from prevailing broader economic conditions over the last 12 months and has been excluded from the benefit cost analysis.

Revenue forecasts are based on actual revenue trends, recommended changes to the price structure and paid parking now being available for a continuous period compared to the seven month pilot. Revenue is forecast over a ten-year analysis period. The revenue forecast is summarised on Table 9 in Appendix 2.

Revenue is forecast at around \$2.2M/year. The forecast excludes:

- Forecast growth in visitor numbers
- Possible parking fee increases.

Growth in visitor demand and possible increases to carpark pricing will further increase forecast revenue. Excluding these factors represents a conservative approach.

A further breakdown of actual and forecast gross revenue is included in Appendix 3.

6.1.2 Measuring evidence – actual costs

The three paid parking sites cost \$3.27M to design, install and operate including actual costs to 31 May, committed construction contracts and forecast costs through to 30 June 2026. Table 10 in Appendix 2 summarises the whole-of-life costs.

Before the parking pilot commenced, the project team worked with DOC district teams estimated on-site operational staffing requirements and costs to support paid parking.

The project team re-engaged with the DOC district teams to test whether the operational resources made available for the pilot were sufficient to operate paid parking. Key findings were:

- A Franz Josef compliance ranger is required to help manage increased demand for roadside shoulder parking and to support on-site paid parking customer service and queries.
- The Punakaiki DOC visitor centre requires help to support routine pay station battery charging, facilitate other maintenance activities and support on-site paid parking customer service and queries.

These additional resources have been added to the ongoing operational cost forecast. Table 10 in Appendix 2 shows the whole-of-life cost forecast over a ten-year life that allows for a capital replacement of paid parking equipment after its useful life of five years.

Ongoing annual maintenance estimates for paid parking hardware and carpark upgrades are included in the forecast from 1 July 2027.

DOC overheads are included in the forecast and have been estimated at 15% of operational costs. These overheads contribute to ongoing paid parking service contract administration, paid parking customer service requests, and other DOC overhead costs.

Ongoing operating expenditure (OPEX) of around \$1.1M per year is forecast from year two of the ten-year analysis period.

A further breakdown of actual and forecast whole of life costs is included in Appendix 3.

Whole of life cost estimates exclude cost escalation.

6.1.3 Benefit cost ratio (BCR)

The measured revenue, cost evidence and forecasts are variables in the BCR estimate.

The BCR is calculated from the below formula.

$$BCR = \frac{PV \text{ Benefits (Net Revenue)}}{PV \text{ Costs}}$$

The present value (PV) of revenue and costs is based on an 8% discount rate (recommended by Treasury for commercial type projects¹) and applied over ten years. The paid parking electronic hardware is estimated to have a five year life. The ten year analysis period allows for a paid parking hardware capital replacement cost at year six.

The BCR calculations and assumptions are included in Appendix 4

The PV of revenue and PV whole of life costs for the entire pilot and for each site is summarised in Table 1.

Table 1: BCR summary

Site	PV revenue	PV costs	BCR
White Horse Hill	\$7,245,180	\$4,881,148	1.48
Franz Josef	\$3,887,245	\$2,158,909	1.80
Punakaiki, Pancake rocks	\$3,072,212	\$2,613,994	1.18
TOTAL	\$14,204,637	\$9,654,051	1.47

The estimated BCR for each site is above one and is 1.47 for all the sites combined.

The estimated benefit cost ratio (BCR) includes capital costs of around \$1.1M for carpark upgrades at White Horse Hill and Dolomite Point. However, delivery of the paid parking pilot and realising project benefits was not dependent on completing this capital work. Excluding these costs from the BCR analysis would further improve the estimated BCR.

¹ <https://treasury.govt.nz/information-and-services/state-sector-leadership/guidance/financial-reporting-policies-and-guidance/discount-rates>

Overall the BCR is considered to be conservative as it includes some costs that can be arguably considered as sunk costs, which are not normally included in a Benefit Cost Analysis.

6.2 Benefit 2 – Customer experience

Benefit title – Better visitor management at DOC sites that improves customer experience

Target value – No material negative impact to visitors' average carpark rating or no material change to visitor or traffic count data.

While baseline visitor count or traffic count data is available at all the pilot sites, visitors' average carpark rating baseline data is only available at Dolomite Point and White Horse Hill.

A material impact means an effect that is significant enough to matter.

6.2.1 Punakaiki Pancake Rocks

DOC has a permanent counter on the Pancake Rocks walking track. It is assumed that the majority of visitors to Punakaiki Pancake Rocks experience the walking track. The counter records visitors as they walk past.

Figure 5 shows total visitor count data from financial year 2018 to June 2026². Note that financial year 2026 is recorded to 25th April 2026 and the balance of FY26 is forecasted.

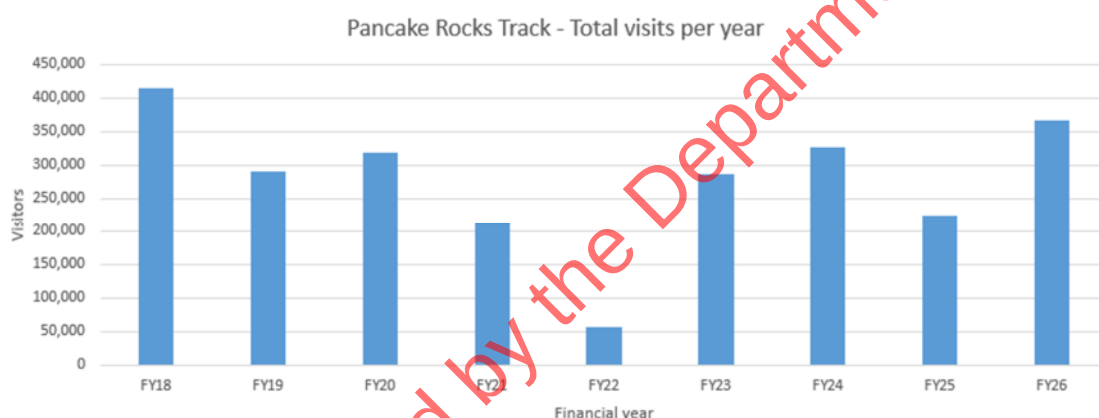


Figure 5: Punakaiki Pancake Rocks – Track counter

COVID restrictions started in March 2020 and New Zealand reopened its borders on 31 July 2022. A significant drop in visitor numbers is shown from FY20 to FY23. Visitor numbers start to recover from FY23.

FY25 is significantly lower than FY24 and FY26. This was due to recorded counter errors from 28/5/2025 to 25/7/2025. Data modelling hasn't been completed to account for the missing data.

FY26 visitor data includes the paid parking operational period and is approximately 11% more than FY24. An increase in visitor numbers could be attributed to a number of factors. A 11% increase is not a material change to visitor numbers.

A customer intercept survey was completed in the 2017/2018 financial year at Punakaiki Pancake Rocks. Visitors were asked to rate the car parks from 0-5 (where 0 = 'Terrible' and 5 = 'Terrific'). The weighted average for the car parks was 3.9.

The March 2026 customer intercept survey reported a carpark facility weighted average of 3.7. Responses were on a scale of 0 to 4 where 0 = 'Not at all satisfied' and 4 = 'Extremely satisfied'.

² Source docnewzealand.shinyapps.io/visitor_asset_utilisation/

The difference in weighted averages between 3.9 out of 5, or 78%, and 3.7 out of 4, or 92%, shows an improvement in 2026 and is not a material negative impact

6.2.2 Franz Josef Glacier

DOC has a permanent traffic counter on the access road into the Franz Josef Glacier carpark. The majority of visitors to Franz Josef Glacier travel in a light vehicle or commercial transport vehicle such as a bus. Although some visitors walk or cycle, this portion is negligible.

Figure 6 shows total visitor count data from financial year 2018 to June 2026. Note that financial year 2026 is recorded to 21st April 2026 and the balance of FY26 is forecasted.

The traffic counter has inductive loops set in the road and counts vehicles when they pass it. The vehicle counts show vehicles leaving the access road (outbound).

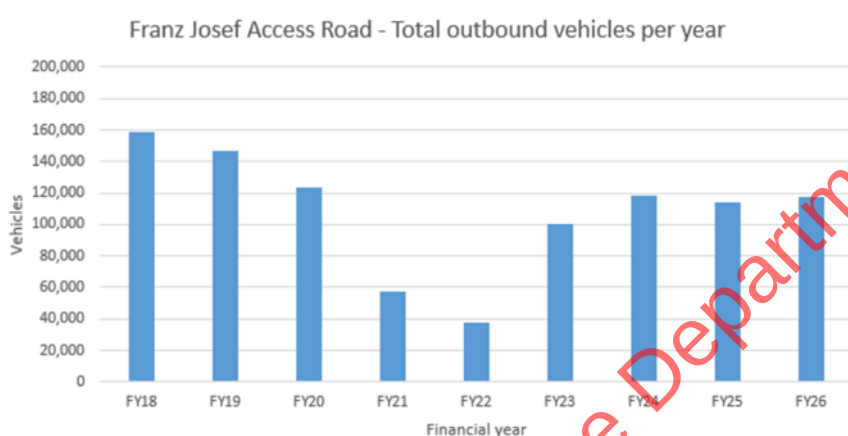


Figure 6: Franz Josef Access Road – Total vehicles per year

A significant drop in vehicles is shown from FY20 to FY23 and shows the impact of COVID restrictions. Vehicle numbers start to recover from FY23.

FY26 vehicle data includes the paid parking operational period and is approximately 3% more than FY25. An increase in vehicle numbers could be attributed to a number of factors. A 3% increase is not a material change to visitor numbers.

While no baseline data is available that records visitors' average carpark rating, the March 2026 customer intercept survey reported a carpark facility weighted average of 3.8. Responses were on a scale of 0 to 4 where 0 = 'not at all satisfied' and 4 = 'extremely satisfied'.

6.2.3 White Horse Hill

DOC has a permanent traffic counter on the State Highway that provides access into the National Park and White Horse Hill carpark. The counter is located near the Aoraki/ Mt Cook Airport access road. The majority of visitors travel in a light vehicle or commercial transport vehicle such as a bus. Although some visitors walk or cycle, this portion is negligible.

Figure 7 shows total visitor count data from financial year 2018 to June 2026. Note that financial year 2026 is recorded to 25 May 2026 and the balance of FY26 is forecasted.

The traffic counter has inductive loops set in the road and counts vehicles when they pass it. The vehicle counts shown is for northbound vehicles only. For example in FY18 around 250,000 vehicles travelled north towards the Aoraki village.

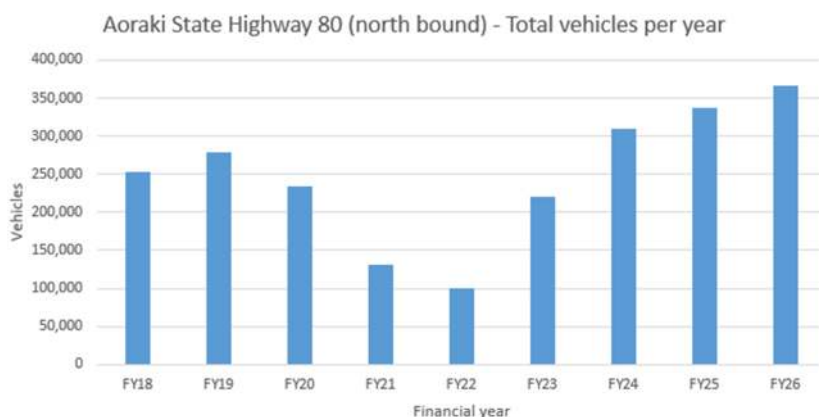


Figure 7: – Aoraki State Highway - Total vehicles per year

A significant drop in vehicles is shown from FY20 to FY23 and shows the impact of COVID restrictions. Vehicle numbers start to recover from FY23.

FY26 vehicle data includes the paid parking operational period and is approximately 9% more than FY25. An increase in vehicle numbers could be attributed to a number of factors. A 9% increase is not a material change to visitor numbers.

A customer intercept survey was completed in the 2017/2018 financial year at White Horse Hill. Visitors were asked to rate the car park facility from 0-4 (where 0 = 'terrible' and 4 = 'excellent'). The weighted average for the car park was 3.5.

The March 2026 customer intercept survey reported a carpark facility weighted average of 3.5. Responses were on a scale of 0 to 4 where 0 = 'not at all satisfied' and 4 = 'extremely satisfied'.

The difference in weighted averages between 3.5 and 3.5 or 72% and 87% shows an improvement in 2026 and is not a material negative impact.

While both years use a different categorical scale, both used a weighted average scale of 0-4, There is no difference in weighted averages between 3.5 and 3.5, so there is no material negative impact.

6.2.4 Summary benefit 2

Available vehicle counter and visitor counter data at all three pilot sites showed no material change to vehicle numbers or visitor numbers.

Customer intercepts survey results at Punakaiki Pancake rocks and White Horse Hill showed no material impact to visitors' average carpark rating. No customer intercept base line data was available at Franz Josef to compare against.

The benefit target value has been met.

6.3 Part A recommendation

The three pilot sites achieve a total BCR of 1.47 and individual sites all have a BCR greater than 1.18 and are above the target value of 1.

Comparing data during the pilot period with pre pilot data shows no material negative impact to vehicle counts, visitor counts or visitors' average carpark rating. The benefit 2 target values have been met.

It is recommended to continue paid parking at the three pilot sites.

The high BCR values shows strong value for money. DOC could increase paid parking investment by extending paid carparking to other DOC carparks and improve sustainability by reinvesting operating surplus back into existing carpark maintenance and visitor facilities. More carparks with paid carparking align with the pilot objective to:

1. Establishing a fair mechanism for visitors to improve the financial sustainability of the visitor network

It is recommended to investigate extending paid parking to other DOC carparks.

7 Part B – Monitoring the pilot and improving operations

Paid carparking at the pilot sites started on 15 December 2025. Data was collected from a range of sources to monitor project benefits and to inform operational improvements if paid parking is continued. This section summarises paid parking monitoring and recommended operational improvements.

7.1 Parking demand

Gross revenue (excl GST) and the number of transactions was recorded over the three pilot sites. Figure 8 shows gross parking revenue per site and the demand profile over time.

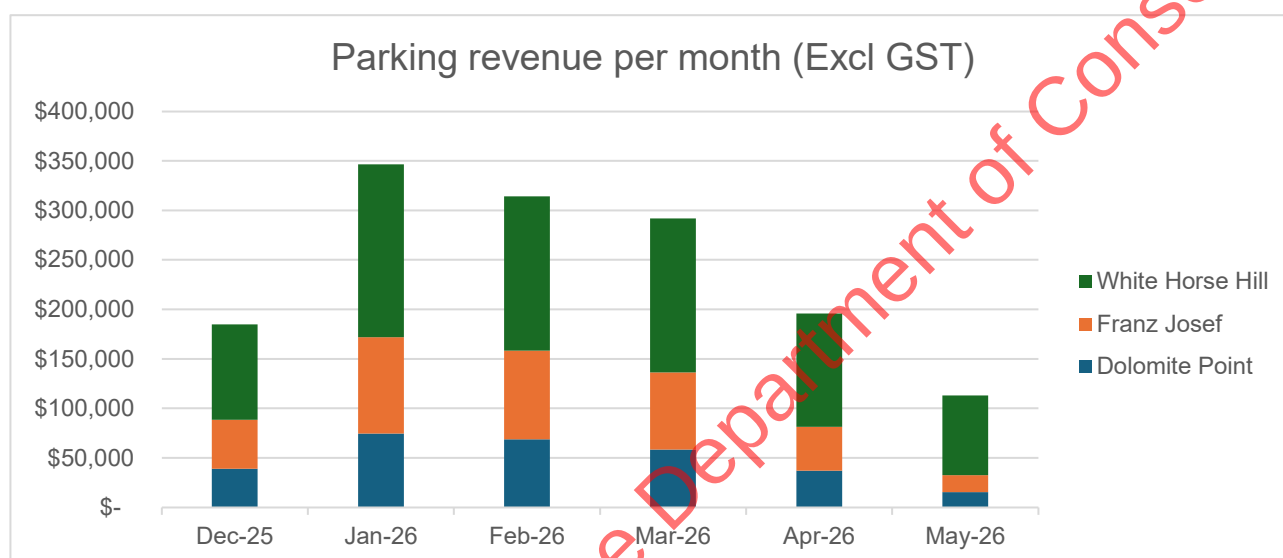


Figure 8: Gross paid parking revenue (excl GST) per month

As at 31 May 2026, Table 2 shows the total gross parking revenue per site and the number of transactions per site.

Table 2: Gross parking revenue and transactions

	Punakaiki, Pancake rocks	Franz Josef	White Horse Hill	TOTAL
Gross revenue (excl GST)	\$293,635	\$375,783	\$776,526	\$1,445,943
Transactions	54,283	43,448	56,438	154,169

The number of transactions per site or the number of vehicles paying for paid car parking ranges from 43,000 to 56,000. White Horse Hill generates over half of the gross revenue because visitors stay for longer.

7.2 Breach notices

If the conditions of paid parking are not met, vehicles are sent a breach notice that requests payment of a breach fee.

From 5 January 2026 to 30 April 2026 - 10,253 breach notices were issued. This is approximately 8% of the total recorded parking transactions within the same period and gives a parking compliance rate of 92%. This compares well with typical compliance rates of carparks managed by DOC's parking service provider Stellar.

7.3 Annual permits

Parking permits are available for locals who live within certain district boundaries for \$10/year per vehicle. All other users have a \$60/year per vehicle parking permit option. Table 3 summarises annual permits purchased.

Table 3: Annual paid parking permits purchased (accurate to 19 MAY 2026)

Permit type	Paid parking site			TOTAL
	Punakaiki, Pancake rocks	Franz Josef	White Horse Hill	
\$10/year	179	66	131	376
\$60/year	15	2	80	97

The local \$10/year permit is the most popular. White Horse Hill carpark has the highest uptake of \$60/year permits which is likely due to the number of visitor experiences available and access to the Southern Alps.

7.4 Paid parking exemptions

Local school groups, volunteers and community groups can apply for a parking fee exemption for multiple vehicles over a set period of time.

Individuals or businesses who have a contractual arrangement with DOC or provide any other type of regular service in the car parks can apply for a parking fee exemption.

Valid concession holders are exempt from parking payment.

An application form is available on line and the DOC team process exemptions within five working days. Table 4 summarises the number of permits issued.

Table 4: Paid parking exemptions at all sites (accurate to end April 2026)

Permit type	Number of permits	Notes
DOC staff	134	One vehicle per permit
School groups	15	Multiple vehicles per permit
Contractors or other access needs	15	Multiple vehicles per permit
Concessionaires	216	Multiple vehicles per permit
Volunteer groups	5	Multiple vehicles per permit
DOC Fleet	All DOC vehicles	Multiple vehicles per permit

Most exemptions were issued to valid concessionaires. Concessionaires were invited to register for an exemption. Concessionaires are responsible to manage their exemption permit and can add/remove vehicles to their fleet and provides the flexibility to manage rental vehicles. A relatively high number of school groups and contractors are using the parking exemption process.

The parking exemption process aims to maintain community accessibility at paid parking sites.

7.5 DOC district and customer team feedback

DOC project staff and DOC's parking service provider Stellar had staff on site for the first week of paid parking operations. Project and Stellar staff supported local DOC staff on the processes to manage parking exemption requests and any customer queries, and monitor any adverse effects.

From February 2026, district staff at all the pilot sites and customer service centre staff were invited to weekly online drop-in sessions where people could share and record paid parking feedback based on their onsite observations and interactions with visitors using paid carparking.

7.5.1 Punakaiki Pancake Rocks

Key feedback themes from Punakaiki Pancake Rocks are summarised below:

- Lack of awareness that you can top up your current parking payment
- The 20-minute free period is confusing users. Visitors are attempting to complete an experience in 20 minutes, then leave
- Visitors to the area have been noticed rushing
- Some West Coast locals are unaware of \$10/year pass
- Pay stations in the northern carpark are operating at capacity and people often have to wait
- Pay station batteries need to be swapped every second day during peak season
- Vehicles are parking on the road shoulder more regularly
- At Punakaiki, motorcyclists are parking on the footpath around bike stands to avoid paid parking. Some vehicles park in restricted areas such as bus stops and mobility carparks
- Payment for parking after 5pm too high
- Why not have barrier arms and pay on departure
- Some visitors who have valid mobility stickers are angry and upset about paying for parking
- A number of northbound vehicles don't notice the southern carpark entrance
- Parking fees should not be charged for electric vehicle charging
- Pay station screens are hard to see due to glare and can malfunction in heavy rain

7.5.2 White Horse Hill

Key feedback themes from White Horse Hill are summarised below:

- Visitors are confused finding their way around the carpark, campsite and the start of tracks
- Car parking demand exceeds capacity.
- Bus parking capacity is sometimes exceeded
- Poor quality of carpark and facilities
- Visitors parking on Hooker Valley Road
- Some complaints were received from hut users in the Aoraki area about parking payments

Feedback themes for White Horse Hill were known operational issues that are actively being managed - which the paid parking pilot did not expect to resolve. This feedback is noted as relevant evidence to support an investment case to optimise White Horse Hill carpark.

DOC is progressing an investment case to optimise the carparking space within the existing White Horse Hill carpark. If the investment case progresses to project pre-implementation, the above issues can form part of the design brief and could be worked through then.

7.5.3 Franz Josef

Key feedback themes from Franz Josef are summarised below:

- Lack of awareness that you can top up your current parking payment
- Some visitors choosing to rush around shorter tracks
- Some vehicles were observed parking in the smaller valley road carpark, filling it up earlier. This smaller carpark is not intended for short stay parking
- Some visitors complained about lack of information on experiences ending up paying for more than they need
- Road cones on Franz Josef access road don't look good at entrance to a national park
- Visitors query why parking payment only available in one-hour blocks.

Stakeholder feedback and customer intercept surveys were undertaken in March 2026 to gain further insights at the three paid parking sites.

7.6 DOC Customer Service Centre (CSC) Queries

The DOC Customer Service Centre (CSC) uses a customer relationship management database that allows staff to categorise a call or email by the main topic of the interaction.

From 15 December to 30 March 2026, CSC agents recorded 258 calls and emails from members of the public relating to paid parking. This total includes multiple calls or emails from one customer.

A high number of interactions were requests for parking fee exemptions, which have all been resolved. General queries were typically resolved by the CSC team or redirected to Stellar's customer services team.

From 15 December to 30 March, 47 queries were escalated from the CSC team to the Paid Car Parking project email address PaidCarParking@doc.govt.nz. All email addresses related to queries were added to the project stakeholder list and were invited to participate in a stakeholder survey that was distributed through an online platform on 9 March 2026.

7.7 Stellar customer call centre

DOC's parking service provider Stellar is responsible for customer queries regarding onsite equipment, payment and breach notices. Between January 2026 and May 2026, the Stellar customer service centre received 147 phone calls and 2,651 emails relating to the three pilot sites. Emails are responded to within one working day and all customer service requests have been resolved.

7.8 Stakeholder feedback and customer intercept surveys

In March 2026 DOC sought feedback on the pilot. Two survey methods were used to gather data from people about paid parking:

- 1) Online survey and email feedback: to reach those who had already submitted on the previous paid parking engagement processes and who were more local to the sites.
- 2) Intercept survey feedback: interviewing people on site as they used paid parking.

The two surveys sought feedback from two different audiences. The online survey and email focused on stakeholders and individuals who had previously given feedback on paid parking. This audience was largely local or New Zealanders and included both users and non-users of paid parking. In contrast, the intercept survey

targeted people at the site as they used paid parking. While each survey gathered different types of information, the overall aim was the same –to understand the impact on user experience and identify potential improvements if paid parking continues.

Appendix 5 includes a copy of the stakeholder feedback findings (Part A) and the customer intercept findings (Part B)

The intercept survey and online survey each asked ‘How likely is it that you would recommend this site to your family and friends?’ The survey answers were converted into a Net Promoter Score (NPS) That measures the likelihood of customers recommending a product or service to others. Scores range from -100 to 100; the higher the score, the more likely a customer would recommend the product to others. A low score shows unhappy customers who would not recommend the product to others.

A total of 681 responses were received from the intercept survey, 276 from White Horse Hill, 204 from Franz Josef and 201 from Punakaiki.

The online survey and emails received a total of 374 responses, 324 from the online survey plus a further 50 email responses.

Table 5 summarises NPS scores at each site for both surveys.

Table 5: NPS scores

	Punakaiki, Pancake rocks	Franz Josef	White Horse Hill
Intercept survey: Interviewing people on site as they used paid parking	72	59	87
Online survey and emails	-37	-33	-8

As shown in Table 5 there are more detractors from the online survey and more promoters from the intercept survey. These results are not surprising as most people that responded to the online survey were those that had previously engaged on paid parking and had largely opposed paid parking. The intercept survey captured many tourists who would recommend the visitor experience to others; they had a less negative view of paid parking.

7.8.1 Online survey feedback

Most comments focused on Punakaiki, followed by White Horse Hill and Franz Josef. Over 60% of respondents said paid parking has changed how they use the site, with only 28% saying it had not changed how they used the site. The main themes of how people’s behaviour has changed using the site are summarised below:

- Won’t stop or come back
- Don’t want to pay or creates negative experience
- Will visit less
- Park outside paid parking area
- Reported that paying restricts their time at the site and impacts them enjoying the experience
- Breach notice as they underestimated the time
- Positive improved experience

Table 1 from Appendix 5 summarises all themes about how people have changed using the site.

The survey asked what changes could be made to improve paid carparking.

Most respondents (42%) want paid parking to be removed or free for locals in New Zealand. The next highest percentage of requests included:

- Better signage, particularly about:
 - needing to pay (some didn't see the signs)
 - topping up their parking
 - the ability to enter and exit the site multiple times in the same day if they paid for a day's parking
 - the duration of time they need to pay for.
 - what the breach fees are.
- At Punakaiki people didn't want to have to pay for extra time.
- Requests to extend free parking from 20 minutes to one hour at Punakaiki
- Increase the free period
- Breach notices are disproportionate to the cost of parking
- Request for yearly permits to include more than one car
- Electric vehicles using charge stations should have free parking and signage at EV charging stations needs to be clear that parking payment is required

Table 2 from Appendix 5 summarises recommended changes to improve paid carparking.

Other feedback included:

- Locals don't know about paid parking annual \$10 permits
- Queues at pay stations impact the visitor experience
- Road cones at Franz Josef detract from the experience
- Visitors to White Horse Hill have concerns about finding their way around the carpark, including the delineation between the carpark and camping ground; carparking and bus demand exceeds capacity, poor quality of carpark facilities and visitors are parking on Hooker Valley Road
- Hut users having to pay for both the hut and parking
- Use of pay stations in the rain
- Mobility park users don't want to have to pay
- Barrier arms on carparks
- Off-peak parking rates or no parking after 5pm
- Coupon or free parking vouchers for guests
- Why not a flat rate for the day
- Change day rate to a rolling 24 hour period
- Our businesses remain open year-round—even when loss-making—providing bathrooms, food, beverages, and retail that enhance the visitor experience. Without these services, fewer visitors would stop.

The post-pilot engagement report and customer intercept survey report is included as Appendix 5.

7.8.2 Customer intercept survey

The customer intercept survey asked a range of questions. Some questions provided further insights into paid parking problems that had been identified based on anecdotal evidence. These questions were:

Q11. I can top-up/extend my parking payment if I need to:

☐ Yes ☐ No ☐ I don't know

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

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

I could do everything I wanted in the time I paid to park at this site today	0	1	2	3	4	X
I am confident I know how to extend my parking payment	0	1	2	3	4	X

Q13. A. Did any of the following affect how long you stayed at this site today? (tick rating)

Stayed for less time Neither Stayed for more time

Queues at the parking ticket station	☐	☐	☐
The price of parking	☐	☐	☐
Queues at facilities	☐	☐	☐
The weather	☐	☐	☐
Travel schedule	☐	☐	☐
Other (specify & rate) _____	☐	☐	☐

B. If you answered that parking affected how long you stayed, what was it that affected your stay? (tick all that apply)

- ☐ I wanted to finish within the free time period
- ☐ I didn't want to pay for the extra time
- ☐ Unsure how much time I had left on my paid parking
- ☐ I wasn't sure how to extend/top up
- ☐ Paying again would have taken too long
- ☐ It didn't feel like value for money for the time I needed
- ☐ I didn't want to pay for a full extra hour because it's more than I need
- ☐ Other _____

Q14. What one thing would most improve your parking experience today?

The responses to these questions highlighted the below problems

- Users are unclear around the payment journey: they don't know how much parking to pay for, and don't know what to do if they park for longer than they paid for.
- Price structure is influencing visitor behaviour and how long people stay (mainly at Punakaiki compared to other sites)

These problems are supported by evidence gathered from the customer intercept surveys and support making improvements to paid parking.

Other general feedback themes from this survey are noted below.

- Visitors feel shocked about the size of the breach notice fee and don't feel like they were adequately warned
- Queues at pay stations impact on the visitor experience

The post pilot engagement report and customer intercept survey report is included as Appendix 5.

Responses to the problems and recommendations are summarised in section 7.10 and Appendix 6.

7.9 Other stakeholder feedback

Paid parking at White Horse Hill was operational from 15 December 2025. The White Horse Hill carpark can be used by visitors using the DOC-managed Mueller Hut. All users of the popular Mueller Hut are invited to complete

a nationally consistent post-visit online survey. 70 responses were received since paid parking started, and five mention paid parking. Key themes are summarised below:

- A high portion of visitors park on Hooker Valley Road
- Too many people on the track
- Introduction of paid parking fees made staying in the hut twice as expensive, e.g. I would have been OK paying a fee of \$25, not \$50 for parking overnight
- DOC should have waived parking fees for people who had booked before 15 December 2026.

A response to this feedback is included in Appendix 6.

7.10 Part B recommendation

All feedback and identified problems were summarised into feedback themes. Theme responses have been provided by the project team and informed operational recommendations in Table 6 that aim to improve the visitor experience.

Detailed responses to themes and recommendation details are included in Appendix 6.

Table 6: Recommended improvements

Feedback theme / problem	Recommended change
MAJOR THEMES	
Feedback theme 2 - Parking for locals and New Zealanders should be free	Annual \$10 permits can include two vehicles. Action – Paid parking project team
Feedback theme 3 – Users are unclear around payment journey: they don't know how much parking to pay for, don't know what to do if they park for longer than paid for.	Improve payment top up messaging on signs during the visitor's experience. Action – Paid parking project team
	Reduce the 20min free period at Punakaiki and Franz Josef to 10 minutes to clarify it's just for drop-offs and pick-ups and to prevent people rushing around the experience Action – Paid parking project team
	Improve the parking payment top-up user experience. Action – Paid parking project team and Stellar
	Improve information on location and duration of site experiences at Punakaiki and Franz Josef. Action – Paid parking project team and district teams WORK COMPLETED – At Punakaiki
Feedback theme 4 - Price structure is influencing visitor behaviour and how long people stay (mainly at Punakaiki compared to other sites).	Adjust the pricing structure at Punakaiki to allow for half hour payment increments. Adjust the pricing structure at Franz Josef to allow for half hour payment increments. Adjust the pricing structure at White Horse Hill to allow for half hour payment increments. Action – Paid parking project team

	Reduce the 20min free period at Punakaiki and Franz Josef to 10 minutes to clarify it's just for drop-offs and pick-ups and to prevent people rushing around the experience Action – Paid parking project team
Feedback theme 5 - Locals don't know about paid parking annual \$10 permits	Add an annual permit message on the main payment structure sign. Action – Paid parking project team
	Advertise annual permit availability through DOC social media, and possibly through district council channels. Action – DOC district teams and stakeholders
Feedback theme 6 - Road cones on Franz Josef access road don't look good at entrance to a national park. Feedback theme 7 – At Punakaiki, motorbikes park on footpath around bike stands to avoid paid parking. Some vehicles park in restricted areas such as bus stops and mobility carparks.	Develop a national operational plan to manage parking restrictions on public conservation land and plan to work with NZTA to manage parking restrictions to support district operations at Punakaiki. Action – DOC national operations
Feedback theme 8 – At Franz Josef some vehicles were observed parking in smaller valley road carpark, filling it up earlier. This park is not intended for short stay parking and impacts the experience of other longer stay customers	Investigate developing the smaller carpark into a paid carpark. Dependent on an enforcement solution from feedback theme 6. Action – DOC national operations and paid parking team
Feedback theme 9 – The below issues were noted at White Horse Hill. • Visitors are confused finding their way around the carpark, campsite and the start of tracks • Car parking demand exceeds capacity. • Bus parking capacity is sometimes exceeded. • Poor quality of carpark and facilities • Visitors parking on Hooker Valley Road	Note relevant White Horse Hill carpark feedback as relevant evidence in the investment case to optimise the carpark. Action – Paid parking project team
MINOR THEMES	
Feedback theme 10 - Queues at pay stations impact the visitor experience and batteries often need to be swapped.	Continue to monitor through the service contract and decide if an extra pay station in the Punakaiki northern carpark is needed. Action – DOC paid parking service contract management team
Feedback theme 11 – Electric vehicles should not have to pay while charging.	Reinforce paid carpark signage at electric vehicle charge station. Action – Paid parking project team

Feedback theme 13 - Pay station screen can be hard to see due to glare and can malfunction in heavy rain.	As part of the parking service contract, a plastic cover to be added to the pay station. Performance of the cover will be monitored. WORK COMPLETED
Feedback theme 14 - Vehicles are parking on road shoulder more regularly (Punakaiki) and a number of visitors don't know the Punakaiki southern car park is available.	The southern carpark upgrade works that are currently in construction also includes • carpark wayfinding signage upgrades and • restricting parking access to part of the state highway shoulder. Action – Paid parking project team
Feedback theme 17 – Lack of knowledge that visitors can come and go multiple times if they paid for a day's parking	Improved messaging ' <i>Day Pass: Unlimited In/Out</i> ' has been added to the Punakaiki pay stations sites. It is recommended to add this message to parking payment information sign Action – Paid parking project team

Recommended price structure changes are supported by a memorandum approved by delegated decision authority at DOC. Proposed changes to signage to be designed and installed by 1 September 2026, prior to the summer peak season.

8 Part C - Financial analysis

This section reports forecast operating surplus for:

- 1) Operating paid carparking
- 2) Operating paid carparking plus existing carpark operating costs
- 3) Operating paid carparking plus existing carpark operating costs plus visitor costs – site servicing.

Table 11 in Appendix 2 shows a forecast operating surplus of around \$1.4M per year for operating paid parking (not including existing carpark maintenance costs).

Table 12 in Appendix 2 shows the financial sustainability of operating paid carparking (including existing carpark maintenance costs). A total operating surplus of around \$0.9M per year is forecast. (operating surplus from table 11 less existing carpark maintenance costs).

Table 13 shows that the \$0.9M surplus from operating these paid carparks can cover local visitor cost pressures (e.g. toilets) and leave some \$0.7M of revenue for allocating to wider cost pressures

The project team worked with planning and accounting teams across the western and eastern South Island to estimate existing carpark maintenance costs and visitor site servicing operating costs

Re investing paid parking operating surplus into existing carpark maintenance and adjacent visitor services supports the sustainability of the visitor network and aligns with the project investment objective to improve visitor network financial sustainability.

Note this a financial analysis and not an annual budgeting exercise.

9 Ongoing risks and mitigations

Table 7 summarises risks and mitigations.

Table 7: Risks

Location	Risk	Consequence	Mitigation
All	There is a risk that the global fuel prices will impact number of tourists visiting the sites	Therefore forecast paid parking revenue is likely to decrease	Global events outside of DOC's control.
All	There is a risk that allocating paid parking hardware maintenance funding to regional operations creates inconsistent asset management decisions.	Therefore paid parking assets are not proactively inspected/maintained. and may frequently fail, losing revenue	Recommend allocating estimated paid parking maintenance budget to the DOC Experience Management and Commercial team (Business and Benefits Owner)

10 Appendices

A summary of appendices is included in Table 8.

Table 8: Appendices

Appendix	Description
Appendix 1	Benefits realisation plan
Appendix 2	Summary tables
Appendix 3	Actual and forecast revenue
Appendix 4	Benefit cost analysis
Appendix 5	Paid parking pilot post pilot engagement report – April 2026
Appendix 6	Responses to feedback themes
Appendix 7	Paid parking price structure changes

11 Approval

Action	Name	Role	Signature	Date
Report prepared by	John Dore	Senior Project Manager	s9(2)(a)	1/06/26
Reviewed by	Carly Strausberg and Andy Roberts	Experience Management and Commercial Manager Visitor Safety and Standards Manager		8/06/26 8/06/26
Endorsed by	Catherine Wilson	Director Heritage and Visitors – Senior Responsible Officer		15/6/26
Approved by	Stephanie Rowe	Deputy Director-General Biodiversity Heritage and Visitors – Project Sponsor		22 June 2026
Approved by	Henry Weston	Deputy Director-General Regional Operations		22 June 2026

Paid Car Parking Pilot

Benefit Profile and Realisation Plan

File ref: DOC-10646939



Department of
Conservation
Te Papa Atahuri

Benefit 1

Profile

ID #	Benefit Title	Benefit Category	Strategic Outcome	Benefit Measure Description	Baseline Value & Date	Target Value & Date	Benefit Owner
1.1	Establishing a fair mechanism for visitors to improve the financial sustainability of the visitor network	Financial	<u>Strategic outcomes</u> DOC is a great organisation to work for and with <u>Intermediate outcomes:</u> DOC is financially sustainable and known to be effective <u>Key shifts:</u> #30 We are clear on what we can and can't do and demonstrate value for money	Benefit cost ratio (BCR) Present value of benefits/Present value of costs Over five year period from implementation date.	Zero parking revenue (benefits), prior to implementation date of 15 December 2025.	BCR > 1 30/06/2026	Carly Strausberg
1.2	Establishing a fair mechanism for visitors to improve the financial sustainability of the visitor network	Financial	<u>Strategic outcomes</u> Connection with nature and cultural heritage enriches people's lives <u>Intermediate outcomes:</u> Visitors enjoy a sustainable number of experiences <u>Key shifts:</u> #23 We will increase cost recovery, revenue	As above	As above	As above	Carly Strausberg

			generation and third party investment in visitor experiences so that the network is sustainable				
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Realisation Plan

	KPI 1.1, 1.2
Measure evidence (What) and collection dates (When)	DOC's parking service vendor provides: - Cumulative reporting every month of number of transactions and parking revenue per site - Cumulative reporting every month of number of breach notices payments and breach notice revenue per site Report project OPEX and CAPEX costs for each site at end of May 2026 and forecast project costs for June 2026.
Effort and resources (How)	Revenue (benefits) data collected by DOC's parking service provider Stellar. Cost included in Stellar's contract. DOC project manager report project OPEX and CAPEX. Verified by business accountant.
Interim targets	N/A
Quality assurance	Revenue reconciliation clauses are included in contract with DOC's parking service provider Stellar. Reported project OPEX and CAPEX costs to be verified by business accountant. Established project QA process also in place
Constraints	KPI is dependent on actual revenue, actual costs and forecast revenue/costs for the next four years. Revenue is dependent on payment equipment being operational. Payment equipment is monitored continuously and there are service level requirements in contract. Revenue is dependent on visitor demand that is influenced by inclement weather or natural events that restrict access.
Reporting requirements	As noted in: Measure evidence (What) and collection dates (When)
Delivery responsibility	Project manager

Benefit 2

Profile

ID #	Benefit Title	Benefit Category	Strategic Outcome	Benefit Measure Description	Baseline Value & Date	Target Value & Date	Benefit Owner
2.1	White Horse Hill/Aoraki Better Visitor Management at DOC sites that improves customer experience	Visitor or Customer	<u>Strategic outcomes</u> Connection with nature and cultural heritage enriches people's lives <u>Intermediate outcomes:</u> Visitors enjoy a sustainable number of experiences	Visitor ratings of carpark facilities and services OR Volume of traffic measured on Hooker Valley Road. Indicator of visitor vehicles parking at White Horse Hill Carpark and on Hooker Valley Road	2021 Day hike report – Hooker Valley Track OR July 2018- July 2026, Hooker Valley Road - traffic count data	No material negative impact to visitors' average carpark rating OR No material change to traffic count data	Carly Strausberg

ID #	Benefit Title	Benefit Category	Strategic Outcome	Benefit Measure Description	Baseline Value & Date	Target Value & Date	Benefit Owner
2.2	Dolomite Point Better Visitor Management at DOC sites that improves customer experience	Visitor or Customer	Connection with nature and cultural heritage enriches people's lives	Visitor ratings of carpark facilities and services OR Visitor count data from Pancake rocks track counter	July 2018- July 2026, Visitor count data from Pancake rocks track counter	No material negative impact to visitors' average carpark rating OR No material change to traffic count data	Carly Strausberg

ID #	Benefit Title	Benefit Category	Strategic Outcome	Benefit Measure Description	Baseline Value & Date	Target Value & Date	Benefit Owner
2.3	Franz Josef Better Visitor Management at DOC sites that improves customer experience	Visitor or Customer	Connection with nature and cultural heritage enriches people's lives	Volume of traffic measured on Franz Josef Glacier access road. (No prior visitor ratings of facilities and services available)	July 2018- July 2026, Franz Josef Glacier access road traffic count data	No material change to traffic count data	Carly Strausberg

Realisation Plan

	KPI 2.1	KPI 2.2	KPI 2.3
Measure evidence (What)	White Horse Hill/Aoraki Vehicle count data from Hooker Valley Road Customer intercept survey Re engage with stakeholders and seek feedback	Dolomite Point Visitor counter data from Pancake rocks track Customer intercept survey Re engage with stakeholders and seek feedback	Franz Josef Vehicle count data from Franz Josef access road Customer intercept survey Re engage with stakeholders and seek feedback

Collection Dates (When)	<u>Vehicle count data</u> Total vehicles for financial year: • 2018/2019 • 2019/2020 (COVID March 2020) • 2020/2021 • 2021/2022 (Border reopen 31 July) • 2022/2023 • 2023/2024 • 2024/2025 • 2025/2026 (Paid parking start 15 Dec) Customer intercept survey • March 2026 Re engage with stakeholders • March 2026	<u>Visitor count data</u> Total visitor count data for financial year: • 2018/2019 • 2019/2020 (COVID March 2020) • 2020/2021 • 2021/2022 (Border reopen 31 July) • 2022/2023 • 2023/2024 • 2024/2025 • 2025/2026 (Paid parking start 15 Dec) Customer intercept survey • March 2026 Re engage with stakeholders • March 2026	<u>Vehicle count data</u> Total vehicles for financial year: • 2018/2019 • 2019/2020 (COVID March 2020) • 2020/2021 • 2021/2022 (Border reopen 31 July) • 2022/2023 • 2023/2024 • 2024/2025 • 2025/2026 (Paid parking start 15 Dec) Customer intercept survey • March 2026 Re engage with stakeholders • March 2026
Effort and resources (How)	<u>Vehicle count data</u> Vehicle count data managed by DOC insights and monitoring team – scope and costs to be agreed. Customer intercept survey Project working group that includes; Insights and monitoring team – scope and costs to be agreed., Project manager, lead analyst. Re engage with stakeholders Project team including project manager, lead analyst, external engagement	<u>Visitor count data</u> Visitor count data managed by DOC insights and monitoring team – scope and costs to be agreed. Customer intercept survey Project working group that includes; Insights and monitoring team – scope and costs to be agreed., Project manager, lead analyst. Re engage with stakeholders Project team including project manager, lead analyst, external engagement specialists, DOC comms advisor. – scope and costs to be agreed.	<u>Vehicle count data</u> Vehicle count data managed by DOC insights and monitoring team – scope and costs to be agreed. Customer intercept survey Project working group that includes; Insights and monitoring team – scope and costs to be agreed., Project manager, lead analyst. Re engage with stakeholders Project team including project manager, lead analyst, external engagement specialists, DOC comms advisor. – scope and costs to be agreed.

	specialists, DOC comms advisor. – scope and costs to be agreed.		
Interim targets	<u>Vehicle count data</u> Provide vehicle count data now and monitor current data monthly and compare to previous year	<u>Visitor count data</u> Provide visitor count data now and monitor current data monthly and compare to previous year	<u>Vehicle count data</u> Provide vehicle count data now and monitor current data monthly and compare to previous year
Quality assurance	DOC data and insights team – use existing quality assurance processes. Use existing project QA processes.	DOC data and insights team – use existing quality assurance processes. Use existing project QA processes.	DOC data and insights team – use existing quality assurance processes. Use existing project QA processes.
Constraints	Risk is that we receive poor feedback on carparks, following customer intercept surveys. Mitigated by daily ranger monitoring and weekly drop in sessions for staff to discuss observations and can decide if any actions or minor changes required.	Risk is that we receive poor feedback on carparks, following customer intercept surveys. Mitigated by daily ranger monitoring and weekly drop in sessions for staff to discuss observations and can decide if any actions or minor changes required.	Risk is that we receive poor feedback on carparks, following customer intercept surveys. Mitigated by daily ranger monitoring and weekly drop in sessions for staff to discuss observations and can decide if any actions or minor changes required.
Reporting requirements	Vehicle count data Monthly updates from insights and monitoring team. Customer intercept survey One survey Re engage with stakeholders One three week engagement process. One combined report to include above.	Vehicle count data Monthly updates from insights and monitoring team. Customer intercept survey One survey Re engage with stakeholders One three week engagement process. One combined report to include above	Vehicle count data Monthly updates from insights and monitoring team. Customer intercept survey One survey Re engage with stakeholders One three week engagement process. One combined report to include above
Delivery responsibility	Project manager	Project manager	Project manager

Dis-benefits

Profile

One dis-benefit per line

ID #	Dis-Benefit Title	Dis-Benefit Description	Baseline Value & Date	Expected Impact & Date	Dis-Benefit Owner
1	DOC is no longer offering free parking at these popular day visitor sites	DOC is no longer providing free parking at pilot car parks	DOC does not charge at any car park so charging will not factor into user decisions.	Some visitors may choose to avoid DOC car parks with charges for affordability reasons. No material change to traffic count or visitor count data.	Carly Strausberg

Management Plan

	Dis-benefit 1
Key factors	N/A
Management Activities	The risk of this dis benefit is low. The realisation plans for benefits 1 and 2 monitor this.
Key Actions	As described in realisation plans for benefits 1 and 2
Effort and resources	As described in realisation plans for benefits 1 and 2
Reporting requirements	As described in realisation plans for benefits 1 and 2
Dis-benefit Owner	As described in realisation plans for benefits 1 and 2

Table 9 - Actual and forecast gross revenue (excl GST)

Description	Actual Year 0	Year 1 (2025/2026)	Forecast Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
White Horse Hill											
Parking revenue	\$0	\$829,000	\$1,276,000	\$1,276,000	\$1,276,000	\$1,276,000	\$1,276,000	\$1,276,000	\$1,276,000	\$1,276,000	\$1,276,000
Breach revenue	\$0	\$221,000	\$272,000	\$259,000	\$246,000	\$233,000	\$233,000	\$233,000	\$233,000	\$233,000	\$233,000
Permit revenue	\$0	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600	\$4,600
Franz Josef											
Parking revenue	\$0	\$391,000	\$497,000	\$497,000	\$497,000	\$497,000	\$497,000	\$497,000	\$497,000	\$497,000	\$497,000
Breach revenue	\$0	\$104,000	\$106,000	\$101,000	\$96,000	\$91,000	\$91,000	\$91,000	\$91,000	\$91,000	\$91,000
Permit revenue	\$0	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Punakaiki											
Parking revenue	\$0	\$307,000	\$392,000	\$392,000	\$392,000	\$392,000	\$392,000	\$392,000	\$392,000	\$392,000	\$392,000
Breach revenue	\$0	\$82,000	\$84,000	\$79,000	\$76,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000	\$72,000
Permit revenue	\$0	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400	\$1,400
Sub-Total	\$0	\$1,940,500	\$2,633,500	\$2,610,500	\$2,589,500	\$2,567,500	\$2,567,500	\$2,567,500	\$2,567,500	\$2,567,500	\$2,567,500
White Horse Hill											
Reduction in campsite revenue		-\$380,000	-\$380,000	-\$380,000	-\$380,000	-\$380,000	-\$380,000	-\$380,000	-\$380,000	-\$380,000	-\$380,000
TOTAL Net Revenue	\$0	\$1,560,500	\$2,253,500	\$2,230,500	\$2,209,500	\$2,187,500	\$2,187,500	\$2,187,500	\$2,187,500	\$2,187,500	\$2,187,500

Table 10 - Actual and forecast whole of life costs (excl GST)

Description	Actual costs Year 0	Year 1	Forecast costs Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Capital costs											
White Horse Hill											
- Paid parking hardware design and installation	s9(2)(b)(ii)	-	-	-	-	-	s9(2)(b)(i)	-	-	-	-
Carpark upgrades - design and construction		-	-	-	-	-		-	-	-	-
Franz Josef											
- Paid parking hardware design and installation		-	-	-	-	-		-	-	-	-
Carpark upgrades - design and construction		-	-	-	-	-		-	-	-	-
Punakaiki, Pancake rocks											
- Paid parking hardware design and installation		-	-	-	-	-		-	-	-	-
Carpark upgrades - design and construction		-	-	-	-	-		-	-	-	-
SUB -TOTAL CAPITAL COSTS	\$1,855,041	\$0	\$0	\$0	\$0	\$0	\$726,918	\$0	\$0	\$0	\$0
Operating costs											
White Horse Hill											
Project management	s9(2)(b)(ii)										
Carpark upgrades - longer term optimisation design development											
OPEX on going - DOC rangers, training, equipment, maintenance											
OPEX on going - maintenance carpark upgrades											
OPEX on going - Additional to operate paid parking post pilot											
OPEX on going - Parking service fees											
Franz Josef											
Project management											
OPEX on going - DOC rangers, training, equipment, maintenance											
OPEX on going - maintenance carpark upgrades											
OPEX on going - Additional to operate paid parking post pilot											
OPEX on going - Parking service fees											
Punakaiki, Pancake rocks											
Project management											
OPEX on going - DOC rangers, training, equipment, maintenance											
OPEX on going - maintenance carpark upgrades											
OPEX on going - Additional to operate paid parking post pilot											
OPEX on going - Parking service fees											
SUB - TOTAL OPERATING COSTS	\$585,826	\$648,020	\$927,100	\$913,300	\$900,700	\$887,500	\$887,500	\$887,500	\$887,500	\$887,500	\$887,500
Other operating costs											
DOC overheads (15%)	s9(2)(b)(ii)										
TOTAL COSTS	\$2,528,741	\$745,223	\$1,066,165	\$1,050,295	\$1,035,805	\$1,020,625	\$1,747,543	\$1,020,625	\$1,020,625	\$1,020,625	\$1,020,625

*PM includes communications and engagement, business analysis, change management, monitoring and insight

Table 11 - OPERATING SURPLUS (ON GOING PAID PARKING - excl existing carpark maintenance)

FINANCIAL YEAR ENDING JUNE	2027	2028	2029	2030	TOTAL
Paid car parking revenue					
Parking revenue	2,165,000	2,165,000	2,165,000	2,165,000	8,660,000
Breach notice revenue	482,000	439,000	418,000	396,000	1,715,000
Permit revenue	6,500	6,500	6,500	6,500	26,000
Reduction in camping revenue - Included in BCR analysis					-
TOTAL - PARKING REVENUE	2,633,500	2,610,500	2,589,500	2,567,500	10,401,000
OPERATING EXPENDITURE (SUMMARY)					
PERSONNEL AND MATERIALS					
White Horse Hill (Aoraki)					
Project management, communications and engagement, business analysis, change management, monitoring and insights, DOC overheads	-	-	-	-	-
Carpark upgrades - longer term optimisation: options, concept design and feasibility					
OPEX on going - DOC rangers, training, equipment, hardware maintenance	s9(2)(b)(ii)				
OPEX on going - maintenance carpark upgrades					
OPEX on going - Additional resources identified to operate paid parking post pilot					
Franz Josef Glacier					
Project management, communications and engagement, business analysis, change management, monitoring and insights, DOC overheads					
OPEX on going - DOC rangers, training, equipment, hardware maintenance	s9(2)(b)(ii)				
OPEX on going - maintenance carpark upgrades					
OPEX on going - Additional resources identified to operate paid parking post pilot					
Punakaiki / Dolomite Point					
Project management, communications and engagement, business analysis, change management, monitoring and insights, DOC overheads	-	-	-	-	-
OPEX on going - DOC rangers, training, equipment, hardware maintenance					
OPEX on going - maintenance carpark upgrades					
OPEX on going - Additional resources identified to operate paid parking post pilot	s9(2)(b)(ii)				
White Horse Hill (Aoraki)					
OPEX on going - Parking service contract					
Franz Josef Glacier					
OPEX on going - Parking service contract					
Punakaiki / Dolomite Point					
OPEX on going - Parking service contract					
PERSONNEL AND MATERIALS EXPENDITURE Sub-total	s9(2)(b)(ii)				
DEPRECIATION					
White Horse Hill (Aoraki)					
Paid parking hardware design and installation	s9(2)(b)(ii)				
Carpark upgrades - design and construction					
Franz Josef Glacier					
Paid parking hardware design and installation					
Carpark upgrades - design and construction					
Punakaiki / Dolomite Point					
Paid parking hardware design and installation					
Carpark upgrades - design and construction					
DEPRECIATION Sub-total					
TOTAL OPERATIONAL EXPENDITURE	1,170,270	1,156,470	1,143,870	1,130,670	4,601,280
OPERATING SURPLUS (ON GOING PAID PARKING)	1,463,230	1,454,030	1,445,630	1,436,830	5,799,720

Table 12 - Financial sustainability for on going paid parking (includes existing carpark maintenance costs)

FINANCIAL YEAR ENDING JUNE	2027	2028	2029	2030	TOTAL
TOTAL OPEX SURPLUS - ON GOING PAID PARKING	1,463,230	1,454,030	1,445,630	1,436,830	5,799,720
OPERATING EXPENDITURE (Existing carpark maintenance)					
White Horse Hill (Aoraki)					
OPEX on going - Carpark maintenance	s9(2)(b)(ii)				
Franz Josef Glacier					
OPEX on going - Carpark maintenance					
Punakaiki / Dolomite Point					
OPEX on going - Carpark maintenance					
Depreciation					
White Horse Hill (Aoraki)					
Existing carpark					
Franz Josef Glacier					
Existing carpark					
Punakaiki / Dolomite Point					
Existing carpark					
OPERATING SURPLUS (FULL CARPARK OPERATING COSTS)	1,172,452	1,163,252	1,154,852	1,146,052	4,636,609
Overheads					
DOC overheads (15%) - On going paid parking	s9(2)(b)(ii)				
DOC overheads (15%) - existing carpark operating costs					
Sub total Overheads					
Capital charge (5%/year of depreciated asset value)					
TOTAL CARPARK SURPLUS/LOSS	913,681	922,454	931,848	940,932	3,708,915

Table 13 - Total Carpark surplus less additional visitor costs

FINANCIAL YEAR ENDING	26/27	27/28	28/29	29/30	TOTAL
TOTAL CARPARK SURPLUS	913,681	922,454	931,848	940,932	3,708,915
Additional visitor costs - site servicing					
White Horse Hill - Mueller Hut toilet pumping and consumables	s9(2)(b)(ii)				
White Horse Hill - Hooker Valley Track, Stocking stream toilets					
White Horse Hill - facilities water charges					
White Horse Hill - container toilets					
White Horse Hill - Kaa point track maintenance					
White Horse Hill - Hooker Valley Track maintenance					
White Horse Hill - Summer rangers					
Franz Josef - Parking restrictions signs/lines					
Franz Josef - Summer rangers					
Punakaiki / Dolomite Point - Visitor centre and ranger staff					
TOTAL CARPARK OPEX SURPLUS + VISITOR COSTS - SITE SERVICING	189,000	189,000	189,000	189,000	756,000
Overheads					
DOC OPEX overheads (15%) - existing carpark operating costs	s9(2)(b)(ii)				
REMAINING CARPARKING REVENUE FOR OTHER COST PRESSURES	696,331	705,104	714,498	723,582	2,839,515

Years 1-5 Revenue Forecast

Revenue is collected in 3 streams; parking revenue, breach notice revenue and parking permit revenue.
Year 1 includes actual figures to end of May, and the forecast figures for June.
Year 2-5 forecast figures have been split into the 3 streams.

1) Year 1 revenue

Revenue excluding GST

	WHH	FJ	DP	Notes
Dec	\$ 96,339	\$ 49,600	\$ 38,983	Actual (part month)
Jan	\$ 174,496	\$ 97,304	\$ 74,583	Actual
Feb	\$ 155,857	\$ 89,339	\$ 68,878	Actual
Mar	\$ 155,317	\$ 77,830	\$ 58,600	Actual
Apr	\$ 114,352	\$ 44,326	\$ 37,222	Actual
May	\$ 80,165	\$ 17,383	\$ 15,370	Actual
Jun	\$ 53,445	\$ 16,038	\$ 13,653	Forecast based on known visitor demand trend
Sum	\$ 829,971	\$ 391,821	\$ 307,288	
Rounded	\$ 829,000	\$ 391,000	\$ 307,000	

2) Year 2-5 Parking revenue

Assumptions

WHH	Assume the impact of the following are both positive (increased lengths of stay) and negative (reduced turnover) and that the net impact to revenue is therefore negligible: -Hooker Valley Track reopening leading to increased lengths of stay and reduction in turnover -Hooker hut reopening. Assume consistent traffic mangement on Hooker Valley Road to pilot year. Assume no impact of visitor growth on revenue as car park is at capacity. Assume revenue generated in the first half of the year mirrors revenue collected in the second half due to the known bell curve demand pattern. The calculated adjustment for the new pricing structure has been rounded up to the nearest whole number. This is less conservative than the other two sites as it is expected to impact fewer visitors at WHH.
DP	Assume negligible impact of reduction in free period. Assume impact of visitor growth on revenue is negligible as latest forecasts estimate growth to flatten to 0.1% over next 4 years. The calculated adjustment for the new pricing structure has been rounded up to the nearest 5% to account for changes in visitor behaviour due to signage improvements and 30 minute increments.
FJ	Assume negligible impact of reduction in free period. Assume impact of visitor growth on revenue is negligible as latest forecasts estimate growth to flatten to around 1% over next 4 years. The calculated adjustment for the new pricing structure has been rounded up to the nearest 5% to account for changes in visitor behaviour due to signage improvements and 30 minute increments.
All	Assume parking yearly demand pattern follows previous years trends from road and track counter network.

Adjusting the revenue forecasts to account for the improved price structure

Two price structure improvements are proposed at DP and FJ. These are reducing the free period and implementing 30 minute increments. One change is proposed at WHH, the 30 minute increments. These changes will have a material impact on revenue.
Adjustment factors are built in to the forecasts to account for this.
The factors are calculated below, and are based on comparing actual length of stay data and payment data at each site.
Febuary data was used as a reference point for this analysis, and the factor was then applied to the full year.

Adjustment factor		
Dolomite Point	Franz Josef	White Horse Hill
15%	20%	6%

Note FJ is expected to be higher than DP as overpaying is known to be a bigger issue at FJ.

WHH

Price point	Feb 2026 sales data			Improved price structure		
	Transactions		Revenue	Transactions		Revenue
\$ 2.50				608	6%	\$ 1,521
\$ 5.00	1839	16.7%	\$ 9,195	1231	11%	\$ 6,153
\$ 7.50				1239	11%	\$ 9,293
\$ 10.00	2668	24.2%	\$ 26,680	1429	13%	\$ 14,289
\$ 12.50				1198	11%	\$ 14,980
\$ 15.00	1996	18.1%	\$ 29,940	798	7%	\$ 11,964
\$ 17.50				659	6%	\$ 11,537
\$ 20.00	1131	10.3%	\$ 22,620	472	4%	\$ 9,435
\$ 22.50				0	0%	\$ -
\$ 25.00	3144	28.5%	\$ 78,600	3144	29%	\$ 78,600
\$ 50.00	223	2.0%	\$ 11,150	223	2%	\$ 11,150
\$ 75.00	10	0.1%	\$ 750	10	0%	\$ 750
\$ 150.00	2	0.0%	\$ 300	2	0%	\$ 300
SUM	11013	100%	\$ 179,235	11013	100%	\$ 169,972

Theoretical adjustment from reduction in overpayment \$ 9,263
5.2% Round to 6%

Franz Josef

Price point	Feb 2026 sales data			Improved price structure		
	Transactions		Revenue	Transactions		Revenue
\$ 2.50				1419	14%	\$ 3,548
\$ 5.00	4431	44.2%	\$ 22,155	3841	38%	\$ 19,206
\$ 7.50				1525	15%	\$ 11,434
\$ 10.00	2819	28.1%	\$ 28,190	813	8%	\$ 8,130
\$ 12.50				427	4%	\$ 5,336
\$ 15.00	673	6.7%	\$ 10,095	202	2%	\$ 3,030
\$ 17.50				107	1%	\$ 1,881
\$ 20.00	2089	20.8%	\$ 41,780	1678	17%	\$ 33,555
\$ 40.00	13	0.1%	\$ 520	13	0.1%	\$ 520
SUM	10025	100%	\$ 102,740	10025	100%	\$ 86,640

Theoretical adjustment from reduction in overpayment \$ 16,100
15.7% Round to 20%

Dolomite Point

Price point	Feb 2026 sales data			Improved price structure		
	Transactions		Revenue	Transactions		Revenue
\$ 2.50				2133	17%	\$ 5,332
\$ 5.00	9890	78.7%	\$ 49,450	7757	62%	\$ 38,786
\$ 7.50				1568	12%	\$ 11,760
\$ 10.00	2282	18.2%	\$ 22,820	714	6%	\$ 7,140
\$ 12.50				146	1%	\$ 1,824
\$ 15.00	192	1.5%	\$ 2,880	46	0%	\$ 691
\$ 17.50				0	0%	\$ -
\$ 20.00	199	1.6%	\$ 3,980	199	2%	\$ 3,980
\$ 40.00	2	0.0%	\$ 80	2	0.0%	\$ 80
SUM	12565	100%	\$ 79,210	12565	100%	\$ 69,593

Theoretical adjustment from reduction in overpayment \$ 9,617
12.1% Round to 15%

WHH year 2-5 forecast

Revenue Ex GST					
Month	Original	Revised forecast			
Jul	\$ 53,445	\$ 50,238	Assume same as June as demand trend shows comparable visitor numbe	3.9%	
Aug	\$ 53,445	\$ 50,238	Assume same as June as demand trend shows comparable visitor numbe	3.9%	
Sep	\$ 80,165	\$ 75,355	Assume same as May as demand trend shows comparable visitor number	5.9%	
Oct	\$ 114,352	\$ 107,491	Assume same as April as demand trend shows comparable visitor numbe	8.4%	
Nov	\$ 155,317	\$ 145,998	Assume same as March as demand trend shows comparable visitor numt	11.4%	
Dec	\$ 167,991	\$ 157,912	Dec actuals scaled up for full month + 90% factor as start of Dec will be lower	12.4%	
Jan	\$ 174,496	\$ 164,026	Actual figure	12.8%	
Feb	\$ 155,857	\$ 146,505	Actual figure	11.5%	
Mar	\$ 155,317	\$ 145,998	Actual figure	11.4%	
Apr	\$ 114,352	\$ 107,491	Actual figure	8.4%	
May	\$ 80,165	\$ 75,355	Actual figure	5.9%	
Jun	\$ 53,445	\$ 50,238	Forecast based on visitor demand trend from counters	3.9%	
Sum	\$ 1,358,349	\$ 1,276,848			
Rounded	\$ 1,358,000	\$ 1,276,000			

FJ year 2-5 forecast

Revenue Ex GST					
Month	Original	Revised forecast			
Jul	\$ 23,310	\$ 18,648	Proportion of yearly demand from counter network	3.8%	
Aug	\$ 20,324	\$ 16,259	Proportion of yearly demand from counter network	3.3%	
Sep	\$ 25,512	\$ 20,410	Proportion of yearly demand from counter network	4.1%	
Oct	\$ 44,985	\$ 35,988	Proportion of yearly demand from counter network	7.2%	
Nov	\$ 78,710	\$ 62,968	Proportion of yearly demand from counter network	12.7%	
Dec	\$ 86,490	\$ 69,192	Dec actuals scaled up for full month + 90% factor as start of Dec will be lower	13.9%	
Jan	\$ 97,304	\$ 77,843	Actual figure	15.7%	
Feb	\$ 89,339	\$ 71,471	Actual figure	14.4%	
Mar	\$ 77,830	\$ 62,264	Actual figure	12.5%	
Apr	\$ 44,326	\$ 35,461	Actual figure	7.1%	
May	\$ 17,383	\$ 13,906	Actual figure	2.8%	
Jun	\$ 16,038	\$ 12,831	Proportion of yearly demand from counter network	2.6%	
Sum	\$ 621,552	\$ 497,242			
Rounded	\$ 621,000	\$ 497,000			

DP year 2-5 forecast

Revenue Ex GST					
Month	Original	Revised forecast			
Jul	\$ 11,443	\$ 9,727	Proportion of yearly demand from counter network	1.8%	
Aug	\$ 15,627	\$ 13,283	Proportion of yearly demand from counter network	2.5%	
Sep	\$ 19,188	\$ 16,309	Proportion of yearly demand from counter network	3.1%	
Oct	\$ 22,541	\$ 19,160	Proportion of yearly demand from counter network	3.6%	
Nov	\$ 56,212	\$ 47,780	Proportion of yearly demand from counter network	9.0%	
Dec	\$ 67,976	\$ 57,780	Dec actuals scaled up for full month + 90% factor as start of Dec will be lower	10.9%	
Jan	\$ 74,583	\$ 63,395	Actual figure	12.0%	
Feb	\$ 68,878	\$ 58,547	Actual figure	11.1%	
Mar	\$ 58,600	\$ 49,810	Actual figure	9.4%	
Apr	\$ 37,222	\$ 31,638	Actual figure	6.0%	
May	\$ 15,370	\$ 13,064	Actual figure	2.5%	
Jun	\$ 13,653	\$ 11,605	Proportion of yearly demand from counter network	2.2%	
Sum	\$ 461,291	\$ 392,097			
Rounded	\$ 461,000	\$ 392,000			

3) Year 2-5 Breach Notice Revenue

Assumptions

All	Assume breach notices are a consistent ratio to total parking revenue, with a 20% reduction between the pilot year and year 2 due to improvements. Assume the number of breach notices gradually reduce over the next 4 years at an additional 5% per year due to gradual improvements in visitor understanding.
-----	---

Gross breach revenue (no GST on breach notice revenue)

	Y1 total (Pilot)	Y2 forecast	Y3 forecast	Y4 forecast	Y5 forecast
WHH	\$ 221,000	\$ 272,000	\$ 259,000	\$ 246,000	\$ 233,000
FJ	\$ 104,000	\$ 106,000	\$ 101,000	\$ 96,000	\$ 91,000
DP	\$ 82,000	\$ 84,000	\$ 79,000	\$ 76,000	\$ 72,000
Total	\$ 407,000	\$ 462,000	\$ 439,000	\$ 417,000	\$ 396,000
As a % of parking rev	27%	21%	20%	19%	18%

4) Year 2-5 Parking Permit Revenue

Assumptions

All	Assume population numbers in the local area within the permit boundary is broadly consistent and that a consistent portion of local patrons opt to purchase a permit. Assume the same number of non-local permits are purchased as the pilot year in subsequent years.
-----	---

Gross permit revenue (excl GST)

	Y1 total (Pilot)	Y2 onwards
WHH	\$ 4,643	\$ 4,643
FJ	\$ 478	\$ 478
DP	\$ 1,426	\$ 1,426
Total	\$ 6,548	\$ 6,548

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5) White Horse Hill Campsite Revenue Reduction

Implementing paid parking at WHH car park, negatively impacted revenue at WHH campsite. This analysis calculates the value of this impact.

All figures exclude GST.

Camping spaces	24/25	25/26	Notes and assumptions
Equivalent spaces from overflow into car park	26	0	Based on revenue from cash and approximately how many additional spaces this equates to each night. Cash payments have been removed from the site so these spaces are no longer available at the campsite.
Available on booking system	102	70	Between 24/25 and 25/26, the number of spaces on the booking system was reduced from 102 to 70
Total	128	70	Implementation of paid parking has reduced the number of spaces from 128 to 70.

	At place (cash + card)	Online booking system	Total	Notes and assumptions
Previous year revenue 24/25	\$ 129,047	\$ 509,572	\$ 638,619	
Theoretical additional revenue due to price increase	\$ 42,585	\$ 168,159	\$ 210,744	Between 24/25 and 25/26, prices were increased by around a third.
Theoretical 25/26 revenue			\$ 849,363	
Adjustment due to space reduction			-\$ 384,254	Uses 70/128 factor from above table.
Rounded			-\$ 380,000	
Forecast for pilot year 25/26			\$ 465,110	

BCR Analysis - All sites

[illegible]

BCR Analysis - WHH

[illegible]

BCR Analysis - FJ

Discount Rate	8%	Year																			
	0	1	2	3	4	5	6	7	8	9	10										
Benefits																					
Gross parking revenue (excl GST)	\$	391,000	\$ 497,000	\$ 497,000	\$ 497,000	\$ 497,000	\$ 497,000	\$ 497,000	\$ 497,000	\$ 497,000	\$ 497,000										
Gross breach revenue (excl GST)	\$	104,000	\$ 106,000	\$ 101,000	\$ 96,000	\$ 91,000	\$ 91,000	\$ 91,000	\$ 91,000	\$ 91,000	\$ 91,000										
Gross permit revenue (excl GST)	\$	500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500	\$ 500										
Decrease in WHH campsite gross revenue (excl GST)	\$	-	\$ -	\$ -	\$ -	\$ -															
Total Undiscounted Benefits	\$ -	\$ 495,500	\$ 603,500	\$ 598,500	\$ 593,500	\$ 588,500	\$ 588,500	\$ 588,500	\$ 588,500	\$ 588,500	\$ 588,500										
Costs																					
CAPEX																					
CAPEX - Paid parking hardware design and installation	\$	s9(2)(b)(ii)																			
CAPEX - Carpark upgrades - design and construction	\$																				
CAPEX - Carpark upgrades - longer term optimisation design development																					
OPEX																					
OPEX - Project management, communications and engagement, business analysis, change manage	\$																				
OPEX on going - DOC rangers, training, equipment, hardware maintenance																					
OPEX on going - maintenance carpark upgrades																					
OPEX on going - Additional OPEX, identified post pilot																					
OPEX on going - Parking service contract																					
OPEX on going - Parking service contract, breaches																					
OVERHEADS																					
DOC overheads (15%)	\$																				
Total Undiscounted Costs	\$ 345,372	\$ 169,004	\$ 264,638	\$ 261,188	\$ 257,738	\$ 254,288	\$ 522,985	\$ 254,288	\$ 254,288	\$ 254,288	\$ 254,288										
Undiscounted Net Benefits (Benefits -Costs)																					
Annual Discount Factor	1.0000	0.9259	0.8573	0.7938	0.7350	0.6806	0.6302	0.5835	0.5403	0.5002	0.4632										
Discounted Annual Net Benefits	-\$ 345,372	\$ 302,311	\$ 290,520	\$ 267,769	\$ 246,795	\$ 227,459	\$ 41,286	\$ 195,009	\$ 180,564	\$ 167,189	\$ 154,805										
Net Present Value (NPV)																					
	\$ 1,728,336																				
Benefits	\$ 3,887,245																				
Costs	\$ 2,158,909																				

BCR 1.80

BCR Analysis - DP

Discount Rate	8%	Year									
	0	1	2	3	4	5	6	7	8	9	10
Benefits											
Gross parking revenue (excl GST)		\$ 307,000	\$ 392,000	\$ 392,000	\$ 392,000	\$ 392,000	\$ 392,000	\$ 392,000	\$ 392,000	\$ 392,000	\$ 392,000
Gross breach revenue (excl GST)		\$ 82,000	\$ 84,000	\$ 79,000	\$ 76,000	\$ 72,000	\$ 72,000	\$ 72,000	\$ 72,000	\$ 72,000	\$ 72,000
Gross permit revenue (excl GST)		\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400
Total Undiscounted Benefits	\$ -	\$ 390,400	\$ 477,400	\$ 472,400	\$ 469,400	\$ 465,400	\$ 465,400	\$ 465,400	\$ 465,400	\$ 465,400	\$ 465,400
Costs											
CAPEX											
CAPEX - Paid parking hardware design and installation	s9(2)(b)(ii)										
CAPEX - Carpark upgrades - design and construction											
OPEX											
OPEX - Project management, communications and engagement, b											
OPEX on going - DOC rangers, training, equipment, hardware maintenance											
OPEX on going - maintenance carpark upgrades											
OPEX on going - Additional OPEX, identified post pilot											
OPEX on going - Parking service contract											
OPEX on going - Parking service contract, breaches											
OVERHEADS											
DOC overheads (15%)											
Total Undiscounted Costs	\$ 1,110,674	\$ 121,693	\$ 222,088	\$ 218,638	\$ 216,568	\$ 213,808	\$ 437,527	\$ 213,808	\$ 213,808	\$ 213,808	\$ 213,808
Undiscounted Net Benefits (Benefits -Costs)	-\$ 1,110,674	\$ 268,707	\$ 255,312	\$ 253,762	\$ 252,832	\$ 251,592	\$ 27,873	\$ 251,592	\$ 251,592	\$ 251,592	\$ 251,592
Annual Discount Factor	1.0000	0.9259	0.8573	0.7938	0.7350	0.6806	0.6302	0.5835	0.5403	0.5002	0.4632
Discounted Annual Net Benefits	-\$ 1,110,674	\$ 248,803	\$ 218,889	\$ 201,444	\$ 185,839	\$ 171,229	\$ 17,565	\$ 146,802	\$ 135,927	\$ 125,859	\$ 116,536
Net Present Value (NPV)	\$ 458,218										
Benefits	\$ 3,072,212										
Costs	\$ 2,613,994										

BCR 1.18

Paid Parking Pilot

Post-pilot Engagement Report

April 2026



Punangairi Visitors Centre, Dolomite Point. Source: Ngāti Waewae and Department of Conservation

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Proactively released by the Department of Conservation

1 Introduction

1.1 Paid parking project overview

The Department of Conservation (DOC) started a paid parking pilot in December 2025 at three high-use sites in the South Island:

- Punakaiki Pancake Rocks, Paparoa National Park.
- Franz Josef Glacier, Westland Tai Poutini National Park.
- White Horse Hill, Aoraki/Mount Cook National Park.

The objectives of the DOC pilot were to:

- trial a way for visitors to contribute to costs at high-use sites and
- improve visitor experience.

The pilot has \$3.8M of funding from the International Visitor Conservation and Tourism Levy (IVL).

1.2 Post-pilot engagement

In March 2026 DOC sought feedback on the paid parking pilot. Two survey methods were used to gather data from people about paid parking which form the two parts of this report:

Part A: Intercept survey feedback - interviewing people on site as they used paid parking. There were 682 responses.

Part B: Online survey and email feedback - to reach those that had already submitted on the previous paid parking engagement processes and who were more local to the sites. There were 374 responses (284 complete, 40 incomplete) and 50 emails.

The two surveys sought feedback from two different audiences. The intercept survey targeted people at the site as they used paid parking, while the online survey and email focused on stakeholders and individuals who had previously given feedback on paid parking. This latter group was largely local or New Zealanders and included both users and non-users of paid parking. While each survey gathered different types of information, the overall aim was the same: to understand the impact on user experience if paid parking continues and identify potential improvements. Therefore, the results for each survey are reported separately, but the Summary of key findings section below provides insights into the key themes of the feedback.

2 Summary of key findings

2.1 Impact on user experience

The findings below outline the impact on user experience and brings together, where possible, the results of the intercept survey and the online survey.

2.1.1 How likely is it that you would recommend this site to your family and friends?

The intercept survey and online survey each asked 'How likely is it that you would recommend this site to your family and friends?' The survey answers were converted into a Net Promoter Score (NPS) that measures the likelihood of customers recommending a product or service to others.

The Net Promoter Score (NPS) system gives a percentage, based on the classification that respondents fall into, calculated as follows:

$$(\text{Number of Promoters} - \text{Number of Detractors}) / (\text{Number of Respondents}) \times 100$$

NPS can range from -100 (all 'Detractors') to 100 (all 'Promoters'). Any positive number score means that the percentage of customers who are Promoters outweighs the percentage of customers who are Detractors. Any positive score can be regarded as that site achieving at least partial success.

The NPS system is intended to go beyond testing how 'satisfied' a customer is with a product or supplier, it is designed to test if someone likes a product or brand enough that they would recommend it to others with whom they have a valued relationship. In other words, the customer is not merely 'satisfied' with the product, they become advocates who effectively promote the product or brand.

Although there are pros and cons to NPS, numerous research studies have shown that the NPS metric also correlates with business growth. Furthermore, it allows an organisation to benchmark its results against others in the sector.

Table A summarises NPS scores at each site for both surveys.

Table A: NPS scores

	Punakaiki, Pancake rocks	Franz Josef	White Horse Hill, Aoraki
Intercept survey: Interviewing people on site as they used paid parking	72	59	87
Online survey and emails*	-37	-33	-8
*Excludes stakeholders that were sent an email instead of online survey			

As shown in table A above, there are more promoters from the intercept survey and more detractors from the online survey. The intercept survey (682 people) captures many tourists who could promote these sites; it is interesting to note that they have a more positive view of paid parking. Most people who responded to the online survey (374 people) were locals who had previously engaged on paid parking and had largely opposed it.

2.2 Paid parking impact on length of stay at the sites

Through the intercept survey we found that the price of parking had more of an impact in Punakaiki on how long visitors stayed than at the other sites. Results for each site are summarised as follows:

At Punakaiki the price of parking affected 39.3% of visitors: 25.8% stayed for less time and 13.5% stayed for more time.

At Franz Josef the price of parking affected 26.7% of visitors: 21.6% stayed for less time and 5.1% stayed for more time.

At White Horse Hill the price of parking had less effect on visitors, with only 12.9% stating it impacted how long they stayed: 9.6% stayed for less time and 3.3% stayed for more time.

For all sites, the top three reasons paid parking affected their stay included:

- they didn't want to pay for extra time.
- they didn't want to pay for a full extra hour as it was more time than needed.
- they wanted to finish within the free period.

The online survey results also showed that half of respondents said that their length of stay wasn't long enough to do what they wanted to do at the sites.

2.2.1 Paid parking and information to customers

Throughout both surveys it was important to know if the user had the information they needed about paid parking to reduce the impact on their user experience. Most people didn't know they could top up to extend their parking or that if they paid for a day that they could leave the carpark and return again within that day without having to pay again. This feedback resulted in the improvements outlined in section 2.3, where respondents want to see more information in the carpark on these parking options.

Most permit or exemption holders found it easy to get a permit and understood their conditions.

Topping up or extending their payment

Most people didn't know that you can top up or extend their payment. Table B below outlines the results.

Table B – Did respondents know they could top up or extend their payment time?

	Punakaiki	Franz Josef	White Horse Hill
Yes	36.1%	24.2%	24.1%
No or didn't know	63.8%	75.8%	75.9%

Pay for a day, can you return multiple times in that day?

Most people didn't know that if you paid for a day that you can come and go as you want from the site within that day. Table C outlines the results.

Table C – Did respondents know they could pay for a day and return multiple times?

	Punakaiki	Franz Josef	White Horse Hill
Yes	33.2%	40.8%	45.3%
No or didn't know	66.8%	59.2%	54.7%

Permit and exemption information

The online survey found that most people found it was easy to get a permit, with 80% either strongly agreeing or agreeing that it was easy. And 78% of respondents agreed or strongly agreed that they were confident of the terms of their permit or exemption.

2.2.2 Changes to how people have used the site since paid parking

66% of respondents in the online survey reported they had changed how they use the site. The following changes were reported:

- Won't stop or come back.
- Don't want to pay or feel negative about experience.
- Visit less.
- Park outside paid parking area.
- Paying restricts their time at the site.

2.3 Improvements to be made if paid parking continues

People responding to the intercept and online surveys outlined the following improvements that could be made if paid parking was to continue:

- Remove paid parking.
- Parking for locals and New Zealanders to be free.
- Better signage, particularly about:
 - o needing to pay (some didn't see the signs)
 - o they can top up their parking
 - o they can come and go multiple times if they paid for a day's parking
 - o the duration of time they need to pay for
 - o what the breach fees are.
- At Punakaiki,
 - o people didn't want to have to pay for extra time
 - o Request to extend free parking from 20 minutes to one hour
 - o Increase the free period
 - o Breach notices were disproportionate to the cost of parking
 - o Request for yearly permits to include more than one car
 - o Electric vehicles using charge stations should have free parking.
- Other feedback included:
 - o Locals don't know about the annual \$10 permits for locals.
 - o Queues at pay stations impact the visitor experience.
 - o Road cones at Franz Josef detract from the experience.
 - o White Horse Hill, Aoraki: concerns about finding their way around the carpark, difference between carpark and camping ground, carparking and bus demand exceeds capacity, poor quality of carpark facilities and visitors are parking on Hooker Valley Road.
 - o Hut users having to pay for the hut and parking.
 - o Use of pay stations in the rain.
 - o Mobility park users don't want to have to pay.
 - o Barrier arms on carparks.
 - o Request for off-peak parking rates or no parking charges after 5pm.

2.4 What happens with the findings of this report?

The findings and the information provided in Parts A and B of this report will be used by the DOC paid parking team to evaluate the future of paid parking and to outline what improvements need to be made if paid parking was to continue.

PART A:

Intercept Survey Feedback

Proactively released by the Department of Conservation

1 Methodology and sample

Paid parking visitor surveying was undertaken at the following locations in March 2026:

- Punakaiki, Pancake Rocks
- Franz Josef Glacier
- Aoraki, White Horse Hill

The intercept surveying involved questioning people in person while they were engaged in the process of using paid parking. It was done at each site until 200 questionnaires were completed, yielding a minimum sample of 600 responses across all sites. The target population was all visitors to the paid parking pilot sites. The sample frame included all visitor aged 18 years or over present at the sites while in-situ monitoring was in progress. A probability (random) sampling technique was employed using the 'next available respondent' sampling approach, where researchers choose the next person who is available or willing to participate.

2 Results

The reports with the full results for each site (i.e. answers to all questions) are appended as follows:

- Appendix A - Monitoring and Evaluation Report: Punakaiki, Pancake Rocks 2025/26
- Appendix B – Monitoring and Evaluation Report: Franz Josef Glacier, 2025/26
- Appendix C - Monitoring and Evaluation Report: Aoraki, White Horse Hill 2025/26

The section below outlines the changes that were raised during the intercept survey about what could improve paid parking for each site.

2.1 What are the changes we could make to improve the paid parking service?

The following tables outline recommended changes that could improve paid parking at each site. Table 1 outlines the recommended improvements for Punakaiki, Table 2 Franz Josef and Table 3 changes for White Horse Hill. A number of customers had no suggestions for improvement, with either neutral or positive responses.

Table 1 Changes to improve paid parking for Punakaiki

Themes	Comments
Do not want to pay for parking	- Free - A free parking - Make it free. - I Have free carparking. - No more paid parking - Free - Free parking - Not paying \$20 for the day. \$5 an hour is a lot. Where is the money going? - Make it free - Free parking - Get rid of it - Shouldn't have to pay. - Free parking for everybody. - 1x paid parking/1x unpaid parking on offer. No other option in Punakaiki.

- Locals or NZers should be free	- In a natural setting you shouldn't have to pay - If it were free we would have stayed longer, maybe for some food. - Remove the paid parking. - Not paying - Not paying - Remove pay parking. - Free - Should be free for citizens of NZ. - For it to be free for local seniors. - Locals paying for parking sucks. School paid for parking. - Cheaper for locals / west coasters as we are already rate payers. - Blow up the parking meters. I usually bring friends/family but no longer due to parking fees. - West Coasters shouldn't have to pay. - Locals bringing visitors shouldn't pay.
Cheaper parking	- Cheaper parking - Cheaper parking - Less price. - Cheaper.
Free parking should be longer	- Free for 30 mins. - If you extend free time to one hour, maybe we would have stayed for lunch. - Maybe an hour free.
Remove 20 min free	- Don't do the 20 minutes free - everyone ends up paying
Increments of parking	- Maybe offering a half hour option. - Want to be able to pay for only 30 minutes - Can't pay for half an hour. - 30 min option. - Pay for e.g. 1/2 hr.
Breach notices	- Clarity on overtime requirements - leeway on short overtime
Better signage and information	- Better signage - Indication of pay stands. - Better signage around the payment location. - Need better signage to explain that your car is photographed as you enter. - Liked big parks - but bad signage. - Adding the most common time for staying here. - Better Signage, didn't know you had to pay. - Campervans also paid signs. - Clearer sign for campervan parking at the entrance. - Confusion around parking. - Better signage about parking times. - Signage for caravan and RV parking. - Call this a "parks maintenance" fee. Give a guide for approx how long walk takes. - More info about how long the walk takes (aka more than the 20 free mins but less than \$5 hour. - Better signage about paid parking. - Better signage. - Cost sign. Location of pay machine more visible. - Clear messaging. Warn them about fees. - Translated signs for the non-English speakers. - Better signage around where your money goes. - Better signage about where Campervans should park.
Make it clear you can top-up your parking	- Need better signage on how to extend park time. - How to extend the time of stay
Only pay for the time stayed	- Only paying for the time you stay
Pay at the end	- Paying afterwards so you can enjoy the views without hurrying that the time is over. - Would rather pay when I'm done. Don't know how long we will be.

	- Pay for parking after return so you don't over/under pay.
Payment method	- A cash payment option.
Seems fair	- Free 20 minutes plus paid for 1 hour seems fair
Payment system	- Make it so that you can see the screen in full sun - difficult due to sun glare. - Timing out 1 min before paying. Love having EV parking - QR code issue- need work. - Covers on parking meters as it was very glary in the sun. - Shade over machines. - Make the payment machine more obvious.
More time if I purchase something	- If I purchase something, parking should be auto-extended.
Pay to see pancake rocks	- Added payment for pancake rocks.
Supportive	- All good. - Great! Happy with everything - Nothing. it was very clear and convenient - Happy to pay - Everything OK - I guess if it was free (but \$5 and hour is reasonable). - Very easy to [?] and happy to pay costs to help facility available. - Ruins the vibe but you understand the purpose. - All good. - Nothing - All good - All good - All good - All good - Nothing, it's great - Everything was great. All the facilities you need. Price was fair. - No - All good - All good - All good - All good - Nothing
Onsite facilities	- Toilet availability @ the carpark. - Unsure if campervan is allowed in carpark. - Campervan plus a trailer is very problematic - Space for van. - Room for a campvan. Great and reasonable - A rubbish bin - Rubbish bins would be great - Make the carpark bigger. - Toilets closer to parking.
Other	- If I could stay as long as I wanted. - Valet Parking - Free icecream. - You don't have to pay anywhere else - More wekas please. - Sharks with lasers. - Bigger [batteries?] and more mtres for Punakaiki Northern Carpark. - Don't use the carpark. - No rain.
More parks	- More Parks.

Table 2 Changes to improve paid parking for Franz Josef

Themes	Comments
Do not want to pay for parking	- Free parking - Making it free! - parking free - If it were free completely. - Can be free. - Free Parking. - Only if it is free but a charge is to be expected - Make it free - No fee for parking - Free parking - If it was free - Park is too expensive
- Locals or NZers should be free	Free parking for non-NZ. We paid a large tourist tax to enter your country. Higher tourist rates vs locals.
Cheaper parking	- Fee Free time and cheaper. - Cheaper - Lower the prices - Happy to pay \$5 for the day as you would leave within 2 hours. - Less expensive. - Didn't see that the first 20min are free parking costs too high and donation boxes bit funny except you keep the glacier from melting. - less expensive for the whole day. - Don't raise the price. - Cheaper parking + more info about the glacier (or maybe make it cheaper in nonpeak hours?)
20 min free	- To be able to use the 20 free mins before the paid parking time starts without waiting around
Increments of parking	- To be able to pay for 30-40 minutes of parking instead of the full hour. - Lines/allowed to pay for less than one hour increments. - Charge in 20 minute blocks so 20 min free plus top up of 20 min. - Parking could be made available in increments of 20 mins. - Half hour time slots - Would be good to pay 0.5h
Permit (general)	- I did not know about parking permits, how [?] be more obvious??
Better signage and information	- Having information about estimated time to see the main viewpoints. One [?] is short, minimum fee should be 2 hours to ensure enough time for the 2 main tracks with no hurry. - If you wanted to stay longer, a QR code at the end of track/viewpoints to extend parking. Also a QR code for donations. it no cash - Better signage, better instructions, trail map with times before parking, maybe kiosk. - Signage for Parking was minimal and not descriptive. I was distracted by the scenery. - This site is disappointing! You should state if not more than 1h required. I overpaid completely. - A sign in parking lot that says where to pay for parking. - Better signage/map of walk at entrance. - Signage around parking. - More signs on where to pay. - Signage for where to pay + that you don't need to display. - A bigger map of the trails. - Facilities for refreshments. - Advise that parking had to be paid for at highway 6 to avoid driving down.
Pay at the end	- Pay when leaving - makes more sense. Less confusing. - Pay at the end of the visit - calculate hours precisely. - Pay after. - Paying at the end of the visit. - Pay at end instead of start,

Payment system	- parking machine that works, otherwise a fabulous walk & great facilities. - Reminder on entry to know the vehicle number for the machine. Saves time backtracking. - Better receipt process for parking fees - too fast couldn't get proof of payment. - More pay stations otherwise all good. - More parking machines.
Supportive	- Nothing - Nothing - It's OK. Glad to support DOC. - Nothing. - It was lovely. I would pay more to see this site. - Unknown. Pretty good experience. - Nothing just be patient. - All good - Nothing - Nil - All good - Ace OK - Glad the parking fee goes to DOC and not any big corporate meanies. - Nothing - Nothing- easy and convenient. - Nothing - Nothing - Go - Good for us - Nil - Great parking - Nothing - Nothing so far - None
Onsite facilities	- Probably some ropes on the track for people with bad shoes! Only at the dangerous parts. - Parking lines. - NO parking road cones. - Availability - Not sure why the parking needs to be so close to the glacier. I would just provide parking at the main road and a shuttle. - Fresh Water. - Rubbish bin. - All the orange cones while driving up gives me the shits! - Need some garbage bins. - Why all the one way at a time gates. - Ideas: more toilets, drinkable water, wifi to be able to see parking ticket. - Overnight parking for self contained campervan permitted if pay for 2 day parking (like Mt Cook). - Maybe a picnic bench. - Drinking water - Less speed bumps, less ferocious. - More rubbish bins/ a clearer direction towards where they could be. - More toilets. Also let us know before we pay it could have been cheaper. - Please add waste bin.
Donation box	- No problems; donation box after paid parking might be unnecessary.
Other	- Get rid of sandflies. - Espresso machine? JK :) - I am stunned how the glacier has shrunk since we were here last :(- The fact that the walk to the glacier is closed, I think the prices of parking is too high. - Didn't park as staying close by in Franz Josef village. - Even more friendly people to talk to! - Less other traffic! But that's not going to happen :). - Knowing the names of the birds seen on the tracks we walked. - I parked before the carpark to avoid paying.

Table 2 Changes to improve paid parking for White Horse Hill

Themes	Comments
Do not want to pay for parking	- More free parking :) - Free parking. - Make it free and rely on state grants! - Free parking - Price - Make it free - Liked the free parking - Very expensive. Should be free.
Cheaper parking	- Cheaper - Lower cost - Cheaper - Cheaper - It was very expensive but close to paths. - Pay less :)
Better signage and information	- A map - Probably more space/information how fast it fills up -> online - Closed sign of tracks from multiple entrance to help set expectations. Very disappointed when we reached hooker bridge. - Sign that shows how many empty parking spaces are there (at the beginning of the road). - Signage- didn't know we needed to pay till we arrived - It would be helpful to have mileage to end of track to determine # of hours. - Clarity on that free parking is available on the road vs paid in the lot. - Clearer signs regarding where the paid area starts. - Warning of tracks being closed at parking pay stations. - More instructions. - Not feeling stressed that the carpark was full. LED sign could indicate there is space available. - Better information about closures at entrance to parking.
Pay at the end	- Paying afterwards, unclear if we need to park in paid parking or also park in front for free.
Payment system	- Cashpoint - Barrier entry+exit - Potential issue w/ phone service working to open payment site in the parking lot.
Supportive	- Parking was fine good idea to have paid parking. - We think paid parking is great - should have started years ago. The car park and facilities really need an upgrade to cope with visitor numbers. - Parking was good. No issues. If it helps retain the parks as they are - go for it! - We were all good with concession. - We had a good experience parking cause we arrive yesterday evening so it was pretty empty and easy to park. - No! - Nothing. - Nothing. - It was great. - All good =) - Nothing, was fantastic. Thank you :) - Nothing - Nothing :) - Overall good - It was good overall! Wish the bridge will be built soon! - It's fine. - Nothing :) - All good - Nothing, all good. - Nothing - Worked OK

	- Nothing, I think it is a good way to optimise use of the park and collect revenue. - Nothing, we found free parking fine. - None - Parking was perfect for me, though I came late in the day (3:10pm). - All was good. - 10/10 came early no issues :) - No issues with parking.
Extend paid parking along road	- Extend paid parking along entry road. Maximise revenue to extend facilities.
Not enough car parks	- Not enough places. - More car parks. - More parks. - Bigger parking. - More parks available. - Make lot bigger. - Bigger car parking area - need more! - More car parks. - Bigger facilities - More spots. - Park and ride system or limiting access to just available parks to avoid side of road congestion
Onsite facilities	- Less puddles. - More clearer parking spots. - Tap for bottled water refill. - Being able to buy a coffee at the car park. - Sealed. - Toilet door on women's bathroom couldn't lock. - Mark the places on the ground to improve efficiency of the parking and to save space. - Marked spots to maximise # of stalls. - Bike racks would be nice! - Clearly designated parking spaces. - Seal the carpark. - More RV parking. No cars in RV parking. - Water for drink bottles. - Parking demarcation. - Cars not in campervan parks. - There is some potholes. - Parking for big rigs
Donation box	-
Confusion of campsite and car parking and paying	- Not having to pay. Confusion between paid day parking and paid overnight camping, and whether you need both on the day you arrive and leave.
Campsite	- Numbered sites for camping. - Signage of where to park if camping.
Stop roadside parking	- Stop the parking on the road. Just forces parking away from the carpark. Also makes you think carpark is full. - Driving towards parking lot, people were parking roadside. I assumed lot was full (it was not) so I parked road side. If you installed electric sign with number of spots available, that would notify customers to proceed to parking lot. - If there were paid parking all over we would have paid, but the road was free, so we parked there :
Other	- Not used parking here. - Rest of Hooker Valley track being open. - Reduced number of people. - We parked 1km far from here. - Too many people on trail! Limit total people.

	- Coffee shop - I didn't drive, tour operator. - Take the cloud away. - I parked on side of road for free. - Refreshment - Less crowd (booking for the track). - It would be better slightly cheaper - lots of people are parking free on the road but motorhomes can't do this. - Having the bridge completed :) - Parked on the road
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Proactively released by the Department of Conservation

Part B:

Online Survey and email feedback

Proactively released by the Department of Conservation

PART B – Online survey and email feedback

1 Introduction

1.1 Purpose of Part B

The purpose of Part B of this report is to report the findings of the **online survey and email feedback** from the public and stakeholders about the paid parking pilot experience they had and how it could be improved.

The online survey and email feedback had roughly half the number of responses of the intercept survey; these responses were mainly from locals and businesses, many of whom were not supportive of the introduction of paid parking. Nonetheless there were many valuable pieces of feedback and suggestions for improvements.

Please note that throughout the reporting, percentages have been rounded to their nearest whole number so may not total to 100%.

2 How we collected feedback

There were two online ways people could provide feedback, either through an online survey or via email. We encouraged the members of the public to respond via the online survey and stakeholders to provide email feedback.

An email was sent with the online survey link to all those people that had previously submitted on paid parking. The survey link was also available on DOC's paid parking webpage. Feedback was collected over a three-week period beginning Monday 9 March 2026 and closing Monday 30 March 2026 at 5pm.

The online survey targeted:

- Stakeholders.
- Local businesses.
- People who had engaged with DOC for the first time during paid parking and before the online survey.

2.1 Overview of the online survey findings

In the online survey most people commented on Punakaiki, followed by White Horse Hill and then Franz Josef. Most people (52%) responding to the survey had used paid parking; 41% hadn't used it and 7% had customers who used paid parking.

Of those who had paid, most (36%) had paid via the pay machine or QR code, 29% had paid via the \$10 annual permit, and 11% had used the free 20 minutes. Most people (36%) paid for 1 hour, with a further 20% paid for 2 hours and 19% used the free 20 mins period.

49% of people said the time they paid for wasn't enough time to do what they wanted to do, and 42% said it was enough time. This may have been a contributing factor to a low Net Promotor Score for each site which is reported below. However, there are also other things people take into consideration when thinking about recommending a site to friends and family which may not be captured in this survey.

66% of respondents said paid parking had changed how they use the site. Only 27% said it had not changed how they use the site.

Net Promotor Score (NPS)

NPS can range from -100 (all 'Detractors') to 100 (all 'Promoters'). Any positive number score means that the percentage of customers who are Promoters outweighs the percentage of customers who are Detractors. Any positive score can be regarded as that site achieving at least partial success.

The Net Promotor Score for each site from the online survey was low. Punakaiki received a -37, Franz Josef a -33 and White Horse Hill -8. This shows that the people responding to the survey were mostly detractors, which is also reflected in the responses to the comments where most people wanted paid parking to be removed.

The NPS system claims to go beyond testing how 'satisfied' a customer is with a product or supplier to testing if someone likes a product or brand enough that they would recommend it to others with whom they have a valued relationship. In other words, the customer is not merely 'satisfied' with the product, they become advocates who effectively promote the product or brand.

Demographics

There was a distribution of responses across all age groups with slightly higher responses from people between 45 and 69. There was roughly the same response rate from male and female respondents, with slightly more females responding.

Permit and exemption holders

The way people found out about getting a permit or exemption was an even spread across DOC website, email from DOC, social media, word of mouth and other, with slightly more people finding out through the newspaper.

Most people agreed that getting a permit was easy and that they were confident in understanding the permit or exemption conditions.

64% of the permit or exemption holders haven't changed how they use the site and some commented that paid parking initially caused a change but once they got their permit, they were back to using the site as they normally would.

Businesses whose customers use paid parking

Most responses were about Punakaiki and some were for White Horse Hill. Suggestions for DOC included:

- 1 hour free parking.
- More information on how to top up.
- Offering a park and ride from the Mount Cook village.
- Coupons or free parking vouchers for guests.

- More and better car parks at White Horse Hill.

Those who haven't used paid parking and are local

67% of respondents who hadn't used paid parking and were local knew they could get a \$10 permit; 31% said they didn't know about the permit. 88% said they didn't have a local permit and the reasons listed why they didn't have one included that they refuse to pay, it's too much admin, they wanted more information or don't stop frequently enough.

57% said they still would not purchase a local permit, with only 9% saying they would and 35% remaining unsure. Again, the key reason is, they don't want to pay.

How people have changed how they use the site

The table below summarises the responses to open text boxes into themes about how people have changed how they use the site and what changes could be made to improve paid car parking. These tables exclude feedback from stakeholders.

The findings are summarised as follows:

- 61% said that they either won't pay, won't come back or will visit less.
- Some respondents said that people are parking outside the paid parking area to avoid the fee.
- Some noted that time is too restrictive and impacts them enjoying their experience.
- A few noted that they had underestimated their time and received a breach notice.
- A few commented that it was positive and had improved their experience.

Table 3: Summary of how people have changed using the site by theme

How people have changed how they use the site							
Themes	Total percentage of comments*	Punakaiki	Franz Josef	White Horse Hill	Permit or exemption holders	Businesses with customers using paid parking	Those that haven't used paid parking and are not local
	148 comments	39 comments	14 comments	16 comments	20 comments	19 comments	37 comments
Don't want to pay or negative to experience	24%	12	5	4		4	8
Won't stop or come back	21%	9	2	1			18
Visit less	16%	9	2	4	5	2	2
Park outside paid parking area	12%			2	4	6	6
Paying restricts time at the site	10%	6	4	3		1	1
Breach notice as I underestimated the time	3%	3	1	1			
Positive – improved experience	3%				1	3	
I had changed, until I got my permit	3%				4		
Other	3%			1	3		1
Multiple vehicles	1%				2		
Payment types	1%					1	1

Don't know they can top-up	.7%					1	
Still not enough parks so keep driving	.7%				1		
Road cones at Franz	.7%					1	
*Percentages are rounded and therefore may not total 100.							

Changes to improve paid parking

The table below summarises the open text boxes into themes on the changes that could be made to improve paid parking. These tables exclude feedback from stakeholders.

The findings are summarised as follows:

- Across all sites, the changes most respondents (42%) wanted was for paid parking to be removed, or for locals or New Zealanders to be free.
- The next highest percentage of requests were for better signage and information that people need to pay, that they can top up their parking if they stay longer, that they can come and go multiple times if they paid for a day of parking, and how much the breach notices are. This ties into the concern from a few respondents that the cost of a breach notice was disproportionate to the cost of parking.
- Respondents generally asked for more parking and at White Horse Hill for more campsite spaces and for them to be upgraded.
- Another request for Punakaiki was the request to extend the free parking period from 20 minutes to one or two hours.
- Suggestions for changes to permits included being able to use multiple cars, reduce the permit costs and use a NZ website.

Table 4: Changes people recommended by theme to improve paid parking

Themes	Total percentage of comments*	Punakaiki	Franz Josef	White Horse Hill	Permit users	Businesses with customers using paid parking	Those that haven't used paid parking and are local	Those that haven't used paid parking and aren't local	From emails
How many comments total for each section	367 comments	46 comments	18 comments	25 comments	71 comments	14 comments	64 comments	47 comments	82 comments
Remove paid parking	27%	14	4	14	11	3	22	16	14
- Locals or NZers should be free	15%	6	4		7		15	19	4
-EV's should be free	3%	5					1	2	4
Better signage or more information	8%	4		1	4		5	1	14
More parking spaces or upgrades or campsite upgrades	7%				9	3	11	1	
Increase free period	7%	8	2		3	2			12

Themes	Total percentage of comments*	Punakaiki	Franz Josef	White Horse Hill	Permit users	Businesses with customers using paid parking	Those that haven't used paid parking and are local	Those that haven't used paid parking and aren't local	From emails
People avoiding the fee and roadside parking	4%		1	2	11				2
Breach notices	3%	4	1	1		1	2		2
Permits (multiple cars)	2%	2	1		3		2		
Permits (Reduce permit cost)	1%				1				1
Permits (NZ website)	.2%				1				
Permits (definition) of local)	1%						1		1
Permits (general comment)	1%	1	1				1		
Support or no changes to paid parking	3%				3	2		2	5
Paying at the end	3%			5		1	1		3
Payment method	2%				1	1	3	2	
Observe people rushing	2%				3				6
Make it clear you can top-up your parking	1%	1	2		1				2
Punakaiki business impact	1%								3
Peak season	1%	1						1	
Improve ease of getting a permit	1%				4				
Flat rate	1%	1	3	1					
Different sites need different charging	1%				2				
Get rid of road cones at Franz	1%				2				
Keep money local and use well	1%				2				
Parking gate	1%				2			1	
Increase the price	.3%					1			
Day rate to a rolling 24 hour period	.3%			1					
Hut vs campsite fees	.3%								1
Campsite at White Horse Hill	1%								3
No fees after 5pm	.3%								1
Wait times at pay machines	.3%								1
System being used	.3%								2
Punakaiki northern carpark	.3%								1

Themes	Total percentage of comments*	Punakaiki	Franz Josef	White Horse Hill	Permit users	Businesses with customers using paid parking	Those that haven't used paid parking and are local	Those that haven't used paid parking and aren't local	From emails
Concession holder access	.3%							1	
Motorhome rental companies to pay	.3%							1	
Other	1%					2	1		

Summary of stakeholder feedback

Seven stakeholders provided feedback with concerns about:

- Local business impacts at Dolomite Point Punakaiki, and reports of people rushing there. Questions were raised about the legality of paid parking, its implementation and the reporting of benefit realisation.
- At White Horse Hill there are concerns about too many people using the carpark, and about people using the access road to park. Reports of the carpark needing tidying up and people blocking the Wyn Irwin and Thar lodge accessways.
- Concerns that rental vehicle customers don't have the information they need as some didn't realise they needed to pay, that they could top up and some thought you paid as you left.
- A concessionaire thought that rather than permits being for individual number plates that it should be for concession numbers to reduce the administration on concession holders.
- Questions were raised about the use of funds and the interface paid parking will have with international visitor access charging.

3 Online survey results

There were 324 responses to the online survey and 50 emails received. Of the 324 online survey responses, 284 are complete responses meaning the respondent has clicked 'submit' at the end of the survey. We have retained the 40 incomplete surveys as they responded to at least one question which still gives us information even they are not full responses.

The results throughout this report are represented as percentages of those that responded to that question, not the total number of people who responded to the survey.

The responses in this section are reported in more detail than the intercept survey responses, which are detailed in the site-specific reports.

3.1 Survey branching

The survey used branching logic to get feedback based on whether someone had used paid parking and how they had paid. This was important to solicit feedback about their experience of paying, and if they hadn't used it, why they hadn't.

There were questions that all respondents were asked. Then it branched to questions for:

1. people who had used paid parking and used either the free 20 min period or paid onsite
2. people who had used paid parking and paid via a permit or exemption
3. businesses who had customers using paid parking
4. people who haven't used paid parking.

The number of respondents per question is included so the reader understands what proportion of respondents answered each question.

The results of the survey are organised under these categories in the following sections:

Section 3.2 – Responses to questions that all respondents were asked

Section 3.3 – Responses for those that had used paid parking using the free 20mins or paid for each site

3.3.1 - Punakaki Pancake Rocks, Paparoa National Park

3.3.2 – Franz Josef Glacier, Westland Tai Poutini National Park

3.3.3 – White Horse Hill, Aoraki/Mount Cook National Park

Section 3.4 – Responses where people used paid parking and paid via a permit or exemption

Section 3.5 – Responses from businesses who had customers using paid parking

Section 3.6 – Responses from people who haven't used paid parking and are local

Section 3.7 – Responses from people who haven't used paid parking and aren't local

Section 3.8 - Demographics

3.2 Responses to questions that all respondents were asked

3.2.1 What site(s) are you commenting on?

Figure 1 below shows that most respondents commented on Punakaiki Pancake Rocks in Paparoa National Park and the least number commented on Franz Josef Glacier, Westland Tai Poutini National Park.

What site(s) are you commenting on?

Answered: 324 Skipped: 0

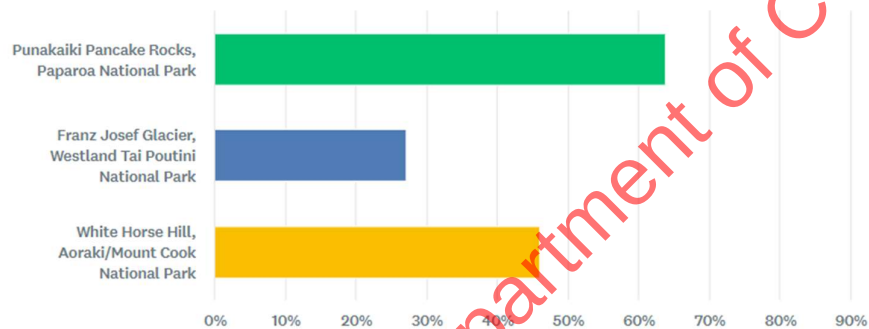


Figure 1 shows the percentage of people that commented on each site

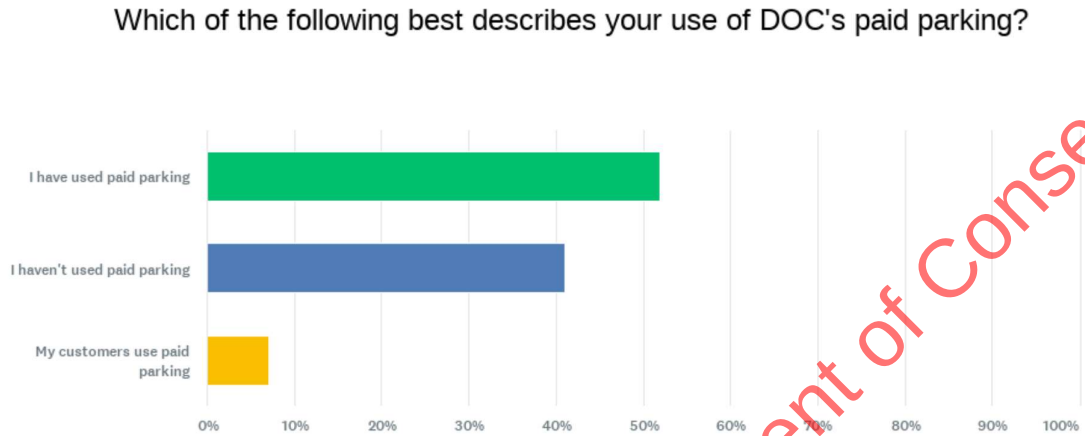
Respondents could select more than one site to comment on; this is why there are more than 324 responses to this question, and some are repetitive. Figure 2 below shows the number of times each site was selected, 207 chose Punakaiki, 88 chose Franz Josef and 149 chose White Horse Hill.

Sites	Responses %	Number of times a site was selected
Punakaiki Pancake Rocks, Paparoa National Park	63.89%	207
Franz Josef Glacier, Westland Tai Poutini National Park	27.16%	88
White Horse Hill, Aoraki/Mount Cook National Park	45.99%	149

Figure 2 shows the number of times each site was selected to comment on

3.2.2 Which of the following best describes your use of DOC's paid parking?

Figure 3 below shows respondents' use of paid parking. 51.8% of respondents had used paid parking, 41% hadn't used it and 7% had customers who used it.

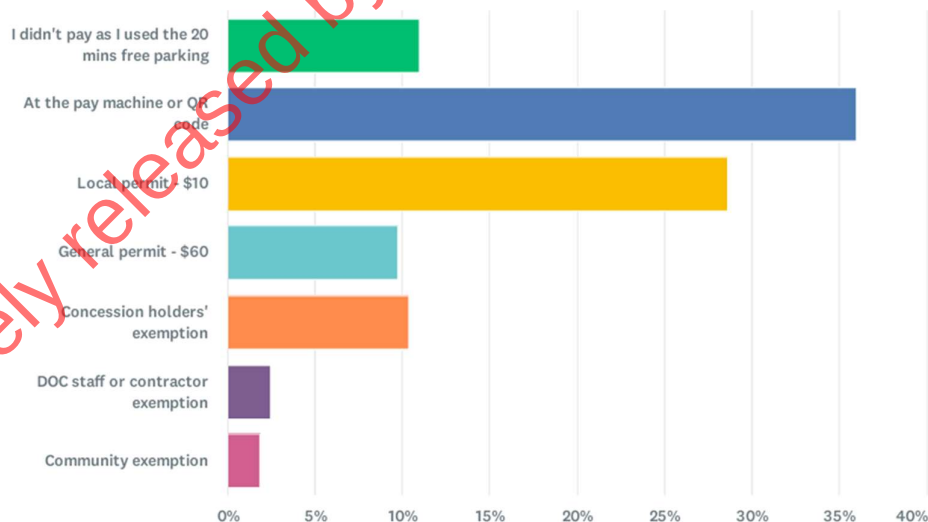


Answered by 324 respondents

Figure 3 Respondents' use of DOC's paid parking

Figure 4 below shows that for those that paid, that most people paid by the pay machine or QR code. The second most popular way to pay was via the local \$10 annual permit. Paying via community exemption was used the least by survey respondents.

For those that paid, thinking about your last visit, how did you pay?



Answered by 164 respondents

Figure 4 For those that paid for parking, how did they pay?

3.3 Responses for those who used paid parking and paid using the free 20 minutes or paid on site

The responses that follow in this section have been filtered by site. If someone has given feedback on more than one site, it will be counted for each site. The analysis looking at each site is to provide a comparison across the sites to determine if the results are based on site or are relevant for all. The responses have been filtered per site and are reported in the following sections:

- Section 3.3.1 for Punakaiki Pancake Rocks, Paparoa National Park.
- Section 3.3.2 for Franz Josef Glacier, Westland Tai Poutini National Park.
- Section 3.3.3 for White Horse Hill, Aoraki/Mount Cook National Park.

3.3.1 Punakaiki Pancake Rocks, Paparoa National Park

The following results are for people who commented on the site of Punakaiki.

Figure 5 below shows how likely someone would recommend this site to their family and friends. This gave an overall Net Promoter Score of -37 for Punakaiki. This shows that there are more detractors for this site, which does align with the feedback from the online survey where people mostly had a negative view of paid parking. The NPS distribution line at the bottom of this figure shows that there were 58% detractors, 21% passive and 21% were promoters.

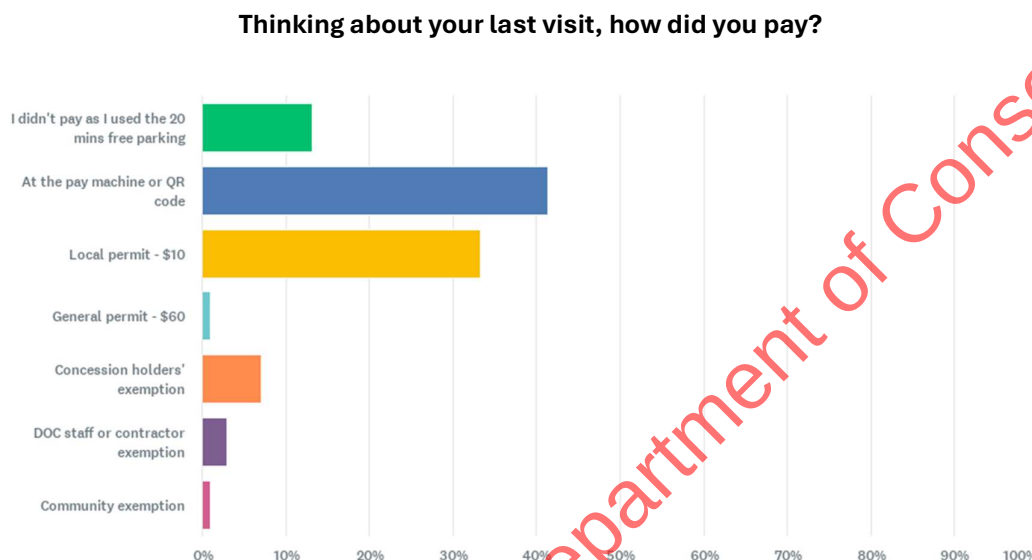
How likely is it that you would recommend this site to your family or friends?



Answered by 91 respondents

Figure 5 Likelihood of recommending Punakaiki Pancake Rocks to friends or family (Net Promoter Score question)

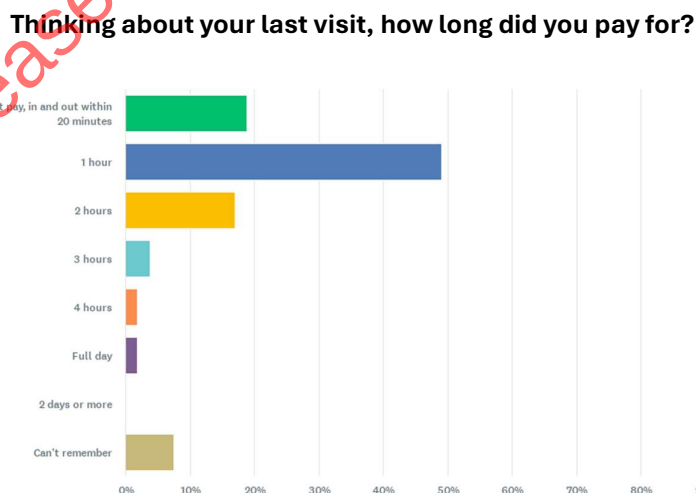
Figure 6 below shows that at Punakaiki most people (41%), paid via the pay machine or QR code; this was followed closely by 34% of people paying with a local permit. 13% of people at this site used the 20-minute free period and didn't pay. The method used the least was the general (non-local resident) permit with only 1% of respondents using that method.



Answered by 98 respondents

Figure 6 Method of payment used at Punakaiki Pancake Rocks

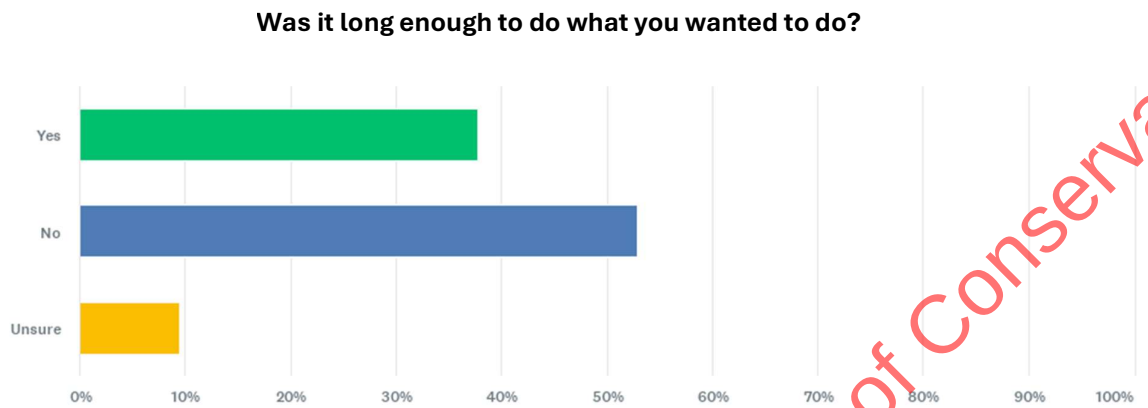
Figure 7 below shows that most people (49%) paid for one hour at Punakaiki, 19% used the free parking period of 20 mins and 17% paid for 2 hours.



Answered by 52 respondents

Figure 7 Length of time respondents paid for parking at Punakaiki Pancake Rocks

52% of respondents said that the time that they paid for wasn't long enough for them to do what they wanted to do as shown in Figure 8. 38% of respondents said the time they had paid for was long enough.



Answered by 52 respondents

Figure 8 Whether the parking time purchased was long enough to do what respondents wanted to do

75% of respondents have changed how they use the site at Punakaiki since DOC started to charge for parking, with only 17% of respondents not changing how they use the site. Table 5 below contains the comments on how people specified they changed using the site.



Answered by 52 respondents

Figure 9 Have people changed how they visit since paid parking was introduced at Punakaiki

39 respondents explained how they have changed how they visit Punakaiki since paid parking was introduced, these have been categorised in Table 5 into themes with the original comments beside each theme.

Table 5 How people have changed how they visit Punakaiki since paid parking was introduced

Themes	Comments
Don't want to pay - Locals or NZers should be free - EV should be free	- Reluctance. - Get dropped off and cycle back - Not going to pay to enter my park. - Why should we have to pay being a local. - Not accessing these areas, it is unaffordable. - It's the West coast!!!! Stop capitalizing on our precious place. Turns it into a city vibe AND not what the coast is about. - I will Never Pay - Been stopping at sites for 60+ years. - It's a joke paying for parking. I am a Nelson resident who has a site in Fox river and I cannot believe how commercialised you have made Punakaiki and now required paying for parking????? It's not CBD Auckland. - NZers shouldn't have to pay, we're taxed already. - I don't want to pay to see my own country. - Object to paying to visit the national park as a ratepayer. - Totally unexceptionable to charge NZ citizens for Doc parking when we already pay Taxes. - I visit the carpark to charge my EV. I do not want to pay and extra \$5 for this essential service. I only charge here when the Westport and/or Greymouth chargers are out of service. The lone Westport charger was out of service for 2 weeks in January and again from the end of February. This means the Punakaiki chargers are currently critical to journeys through Buller.
Won't stop or come back	- Didn't stop for lunch at the café. - We used to go to the Cafe for breakfast at the weekends but we tend not to nowadays because of the parking charges. - Wouldn't come back but there's very little food in area so you are forcing people to pay essentially. - We are no longer going there. - I used to charge my car at the charger and have a coffee. Now I cannot afford to charge here so I push onto Greymouth instead. Not such a nice stop for coffee. - Being a local I won't be back to visit it again since having to pay for stupid bloody parking. - I paid once and then decided we won't go back to that site just go to Fox and McDonalds. - Do not stop at this site, now stop elsewhere on my trips. - No longer will visit and show my Australian family my home in NZ. We got a fine for parking 15mins past the free 20min limit. However there was no other cars parked when we returned. We spent \$450 in the local tourist shop to support local. Then got fixed for being in an empty carpark. I have told many Facebook groups not to bother visiting the Pancake Rocks now unless you want to pay. Seeing natural NZ should be free.
Visit less	- I used to stop often on my way to Westport at Punakaiki, to get a coffee or some food. Now I only stop if I have some guests over who really want to visit the site. I am actually disgusted by this initiative. Big buses don't have to pay but individuals do. You are turning into a resort a little bit more every day. Only wealthy people can afford to travel around now. This is actually against all matauranga Māori principles. We do not want to turn into Europe. NZ is already so far away from everything, we should be happy to get tourists. But continue like this, come on. Let's see how a quick buck helps the environment rather than sharing. You could do anything else to make money. Maybe guided tours with wardens? But that is purely disgusting. - less likely to visit. - We used to go to Pancake Rocks every West Coast trip, but now having to pay as 20 mins is not long enough to walk the track & then sit in the cafe, it has definitely changed our minds. It should be at least 1-2 hrs free. This affects the businesses which is sad in current climate. - Less inclined to visit. - We used to stop there every time we drove up to visit family. Now we have to pay to park, we are not stopping. - Started going less as it is expensive. - Seldom go there now.

	- Less likely to stop when busy. - Less likely to visit.
Time is restrictive	- You walk under a lot more stress because you want to keep the time for parking. So you can't enjoy nature, you're just rushed. - Yes, now I have to run around and count every minute rather than enjoying the beauty of NZ. - We did not even go see the Pancake Rocks as we were not sure we would have enough time on the parking clock. We ate at the cafe while we waited for our EV to charge. We had to drive down from Westport to use the EV charger since the only EV charger in Westport was faulted. Then we drove back to Westport. We had to do this twice. We paid parking both times and it was just so we could use the EV charger. Which we also pay for. Felt really punitive for DOC to charge for parking while at an EV charger. If DOC wants to encourage environmentally sustainable practices then it would seem that driving an EV and using the EV charger would be something DOC might be supportive of. - Yes, not staying for a second over 20 minutes. - You feel really rushed and can't concentrate on just enjoying the nature because you always think you have to be back at your car at a specific time. - I used to go a walk around the rocks and have a coffee but now there's no time I only have time to briefly stop it's ridiculous. I haven't even made it to the new iSite properly as I don't have enough time.
Breach notice as I underestimated the time	- I underestimated the time required & the penalty is out of proportion. I only intended to stay 20 minutes for a coffee. I was fined. - I was a few minutes over my parking and was charged \$95. It's a rip-off and I will no longer take visitors there. It wasn't our fault we were late as cafes were busy and food was held up.

What are the changes we could make to improve the paid parking service?

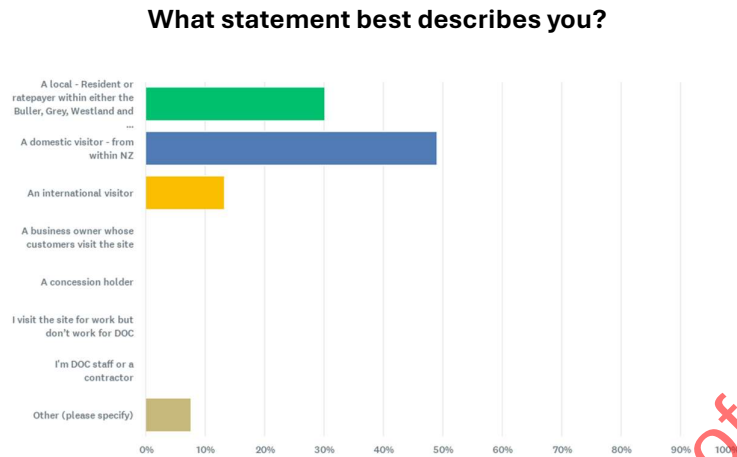
46 responses were received for this question; these have been categorised in Table 6 below into themes with the original comments beside each theme.

Table 6 Changes people thought could improve the paid parking service in Punakaiki

Themes	Comments
Do not want to pay for parking	- Not have paid parking attached to businesses with limited food in the area. - Get rid of them. Time in nature should not be timed. You do not own it. - Remove the paid parking, as tramps especially at White Horse Hill take a long time. - Abandon the system. - Remove it. It's a joke. - Feels wrong to pay for places like this. Especially as they are not easy to get to. - Came from the UK where everything is paid for every place U go is crazy carpark prices coming to NZ was a really nice break to not have to worry where you went but guess that's no longer a thing now. - No fees. - No paying at all to visit the beautiful nature or at least better a day ticket for e.g. 10\$ so you take all the time you want to contemplate the beautiful nature without feeling pressured. - Free parking. - Get rid of it. - Shouldn't have to pay for parking it's bullshit. - Scrap it entirely. - Remove the fee.
Locals or NZers should be free	- Free carpark for resident of New Zealand. - No just don't charge NZ citizens for parking when we pay our taxes. - All West Coast Residents should Be Exempt as we pay 2 lots of Rates & I'm also a pensioner Will Not Pay I've Paid ENOUGH. - Remove pay for parking entirely. Or do not charge NZ citizens. It is a disgrace - Free for NZ citizen. - Overseas visitors only, sticker for NZers cars comes free with application.

- EV should be free	- I request that DOC exclude the EV charging parks from the parking fee. At no other EV charging site do I have to pay a surcharge to charge my car. I limit the charging to an hour to minimise the parking fee and hope that the lone Arthurs Pass charger will be free when I arrive. The EV carparks are exclusively for EV cars to charge so they are not available for general parking. One time we had to wait for an hour while a tourist tried to charge their rental EV to 100% (the charger slows down after 80%), even after automatic messages from Meridian and a polite request to move on from me. It feels unfair to pay to wait for a chance to charge the car, when we are dependent on the charger. - Make EV charger parking space free while charging the car. - The Zero EV charging site was not clearly placard as being in a pay to park area. - Allow free parking if using the EV chargers. - Somehow exempt the EV charger - doesn't Meridian already pay a lease for the land?
Free parking should be longer	- Longer unpaid time. I understand not wanting people to hoard the parking spaces but 20minutes is just not enough. - 1-2 hrs free parking. - 2 hours free parking. - Make it \$0 or free for 1.5hr minimum which is enough time to visit pancake Rocks & also spend money in the local shops there without rushing back to leave to prevent fines. - Don't make us pay or make the period of free parking long enough to actually do things like an hour. - Give the free 20mins when you pay for the hour. Pay upon leaving not arrival. - Allow time for us to sit and have lunch without paying extra. - Not have paid parking or make it cheaper, or free for longer before you need to pay.
Breach notices	- I stopped at the Doc visitor centre to buy a coffee. I did not intend to stay more than 20 minutes. I received a \$75 parking fine. This is totally inappropriate. I am appealing the fine but it has left a bad impression. - Make it VERY clear what the penalty is for incorrect (or non) payment. - Take paid parking away. If not, then reduce fines. \$95 for a few minutes over is not sustainable. - Stop ticketing people who are there to charge their cars! We have never had to pay to park where you charge, and got a massive ticket in the mail. You need to stop this, or have better signage at the charger letting people know this will happen. Really terrible souvenir.
Permit (multiple car)	- Make it person-based rather than car. I paid for a local permit and entered my car registration, but the next time we went out we had our van as needed to carry kayaks, and then when I pass through regularly for work there are three cars that I could be using. I don't want to pay for 5 permits.
Permit (general)	- To be fair I'm local and should get a local permit and will do.
Better signage	- The parking signage is not adequate in the back parking lot. There should be a lot more signs. I don't agree with having to pay at sites like this I think it's bad, especially as there is no other options for parking. Not impressed. - Better signage explaining/ indicating option when time runs out. Also explain clearly what happens if leave after parking time expires and penalties to be incurred. - I was unable to pay at the machine using my phone which is on the spark network. I presume this is due to limited network coverage at this remote site. - Signage on the EV charger needs to be explicit that you must pay at the parking machine. Just saying ""parking conditions apply"" is a very vague statement. "
Make it clear you can top-up your parking	- Indicate more clearly that you can extend your parking in case you return later than intended (I didn't know and was charged for that) and that once your time is over, the 20 free minutes do not start again (what I was assuming) - also when sending out a breach notice, please give the time for which one paid - plus a receipt for your parking ticket should be send by mail or printed at all times.
Peak season	- Only have it at peak season and 30 minutes free parking not 20 minutes.
Flat rate	- A standard price and no time-to-temporary price, so you don't have to look at the clock.

Figure 10 shows that most of the respondents (48%) for the Punakaiki site were domestic visitors, while 31% were local to the area. Only 13% of respondents were international visitors.



Answered by 52 respondents

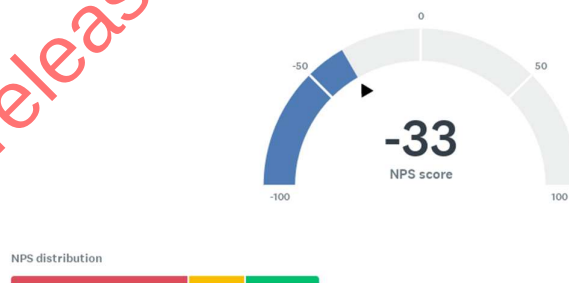
Figure 10 Respondent description (visitor type) for Punakaiki

3.3.2 Franz Josef Glacier, Westland Tai Poutini National Park

The following results are for people who commented on Franz Josef.

Figure 11 below shows how likely someone would recommend this site to their family and friends. This gave Franz Josef an overall Net Promoter Score of -33. It shows that there are more detractors for this site, which does align with the feedback from the online survey where people mostly had a negative view of paid parking. The NPS distribution line at the bottom of this figure shows that there were 58% detractors, 18% passive and 24% were promoters.

How likely is it that you would recommend this site to your family or friends?



Answered by 33 respondents

Figure 11 Likelihood of recommending Franz Josef to friends or family (Net Promoter Score)

Figure 12 shows that at Franz Josef most people (41%) paid via the pay machine or QR code, this was followed by 18% of people using the free 20-minute period. 12% of people at this site used a local permit. The method used the least was the general permit and DOC staff or contractor permit.

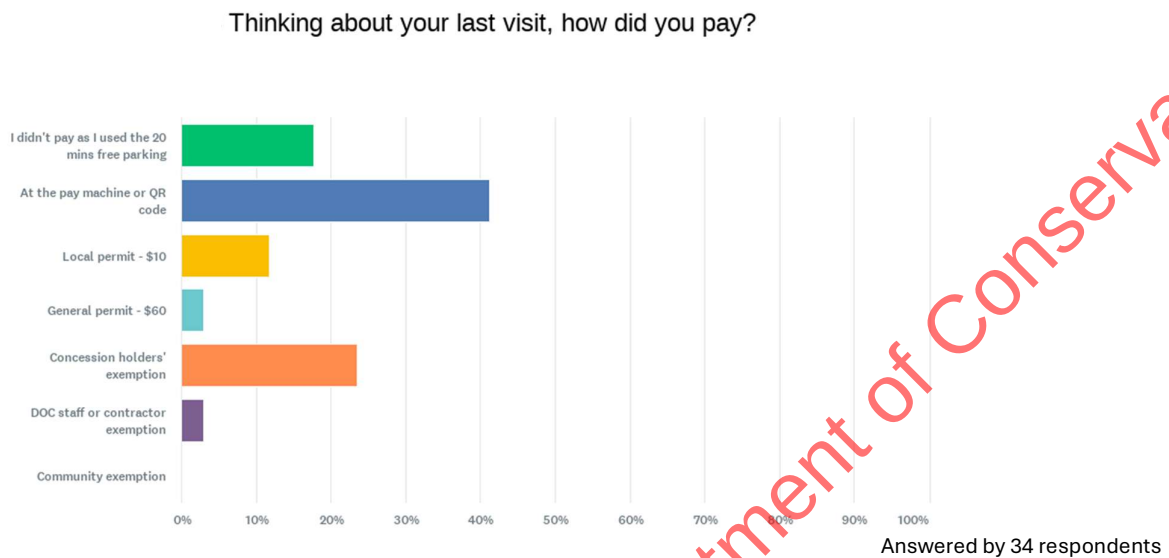


Figure 12 Method of payment used at Franz Josef

Figure 13 below shows that most people either used the free 20-minute period or paid one hour at Franz Josef (26% each), with 21% paying for 2 hours.

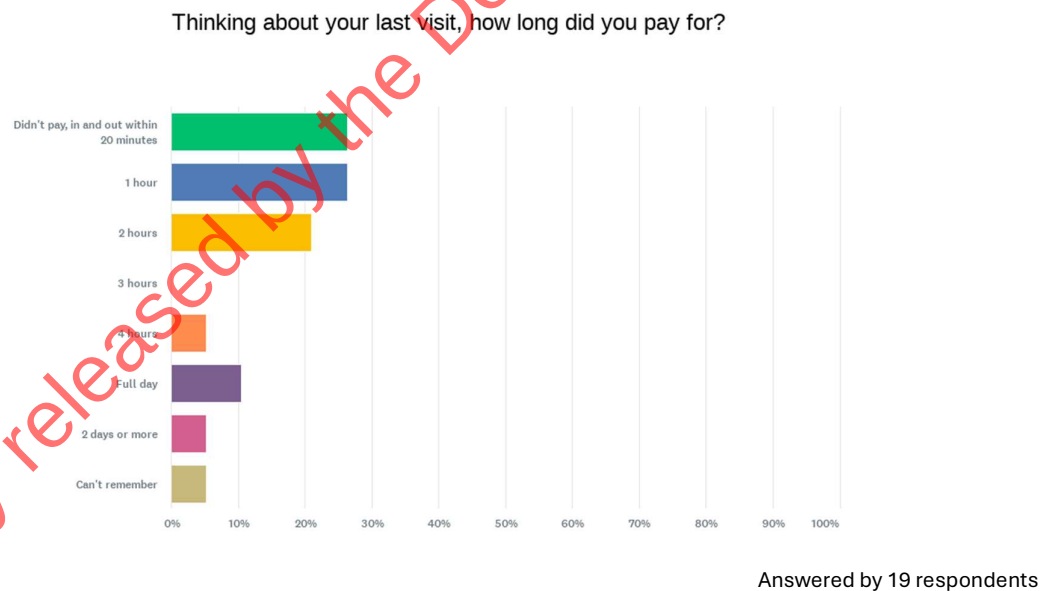
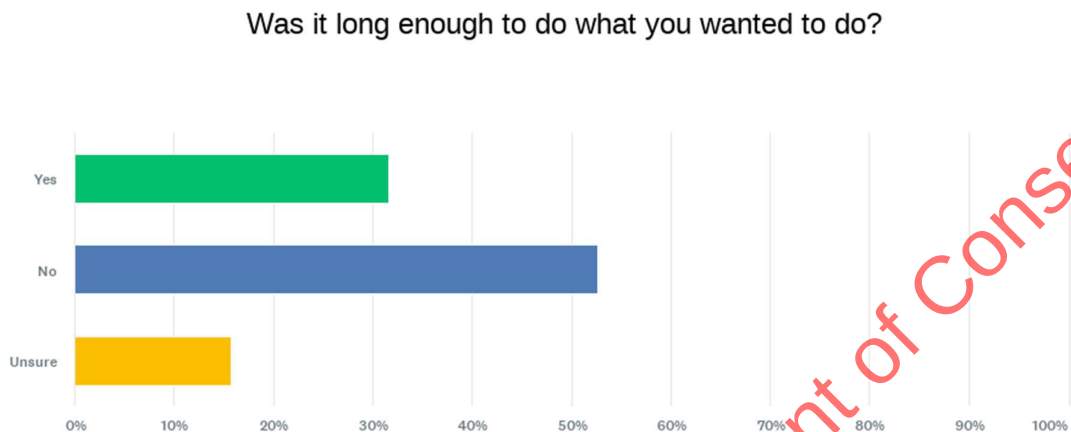


Figure 13 Length of time respondents paid for parking at Franz Josef

53% of respondents said that the time that they paid for wasn't long enough for them to do what they wanted to do as shown in Figure 14. 32% of respondents said the time they had paid for was long enough and 16% weren't sure.

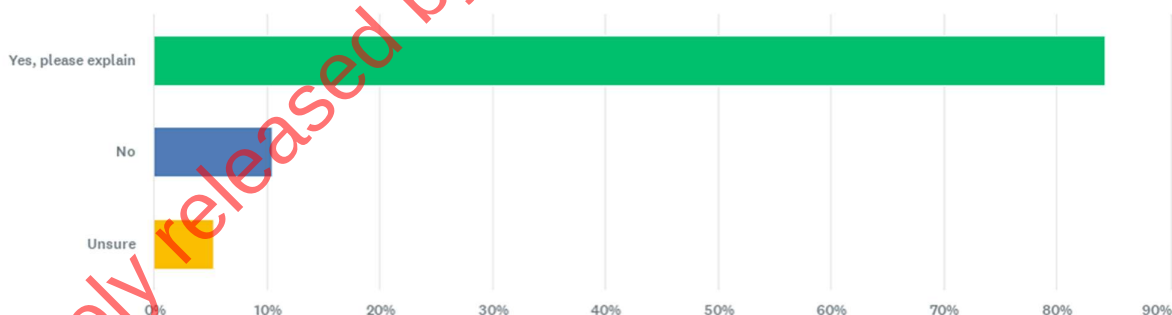


Answered by 19 respondents

Figure 14 Whether the parking time purchased was long enough to do what respondents wanted to do

84% of respondents have changed how they use the site at Franz Josef since DOC started to charge for parking, with 11% of respondents not changing how they use the site and 5% were unsure. Table 7 below contains the comments on how people specified they changed using the site.

Since DOC started charging for parking, have you changed how you visit the site?



Answered by 19 respondents

Figure 15 Have people changed how they visit since paid parking was introduced at Franz Josef

14 respondents explained how they have changed how they visit Franz Josef since paid parking was introduced, these have been categorised in Table 7 into themes with the original comments beside each theme.

Table 7 How people have changed how they visit Franz Josef since paid parking was introduced

How people have changed how they visit Franz Josef since paid parking was introduced	
Themes	Comments
Don't want to pay	- Totally unexceptionable to charge NZ citizens for Doc parking when we already pay Taxes. - Reluctance. - Get dropped off and cycle back - Not going to pay to enter my park. - I don't want to pay to see my own country. - I will Never Pay Been stopping at sites for 60+ years.
Won't stop or come back	- I will not be returning. - Less I paid once and then decided we won't go back to that site just go to Fox and McDonalds.
Less visits or less time	- Less likely to visit. - Spending less time at site.
Time restrictive	- Yes, now I have to run around and count every minute rather than enjoying the beauty of Nz. - You walk under a lot more stress because you want to keep the time for parking. So you can't enjoy nature, you're just rushed. - You feel really rushed and can't concentrate on just enjoying the nature because you always think you have to be back at your car at a specific time. - Rushed to get to the viewpoint instead of taking my time due to the 20-minute free parking limit.
Breach notice as I underestimated the time	- I underestimated the time required & the penalty is out of proportion.

What are the changes we could make to improve the paid car parking service?

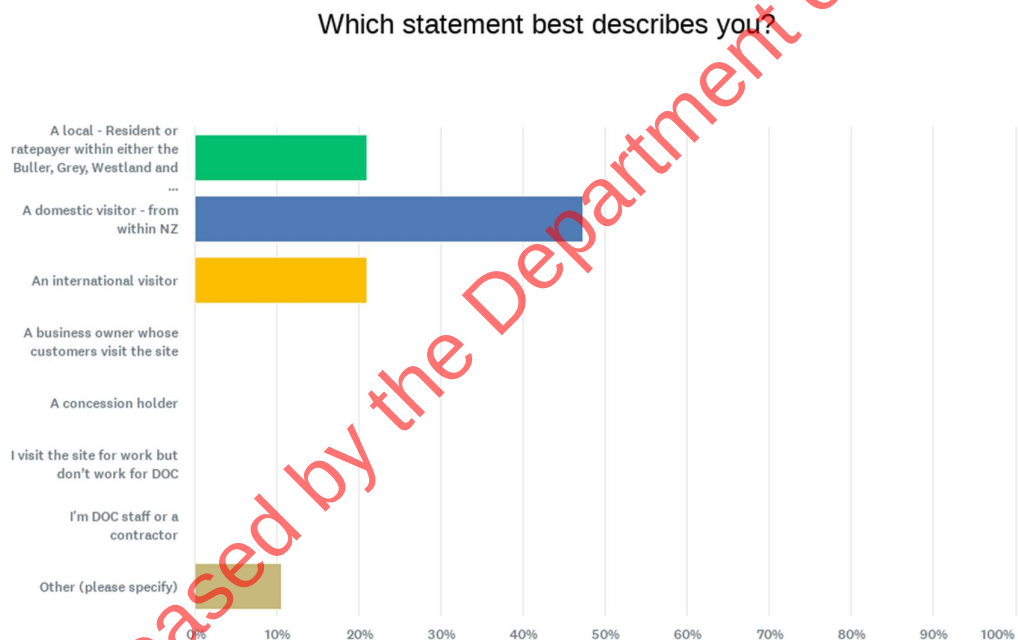
18 respondents provided insights into the changes that could be made to improve paid car parking. The responses have been categorised in Table 8 into themes with the original comments beside each theme.

Table 8 Changes that could be made to improve the paid parking service at Franz Josef

Themes	Comments
Do not want to pay for parking	- Abandon the system. - Remove the paid parking, as tramps especially at white horse hill take a long time. - No fees. - Get rid of them. Time in nature should not be timed. You do not own it.
- Locals or NZers should be free	- No just don't charge NZ citizens for parking when we pay our taxes. - 1. Don't put cones down the entire road forcing everyone to park in the paid area. Let people park on the roadside for free if they want. I was going hiking up Alex knob so I had to park 2km away from the track entrance at the main carpark which was an extra kick to the stomach after forking out \$40. 2. Paid parking should apply to tourists only. I was the only Nz car in the carpark. The rest was rentals and campervans. Tourists go there to visit the lookout and use all the facilities but NZers are more likely to be going off hiking or hunting etc and not even using the facilities. - Free for Nz citizen. - All West Coast Residents should Be Exempt as we pay 2lots of Rates & I'm also a pensioner Will Not Pay I've Paid ENOUGH.
Free parking should be longer	- Give the free 20mins when you pay for the hour. - Longer unpaid time. I understand not wanting people to hoard the parking spaces but 20minutes is just not enough.

Make it clear you can top up your parking or pay upon leaving	- A system that charges at the end of visit so you can take longer if needed. - Need to add some way to check how much time you have been there so you can top up your payment if needed before departing; adding control gates so people understand that the parking is not free.
Breach notice	- Make it VERY clear what the penalty is for incorrect (or non) payment.
Local permit	- To be fair I'm local and should get a local permit and will do.
Flat rate	- A standard price and no time-to-temporary price, so you don't have to look at the clock. - No paying at all to visit the beautiful nature or at least better a day ticket for e.g. 10\$ so you take all the time you want to contemplate the beautiful nature without feeling pressured. - Free for Nzers/tax payers or some sort of very small annual charge i.e \$10 for all parking at all times.
People avoiding the fee	- it should be impossible for cars to avoid the fee, we watched so many cars at the sided of the street, destroying the grass nearby...just to save the fee 😞.

Figure 16 below shows that most (47%) of the respondents for Franz Josef site were domestic visitors and 21% were either local to the area or were international visitors.



Answered by 19 respondents

Figure 16 Respondent description (visitor type) for Franz Josef

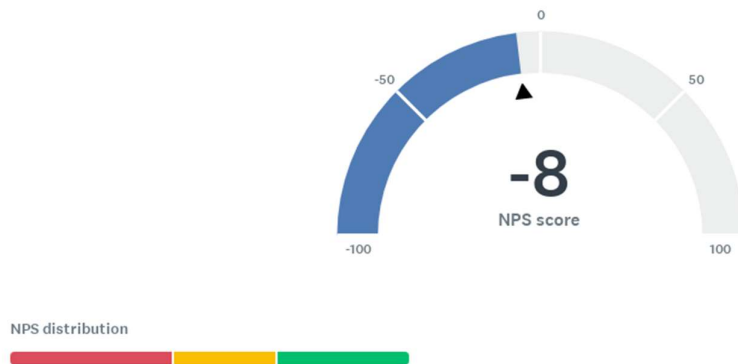
3.3.3 White Horse Hill, Aoraki/Mount Cook National Park

The following results are for those that commented on White Horse Hill, Aoraki Mount Cook.

Figure 17 below shows how likely someone would recommend this site to their family and friends. This gave an overall Net Promotor Score of -8 for White Horse Hill. This shows that there are more detractors for this site, which does align with the feedback from the online survey where people mostly had a negative view of paid parking. The NPS distribution line at the bottom of this

figure shows that there were 41% detractors, 26% passive and 33% were promoters.

Q3 How likely is it that you would recommend this site to your family or friends?

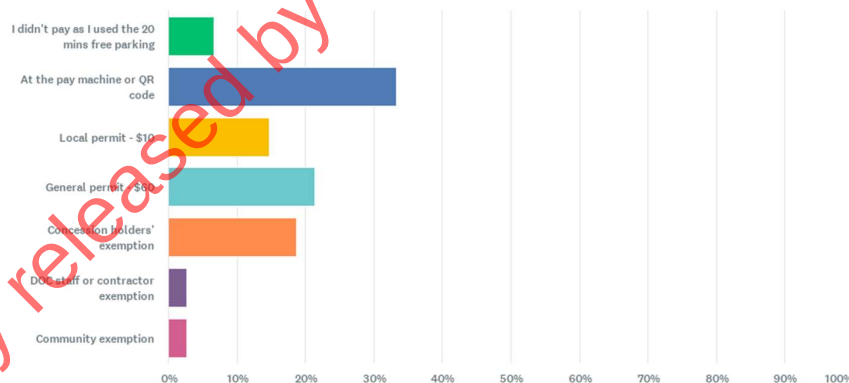


Answered by 66 respondents

Figure 17 Likelihood of recommending White Horse Hill to friends or family (Net Promoter Score question)

Figure 18 below shows that at White Horse Hill, most people (33%) paid via the pay machine or QR code, 21% of people paid with a general permit, 19% with a concession holder's exemption and 15% with a local permit. Only 6% of people at this site used the 20-minute free period and didn't pay. The method used the least was the community exemption or the DOC staff or contractor exemption.

Thinking about your last visit, how did you pay?

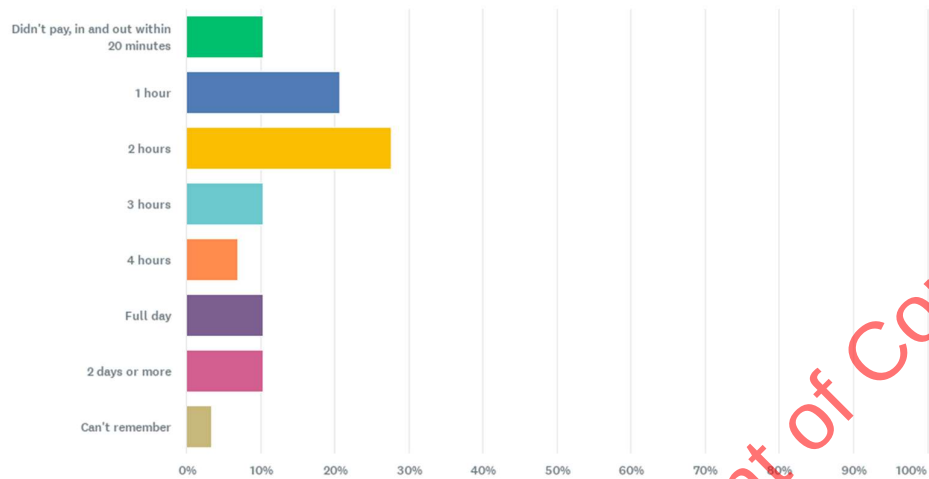


Answered by 75 respondents

Figure 18 Method of payment used at White Horse Hill

Figure 19 below shows that most people (28%) paid for two hours at White Horse Hill, 21% paid for one hour and 11% used the free 20 minutes of parking. The same proportion of respondents (10%) paid for 3 hours, a full day or 2 days or more. 7% paid for 4 hours and 3% couldn't remember how long they had paid for.

Thinking about your last visit, how long did you pay for?

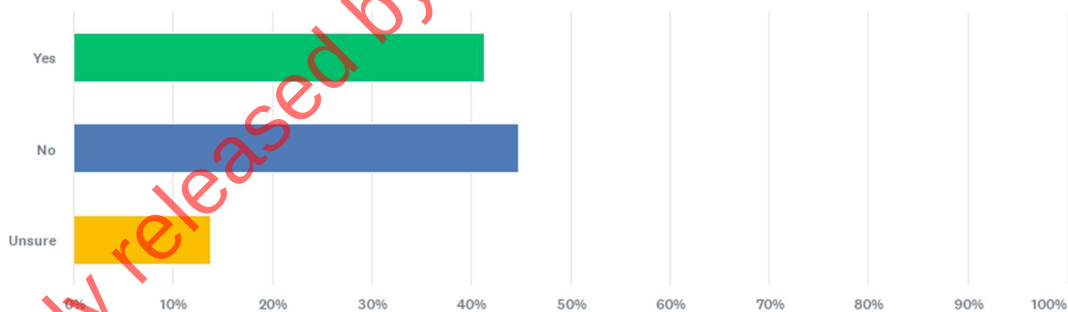


Answered by 29 respondents

Figure 19 Length of time respondents paid for parking at White Horse Hill

45% of respondents said that the time that they paid for wasn't long enough for them to do what they wanted to do as shown in Figure 20. 41% of respondents said the time they had paid for was long enough. And 14% were unsure.

Was it long enough to do what you wanted to do?

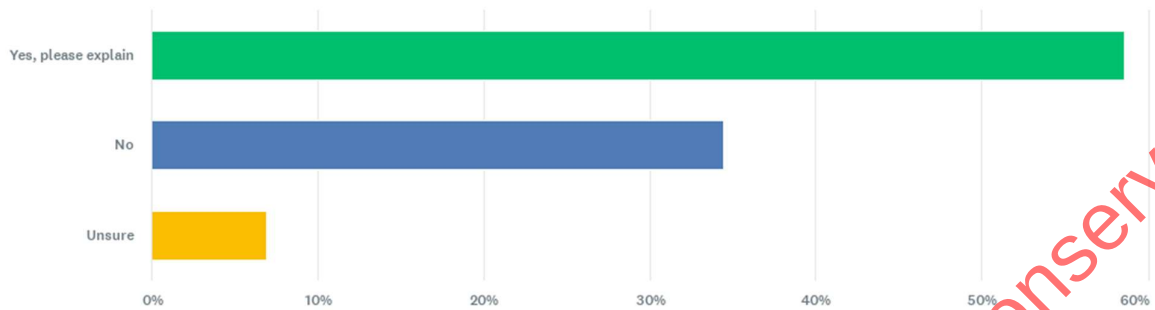


Answered by 29 respondents

Figure 20 Whether the parking time purchased was long enough to do what respondents wanted to do

Figure 21 shows that 59% of respondents have changed how they use the site at White Horse Hill since DOC started to charge for parking, with only 34% of respondents not changing how they use the site. 7% of respondents were unsure. Table 9 below contains the comments on how people specified they changed using the site since paid parking.

Since DOC started charging for parking, have you changed how you visit the site?



Answered by 29 respondents

Figure 21 Have people changed how they visit since paid parking was introduced at White Horse Hill

16 respondents explained how they have changed how they visit White Horse Hill since paid parking was introduced, these have been categorised in Table 9 into themes with the original comments beside each theme.

Table 9 How people have changed how they visit White Horse Hill since paid parking was introduced

Themes	Comments
Don't want to pay	- Reluctance. - I don't want to pay to see my own country. - I will Never Pay Been stopping at sites for 60+ years. - I absolutely HATE parking when I've thousands to visit a country. It adds stress, because you're thinking about if you need to add more time, machines don't work, online systems are often poor or y poor.
Visit less or spend less time	- Less likely to visit. - Spending less time at site. - It doesn't make me want to go. - Used to stay longer than one day.
Time is restrictive	- You feel really rushed and can't concentrate on just enjoying the nature because you always think you have to be back at your car at a specific time. - It has made me more rushed and felt like I didn't enjoy the experience as much. - You walk under a lot more stress because you want to keep the time for parking. So you can't enjoy nature, you're just rushed.
Won't stop or come back	- Not accessing these areas, it is unaffordable.
Breach notice as I underestimated the time	- I underestimated the time required & the penalty is out of proportion.
Parking outside paid parking area	- Parking outside of parking fee boundary and walking/cycling/hitchhiking to the trailheads. - Decided it was too busy to pay & park & there were too many vehicles down the roadsides.
Other	- VM (unsure what this response means).[voicemail]

What are the changes we could make to improve the paid car parking service?

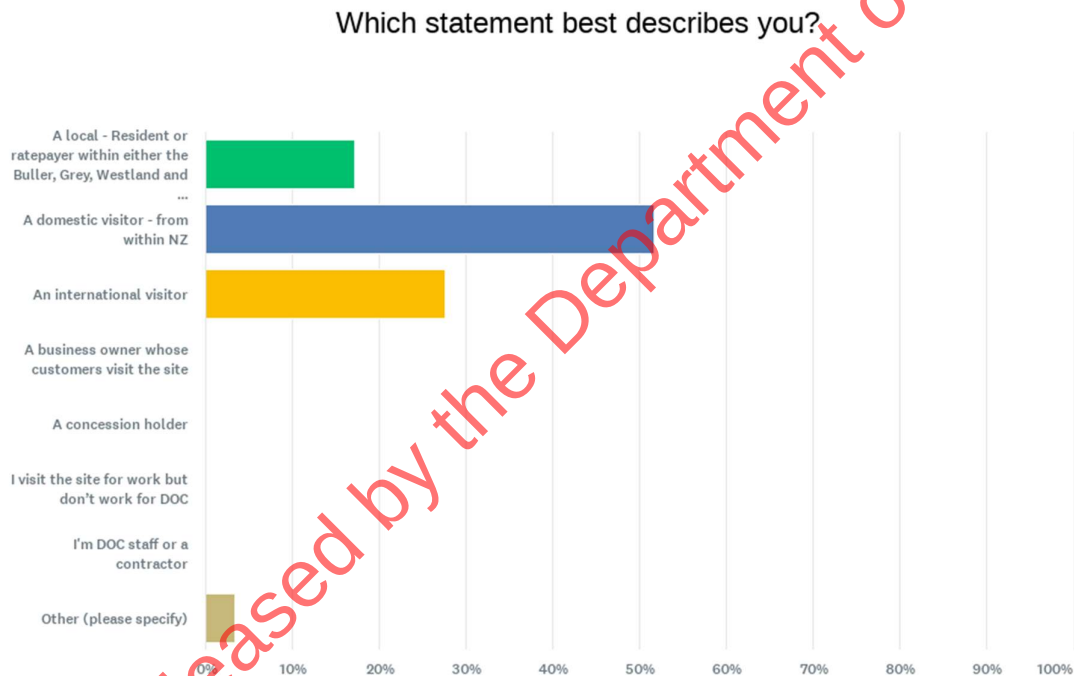
24 respondents provided insights into how paid car parking could be improved at White Horse Hill, these have been categorised in Table 10 into themes with the original comments beside each theme. Note, there are 25 comments below as one person provided multiple points.

Table 10 What changes could be made at White Horse Hill to improve paid car parking

Themes	Comments
Do not want to pay for parking	- Get rid of them. Time in nature should not be timed. You do not own it. - Don't do it! It won't stop people visiting but it distracts from the most important thing NZ has, which is great scenery / walks. The bean counters will be charging for parking everywhere. Why don't you add more money to the tourist tax if you need more revenue? Please don't listen to the accountants, listen to the people that are paying huge tax dollars to visit! - remove the paid parking, as tramps especially at White Horse Hill take a long time. - 18/03/2026 06:30 pm. - Make it free. - Abandon the system. - Free for NZers/tax payers or some sort of very small annual charge like \$10 for all parking at all times. - Feels wrong to pay for places like this. Especially as they are not easy to get to. Came from the UK where everything is paid for every place U go is crazy carpark prices coming to NZ was a really nice break to not have to worry where you went but guess that's no longer a thing now. - Do away with it. There are other ways of controlling car parking in the area. - Considering the paid parking was introduced to reduce congestion, I am not sure if the desired effect has been met. Therefore I think it'd be a great idea to scrap the whole paid parking "service" at Mount Cook. Personally it feels like another obstacle for NZ residents to visit the outdoors. If DOC needs more funding, this should come from the central government. - Remove pay for parking entirely. Or do not charge NZ citizens. It is a disgrace. - No paying at all to visit the beautiful nature or at least better a day ticket for e.g. 10\$ so you take all the time you want to contemplate the beautiful nature without feeling pressured. - Free for NZ citizens. - All West Coast Residents should Be Exempt as we pay 2lots of Rates & I'm also a pensioner Will Not Pay I've Paid ENOUGH
Better signage	- Post clear message saying that if you are unable to extend parking in the machine make sure you pay for entire duration plus 20 mins to avoid getting stuck with a costly parking ticket. The operator is only responsible for collecting money and will not take any responsibility for a deficient service and cannot acknowledge that the service provided will be of low standards.
Breach notice	- Make it VERY clear what the penalty is for incorrect (or non) payment.
Flat rate	- A standard price and no time-to-temporary price, so you don't have to look at the clock.
Roadside parking	- Have no parking on the roadside- very dangerous as they don't park even & the edges have large drop-offs in many places. A shuttle bus from the village would be a better idea with a cheaper cost, say \$5. - Put no-parking yellow lines for a longer distance up the road. The road leading into the site was bottlenecked with cheap tourists not wanting to pay, but they come in and use the facilities.
Day rate to a rolling 24-hour period	- I strongly recommend changing the 'daily' parking rate to a rolling 24-hour period rather than a strict calendar day. Currently, the system disproportionately penalises overnight trampers. For example, a one-night stay at Mueller Hut requires paying for two full days of parking (\$50) because the ticket expires at midnight. Combined with the \$55 hut fee, the total cost exceeds \$100 for just one night. This is a significant financial barrier that will also apply when Hooker Hut reopens. Furthermore, the calendar-day rule is logically inconsistent with your hourly rates. If an hourly ticket purchased at 11:14 am is valid until 12:14 pm, a daily ticket purchased at 1:00 pm should be valid until 1:00 pm the following day, rather than resetting at 23:59. Proposed Solutions: Integrate parking validation directly into the DOC hut booking system using the existing ANPR cameras. Adjust the '1 day' fee to operate as a rolling 24-hour block starting from the exact time of payment."

Paying at the end	- We should be able to pay at the end, not at the start, since it is difficult to know how long a hike will take. Also, it should be clear that the time starts when the car enters the car park, and not when the parking is paid. - A system that charges at the end of visit so you can take longer if needed. - Due to lack of signage it's not possible to add time to your ticket when out on the track. It would make sense to collect a ticket at entry then pay for the length of stay at the end of your visit. - In a national park it's hard to know how long you are going to stay. Could you instead pay on departure rather than arrival. - Paying as per time used rather than paying before we even know how long we might take.
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Figure 22 shows that most of the respondents (52%) for the White Horse Hill site were domestic visitors, 28% were international visitors and 17% of respondents were local to the area.



Answered by 29 respondents

Figure 22 Respondent description (visitor type) for White Horse Hill

The 'other' respondent is a guide for a NZ company in the overseas visitor sector.

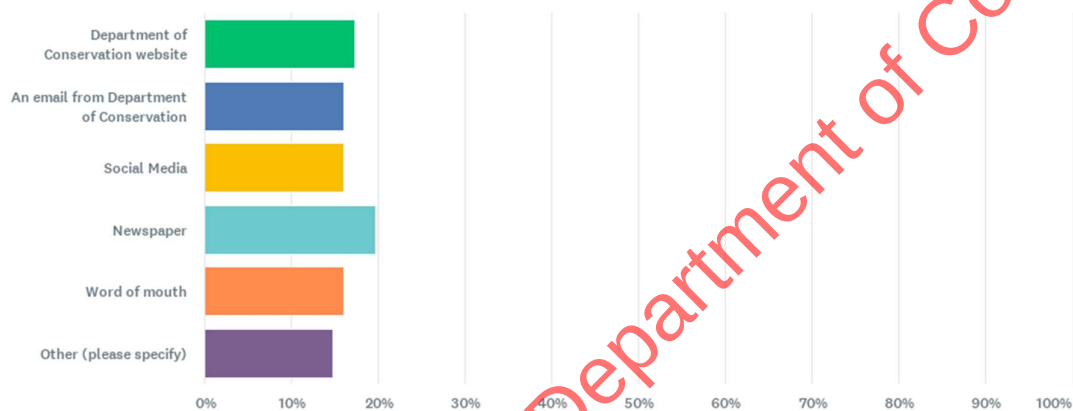
3.4 Responses where people used paid parking and paid via a permit or exemption

Figure 23 shows that there was a range of ways people found out about getting a permit or exemption. Twenty percent of respondents found out via the newspaper and 17% found out via the DOC website. The rest of the methods were even, with 16% of respondents finding out by each method of email, social media or word of mouth.

Note, for the Other category, respondents didn't specify what these other ways were.

Figures 23-25 show how each site found out about getting a permit or exemption.

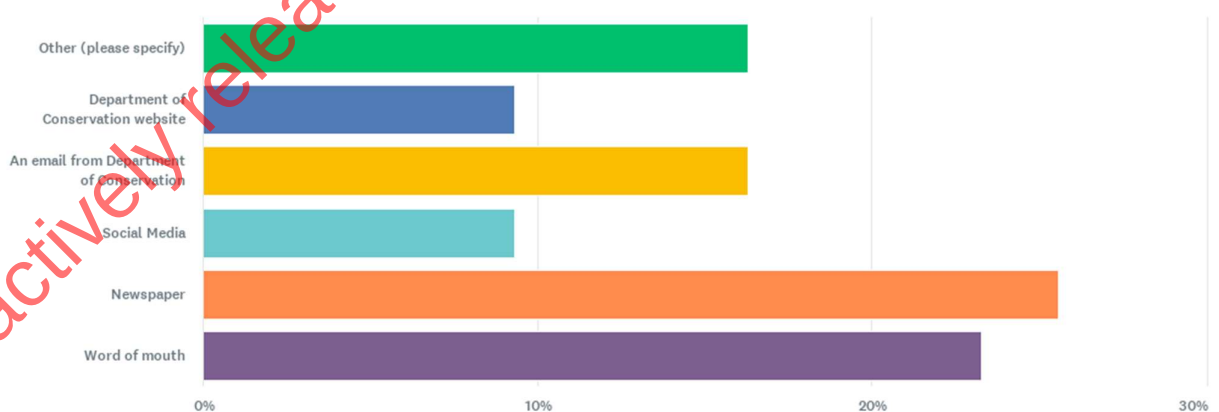
How did you find out about getting a permit or exemption?



81 answered this question

Figure 23 How respondents found out about getting a permit or exemption

At Punakaiki how did you find out about getting a permit or exemption?



43 answered this question

Figure 24 At Punakaiki how people found out about getting a permit or exemption

At Franz Josef how did you find out about getting a permit or exemption?

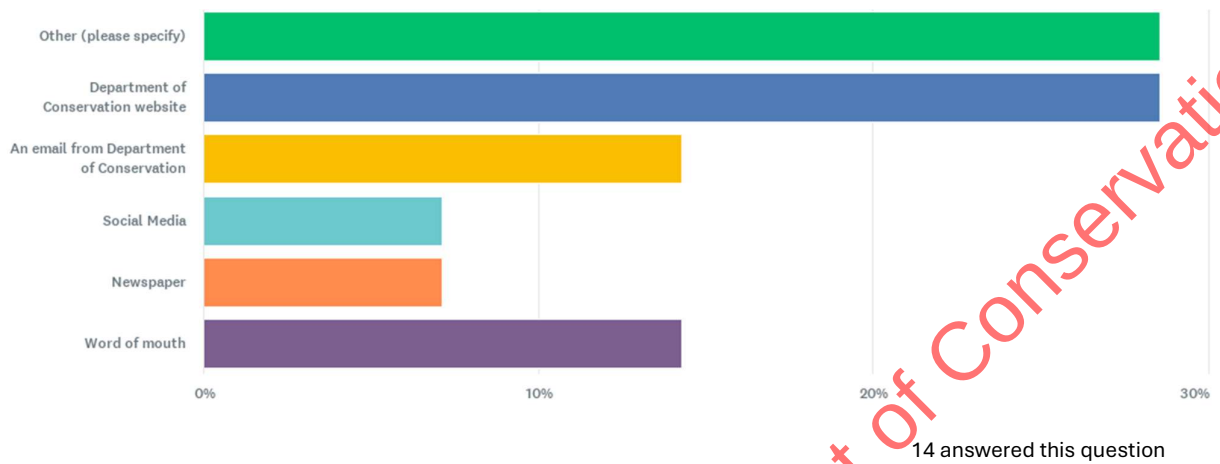


Figure 25 At Franz Josef how people found out about getting a permit or exemption

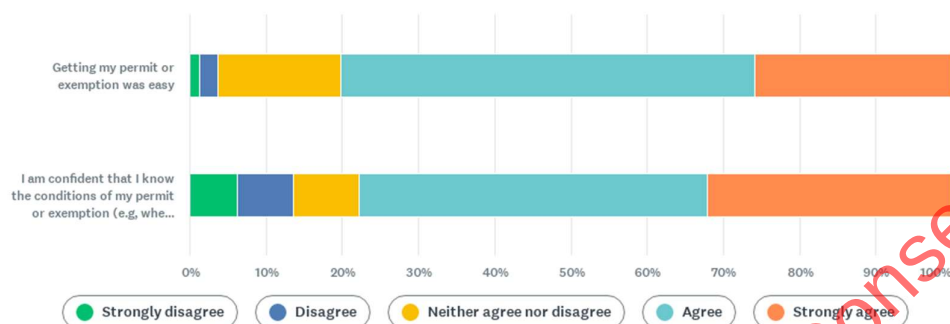
At White Horse Hill how did you find out about getting a permit or exemption?



Figure 26 At White Horse Hill how people found out about getting a permit or exemption

Figure 27 below shows that most people found it was easy to get a permit with 80% stating they agreed or strongly agreed that it was easy. 78% of respondents agreed or strongly agreed that they were confident of the terms of their permit or exemption.

How strongly do you agree or disagree with the following statement:

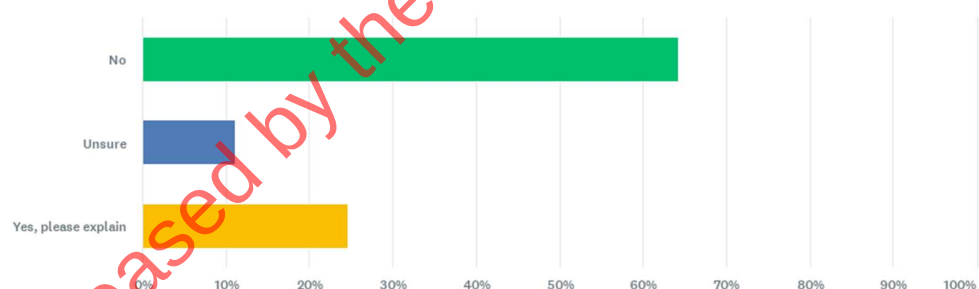


81 answered this question

Figure 27 How easy people found getting a permit or exemption and how confident they are in knowing their conditions

Figure 28 shows that since DOC started charging for parking, 64% of those with a permit have not changed how they use the site. 25% stated they have changed how they use the site; their reasons are in Table 11 below.

Since DOC started charging for parking, have you changed how you visit the site?



81 answered this question

Figure 28 Have permit or exemption holders changed how they visit since paid parking was introduced

20 people responded “Yes” to having changed how they use the site; their responses are in Table 11 below separated into themes, with the individual comments.

Table 11 How people with a permit or exemption has changed how they visit the site since paid parking was introduced

Themes	Comments
Describing their visits	- Visited twice. Once briefly. And once to walk. - Only to get mail. - Only got pass because had visitors to take to Punakaiki.
Improved experience	- Less public vehicles parked at bus parking lots so I don't need to beat the public to secure my parking lots. Overall the customer experience for our guided walk is improved.

Less visits or less time	- Less frequent visits. - Have visited with visitors, in previous years before paid parking. But once heard paid parking for everyone, stopped taking guests. - Will visit less. - Think about going rather than spontaneous. Do I really need to go as I will have to pay. - Do not utilize services in area of parking due to parking charges.
Owners of multiple vehicles	- With three different vehicles possibly being driven there, I am limited to going only when the one permitted vehicle drives. I refuse to buy three permits or pay the hourly rates! - I go less often, especially if my non-exempt vehicle is the one I'm driving.
Parking outside paid parking area	- I tend to park more outside White Horse and Hooker Track space. Im OVER and ANGRY with the DOC site staff arrogance and over-zealous contact. It's a disgrace! VERY un-New Zealand. - Visitors are parking randomly, sometimes in dangerous places!!! - Not as busy in the parking area itself but a lot of cars parked on street to avoid paying. - we avoid it and walk from the Hermitage if we can, sometimes we can't.
I had changed, until I got my permit	- Initially before getting the permit I was less likely to drop in to the cafes if raining - on sunny days I would walk. - I know more about the parking situation and rules so feel more confident re parking. - Yes, reduced my visits despite living nearby until I bought a local pass. - Visited less before and after buying permit.
Availability of car parks	- There still aren't enough parks for me to just call in to the shops like I used to so I keep driving past.

What are the changes we could make to improve the paid car parking service?

65 respondents answered this question, and these are categorised into themes in Table 12 below. There are 71 comments below as some people raised more than one point.

Table 12 What changes could be made to improve the paid car parking service

Themes	Comments
Support	- N/a this service goes back to conservation so none. - I think it runs really well. - Encourage all cars to use it. - I thought it was easy. I rushed when I bought the local permit, and put in the wrong registration number, then went to Franz. I realised I had made a mistake, emailed DOC, and they fixed it straight away. great service.
Do not want to pay for parking	- I understand some locals are bad-mouthing DOC within the community and to visitors over the paid parking. I do not condone this. However, I repeat my earlier submission that the \$10 annual fee is not sufficient recompense for DOC for the potential loss of goodwill among locals, most of whom generally share DOC's values and many of whom actively work to protect and enhance our environment. - Take off the paid parking. It causes everyone to park all the way down the road to avoid paying. Looks disgusting and not the "pure NZ" we wish to convey. If so much revenue is being collected, our rates need to be reduced. - Remove it. - Terminate paid car parking. Don't tax the tourists. - I don't care. I tend to avoid parking there for now on... after living in the region for over 55 years, and visiting for most of those, the overhanded bullish actions by DOC policing ... especially commercial permit holders is totally unacceptable. A LOT of my colleagues no longer park, we simply drop and GO these days... parking elsewhere.. Its been handled BADLY, but thats what you can expect from a GOVT department run by bureaucrats. - Remove it. Punakaiki is heavily dependent on tourist during the summer months and charging for parking is a barrier to both the time and frequency tourists will stop. Businesses in Punakaiki need to be supported to be profitable and so can remain open during winter months to support locals. - Free for EVs as they already pay. - Drop these silly charges - this should be covered by the visitor levy. - Don't charge for parking.

	- I paid \$60 for the year fee And barely got a park at Mount Cook car park. I had to get dropped off by my boyfriend at Franz Josef for the hikes because there was no way I would pay \$20 a day for parking that's literally just money gouging on DOC's part. DOC is getting more greedy. - Make it cheaper.
Cheaper or free for locals and Nzrs	- Make it a whole lot cheaper for visitors, still charge but not quite so much. - I believe parking should be free to locals, not as a right – it's a privilege – but as a goodwill gesture. - Make parking free for locals. - Locals could be offered an exemption. The local cafe turnover has dropped significantly as most locals are no longer going there. - It should be free for local residents as we are taking visitors who then pay in the shops etc SO we are helping to promote the area and tourism. - A locals discount . - Have a cheaper parking option for locals in NZ, not just the Tekapo/Twizel locals
Increase the free period	- The free time needs to be longer the businesses are struggling and they were there well before this idea came, that is not what they signed up for. Otherwise cut the cost of parking \$2 an hour would be reasonable. - I overheard a conversation that the parking system is negatively impacting the local cafe. This should have been dealt with much better - the 20 min concession is not overly helpful as some people spend over 5 min getting a park and another 5 sorting themselves out - so they lose most of the 20 min benefit. - Increase the first 20mins free to 45mins.
Reduce annual permit cost	- Lower the annual parking permit cost.
Getting permit	- Getting the local permit can be tricky if your living situation is atypical for getting a proof of address (probably the case for many in the area), otherwise the permit process was pretty simple. - I already had a doc account and tried to get my permit thru that but had to make a new account just to get the permit. It would be helpful perhaps for others in the same situation to know they have to make a new account. - Improved communication on how to...
People not doing all of their activities and rushing	- The cost is too great. I have seen more people than I can count hurriedly eating and drinking to get back to their car before another hour ticks over. Also I have heard more people than I can count talking about how they can't shop and have to go because the parking is about to run out. It might not make sense but in their mind the \$5 per hour is clearly a lot more of an unnecessary spend. Why is this important? Because, as locals who sell work or food in the precinct, we need people to stay. We only have a few months each year where we can actually make an income from our local town, the rest of the year Punakaiki is so quiet and nobody is spending money. It is heartbreaking to hear someone saying "come and look at this artwork" and the responder saying "no no we have to go the car parking is running out". It is affecting my business and that of others, and not in a good way. Recently I visited Kaikoura where paid parking was \$2 an hour. Now that makes more sense. I dont agree with payment to park in a place like Punakaiki, however if you are to do it anyway, \$2 per hour is more affordable, and a rate at which I believe we are less likely to see people running back from the rocks across the highway. - There are people running across the highway regularly to get back to the machine before time ticks over. It is sheer dangerous. Never in all my years living here have I seen people running to get back to their cars. It just is not right. - Ensure that it covers the length of time needed for people to see the rocks, stop for lunch and have a bathroom stop. The survival of the businesses at Punakaiki is vital for tourism but also for our community that live in the area as there are no other food options until Westport or Greymouth. Allow enough time that people can stop and enjoy the area to the full.
Different sites need different charging	- White horse is OK but Punakai needs some change. Visitors lose a chance of visiting the Visitor Centre and shop because they need to pay the fee. It should be charged from over 1 hour. - I believe people who have hut tickets should be allowed for a lower overnight parking fee. Consider that the hut is NZ\$55 for general public... having to pay NZ\$50 for parking on top of that is quite a lot. Maybe NZ\$30? I would still like to contribute, but just suggesting a more balanced scenario in my opinion, thanks!

Payment method	- Lastly the machines are extremely difficult for people with many kinds of visual impairment to read. My Mum has macular degeneration, she can see in day to day life and is allowed to drive etc, but cannot read that type of screen at all. If this is to stay, there needs to be an alternative. - A machine where people can put money into and receive a ticket. Not even card only, the cash system needs to stay.
Owners of multiple vehicles	- Allow different, or at least two, number plates per permit. We have two cars and could be driving through in either. - Somehow allow ONE permit to be used in multiple vehicles. - Make it easier to add another vehicle to the household. Most houses have more than one car but it appears as though you can only nominate one car per household?!!
People avoiding the fee	- Ridiculous that all this does is shift the problem to outside the gates. Additionally, it would be critical for DOC to clearly commit, communicate, and evidence the funds generated from the parking fees are re-invested into parks maintenance in an appropriate and transparent fashion. - At the White Horse Hill car park there are now a large number of people avoiding paying the parking fees by parking along the sides of the road leading into the car park. This is creating difficulties at times for other users, especially buses, as the road becomes much narrower. I think a solution similar to the one used in Milford Sound would be beneficial: having paid parking close to the car park, but also providing a free parking area further away. This would give people the option to avoid paying if they are happy to walk a bit further. Yellow lines could then be added along the road, with tickets issued to anyone parking there. P.S. The staff located at the car park are always friendly and helpful. I can imagine it has been a difficult season for them. - Stop people from parking on the road outside the paid parking area to avoid paying. This makes the access road congested and dangerous. Also have night patrols as I found heaps of human faces beside the paid parking area with toilet paper adjacent to where so called certified freedom campers. - The road to white horse hill had cars parked each side of the road, outside the carpark. Need to some how reduce cars avoiding the parking fee. - Extend it down the road towards Mt Cook Village - to get out of paying people simply park on the side of the road jamming that up. Make it consistent - you pay for parking unless you walk from the village. - Charge for entry through "gate" at start of Hooker Rod. The cars parking for free down the road make access to the car park dangerous, and defeats the point of charging a fee. - Move the paid parking zone boundary to the corner of the Hooker Valley Road, the congestion caused on the road leading to the carpark has got worse now that people try to avoid the paid parking area by parking on the road. Introduce park and ride - you need better toilet facilities if charging for the carpark. The paid parking should not have been introduced to the Whitehorse site until the Hooker Valley Swing Bridge upgrade was complete. The carpark often feels shambolic. Police the coach parking area to stop cars parking in there. There are no other options for coaches or minibus and trailers if these parks are taken - adds to the shambles. - I strongly dislike the paid parking, even tho as a concessionaire i dont have to pay. It promotes people parking elsewhere and creating congestion elsewhere or on the way to the carpark. - National Parks are meant to be accessible to all, and paid parking inhibits that. - It is not fair to ask people to pay but let 1000s of others park free on the adjacent roadside. That was never set out as an option. - there are heaps of cars and camper vans parking on the side of the road outside paid parking area, its often blocking the road. - If the car park is paid, please also make the strip of road leading up the car park paid too. The free parking along this road encourages more parking on the sides than the actual car park itself. Sometimes the car park is near empty but the sides of the road are full, and people park poorly at the bottlenecks.
Road cones	- Getting rid of all the orange road cones that were on the side of the road, absolute disgrace! - Continue no fees for concession holders, improve parking at Franz, almost the whole length of the way to FJ carpark is now CONES !! and this is National Park!
Make it clear you can top-up your parking	- Speaking of signage – staff comments indicate many are unaware that if they 'overstay' they can top up as they leave. Again, a few additional words would help "If you stay beyond your paid time, you can top up as you leave".

Clear signage and messaging	- That said, if DOC persevere with the annual fee, this needs to be better advertised as many seem unaware of it. A simple addition to the signage would do the trick "Locals please enquire in the VC for an annual pass" or similar. Perhaps include the website or a QR code to lead to it. - Make the notices for people paying at time of visit much less wordy. With a friend trying to pay and tried to read all the info on the notice. Bad enough for a local English speakers but must look like a nightmare for non English speakers. - My wife had a ridiculous experience there. We are long term residents to Lake Tekapo. My wife took her mother to Mt Cook and we knew there was a locals pass. My wife drove around looking for DOC office which we figured could explain how to get a pass or could sell them. Finally she found a well hidden DOC office with staff. They were of zero help. They all told her they knew nothing about locals passes or parking. She found a park and parked for an hour. She found no where to pay. We then received a \$75 dollar fine a few days later in the mail. Absolutely painful. Why didn't the Doc staff know? Of do they simply not care? Please install bigger signs and maps. Please have Doc staff treat the public like customers. We can do better as a country. - Make sure that it is explained regularly in local newspapers, social media etc so people are aware that they can get the \$10 for locals.
NZ website for permits	- Improve DOC branding. Both visually and trust - should come from a .Nz website rather than com.au as it felt odd to be taken to an overseas site to pay for local parking.
More parking spaces or upgrades	- Even though I have paid for a year of parking I may not find a car park the day and time I visit Punakaiki. - Tourists park down road to avoid paying, yet still enjoy the environment that local people now pay for. - I would like a barrier at the turn off and everyone gets a parking ticket. - The carpark needs to be sealed and the lines painted to maximise the capacity and to clarify where public can park and where concessionaries park (White Horse Hill) . - There needs to be space specifically allocated for locals with permits. The majority n road where the yellow stripes no parking was put in would be the perfect spot - it used to be free parking area and now no one can use it. - Larger paid parking area at white horse hill would be good as there were just as many cars parked on the access road for free (which became quiet dangerous driving past) as there were parking in the car park and paying. - More spaces. - Have separate concession holder parking. - A drinking water fountain and trash can. - Pot holes at entrance and dust from gravel .
Keep money local and use well	- Directly keep profits to benefit the local offices if you're going to do it anyway. - You waste money everywhere, look inside your organisation to reduce costs instead of further gouging money from taxpayers.
Parking gate	- I didn't notice any boom gate/ licence plate check. Just an observation. - Adding a gate and creating a way to check how long they have been parked for; I don't think people understand that the parking is not free if there's no gate/access boom to keep people out.

3.5 Responses from businesses who had customers using paid parking

What changes in customer behaviour, if any, have you noticed at this site since paid parking was introduced? This question was answered by 17 and skipped by 6. There are 19 comments in Table 13 below as some respondents commented on more than one change. The responses are categorised in Table 13 by theme, with the site that they commented on and the original comments.

Table 13 Changes businesses have seen in customer behaviour since paid parking

Themes	Site	Comments
Happy to pay	Punakaiki Punakaiki and WHH	- We have a bed and breakfast dealing with international travellers and none of them have an issue with the paid parking - more than happy to pay. - 2 respondents said there were not changes in their customer behaviours.
Not enough time	Punakaiki	- Rushed experience. Many visitors just focussed on getting back to their car in either 20 mins or 1 hour, not relaxed and enjoying the location, especially NZers.
Don't want to pay	Punakaiki Punakaiki Punakaiki	- New Zealanders frustrated that they have to pay for parking on Public Land. Conservation values. - A very small number choose not to spend much time so they can capitalise on the free 20 mins. - Inclined not to stay long so they get free parking.
Don't know they can top-up so spending less time and money	Punakaiki	- Either don't know they can extend their parking time or don't want to so don't have time for Toilets and Pancake Rocks Walk and Food and Retail and Walkway to viewing point and Experience Centre. Spending less on food and beverages and retail due to factoring in parking expense and rushing. A general anti-DOC sentiment for being charged and belief that instead of DOC focusing on Conservation they are now focussed on revenue gathering which could change how they do things i.e try and get more visitors for a short time - doesn't line up with conservation values.
Spending less time and money	Punakaiki Punakaiki	- A marked drop off of NZ public using car parking (as shown by turnover figure in our shoulder season when large numbers of Kiwis travel) as well as negative comments. - They have told us they don't go there because of the charges.
More parking illegally or outside paid area	Punakaiki WHH Punakaiki WHH Punakaiki and WHH WHH	- There is an increase in people parking illegally- particularly at the cell tower on the bend but also in the disabled parking, on the hatched area west side and under the cliff, east side southern exit of Punakaiki near the Resort. - Too many people parking down the access road on both sides that is creating a hazard. This to avoid the fee and also the car park is full. - People are parking at the campground and deciding to park and walk up. - Too many vehicles parked on both sides of the Hooker Valley road before the parking area. Have to weave around traffic and walkers. They don't have to pay. THIS IS A REAL HEALTH AND SAFETY ISSUE. - Many people choose to park on the side of the road, which makes it more difficult to enter and exit parking lots. - Customers are parking elsewhere, whilst the actual carpark remains free of spaces. Parking elsewhere also entails more dangerous driving behaviour, and parking in unsafe areas, such as on side roads, long dry grass (fire hazard from hot exhausts), blocking entrances, fire hydrants, corners and on fragile native bush (endangering native species). This has also resulted in more pedestrians walking further and dangerously on busy roads, which are unsafe due to drivers watching the scenic views, rather than the roads.
Road cones	Franz	- Ugly Road Trip cones lining the road.
Negative experience	Punakaiki	- Most customers have commented that they think/feel it is a negative to their experience of the area.
Payment types	All sites	- The need for cash to be accepted & a normal eftpos card to be accepted.

As a business, is there something we could work on together to offer your customers?

In Table 14 below businesses responded to whether there could be something to offer customers if DOC and the businesses worked together. These have been themed in Table 14 below.

Table 14 As a business what could we could work on together to offer your customers?

Themes	Comments
Free parking period	- 1 hour of free parking would enable Kiwis to access the national park for free.

Information on top-up payment	- I think it is imperative that customers understand they can top up and pay on leaving. That way they don't have to estimate how long they need, can stay as long as they like and don't have to clock-watch.
WHH	- Offer a park n ride service from Mt cook village. Make sure if road parking permitted, have it on one side, not both.
Coupon for free parking	- Coupon or code we could offer our guests for free parking. - Free parking vouchers.
More carpark at WHH	- Provide more carpark options, rather than charging for what is essentially fewer carparks. The infrastructure work at White Horse Hill since its commencement has reduced the overall capacity of the parking at White Horse Hill, exacerbating the issues mentioned above.
No	- No I think the paid parking is going great. - 3 other 'no responses'.
WHH – access to lodge	- Tahr Lodge South Canterbury Deerstalkers Access thru the parking area ..members stay at the lodge is ok. Its getting there is the issue. s9(2)(a)
Accessibility to carparks	- More accessibility to be able to use these car parks.
Check for legal operations	- We request an increase in the number of personnel checking DOC (Document of Authorized Customer) licenses to prevent illegally operating businesses from entering the premises.

What questions are your customers asking about paid parking?

To understand what information needs are, we asked businesses about the questions they are getting asked about paid parking, these are categorised into themes in Table 15 below. This question was answered by 15 and skipped by 8.

Table 15 What questions are businesses being asked about paid parking

Themes	Site	Comments
Why there is a need to pay		- Why do we now have to pay? (Many say they won't return and feel affronted by having to pay). - Why do we have to pay this as well as \$100 to come into the country as NZ is so expensive? - Questions are around previous visits (prior to charges), and the freedom to explore the area without time limits/ parking. - Why do we have to pay to park and look at the natural beauty of NZ.
Impact on business		- Online reviews of our business often mention paid parking as a negative, as if it is our fault. - Asking if they can maybe checkout a little later so they can walk up.
DOC spending		- Why did DOC spend \$45 million of taxpayer money and is now charging for parking? Why is there not 1 hour free? Why did DOC advocate for the removal of free road side parks. - Will the money be spent here? - What will it be spent on? - How much goes to DOC and how much goes to the parking company/admin/gvt for other things? - Where is the money being spent? Where else can I park? Can I park here instead?
Top-up payment		- Generally what to do if they go over the time they've paid for.
Breach notices		- Why are the over-stay fines so much? - as they rush to get back in either under 20 mins or 1 hour.
Other comments		- surprise! bit grumpy. - Working ok apart from some teething issues at the start. Too many people for this area.

Facilities		- They thought the White Horse parking lot facilities were too dilapidated. - Is there parking security given we have to pay?
Methods of payment		- Why can I not pay with cash or my eftpos card. Why do I have to pay with a Credit Card.
None		- None, our offshore markets don't care.

What is one change we could make to improve the paid car parking service?

This question was answered by 14 respondents, their responses have been categorised into themes in Table 16 below.

Table 16 What is one change that could be made to improve the paid car parking service?

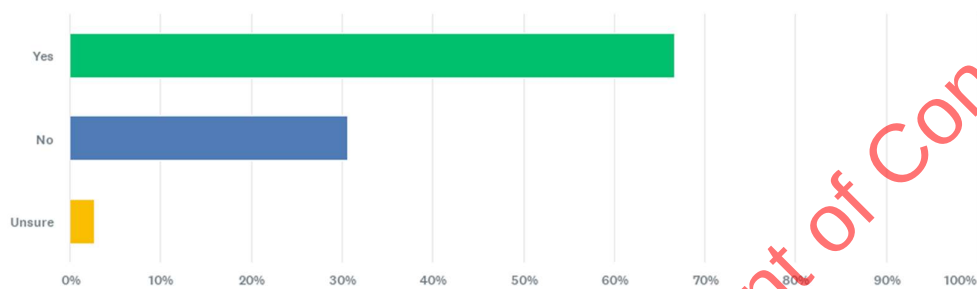
Themes	Comments
Support	- Nothing, think it's great. - None.
Increase the price	- Put up the price. They expect to pay and can't believe it has been free.
20 mins free	- 1 hour free. - 1 hour free.
Pay upon leaving	- Pay on departure, not arrival.
Do not want to pay for parking	- Removing paid parking completely, allow New Zealanders to access National Parks for free as per the intention of the formation of National Parks and the National Parks Act. - Make it free or a koha/donation at the fabulous new DOC building. - No charge.
More parking spaces or upgrades	- Establish a new parking area on the East side on the flat (at White Horse Hill) for day people. No parking along the road. Leave the present parking area for overnight camping. - At White Horse Hill - Remove the campground, tarseal all the available parking areas and paint white lines to guide parking. Or, create a new car park outside the park (Glencoe, for example) and create a shuttle service (paid or free) to reduce strain on infrastructure. This could provide an opportunity to charge a park entrance fee or transport management fee, or opportunities for a shuttle business and concessionaire. - More parking space (Punakaiki and White Horse Hill).
Payment method	- If adding a coin/card slot is not an option. There needs to be a store nearby that can take the payment on behalf.
Breach notice	- Reduce the penalty for going past the free time.

3.6 Responses from people who haven't used paid parking and are local

75 respondents stated that they haven't used paid parking but are local.

Figure 29 shows that 67% of respondents who hadn't used paid parking and were local did know they can get a local permit and 31% said they didn't know with 3% being unsure.

Did you know you can get a local permit that costs \$10 for unlimited parking for a year?

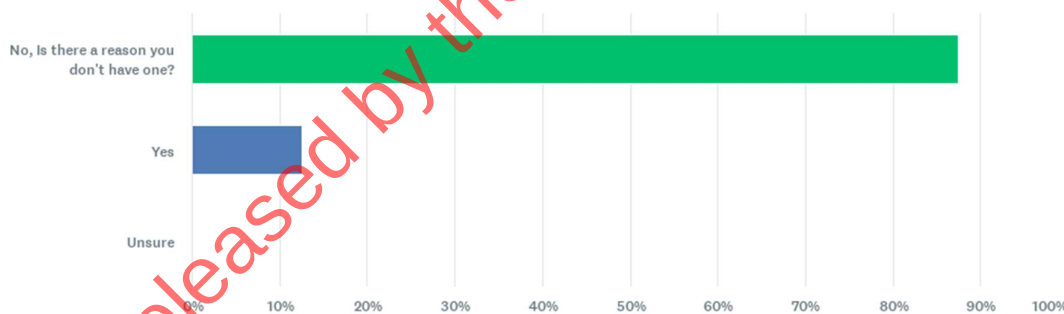


Answered by 75 respondents

Figure 29 Did people know they can get a \$10 permit?

Figure 30 shows that 88% of respondents who hadn't used paid parking and were local don't have a local permit and 12.5% did have one. Table 17 outlines the reasons why people don't have a permit.

Have you got a local permit?



Answered by 48 respondents

Figure 30 Do they have a local permit?

Reasons why people don't have a local permit.

There were 42 responses to this question and 37 of them apply to Punakaiki, 13 Franz Josef and 6 to White Horse Hill. The responses have been categorised into themes in Table 17 below.

Table 17 Reasons why people don't have a local permit

Themes	Comments
Don't want to pay	- Yes. Having to pay for parking in Punakaiki is an inconvenience, not in keeping with Punakaiki as a relaxed , rural location. It is a nature icon site. And our taxes have already paid for parking and the HUGE increase of new parking spots that, DOC didn't even bother trialing before putting these machines in! What's that about? There is now PLENTY of parking, and to say

	theres a need for either parking tickets or permits to help control capacity is simply, untrue and not founded on any concrete evidence. - I don't want to pay for parking in my own country. - I refuse to pay as a local. - I'm not paying to park in a car park that was paid for by my tax's. You put no parking lines on the road side so the free parking was taken away as soon as the paid punikaiki carpark opened. That's just wrong on so many levels. - I'm not paying to park. - Have not had to pay for parking for the last 53 years. - I don't believe we should have to as my taxes should cover it. - Do not wish to pay for something that I've already paid for via tax. - Will not pay to park, am already a rate an tax payer. - I refuse to pay to park. - Why should I, I only stop for the toilets due to medical condition. - Sick of the increasing costs of our local areas, don't even talk about how DOC is making camping unaffordable, now this. - Why should I. - I am opposed to paid parking. - Refuse to pay for parking. - I just won't go now. Before I took friends. Now I go elsewhere. - Over the past 32 years that I've lived on the West Coast I've visited the Pancake Rocks many, many times (often with visitors). But the whole paid parking thing has left a bad taste and I just drive by now. Also, access to a National Park should be absolutely free for all. As a very low income Kiwi I find that all these "small" charges really add up. Those who impose these charges personally have a decent income and have no idea how all these "small" charges affect the poor. - I disagree with the concept and the reason you gave to take away parking as you have done nothing with the roadside opposite the info centre which was your excuse. - Why the frak should I pay to park? we've paid hundreds of millions towards those places. Disgusting. - Would rather not. - Parking should be free for NZ citizens/residents. - I object to paid parking for locals. - Not paying for parking. - Don't visit or promote these abominations. - I feel we should get one for free!! - I refuse to pay to enter a village and park in my local area. - It should be free for Punakaiki residents.
More information	- I don't know how or where to get one and I object to having to pay \$10 annually for a permit. My visits to Punakaiki have always been spontaneous and I don't want to have to organize a permit in advance. - No idea about where to get one but don't want one anyway, will avoid stopping at Punakaiki. - Not yet as unsure of how to get it.
Don't stop often enough	- It's time out of my life, I stop a couple of times a year at punakaiki so what's the point? - I don't require one at this stage. - I don't visit often enough to justify.
Other comments	- My daughter has. - Have not needed it yet. - Live in Westport, only usually pass through Punakaiki on way to Greymouth. - Haven't been there to obtain one.
Too much admin or too difficult	- Too much admin. - I don't have a credit card & the account to account transfer doesn't work. I would use the parking when traveling for work, but work can't pay the fee for all staff & we need a separate permit for our personal car so \$20 for ne & \$20 for my husband. Plus I know people who have a permit and still got fined. Also I know of least a dozen people who were in and out of Punakaiki within ten minutes and were fined. Its much easier to not stop at Punakaki anymore. I can't risk work being fined as it would go on mu.employment record & potentially lose me my job having g stopped somewhere where's there's knowingly a chance we may be fined, etc. I don't have the money for a fine.

Have an exemption for business	- I operate a business that go up daily and have a concession. - our business has a DOC concession exemption for our vehicles.
20 mins free is enough	- 20 free minutes covers non food visits. Currently refer below.

What is one change we could make to improve the paid car parking service?

64 respondents who haven't used paid parking answered this question on what change could we make to improve paid parking. The responses are categorised into themes in Table 18 below.

Table 18 What is one change we could make to improve the paid car parking services?

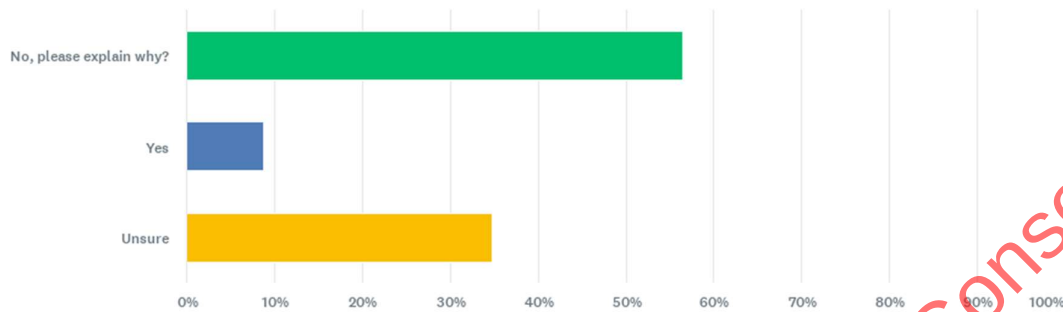
Themes	Comments
Remove it	- Remove it. It is inappropriate for both Punakaiki and the West Coast on so many levels- it is inappropriate and unnecessary "urban" parking infrastructure experience inserted into a (until now) relaxed, nature-dominated, small-town holiday visitor spot, enjoyed by international, national and West Coast "local" visitors for a very long time. It will have far reaching visitor habit impacts, in spite of the short term monetary gains collected. As that is how tourism behaviour works, and cumulative re-counted "good" visitor experiences is the gold our successful West Coast tourism industry relies on. Over monetising leaves a bad taste that tourists will go home and tell others about. It undoes the hard work to promote the "Untamed Natural Wilderness" brand of visitor experience many have promoted over the years; as the Ease or "Vibe" of the parking experience, will be the very first impression visitors will get of their (very often) first West Coast stop in Punakaiki. Those who have worked for many years in Punakaiki, all understand that Punakaiki is often the very first icon site a visitor will stop at on the West Coast; Punakaiki sees a lot of south-bound visitor traffic (a larger percentage of Visitors come from the North) who drive directly to Punakaiki (drawn to the Pancake Rocks and National Park as an icon experience), either straight from the Ferry, or, from Nelson/Able Tasman are (Able Tasman is another Icon stop on a favourite tourist circuit). It is the very first impression many people have of a West Coast beauty/nature town, so to make it more (unnecessarily) monetised is a mistake that is not worth it. Having it is not "in sync" with the "Vibe" of Punakaiki, and offers nothing positive to existing businesses there. It is, as far as I can ascertain, the only paid parking lots on the whole of the West Coast- except now for the other Parking site at Franz Josef DOC is "Trialing". It will be very negatively impacting, in real financial terms, on especially the cafe/retail businesses in Punakaiki. Every icecream by a short stop international, domestic or local visitor counts in Summer as during the Winter businesses often tread water in Punakaiki to survive financially until the next summer season. s9(2)(a) - I am appalled that only 20 Minutes free parking has been offered. Doc instead of helping Visitors enjoy the Pancake Rocks experience has caused a "rush", by inserting a 20 minute free window, so many will be literally "running" the experience. We want people to take their time, stay a while, really enjoy and understand the nature. DOC should have listened to locals and business owners who said "This is a bad move". - Get rid of it. It is better for people to spend their money on supporting the local businesses in and near these places. I live in northern Buller and have friends in Hokitika, Punakaiki is a great half way spot for us to meet with our kids, grab some coffees or lunch and have a walk or go to the beach. I don't want to have to pay to do that. And won't be. Even for tourists it's wrong. It is so expensive to go on holiday now, with the cost of everything skyrocketing. Tourists shouldn't be treated like rich people people who can afford to pay through the nose for everything. Last year my family went to the USA for a holiday, and we were on such a tight budget. We bypassed anywhere that required paying for parking. But to be honest it was easy to find plenty of free parking there. It is better for tourists to put their hard earned money into the businesses that need supporting instead of unpopular government organisations. Maybe you should create a "Parks and Recreations," pass, like in America. For \$80 we could go to every single National Park in the USA and it was valid for a year. We only managed 7, there are hundreds, but it had paid for itself after 2. And the fee was per vehicle, not per person. So for a family of 4 it was a real bargain. Here, for locals and nationals, parking at these sites should be free. You should be thinking about local businesses. Punakaiki is a great place for a stop,

	stretch your legs, grab a coffee or an ice cream. Its not just a tourist spot. Now a lot of people will be driving straight on through. What a shame! And now with the cost of petrol - Remove it and remove the hideous cones I have seen on videos that were shared globally. It's embarrassing and our national park is being mocked in posts because of the hundreds of cones lining the sides of the road when driving down to the Glacier carpark. - Remove it. - Get rid of paid parking. People are parking in dangerous places along the highway. - Make it free. - Get rid of it and restricting those on lower incomes able to enjoy. - Ban it. - No charges. - Everything get rid of it. - Go back to free as the coffee shop is already charging ridiculous prices. - Get rid of it. I now don't stop there. And I would at least twice a day, 3-4 times a week - Scrap them outright! - Get rid of it. - Realise its fkn stupid and stop charging for parking. I used to regularly visit punakaiki when I did I would quite often get lunch at the cafe now I don't bother. - Quit the silly policy. - Get rid of it. - Should not have to pay. Full stop.... - Not have to pay. - No cost. - Make it free. - I think it is ridiculous that we have to pay at all. I see that you offer 20mins free parking, why bother?!
Remove it for locals or New Zealanders	- Drop the paid parking for locals. We have already paid for the site in our taxes. - Free for rates payers. Free for new Zealanders. I would love to go and bike at Aoraki Mt cook but I can't afford 25 bucks for the day. - Remove the \$10 permit system for locals, it's not fair or just. - Free parking for locals. end of. - Not charging for parking at all. Or, not charging New Zealanders no matter where they live in New Zealand. - Remove parking fees all together for Nz citizens. Charge tourist busses, a blank fee of \$50 per bus load. - Parking should be free for NZ citizens/residents. - To encourage local use, discontinue parking fees for west coast people. - Free parking for locals. - Do not charge locals at all. A disgusting money grab, we pay taxes and rates. That should cover us. - Paid parking should be for international travellers and free for New Zealanders. - Allow locals to park for free if they can provide proof of address & ID. - Tourists could be charged for a pass when they enter NZ, but paid parking for taxpayers is abhorrent. - Make it free for locals of the area to go and visit. It has deterred me and many people I know from visiting the beautiful places close to us as we now have to pay. I agree tourists should pay. - Only charge tourists, it is easy to work out which cars are local and which are tourists.
More parking spaces or upgrades	- Reinstate the public roadside parking and stop charging taxpaying kiwi's. - Have plenty of free 10 min parks for those just using toilets. - More spaces. - Please get rid of the road cones and open up more carpark spaces. - Sort out something other than cones to stop Franz/Hooker roadside parking. The Hooker is particularly shocking with cars parking halfway back to the village. - Do the whole lot of the Franz Josef carparking up the Franz Josef Glacier Road including Alex Knob carpark. - The concept and working of paid parking at Aoraki has not solved any problems. Parking capacity has not changed, nor has there been any work of significance to improve the parking areas. The one clear improvement would be a park-and-ride service from outside the village and White Horse area. - Start paid parking from start hooker road half of people park on road to avoid paying and silly it says on sign free parking on road.

	- Bring back the parking directly opposite the toilets, and make it a maximum 10min parking zone. My job (servicing watercoolers) covers Greymouth, Hokitika & Westport, and I used to stop and use those toilets on the way to Westport. I now carry on to the ones at Fox River. - More explanation as to where the paid parking area exists. Part of the funds collected should be shared between the existing councils and Doc for infrastructure, toilets and signage. - Clearly define the parking bays; remove camping altogether at Whitehorse hill and turn the entire space into a carpark; increase descriptive signage nearer to Mount Cook Road.
Charge at the end	- Not fair to charge in advance when people don't know how long they will be.
Payment method	- I'm disappointed that there is no option to pay for parking with cash or EFTPOS. Not everyone has reliable mobile data or wants to pay online, especially in remote areas where reception can be poor. When visiting natural places managed by the New Zealand Department of Conservation, people expect simple and practical facilities, but the current system makes paying unnecessarily difficult. Many visitors, including tourists, families, and older people, may not have mobile data available or may not be comfortable scanning QR codes and completing online payments. International visitors may also face issues with roaming charges, payment compatibility, or slow internet connections. Without an alternative payment method, some people may feel stressed or confused about how to pay, which takes away from the experience of visiting these beautiful places. Providing additional options such as cash or EFTPOS payment machines would make the system much more accessible and fair for everyone. Even a simple pay-and-display machine would allow visitors to pay quickly and easily without needing internet access. If the goal of the pilot is to improve the visitor experience, then offering multiple payment options would be a much better approach. - It was a nightmare with paying for it on line. Make it easier and more streamlined as it was only \$10 but had to jump through mega hoops to get it. - Have a cashier to receive the money. QR codes are only good if you have data. Would be better if it wasn't paid. But at least it could be made easier for people to pay.
Locals definition	- In the Mackenzie Area it is absolutely unfair that 'Mackenzie District' gets the \$10 pass regardless of distance, but locals in Waitaki District - who ARE locals - ie live Ohau Village or Omarama (both closer than even Lake Tekapo much less the 175km of Cave!!) do not.
Multiple cars	- I have only parked for free less than 20 minutes so far. It would still suit our household to have a system that covers both cars we have as each are used but currently it's cheaper to pay the \$5 an hour rather than \$20 for the two cars per annum. - All for the charges. We have two cars that might be used to go to the parking. Does that mean two charges?
EV charging	- Either improve the signage at the EV charging stations so it is ABSOLUTELY clear that you will be charged to park there while charging, OR remove the charge for those spots. Surely DOC should try to encourage the uptake of less polluting vehicles if possible.
Breach notice	- Two locals have been fined \$75 each. That is excessive. That will damage public relations in the community. - Police it more. Tourists get away with heaps of crap.
Haven't used paid parking yet	Have a permit but haven't used the parking yet.
More information	- Inform locals the don't seem to know. - Email local residents to advise on process. - We have a holiday home by the blow holes. My wife and I came to the area in either of our two cars. Does that mean we pay twice? - Like most kiwi things, poorly advertised, poorly sign posted. And worse picking on citizens. Delete this outrage. From now on I will not visit a doc site again. - Overseas advertising informing potential visitors what inbred imbeciles are in control.

Figure 31 shows that 57% of respondents who hadn't used paid parking and were local won't get a local permit and 9% of respondents would get one and 35% of respondents were unsure. For those that don't want to get one, their reasons are outline in Table 19 below.

Will you purchase a local permit now that you know you can?



Answered by 23 respondents

Figure 31 Will they purchase a local permit now they know they can?

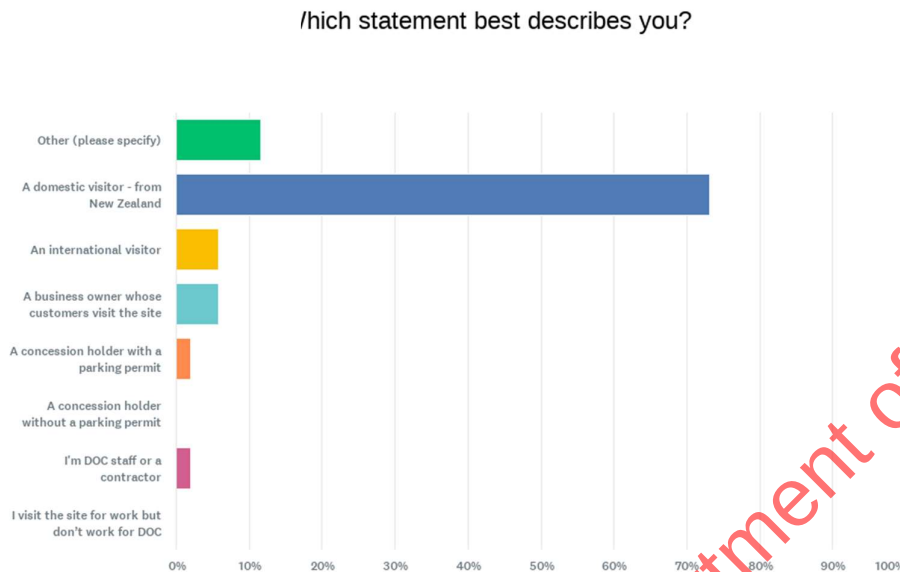
23 answered this question and 52 skipped it and 13 explained why they wouldn't be getting a local permit

Table 19 Why won't people get a local permit, when they know they can?

Themes	Comments
Don't want to pay	- Why should I have to pay for my own country. - I will not pay doc to park on public land as a citizen. - Parking along the road edge that accesses the site means that you don't need to pay for parking. - Because it's a rort. We already pay DOC to serve us, now they feel the need to paratisise even more off us. Get lost. - I should not have to pay. DOC never pay a cent for the land , public land. While paying is in place I'll walk to see the blow holes etc or will never stop there 😊 . - I do not consent to paid parking anywhere let alone at New Zealand's walking tracks and tourist destinations. - I don't think locals should pay. We were going to go see the pancake rocks but once having to pay we drove on. I think it's disgusting that we have to pay to see a natural thing. - The extra expense can't be justified in my budget. Things are tight enough. - I would rather park somewhere else and walk to the Pancake Rocks Walk or get dropped off I just won't go there anymore. - Why the hell should locals have to pay for visiting our own land? - my taxes pay for this, you are double dipping and driving locals away form what we already paid for. - Don't visit there enough to require it.

3.7 Those that haven't used paid parking and who aren't local

51 respondents stated that they haven't used paid parking and don't define themselves as local. Figure 32 below shows that most of these 73% were domestic visitors.



Answered by 51 respondents

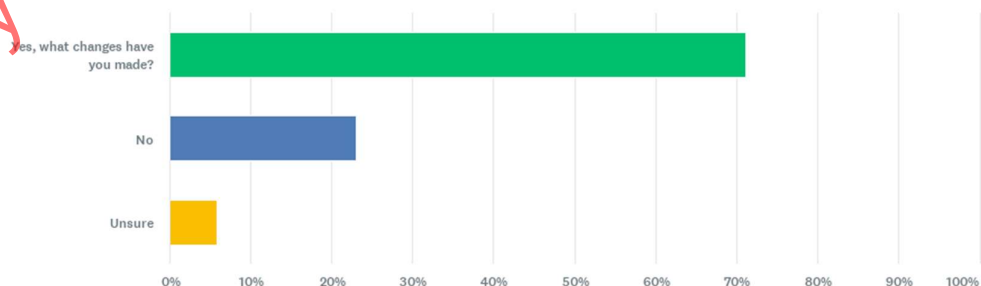
Figure 32 Respondent description (visitor type) for those that haven't used paid parking

For those that chose 'other', they described themselves as:

- New Zealand citizen.
- A frequent walker of adjacent tracks.
- Itinerant visit sights of interest.
- s9(2)(a)
- New Zealander who pays taxes.
- An electric car driver needing the Zero chargers.

Figure 33 shows that 71% of respondents that hadn't used paid parking and weren't local had changed how they use the site, their reasons are in Table 20 below. 23% of those that hadn't used paid parking and weren't local hadn't changed how they use the site and 6% were unsure.

Since DOC started charging for parking, have you changed how you visit the site?



Answered by 52 respondents

Figure 33 Have people changed how they visit the site since paid parking

37 respondents said yes, they have changed how they used the site. In Table 20 below are their reasons why. 22 of these responses were for people that commented on Punakaiki.

Table 20 How people who haven't used paid parking have changed how they use the site since paid parking

Themes	Comments
Don't want to pay	- Refuse to go as would have to pay. - I object to paying for parking when it is a problem caused by too many international tourists. The over crowding is unbearable and hugely annoying. Having to pay for parking as well adds insult to injury. - I won't go, I'm a kiwi, I should not be charged to see my own country. - No longer visiting paid sites, no longer support doc being govt funded. - I won't park in paid parking. - Will not visit a site with paid parking. - I now have to pay for parking and as a New Zealand taxpayer I refuse to. - I don't visit on principle that I as a native New Zealander is now required to pay parking in order to accommodate overseas travellers using motorhomes. There are too many overseas tourists impacting on our roads and parking. I drive passed these sites and park elsewhere. That means I don't stop at the retail sites to shop at Punakaikai.
Don't stop anymore	- I don't stop there anymore. - I don't stop any more. - No longer going to these sites. - We no longer stop for a rest (Ice-cream or coffee or using the Loo). - Don't go anymore. - I won't go there. - Haven't been since. - Avoid them. - Avoid the site. - I don't go anymore. - Avoiding those locations even if I have to skip certain locations what I would normally visit. - Chose not to stop. Drove on by. - Will avoid at all times if possible. - Not gone. - Haven't visited. - I haven't visited. - Haven't visited. - Have holidayed elsewhere instead.
Parked elsewhere	- Parked elsewhere and walked much further. - Used free parking further away and didn't spend at cafes etc due to time limits. - Parked outside the area or boycotted it. - Parking outside of the paid zone. - I look for free parking options. - Parked in CMC lodge and registered car with ipad instead.
Visit less	- Not visiting as often. - Discouraged to go.
No way to pay	- Don't go as have no way of paying.
Shorter visit	- Shorter visit, less walks.
Other comments	- May skip this point to next city if there's something more interesting.

What is one change we could make to improve the paid car parking service?

Table 21 below outlines the changes to improve paid parking. 46 respondents answered this question, there are 47 comments as one respondent had two different themed comments.

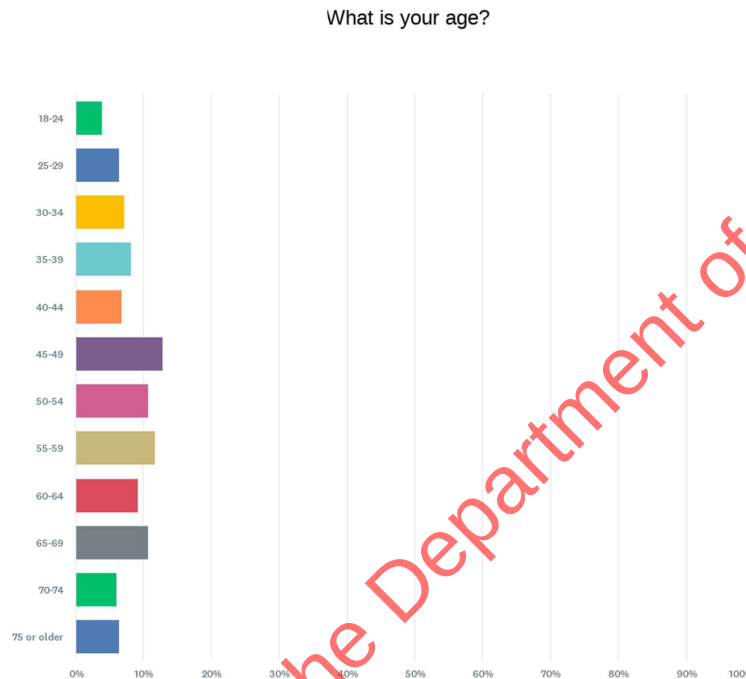
Table 21 Changes we could make to improve the paid parking service

Themes	Comments
Support	- I think it is fine the way it is set up.
Start charging at other sites	- Extend it to all other popular DOC tracks. We were at Blue Pools and Lake Matheson recently, both of which were very busy, with well maintained tracks for which DOC gets no income. This is ridiculous - and yet in every other country where there are actual National Parks, there are charges. This lack of charging - where there are car parks, and lots of visitors - so easy to charge, results in many smaller tracks get little or no attention and are badly maintained. I live in Nelson and it would be very easy to charge for parking at the popular tracks, eg Mt Robert, Lake, that income would support those tracks, and possibly others in the region and / or the general funding then used to do maintenance on other tracks, as many DOC tracks are badly maintained probably due to lack of funds.
Remove paid parking	- Remove paying. - Put it back to being free like the last 100yrs. - Remove it. I have friends visit from different country's every summer and am happy to drive them around the sth island showing them our great country, but I refuse to pay for parking when we already fund DOC. - Stop charging. - Remove it, it's dear enough as it is! - Removal. - Take it away all together. This is not what we want in Nz. An alternative is to have a Nz wide annual permit for a greatly reduced price, not just local. - Not charge. - Remove or cheaper fee. - I do appreciate the fact nothing is free, but this is one thing what made New Zealand special. Yes we can follow the world, but does it makes us better? - Paid parking is the thin end of the wedge that ends up with the abomination of being unable to enjoy the Taonga that has been gifted or the leisure facilities paid for by our taxes. - Remove the fee. You need to reduce your expenses not tax users more. - Forget it. - Don't make us pay. - Get rid of it. You have no mandate or jurisdiction to make NZers pay for parking on public land. - Rethink the entire project (including the pricing structure [gouging! 🤔], processes, signage location & text thereon, the "\$25/day" thing [just really dumb: hourly time periods & reduced rates for long stays is the only sensible option vs calendar days - or part thereof! - ending at midnight! 🤔]).
Remove it for locals or New Zealanders	- New Zealanders should be exempt. Charge is too high. - Don't charge New Zealand citizens for enjoying their own country. - Cheaper for residents or no fee. - Let locals get free parking. - Allow New Zealand's to be free. Cap international visitor numbers. - Stop double dipping on tax payers, the charge needs to be dropped for Zealanders. Myself and many others are now more supportive of future governments cutting docs taxpayer funding. - NZ citizens should not be charged when 90% of those parking are overseas visitors. We already contribute via DOC online bookings for camping sites which we pay for but which are being exploited by late night slider vans arriving and leaving without paying. We saw this a lot in the South of island. - NZ citizens should access free parking via their NZ driving license or similar with scan code. - Remove it. It is PUBLIC land that Kiwis have a right to use. Parking charges (and they're not cheap ones btw) make it less affordable to hard-working low-income Kiwis. That is NOT ok. - Stop charging NZ citizens. - Don't charge for Kiwis who already pay for the upkeep of National Parks in their taxes. - Remove it for all NZ citizens. Should only be for overseas tourists or non citizens.

	- Don't charge locals. - Take away the cost for New Zealand residents and pension recipients. Overseas visitors we have spoken with will pay as it is cheap for them. Our \$ exchange rate favours them. - Don't change New Zealand for playing and enjoying their backyard. There is a lot of pushback voiced on social media. - Display concession card or sticker for NZ citizens. This should be a tourist tax. - Waive the visitor fee because there are no other options. Unless you provide bus and public transport services it is absolutely ridiculous to charge parking fees. In addition Overseas visitors pay a significant amount for ETA or visitor visa to the expenses are adding up and visitors might be deterred in visiting or coming back. - Do not charge. As NZ taxpayers we are effectively paying twice. We will vote for a party at the next election that will promise to fund DOC more. We have been contacting MPs to demand that this decision is reversed. - Free for New Zealand citizen. There's now a lot of people like myself who either refuse to visit the area or find alternative parking.
Peak season	- One change would be to have it only during the high tourist season.
Better signage	- Better signage and stop ripping off those of us wanting to simply charge our cars.
Payment method	- Make eftpos available. - Allow cash.
EV charging	- Stop charging and fining EVs for charging. I have no issue with EVs paying for parking but to have to pay a charging fee just to refill your vehicle is outrageous and wouldn't be tolerated for a minute by ICE drivers! I am aware that there is 20 mins free but that would mean only 15mins on a 50 kw charger giving a maximum of 12.5kwh of fuel. The nearest public chargers are in Westport (1 x 50kw only) and Greymouth (1 x 50kw and 1x 25kw which has been kaput for months). - If there is an ev charger on site and I'm using the charger I feel like I'm being double charged for using my version of a fuel station. Charged for parking is unfair.
Motorhome rentals to pay	- Motorhome hire companies need to take up these charges. They make a fortune at the expense of New Zealanders but don't invest in tourist site parking. Queenstown is a good example. I used to visit frequently but do not now due to tourist impact. No where to park.
Gates	- Not having gates may mean people miss the signage who aren't aware but minor issues.
Concession holder access	- A number plate recognition gate entry payment system at the start of the road may be far more efficient than the current booth payment system at White Horse Hill. Under the existing system, some visitors attempt to avoid payment by parking along the roadside, which creates safety risks both incoming/outgoing traffic and hikers, especially given the narrow road conditions. This situation increases the likelihood of accidents. Parking along the roadside can lead to additional damage to surrounding areas, resulting in higher long-term maintenance and repair costs. - As a tour operator, we access the park using a DOC guided activity card. However, when additional rental vehicles are used, we are currently required to manually register and later remove their plate numbers to avoid charges, which creates significant operational and administrative workload. If a vehicle is not registered in time, rental companies may receive fines that we then need to dispute, and if a plate is not removed after use, subsequent travellers may incorrectly avoid payment. Allowing operators to identify themselves directly at the gate using their DOC card would streamline the process and reduce administrative burden for all parties.
Alternatives to parking at White Horse Hill	- A Mueller hit booking comes with a free park? Shuttle service from the village.

3.8 Demographics

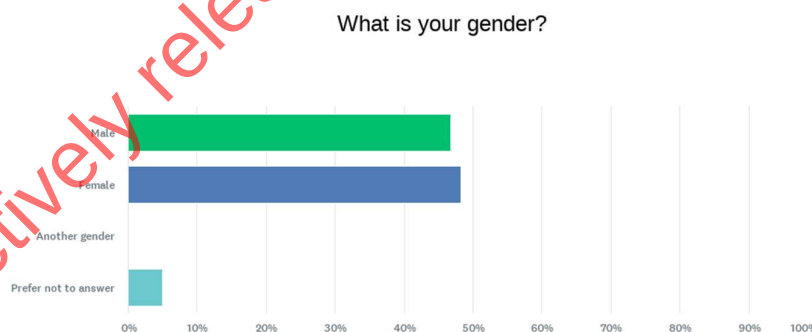
At the end of the survey all respondents had an option to answer questions about age and gender. 281 responded about their age and 282 responded about their gender. Figure 34 shows the distribution of respondents ages. There was a good spread of ages who responded to the survey. The largest group was the 45-49 age group with 13% of respondents in this age group and the lowest group of respondents was the 18-24 age group with 4% of responses.



Answered by 242 respondents

Figure 34 Age of respondents

Figure 35 shows that it was nearly an even split of male and female respondents with a slightly higher number of females at 48% than males at 47% and 5% who preferred not to answer.



Answered by 243 respondents

Figure 35 Gender of respondents

4 Email feedback

The paid parking email address was open for people to provide their feedback throughout the survey period. We received 43 emails that weren't stakeholders, providing feedback on paid parking. There are 82 comments below as many made more than one point in their email. Stakeholder feedback is reported in Section 5. We have not included individual emails where they were questioning their own specific circumstances. This feedback is summarised in the Table 22 below with themes and the respondent's comment. Full email responses are included in Appendix D.

Table 22 Email feedback

Theme	Comment
Support	- In high summer there is a huge ingress of cars and the paid scheme clearly maintains the need for tourists to move on and vacate the carpark after exploring Dolomite Point. It is common to see both the northern carpark and the southern overflow carpark full in high summer and the new charging system did not seem to impact negatively on this throughput at all. - As a local ratepayer, I also appreciate the consideration of a parking permit for locals - I applied for this at Christmas and the online application was a simple 2 minute process. - In my opinion the sum of \$5 to park for an hour is very reasonable for an attraction of this quality, particularly with the new visitor centre. - Considering that legally DOC can charge for parking without any law change, unlike charging for walking on tracks. Charging for all parking at all main tourist sites is essential if we are going to be able to conserve all our natural environment. - Why aren't you charging for parking or entry to all popular doc tracks. We're kiwis who have travelled extensively and I can't think of another country that doesn't charge for its national Parks. Whilst main tourist doc tracks are good, a lot of less tourist ones aren't maintained because you don't have the funds. Yet no tourist is going to object to paying in face many would expect to. As for locals it costs to play sport, to go to the cinema. This is no different. In Patagonia to walk on major tracks in national parks costs visitors up to \$50 NZ a day but is a lot less for locals. We've just been at Blue pools and lake Matheson and heaps of people tracks that cost heaps yet no charge.
Remove paid parking	- I Won't Be Paying 1 cent All West Coast Residents & Ratepayers should be Void of any of Your Revenue Raising Ventures. - The parking has historically been free, and this new charge feels more like an entrance fee for the National Park itself. While the Department of Conservation (DOC) has built a new visitor center with an exhibition area and a new walkway to the lookout to encourage visitors to spend more time enjoying the area and the Pancake Rocks, these charges achieve the exact opposite. - I think having paid parking in this location is a terrible mistake that is disadvantaging the local community in many ways. - But for now every time I am in Punakaiki, I am seeing people running across the highway to get back to their cars before they are charged more money. I have on several occasions been sitting having a meal or meeting and watched and talked to people cutting their meal short to get back in their car on time! - I think Doc has underestimated the effect on business in this tiny community. People are not hanging around to shop and purchase the artworks made by locals as they feel they need to move on due to paid parking. - It is a shambles for those of us that rely on a very short period of the year when people are actually here prepared to purchase. - I would suggest a donation system or even better no paid parking in such a location. - If Doc is insistent on this and is not going to back away from the idea then it needs to be a much more affordable rate. It is quite frankly not working out. - You have spoiled this area completely for me and taken away the appeal of our natural spaces that usually attract visitors both international and domestic. I won't be spending time in Punakaiki or taking friends there unless the parking fee is removed. - You are seriously damaging this region and local businesses who already struggle to keep their heads above water.

	- I was horrified the other day when we took a visitor from England to visit the Pancake Rocks and upon arriving finding out we had to pay for parking. - She had already paid a fee upon booking tickets to come over here so why again, double dipping by our authorities. Disgusting! - Like in Blenheim, and Nelson, why can't you put a free hour, preferably 2, before you have to pay. - I have yet to pay you anything for parking at any of these places and I hope I never have to. You have lost me.
Free for locals – Punakaiki	- I am aware there are locals who refuse to buy a parking permit. They use the 20 minutes free parking to collect their mail and then leave. They tell me they no longer go around the Pancake Rocks Walk or to the new Lookout. They don't take visitors there, so instead of sharing their love of the site they dispense their displeasure of DOC. - I read in the local media that the main cafe and the adjacent business, operated by the same manager, considers the lack of local support has adversely impacted those businesses. I don't have any figures that support or deny those claims. I think though, it is a very sad thing that long term residents who supported the Park's inception and ongoing business, particularly after the Cave Creek incident, are now feeling so displaced. - I would like to see DOC provide free parking to local residents whether they are property owners or renters. Many owners are in the tourism business and employ folk who rent. Bad-mouthing DOC to customers/clients is not what DOC needs. The adage that bad mouthing spreads to 15 or more people while good words are spread only to four or five means that DOC's image is significantly tarnished instead of being promoted. - It wouldn't be easy to work out exactly what monetary loss there would be by a goodwill gesture of a "free for locals" position, because so many are not buying the permits anyway, but I am sure that a goodwill gesture would regain respect and support.
Electric Vehicles to be free	- We have been charged \$75 twice for not registering to park in the EV park at Punakaiki to use the Zero EV charger. We are expecting a third letter in the mail for the time when we had to wait for an hour for a tourist attempting to charge to 100% to free up the charger. - We have to pay hourly parking plus the cost of the EV charge. We have no other option for the EV charge as this is the only charger in the vicinity. The parking fee is punitive for those using the EV charger. - I recently charged my EV at Dotomite Point, but didn't realise that you had to pay for electricity and parking separately. - To expect an EV that is charging to also pay a parking fee is outrageous. NO petrol or diesel driver ever has to pay a parking fee just to refuel their vehicle! It is a major disincentive to EV uptake especially as there is NO alternative charging facility available.
Campsite at White Horse Hill	- Confusion for international visitors and the need to pay and how to pay at the campsite. - Not enough campsites. - Paid for a full day of parking and then attempted to pay for an additional day to cover our overnight stay. However, the system would not allow us to add another day.
Hut vs overnight fee	- Cheaper to book an extra night at camp when overnighiting at Mueller Hut rather than paying over night fee.
Breach notice	After paying for an hour and receiving a breach notice, the following recommendations for breach notices were made: 1. Based on the DOC feedback request document from last year, residents of Buller and Grey Districts were to be offered a \$10 Annual permit. 2. If an unpaid fee demand is being dispatched to a Buller address, then it should only be for the difference between \$10 and the hourly fee paid. 3. Once the difference is paid, then notification should be dispatched stating that the Annual Permit had been issued. 4. Clear notification needs to be displayed at the Pay machines advising the consequences of insufficient payment. 5. Upon re-entry to the carpark, signage needs to be installed, stating clearly “ have you stayed longer than you have paid”? - Visitors must pre-purchase parking in full hourly blocks, requiring them to guess how long they will stay. Any misjudgement, even by minutes, can trigger a \$75 “breach notice”, despite parking costing only \$5 per hour In our case, we paid for parking in good faith, yet received a \$75 demand for what amounts to a maximum \$5 shortfall. This does not feel

	proportionate or ethical, particularly in a remote DOC setting where there is no congestion or competition for spaces.
Free time extended to 1 or 2 hours at Punakaiki	- Don't want to pay and would like time extended to 1 or 2 hours. - I was a bit disappointed had to pay to park for an hour, my mum is slow on her feet so the 20 mins free parking was not enough. - A group of friends visited Punakaiki, read the signs and felt 20 minutes was enough time to do the walk and return to their vehicles. However this took longer than expected and all of the group received breach notices, which they have all paid. They felt we should do the walk at a leisurely pace, take a few photos etc and time the walk and this time should be an indicator of the free parking time. One of their party was disabled and had used the disabled carpark. They felt the 20 minutes is not long enough and mean. - 20 mins isn't long enough, other regions such as Nelson have one hour free. - I was really unhappy about having to pay for parking for more than 20 minutes during my recent visit, as it felt like I was being charged for walking around the Pancake Rocks. Because of this, I felt rushed and didn't have enough time to properly do the walk or even visit the experience centre. - I think there should be at least the first hour and a half free so visitors like me can have enough time to enjoy the area and visit the experience centre. - We note that the 20-minute limit and paid parking are causing stress and impacting visitors' enjoyment of this iconic location. Visitors want to get back to their vehicle in under 20 minutes to avoid parking charges, so they are not stopping for meals and are too rushed to make retail purchasing decisions. We also note that, as the Pancake Rocks Walk takes approximately 30 minutes, it effectively constitutes a fee for entering the National Park. We believe the first 1-2 hours of parking should be free. In addition, as with the majority of public paid parking in NZ, there should be no charge for after-hours parking, eg from 6 pm. - Two hours of free parking should be implemented here and if people stay longer to eat and drink then pay for additional time. - The paid parking totally impacted on my enjoyment at the Pancake rocks I think it's terrible that you are charging people there should be at least 2 hours free parking at this location. - This 'free' parking of 20 minutes is absolutely ridiculous and then \$5 thereafter is daylight robbery! - 20min free is NOT long enough to walk the pancake Rocks track, let alone spend money locally which SHOULD BE ENCOURAGED! - 2 hours of free parking would provide visitors with sufficient time to complete the walk and enjoy the area without additional financial burden.
Rushing at Punakaiki	- I have observed that visitors now seem stressed, trying to see everything in a very short amount of time or rushing to finish within the 20-minute free parking window. Furthermore, it is frustrating to see that while the public is charged, DOC vehicles and local iwi appear to receive free parking. - Visitors are frequently rushing through their visits, parking dangerously along the state highway to avoid fees, or opting for small takeaways to eat elsewhere rather than spending time at Dolomite Point. This area has traditionally served as a strategic rest stop for those traveling between Nelson and the glaciers; however, the current situation forces visitors to bypass the experience or rush through it, particularly during inclement weather. - We've noticed people rushing, literally running out of the building as their parking period is about to expire. - We are very anti the paid parking as it rushes visitors visiting the areas. - We are very anti the paid parking as it rushes visitors visiting the areas. the cost of parking left a bad taste as we felt rushed to do everything and pushed to remain within our budget. After paying so much to travel there (fuel costs etc) , walk around the limestone formations , having some food . The time was ticking on and the parking tax was bleeding money out of us. We would have liked to have spent some more time looking at the shops and purchasing some trinkets to take home. - Was looking forward to a nice lunch, but felt hurried as we would have gone over our hour. I feel so sorry for the businesses. The rocks do not belong to the council to charge, they are there for everyone to enjoy. Why are humans so money hungry?
No fees after 5pm	- No fees from 5pm onwards.
Business impact - Punakaiki	- Feel for the businesses, it's not quite ok to have to pay to sit in a cafe.

	- Business turnover is being materially impacted, and we expect this to be much worse over winter, when the majority of visitors are from NZ. - The other businesses I suspect are missing out on income.
Better information	- Visitors are generally not aware that they can stay longer than they have paid for and pay the balance at the end of their stay. This appears to be driving behaviours at site. Can we please tidy this up via signage? Maybe the new signs that are about to be installed at Punakaiki could make this clear. - Visitors are confused about the 20 minutes free, thinking it is the first 20 of the one hour they pay for. - There is some confusion around paying for parking when using EV chargers. Easily tidied up with signage. - Many think they have a permit for paid parking but they just have the ticket for the day. - Tell people they can come in and out multiple times if they have paid for the day. - Regarding the \$20 per day. There needs to be a permanent, large sign informing visitors that the day rate allows for multiple entry and exit times. This will also help to speed up decision-making at the machines and reduce wait times. - Terms and conditions should be visible before the visitor goes past the cameras. - Clarity on the 'day' period, from when they arrive or 12am to 11:59pm. - Where the pay lot signs are at the entrance say time tracked by plate number upon entrance. Or simply your time starts now. - Also amend the signage by the machine. Other places I have travelled the time started once the car was left unattended. The additional signage would encourage those that might run the track to also pay. - I mean it leaves a real bad feeling being breached at a place, out in the nature, excited to do a little walk and not even recognizing that there is necessity to pay (also during evening hours). I hope you take also into account that visitors need clear signs on projects like this when further evaluating how the pilot should go on. - Better posting of the parking fee information and/or reimbursement of at least part of the \$75 fine. - Over the past two weeks ____ has received 4 breach notices per week and as a small fleet wonders what some of the big players in the campervan market are getting. Customers in his opinion are either not seeing/understanding the signage or overstaying the time they have paid for. I have advised he would need to talk to Stellar if the latter is the case. The majority of the breach notices have been for Franz Josef or Punakaiki. - Had I been able to add to my parking fee I would have and paid the additional \$5 for the time needed.
Pay on leaving	- Trailing pay on departure would be interesting. - Might stop people rushing back to their cars. - What concerns me more broadly is the impact on international visitors. On the day we visited, the carpark was full of overseas tourists in hired campervans. Many of these visitors will not understand the system, will not contest charges, and will likely have fines automatically passed on by rental companies — leaving them with a poor final impression of New Zealand and DOC. This kind of enforcement: Feels more like revenue capture than conservation funding. Penalises families, international visitors, and those acting in good faith. Risks reputational harm to DOC and to New Zealand tourism more generally. Given the technology already in use, DOC could easily adopt a fairer, pay-for-actual-time system (for example, paying on exit based on recorded duration), rather than forcing visitors to over-estimate or face punitive charges. I encourage DOC to review: The proportionality of enforcement penalties. The ethics of outsourcing enforcement in conservation areas. The visitor experience implications, particularly for international tourists I raise this not just on behalf of my own experience, but out of genuine concern for how this reflects on DOC and on New Zealand as a destination.
Top up of payment	- The notices displayed around the park explicitly state that visitors can extend and pay for additional parking time. However, the on-site payment machines do not support this functionality. Instead of extending an existing session, entering a registration number simply starts an entirely new session. - Enforcing breach notices under these conditions feels underhanded.
Parking outside paid parking area	- We have begun hiking early on two occasions in recent weeks, and on each occasion most of the early cars have just lined the roadside rather than paying for parking. This is despite the ropes.

	- So its a failure to date and simply an income earner for DoC which I hope is not the only reason for instigating paid parking here.
Wait times at pay machines	- There have been long wait times for payment machines.
Punakaiki northern carpark	- Northern Car Park development traffic planning focused on the safe entry and exit of vehicles onto SH6 over the footpath from our property. With this in mind, the project installed a side-entry gate. This gate is primarily used for vehicles exiting our property. eg All Dolomite Point rubbish is collected in a container on our site, and due to the size of the rubbish truck, it enters via one entry and exits via the other. While the truck is in place collecting rubbish, vehicles exit the back of our car park via the side entrance, etc. Could you please let us know how these vehicles can avoid getting tickets?
Local permit	- The \$10 fee and the administrative work required to obtain the permit are putting off the majority of people. - White Horse Hill boundary should include Ohau which is closer than places like Fairlie.
Operation of the system	- I am deeply concerned about the way the current system operates, particularly the use of third-party enforcement and ANPR cameras, which in practice appears unfair, misleading, and damaging to visitor experience. - Is there any plan to improve these emails as part of next phase? Do they just look like this for employees or for all permits? It should go in to any retro / review as an area needing work. It comes from a .com.au email address which immediately makes me suspicious. Using a local domain is not complicated.

5 Stakeholder feedback

Feedback from seven stakeholders was received, the feedback is summarised below and provided in full in Appendix A.

Local business concerns at Punakaiki

A number of complaints and Official Information Act requests have been received by local business owners and operators at Punakaiki. These have been responded to outside of this survey. However, further feedback has been received and included in full in Appendix A and summarised below:

- Shift From Conservation to a Revenue-Driven Business Model - DOC will now see an increase in parking revenue as a success, despite that this may result in a rushed and poor experience, and has dissuaded New Zealanders from stopping.
- Poor Choice of Pilot Location - Dolomite Point is not a destination where visitors typically stay overnight; it is a natural stopping point on a long, remote drive. Many travellers—locals and tourists alike—use it as a rest break on SH6, one of the world’s most scenic but demanding routes.
- Concerns Regarding Legality, Process Integrity, and the Overall Implementation of Paid Parking. Lack of Clear Legal Basis for Paid Parking in National Parks. By definition, a “pilot” is intended to be scaled nationally. It is essential that this programme be halted before further expansion occurs.
- The paid parking pilot has had a clear negative impact on our business. Visitors are rushing, spending less time on site, and consequently spending less on food, beverages, and retail.
- DOC now holds a complete monopoly on parking, having removed all free roadside spaces and converted public land into paid parking without any capital land-purchase costs. Despite assurances to the contrary, there are fewer public parking spaces available now than before COVID-19. There are no viable alternatives and almost no public transport, with only one InterCity bus per day in each direction.

- Inadequate Consideration of Stakeholders and Local Economic Impacts. DOC has confirmed through OIA responses that the impact on neighbouring businesses was not considered in the pilot design. This omission is significant. As tax-paying business owners, our reduced revenue directly results in lower wages, GST, and income tax contributions—yet these impacts are excluded from DOC’s assessment.
- Despite contributing to the visitor experience at Dolomite Point for decades, we have not been treated as meaningful stakeholders. Our concerns have not been incorporated into planning, and our requests for information have frequently been delayed or obstructed.
- Absence of a Benefits Realisation Plan at Pilot Commencement, the late release of the BRP also creates the perception that DOC may retrospectively select data to support a predetermined outcome.
- Failure to Measure Impacts on New Zealanders and Equity Concerns, the BRP does not adequately assess the impact of paid parking on New Zealanders’ access to nature. Dolomite Point was selected partly due to a perceived high proportion of international visitors, yet many New Zealanders have already indicated they will no longer visit if charges remain.
- Flaws in the BRP’s Measurement Framework - The BRP’s Benefit Measure Description states: “Visitor ratings of carpark facilities and services OR visitor Track Counter data.” The use of “OR” is unclear and problematic. For visitor ratings - the visitor survey does not ask whether people are happy to pay, whether the fee is fair, or whether charging affects their likelihood of returning. DOC has publicly claimed that visitors are “happy to pay,” yet this is not supported by survey data. No baseline survey was conducted prior to charging, meaning DOC cannot determine whether satisfaction has increased or decreased. For Track Counter Data It is unclear what DOC considers a “successful” outcome. At peak times, the car park is the bottleneck; higher track counts will simply reflect faster turnover and shorter stays.
- In off-peak periods, shorter stays reduce revenue and diminish the visitor experience despite empty car parks being abundant.
- Charging outside peak season contradicts the objectives of the \$45M Dolomite Point redevelopment, which aimed to encourage longer visits.
- Paid parking discourages multiple visits—such as returning for dinner, shopping, high-tide blowhole viewing, or the Experience Centre—reducing both visitor experience and local economic activity.
- Charging for parking in a high-rainfall, transient-visitor location is likely to deter stops entirely.
- The exclusion of other high-pressure sites such as Roy’s Peak (removed due to “local backlash” and lower revenue potential, OIAD 4682) and the Tongariro Crossing raises questions about the objectivity and professionalism of site selection.
- Poor Communication to Visitors - visitors arriving at Dolomite Point have no clear guidance on how long they should pay for. Many do not realise they can top up later, leading to rushed visits and reduced enjoyment.
- Refusal to Offer Lower Off-Peak Pricing - DOC has declined to consider reduced or zero off-peak pricing on the basis that “the value of the site remains the same.” This reflects a limited understanding of visitor behaviour and basic business principles. From a practical perspective, the value of the site to visitors is significantly lower during off-peak periods due to weather, daylight, and travel patterns. Our businesses remain open year-round—even when loss-making—providing bathrooms, food, beverages, and retail that enhance the visitor experience. Without these services, fewer visitors would stop.
- Misleading Public Statements About International Norms - DOC frequently states that access charges are “common overseas” (e.g., The Press, 30 July 2025 and other consultation documents). However, DOC’s own commissioned Financial Sustainability Review – International Comparison (June 2024) shows:
 - Only 5% of NSW National Parks charge access fees
 - Only 16% in South Australia

- Only 31% in Western Australia
- No access charges in Queensland or Victoria
- No access charges in Nova Scotia, New Brunswick, British Columbia, or Prince Edward Island
- 73% of U.S. National Parks do not charge entry fees

Many iconic Australian destinations—Noosa Heads, Daintree National Park, Port Douglas (Great Barrier Reef access)—offer free parking.

Across Europe and other developed nations (Spain, France, Norway, Sweden, Germany, Scotland, Finland, England), National Park entry is typically free, reflecting the widely accepted principle of 'freedom to roam'.

Where fees do exist, they are often offset by excellent public transport—something New Zealand lacks.

- Insufficient Provision of Car Parks and Misrepresentation of Supply. Despite public statements suggesting increased parking supply, the number of public car parks at Dolomite Point has decreased due to:
 - Removal of approximately 25+ roadside parks
 - Exemptions allowing DOC staff to park free of charge, including in private-capacity vehicles
 - Allocation of 10 dedicated DOC staff-only parks—around 20% of the Southern Car Park
 - Discretionary exemptions for Ngāti Waewae staff and business visitors (not extended to our staff or visitors)
 - Failure to redevelop the Southern Car Park as planned, resulting in approximately 45 spaces instead of the 69 that would exist if paved and marked
- Lack of Measurement of Barriers to Access. The pilot does not assess affordability or barriers to access for New Zealanders. There has been:
 - No survey of willingness to pay
 - No assessment of the impact on domestic visitors
 - No analysis of affordability for international visitors, who already pay the IVL. Perceived costs involved in travelling to and around a country are an important factor in decision making for potential tourists, this is adding to the battle for the tourist dollar.
 - No consideration that Conservation is already funded through general taxation. Charging locals again to park at a public conservation site is double-charging and risks eroding public goodwill toward DOC.
- New Zealand is an expensive destination, and additional charges risk making it less attractive—contributing to the slow recovery of visitor numbers post-COVID, parking charges are just another layer of friction.
- Conclusion: Charging New Zealanders for access to National Parks is not a direction the country should pursue. The current pilot is legally questionable, methodologically flawed, poorly implemented, and inconsistent with DOC's conservation mandate. It risks undermining public trust, reducing access to nature, and harming local businesses and communities. I believe DOC should no longer pursue revenue gathering by parking charging.

New Zealand Deerstalkers Association

- The implementation of paid parking is what was feared – a money-making venture DOC. It has done nothing to address the primary issues which are:
 - The number of vehicles are too many in the park. Lack of control.
 - The amount of congestion this lack of control increases and promotes to concerning levels and impact on the park.
- White Horse Hill carpark has had posts put in at various points in the carpark, these are more of an obstruction than of purposeful benefit. It looks a mess.
- After a few issues at the start the tablet for exemption, it has worked.

- Motorists are parking down the road both sides and is a health and safety concern and a loss of revenue.
- Access to the carpark needs to be limited from the turnoff below the Village - along the whole of Hooker Valley Road and the NUMBER and type of vehicles controlled - this is the major point. Currently the parking along the roadside is just as bad as ever. This causes traffic along the road, often barely a single lane width, to have to weave and also is a health and safety risk - people dodging across the road etc. Bear in mind that many of these vehicles are driven by people with limited driving experience, reversing ability etc as is all too obvious from observations. The prospect of any emergency vehicle having to use the road is concerning. It must be obvious to DoC while concentrating on revenue, that roadside parkers pay nothing. It has been noted that campervans (not necessarily obviously self contained) have been observed parked on the roadside, overnight or longer separate carpark (at the very least if numbers are not controlled) should be established on the flat ground below the existing carpark towards the Hooker river side.
- So much revenue being gathered should translate into monitored parking - electronic and by wardens. The toilet block at White Horse is inadequate.
- On a separate matter, we note that the Mt Cook/Aoraki Management Plan review completion is now several years overdue.

Canterbury Mountaineering Club

- Main issue of parking area is public blocking our drive and problems with tablet to waive parking fee when parking at Lodge not in public carpark.
- Having our own drive to Wyn Irwin and Tahr Lodges would be best or repositioning of numberplate reader after our drive entry.
- Regarding the tablet/kiosk, overall guests at the lodge and myself find it very simple and easy to use. There isn't much to it. However, on average, every 10-14 days the tablet powers itself off and shuts down, even while it remains on 100% charge the entire time.
- If I am not on site during these times then at least lodge users can contact Stellar, with the email provided on the info sheet, next to the tablet.
- There can be very long periods, where the potholes are left for so long, that they get to a state where they can cause damage.

Go Rental

Issues to raise about management of the new DOC carparks.

1. Customers say they are unable to extend the time when they hike for longer than anticipated (which often happens).
2. Time seems to auto populate with minimum amount, and many customers believe it is a fixed fee. They do not realise there are different fees for longer time periods.
3. Customers often think they can pay as they leave (Also, on departure they know the exact time they need to pay for which is not always easy to predict pre-hike).
4. Some customers are unaware that payment for parking is required.
5. About 10% of tickets appear to be getting reduced to the equivalent of charging the cost of parking only.

Bentley Transport

We believe DOC concessions, particularly for tour coach operators, should not be tied to individual vehicle plates within this carpark system. A concession-based recognition model, rather than a vehicle-based registration model, would be more practical and aligned with how the industry operates. Coach access to these DOC carparks has traditionally operated on an honesty-based system, whereby a coach must hold a valid DOC concession card. Compliance has been monitored through periodic checks by DOC staff or CVIU officers. Given that framework, it is unclear why the paid parking system cannot operate in the same manner. The principle is no different, if a coach does not hold a valid

concession, it should not be using the carpark in the first place. From our perspective, the current vehicle registration requirement appears to have been introduced primarily to accommodate the automatic licence plate recognition system. However, rather than improving compliance, this has created additional administrative work for coach operators, and, arguably, for DOC as well. We appreciate the opportunity to provide feedback and hope DOC will consider refinements to reduce unintended administrative burden and confusion for authorised operators.

Tourism Industry Aotearoa (TIA)

The feedback also highlighted the bigger questions that TIA raised earlier are still in play, including the following three points:

1. Parking capacity. The capacity of the parking facilities is a clear matter to be addressed, particularly at Aoraki Mount Cook where there are high volumes of parking on the access road.
2. Use of the funds raised. Where and how funds are used was raised by the operators we engaged, with support highest where it was understood that the funds raised would be used to improve the destination where it was raised.
3. Interface with access charging. Members expressed a concern that any future access charge that has been suggested for an iconic destination such as Aoraki Mount Cook must be factored into any future paid parking system. To do both is potentially difficult administratively and visitor might see it as double dipping.

Meridian Energy

Meridian Energy have received a large number of complaints about customers receiving breach notices. They would like to find an arrangement where customers don't need to pay. Overall, the feedback we have received from members operating at the three pilot locations is positive, with some concerns raised that we ask DOC to consider as it advances the evaluation of the pilot.

5.1 Limitations and constraints of findings

The following points outline the limitations of the survey results within this report:

- People who received the survey via email had already provided feedback on paid parking prior to it starting.
- Those that responded were self-selected and therefore the results may not be a true representation of the wider community.
- Those without digital access may not have been able to contribute.
- Misinterpretation of questions by respondents as there was no interviewer there to clarify wording.

6 Next steps

This feedback will be available to the project and governance team for the paid parking pilot project to consider along with other information about the continuation of paid parking at these sites, and if it is to continue, what changes might need to be considered.

Appendix A – Punakaiki Monitoring and Evaluation Report 2025/26

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Paid Parking Pilot



Monitoring and Evaluation Report: Punakaiki, Pancake Rocks 2025/26

Monitoring Design and Services Team



Department of
Conservation
Te Papa Atawhai

New Zealand Government

Proactively released by the Department of Conservation

Cover: Punakaiki Pancake Rocks. *Photo:* <https://www.1news.co.nz/2025/07/30/doc-defends-parking-charges-at-punakaiki-pancake-rocks/>

DOC - 10896571

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In the interest of forest conservation, we support paperless electronic publishing.

Context

A monitoring and evaluation programme was undertaken during the summer of 2025/26 with the objectives of measuring DOC's paid parking pilot's intervention logic; specifically, with respect to two 'Strategic Outcomes' and two 'Intermediate Outcomes'.

Strategic Outcomes:

1. DOC is a great organization to work for and with;
2. Connection with nature and cultural heritage enriches people's lives.

Intermediate Outcomes:

1. DOC is financially sustainable and known to be effective;
2. Visitors enjoy a sustainable number of experiences.

This report presents measures related to the following indicators from the 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
- 3.2.3 - Financial performance of destinations, experiences, facilities and services

Methodology and sample

Paid parking visitor surveying was undertaken at the following locations in March 2026:

- Aoraki, White Horse Hill
- Franz Josef Glacier
- Punakaiki, Pancake Rocks

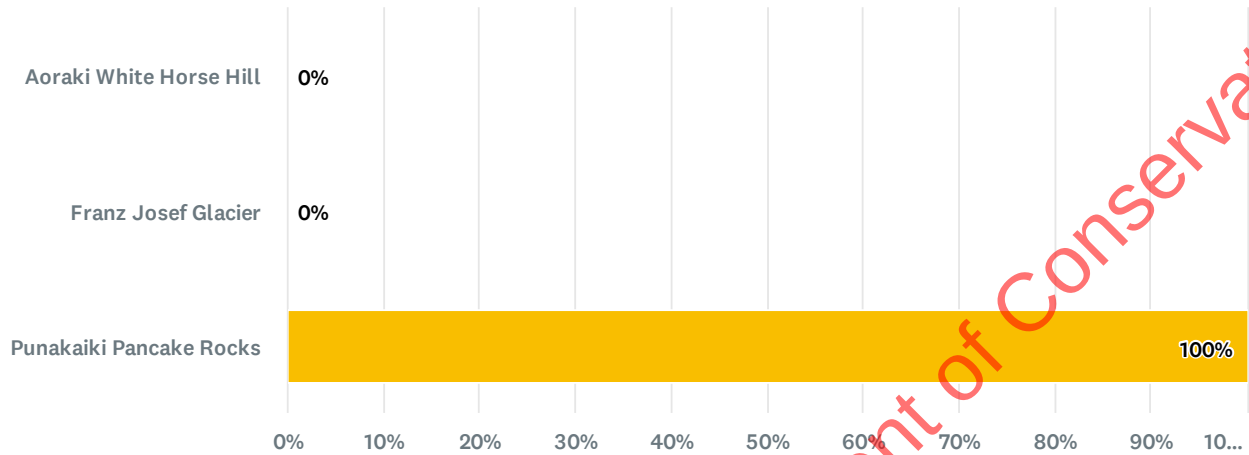
Surveying was done at each site until 200 questionnaires were completed, yielding a minimum sample of 600 responses across all sites. A probability (random) sampling technique was employed using the 'next available respondent' sampling approach. The target population was all visitors to the paid parking pilot sites. The sample frame included all visitor aged 18 years or over present at the sites while in-situ monitoring was in progress.

At Punakaiki, Pancake Rocks, survey respondents completed a total of 201 questionnaires. Demographic data were gathered for each respondent, plus up to four other members of the respondent's group yielding a total demographic sample of 425 visitors.

Results

Q1 Survey Location

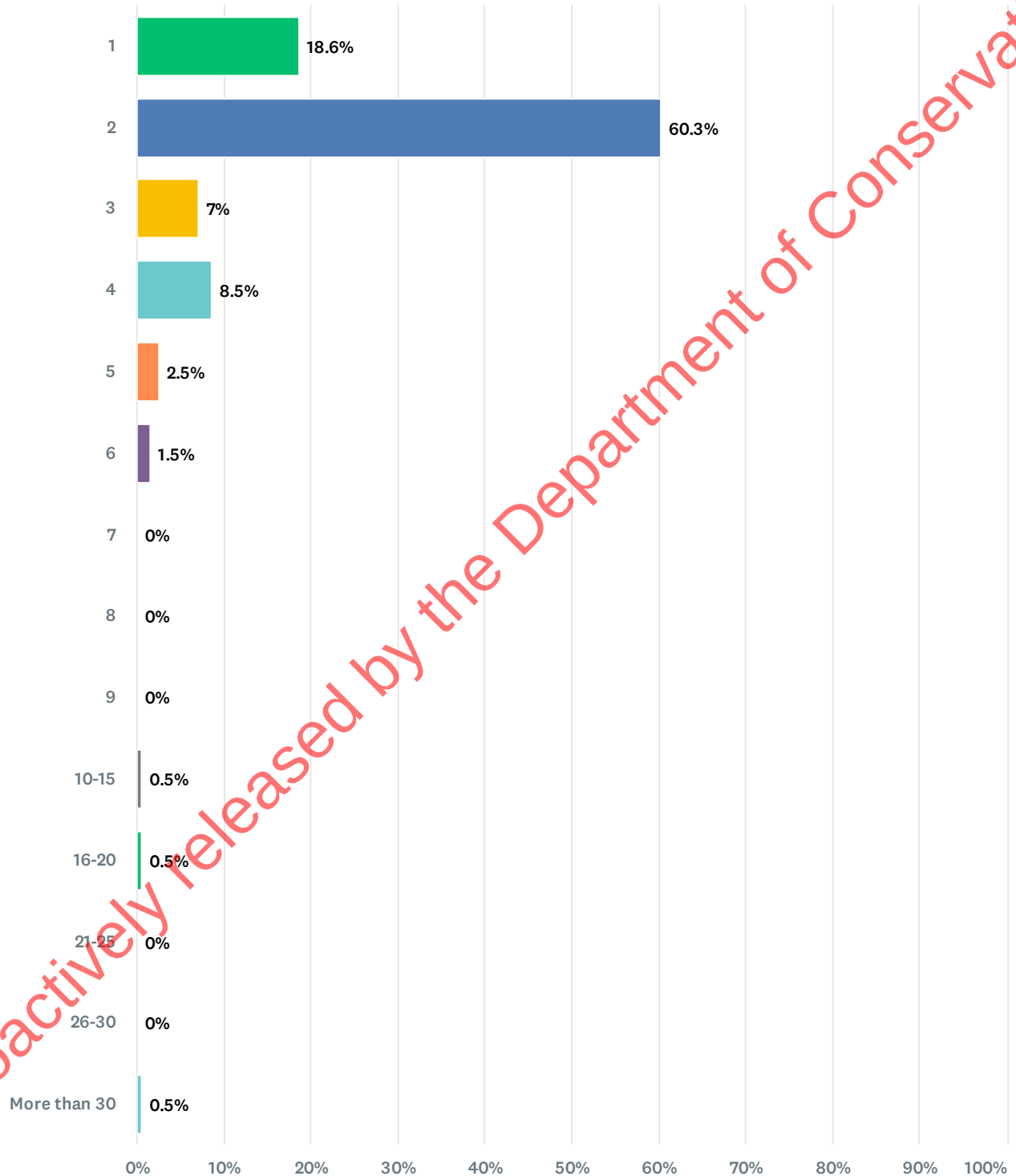
Answered: 201 Skipped: 0



Answer Choices	Percentage	Responses
Aoraki White Horse Hill	0%	0
Franz Josef Glacier	0%	0
Punakaiki Pancake Rocks	100.0%	201
Total		201

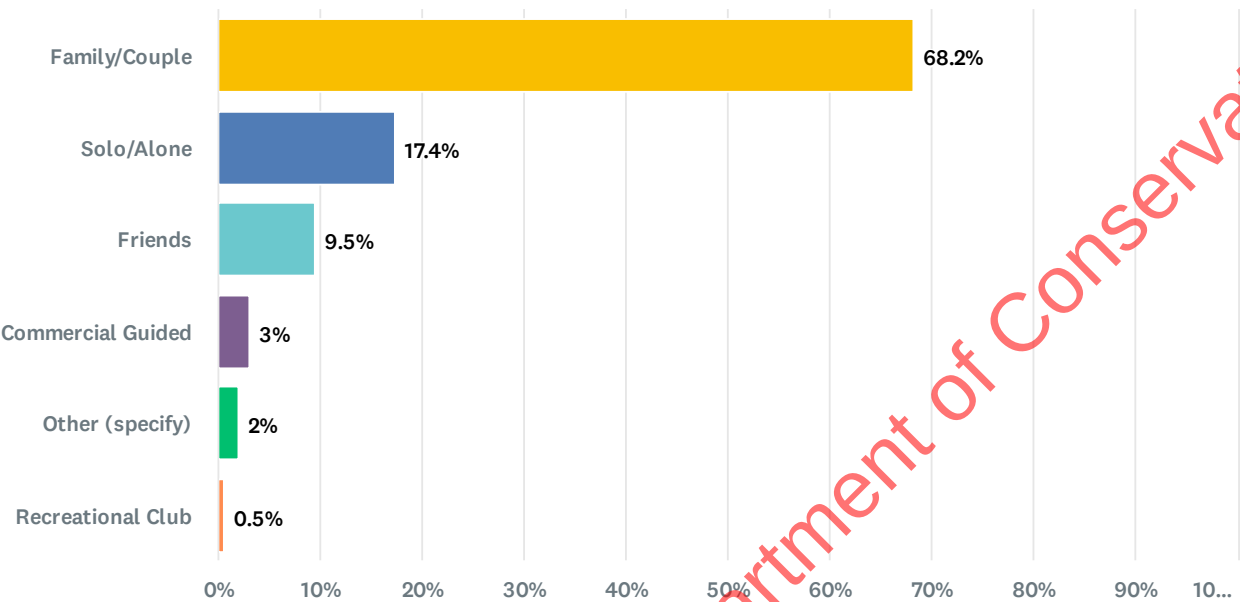
Q1. A. How many PEOPLE are in your party/group (including respondent/s)?

Answered: 199 Skipped: 2



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

Answered: 201 Skipped: 0



#	OTHER (SPECIFY)	DATE
1	school class	4/9/2026 3:30 PM
2	School camp	4/8/2026 1:40 PM
3	Technician	4/2/2026 2:13 PM
4	school group	3/31/2026 11:25 AM

Q1. C. Please indicate the gender/age/nationality/country of residence of group members (1st 5 persons only).

Answered: 200 Skipped: 1 Total group members: 425

Gender (M/F)		
	%	TOTAL
M	49.9 %	212
F	50.1 %	213
GD	0.0 %	0
TOTAL	100.0%	425

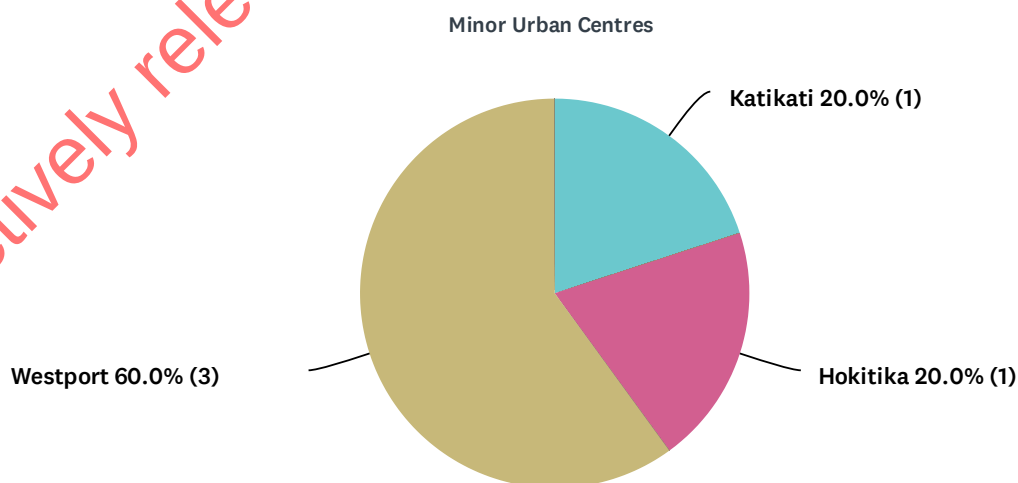
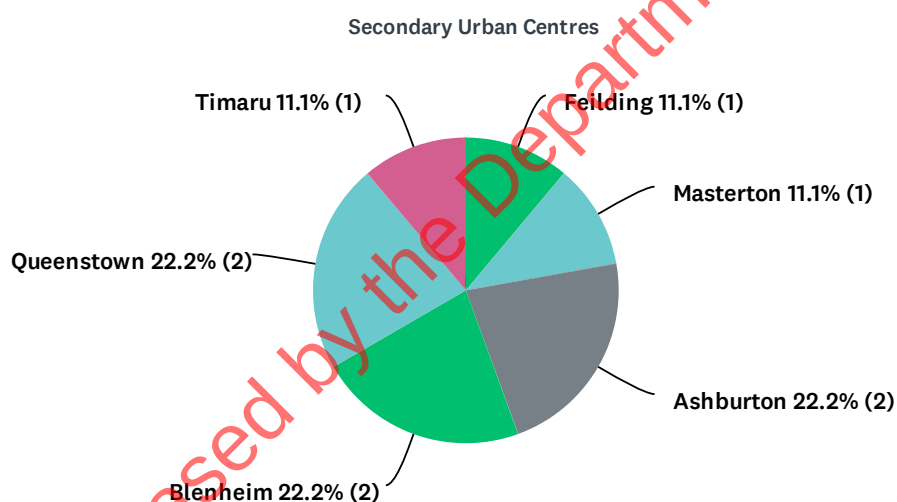
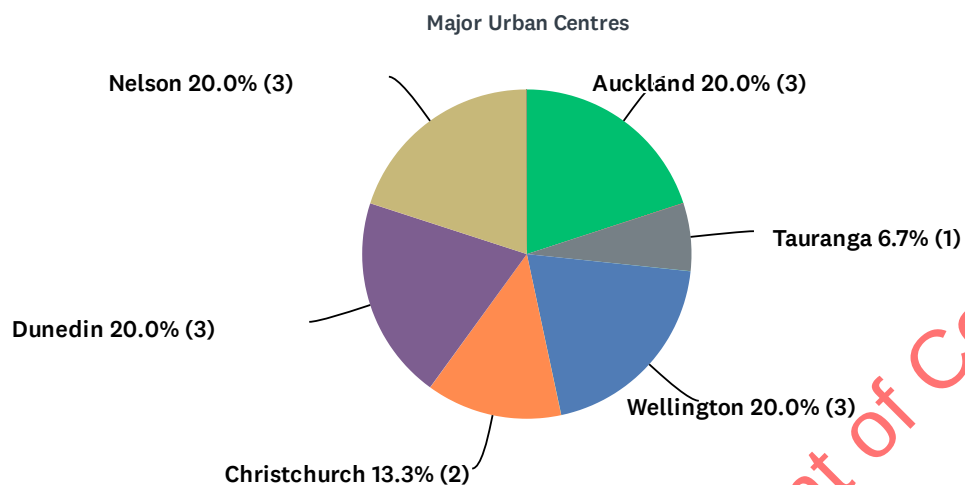
Age		
	%	TOTAL
under 15	3.2 %	31
15-19	3.0 %	7
20-29	22.0 %	64
30-39	15.5 %	70
40-49	7.4 %	31
50-59	13.0 %	45
60+	35.9 %	100
TOTAL	100.0%	348

Nationality	%	TOTAL
New Zealand	25.1 %	105
Australia	12.9 %	54
Germany	10.3 %	43
USA	9.5 %	40
Canada	9.1 %	38
France	6.7 %	28
United Kingdom	6.4 %	27
Netherlands	3.6 %	15
Switzerland	3.6 %	15
Spain	3.3 %	14
Other	9.5 %	40
TOTAL	100.0%	419

Country of Residence	%	TOTAL
New Zealand	28.5 %	119
Australia	13.4 %	56
Germany	10.1 %	42
USA	9.8 %	41
Canada	8.9 %	37
France	7.2 %	30
United Kingdom	5.3 %	22
Switzerland	3.8 %	16
Netherlands	3.1 %	13
Spain	1.7 %	7
Other	8.2 %	34
TOTAL	100.0%	417

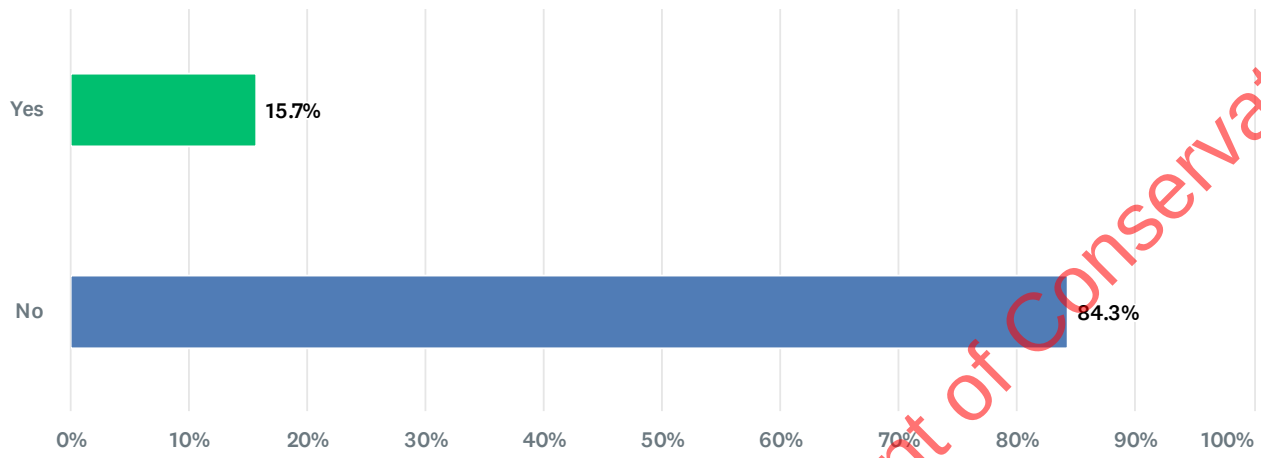
Q1. D. (If normally residing in New Zealand) Where do you LIVE/RESIDE? (Specify city/town/rural area)

Answered: 29 Skipped: 172



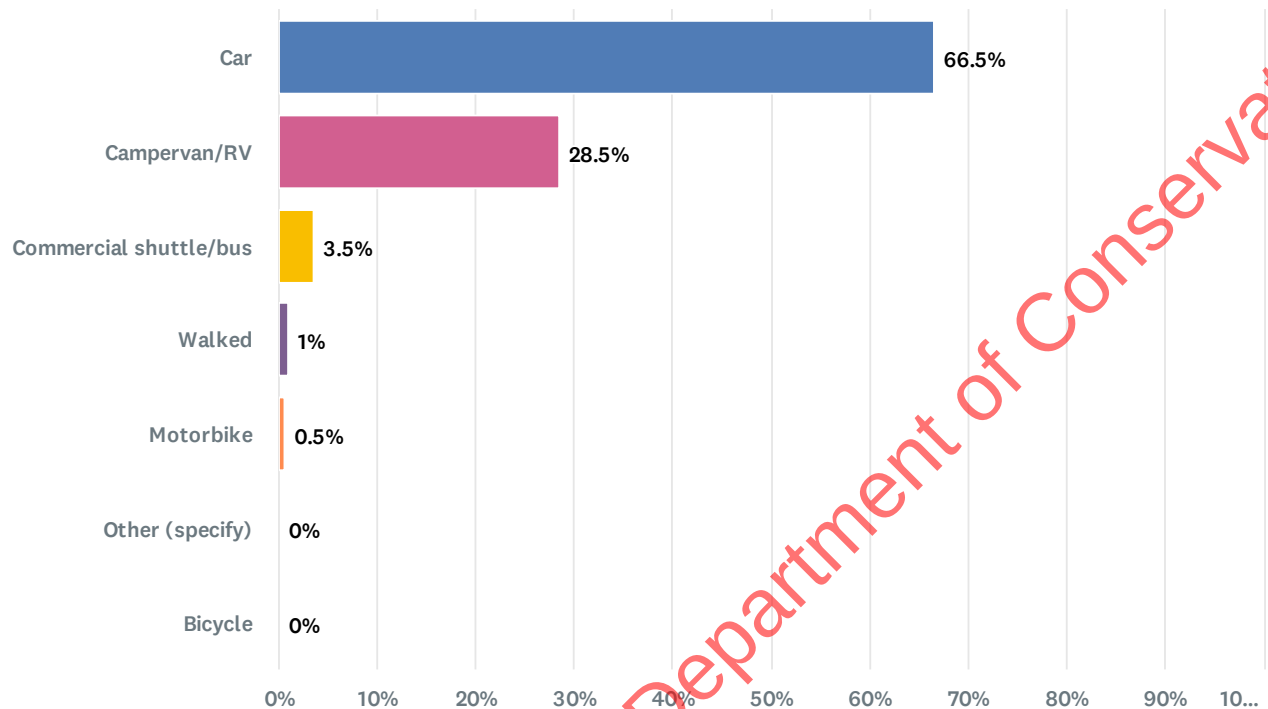
Q2. A. Did you travel from HOME to this site TODAY?

Answered: 197 Skipped: 4



Q2. B. How did you TRAVEL to this site today? (tick all that apply)

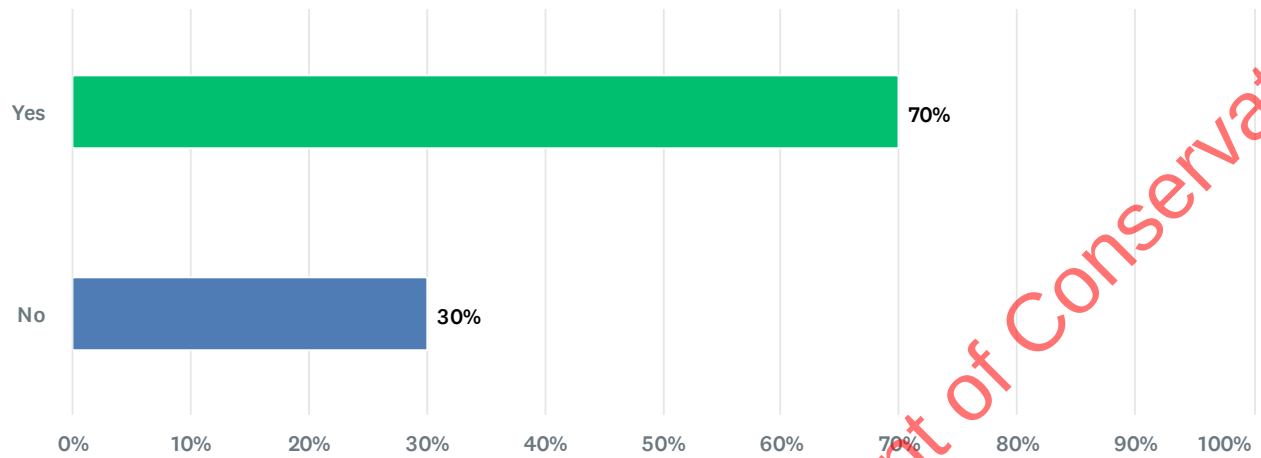
Answered: 200 Skipped: 1



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Q3. A. Is this your FIRST visit to this site?

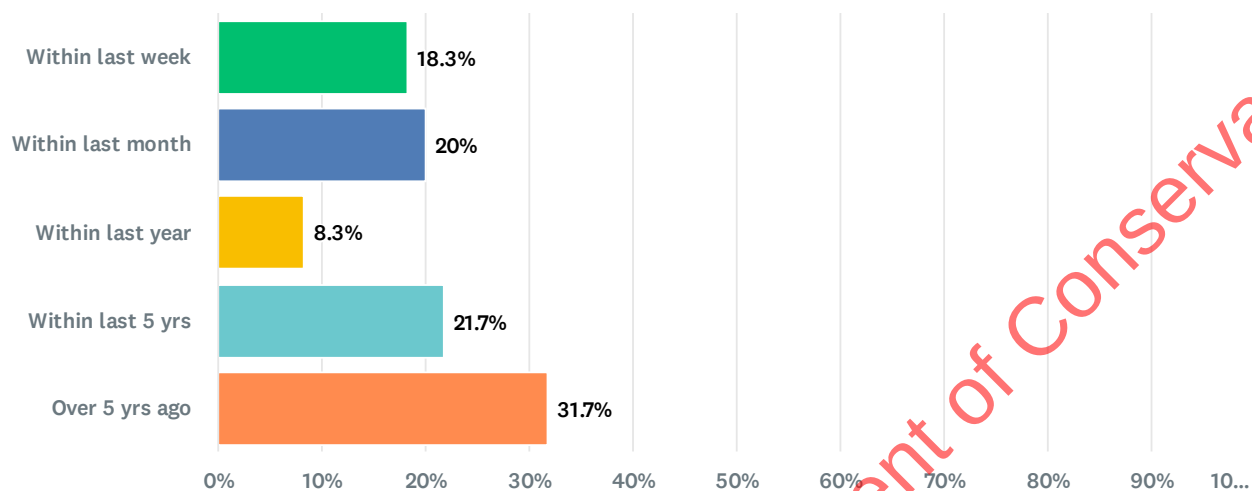
Answered: 200 Skipped: 1



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Q3. B. (If 'No') When was your LAST visit to this site?

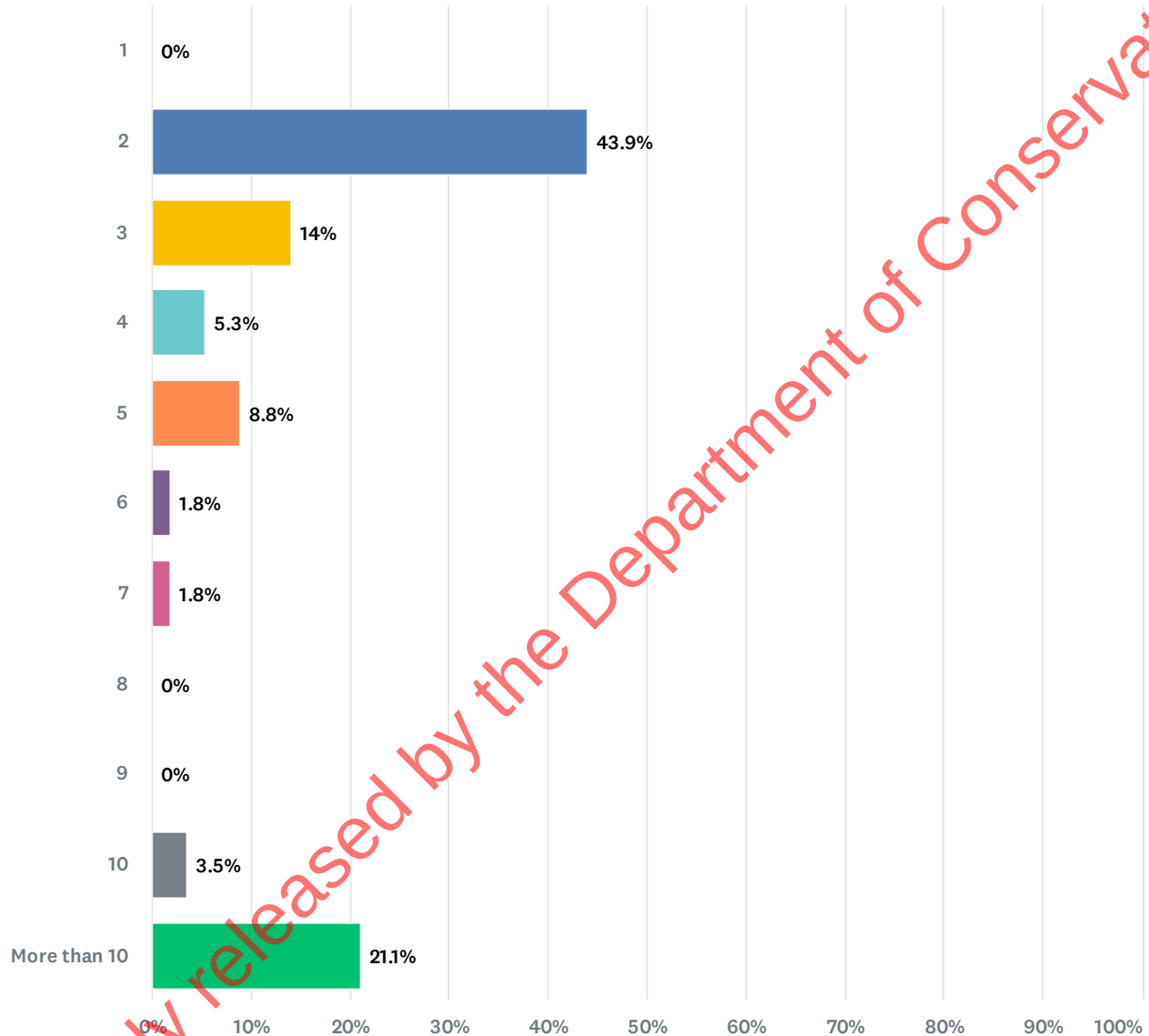
Answered: 60 Skipped: 141



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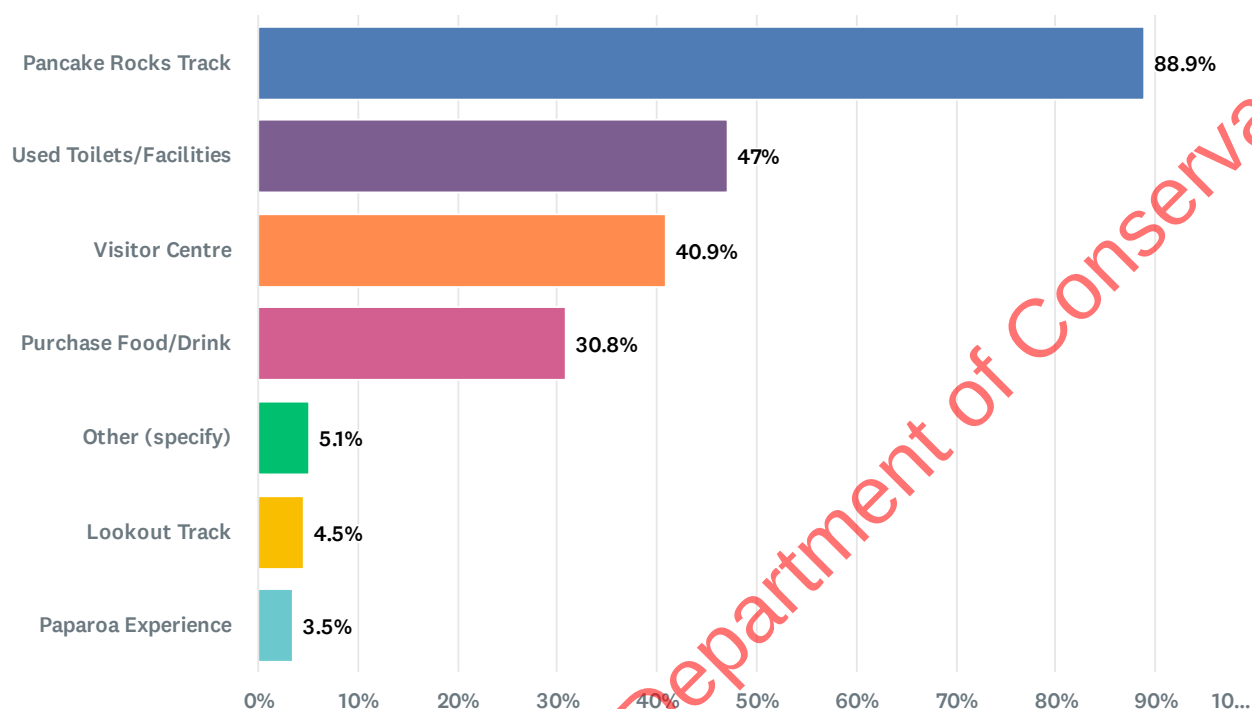
Q3. C. (If 'No') How many visits in TOTAL have you made to this site?

Answered: 57 Skipped: 144



Q4. What have you done at this site today?

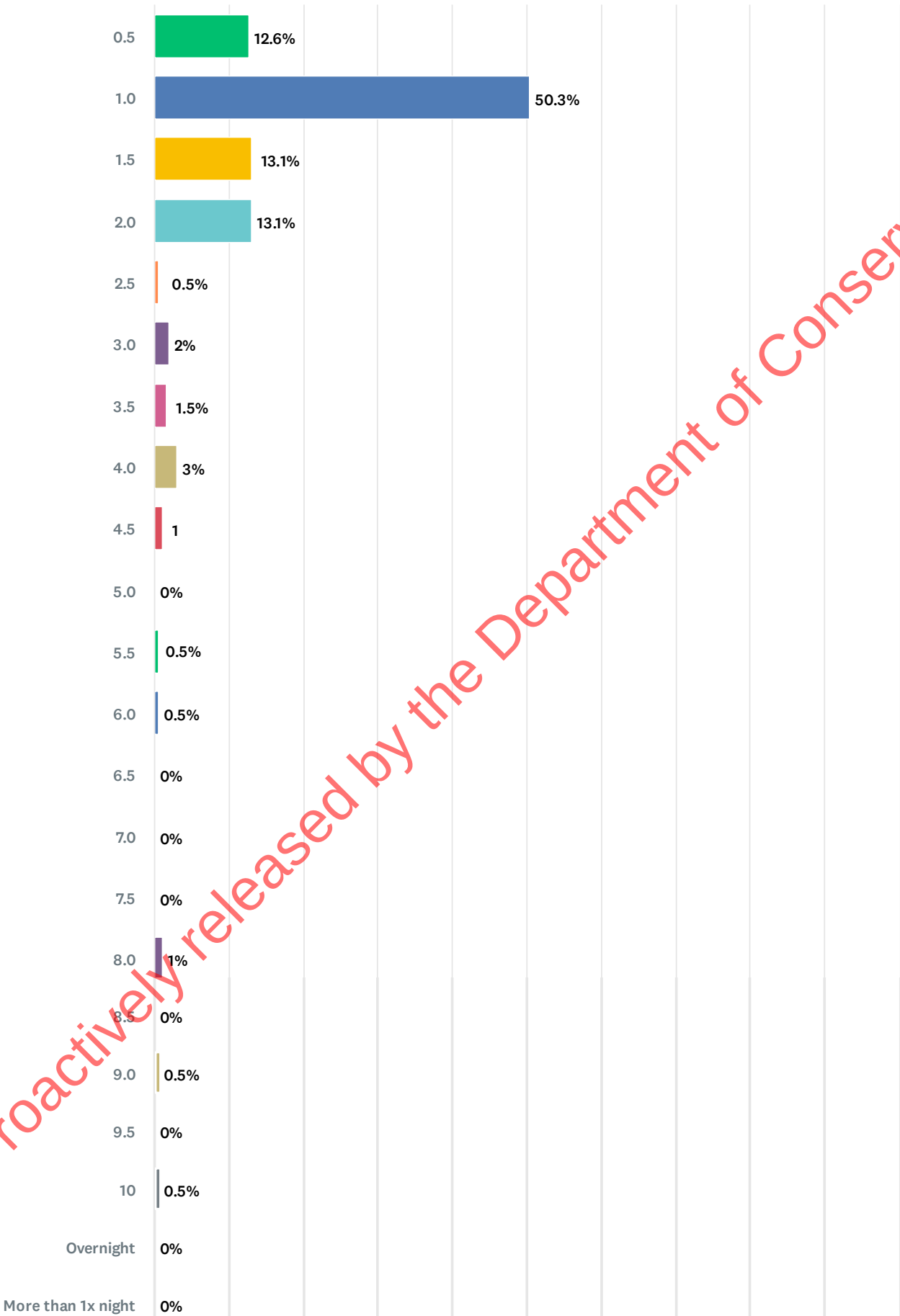
Answered: 198 Skipped: 3



#	OTHER (SPECIFY)	DATE
1	Caverns	4/8/2026 2:13 PM
2	Working	4/8/2026 1:43 PM
3	Bought souvenirs	4/8/2026 8:55 AM
4	Paparoa River Trail	4/8/2026 8:40 AM
5	Collected my mail	4/7/2026 8:16 AM
6	Tour guide	4/2/2026 4:04 PM
7	Work here	4/2/2026 4:02 PM
8	Working	4/2/2026 4:00 PM
9	Gift shop	4/2/2026 2:25 PM
10	Replaced the parking metre.	4/2/2026 2:13 PM

Q5. In TOTAL, how long will you spend at this site today?

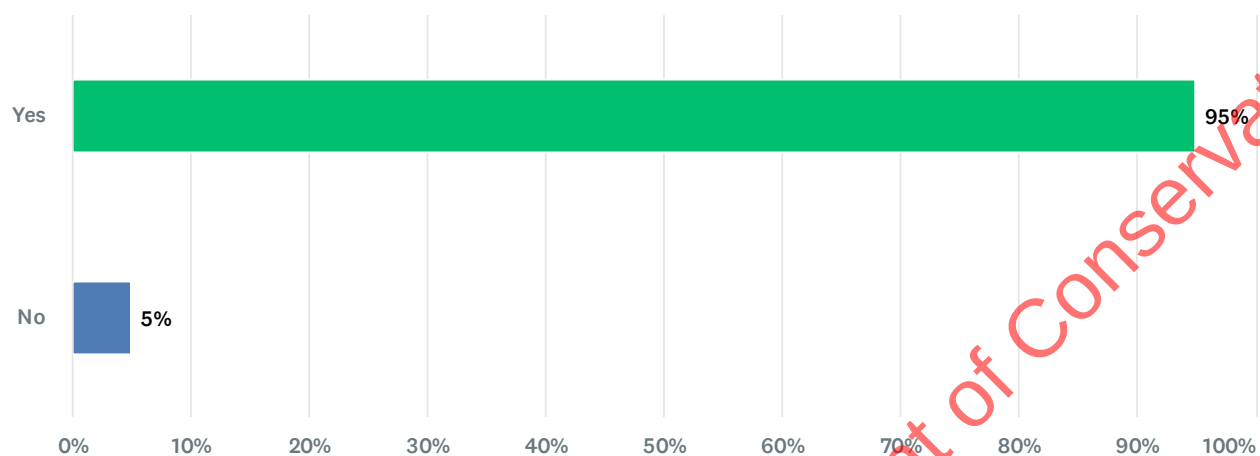
Answered: 199 Skipped: 2



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Q6. A. Did you park in the carpark today?

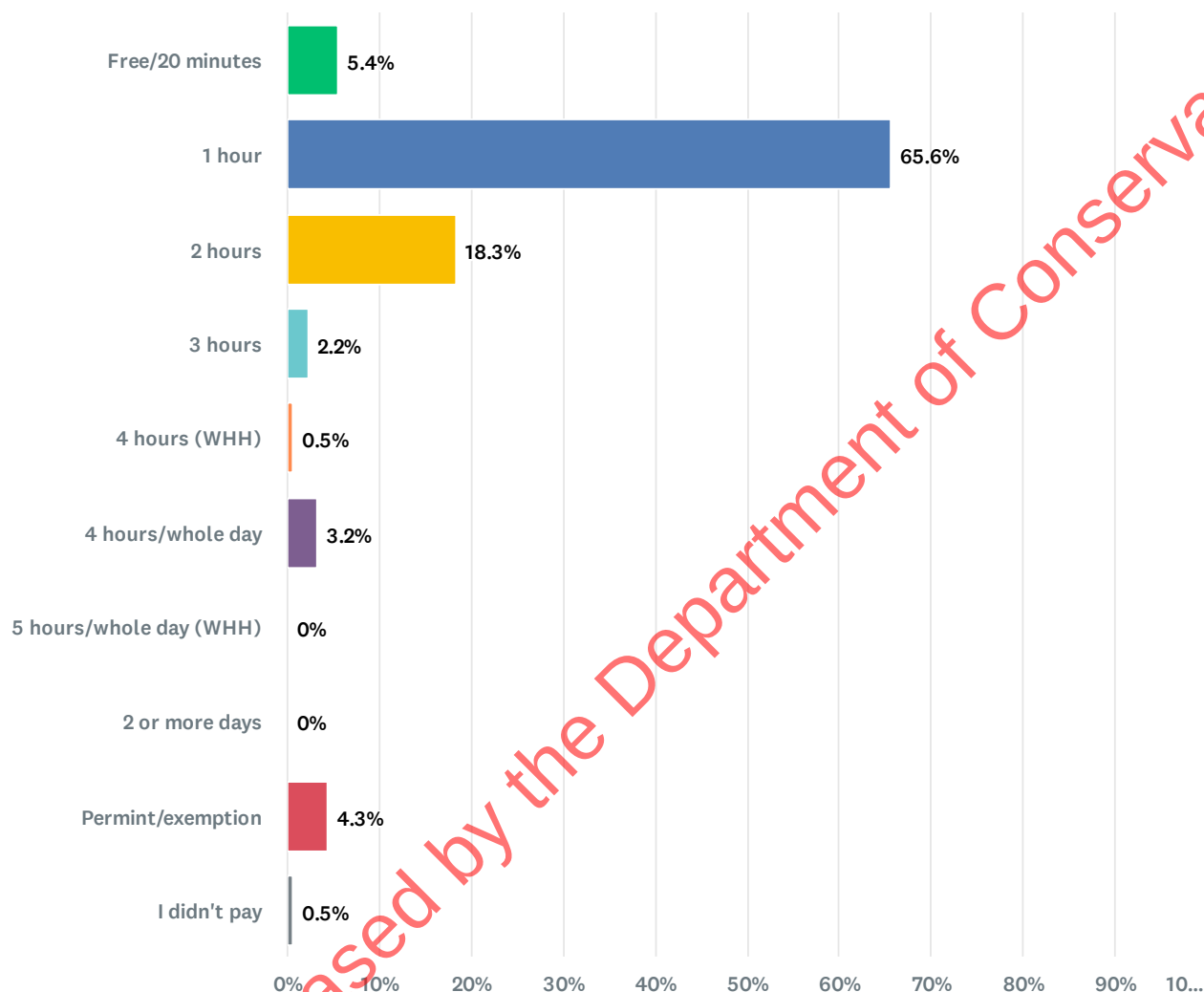
Answered: 201 Skipped: 0



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Q6. B. (If 'Yes') How LONG did you pay for parking today?

Answered: 186 Skipped: 15



Q7. If you know your vehicles license plate number, please provide it here:

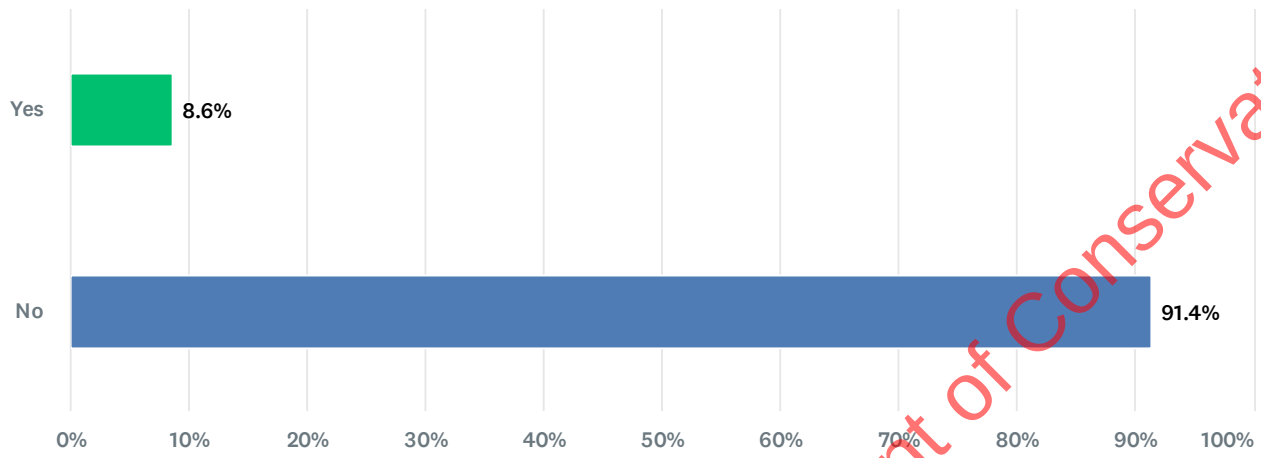
Answered: 138 Skipped: 63

Responses to this question have been removed for privacy reasons.

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Q8. A. Do you have a parking permit?

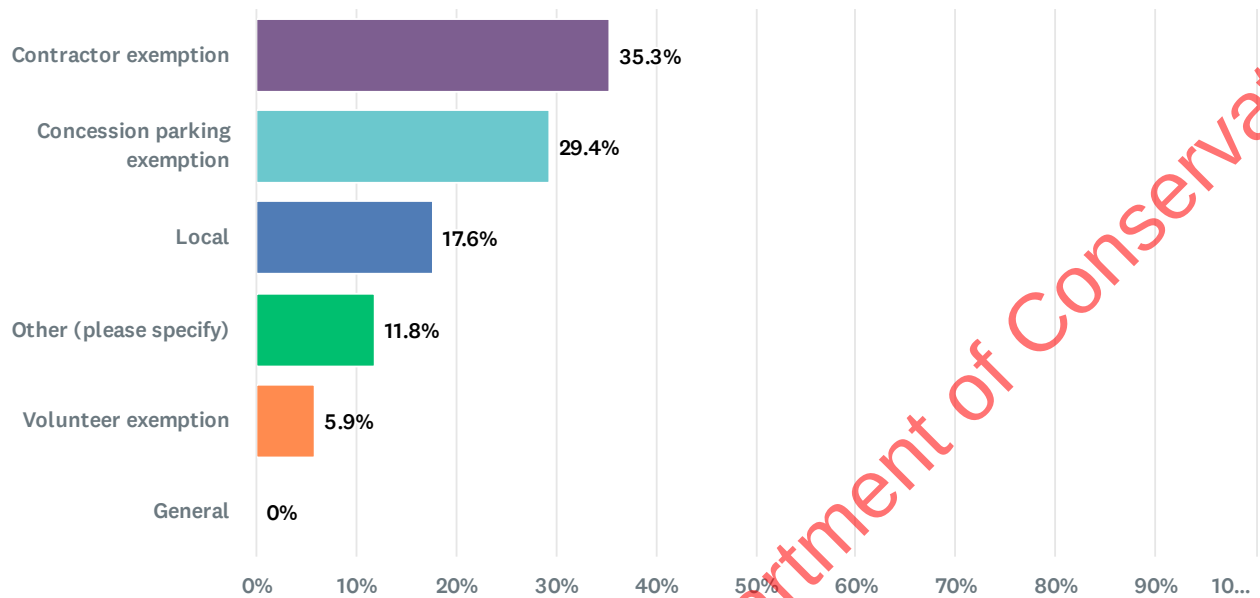
Answered: 197 Skipped: 4



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Q8. B. (If 'Yes') What type of permit do you have?

Answered: 17 Skipped: 184

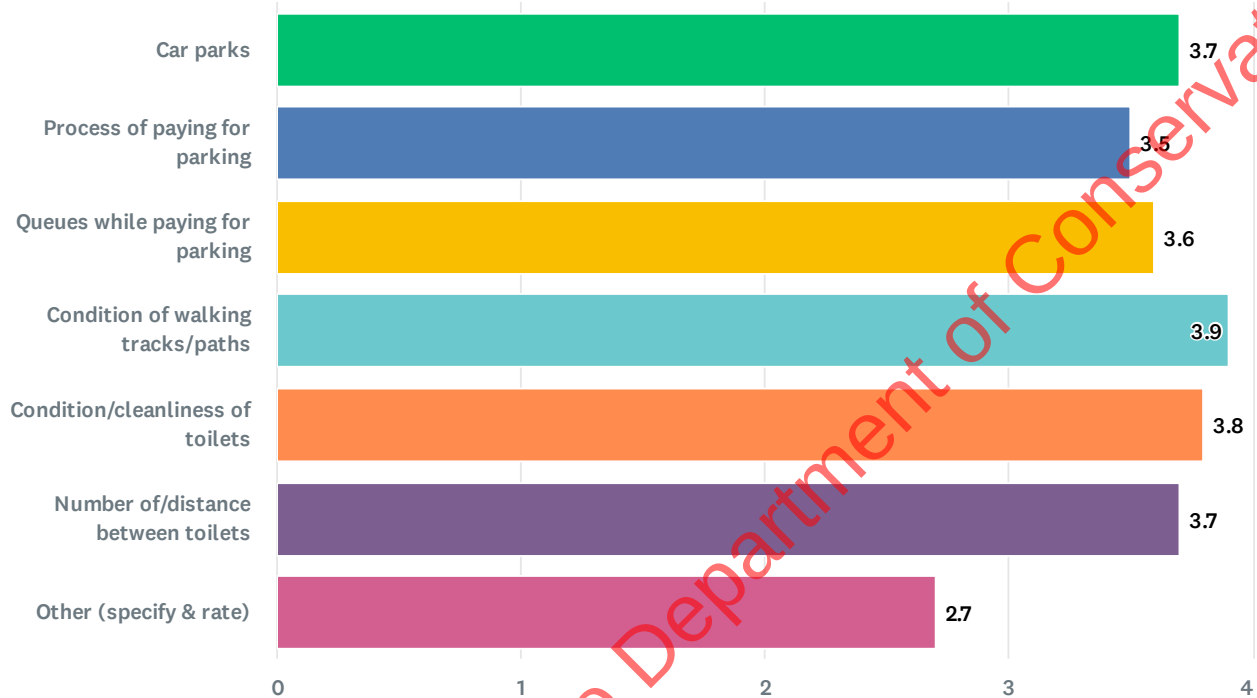


#	OTHER (PLEASE SPECIFY)	DATE
1	Staff	4/8/2026 8:35 AM
2	Staff	3/27/2026 11:05 AM

Q9. A. How SATISFIED were you with the following DOC FACILITIES and SERVICES?

Answered: 193 Skipped: 8

Responses were on a scale of 0 to 4, where 0 = Not at all satisfied, 1= Slightly satisfied, 2 = Moderately satisfied, 3 = Very satisfied and 4 =Extremely satisfied. 'No Opinion/NA' were not included in calculating the weighed average.



	0	1	2	3	4	No opinion/ Did NOT use	Total	Weighted Average
Car parks	1.6% 3	1.6% 3	2.1% 4	17.6% 33	72.7% 136	4.3% 8	187	3.7
Process of paying for parking	3.7% 7	3.2% 6	5.3% 10	13.7% 26	64.7% 123	9.5% 18	190	3.5
Queues while paying for parking	2.7% 5	1.6% 3	2.7% 5	7.5% 14	64.7% 121	20.9% 39	187	3.6
Condition of walking tracks/paths	0% 0	0.5% 1	1.1% 2	3.7% 7	84.5% 158	10.2% 19	187	3.9

	 0	 1	 2	 3	 4	 No opinion/ Did NOT use	Total	Weighted Average
Condition/cleanliness of toilets	0% 0	0% 0	1.6% 3	9.2% 17	59.2% 109	29.9% 55	184	3.8
Number of/distance between toilets	0.5% 1	0.5% 1	2.2% 4	10.4% 19	53.6% 98	32.8% 60	183	3.7
Other (specify & rate)	15.4% 2	0% 0	0% 0	0% 0	30.8% 4	53.8% 7	13	2.7
							1131	3.7

#	'OTHER': SPECIFY	DATE
1	Information on the track	4/8/2026 8:37 AM
2	Friendly staff. Absoutely amazingly presented facility.	4/2/2026 4:24 PM
3	Struggle with a 2 year old	4/2/2026 1:41 PM
4	Parking should not be charged.	3/27/2026 3:12 PM

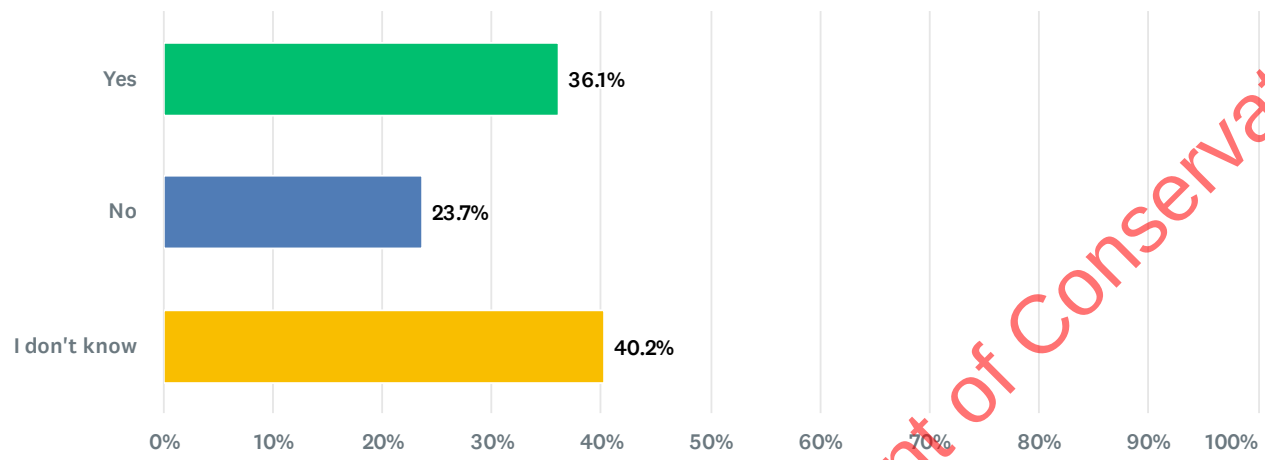
Q9.B. If you rated anything 0-2, please give details

Answered: 13 Skipped: 188

#	RESPONSES	DATE
1	I have free carparking.	4/8/2026 1:52 PM
2	Would rather pay when I'm done. Don't know how long we will be	4/8/2026 9:45 AM
3	Would have liked to pay in cash, or afterwards	4/7/2026 2:39 PM
4	Need to guess how long you'll be here - no room for following spontaneous adventures	4/7/2026 9:31 AM
5	The sun on the parking machines makes it so hard to read the screen	4/7/2026 8:43 AM
6	We're not supposed to pay to see nature	4/7/2026 8:18 AM
7	Paid parking invokes the law of unintended consequence	4/7/2026 8:16 AM
8	Confusion around paying before or after	4/2/2026 2:38 PM
9	Need handrails on stone steps	4/2/2026 2:35 PM
10	Shouldn't have to pay	4/2/2026 1:57 PM
11	Because you have to pay	4/2/2026 1:45 PM
12	Only 2 inside visitor's centre	4/2/2026 8:48 AM
13	Parking charge too high for local seniors	3/27/2026 3:12 PM

Q10. I can top-up/extend my parking payment if I need to:

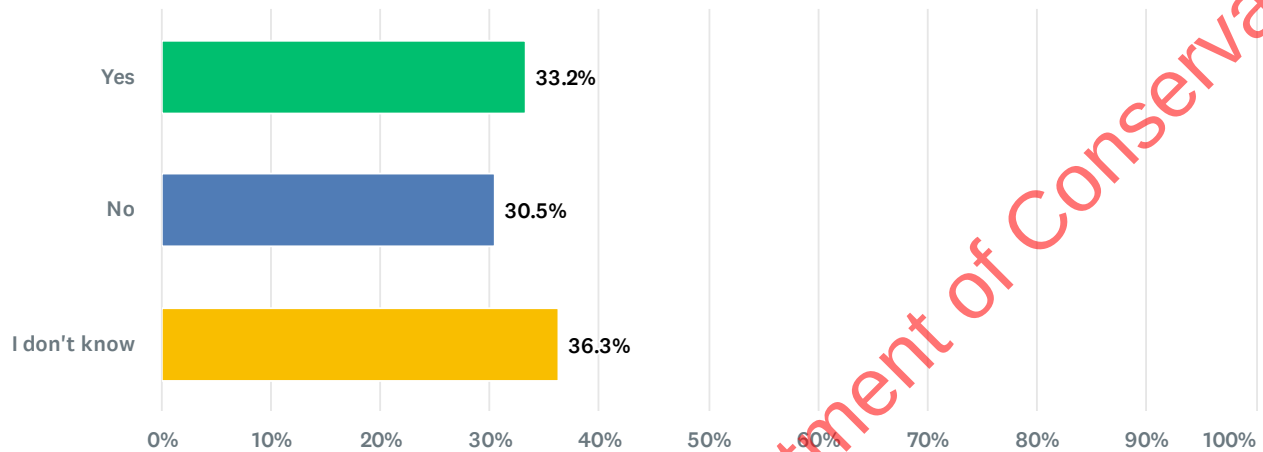
Answered: 194 Skipped: 7



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Q11. You can buy a day ticket to park all day at the site. If you drove away and came back later that day, do you think your day parking ticket would still apply?

Answered: 190 Skipped: 11

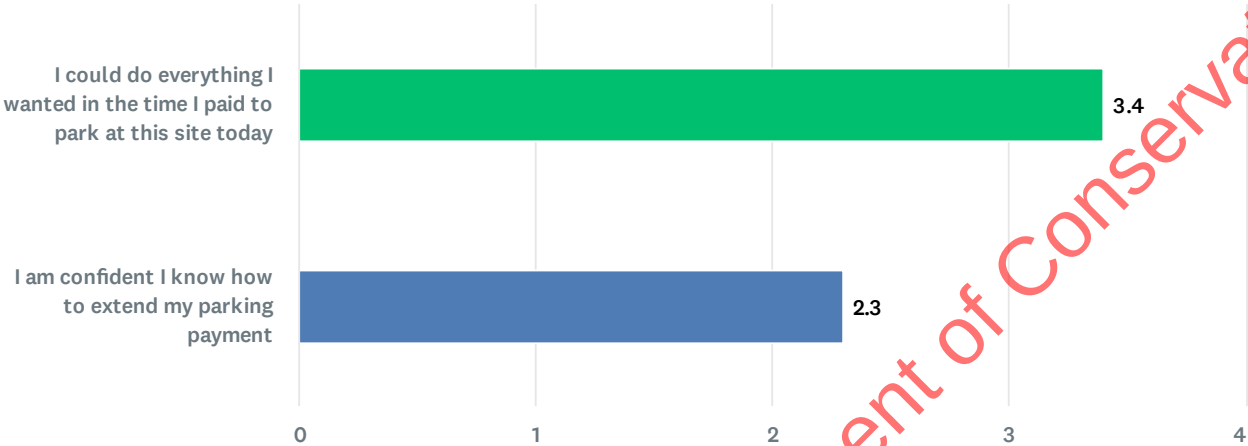


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Q12. How much do you AGREE with the following statements about this site?

Answered: 190 Skipped: 11

Responses were on a scale of 0 to 4, where 0 = Do not agree at all, 1= Agree slightly, 2 = Agree moderately , 3 = Agree a lot and 4 = Agree totally. 'Does not apply to me' was not included in calculating the weighed average.

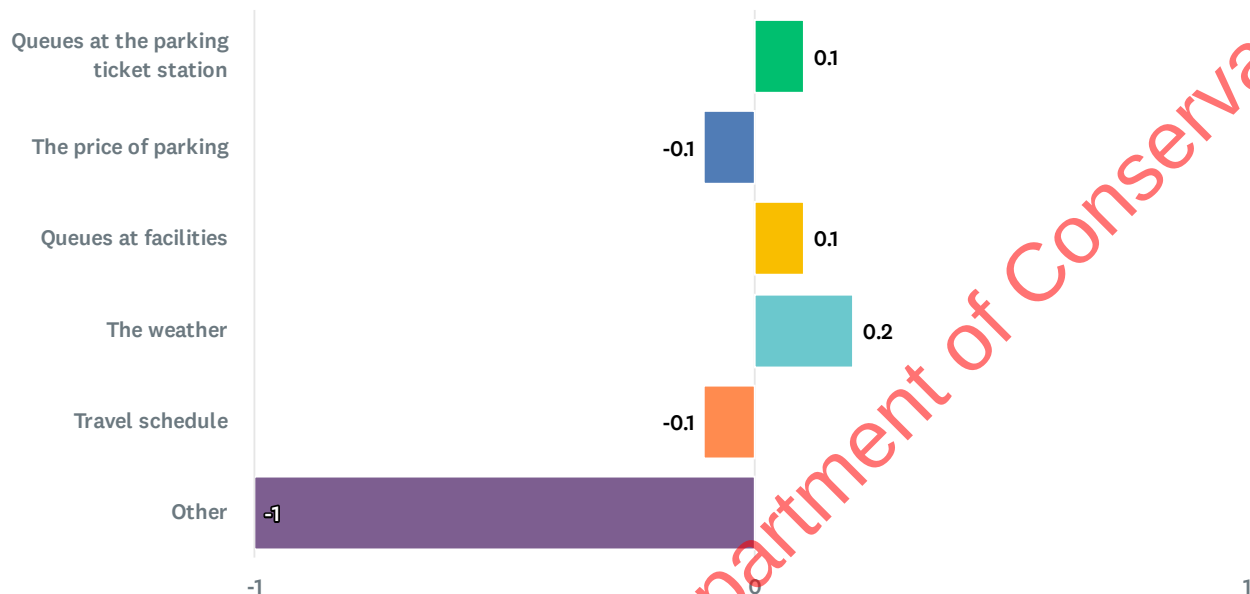


	0	1	2	3	4	No opinion	Total	Weighted Average
I could do everything I wanted in the time I paid to park at this site today	5.8% 11	1.1% 2	7.4% 14	12.6% 24	62.1% 118	11.1% 21	190	3.4
I am confident I know how to extend my parking payment	26.3% 49	5.4% 10	8.1% 15	8.6% 16	36.0% 67	15.6% 29	186	2.3
							376	2.9

Q13. A. Did any of the following affect how long you stayed at this site today?

Answered: 183 Skipped: 18

Responses were on a scale of -1 to 1, where -1 = Stayed for less time, 0 = Neither, and 1 = Stayed for more time.



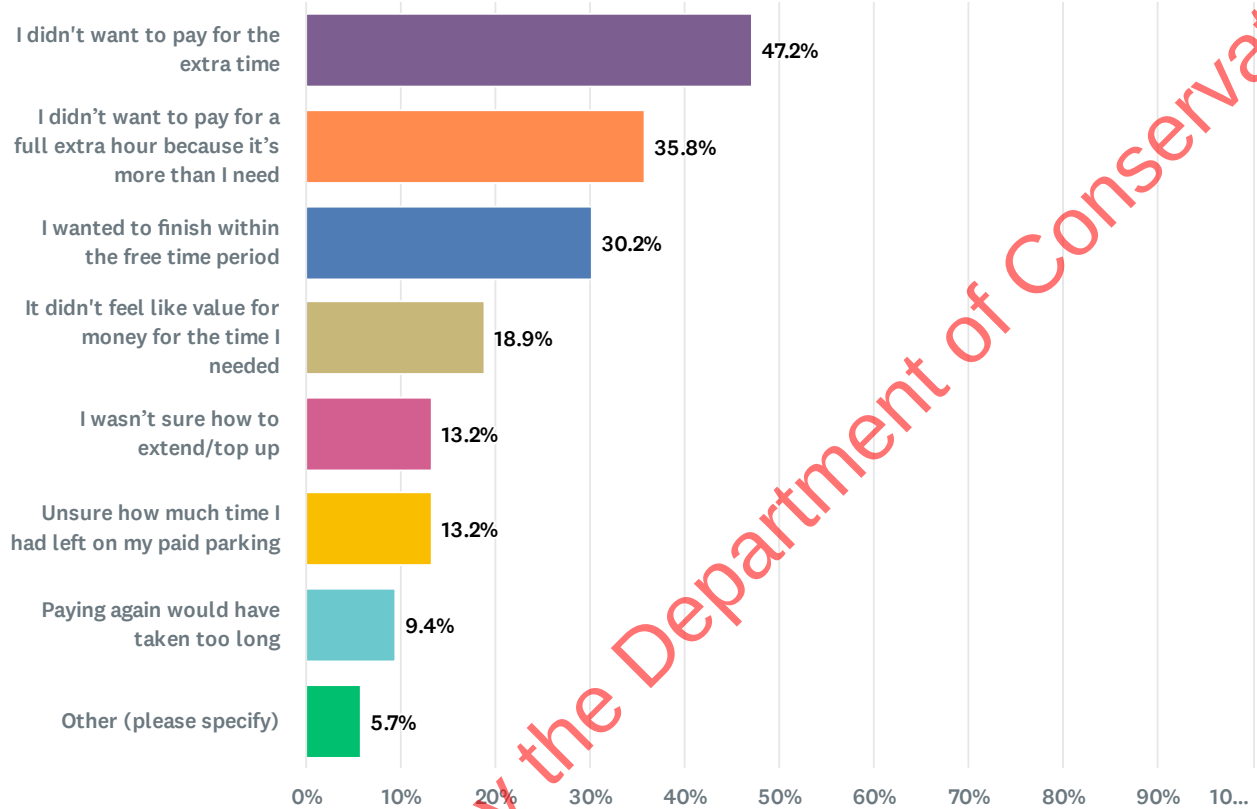
	Stayed for less time	Neither	Stayed for more time	Total	Weighted Average
Queues at the parking ticket station	4.5% 8	81.5% 145	14.0% 25	178	0.1
The price of parking	25.8% 46	60.7% 108	13.5% 24	178	-0.1
Queues at facilities	3.4% 6	82.9% 145	13.7% 24	175	0.1
The weather	10.2% 18	61.0% 108	28.8% 51	177	0.2
Travel schedule	21.0% 37	65.3% 115	13.6% 24	176	-0.1
Other	100.0% 1	0% 0	0% 0	1	-1.0
				885	0.0

OTHER (SPECIFY AND RATE)
1 Shouldn't have to pay, never used to

DATE
4/2/2026 1:45 PM

Q13. B. If you answered that parking affected how long you stayed, what was it that affected your stay?

Answered: 53 Skipped: 148



#	OTHER (PLEASE SPECIFY)	DATE
1	Brilliant sunshine	4/7/2026 1:03 PM
2	I would have to walk back to add time? not sure.	4/2/2026 2:57 PM
3	Long trip, more time	3/27/2026 1:57 PM

Q14. What one thing would most improve your parking experience today?

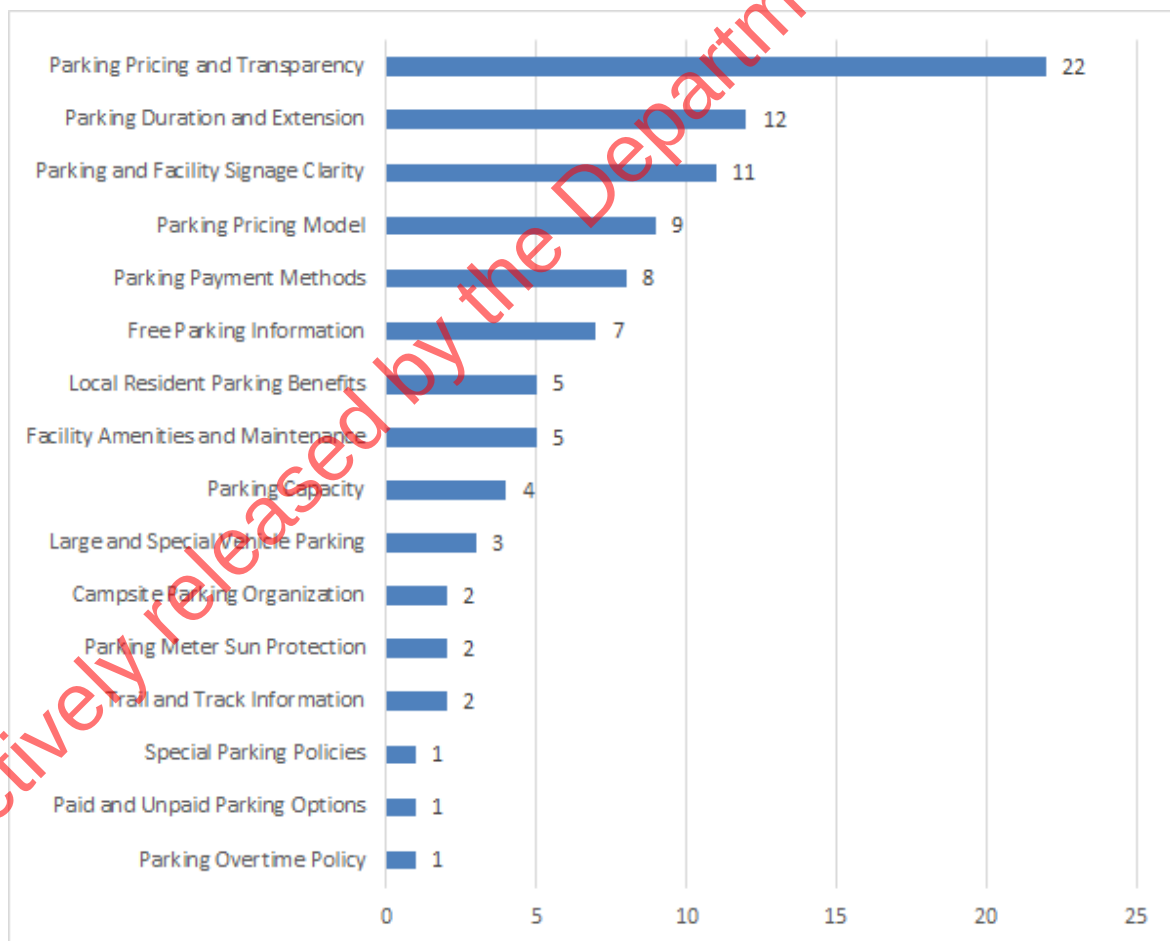
Answered: 118 Skipped: 83

#	RESPONSES	DATE
1	Locals paying for parking sucks. School paid for parking.	4/9/2026 3:30 PM
2	Need better signage to explain that your car is photographed as you enter. and how to extend park time.	4/9/2026 12:59 PM
3	Liked big parks - but bad signage	4/9/2026 9:41 AM
4	30 min option.	4/9/2026 9:40 AM
5	Free icecream.	4/9/2026 9:37 AM
6	Adding the most common time for staying here.	4/9/2026 9:36 AM
7	Cant pay for half an hour	4/9/2026 9:35 AM
8	All Good	4/9/2026 9:34 AM
9	QR code issue- need work.	4/9/2026 9:20 AM
10	Free	4/9/2026 9:08 AM
11	Clarity on overtime requirements - leeway on short overtime.	4/9/2026 9:05 AM
12	Better Signage, didn't know you had to pay.	4/8/2026 3:42 PM
13	Free 20 minutes plus paid for 1 hour seems fair.	4/8/2026 2:47 PM
14	More Parks	4/8/2026 2:41 PM
15	If I could stay as long as I wanted.	4/8/2026 2:39 PM
16	Don't do the 20 minutes free - everyone ends up paying	4/8/2026 2:35 PM
17	Make it so that you can see the screen in full sun - difficult due to sun glare.	4/8/2026 2:32 PM
18	Campervans also paid signs	4/8/2026 2:30 PM
19	Paying afterwards so you can enjoy the views without hurrying that the time is over.	4/8/2026 2:18 PM
20	A free parking.	4/8/2026 2:13 PM
21	Make it free.	4/8/2026 2:11 PM
22	Better signage - Indication of pay stands.	4/8/2026 2:02 PM
23	Free for 30 mins.	4/8/2026 1:58 PM
24	I Have free carparking.	4/8/2026 1:52 PM
25	If I purchase something parking should be auto-extended.	4/8/2026 1:44 PM
26	Added payment for pancake rocks.	4/8/2026 1:43 PM
27	Cheaper for locals / west coasters as we are already rate payers.	4/8/2026 1:40 PM
28	A cash payment option.	4/8/2026 1:39 PM
29	All good.	4/8/2026 1:39 PM
30	Free	4/8/2026 1:37 PM
31	Valet Parking	4/8/2026 1:31 PM

32	Timing out 1 min before paying. Love having EV parking	4/8/2026 10:52 AM
33	Would rather pay when I'm done. Don't know how long we will be	4/8/2026 9:45 AM
34	Great! Happy with everything	4/8/2026 8:40 AM
35	Nothing. it was very clear and convenient	4/8/2026 8:37 AM
36	Only paying for the time you stay	4/7/2026 2:39 PM
37	You don't have to pay anywhere else	4/7/2026 2:33 PM
38	Covers on parking meters as it was very glary in the sun	4/7/2026 1:13 PM
39	Campervan plus a trailer is very problematic	4/7/2026 1:03 PM
40	Happy to pay	4/7/2026 1:00 PM
41	Free parking	4/7/2026 12:57 PM
42	Everything OK	4/7/2026 12:48 PM
43	How to extend the time of stay	4/7/2026 9:34 AM
44	Not paying \$20 for the day. \$5 and hour is a lot. Where is the money going?	4/7/2026 9:31 AM
45	I guess if it was free (but \$5 and hour is reasonable)	4/7/2026 9:28 AM
46	Shade over machines	4/7/2026 8:43 AM
47	If you extend free time to one hour, maybe we would have stayed for lunch	4/7/2026 8:40 AM
48	Free parking	4/7/2026 8:18 AM
49	Get rid of it	4/7/2026 8:16 AM
50	Blow up the parking meters. I usually bring friends/family but no longer due to parking fees. Should be free for citizens of NZ.	4/7/2026 8:06 AM
51	Better signage around the payment location.	4/7/2026 8:05 AM
52	Very easy to [?] and happy to pay costs to help facility available.	4/2/2026 4:24 PM
53	Free parking for everybody.	4/2/2026 4:09 PM
54	Ruins the vibe but you understand the purpose.	4/2/2026 4:06 PM
55	Sholdn't have to pay.	4/2/2026 4:02 PM
56	1x paid parking/1x unpaid parking on offer. No other option in Punakaiki.	4/2/2026 4:00 PM
57	Make the payment machine more obvious.	4/2/2026 3:45 PM
58	More wekas please.	4/2/2026 3:39 PM
59	Sharks with lasers.	4/2/2026 3:19 PM
60	Toilet availability @ the carpark.	4/2/2026 3:16 PM
61	Pay for e.g. 1/2 hr.	4/2/2026 3:09 PM
62	West Coasters shouldn't have to pay	4/2/2026 2:41 PM
63	Clearer sign for campervan parking at the entrance	4/2/2026 2:40 PM
64	Confusion around parking	4/2/2026 2:38 PM
65	Unsure if campervan is allowed in carpark.	4/2/2026 2:27 PM
66	Cheaper parking	4/2/2026 2:27 PM
67	Cheaper parking.	4/2/2026 2:22 PM
68	Better signage about parking times	4/2/2026 2:18 PM
69	Signage for caravan and RV parking	4/2/2026 2:16 PM

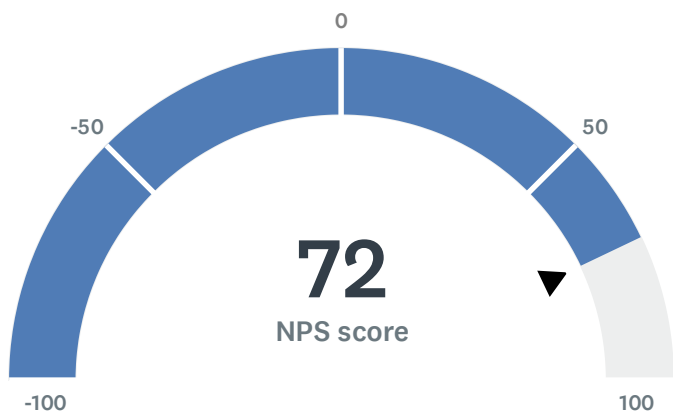
70	Bigger [batteries?] and more mtrcs for Punakaiki Northern Carpark.	4/2/2026 2:13 PM
71	Space for van.	4/2/2026 2:08 PM
72	Call this a "parks maintenance" fee. Give a guide for approx how long walk takes.	4/2/2026 2:04 PM
73	In a natural setting you shouldn't have to pay	4/2/2026 1:57 PM
74	All good	4/2/2026 1:57 PM
75	More info about how long the walk takes (aka more than the 20 free mins but less than \$5 hour.	4/2/2026 1:52 PM
76	No more paid parking	4/2/2026 1:45 PM
77	If it were free we would have stayed longer, maybe for some food	4/2/2026 1:41 PM
78	Nothing	4/2/2026 1:38 PM
79	All good	4/2/2026 12:45 PM
80	Better signage about paid parking	4/2/2026 12:41 PM
81	All good	4/2/2026 12:38 PM
82	Make it free	4/2/2026 12:36 PM
83	All good	4/2/2026 12:34 PM
84	Room for a campvan. Great and reasonable	4/2/2026 12:22 PM
85	A rubbish bin	4/2/2026 12:20 PM
86	Remove the paid parking	4/2/2026 12:18 PM
87	All good	4/2/2026 12:16 PM
88	Everything was great. All the facilities you need. Price was fair	4/2/2026 12:13 PM
89	Nothing, it's great	4/2/2026 12:10 PM
90	Not paying	4/2/2026 12:09 PM
91	Rubbish bins would be great	4/2/2026 12:07 PM
92	Not paying	4/2/2026 12:05 PM
93	Maybe offering a half hour option	4/2/2026 11:56 AM
94	Make the carpark bigger	4/2/2026 9:13 AM
95	No	4/2/2026 8:45 AM
96	Don't use the carpark	4/2/2026 8:43 AM
97	Better signage	4/2/2026 8:40 AM
98	Less price.	3/31/2026 11:53 AM
99	Remove pay parking	3/27/2026 4:09 PM
100	Toilets closer to parking	3/27/2026 4:01 PM
101	Pay for parking after return so you don't over/under pay.	3/27/2026 3:20 PM
102	Free	3/27/2026 3:15 PM
103	For it to be free for local seniors.	3/27/2026 3:12 PM
104	Cheaper.	3/27/2026 2:52 PM
105	Cost sign. Location of pay machine more visible.	3/27/2026 2:49 PM
106	To be able to pay for only 30 minutes.	3/27/2026 2:47 PM
107	We never paid for a DOC carpark before, so it would be nice to know why we need to pay here.	3/27/2026 2:41 PM

108	Locals bringing visitors shouldn't pay. Maybe an hour free.	3/27/2026 2:15 PM
109	Clear messaging. Warn them about fees.	3/27/2026 2:08 PM
110	No rain	3/27/2026 12:31 PM
111	All Good	3/27/2026 11:52 AM
112	all good	3/27/2026 11:48 AM
113	nothing	3/27/2026 11:43 AM
114	Translated signs for the non English speakers	3/27/2026 11:36 AM
115	Better signage around where your money goes	3/27/2026 11:23 AM
116	Better signage about where Campervans should park	3/27/2026 11:18 AM
117	All Good	3/27/2026 11:11 AM
118	All Good	3/27/2026 11:05 AM



How likely is it that you would recommend this site to a friend or colleague?

Answered: 191 Skipped: 10



Answer Choices	Percentage	Responses
Detractors	5.2%	10
Passives	17.8%	34
Promoters	77.0%	147
Total		191

The Net Promoter Score (NPS) system gives a percentage, based on the classification that respondents fall into, calculated as follows:

$$(Number\ of\ Promoters - Number\ of\ Detractors) / (Number\ of\ Respondents) \times 100$$

NPS can range from -100 (all ‘Detractors’) to 100 (all ‘Promoters’). Any positive number score means that the percentage of customers who are Promoters outweighs the percentage of customers who are Detractors. Any positive score can be regarded as that site achieving at least partial success.

NPS system is claimed to go beyond testing how ‘satisfied’ a customer is with a product or supplier; it is designed to test if someone likes a product or brand enough that they would recommend it to others with whom they have a valued relationship. In other words, the customer is not merely ‘satisfied’ with the product, they become advocates who effectively promote the product or brand.

Although there are pros and cons to NPS, numerous research studies have shown that the NPS metric also correlates with business growth. Furthermore, it allows an organisation to benchmark its results against others in the sector.

Paid Parking Visitor Survey: Punakaiki



Department of
Conservation
Te Papa Atawhai

(Office use only) DATE: __/__/__ TIME (24hr) __:__ SURVEYOR (Initials): __ FORM #: __

Q1. A. How many PEOPLE are in your party/group (including you)? __ # of people

B. What best describes the nature of your party/group?

- ☐ Solo/Alone ☐ Family/Couple ☐ Friends ☐ Recreational Club
☐ Commercial Guided ☐ Other (specify) _____

C. Please indicate age/gender/nationality/country of residence of group members (1st 5 persons only)

Respondent	Gender (M/F/Another Gender)	Age	Nationality	Normal Country of Residence
1				
2				
3				
4				
5				

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

Q2. A. Did you travel from HOME to this site TODAY? ☐ Yes ☐ No

B. How did you TRAVEL to this site today? (tick all that apply)

- ☐ Car ☐ Motorbike ☐ Campervan/RV ☐ Bicycle
☐ Commercial shuttle/bus ☐ Walked ☐ Other (specify) _____

Q3. A. Is this your FIRST visit to this site? ☐ Yes ☐ No

B. (If 'No') When was your LAST visit to this site?

- ☐ 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 this site? __ # of visits

Q4. What have you done at this site today?

- ☐ Pancake Rocks Track ☐ Te Korowai o Punangairi/ Lookout Track ☐ Paparoa Experience
☐ Visitor Centre ☐ Used Toilets/Facilities ☐ Purchase Food/Drink ☐ Other (specify) _____

Q5. In TOTAL, how long will you spend at this site 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

Q6. A. Did you park in the carpark today? ☐ Yes ☐ No

B. (If 'Yes') How LONG did you pay for parking today? (circle number of hours)

- Free/20 minutes 1 hour 2 hours 3 hours 4 hours/whole day
2 or more days Permit/exemption I didn't pay

Q7. If you know your vehicles license plate number, please provide it here: _____

Q8. A. Do you have a parking permit? ☐ Yes ☐ No

B. (If 'Yes') What type of permit do you have?

- ☐ Local (\$10/year) ☐ General (\$60/year) ☐ Concession parking exemption ☐ Volunteer exemption
☐ Contractor exemption ☐ Other (specify) _____

Continues over page →

Q9. A. How SATISFIED were you with the following DOC FACILITIES and SERVICES? (circle rating)

(0= Not at all satisfied 4= Extremely satisfied X=No opinion/Did NOT use)

Car parks	0	1	2	3	4	X
Process of paying for parking	0	1	2	3	4	X
Queues while paying for parking	0	1	2	3	4	X
Condition of walking tracks/paths	0	1	2	3	4	X
Condition/cleanliness of toilets	0	1	2	3	4	X
Number of/distance between 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: _____

Q11. I can top-up/extend my parking payment if I need to:

☐ Yes ☐ No ☐ I don't know

Q10. You can buy a day ticket to park all day at the site. If you drove away and came back later that day, do you think your day parking ticket would still apply?

☐ Yes ☐ No ☐ I don't know

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

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

I could do everything I wanted in the time I paid to park at this site today	0	1	2	3	4	X
I am confident I know how to extend my parking payment	0	1	2	3	4	X

Q13. A. Did any of the following affect how long you stayed at this site today? (tick rating)

Stayed for less time Neither Stayed for more time

Queues at the parking ticket station	☐	☐	☐
The price of parking	☐	☐	☐
Queues at facilities	☐	☐	☐
The weather	☐	☐	☐
Travel schedule	☐	☐	☐
Other (specify & rate) _____	☐	☐	☐

B. If you answered that parking affected how long you stayed, what was it that affected your stay? (tick all that apply)

- ☐ I wanted to finish within the free time period ☐ I didn't want to pay for the extra time
☐ Unsure how much time I had left on my paid parking ☐ I wasn't sure how to extend/top up
☐ Paying again would have taken too long ☐ It didn't feel like value for money for the time I needed
☐ I didn't want to pay for a full extra hour because it's more than I need
☐ Other _____

Q14. What one thing would most improve your parking experience today?

Q15. How LIKELY is it that you would RECOMMEND Punakaiki 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! ☺

Appendix B – Franz Josef Monitoring and Evaluation Report 2025/26

Proactively released by the Department of Conservation

Paid Parking Pilot



Monitoring and Evaluation Report: Franz Josef Glacier, 2025/26

Monitoring Design and Services Team



Department of
Conservation
Te Papa Atawhai

New Zealand Government

Proactively released by the Department of Conservation

Cover: Franz Josef Glacier car park. *Photo:* DOC

DOC -10896569

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In the interest of forest conservation, we support paperless electronic publishing.

Context

A monitoring and evaluation programme was undertaken during the summer of 2025/26 with the objectives of measuring DOC's paid parking pilot's intervention logic; specifically, with respect to two 'Strategic Outcomes' and two 'Intermediate Outcomes'.

Strategic Outcomes:

1. DOC is a great organization to work for and with;
2. Connection with nature and cultural heritage enriches people's lives.

Intermediate Outcomes:

1. DOC is financially sustainable and known to be effective;
2. Visitors enjoy a sustainable number of experiences.

This report presents measures related to the following indicators from the 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
- 3.2.3 - Financial performance of destinations, experiences, facilities and services

Methodology and sample

Paid parking visitor surveying was undertaken at the following locations in March 2026:

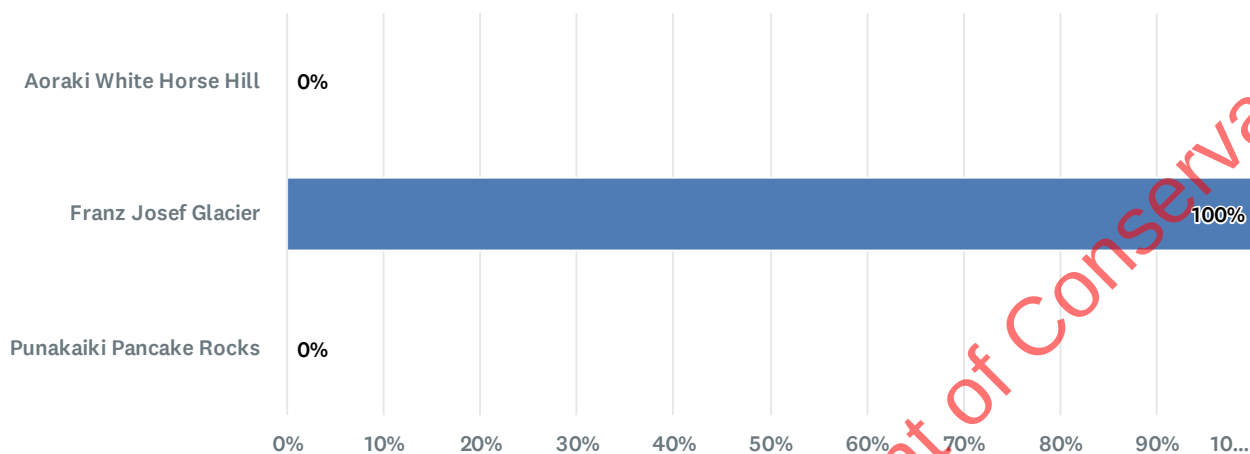
- Aoraki, White Horse Hill
- Franz Josef Glacier
- Punakaiki, Pancake Rocks

Surveying was done at each site until 200 questionnaires were completed, yielding a minimum sample of 600 responses across all sites. A probability (random) sampling technique was employed using the 'next available respondent' sampling approach. The target population was all visitors to the paid parking pilot sites. The sample frame included all visitor aged 18 years or over present at the sites while in-situ monitoring was in progress.

At Franz Josef Glacier survey respondents completed a total of 205 questionnaires. Demographic data were gathered for each respondent, plus up to four other members of the respondent's group yielding a total demographic sample of 432 visitors.

Q1 Survey Location

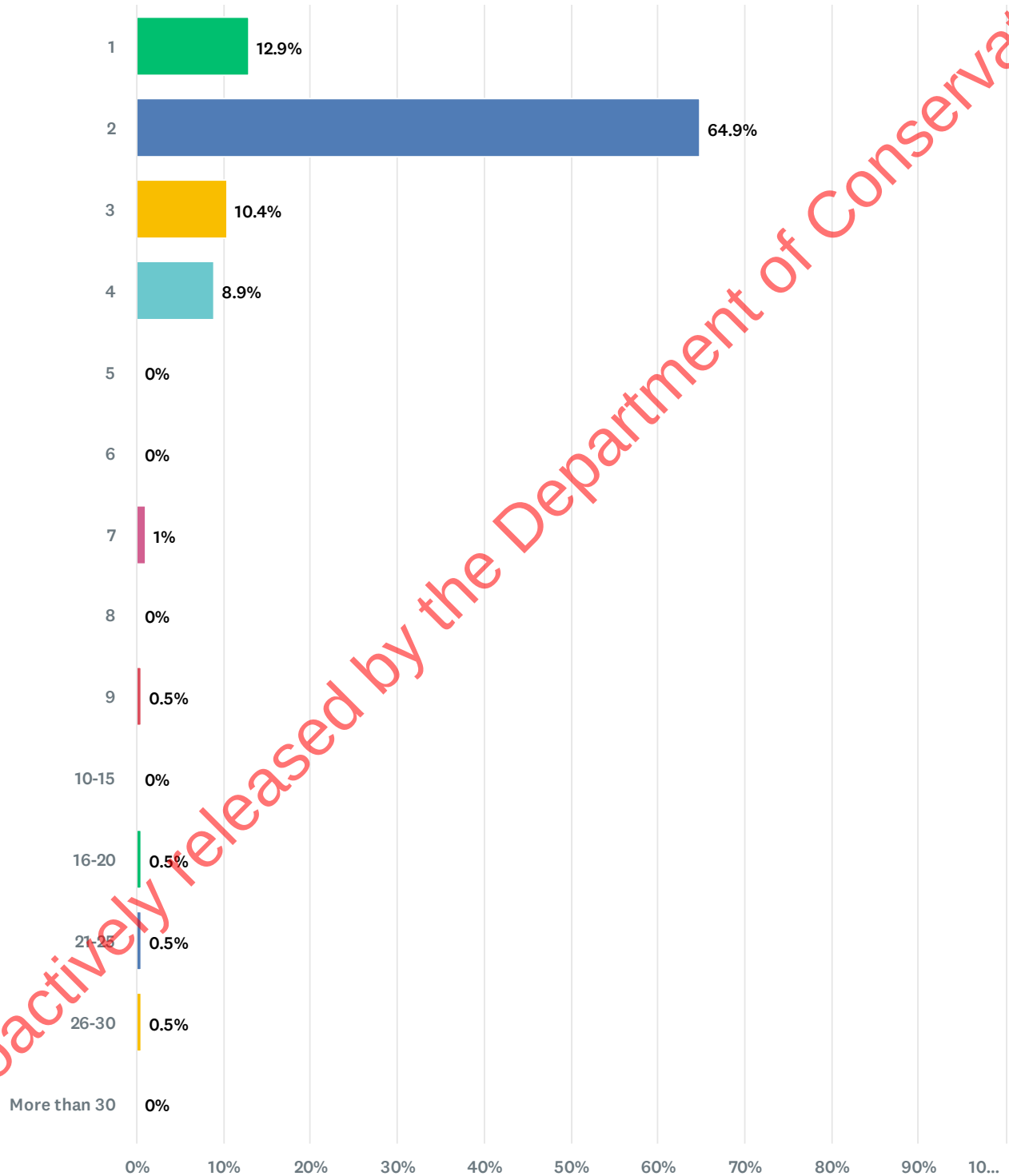
Answered: 205 Skipped: 0



Answer Choices	Percentage	Responses
● Aoraki White Horse Hill	0%	0
● Franz Josef Glacier	100.0%	205
● Punakaiki Pancake Rocks	0%	0
Total		205

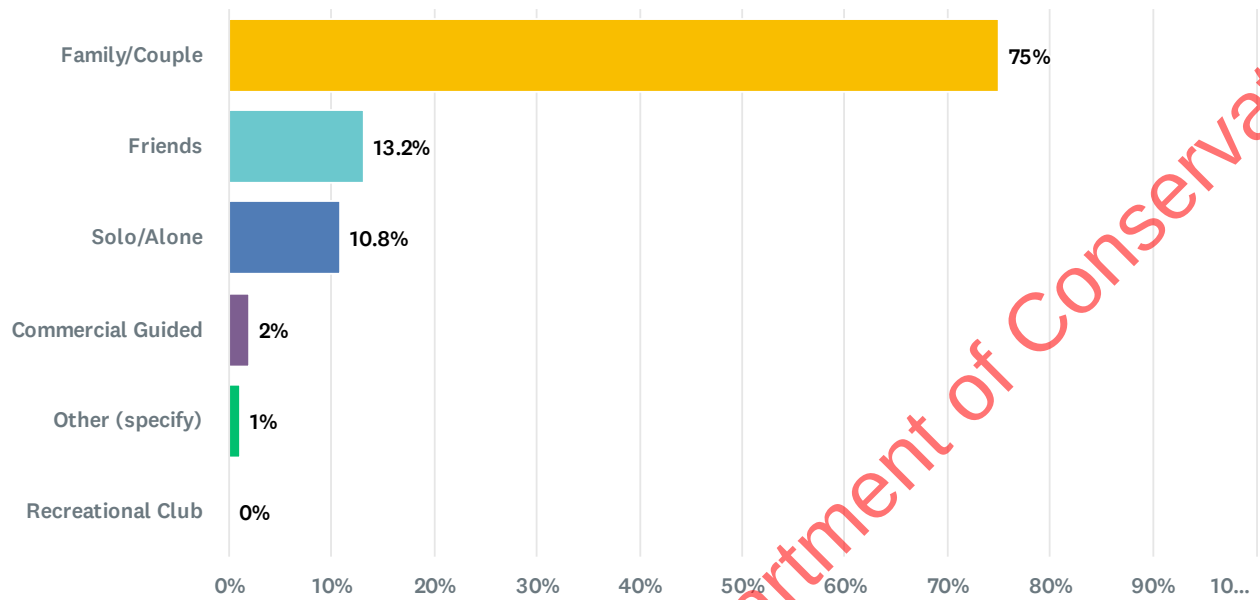
Q1. A. How many PEOPLE are in your party/group (including respondent/s)?

Answered: 202 Skipped: 3



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

Answered: 204 Skipped: 1



#	OTHER (SPECIFY)	DATE
1	Coach driver	3/27/2026 1:17 PM
2	Ranger	3/27/2026 10:01 AM

Q1. C. Please indicate the sex/age/nationality/country of residence of group members (1st 5 persons only).

Answered: 204 Skipped: 1 Total group members: 432

Sex (M/F)		
	%	TOTAL
M	50.7 %	219
F	49.1 %	212
GD	0.2 %	1
TOTAL	100.0 %	432

Age		
	%	TOTAL
under 15	3.2 %	14
15-19	3.0 %	13
20-29	22.0 %	95
30-39	15.5 %	67
40-49	7.4 %	32
50-59	13.0 %	56
60+	35.9 %	155
TOTAL	100.0 %	432

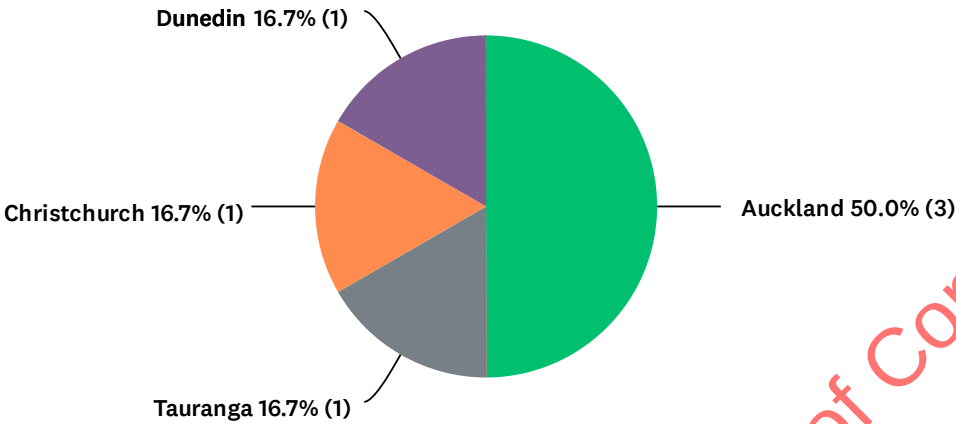
Nationality	%	TOTAL
Australia	20.6%	88
United Kingdom	15.9 %	68
USA	14.7 %	63
Germany	9.8 %	42
Netherlands	5.8 %	25
New Zealand	5.6 %	24
France	4.7 %	20
Canada	4.4 %	19
Italy	2.3 %	10
Spain	1.9 %	8
Other	14.3 %	61
TOTAL	100.0%	428

Country of Residence	%	TOTAL
Australia	22.1 %	94
United Kingdom	15.5 %	66
USA	15.5 %	66
Germany	9.6 %	41
New Zealand	7.1 %	30
Netherlands	5.6 %	24
Canada	4.2 %	18
France	4.0 %	17
Italy	2.1 %	9
Singapore	2.1 %	9
Other	12.0 %	51
TOTAL	100.0 %	425

Q1. D. (If normally residing in New Zealand) Where do you
LIVE/RESIDE? (Specify city/town/rural area)

Answered: 8 Skipped: 197

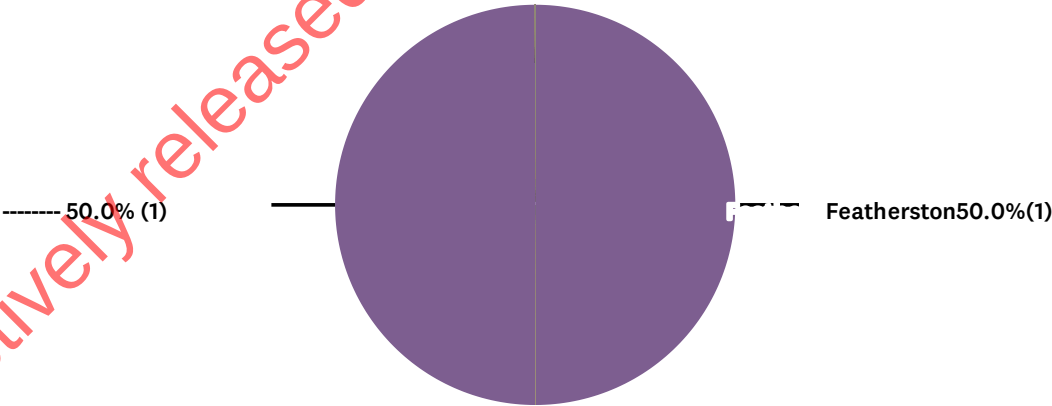
Major Urban Centres



Secondary Urban Centres



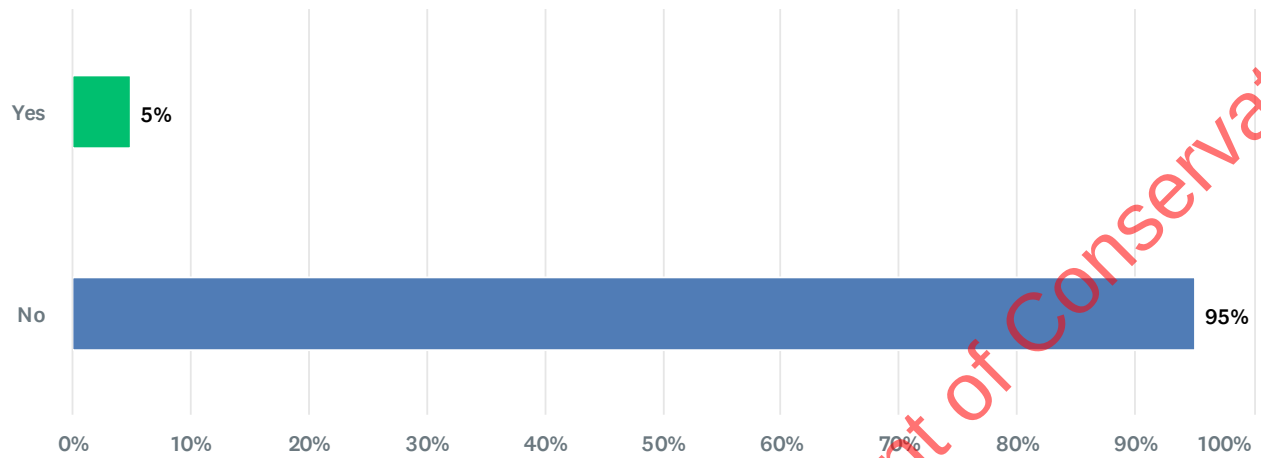
Minor Urban Centres



#	OTHER (SPECIFY)	DATE
1	Whataroa, South Westland	3/27/2026 11:11 AM
2	Karaka	3/27/2026 10:49 AM
3	Franz Josef	3/27/2026 10:01 AM
4	HA	3/27/2026 9:44 AM
5	Franz Josef	3/26/2026 2:41 PM

Q2. A. Did you travel from HOME to this site TODAY?

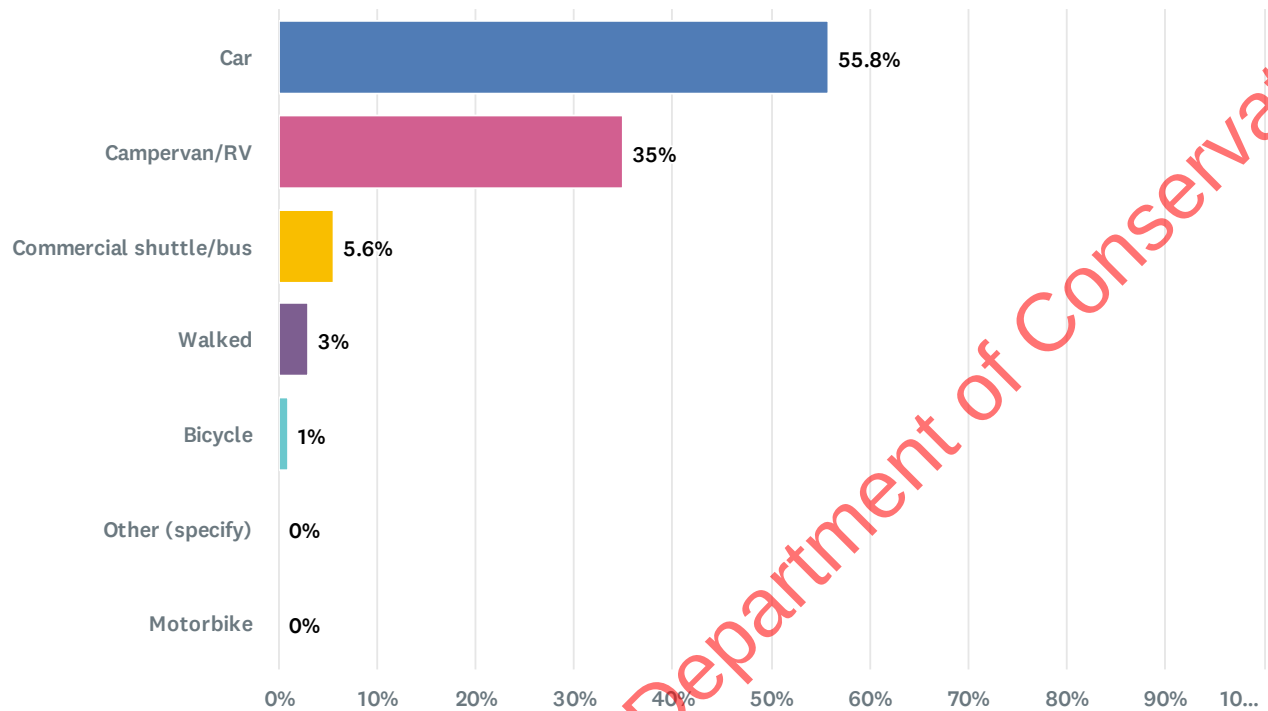
Answered: 199 Skipped: 6



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Q2. B. How did you TRAVEL to this site today? (tick all that apply)

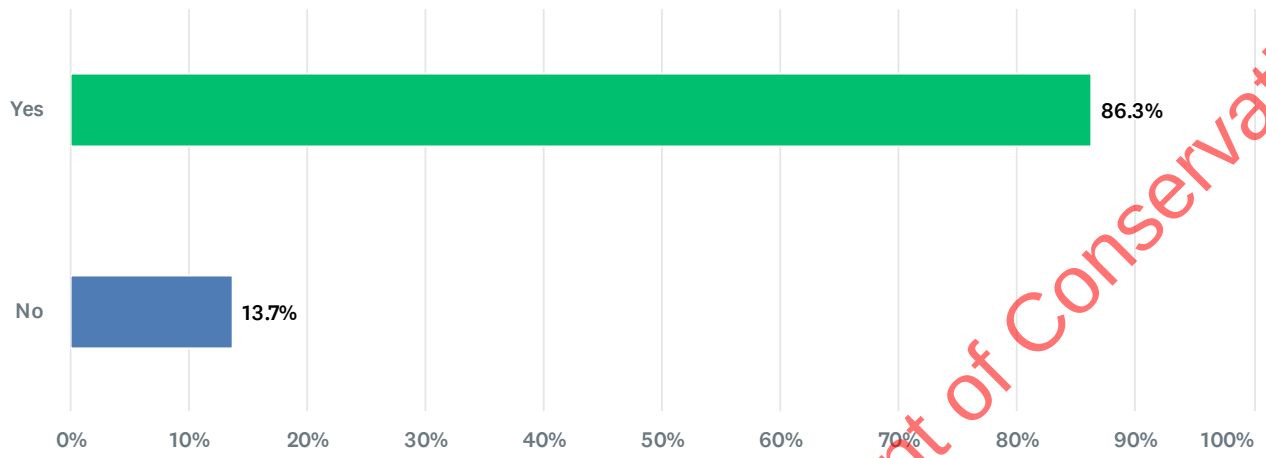
Answered: 197 Skipped: 8



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Q3. A. Is this your FIRST visit to this site?

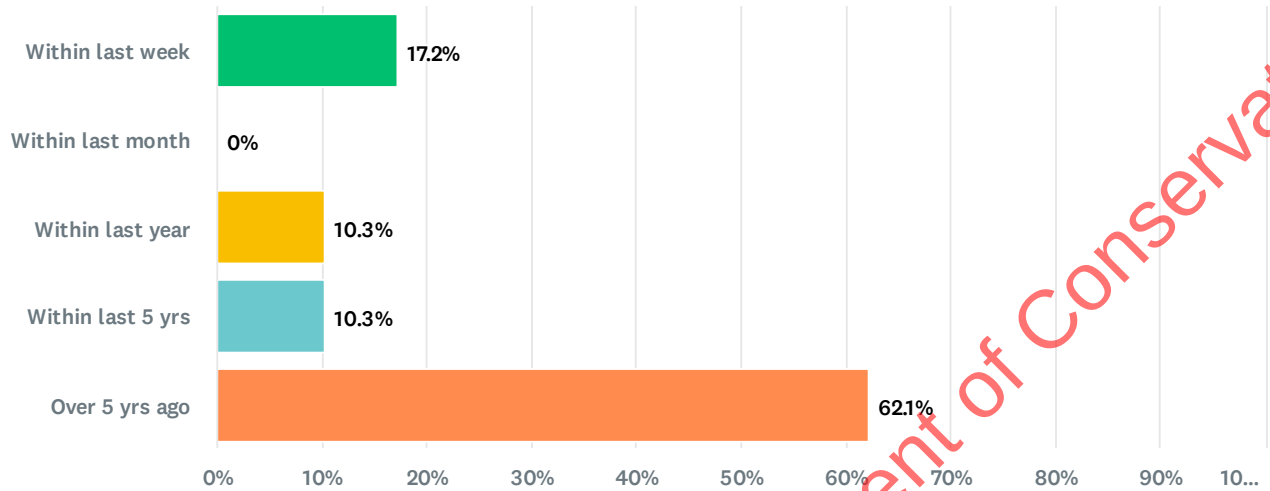
Answered: 205 Skipped: 0



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Q3. B. (If 'No') When was your LAST visit to this site?

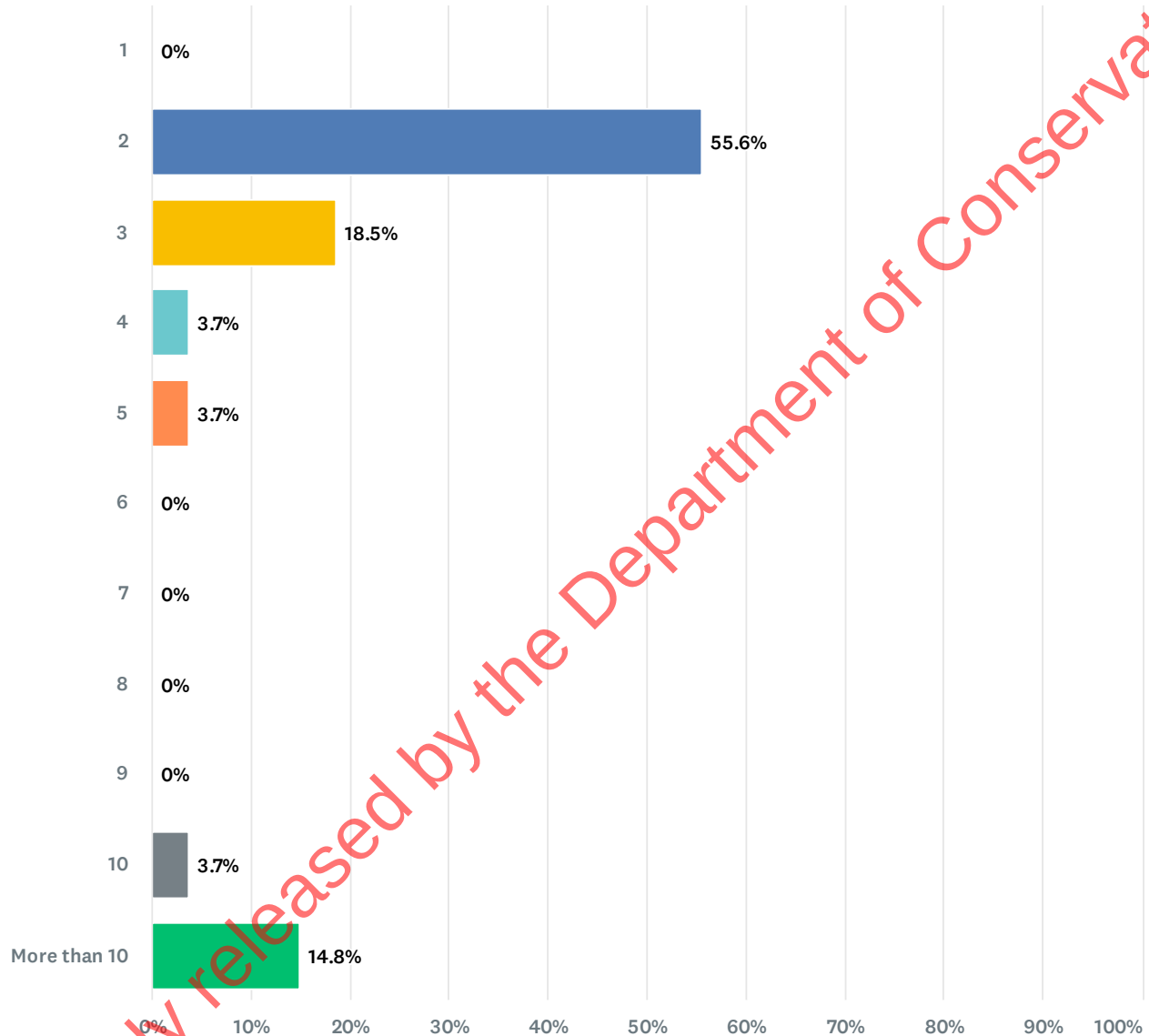
Answered: 29 Skipped: 176



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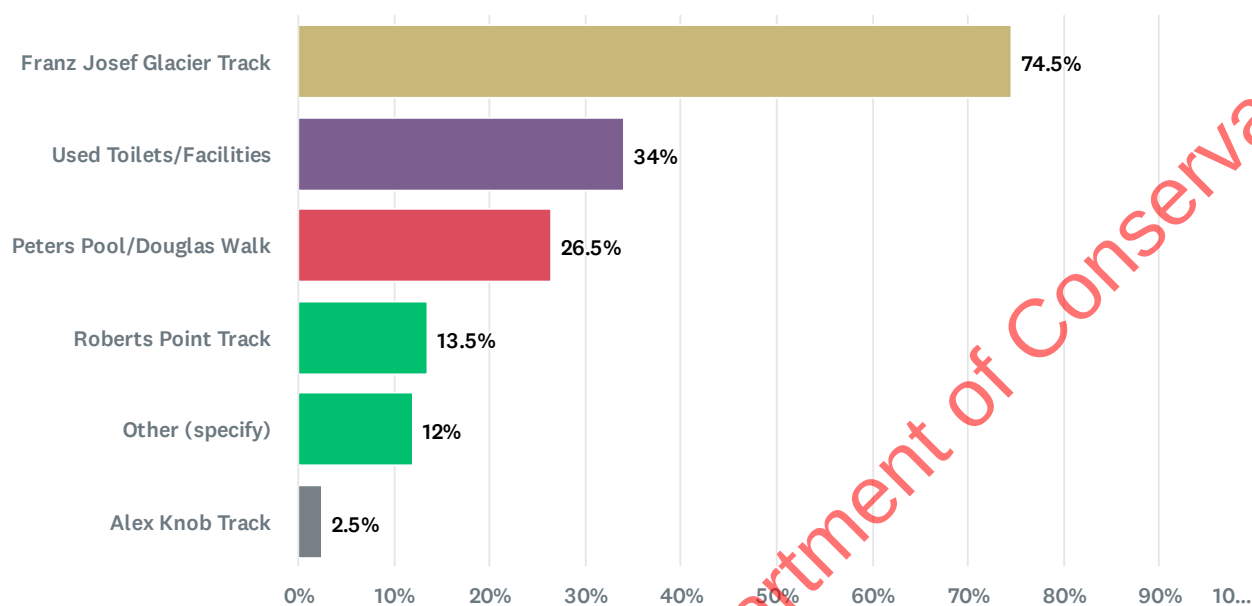
Q3. C. (If 'No') How many visits in TOTAL have you made to this site?

Answered: 27 Skipped: 178



Q4. What have you done at this site today?

Answered: 200 Skipped: 5



#	OTHER (SPECIFY)	DATE
1	Glacier view walk	4/9/2026 3:33 PM
2	Helicopter flight	4/9/2026 3:26 PM
3	Sentinel Rock	3/30/2026 11:36 AM
4	Hut	3/30/2026 11:34 AM
5	no comment	3/27/2026 1:17 PM
6	Sentinel Rock Walk	3/27/2026 11:57 AM
7	Sentinel Rocks	3/27/2026 11:48 AM
8	Sentinel Rock	3/27/2026 11:40 AM
9	Valley Lookout 20 min	3/27/2026 11:32 AM
10	Bridge	3/27/2026 10:55 AM
11	Sentinel Rock Walk	3/27/2026 10:49 AM
12	Nothing	3/27/2026 9:55 AM
13	eat lunch on a bench	3/27/2026 9:44 AM
14	Sentinel rock	3/27/2026 9:44 AM
15	Viewing point	3/27/2026 9:40 AM
16	[illegible]	3/27/2026 9:06 AM
17	Lake wombat	3/27/2026 9:02 AM
18	Glacier view	3/27/2026 8:39 AM

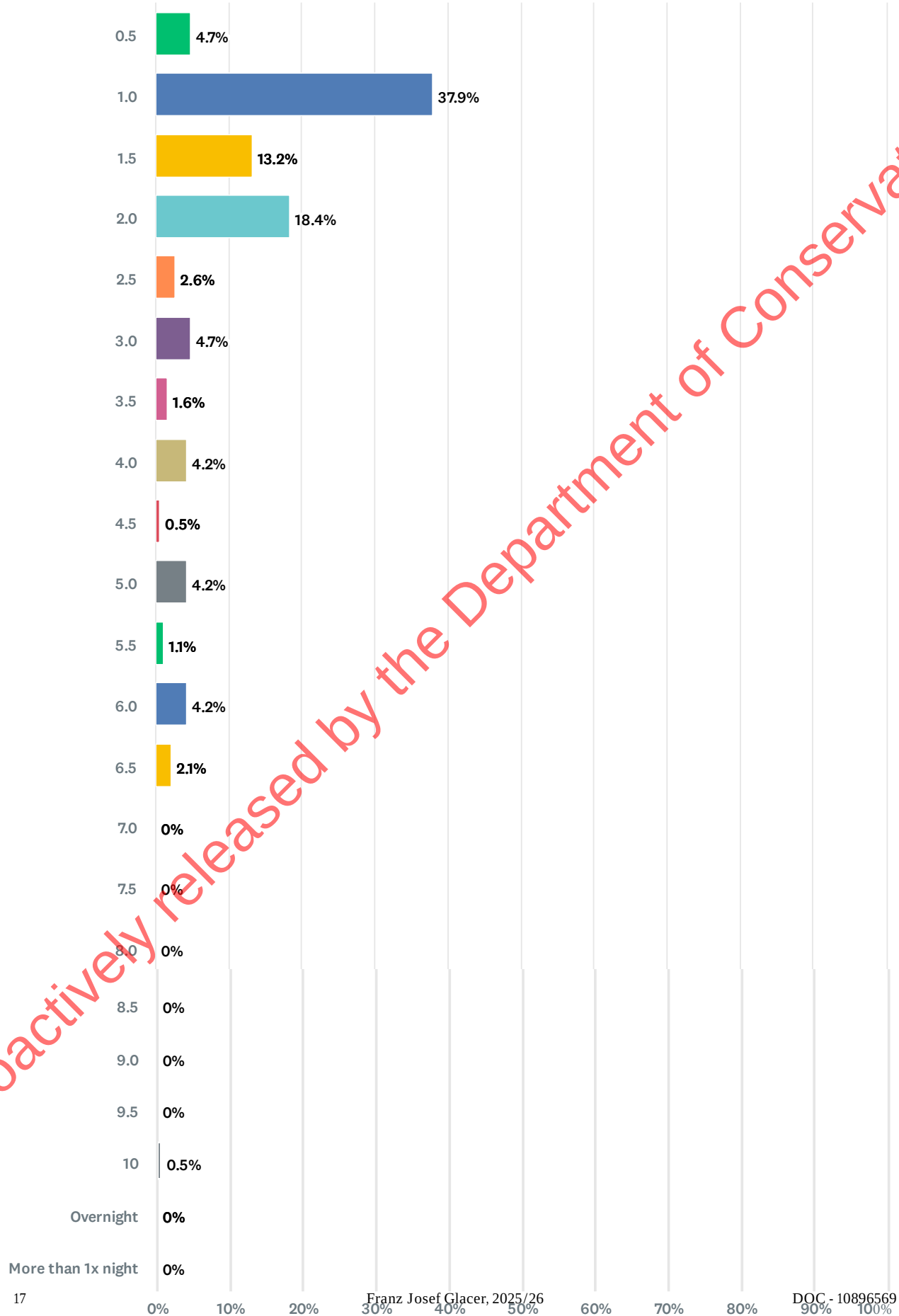
Paid Parking: Intercept Survey 2025/26

19	Sentinel	3/27/2026 8:36 AM
20	Sentinel	3/26/2026 4:15 PM
21	Sentinel Rock	3/26/2026 4:12 PM
22	Sentinel	3/26/2026 4:06 PM
23	Franz Josef Helicopter flight	3/26/2026 2:39 PM
24	Nothing yet	3/26/2026 1:59 PM

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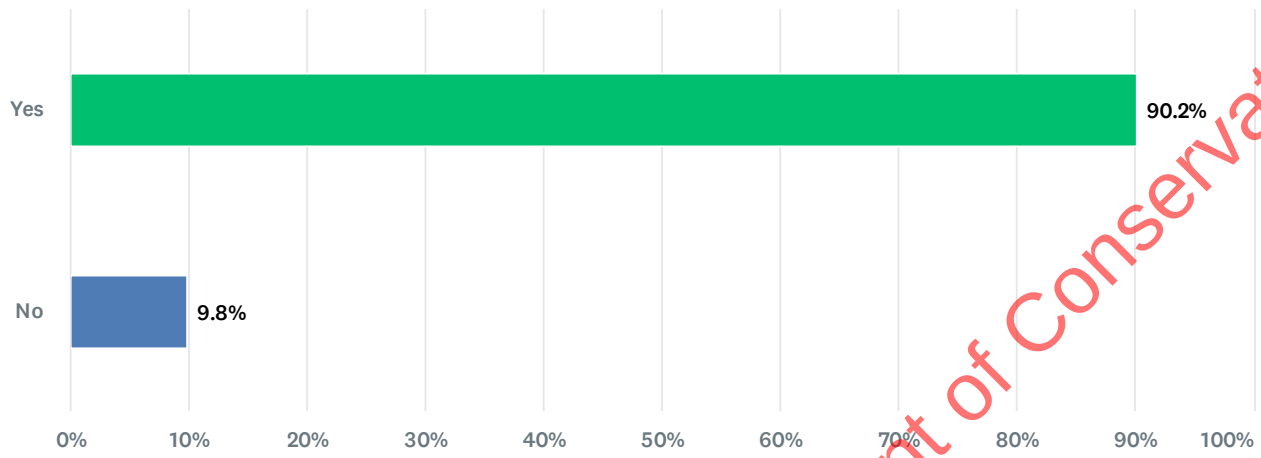
Q5. In TOTAL, how long will you spend at this site today?

Answered: 190 Skipped: 15



Q6. A. Did you park in the carpark today?

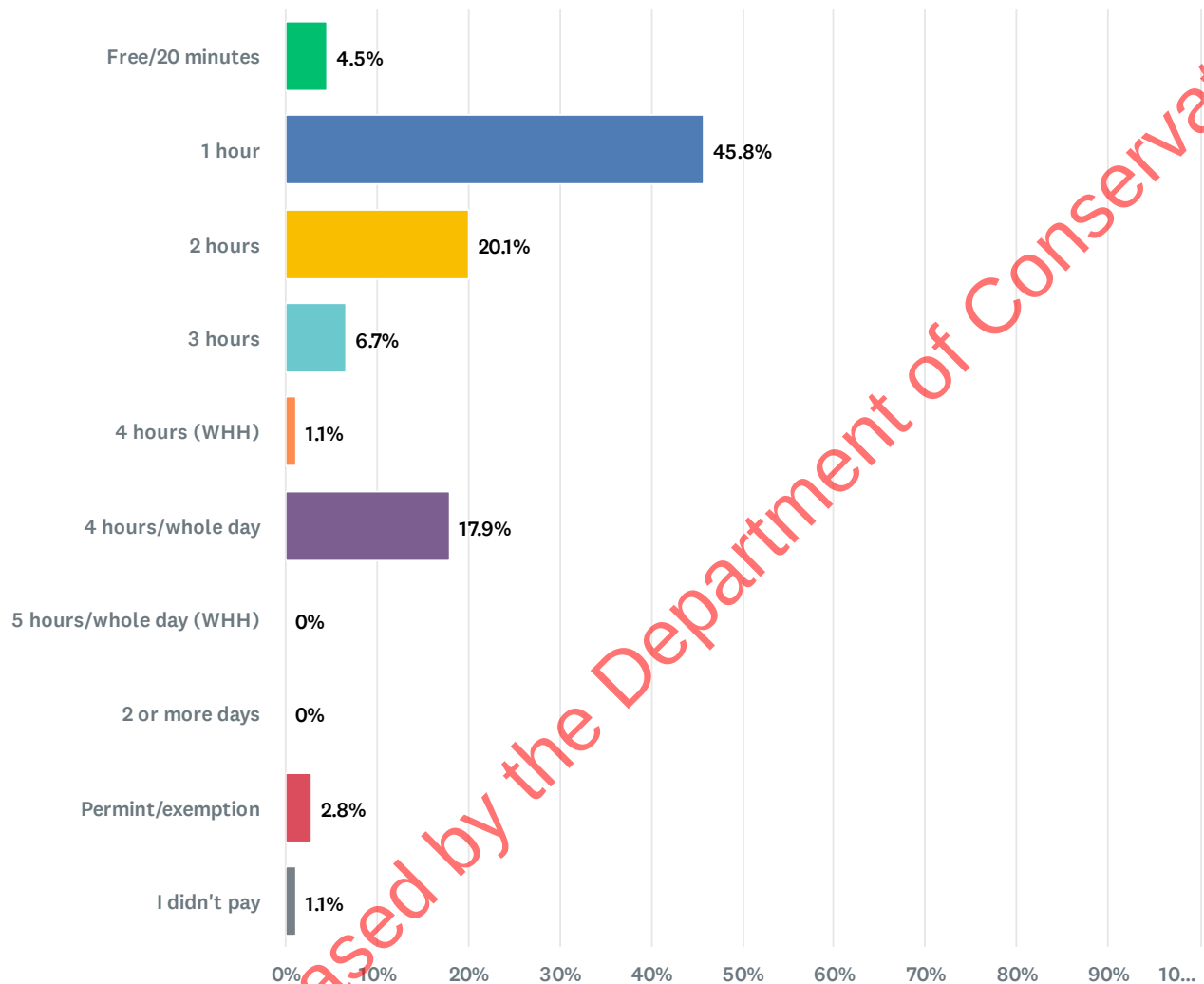
Answered: 205 Skipped: 0



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Q6. B. (If 'Yes') How LONG did you pay for parking today?

Answered: 179 Skipped: 26



Q7. If you know your vehicles license plate number, please provide it here:

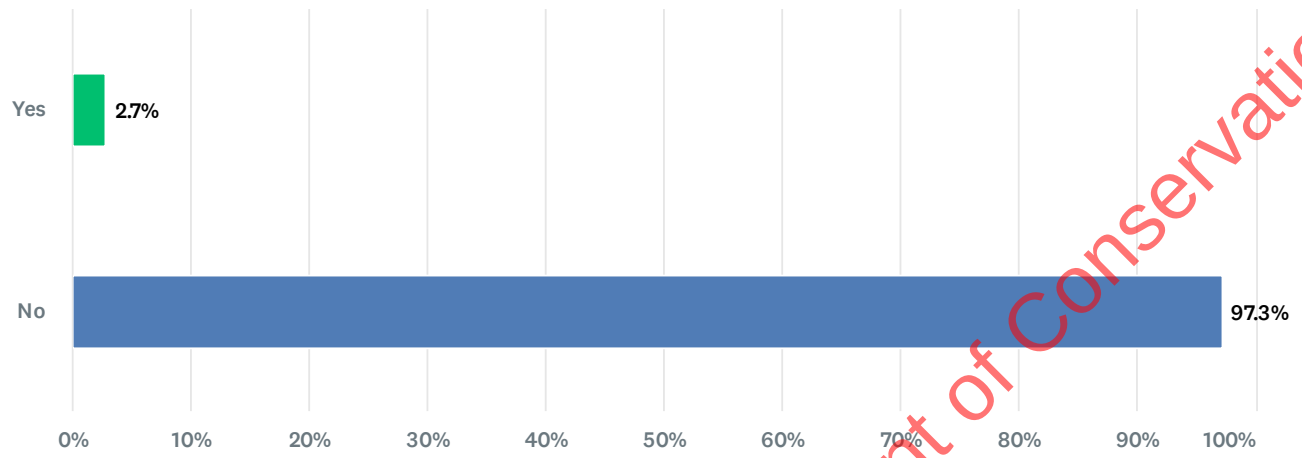
Answered: 107 Skipped: 98

Responses to this question have been removed for privacy reasons.

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Q8. A. Do you have a parking permit?

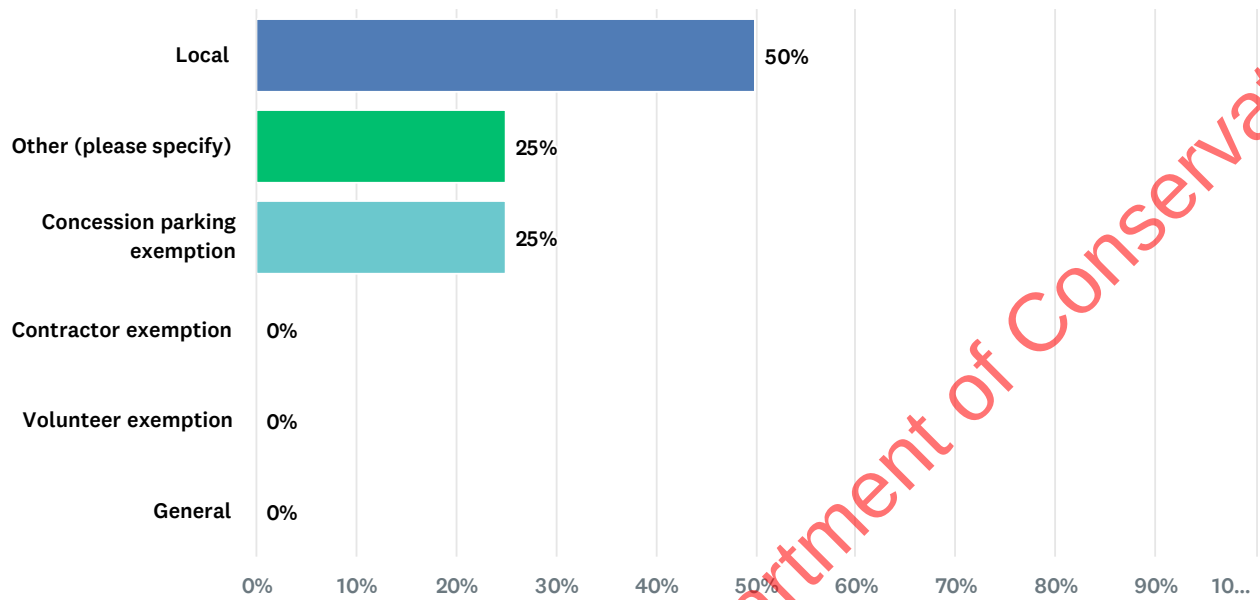
Answered: 188 Skipped: 17



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Q8. B. (If 'Yes') What type of permit do you have?

Answered: 4 Skipped: 201



#	OTHER (PLEASE SPECIFY)	DATE
1	DOC	3/27/2026 10:01 AM

Q9. A. How SATISFIED were you with the following DOC FACILITIES and SERVICES?

Answered: 191 Skipped: 14

Responses were on a scale of 0 to 4, where 0 = Not at all satisfied, 1= Slightly satisfied, 2 = Moderately satisfied, 3 = Very satisfied and 4 =Extremely satisfied. 'No Opinion/NA' were not included in calculating the weighed average.



	0	1	2	3	4	No opinion/ Did NOT use	Total	Weighted Average
Car parks	0.6%	1.1%	1.1%	15.0%	73.9%	8.3%	180	3.8
Process of paying for parking	1.6%	2.2%	3.8%	13.6%	69.0%	9.8%	184	3.6
Queues while paying for parking	0.5%	0%	1.6%	13.6%	74.5%	9.8%	184	3.8
Condition of walking tracks/paths	0%	0%	1.1%	7.7%	83.4%	7.7%	181	3.9
Condition/cleanliness of toilets	0%	0.6%	5.6%	19.6%	38.0%	36.3%	179	3.5
Number of/distance between toilets	0%	0.6%	0.6%	15.5%	45.3%	38.1%	181	3.7
Other (specify & rate)	6.3%	6.3%	6.3%	0%	31.3%	50.0%	16	2.9

#	'OTHER': SPECIFY	DATE
1	we have to pay the parking	3/27/2026 12:24 PM
2	you need to add soap at the toilets	3/27/2026 11:05 AM
3	Need some garbage bins	3/27/2026 9:52 AM
4	More glacial ice	3/27/2026 9:44 AM
5	Excellent, better than Fox glacier facilities.	3/27/2026 9:33 AM
6	COULDN'T GET A RECIEPT	3/27/2026 9:26 AM
7	No soap/hand gel	3/27/2026 9:20 AM
8	More signs for parking metre.	3/26/2026 4:08 PM
9	It's expensive for natural site.	3/26/2026 3:27 PM
10	To pay the carpark.	3/26/2026 2:35 PM
11	Views	3/26/2026 2:20 PM

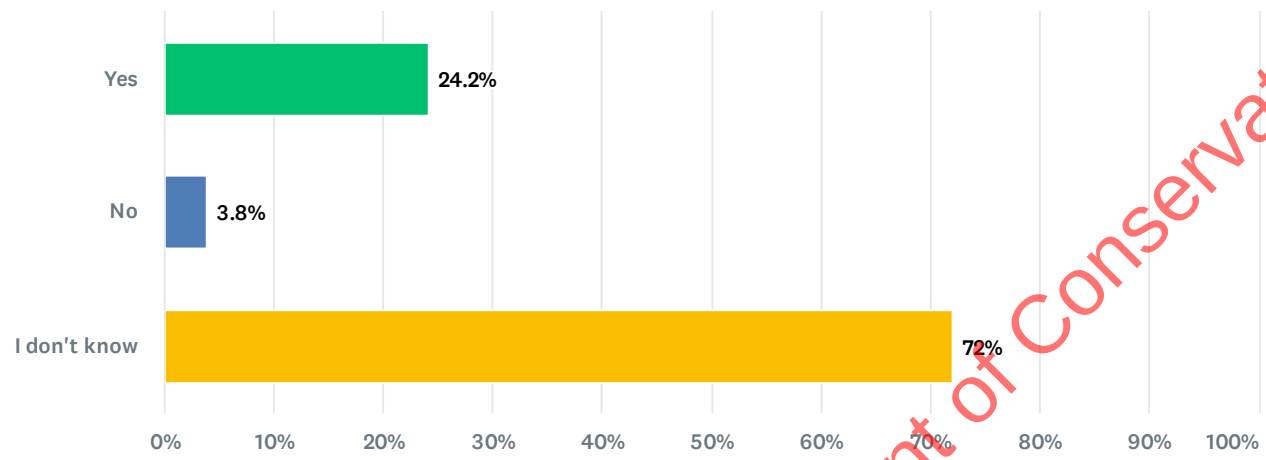
Q9.B. If you rated anything 0-2, please give details

Answered: 14 Skipped: 191

#	RESPONSES	DATE
1	Although we tried 5 times the park machine wouldn't accept our pay wave card	4/9/2026 12:44 PM
2	NOT CLEAN, FLOOR WET WITH FLUIDS	3/27/2026 1:28 PM
3	Parking process is not clear, not well signed or instructed. No idea how to extent parking time	3/27/2026 11:32 AM
4	Dirty toilet but no choice	3/27/2026 11:32 AM
5	Don't believe locals should have to pay (even a \$10 annual fee).	3/27/2026 11:11 AM
6	I would prefer to pay when leaving to know how many hours I'm going to stay.	3/27/2026 10:03 AM
7	too expensive	3/27/2026 9:46 AM
8	Payment should be done of the end.	3/27/2026 9:46 AM
9	Would be better to have a system where you pay for time spent after your hike as I wasn't sure how long I'd spend.	3/27/2026 9:40 AM
10	Didn't know until after I had paid for 3 hours that I could have brought a smaller chunk of time and topped up. That would have been helpful to know prior to going for 3 hours.	3/27/2026 9:35 AM
11	Pay after tracking	3/27/2026 9:26 AM
12	Card was declined (kiwi bank)	3/27/2026 8:30 AM
13	More signs for parking metre.	3/26/2026 4:08 PM
14	Toilet paper on floor (this morning it was clean)	3/26/2026 2:05 PM

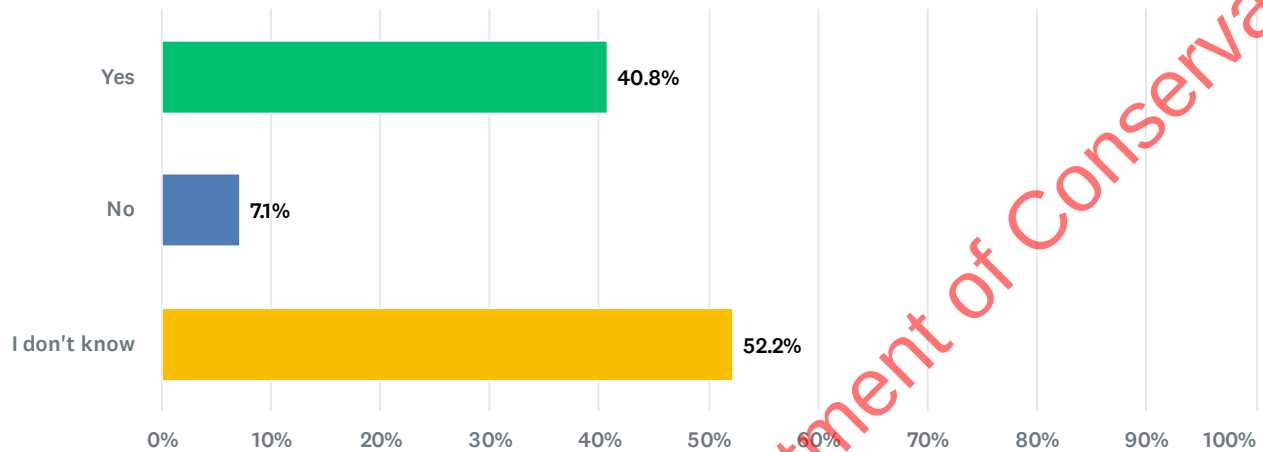
Q10. I can top-up/extend my parking payment if I need to:

Answered: 186 Skipped: 19



Q11. You can buy a day ticket to park all day at the site. If you drove away and came back later that day, do you think your day parking ticket would still apply?

Answered: 184 Skipped: 21

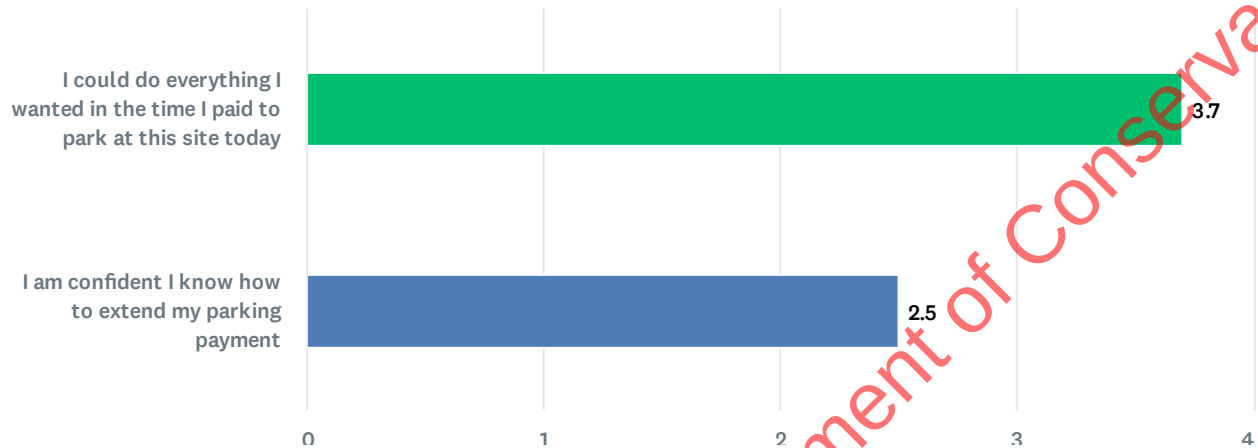


Proactively released by the Department of Conservation

Q12. How much do you AGREE with the following statements about this site?

Answered: 181 Skipped: 24

Responses were on a scale of 0 to 4, where 0 = Do not agree at all, 1 = Agree slightly, 2 = Agree moderately, 3 = Agree a lot and 4 = Agree totally. 'Does not apply to me' was not included in calculating the weighed average.

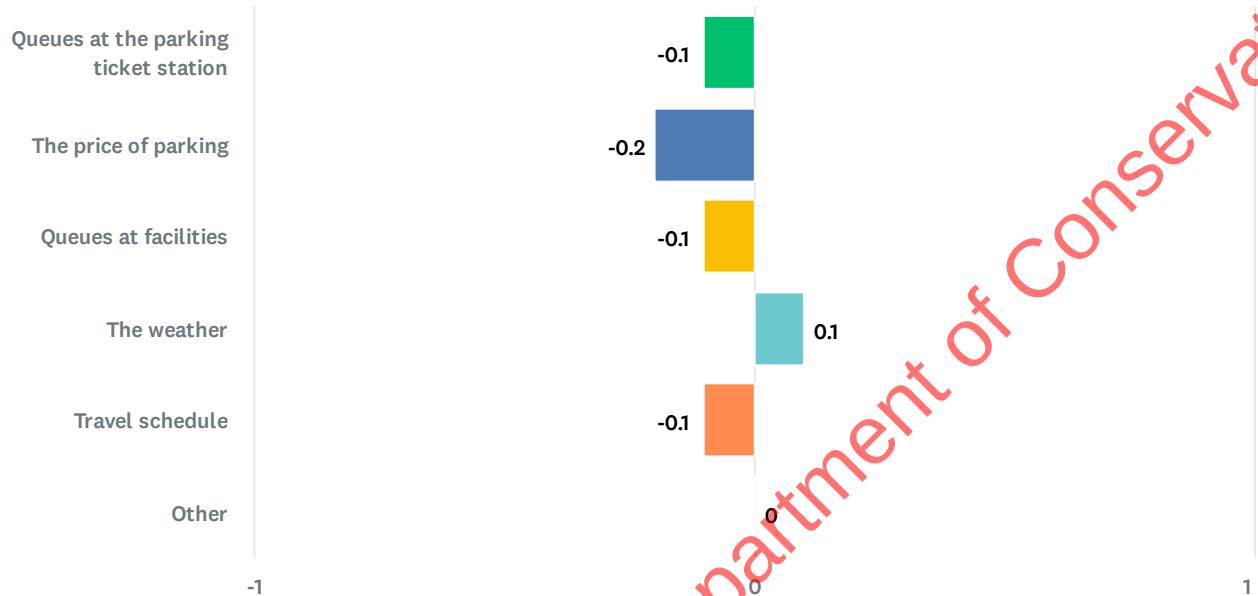


	0	1	2	3	4	No opinion	Total	Weighted Average
I could do everything I wanted in the time I paid to park at this site today	1.1% 2	0.6% 1	5.5% 10	11.0% 20	71.3% 129	10.5% 19	181	3.7
I am confident I know how to extend my parking payment	14.1% 24	5.9% 10	10.6% 18	12.4% 21	28.8% 49	28.2% 48	170	2.5
							351	3.2

Q13. A. Did any of the following affect how long you stayed at this site today?

Answered: 179 Skipped: 26

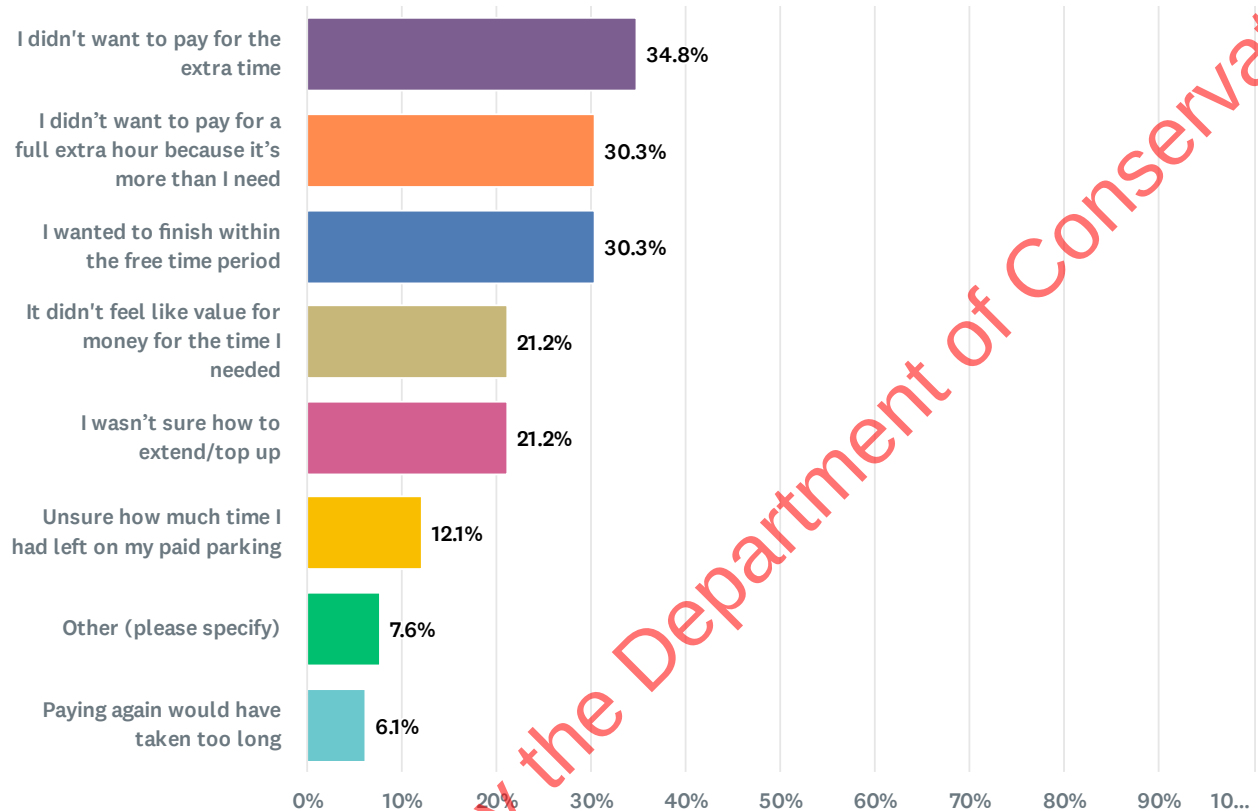
Responses were on a scale of -1 to 1, where -1 = Stayed for less time, 0 = Neither, and 1 = Stayed for more time.



	Stayed for less time	Neither	Stayed for more time	Total	Weighted Average
Queues at the parking ticket station	7.5% 13	92.0% 160	0.6% 1	174	-0.1
The price of parking	21.6% 38	73.3% 129	5.1% 9	176	-0.2
Queues at facilities	6.4% 11	92.5% 160	1.2% 2	173	-0.1
The weather	8.5% 15	75.1% 133	16.4% 29	177	0.1
Travel schedule	15.7% 27	78.5% 135	5.8% 10	172	-0.1
Other	0% 0	100.0% 5	0% 0	5	0.0
				877	-0.1

Q13. B. If you answered that parking affected how long you stayed, what was it that affected your stay?

Answered: 66 Skipped: 139



#	OTHER (PLEASE SPECIFY)	DATE
1	couldn't pay anyway!	4/9/2026 12:44 PM
2	\$5 an hour too expensive!	3/30/2026 11:36 AM
3	N/A	3/27/2026 1:17 PM
4	we took for the all day	3/27/2026 12:24 PM
5	Paid for 2 extra hours that we didn't need.	3/27/2026 9:46 AM

Q14. What one thing would most improve your parking experience today?

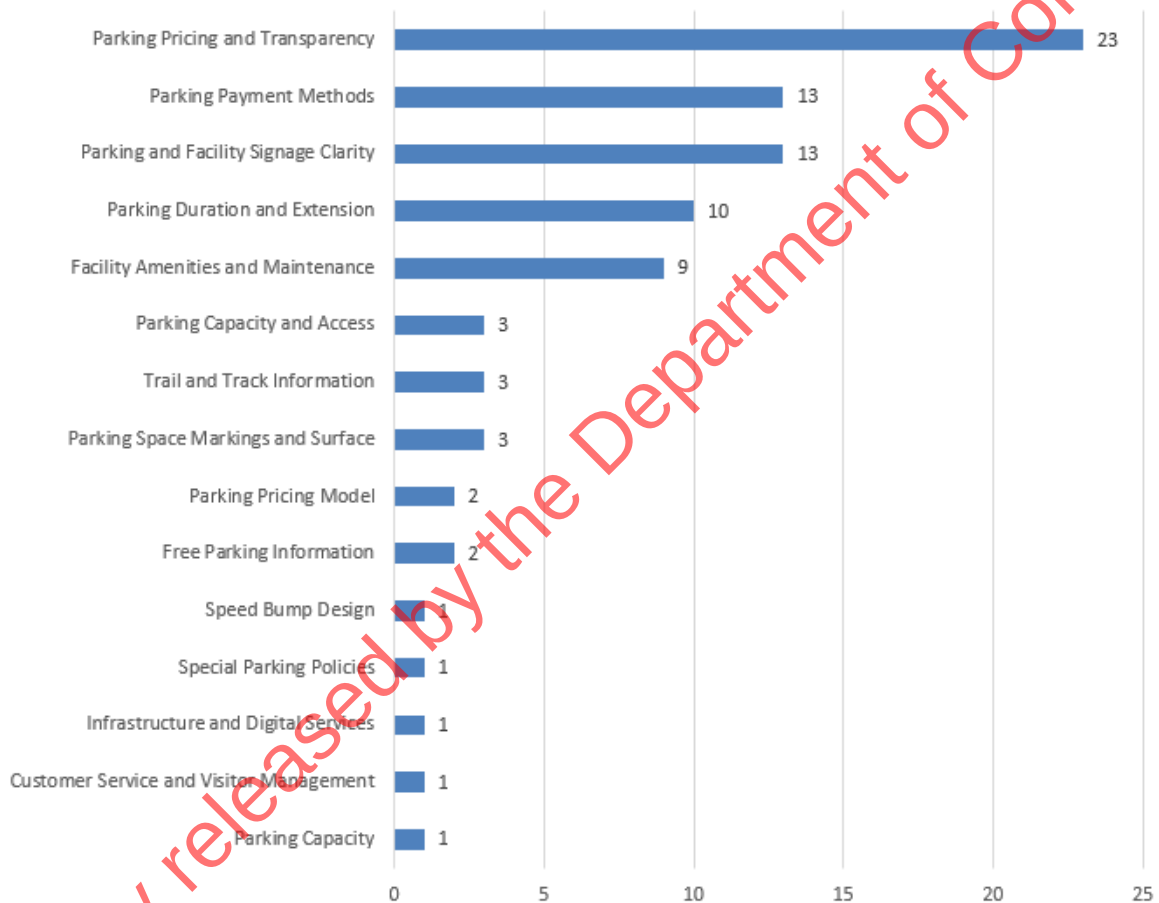
Answered: 108 Skipped: 97

#	RESPONSES	DATE
1	I did not know about parking permits, how [?] be more obvious??	4/10/2026 10:02 AM
2	Free parking	4/9/2026 3:36 PM
3	parking machine that works, otherwise a fabulous walk & great facilities	4/9/2026 12:44 PM
4	Nothing	4/9/2026 9:49 AM
5	Having information about estimated time to see the main viewpoints. One [?] is short, minimum fee should be 2 hours to ensure enough time for the 2 main tracks with no hurry.	4/9/2026 9:48 AM
6	Nothing	4/9/2026 9:48 AM
7	Get rid of sandflies.	4/9/2026 9:46 AM
8	It's OK. Glad to support DOC.	4/9/2026 9:45 AM
9	To be able to pay for 30-40 minutes of parking instead of the full hour.	4/9/2026 9:44 AM
10	Probably some ropes on the track for people with bad shoes! Only at the dangerous parts.	4/2/2026 9:19 AM
11	Fee Free time and cheaper	3/30/2026 11:36 AM
12	Making it free!	3/30/2026 11:35 AM
13	If you wanted to stay longer, a QR code at the end of track/viewpoints to extend parking. Also a QR code for donations. it no cash :)	3/30/2026 11:34 AM
14	Nothing	3/30/2026 11:31 AM
15	Parking lines	3/27/2026 1:28 PM
16	NO parking road cones	3/27/2026 1:17 PM
17	parking free	3/27/2026 12:24 PM
18	If it were free completely.	3/27/2026 12:08 PM
19	Cheaper	3/27/2026 12:01 PM
20	Reminder on entry to know the vehicle number for the machine. Saves time backtracking.	3/27/2026 11:59 AM
21	Availability	3/27/2026 11:56 AM
22	can be free	3/27/2026 11:54 AM
23	Not sure why the parking needs to be so close to the glacier. I would just provide parking at the main road and a shuttle.	3/27/2026 11:52 AM
24	Lower the prices	3/27/2026 11:51 AM
25	It was lovely. I would pay more to see this site.	3/27/2026 11:49 AM
26	Free Parking	3/27/2026 11:48 AM
27	Unknown. Pretty good experience	3/27/2026 11:42 AM
28	Happy to pay \$5 for the day as you would leave within 2 hours	3/27/2026 11:40 AM
29	Better signage, better instructions, trail map with times before parking, maybe kiosk	3/27/2026 11:32 AM
30	Nothing just be patient	3/27/2026 11:32 AM

31	Lines/allowed to pay for less than one hour increments	3/27/2026 11:27 AM
32	Espresso machine? JK :)	3/27/2026 11:24 AM
33	Fresh Water	3/27/2026 11:12 AM
34	N/A	3/27/2026 11:11 AM
35	Free parking for non-NZ. We paid a large tourist tax to enter your country.	3/27/2026 11:06 AM
36	Charge in 20 minute blocks so 20 min free plus top up of 20 min	3/27/2026 11:00 AM
37	I am stunned how the glacier has shrunk since we were here last :(	3/27/2026 10:58 AM
38	Only if it is free but a charge is to be expected.	3/27/2026 10:58 AM
39	Payment by contactless phone, parking charged in smaller increments (e.g. 20 min, 30 min blocks)	3/27/2026 10:55 AM
40	No fee for parking	3/27/2026 10:50 AM
41	Pay when leaving - makes more sense. Less confusing.	3/27/2026 10:49 AM
42	All good	3/27/2026 10:40 AM
43	The fact that the walk to the glacier is closed, I think the prices of parkig is too high.	3/27/2026 10:33 AM
44	Didn't park as staying close by in Franz Josef village	3/27/2026 10:06 AM
45	Pay at the end of the visit - calculate hours precisely.	3/27/2026 10:03 AM
46	Parking could be made available in increments of 20 mins.	3/27/2026 10:03 AM
47	Even more friendly people to talk to!	3/27/2026 10:01 AM
48	Nothing	3/27/2026 10:00 AM
49	Less expensive and/ or pay after	3/27/2026 9:59 AM
50	Rubbish bin	3/27/2026 9:56 AM
51	All the orange cones while driving up gives me the shits!	3/27/2026 9:56 AM
52	Need some garbage bins.	3/27/2026 9:52 AM
53	Half hour time slots	3/27/2026 9:51 AM
54	Make it free	3/27/2026 9:50 AM
55	Didn't see that the first 20min are free parking costs too high and donation boxes bit funny except you keep the glacier from melting.	3/27/2026 9:46 AM
56	Paying at the end of the visit.	3/27/2026 9:46 AM
57	Signage for Parking was minimal and not descriptive. I was distracted by the scenery	3/27/2026 9:44 AM
58	Nil	3/27/2026 9:44 AM
59	Why all the one way at a time gates	3/27/2026 9:42 AM
60	Better receipt process for parking fees - too fast couldn't get proof of payment.	3/27/2026 9:42 AM
61	Pay at end instead of start	3/27/2026 9:40 AM
62	Less other traffic! But that's not going to happen :)	3/27/2026 9:40 AM
63	Ideas: more toilets, drinkable water, wifi to be able to see parking ticket, less expensive for the whole day.	3/27/2026 9:37 AM
64	TO BE ABLE TO USE THE 20 FREE MINS BEFORE THE PAID PARKING TIME STARTS WITHOUT WAITING AROUND	3/27/2026 9:37 AM
65	See notes at 9B.	3/27/2026 9:35 AM
66	N/A	3/27/2026 9:35 AM

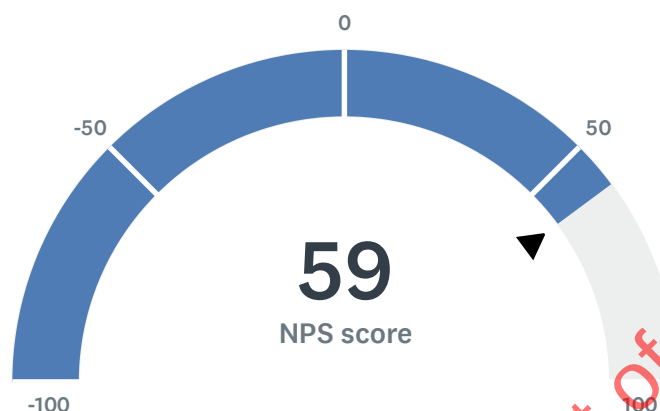
67	More pay stations otherwise all good.	3/27/2026 9:33 AM
68	Exc	3/27/2026 9:33 AM
69	All good	3/27/2026 9:33 AM
70	No problems; donation box after paid parking might be unnecessary.	3/27/2026 9:31 AM
71	Ace OK	3/27/2026 9:30 AM
72	This site is disappointing! You should state if not more than 1h required. I overpaid completely.	3/27/2026 9:29 AM
73	Overnight parking for self contained campervan permitted if pay for 2 day parking (like Mt Cook).	3/27/2026 9:29 AM
74	Glad the parking fee goes to DOC and not any big corporate meanies.	3/27/2026 9:26 AM
75	Nothing	3/27/2026 9:26 AM
76	Knowing the names of the birds seen on the tracks we walked	3/27/2026 9:26 AM
77	Don't raise the price	3/27/2026 9:24 AM
78	Maybe a picnic bench.	3/27/2026 9:23 AM
79	Cheaper parking + more info about the glacier (or maybe make it cheaper in nonpeak hours?)	3/27/2026 9:20 AM
80	A sign in parking lot that says where to pay for parking.	3/27/2026 9:14 AM
81	Nothing- easy and convenient.	3/27/2026 9:12 AM
82	Better signage/map of walk at entrance	3/27/2026 9:04 AM
83	Signage around parking.	3/27/2026 8:59 AM
84	More signs on where to pay	3/27/2026 8:37 AM
85	Nothing	3/27/2026 8:32 AM
86	Free parking + drinking water	3/27/2026 8:30 AM
87	Less speed bumps, less ferocious	3/26/2026 4:17 PM
88	Nothing	3/26/2026 4:15 PM
89	I parked before the carpark to avoid paying.	3/26/2026 4:10 PM
90	Signage for where to pay + that you dont need to display.	3/26/2026 4:08 PM
91	Good for us	3/26/2026 4:06 PM
92	More rubbish bins/ a clearer direction towards where they could be.	3/26/2026 3:53 PM
93	Would be good to pay 0.5h	3/26/2026 3:38 PM
94	Nil	3/26/2026 3:35 PM
95	Great parking	3/26/2026 3:31 PM
96	More toilets. Also let us know before we pay it could have been cheaper.	3/26/2026 3:00 PM
97	A bigger map of the trails.	3/26/2026 2:56 PM
98	Higher tourist rates vs locals	3/26/2026 2:41 PM
99	Facilities for refreshments.	3/26/2026 2:39 PM
100	Please add waste bin.	3/26/2026 2:27 PM
101	Advise that parking had to be paid for at highway 6 to avoid driving down.	3/26/2026 2:24 PM
102	Nothing	3/26/2026 2:20 PM
103	Nothing so far	3/26/2026 1:59 PM
104	If it was free	3/26/2026 1:56 PM

105	NA	3/26/2026 1:52 PM
106	Park is too expensive	3/26/2026 1:46 PM
107	None	3/26/2026 1:43 PM
108	More parking machines	3/26/2026 1:40 PM



How likely is it that you would recommend this site to a friend or colleague?

Answered: 185 Skipped: 20



Answer Choices	Percentage	Responses
Detractors	8.6%	16
Passives	23.2%	43
Promoters	68.1%	126
Total		185

The Net Promoter Score (NPS) system gives a percentage, based on the classification that respondents fall into, calculated as follows:

$$(Number\ of\ Promoters - Number\ of\ Detractors) / (Number\ of\ Respondents) \times 100$$

NPS can range from -100 (all 'Detractors') to 100 (all 'Promoters'). Any positive number score means that the percentage of customers who are Promoters outweighs the percentage of customers who are Detractors. Any positive score can be regarded as that site achieving at least partial success.

NPS system is claimed to go beyond testing how 'satisfied' a customer is with a product or supplier; it is designed to test if someone likes a product or brand enough that they would recommend it to others with whom they have a valued relationship. In other words, the customer is not merely 'satisfied' with the product, they become advocates who effectively promote the product or brand.

Although there are pros and cons to NPS, numerous research studies have shown that the NPS metric also correlates with business growth. Furthermore, it allows an organisation to benchmark its results against others in the sector.

Paid Parking Visitor Survey: Franz Josef Glacier



Department of
Conservation
Te Papa Atawhai

(Office use only) DATE: __/__/__ TIME (24hr) __:__ SURVEYOR (Initials): __ FORM #: __

Q1. A. How many PEOPLE are in your party/group (including you)? ____ # of people

B. What best describes the nature of your party/group?

- ☐ Solo/Alone ☐ Family/Couple ☐ Friends ☐ Recreational Club
☐ Commercial Guided ☐ Other (specify) _____

C. Please indicate age/gender/nationality/country of residence of group members (1st 5 persons only)

Respondent	Gender (M/F/Another Gender)	Age	Nationality	Normal Country of Residence
1				
2				
3				
4				
5				

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

Q2. A. Did you travel from HOME to this site TODAY? ☐ Yes ☐ No

B. How did you TRAVEL to this site today? (tick all that apply)

- ☐ Car ☐ Motorbike ☐ Campervan/RV ☐ Bicycle
☐ Commercial shuttle/bus ☐ Walked ☐ Other (specify) _____

Q3. A. Is this your FIRST visit to this site? ☐ Yes ☐ No

B. (If 'No') When was your LAST visit to this site?

- ☐ 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 this site? ____ # of visits

Q4. What have you done at this site today?

- ☐ Franz Josef Glacier Track ☐ Peters Pool/Douglas Walk ☐ Alex Knob Track ☐ Roberts Point Track
☐ Used Toilets/Facilities ☐ Other (specify) _____

Q5. In TOTAL, how long will you spend at this site 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

Q6. A. Did you park in the carpark today? ☐ Yes ☐ No

B. (If 'Yes') How LONG did you pay for parking today? (circle number of hours)

- Free/20 minutes 1 hour 2 hours 3 hours 4 hours/whole day
2 or more days Permit/exemption I didn't pay

Q7. If you know your vehicles license plate number, please provide it here. _____

Q8. A. Do you have a parking permit? ☐ Yes ☐ No

B. (If 'Yes') What type of permit do you have?

- ☐ Local (\$10/year) ☐ General (\$60/year) ☐ Concession parking exemption ☐ Volunteer exemption
☐ Contractor exemption ☐ Other (specify) _____

Continues over page →

Q9. A. How SATISFIED were you with the following DOC FACILITIES and SERVICES? (circle rating)

(0= Not at all satisfied 4= Extremely satisfied X=No opinion/Did NOT use)

Car parks	0	1	2	3	4	X
Process of paying for parking	0	1	2	3	4	X
Queues while paying for parking	0	1	2	3	4	X
Condition of walking tracks/paths	0	1	2	3	4	X
Condition/cleanliness of toilets	0	1	2	3	4	X
Number of/distance between 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: _____

Q11. I can top-up/extend my parking payment if I need to:

☐ Yes ☐ No ☐ I don't know

Q10. You can buy a day ticket to park all day at the site. If you drove away and came back later that day, do you think your day parking ticket would still apply?

☐ Yes ☐ No ☐ I don't know

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

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

I could do everything I wanted in the time I paid to park at this site today	0	1	2	3	4	X
I am confident I know how to extend my parking payment	0	1	2	3	4	X

Q13. A. Did any of the following affect how long you stayed at this site today? (tick rating)

Stayed for less time Neither Stayed for more time

Queues at the parking ticket station	☐	☐	☐
The price of parking	☐	☐	☐
Queues at facilities	☐	☐	☐
The weather	☐	☐	☐
Travel schedule	☐	☐	☐
Other (specify & rate) _____	☐	☐	☐

B. If you answered that parking affected how long you stayed, what was it that affected your stay? (tick all that apply)

- ☐ I wanted to finish within the free time period ☐ I didn't want to pay for the extra time
☐ Unsure how much time I had left on my paid parking ☐ I wasn't sure how to extend/top up
☐ Paying again would have taken too long ☐ It didn't feel like value for money for the time I needed
☐ I didn't want to pay for a full extra hour because it's more than I need
☐ Other _____

Q14. What one thing would most improve your parking experience today?

Q15. How LIKELY is it that you would RECOMMEND Franz Josef Glacier 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! ☺

Appendix C – Aoraki, White Horse Hill Monitoring and Evaluation Report 2025/26

Proactively released by the Department of Conservation

Paid Parking Pilot



Monitoring and Evaluation Report: Aoraki, White Horse Hill 2025/26

Monitoring Design and Services Team



Department of
Conservation
Te Papa Atawhai

New Zealand Government

Proactively released by the Department of Conservation

Cover: White Horse Hill Car park. *Photo:* <https://www.thepress.co.nz/nz-news/360881231/doc-confirms-car-park-prices-aoraki-mt-cook-despite-some-opposition>

DOC - 10896570

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In the interest of forest conservation, we support paperless electronic publishing.

Context

A monitoring and evaluation programme was undertaken during the summer of 2025/26 with the objectives of measuring DOC's paid parking pilot's intervention logic; specifically, with respect to two 'Strategic Outcomes' and two 'Intermediate Outcomes'.

Strategic Outcomes:

1. DOC is a great organization to work for and with;
2. Connection with nature and cultural heritage enriches people's lives.

Intermediate Outcomes:

1. DOC is financially sustainable and known to be effective;
2. Visitors enjoy a sustainable number of experiences.

This report presents measures related to the following indicators from the 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
- 3.2.3 - Financial performance of destinations, experiences, facilities and services

Methodology and sample

Paid parking visitor surveying was undertaken at the following locations in March 2026:

- Aoraki, White Horse Hill
- Franz Josef Glacier
- Punakaiki, Pancake Rocks

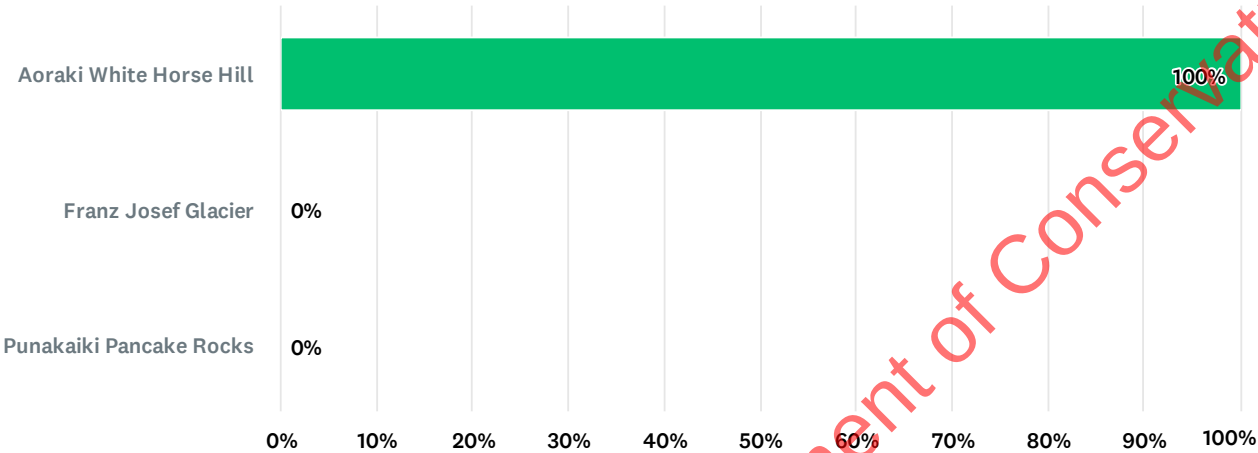
Surveying was done at each site until 200 questionnaires were completed, yielding a minimum sample of 600 responses across all sites. A probability (random) sampling technique was employed using the 'next available respondent' sampling approach. The target population was all visitors to the paid parking pilot sites. The sample frame included all visitor aged 18 years or over present at the sites while in-situ monitoring was in progress.

At Aoraki, White Horse Hill, survey respondents completed a total of 276 questionnaires. Demographic data were gathered for each respondent, plus up to four other members of the respondent's group yielding a total demographic sample of 565 visitors.

Results

Q1 Survey Location

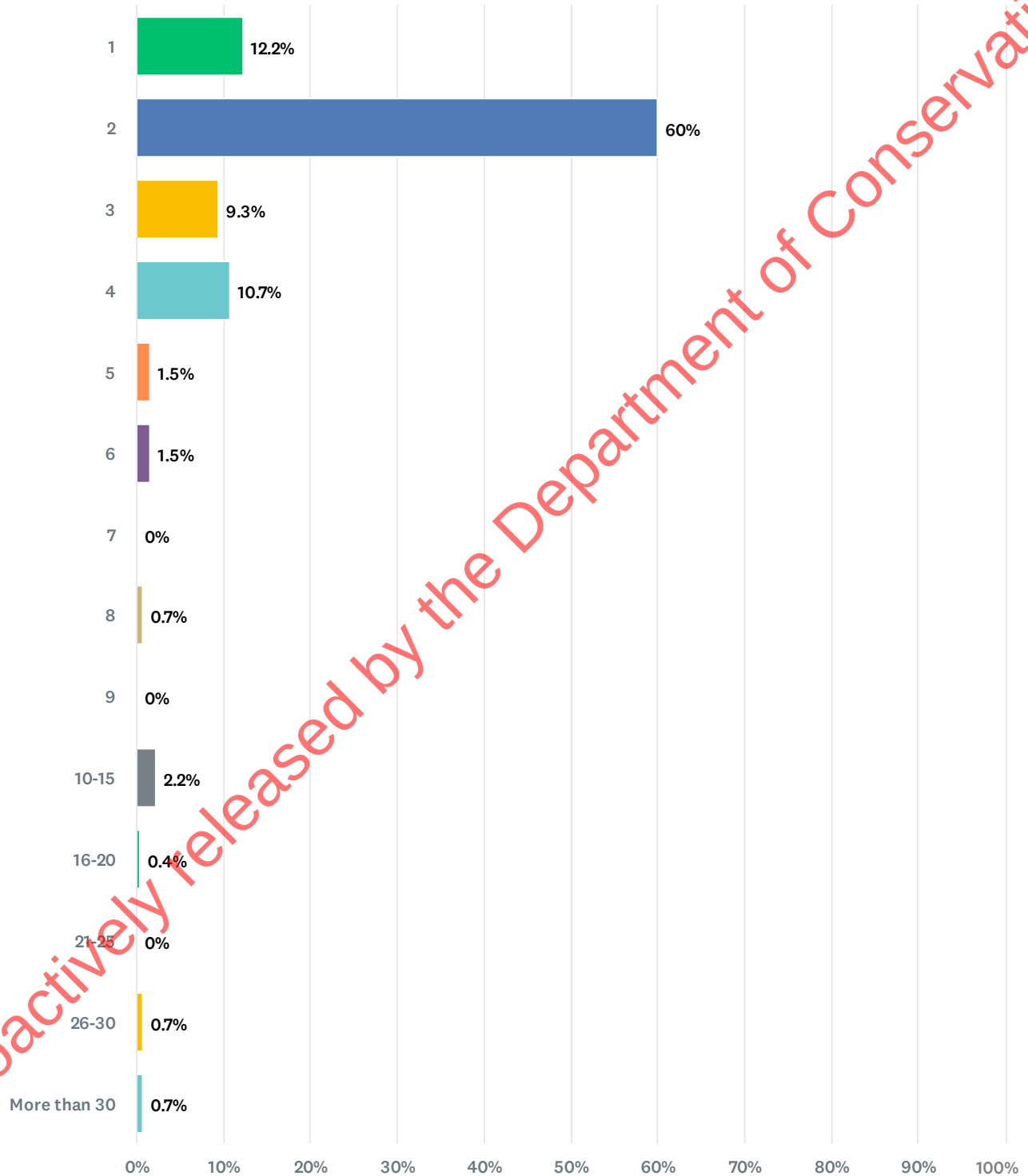
Answered: 276 Skipped: 0



Answer Choices		
Answer Choices	Percentage	Responses
Aoraki White Horse Hill	100.0%	276
Franz Josef Glacier	0%	0
Punakaiki Pancake Rocks	0%	0
Total		276

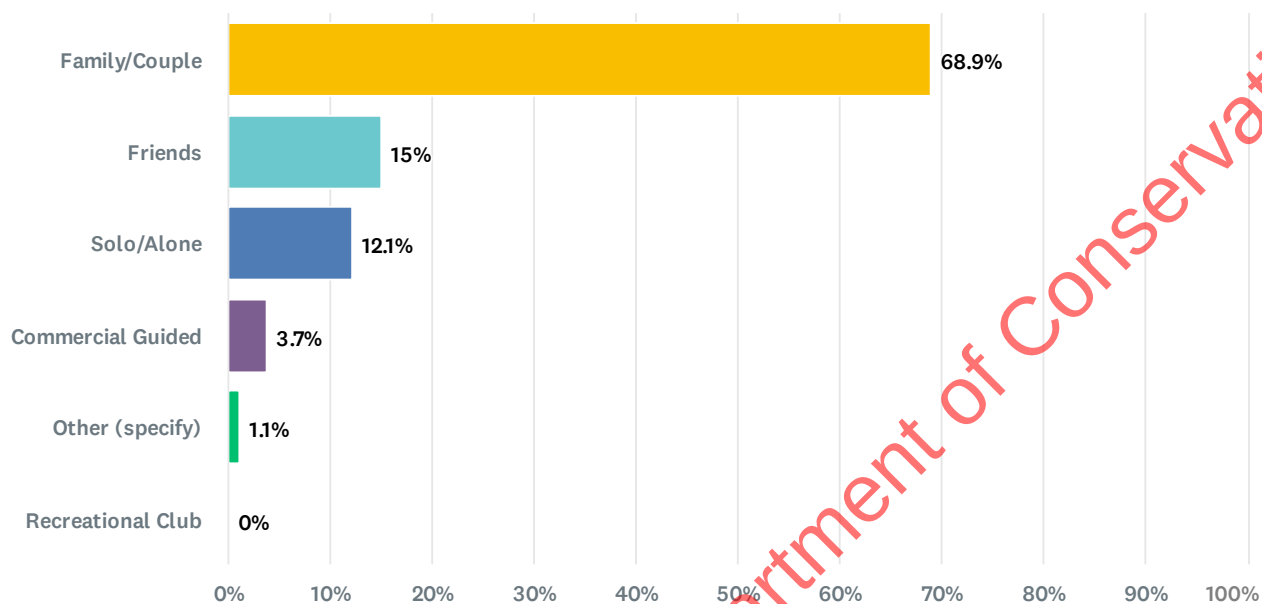
Q1. A. How many PEOPLE are in your party/group (including respondent/s)?

Answered: 270 Skipped: 6



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

Answered: 273 Skipped: 3



#	OTHER (SPECIFY)	DATE
1	School	4/8/2026 1:50 PM
2	School (uni)	4/8/2026 1:48 PM
3	School group	3/27/2026 9:47 AM

Q1. C. Please indicate the sex/age/nationality/country of residence of group members (1st 6 persons only).

Answered: 273 Skipped: 3 Total group members: 565

Sex (M/F)		
	%	TOTAL
M	43.7 %	247
F	56.1 %	317
GD	0.2 %	1
TOTAL	100.0%	565

Age		
	%	TOTAL
under 15	3.2 %	27
15-19	3.0 %	12
20-29	22.0 %	167
30-39	15.5 %	144
40-49	7.4 %	50
50-59	13.0 %	47
60+	35.9 %	113
TOTAL	100.0%	560

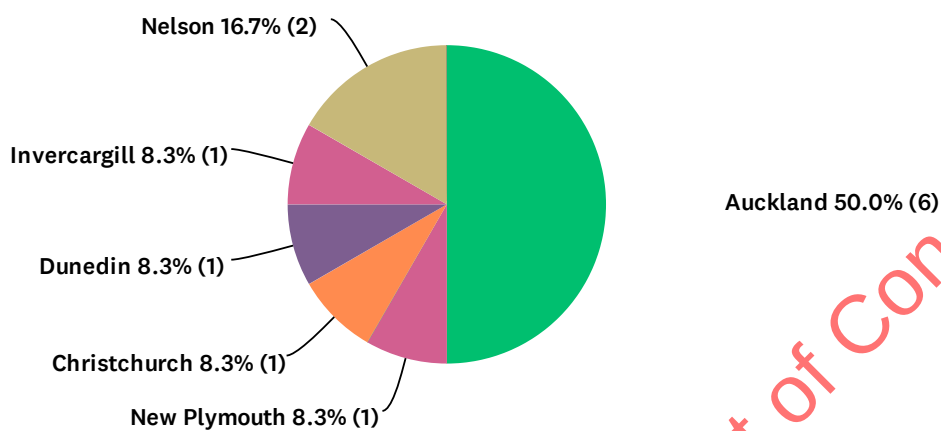
Nationality	%	TOTAL
USA	21.8 %	122
Australia	13.4 %	75
United Kingdom	12.2 %	68
German	11.1 %	62
France	7.7 %	43
New Zealand	6.3 %	35
Canada	3.8 %	21
Netherlands	3.6 %	20
Ireland	3.4 %	19
Denmark	2.0 %	11
Other	14.8 %	83
TOTAL	100.0%	559

Country of Residence	%	TOTAL
USA	21.2 %	116
Australia	18.5 %	101
Germany	11.4 %	62
United Kingdom	10.4 %	57
New Zealand	8.4 %	46
France	7.0 %	38
Canada	3.7 %	20
Netherlands	3.7 %	20
Ireland	2.6 %	14
Denmark	2.0 %	11
Other	11.2 %	61
TOTAL	100.0%	546

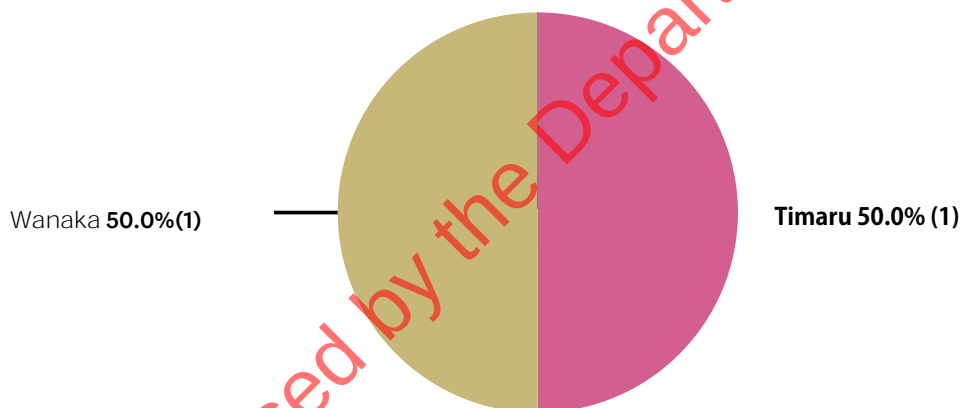
Q1. D. (If normally residing in New Zealand) Where do you LIVE/RESIDE? (Specify city/town/rural area)

Answered: 15 Skipped: 261

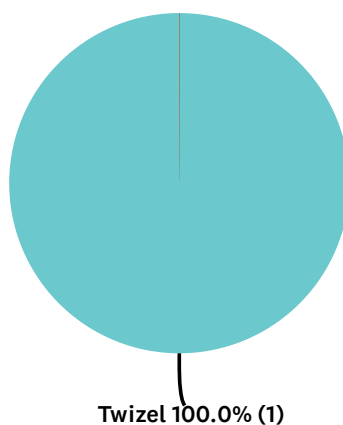
Major Urban Centres



Secondary Urban Centres

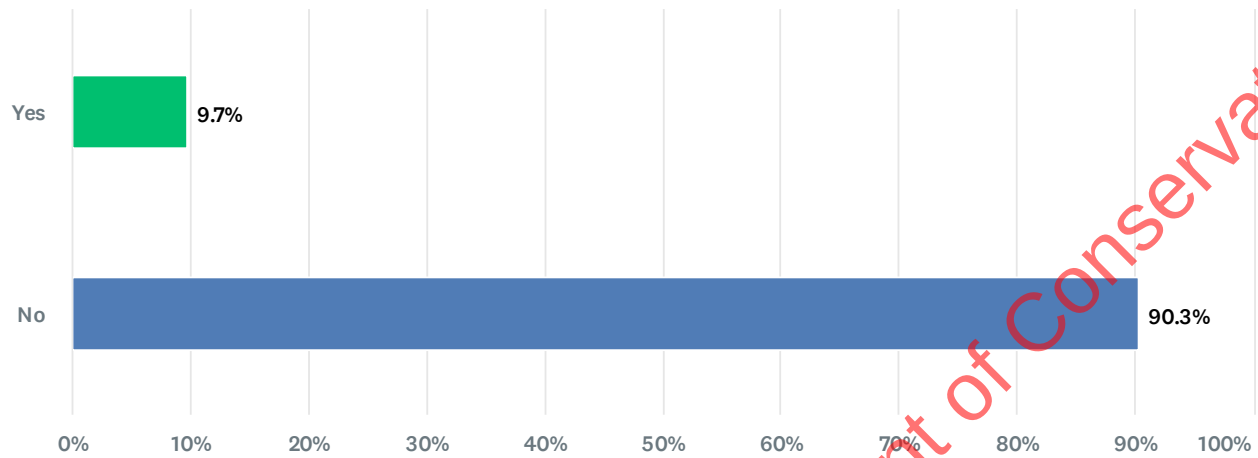


Minor Urban Centres



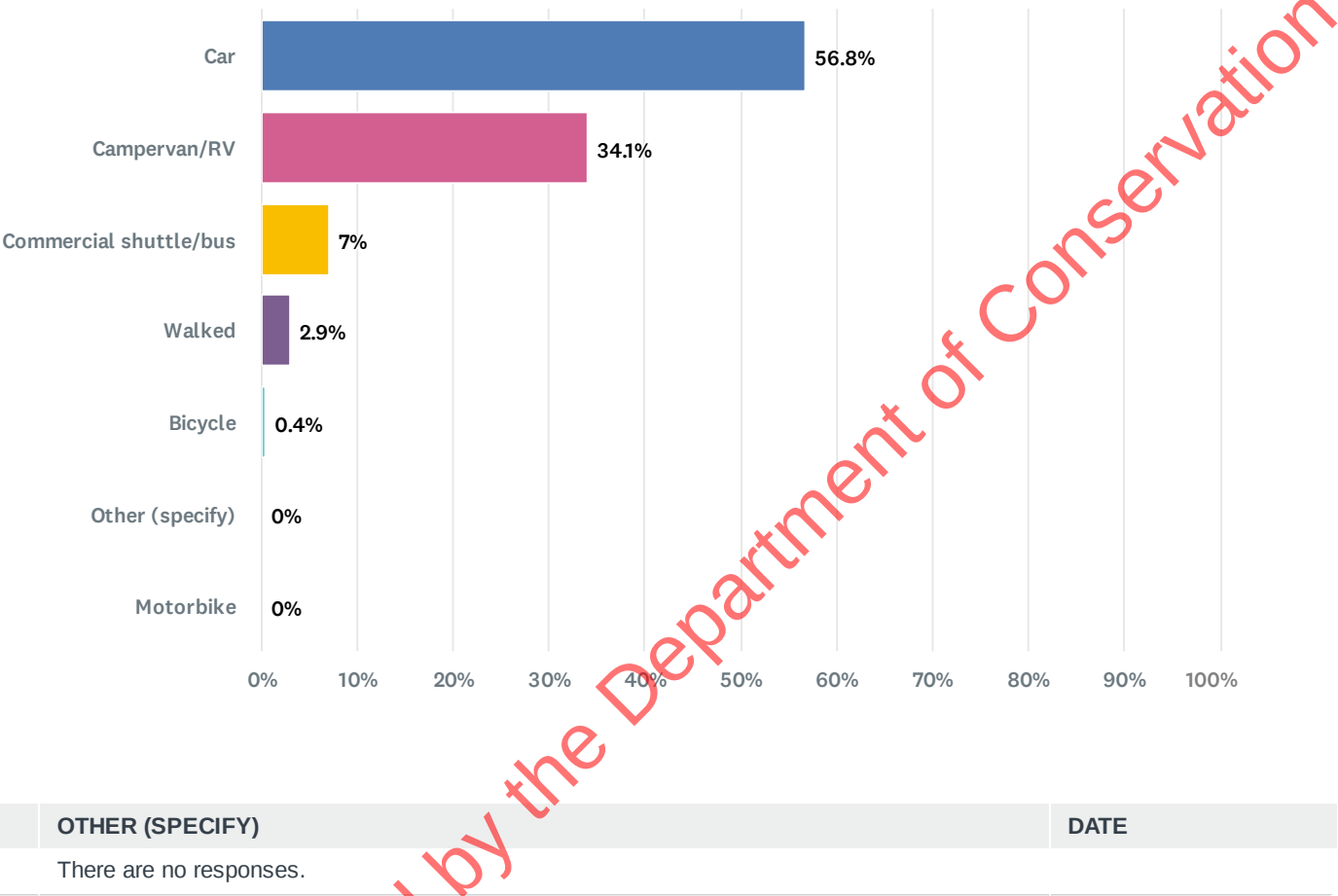
Q2. A. Did you travel from HOME to this site TODAY?

Answered: 269 Skipped: 7



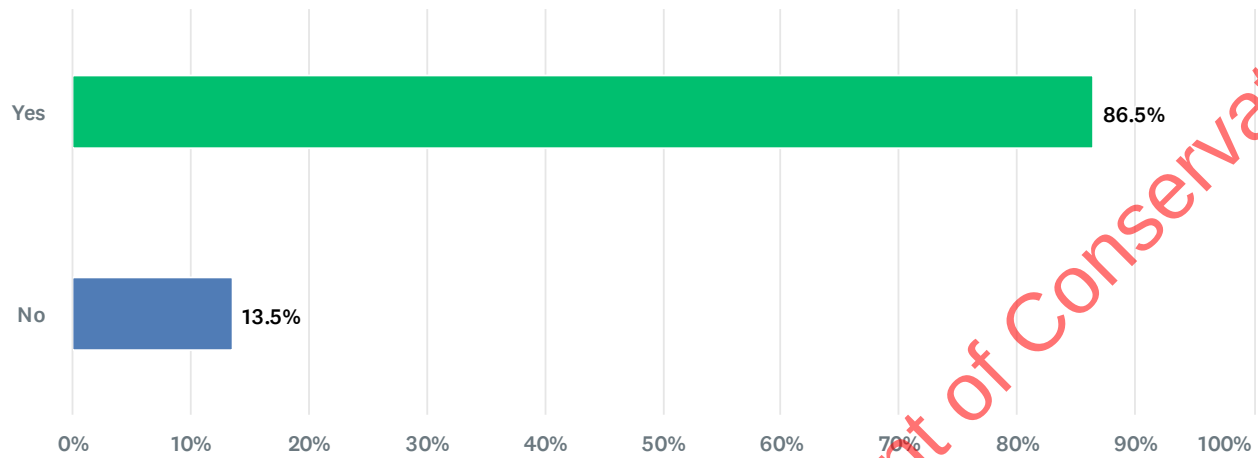
Q2. B. How did you TRAVEL to this site today? (tick all that apply)

Answered: 273 Skipped: 3



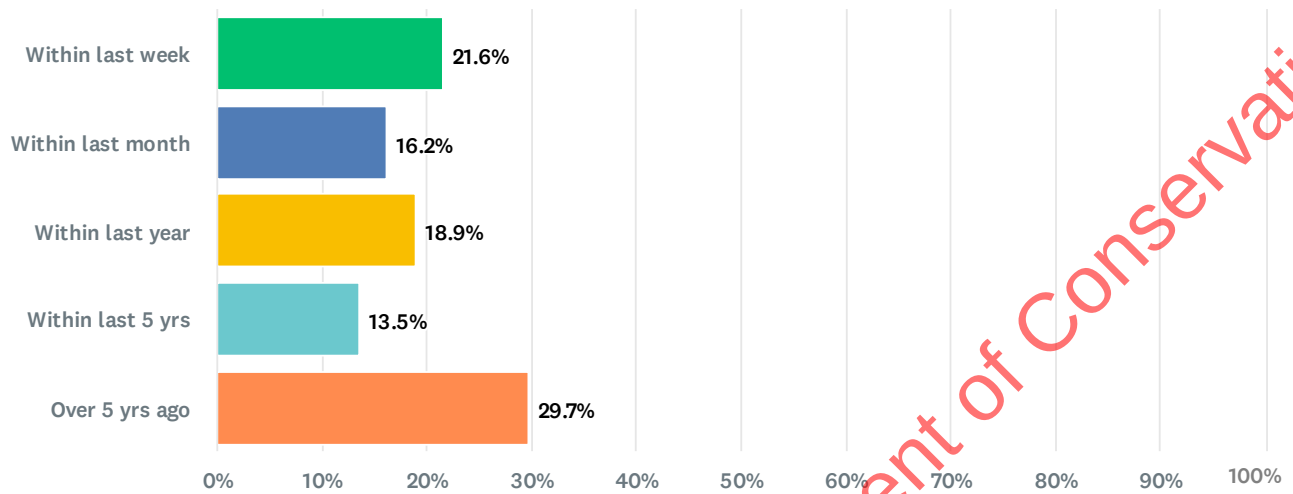
Q3. A. Is this your FIRST visit to this site?

Answered: 274 Skipped: 2



Q3. B. (If 'No') When was your LAST visit to this site?

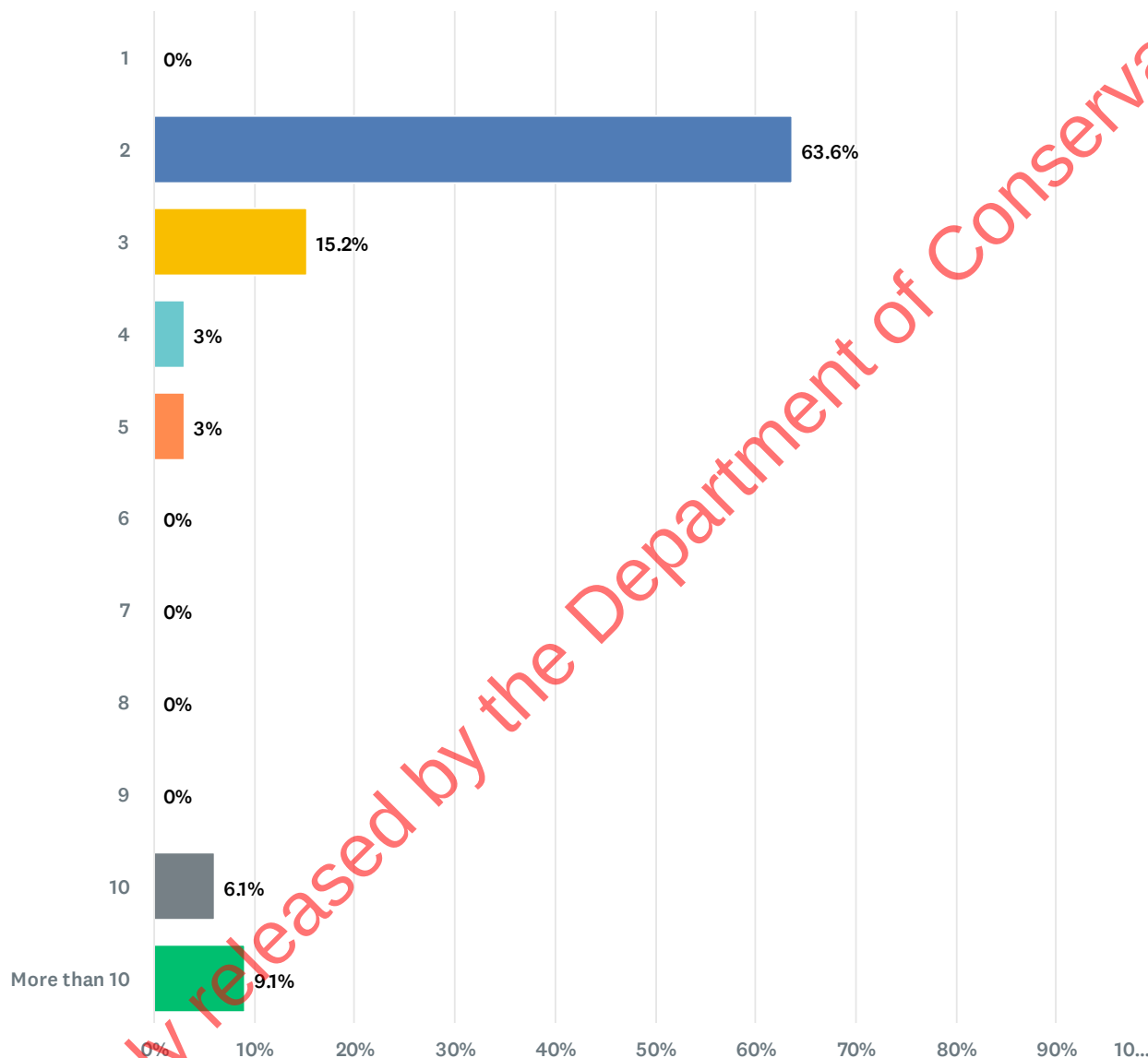
Answered: 37 Skipped: 239



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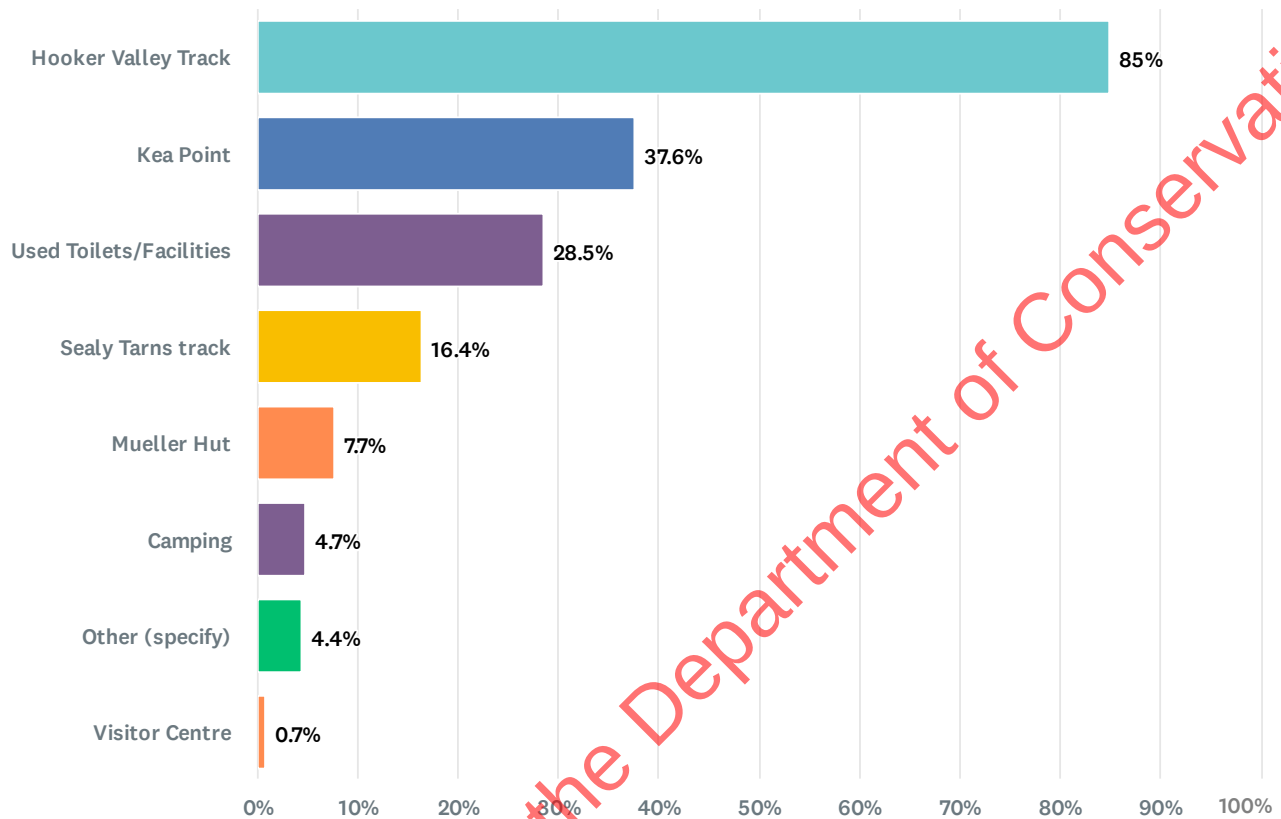
Q3. C. (If 'No') How many visits in TOTAL have you made to this site?

Answered: 33 Skipped: 243



Q4. What have you done at this site today?

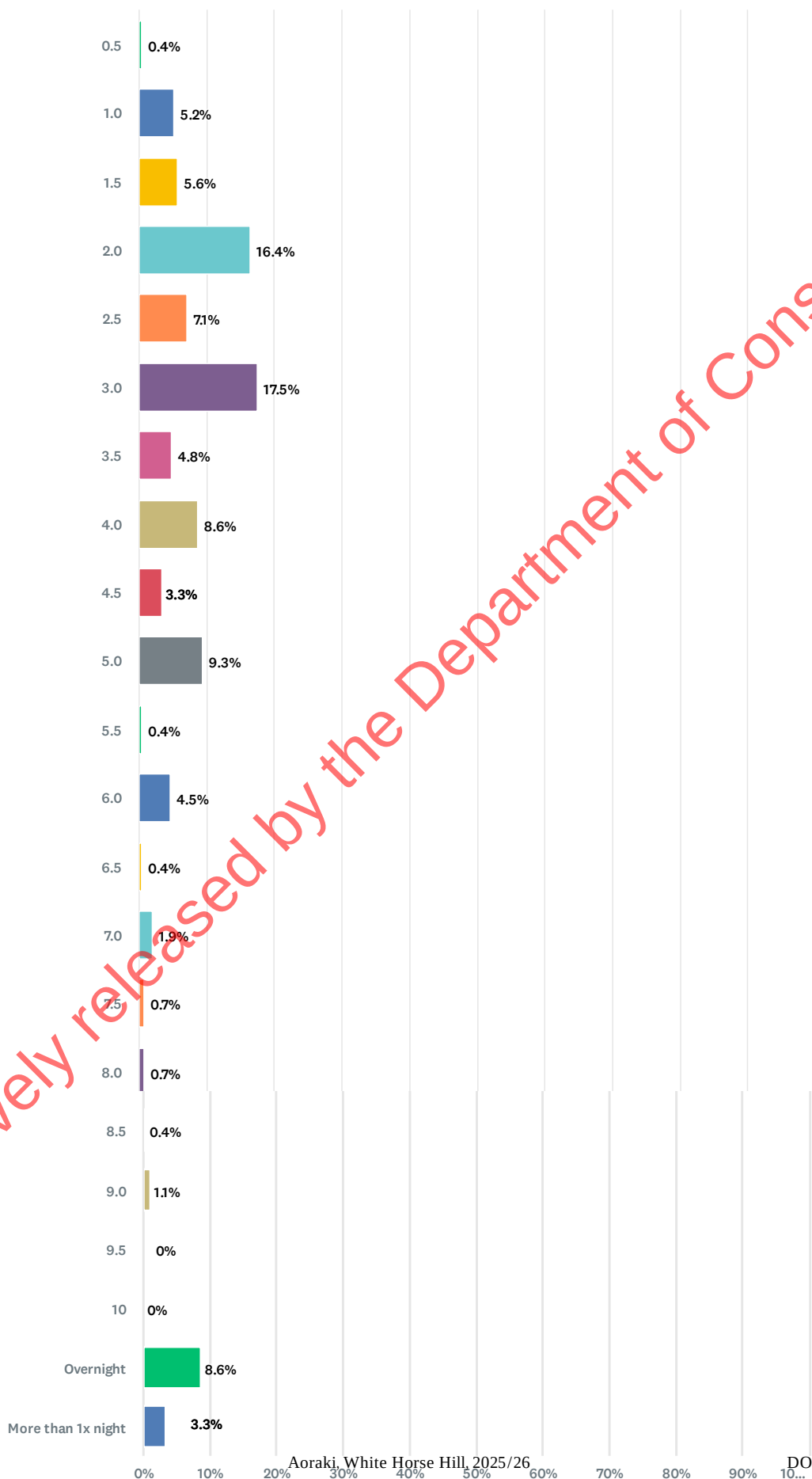
Answered: 274 Skipped: 2



#	OTHER (SPECIFY)	DATE
1	Tasman Lake	4/9/2026 12:17 PM
2	Glacier tour	3/27/2026 12:03 PM
3	Glacial boat tour, DOC, Rescue [?]	3/27/2026 9:47 AM
4	Tasman Lake	3/26/2026 3:28 PM
5	Red tarns	3/26/2026 11:56 AM
6	Governors track	3/26/2026 11:21 AM
7	Breakfast	3/26/2026 11:04 AM
8	Red Tarns	3/26/2026 9:08 AM
9	[Respondent did not specify]	3/26/2026 9:06 AM
10	Glacier boat	3/26/2026 8:51 AM
11	Tasman Glacier	3/25/2026 1:23 PM
12	Tasman lake	3/25/2026 9:47 AM

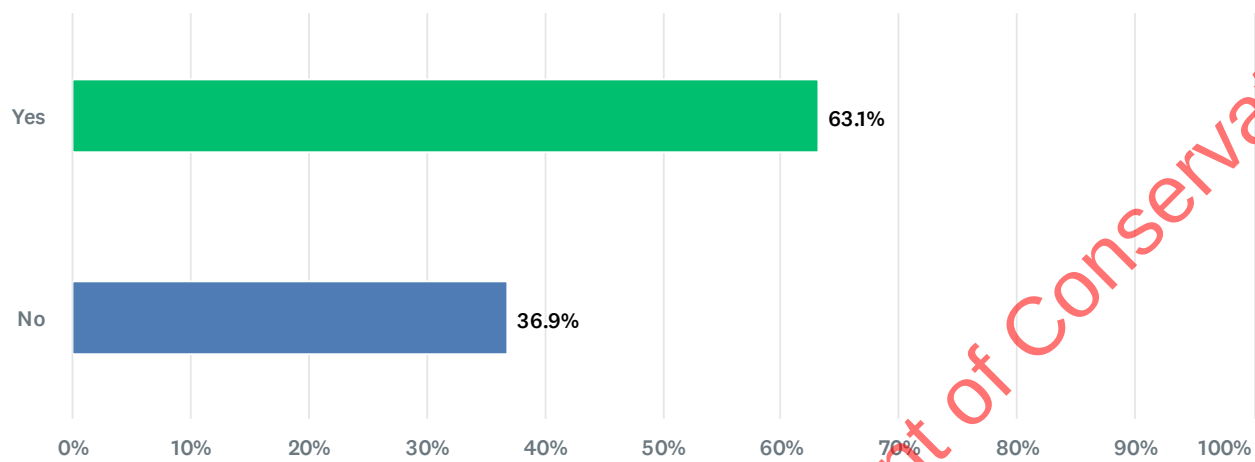
Q5. In TOTAL, how long will you spend at this site today?

Answered: 269 Skipped: 7



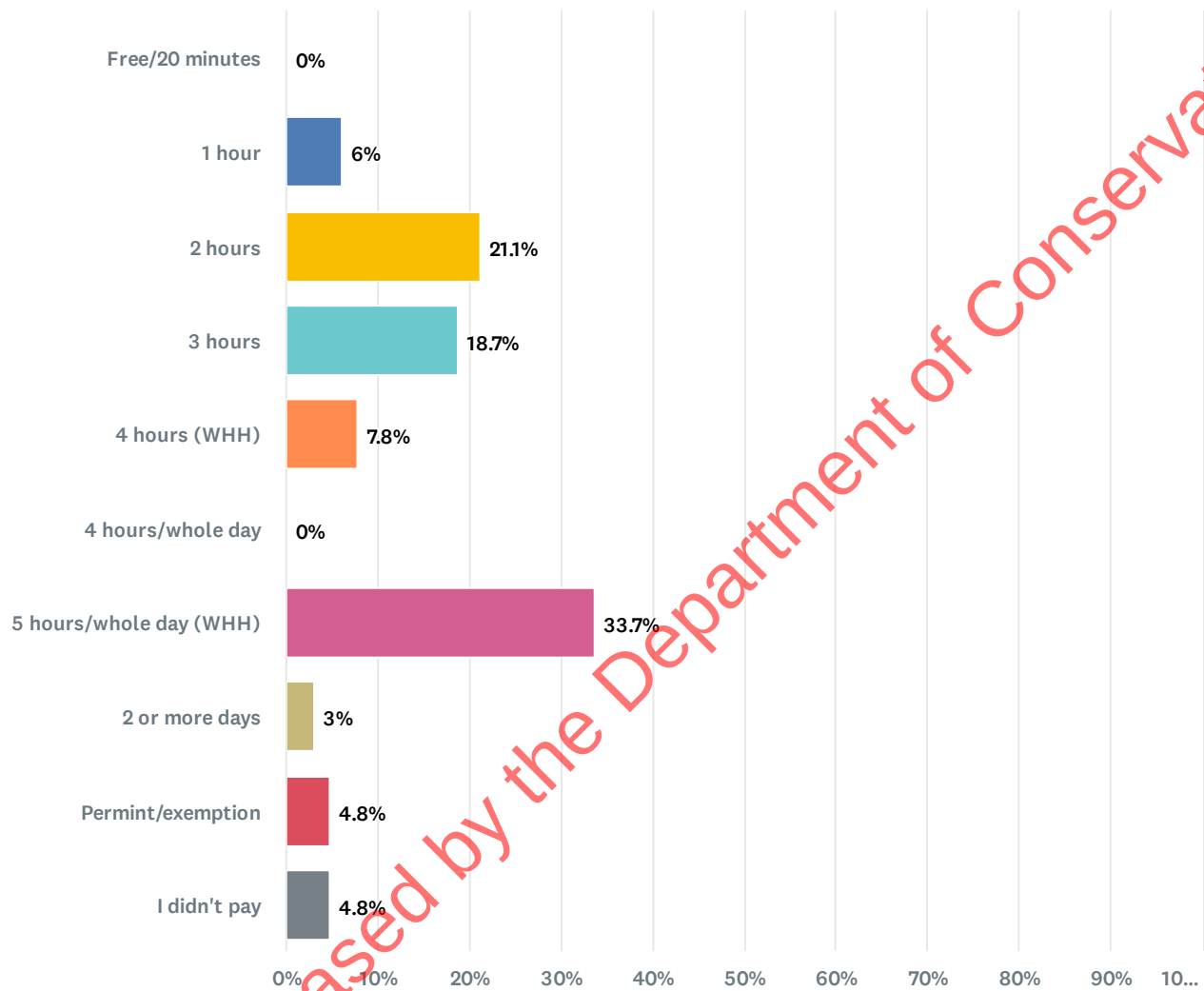
Q6. A. Did you park in the carpark today?

Answered: 274 Skipped: 2



Q6. B. (If 'Yes') How LONG did you pay for parking today?

Answered: 166 Skipped: 110



Q7. If you know your vehicles license plate number, please provide it here:

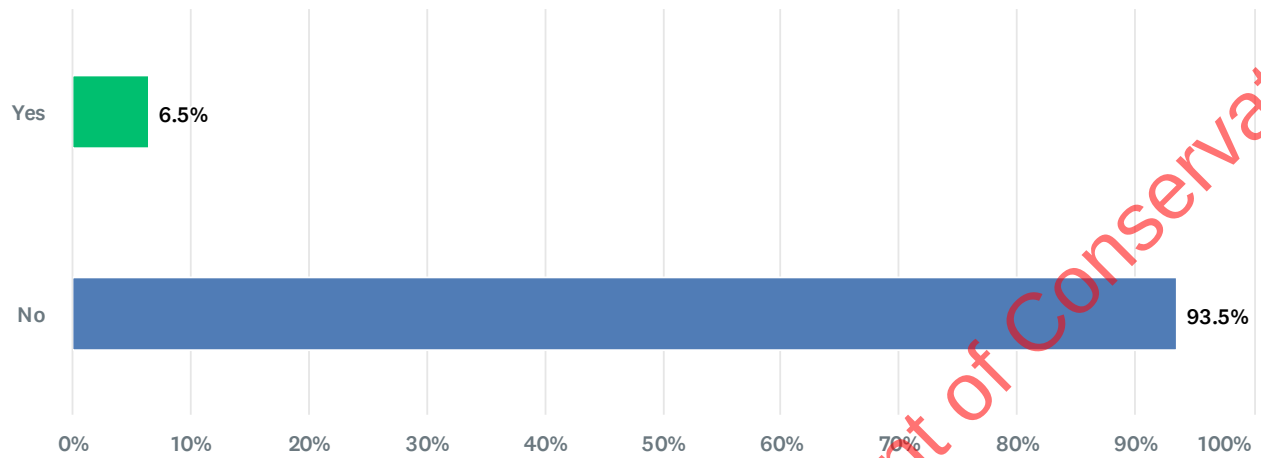
Answered: 124 Skipped: 152

Responses to this question have been removed for privacy reasons.

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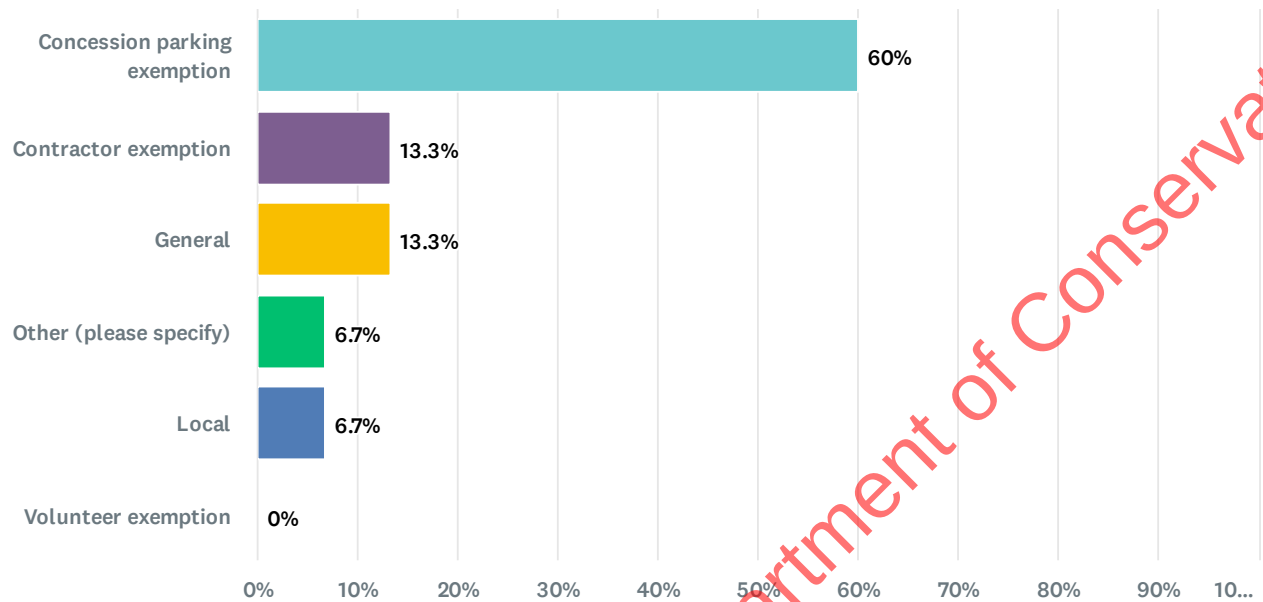
Q8. A. Do you have a parking permit?

Answered: 260 Skipped: 16



Q8. B. (If 'Yes') What type of permit do you have?

Answered: 15 Skipped: 261



#	OTHER (PLEASE SPECIFY)	DATE
1	Camp	3/25/2026 9:33 AM

Q9. A. How SATISFIED were you with the following DOC FACILITIES and SERVICES?

Answered: 257 Skipped: 19

Responses were on a scale of 0 to 4, where 0 = Not at all satisfied, 1= Slightly satisfied, 2 = Moderately satisfied, 3 = Very satisfied and 4 =Extremely satisfied. 'No Opinion/NA' were not included in calculating the weighed average.



	0	1	2	3	4	No opinion/ Did NOT use	Total	Weighted Average
Car parks	0.4%	0.4%	5.2%	24.6%	41.9%	27.4%	248	3.5
Process of paying for parking	0.4%	0.8%	2.4%	14.6%	48.6%	33.2%	247	3.6
Queues while paying for parking	1.2%	0.4%	2.0%	11.0%	50.8%	34.6%	246	3.7
Condition of walking tracks/paths	0.4%	1.2%	2.8%	16.1%	74.7%	4.8%	249	3.7

1523 3.6

	 0	 1	 2	 3	 4	 No opinion/ Did NOT use	Total	Weighted Average
Condition/cleanliness of toilets	1.2% 3	0.8% 2	6.9% 17	29.6% 73	40.9% 101	20.6% 51	247	3.4
Number of/distance between toilets	0.8% 2	0% 0	7.0% 17	20.6% 50	44.4% 108	27.2% 66	243	3.5
Other (specify & rate)	4.7% 2	0% 0	0% 0	16.3% 7	32.6% 14	46.5% 20	43	3.3
							1523	3.6

#	'OTHER': SPECIFY	DATE
1	Little bit sade because path was close	3/30/2026 11:19 AM
2	[Respondent did not specify]	3/26/2026 3:27 PM
3	[Respondent did not specify]	3/26/2026 11:56 AM
4	Cost of parking	3/26/2026 11:53 AM
5	Dishes washing	3/26/2026 10:58 AM
6	Q9A Other - Love that DOC are a presence on trails too	3/25/2026 11:12 AM
7	Lock on toilet didn't work	3/25/2026 9:53 AM
8	Large stones on path are hazardous	3/25/2026 9:44 AM

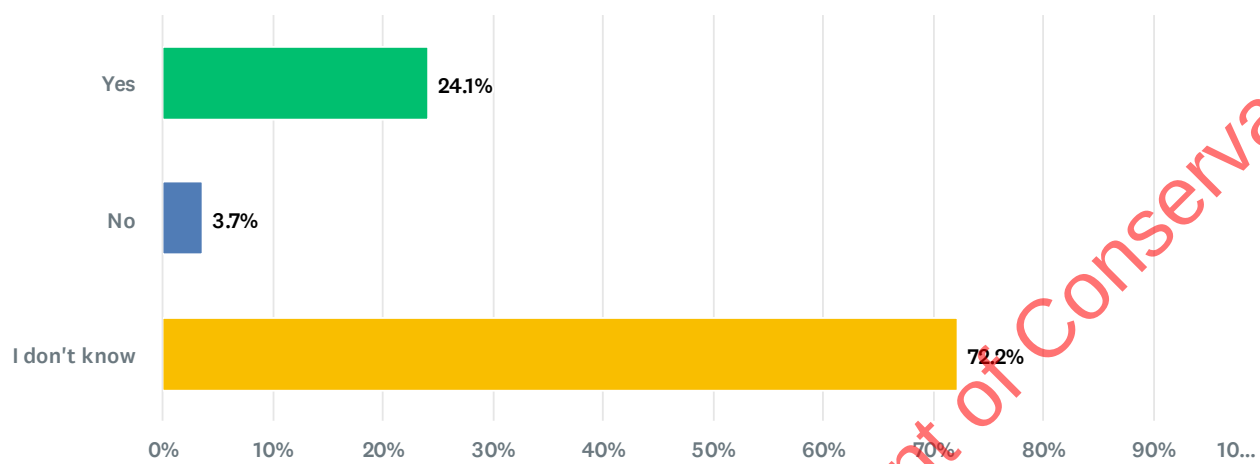
Q9.B. If you rated anything 0-2, please give details

Answered: 22 Skipped: 254

#	RESPONSES	DATE
1	More information how long the rest of the path take	4/9/2026 12:46 PM
2	Be good to have an LED sensor light over hand basin/outside toilet doors.	4/8/2026 1:52 PM
3	Busy parking lot	3/30/2026 11:17 AM
4	Smelly, dirty	3/30/2026 10:55 AM
5	Car got stuck in some gravel.	3/30/2026 10:45 AM
6	Closed sign not visile from side track.	3/30/2026 9:57 AM
7	Toilets are disgusting	3/27/2026 9:32 AM
8	There could be another toilet	3/26/2026 1:41 PM
9	Unsure of other toilet locations	3/26/2026 12:51 PM
10	It would have been nice knowing that Hokker Valley Track is partly closed before paying car parking	3/26/2026 11:47 AM
11	Places of drinking water	3/26/2026 11:43 AM
12	N/A	3/26/2026 11:42 AM
13	We didn't know where the rest are.	3/26/2026 11:21 AM
14	Toilet seats could be renewed, to little number	3/26/2026 10:50 AM
15	Unable to use tap to pay	3/26/2026 9:55 AM
16	Not very clean.	3/26/2026 9:40 AM
17	Tracks closed	3/26/2026 9:37 AM
18	No receipt	3/26/2026 8:47 AM
19	Poorly signposted	3/26/2026 8:36 AM
20	Parked at visitor centre.	3/25/2026 3:41 PM
21	Not enough signs- keep left	3/25/2026 2:34 PM
22	Car parks: "Very full" Condition of walking tracks/paths: "Just because it was closed"	3/25/2026 2:31 PM

Q10. I can top-up/extend my parking payment if I need to:

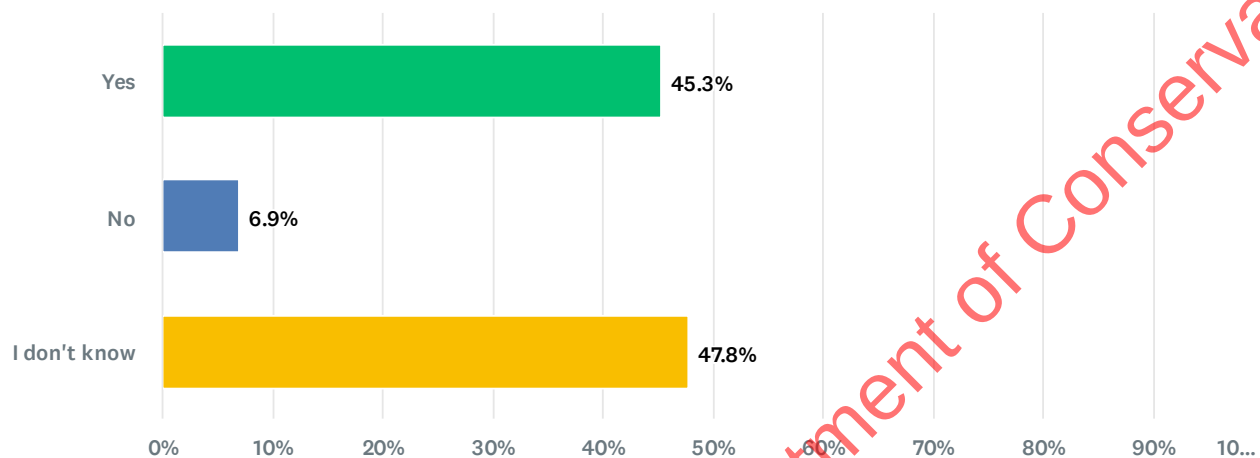
Answered: 241 Skipped: 35



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Q11. You can buy a day ticket to park all day at the site. If you drove away and came back later that day, do you think your day parking ticket would still apply?

Answered: 245 Skipped: 31

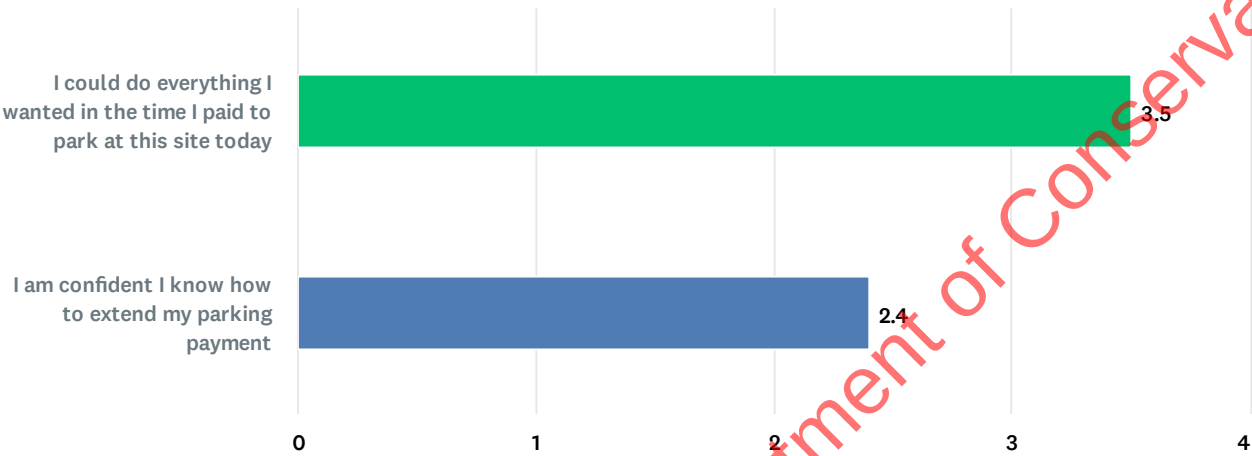


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Q12. How much do you AGREE with the following statements about this site?

Answered: 251 Skipped: 25

Responses were on a scale of 0 to 4, where 0 = Do not agree at all, 1= Agree slightly, 2 = Agree moderately , 3 = Agree a lot and 4 = Agree totally. 'Does not apply to me' was not included in calculating the weighed average.

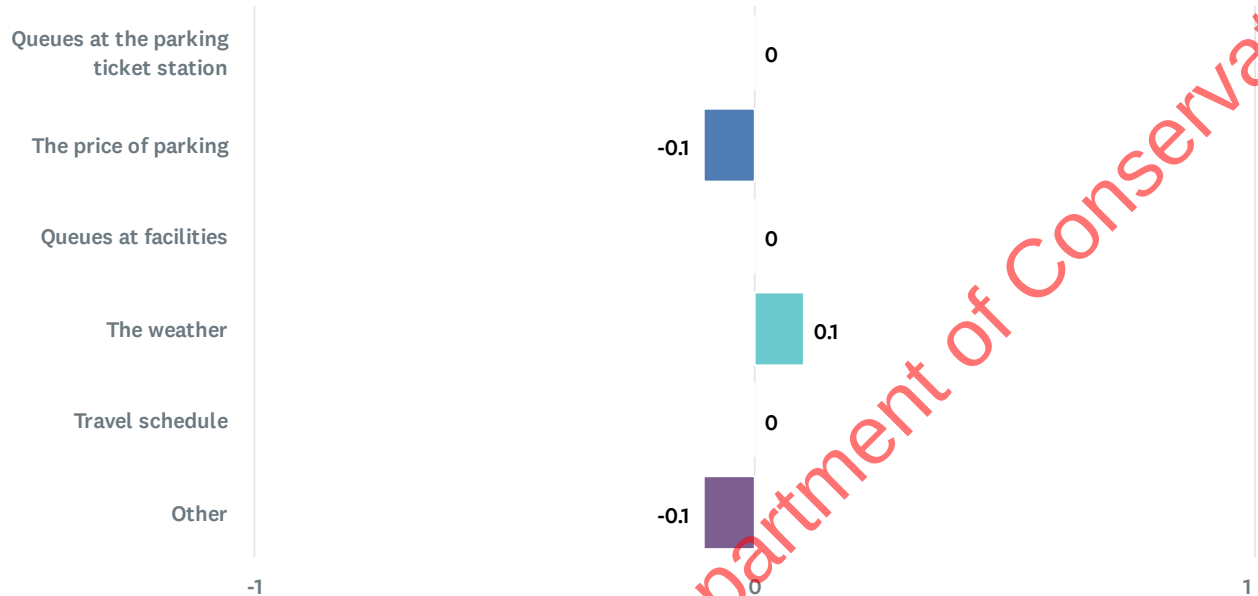


	0	1	2	3	4	No opinion	Total	Weighted Average
I could do everything I wanted in the time I paid to park at this site today	2.0% 5	2.4% 6	2.4% 6	17.3% 43	46.8% 116	29.0% 72	248	3.5
I am confident I know how to extend my parking payment	14.4% 34	4.7% 11	7.6% 18	8.9% 21	23.3% 55	41.1% 97	236	2.4
							484	3.0

Q13. A. Did any of the following affect how long you stayed at this site today?

Answered: 246 Skipped: 30

Responses were on a scale of -1 to 1, where -1 = Stayed for less time, 0 = Neither, and 1 = Stayed for more time.

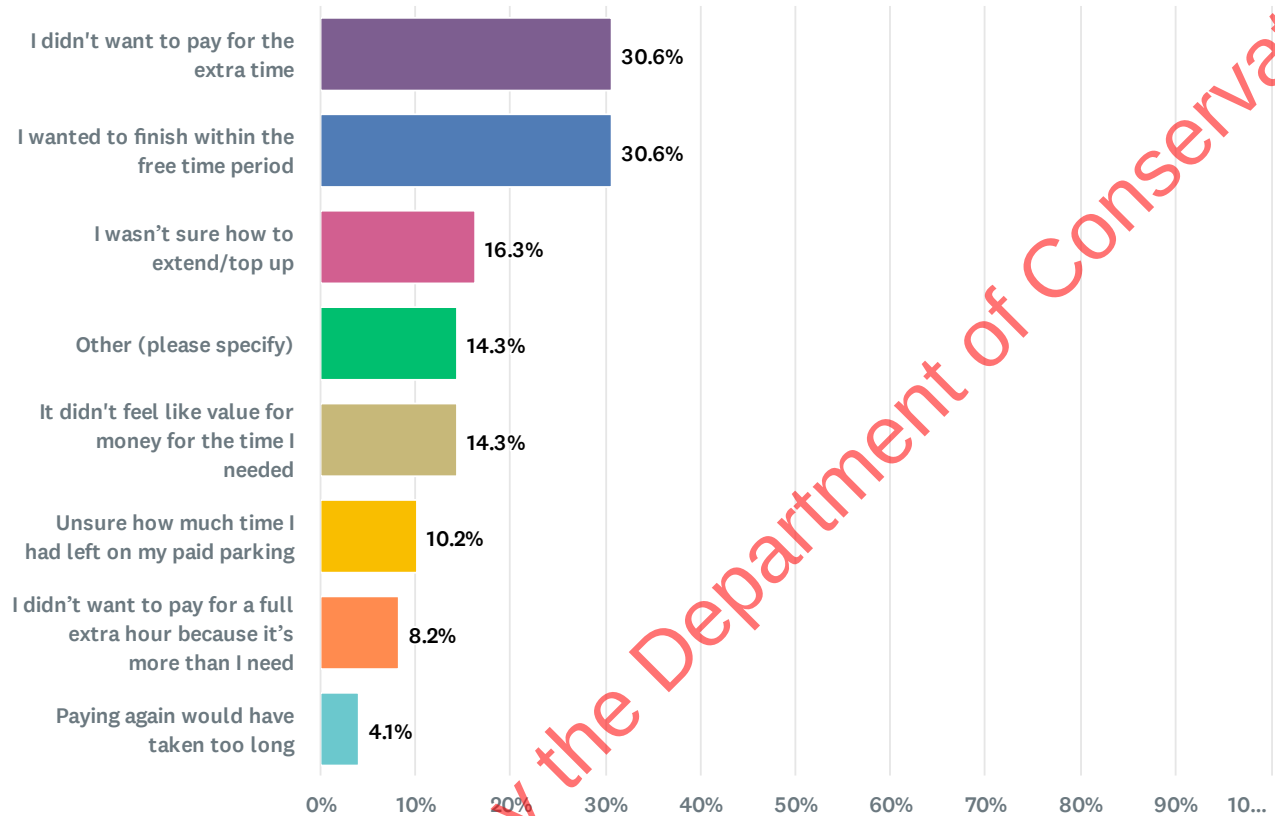


	Stayed for less time	Neither	Stayed for more time	Total	Weighted Average
Queues at the parking ticket station	2.9% 7	96.2% 229	0.8% 2	238	-0.0
The price of parking	9.6% 23	87.1% 209	3.3% 8	240	-0.1
Queues at facilities	4.2% 10	92.8% 220	3.0% 7	237	-0.0
The weather	11.2% 27	65.6% 158	23.2% 56	241	0.1
Travel schedule	10.3% 24	82.5% 193	7.3% 17	234	-0.0
Other	11.1% 5	88.9% 40	0% 0	45	-0.1
				1235	-0.0

#	OTHER (SPECIFY AND RATE)	DATE
1	[Respondent did not specify]	4/9/2026 12:34 PM
2	How tired I was on my run	4/8/2026 1:53 PM
3	[Respondent did not specify]	3/30/2026 11:10 AM
4	[Respondent did not specify]	3/30/2026 11:09 AM
5	[Respondent did not specify]	3/30/2026 11:08 AM
6	[Respondent did not specify]	3/30/2026 10:57 AM
7	We came early	3/30/2026 9:41 AM
8	[Respondent did not specify]	3/26/2026 3:49 PM
9	[Respondent did not specify]	3/26/2026 1:45 PM
10	[Respondent did not specify]	3/26/2026 1:33 PM
11	[Respondent did not specify]	3/26/2026 1:24 PM
12	[Respondent did not specify]	3/26/2026 12:42 PM
13	[Respondent did not specify]	3/26/2026 12:37 PM
14	[Respondent did not specify]	3/26/2026 11:53 AM
15	Too many bloody people	3/26/2026 11:12 AM
16	Track closed	3/26/2026 10:45 AM
17	Hooker Valley closed	3/26/2026 9:02 AM
18	No	3/26/2026 8:48 AM
19	Hooker track had more stairs than expected per trail descriptions. One of our party is disabled and had to turn back.	3/25/2026 4:11 PM
20	Bridge closed (Hooker Valley Track)	3/25/2026 11:33 AM
21	Closed track, cut short	3/25/2026 11:04 AM
22	Number of buses	3/25/2026 9:44 AM

Q13. B. If you answered that parking affected how long you stayed, what was it that affected your stay?

Answered: 49 Skipped: 227



#	OTHER (PLEASE SPECIFY)	DATE
1	N/A	4/9/2026 12:34 PM
2	[Respondent did not specify]	3/30/2026 11:13 AM
3	Queues at facilities	3/27/2026 9:20 AM
4	N/A	3/26/2026 11:29 AM
5	I paid the full day because I didn't want to worry about time.	3/25/2026 12:46 PM
6	Track was closed	3/25/2026 11:04 AM
7	unsure how long the track would take including photos	3/25/2026 9:42 AM

Q14. What one thing would most improve your parking experience today?

Answered: 137 Skipped: 139

#	RESPONSES	DATE
1	Parking was fine good idea to have payed parking	4/9/2026 3:40 PM
2	A map	4/9/2026 3:28 PM
3	Numbered sites for camping	4/9/2026 3:28 PM
4	Take the cloud away	4/9/2026 1:16 PM
5	Signage of where to park if camping.	4/9/2026 12:55 PM
6	Nothing	4/9/2026 12:52 PM
7	No enough places	4/9/2026 12:48 PM
8	Not having to pay. Confusion between paid day parking and paid overnight camping, and whether you need both on the day you arrive and leave	4/9/2026 12:24 PM
9	NA	4/9/2026 12:22 PM
10	More free parking :)	4/9/2026 12:18 PM
11	N/A	4/9/2026 12:17 PM
12	We think paid parking is great - should have started years ago. The car park and facilities really need an upgrade to cope with visitor numbers.	4/9/2026 12:12 PM
13	More car parks	4/9/2026 11:26 AM
14	NA	4/9/2026 11:24 AM
15	Parking was good. No issues. If it helps retain the parks as they are - go for it!	4/9/2026 11:10 AM
16	We were all good with concession	4/8/2026 1:53 PM
17	Not used parking here	4/8/2026 1:53 PM
18	Extend paid parking along entry road. Maximise revenue to extend facilities.	4/8/2026 1:52 PM
19	Less puddles	4/8/2026 1:50 PM
20	N/A! We parked our big old bus!	4/8/2026 1:48 PM
21	We had a good experience parking cause we arrive yesterday evening so it was pretty empty and easy to park	3/30/2026 11:19 AM
22	Free parking	3/30/2026 11:18 AM
23	More parks	3/30/2026 11:17 AM
24	Cheaper	3/30/2026 11:16 AM
25	Lower cost	3/30/2026 11:13 AM
26	No!	3/30/2026 11:12 AM
27	na	3/30/2026 11:11 AM
28	Nothing	3/30/2026 11:09 AM
29	More clearer parking spots	3/30/2026 11:09 AM
30	Tap for bottled water refill	3/30/2026 11:08 AM

Paid Parking: Intercept Survey 2025/26

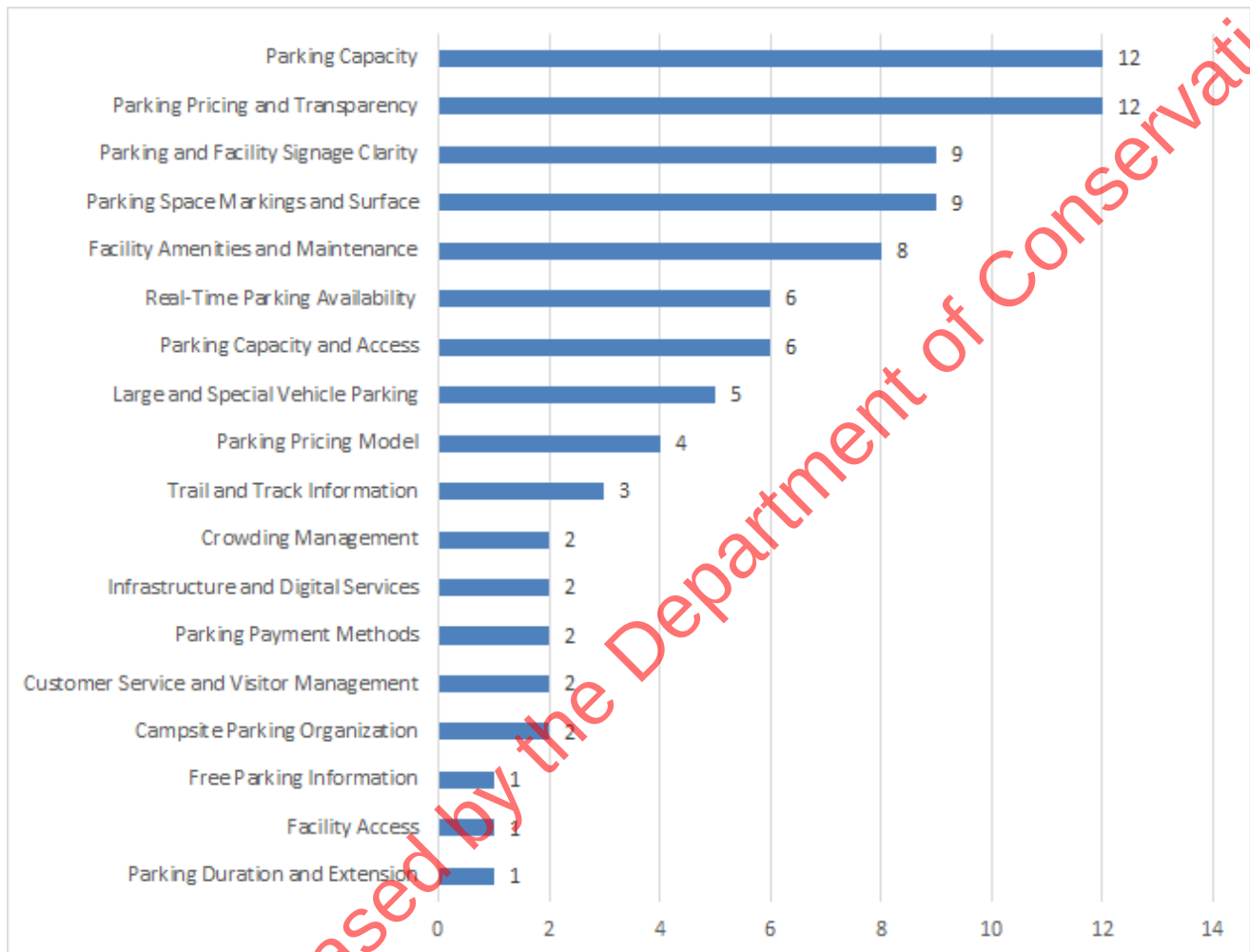
31	Being able to buy a coffee at the car park	3/30/2026 10:59 AM
32	Sealed	3/30/2026 10:57 AM
33	Probably more space/information how fast it fills up -> online	3/30/2026 10:55 AM
34	N/A	3/30/2026 10:53 AM
35	Make it free and rely on state grants!	3/30/2026 10:52 AM
36	It was great	3/30/2026 10:02 AM
37	Closed sign of tracks from multiple entrance to help set expectations. Very dissapointed when we reached hooker bridge.	3/30/2026 9:57 AM
38	All good =)	3/30/2026 9:55 AM
39	Nothing was fantastic. Thank you :)	3/30/2026 9:45 AM
40	Toilet door on womans bathroom couldn't lock	3/30/2026 9:39 AM
41	Nothing	3/30/2026 9:38 AM
42	N/A	3/30/2026 9:31 AM
43	Free parking	3/27/2026 12:03 PM
44	Nothing :)	3/27/2026 9:37 AM
45	Price	3/27/2026 9:32 AM
46	Overall good	3/27/2026 9:20 AM
47	On a tour	3/27/2026 9:18 AM
48	Bigger parking + cheaper	3/27/2026 9:10 AM
49	=)	3/26/2026 4:08 PM
50	NA	3/26/2026 4:04 PM
51	Mark the places on the ground to improve efficiency of the parking and to save space	3/26/2026 3:52 PM
52	Cheaper	3/26/2026 3:47 PM
53	It was good overall! Wish the bridge will be built soon!	3/26/2026 3:46 PM
54	Rest of Hooker Valley track being open	3/26/2026 3:31 PM
55	Marked spots to maximise # of stalls	3/26/2026 3:25 PM
56	Make it free	3/26/2026 1:49 PM
57	NA	3/26/2026 1:45 PM
58	More parks available	3/26/2026 1:29 PM
59	Sign that shows how many empty parking spaces are there (at the beginning of the road)	3/26/2026 1:25 PM
60	Bike racks would be nice!	3/26/2026 1:22 PM
61	It's fine	3/26/2026 12:52 PM
62	N/A	3/26/2026 12:51 PM
63	Cashpoint	3/26/2026 12:48 PM
64	Clearly designated parking spaces	3/26/2026 12:01 PM
65	Reduced number of people	3/26/2026 11:59 AM
66	/	3/26/2026 11:56 AM
67	No	3/26/2026 11:56 AM
68	/	3/26/2026 11:55 AM

Paid Parking: Intercept Survey 2025/26

69	Seal the carpark	3/26/2026 11:51 AM
70	Nothing :)	3/26/2026 11:49 AM
71	Paying afterwards, unclear if we need to park in paid parking or also park in front for free	3/26/2026 11:47 AM
72	/	3/26/2026 11:44 AM
73	We parked 1km far from here	3/26/2026 11:43 AM
74	All good	3/26/2026 11:42 AM
75	Don't know	3/26/2026 11:39 AM
76	N/A	3/26/2026 11:37 AM
77	Nothing, all good	3/26/2026 11:34 AM
78	Make lot bigger.	3/26/2026 11:32 AM
79	N/A	3/26/2026 11:29 AM
80	0	3/26/2026 11:25 AM
81	More Rv parking. No cars in RV parking.	3/26/2026 11:23 AM
82	Bigger car parking area - need more!	3/26/2026 11:19 AM
83	More car parks	3/26/2026 11:17 AM
84	N/A	3/26/2026 11:14 AM
85	N/A	3/26/2026 11:14 AM
86	Too many people on trail! Limit total people	3/26/2026 11:12 AM
87	Nothing	3/26/2026 11:11 AM
88	N/A	3/26/2026 11:03 AM
89	N/A	3/26/2026 11:00 AM
90	Worked OK	3/26/2026 10:52 AM
91	Signage- didn't know we needed to pay till we arrived	3/26/2026 10:51 AM
92	Nothing, I think it is a good way to optimise use of the park and collect revenue.	3/26/2026 10:27 AM
93	N/A	3/26/2026 10:19 AM
94	Water for drink bottles	3/26/2026 9:55 AM
95	Liked the free parking	3/26/2026 9:54 AM
96	Barrier entry+exit	3/26/2026 9:50 AM
97	It would be helpful to have mileage to end of track to determine # of hours	3/26/2026 9:48 AM
98	N/A	3/26/2026 9:42 AM
99	Nothing, we found free parking fine	3/26/2026 9:41 AM
100	N/A	3/26/2026 9:35 AM
101	Coffee shop	3/26/2026 9:33 AM
102	I didn't drive, tour operator.	3/26/2026 9:28 AM
103	Bigger facilities?	3/26/2026 9:26 AM
104	Clarity on that free parking is available on the road vs paid in the lot.	3/26/2026 9:13 AM
105	N/A	3/26/2026 9:12 AM
106	Potential issue w/ phone service working to open payment site in the parking lot	3/26/2026 9:08 AM

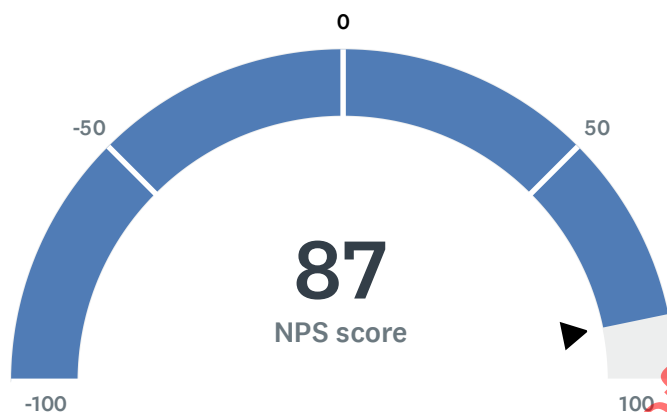
Paid Parking: Intercept Survey 2025/26

107	None	3/26/2026 9:06 AM
108	Parking was perfect for me, though I came late in the day (3:10pm)	3/26/2026 9:02 AM
109	All was good	3/26/2026 8:48 AM
110	[Data entry note: Q9 rating of "Condition of walking tracks/paths" looks crossed out but also circled several times on rating 4, so I left it as 4 s9(2)(a)]	3/26/2026 8:47 AM
111	I parked on side of road for free	3/26/2026 8:42 AM
112	Clearer signs regarding where the paid area starts	3/26/2026 8:36 AM
113	Very expensive. Should be free.	3/25/2026 4:24 PM
114	Refreshment	3/25/2026 3:59 PM
115	Parking demarcation.	3/25/2026 3:55 PM
116	I was fine	3/25/2026 3:35 PM
117	Cars not in campervan parks	3/25/2026 3:31 PM
118	It was very expensive but close to paths.	3/25/2026 3:03 PM
119	10/10 came early no issues :)	3/25/2026 2:59 PM
120	Less crowd (booking for the track).	3/25/2026 2:48 PM
121	Warning of tracks being closed at parking pay stations.	3/25/2026 2:31 PM
122	More instructions	3/25/2026 2:23 PM
123	Not feeling stressed that the carpark was full. LED sign could indicate there is space available.	3/25/2026 1:26 PM
124	N/A	3/25/2026 1:13 PM
125	Pay less :)	3/25/2026 1:05 PM
126	No issues with parking.	3/25/2026 1:01 PM
127	More spots.	3/25/2026 12:46 PM
128	There is some potholes	3/25/2026 11:31 AM
129	Park and ride system or limiting access to just available parks to avoid side of road congestion	3/25/2026 11:12 AM
130	Better information about closures at entrance to parking	3/25/2026 11:04 AM
131	It would be better slightly cheaper - lots of people are parking free on the road but motorhomes can't do this.	3/25/2026 9:59 AM
132	Stop the parking on the road. Just forces parking away from the carpark. Also makes you think carpark is full.	3/25/2026 9:49 AM
133	Driving towards parking lot, people were parking road side. I assumed lot was full (it was not) so I parked road side. If you installed electric sign with number of spots available, that would notify customers to proceed to parking lot.	3/25/2026 9:47 AM
134	Parking for big rigs	3/25/2026 9:42 AM
135	If there were paid parking all over we would have paid, but the road was free, so we parked there :)	3/25/2026 9:39 AM
136	Having the bridge completed :)	3/25/2026 9:24 AM
137	Parked on the road	3/25/2026 8:54 AM



How likely is it that you would recommend this site to a friend or colleague?

Answered: 263 Skipped: 13



Answer Choices	Percentage	Responses
Detractors	1.1%	3
Passives	10.6%	28
Promoters	88.2%	232
Total		263

The Net Promoter Score (NPS) system gives a percentage, based on the classification that respondents fall into, calculated as follows:

$$(Number\ of\ Promoters - Number\ of\ Detractors) / (Number\ of\ Respondents) \times 100$$

NPS can range from -100 (all 'Detractors') to 100 (all 'Promoters'). Any positive number score means that the percentage of customers who are Promoters outweighs the percentage of customers who are Detractors. Any positive score can be regarded as that site achieving at least partial success.

NPS system is claimed to go beyond testing how 'satisfied' a customer is with a product or supplier; it is designed to test if someone likes a product or brand enough that they would recommend it to others with whom they have a valued relationship. In other words, the customer is not merely 'satisfied' with the product, they become advocates who effectively promote the product or brand.

Although there are pros and cons to NPS, numerous research studies have shown that the NPS metric also correlates with business growth. Furthermore, it allows an organisation to benchmark its results against others in the sector.

Paid Parking Visitor Survey: White Horse Hill



Department of
Conservation
Te Papa Atawhai

(Office use only) DATE: __/__/__

TIME (24hr) __: __

SURVEYOR (Initials): __

FORM #: __

Q1. A. How many PEOPLE are in your party/group (including you)? __ # of people

B. What best describes the nature of your party/group?

☐ Solo/Alone

☐ Family/Couple

☐ Friends

☐ Recreational Club

☐ Commercial Guided

☐ Other (specify) _____

C. Please indicate age/gender/nationality/country of residence of group members (1st 5 persons only)

Respondent	Gender (M/F/Another Gender)	Age	Nationality	Normal Country of Residence
1				
2				
3				
4				
5				

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

Q2. A. Did you travel from HOME to this site TODAY? ☐ Yes ☐ No

B. How did you TRAVEL to this site today? (tick all that apply)

☐ Car

☐ Motorbike

☐ Campervan/RV

☐ Bicycle

☐ Commercial shuttle/bus

☐ Walked

☐ Other (specify) _____

Q3. A. Is this your FIRST visit to this site? ☐ Yes ☐ No

B. (If 'No') When was your LAST visit to this site?

☐ 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 this site? __ # of visits

Q4. What have you done at this site today?

☐ Kea point

☐ Sealy tarns track

☐ Hooker Valley Track

☐ Mueller hut

☐ Camping

☐ Used Toilets/Facilities

☐ Other (specify) _____

Q5. In TOTAL, how long will you spend at this site 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

☐ Overnight

☐ More than one night

Q6. A. Did you park in the carpark today? ☐ Yes ☐ No

B. (If 'Yes') How LONG did you pay for parking today? (circle number of hours)

Free/20 minutes

1 hour

2 hours

3 hours

4 hours

5 hours/whole day

2 or more days

Permit/exemption

I didn't pay

Q7. If you know your vehicles license plate number, please provide it here. _____

Q8. A. Do you have a parking permit? ☐ Yes ☐ No

B. (If 'Yes') What type of permit do you have?

☐ Local (\$10/year)

☐ General (\$60/year)

☐ Concession parking exemption

☐ Volunteer exemption

☐ Contractor exemption

☐ Other (specify) _____

Continues over page ➔

Q9. A. How SATISFIED were you with the following DOC FACILITIES and SERVICES? (circle rating)

(0= Not at all satisfied 4= Extremely satisfied X=No opinion/Did NOT use)

Car parks	0	1	2	3	4	X
Process of paying for parking	0	1	2	3	4	X
Queues while paying for parking	0	1	2	3	4	X
Condition of walking tracks/paths	0	1	2	3	4	X
Condition/cleanliness of toilets	0	1	2	3	4	X
Number of/distance between 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: _____

Q11. I can top-up/extend my parking payment if I need to:

☐ Yes ☐ No ☐ I don't know

Q10. You can buy a day ticket to park all day at the site. If you drove away and came back later that day, do you think your day parking ticket would still apply?

☐ Yes ☐ No ☐ I don't know

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

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

I could do everything I wanted in the time I paid to park at this site today	0	1	2	3	4	X
I am confident I know how to extend my parking payment	0	1	2	3	4	X

Q13. A. Did any of the following affect how long you stayed at this site today? (tick rating)

Stayed for less time Neither Stayed for more time

Queues at the parking ticket station	☐	☐	☐
The price of parking	☐	☐	☐
Queues at facilities	☐	☐	☐
The weather	☐	☐	☐
Travel schedule	☐	☐	☐
Other (specify & rate) _____	☐	☐	☐

B. If you answered that parking affected how long you stayed, what was it that affected your stay? (tick all that apply)

- ☐ I wanted to finish within the free time period ☐ I didn't want to pay for the extra time
☐ Unsure how much time I had left on my paid parking ☐ I wasn't sure how to extend/top up
☐ Paying again would have taken too long ☐ It didn't feel like value for money for the time I needed
☐ I didn't want to pay for a full extra hour because it's more than I need
☐ Other _____

Q14. What one thing would most improve your parking experience today?

Q15. How LIKELY is it that you would RECOMMEND Aoraki/Mount Cook 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! ☺

Appendix D – Email responses

Please note names, addresses and complaints have been redacted to protect the privacy of submitters and Stakeholders.

1	Hello, I am writing regarding the paid parking pancake rocks to have 2 hours of free parking please. How does it work ? Thank you, cheers
2	Dear Sir/Madam, I'm writing regarding the overflow parking at Mt Cook (Whitehorse Hill). On 3 March 2026, we paid for a full day of parking and then attempted to pay for an additional day to cover our overnight stay. However, the system would not allow us to add another day (please see the attached screenshot).
3	Kia ora team, Thanks for the great work you are doing with the trial. I'd like to share a few pieces of feedback I've been receiving from our staff in Punakaiki. I presume it's not new info, but there are some key themes that we may have the opportunity to address during the trial. • Visitors are generally not aware that they can stay longer than they have paid for and pay the balance at the end of their stay. This appears to be driving behaviours at site. Can we please tidy this up via signage? Maybe the new signs that are about to be installed at Punakaiki could make this clear. • Visitors are confused about the 20 minutes free, thinking it is the first 20 of the one hour they pay for. • Trailing pay on departure would be interesting. • There is some confusion around paying for parking when using EV chargers. Easily tidied up with signage. Regards
4	If we could stay overnight. We paid 50.00 NZD to park the camper. We didn't know that we cannot stay overnight and that a booking is needed... The entire parking lot was empty. Nevertheless, we can't stay here; we came all the way from Switzerland. What a disappointment! I find it appalling, very tedious, and a shame; We would have paid for the space, but now we have to drive all the way back to Tweezel which isn't good for the environment either. This is our third time in New Zealand; twice we stayed in hotels, motels, or bed and breakfasts. Because we always had trouble finding accommodation, we decide to rent his time a campervan. But it's even worse because there's no campsite. More campsites absolutely must be made available.
5	Ahiahie marie e Te Papa Atawhai, kia ora koutou. I am a local resident who bought a \$10 annual pass. I use it when I collect my mail and go for a walk around the Rocks or up to the new Lookout, and maybe go to the VC and/or to the cafe for coffee. The paid parking hasn't impacted on my outings apart from now having to pay a fee if I want to park my car and then recreate. I have a _____ issue now and I find it better to be able to park nearby to these recreational assets than park further away/walk up say, from the Rocks Hotel area or the village and not then have the capacity to be able to go and enjoy the Rocks or Lookout walks. I can understand the Department does need to look at ways to earn revenue but I feel that it has a negative impact on the DOC mandate of free access to our National Parks and Reserves. I was a DOC employee _____! I am still very interested in how the Park is being administered. I am aware there are locals who refuse to buy a parking permit. They use the 20 minutes free parking to collect their mail and then leave. They tell me they no longer go around the Pancake Rocks Walk or to the new Lookout. They don't take visitors there, so instead of sharing their love of the site they dispense their displeasure of DOC.

	I read in the local media that the main cafe and the adjacent business, operated by the same manager, considers the lack of local support has adversely impacted those businesses. I don't have any figures that support or deny those claims. I think though, it is a very sad thing that long term residents who supported the Park's inception and ongoing business, particularly after the Cave Creek incident, are now feeling so displaced. I would like to see DOC provide free parking to local residents whether they are property owners or renters. Many owners are in the tourism business and employ folk who rent. Bad-mouthing DOC to customers/clients is not what DOC needs. The adage that bad mouthing spreads to 15 or more people while good words are spread only to four or five means that DOC's image is significantly tarnished instead of being promoted. It wouldn't be easy to work out exactly what monetary loss there would be by a goodwill gesture of a "free for locals" position, because so many are not buying the permits anyway, but I am sure that a goodwill gesture would regain respect and support. Nga mihi nui,
6	To whom it may concern I was horrified the other day when we took a visitor from England to visit the Pancake Rocks and upon arriving finding out we had to pay for parking. She had already paid a fee upon booking tickets to come over here so why again, double dipping by our authorities. Disgusting! Like in Blenheim, and Nelson, why can't you put a free hour, preferably 2, before you have to pay. Yours sincerely Horrorified visitors
7	I have yet to pay you anything for parking at any of these places and I hope I never have to. You have lost me.
8	I wrote to your corporate department regarding this decision before the installation ,your response NOTHING but that doesnt surprise me it seems to be the NORM Re DOC ,As I Stated I Will continue to Stop at Punakiki as I've done for 60 years travelling the Coast Road & I Won't Be Paying 1cent All West Coast Residents & Ratepayers should be Void of any of Your Revenue Raising Ventures,That's My Feedback /Review,I'll await with Baited Breath Re your Feedback but I'll most likely Die Waiting ..Nga Mihi (Waitaha Decendant)
9	Hi there! Took my family to Pancake rocks today, I have been a few times but it was their first time here. I was a bit disappointed had to pay to park for an hour, my mum is slow on her feet so the 20 mins free parking was not enough. Feel for the businesses, it's not quite ok to have to pay to sit in a cafe. Hopefully this helps to change this new rule. Kindest
10	Following the utilization of your Dolomite Point carpark on 6 march 2026, I have been extolling the introduction of the paid parking system and the positive difference that it has made to a visitor's ability to appreciate all that is on offer in Punakaiki. That is..... until I received a Parking Breach Notice from "Stellar - park better", dated 10 March 2026. Firstly though.....some background. Having found a carpark, we went to the Pay-machine in the middle of the carpark , but as it had a queue , we moved onto the machine at the entrance to the Carpark. As we have been to Dolomite Point many times we only bought one hour, as we intended to simply get a coffee and have a quick gander at the new Visitor Centre. As best as we can remember, there was no contiguous signage indicting what the process was, other than the machine asking how long we wanted to pay for. So, talk about more than we expected. The greeter at the Visitor Centre convinced us to buy three tickets for the tour. Thank goodness she did!. The Centre is wonderful, interesting,

	thought provoking and to be recommended to all. It therefore seemed churlish to just get a coffee, when the food looked so good and the table on the lawn was vacant and it was a truly beautiful, sun filled , West Coast day. Lunch done, we wandered back to the car, oblivious to the elapsed time and happily waxed lyrical all the way back to Reefton about what a splendid day we had had. Roll forward to 10 March 2026 when I received in the mail the attached Parking Breach Notice.. This was addressed to 20 Shiel Street, Reefton, 7830, which is obviously a Buller Address. Being a keen supporter of DOC, the fee demand was rather foolishly promptly paid. Upon reflection, I now wish that I hadn't paid so quickly. Might I make a few observations. 1. Based on the DOC feedback request document from last year, residents of Buller and Grey Districts were to be offered a \$10 Annual permit. 2. If an unpaid fee demand is being dispatched to a Buller address, then it should only be for the difference between \$10 and the hourly fee paid. 3. Once the difference is paid, then notification should be dispatched stating that the Annual Permit had been issued. 4. Clear notification needs to be displayed at the Pay machines advising the consequences of insufficient payment. 5. Upon re-entry to the carpark, signage needs to be installed, stating clearly " have you stayed longer than you have paid"? I trust that some mitigation might be extended and at the very least an Annual Permit to park be issued. Onwards
11	_____ and a group of friends visited Punakaiki, read the signs and felt 20 minutes was enough time to do the walk and return to their vehicles. However this took longer than expected and all of the group received breach notices, which they have all paid. Steve felt we should do the walk at a leisurely pace, take a few photos etc and time the walk and this time should be an indicator of the free parking time. One of their party was disabled and had used the disabled carpark. They felt the 20 minutes is not long enough and mean. _____ did want to talk to someone in the paid parking team as well. Kind regards,
12	To be honest, its an absolute mess. We have begun hiking early on two occasions in recent weeks, and on each occasion most of the early cars have just lined the roadside rather than paying for parking. This is despite the ropes. So its a failure to date and simply an income earner for DoC which I hope is not the only reason for instigating paid parking here. Cheers
13	To whom it may concern, I am writing to express my deep disappointment regarding the implementation of car park charges at Dolomite Point. The parking has historically been free, and this new charge feels more like an entrance fee for the National Park itself. While the Department of Conservation (DOC) has built a new visitor center with an exhibition area and a new walkway to the lookout to encourage visitors to spend more time enjoying the area and the Pancake Rocks, these charges achieve the exact opposite. I have observed that visitors now seem stressed, trying to see everything in a very short amount of time or rushing to finish within the 20-minute free parking window. Furthermore, it is frustrating to see that while the public is charged, DOC vehicles and local Iwi appear to receive free parking.

	I appreciate the opportunity to provide this feedback, though I am concerned that the decision on this matter has already been finalized. I hope you will reconsider how these charges impact the visitor experience and the local community and businesses up at Dolomite Point.
14	Dear paid parking team, I am writing to you on behalf of ourselves and also our guests we accommodate throughout the year in our accommodation business, located _____ north of Punakaiki, to formally express our concerns regarding the current parking project and its impact on the visitor experience. We believe that the current 20-minute parking limit is insufficient for visitors to meaningfully enjoy the National Park. While the new infrastructure and walkways were designed to encourage longer stays, these restrictive parking regulations are having the opposite effect. In an environment of rising fuel prices, inflation, and the recent 100% increase in the international visitor levy, these additional parking charges are difficult for travelers to justify—especially when compared to other regions, such as downtown Nelson, which offers one hour of free parking. We have observed several concerning trends resulting from these restrictions. Visitors are frequently rushing through their visits, parking dangerously along the state highway to avoid fees, or opting for small takeaways to eat elsewhere rather than spending time at Dolomite Point. This area has traditionally served as a strategic rest stop for those traveling between Nelson and the glaciers; however, the current situation forces visitors to bypass the experience or rush through it, particularly during inclement weather. We are very disappointed with these charges. Based on the feedback we have received, our visitors share this frustration, which is creating a negative impression of the overall experience in Punakaiki. We respectfully request that you review the current parking structure and consider adjustments that better support both local businesses and the quality of the visitor experience, such as one hour free parking period and no fees from 5pm onwards. Very disappointing to see all these millions of tax money spent and now we get charged again, so we are expressing our strong concerns but feel we won't be listened to anyway. Regards
15	Hello We just finished our 2 months journey through NZ and before flying home, found the breach notice in the mail at our friends place. I first had to research to find out what it's actually for as I was not aware of doing anything wrong. I mean it leaves a real bad feeling being breached at a place, out in the nature, excited to do a little walk and not even recognizing that there is necessity to pay (also during evening hours). I hope you take also into account that visitors need clear signs on projects like this when further evaluating how the pilot should go on. Thank you for your understanding
16	We stopped at the White Horse Hill carpark on 9 March 2026 because my wife was ill and needed to use the toilet. The owner of the vehicle (we had borrowed it) received a breach notice since we did not pay any parking fee. We had no idea that we would have to pay for this fairly short toilet stop, especially since one of us stayed in the vehicle. The owner has paid the \$75 fine and we reimbursed her. However, this seems quite unfair, either the fact that you have to pay for even a short stop and staying in the vehicle should be clearly posted, or else the fine should be reimbursed. We would have been OK with paying a small parking fee for this stop, but \$74 is certainly excessive.

	Desired outcome : Better posting of the parking fee information and/or reimbursement of at least part of the \$75 fine.
17	Over the past two weeks ____ has received 4 breach notices per week and as a small fleet wonders what some of the big players in the campervan market are getting. Customers in his opinion are either not seeing/understanding the signage or overstaying the time they have paid for. I have advised he would need to talk to Stellar if the latter is the case. The majority of the breach notices have been for Franz Josef or Punakaiki.
18	Hi there, I am writing to voice my complaint about the new paid parking system at the Pancake Rocks in Punakaiki. I was really unhappy about having to pay for parking for more than 20 minutes during my recent visit, as it felt like I was being charged for walking around the Pancake Rocks. Because of this, I felt rushed and didn't have enough time to properly do the walk or even visit the experience centre. I think there should be at least the first hour and a half free so visitors like me can have enough time to enjoy the area and visit the experience centre. Nga Mihi,
19	Dear Department of Conservation team, I am writing to raise a concern about the operation and enforcement of paid parking at the Franz Josef Valley DOC carpark, following a recent visit with my family. I fully accept that DOC charges for parking at some sites, and I do not object to paying reasonable parking fees. However, I am deeply concerned about the **way the current system operates**, particularly the use of third-party enforcement and ANPR cameras, which in practice appears **unfair, misleading, and damaging to visitor experience**. At this site, vehicles are timed from the moment they enter the carpark, yet: * There is no clear allowance for time spent stationary in the vehicle before payment is made * Visitors must pre-purchase parking in full hourly blocks, requiring them to **guess how long they will stay** * Any misjudgement, even by minutes, can trigger a **\$75 "breach notice"**, despite parking costing only \$5 per hour In our case, we paid for parking in good faith, yet received a \$75 demand for what amounts to a maximum \$5 shortfall. This does not feel proportionate or ethical, particularly in a remote DOC setting where there is no congestion or competition for spaces. What concerns me more broadly is the **impact on international visitors**. On the day we visited, the carpark was full of overseas tourists in hired campervans. Many of these visitors will not understand the system, will not contest charges, and will likely have fines automatically passed on by rental companies — leaving them with a poor final impression of New Zealand and DOC. This kind of enforcement: * Feels more like revenue capture than conservation funding * Penalises families, international visitors, and those acting in good faith * Risks reputational harm to DOC and to New Zealand tourism more generally Given the technology already in use, DOC could easily adopt a **fairer, pay-for-actual-time system** (for example, paying on exit based on recorded duration), rather than forcing visitors to over-estimate or face punitive charges. I encourage DOC to review: * The proportionality of enforcement penalties * The ethics of outsourcing enforcement in conservation areas * The visitor experience implications, particularly for international tourists I raise this not just on behalf of my own experience, but out of genuine concern for how this reflects on DOC and on New Zealand as a destination. Thank you for taking the time to consider this feedback. Kind regards, Luke Anderson 2. Desired outcome : change in process
20	1. We note that the 20-minute limit and paid parking are causing stress and impacting visitors' enjoyment of this iconic location. 2. Business turnover is being materially impacted (down 15%), and we expect this to be much worse over winter, when the majority of visitors are from NZ. 3. Visitors want to get back to their vehicle in under 20 minutes to avoid parking charges, so they are not stopping for meals and are too rushed to make retail purchasing decisions. We also note that, as the Pancake Rocks Walk takes approximately 30 minutes, it effectively constitutes a fee for entering the National Park. We believe the first 1-2 hours of parking should be free. In addition, as with the majority of public paid parking in NZ, there should be no charge for after-hours parking, eg from 6 pm.

21	Hello I am writing to support the paid carparking trial at Pancake Rocks. In high summer there is a huge ingress of cars and the paid scheme clearly maintains the need for tourists to move on and vacate the carpark after exploring Dolomite Point. It is common to see both the northern carpark and the southern overflow carpark full in high summer and the new charging system did not seem to impact negatively on this throughput at all. As a local ratepayer, I also appreciate the consideration of a parking permit for locals - I applied for this at Christmas and the online application was a simple 2 minute process. In my opinion the sum of \$5 to park for an hour is very reasonable for an attraction of this quality, particularly with the new visitor centre.
22	To whom it may concern I refer to the DOC pilot program to charge for car parking at Punakaiki Pancake Rocks, Franz Josef Glacier and White Horse Hill, and comment/question as follows: 1. Terms & conditions, including that plate recognition cameras will be used, MUST be posted on a clearly visible, readable & easily accessible sign BEFORE the visitor passes any cameras, car park entrance, etc. (unlike what is in place at Franz Josef which, by chance, I visited on the first day of the programme's implementation at that site) 2. Whilst the T&C on your website state that they "...apply 24 hours a day, 7 days a week", it is NOT clear (appears not to be separately detailed on your website so I expect the same applies at the car parks) how this applies to the fees for parking - when to avoid the potential for confusion &/or misunderstanding it must! Issues to be addressed include; 1. Is a "day" the period of any calendar day from 12:00am to 11:59:59pm, irrespective of when the visitor arrives, or a 24 hr period starting from when the visitor arrives? Given that occupancy for part of a calendar day does NOT preclude another visitor from using that same parking bay upon departure of the first visitor (unlike hotel rooms, etc.), to me it would be grossly unreasonable to adopt the former definition over the latter. 2. Is the \$5/hr fee payable for vehicle occupancy during all/any of the 24 hours in a day, or only between certain hours (e.g. 6:00am to 6:00pm)? The latter would be reasonable whereas the former untenable. 3. If a visitor wishes to park for longer than 24 hours (e.g. to begin hiking to Mueller Hut from White Horse Hill at 9:00am, stay overnight at the hut, and return/depart next day but at, say, 11:00am (= 26 hrs total duration) 1. how are they expected to obtain DOC's "express permission" from the car park?? 2. how much are they expected to pay? (\$25/day x 2 for a portion of 2 calendar days would be quite unreasonable! I request that you consider the above and provide me with a response to each issue raised. Regards
23	Dear Zero and DOC administrators We have been charged \$75 twice for not registering to park in the EV park at Punakaiki to use the Zero EV charger. We are expecting a third letter in the mail for the time when we had to wait for an hour for a tourist attempting to charge to 100% to free up the charger. The Punakaiki charger was critical to our holiday. During our two weeks at our bach in Charleston the Westport New World Chargenet charger was broken, the Greymouth Warehouse charger was not working, and the Arthurs Pass charger was either listed as down or already occupied. We genuinely thought there would be no parking charge for charging our car since the Zero chargers provide an essential service, especially when other chargers are not available on our journey.

	We ask the Department of Conservation to consider making an exemption to the parking fee when EVs are charging. We ask Zero to put a notice on the chargers and an alert on the app to make sure that other EV drivers know to pay the parking fee. I have two other observations for the parking trial review. One, the Stellar appeal function does not work (see email trail below), and two, could the website define "proof of residence". We have a bach at Charleston and pay rates to Buller District Council. Does this allow us to apply for the annual pass for locals? Regards
24	Considering that legally DOC can charge for parking without any law change, unlike charging for walking on tracks. Charging for all parking at all main tourist sites is essential if we are going to be able to conserve all our natural environment. I have also recently done the Humpridge which as a trust is able to charge for use of the track. This has enabled them to make significant improvements to that track. A noticeable difference to some of the other great walks and definitely much better than the many thousands of km of other tracks DOC is responsible for. I completed an online consultation firm last year re charging for tracks etc. I'd like to know what the result of that is. Kia pai tō rā (Have a nice day),
25	Hi, I am getting in touch with some feedback over the paid parking at Dolomite point. I know you may offer the opportunity to place feedback at the end of the trial period, however I am seeing such dramatic changes around Punakaiki now I wanted to start the process now. I think having paid parking in this location is a terrible mistake that is disadvantaging the local community in many ways. But for now every time I am in Punakaiki, I am seeing people running across the highway to get back to their cars before they are charged more money. I have on several occasions been sitting having a meal or meeting and watched and talked to people cutting their meal short to get back in their car on time! I think Doc has underestimated the effect on business in this tiny community. People are not hanging around to shop and purchase the artworks made by locals as they feel they need to move on due to paid parking. It is a shambles for those of us that rely on a very short period of the year when people are actually here prepared to purchase. I would suggest a donation system or even better no paid parking in such a location. Of Doc is insistent on this and is not going to back away from the idea then it needs to be a much more affordable rate. It is quite frankly not working out. Thanks very much
26	Is there any plan to improve these emails as part of next phase? Do they just look like this for employees or for all permits? It should go in to any retro / review as an area needing work. It comes from a .com.au email address which immediately makes me suspicious. Using a local domain is not complicated.
27	Why aren't you charging for parking or entry to all popular doc tracks. We're kiwis who have travelled extensively and I can't think of another country that doesn't charge for its national

	Parks. Whilst main tourist doc tracks are good, alot of less tourist ones aren't maintained because you don't have the funds. Yet no tourist is going to object to paying in face many would expect to. As for locals it costs to play sport, to go to the cinema. This is no different. In Patagonia to walk on major tracks in national parks costs visitors up to \$\$50 NZ a day but is a lot less for locals. We've just been at Blue pools and lake matheson and heaps of people tracks that cost heaps yet no charge.
28	Moana Rd has occupied half a store Punakaiki and we are very concerned about the paid parking there We are very anti the paid parking as it rushes visitors visiting the areas We have had many customers complaining and we feel it just doesn't fit in such a remote area as Punakaiki
29	I would like to complain about the paid parking at Punakaiki. The paid parking totally impacted on my enjoyment at the Pancake rocks I think it's terrible that you are charging people there should be at least 2 hours free parking at this location
30	Pack of c****
31	To whom it may concern; I visited Punakaiki over Waitangi weekend and was horrified to see that there is now a parking fee at Pancake Rocks. I have been going to Punakaiki for many years with my family and have taken visitors that come over from the UK to see the Rocks. However, this 'free' parking of 20 minutes is absolutely ridiculous and then \$5 thereafter is daylight robbery! I was chatting to other patrons at the Cafe who shared my sentiment that it is no longer a leisurely day out. You now have to race around the walkway and hope there isn't a queue in the cafe to grab a coffee on the run. You certainly don't have time to sit and enjoy the food unless you want to pay an arm and a leg to park in the carpark. I note that yellow lines have been added to the roadside so this prevents anyone from finding any 'free' space to leave their car if they want to go and do a longer tramp or eat a meal. You have spoiled this area completely for me and taken away the appeal of our natural spaces that usually attract visitors both international and domestic. I won't be spending time in Punakaiki or taking friends there unless the parking fee is removed. You are seriously damaging this region and local businesses who already struggle to keep their heads above water. I sincerely hope this 'trial' is a huge fail and you see sense to remove the blot of parking meters. Regards,
32	We found Punakaiki "Pancake Rocks" a very interesting place to visit. The family would have liked to stay longer to learn and explore more. However, the cost of parking left a bad taste as we felt rushed to do everything and pushed to remain within our budget. After paying so much to travel there (fuel costs eta) , walk around the limestone formations , having some food . The time was ticking on and the parking tax was bleeding money out of us. We would have liked to have spent some more time looking at the shops and purchasing some trinkets to take home. There was plenty of parking space and this is your summer busy time so I don't see why you need to extort more money from the tourist. The department of conservation is not giving a good impression for the tourist. After making the Paparoa National Park visitor centre plus restaurant so beautiful I doubt anyone would want to hang around and utilise it because every minute costs and the first 20 minutes free is a bad joke as no one is going to get around the rocks within that time. The other businesses I suspect are missing out on income.

	2. Desired outcome : Drop the parking fees. Supporting documents :
33	Hello I am writing this to you, as I am extremely embarrassed to be a NZ citizen and being fined \$75 for parking in your EMPTY carpark in punakiki while showing my Australian partner my HOME and even spending \$435 in the tourist shop! 20min free is NOT long enough to walk the pancake Rocks track, let alone spend money locally which SHOULD BE ENCOURAGED! I have been fined and I will not be paying this. I was on site for 43min. 8am on a friday. Carpark was completely empty. Shops hadnt opened yet. We ran the track, in order to get back and spend money locally there. 1hour free should be the rule, if you want anyone to spend money there as well. Absolutely ashamed to tell my Australian partner, that I wont be showing him any more of NZ when we have to pay for parking for a very short amount of time.
34	Hi I am very sorry about my infringement. This is my first offence and I did my best to avoid the over use of parking. I had paid for 3 hours of parking thinking my hike would only take 2 hours but I miss judged and there was no way for me to change the parking amount I paid that I knew of once I finished. Had I been able to add to my parking fee I would have and paid the additional \$5 for the time needed. Would you please consider cancelling this charge or charging the additional \$5 to cover my stay as this was a first time offence. See pictures attached. Thank you for your consideration.
35	Dear Sir or Madam, I am writing regarding the introduction of paid parking at Pancake Rocks. I would like to request 2 hours of free parking for my vehicle, registration number _____. As the Pancake Rocks Walk takes approximately 30 minutes, the parking fee effectively functions as an entry charge to the National Park. Allowing 2 hours of free parking would provide visitors with sufficient time to complete the walk and enjoy the area without additional financial burden. Thank you for your time and consideration. I look forward to your response. Yours faithfully,
36	To the Department of Conservation / Parks Management Team, I am writing to provide formal feedback regarding the parking payment infrastructure and the current enforcement policy at White Horse Hill, Aoraki/Mount Cook National Park, This is regards to "Stellar operators" which recently resulted in a breach notice being issued to my vehicle. I can share the details if required The notices displayed around the park explicitly state that visitors can extend and pay for additional parking time. However, the on-site payment machines do not support this functionality. Instead of extending an existing session, entering a registration number simply starts an entirely new session. Enforcing breach notices under these conditions feels underhanded. It is highly unprofessional to penalize visitors when the payment functionality is clearly defective and poorly tested. This policy does not encourage tourism, nor does it reflect well on the Department's branding. Visitors who are actively attempting to do the right thing and pay for their extended stay are being caught out by a system error on the park's end. Instead of fostering a welcoming environment to enjoy our natural spaces, this approach feels like a revenue trap that leaves tourists with a distinctly negative impression of the park. I strongly urge the Department to look at the practices of the operator on issuing this breach notice, as the fault lies entirely with the payment machine's inability to process extensions as advertised. Furthermore, I recommend an urgent audit of these machines or an immediate update to the signage to prevent further damage to the Department's reputation and to ensure a fair experience for future visitors.

	I look forward to your prompt response and a fair resolution to this matter. Thanks & Regards,
37	Just writing to put in my thoughts for the parking fees at Pancake Rocks. Was looking forward to a nice lunch, but felt hurried as we would have gone over our hour. I feel so sorry for the businesses. The rocks do not belong to the council to charge, they are there for everyone to enjoy. Why are humans so money hungry? Sent from my iPhone
38	Hello, We are at Punakiki Pancake Rocks to use the EV charger for our car. We have to pay hourly parking plus the cost of the EV charge. We have no other option for the EV charge as this is the only charger in the vicinity. The parking fee is punitive for those using the EV charger. Please reconsider the paid parking at Pancake Rocks. Thank you,
39	Hi I recently charged my EV at Dolomite Point, but didn't realise that you had to pay for electricity and parking separately. I have had a (from my point of view) an unsatisfactory exchange with Stellar on the subject. Of course, you can just hide behind your agent and say it's not your concern, but what do you think about this? I see in your note about experimental car park charging that you make no reference to reserved car charging bays. If I stop at a petrol pump, I do not expect to be charged for parking whilst I fill the car. Why is re-fuelling an EV any different
40	Hello, We are at Punakiki Pancake Rocks to use the EV charger for our car. We have to pay hourly parking plus the cost of the EV charge. We have no other option for the EV charge as this is the only charger in the vicinity. The parking fee is punitive for those using the EV charger. Please reconsider the paid parking at Pancake Rocks. Thank you,
41	Good morning, Two days ago we visited the Franz Josef glacier car park. I appreciate the financial reasons for having a paid car park, it was a crowded car park. We stayed about 15 minutes in the park so we didn't pay the fee, in accordance with the signage at the site, since it was free under 20 minutes. After reading the website https://www.doc.govt.nz/parks-and-recreation/know-before-you-go/paid-car-parking/ to plan today's trip I realized that there may be a breach notice fee sent. I would appreciate forgiveness for time averages and make some policy suggestions. Where the pay lot signs are at the entrance say time tracked by plate number upon entrance. Or simply your time starts now. Also amend the signage by the machine. Other places I have travelled the time started once the car was left unattended. The additional signage would encourage those that might run the track to also pay. Humbly I ask for kindness during the pilot program and other some potential opportunities to educate and inform visitors of how time is determined and that there isn't a physical person checking plates it is completely automated.
42	Kia Ora, I have been an EV owner for 6 years. Today I learnt of a fellow driver who received a \$75 fine for using the Zero (Meridian) charger at the Dolomite Point Punakaiki carpark. I used this much needed charger (the charging infrastructure on the West Coast is appallingly inadequate) in December with no issues however that was just before the parking fee trial began. To expect an EV that is charging to also pay a parking fee is outrageous. NO petrol or diesel driver ever has to pay a parking fee just to refuel their vehicle!

	It is a major disincentive to EV uptake especially as there is NO alternative charging facility available.
43	To whom it may concern; I visited Punakaiki over Waitangi weekend and was horrified to see that there is now a parking fee at Pancake Rocks. I have been going to Punakaiki for many years with my family and have taken visitors that come over from the UK to see the Rocks. However, this 'free' parking of 20 minutes is absolutely ridiculous and then \$5 thereafter is daylight robbery! I was chatting to other patrons at the Cafe who shared my sentiment that it is no longer a leisurely day out. You now have to race around the walkway and hope there isn't a queue in the cafe to grab a coffee on the run. You certainly don't have time to sit and enjoy the food unless you want to pay an arm and a leg to park in the carpark. I note that yellow lines have been added to the roadside so this prevents anyone from finding any 'free' space to leave their car if they want to go and do a longer tramp or eat a meal. You have spoiled this area completely for me and taken away the appeal of our natural spaces that usually attract visitors both international and domestic. I won't be spending time in Punakaiki or taking friends there unless the parking fee is removed. You are seriously damaging this region and local businesses who already struggle to keep their heads above water. I sincerely hope this 'trial' is a huge fail and you see sense to remove the blot of parking meters. Regards,
44	Further to the online survey, and as a Stakeholder I wish to provide additional comments that could not be fully conveyed within the limited survey format. I am also unsure if we will otherwise get any further stakeholder consultation opportunities. Background We are long-standing Stakeholders and _____ at Dolomite Point and committed conservation advocates, having owned and operated our property since 1999. A café has existed on this site for decades—well before the establishment of DOC or the creation of the National Park. The introduction of paid parking represents an unfair pressure on our business. At the same time, we are facing the consequences of DOC using taxpayer funds to construct a new café next door—an action that sits well outside DOC's intended scope and breaches the written agreement they hold with us. We are struggling to understand why we are being treated in this manner. These challenges come on top of the impacts of still financially recovering from COVID-19, the current fuel crisis, the inherent difficulties of operating in a remote and weather-exposed location, rising commercial rates and insurance costs, staffing shortages, and the limitations of an older building. I am opposed to DOC entering into the car parking business at any site in New Zealand, not just Punakaiki Impact on Our Business and Local Visitors Our turnovers are down and we have not been able to recover from COVID times or benefit from the recent increase in tourist numbers. The approaching winter season is particularly concerning with the fuel crisis and obvious travel issues. DOC appears to underestimate the importance of price-sensitive New Zealanders visiting outside the peak Christmas–Easter period. These months are already loss-making for us, and

	the introduction of paid parking directly reduces our revenue. As a result, we will be contributing less to the economy through wages, GST, and income tax. We have not been able to benefit from the recent increase in tourist numbers and the approaching winter season is particularly concerning, particularly with paid parking underway. Effects of the Paid Parking Pilot The paid parking pilot has had a clear negative impact on our business. Visitors are rushing, spending less time on site, and consequently spending less on food, beverages, and retail. It is unclear how DOC is assessing “success” in its Benefits Realisation Plan. A higher track count or faster turnover of visitors does not equate to a better visitor experience—especially if people feel pressured and unable to enjoy the area fully. Is DOC’s focus now on revenue rather than visitor experience? DOC now holds a complete monopoly on parking, having removed all free roadside spaces and converted public land into paid parking without any capital land-purchase costs. Despite assurances to the contrary, there are fewer public parking spaces available now than before COVID-19. There are no viable alternatives and almost no public transport, with only one InterCity bus per day in each direction. Public Opposition and Equity Concerns DOC’s own consultation on “Exploring charging for access to some public conservation land” showed that 86% of respondents opposed access charges. Most of these submitters opposed charging for everyone because they viewed an access charge as a restriction of their basic right, as New Zealanders, to access PCL. Free access to the outdoors is vital for public health and wellbeing. Introducing financial barriers is unacceptable, and the negative impacts outweigh any revenue gained. Stakeholder Engagement Although we are classified as stakeholders, we have not been treated any differently from the general public. We learned about the pilot at almost the same time as the public and significantly later than those with “partner” status. We do not believe our submissions or perspectives are being given any additional weight, raising questions about the purpose and integrity of the stakeholder consultation process. On several occasions, DOC has been obstructive in responding to our requests for information—including delays in providing the Market Research document, the Benefits Realisation document, and responses to clarification emails that had to be resent multiple times. The Paid Car Park Pilot Price Structure document states that “risk assessment includes consideration of businesses,” yet we see no evidence that this is occurring in good faith. Our business contributes significantly to the value and enjoyment of this location, yet we are increasingly treated as though we are an inconvenience rather than a long-standing neighbour in supporting the visitor experience. Concerns Regarding Legality, Process Integrity, and the Overall Implementation of Paid Parking 1. Lack of Clear Legal Basis for Paid Parking in National Parks There appears to be no lawful foundation for introducing paid parking within New Zealand’s national parks. The National Parks Act explicitly states that <i>“the public shall have freedom of entry and access to the parks, so that they may receive in full measure the inspiration, enjoyment, recreation, and other benefits that may be derived from mountains, forests, sounds, seacoasts, lakes, rivers, and other natural features.”</i> The implementation of paid parking undermines this principle. In practice, the parking monopoly at Dolomite Point functions as an effective entry fee to the Pancake Rocks walkway within Paparoa National Park—something the Act does not permit. DOC’s public communications have selectively referenced the Conservation Act, which in some circumstances allows for charging, while omitting reference to the National Parks Act, which sets a higher threshold for public access. This selective framing has been misleading (e.g., <i>The Press</i>, 30 July 2025). Official Information Act (OIA) responses have redacted key paragraphs relating to legality, including in the <i>Paid Car Park Pilot Price Structure Document</i>. Furthermore: • The Dolomite Point car park sits only marginally outside the National Park boundary, and relying on this technicality to justify charging is disingenuous.
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- The required land designations and reserve-land arrangements enabling lawful charging were **not in place** at the start of the pilot, nor were the bylaws required to issue fines (Price Structure Document 9.2.1).
- Similar issues appear to apply at the Aoraki/Mt Cook and Franz Josef sites.

By definition, a “pilot” is intended to be scaled nationally. It is essential that this programme be halted before further expansion occurs.

2. Shift From Conservation to a Revenue-Driven Business Model

DOC’s increasing focus on revenue generation—particularly through car-parking operations—represents a concerning departure from its core conservation mandate. Investing significant resources into becoming a major operator of paid parking is inappropriate for a conservation agency and risks reducing New Zealanders’ ability to enjoy the outdoors.

From the outset, public communication about paid parking has been misleading. For example, DOC representatives stated on RNZ (Nov 2024) that paid parking would not deter visitor numbers. This assertion was made without evidence, and no studies were undertaken to assess the impact on price-sensitive visitors, particularly New Zealanders, or on off-peak and shoulder-season visitation.

DOC has also promoted **gross revenue** figures in media releases (e.g., RNZ, 28 Jan 2026), without disclosing net revenue after costs—an incomplete and misleading representation of financial performance.

DOC will now see a increase in parking revenue as a success, despite that this may result in a rushed and poor experience, and has dissuaded New Zealanders from stopping.

3. Inadequate Consideration of Stakeholders and Local Economic Impacts

DOC has confirmed through OIA responses that the impact on neighbouring businesses was **not** considered in the pilot design. This omission is significant. As tax-paying business owners, our reduced revenue directly results in lower wages, GST, and income tax contributions—yet these impacts are excluded from DOC’s assessment.

Despite contributing to the visitor experience at Dolomite Point for decades, we have not been treated as meaningful stakeholders. Our concerns have not been incorporated into planning, and our requests for information have frequently been delayed or obstructed.

4. Absence of a Benefits Realisation Plan at Pilot Commencement

The **Benefits Realisation Plan (BRP)** was not in place when the pilot began. It was released only in February 2026—three months after Pilot implementation—and only following an OIA request lodged six months earlier.

This delay meant DOC failed to collect essential baseline data during the busiest period of the year. Without baseline metrics, DOC cannot accurately measure changes in visitor satisfaction, behaviour, or economic impact. This is far below the standard expected for a government-funded pilot programme with national implications.

The late release of the BRP also creates the perception that DOC may retrospectively select data to support a predetermined outcome.

5. Failure to Measure Impacts on New Zealanders and Equity Concerns

The BRP does not adequately assess the impact of paid parking on New Zealanders’ access to nature. Dolomite Point was selected partly due to a perceived high proportion of international visitors, yet many New Zealanders have already indicated they will no longer visit if charges remain.

Charging for parking raises significant equity issues, particularly in a location with no viable alternative transport options.

6. Flaws in the BRP’s Measurement Framework

The BRP’s Benefit Measure Description states: “*Visitor ratings of carpark facilities and services OR visitor Track Counter data.*” The use of “OR” is unclear and problematic.

a) Visitor Ratings

The visitor survey does not ask whether people are happy to pay, whether the fee is fair, or whether charging affects their likelihood of returning. DOC has publicly claimed that visitors are “happy to pay,” yet this is not supported by survey data.

No baseline survey was conducted prior to charging, meaning DOC cannot determine whether satisfaction has increased or decreased.

	For our own online Cafe ratings - we are getting negative comments and being marked down due to paid parking b) Track Counter Data It is unclear what DOC considers a “successful” outcome. • At peak times, the car park is the bottleneck; higher track counts will simply reflect faster turnover and shorter stays. • Shorter stays reduce visitor enjoyment and local economic benefit. • In off-peak periods, shorter stays reduce revenue and diminish the visitor experience despite empty car parks being abundant. Charging outside peak season contradicts the objectives of the \$45M Dolomite Point redevelopment, which aimed to encourage longer visits. Paid parking discourages multiple visits—such as returning for dinner, shopping, high-tide blowhole viewing, or the Experience Centre—reducing both visitor experience and local economic activity. 7. Poor Choice of Pilot Location Dolomite Point is not a destination where visitors typically stay overnight; it is a natural stopping point on a long, remote drive. Many travellers—locals and tourists alike—use it as a rest break on SH6, one of the world’s most scenic but demanding routes. Charging for parking in a high-rainfall, transient-visitor location is likely to deter stops entirely. The exclusion of other high-pressure sites such as Roy’s Peak (removed due to “local backlash” and lower revenue potential, OIAD 4682) and the Tongariro Crossing raises questions about the objectivity and professionalism of site selection. 8. Flawed Consultation Process Initial consultation failed to meaningfully engage actual car-park users. Only after our insistence was a sign installed at the northern car park—and even then, delays and an incorrect email address meant the public had only three mid-week winter days to submit feedback. DOC later misrepresented the length of time the incorrect email address was displayed. 9. Poor Communication to Visitors Visitors arriving at Dolomite Point have no clear guidance on how long they should pay for. Many do not realise they can top up later, leading to rushed visits and reduced enjoyment. 10. Misrepresentation of Roadside Parking Removal as a “Safety” Measure DOC and NZTA have repeatedly claimed that removing roadside parking was necessary for safety (e.g., <i>The Press</i>, 30 July 2025 and emails from DOC). However, the Abley Integrated Transport Assessment, commissioned by DOC, explicitly states that there is <i>no indication of underlying safety issues along the site frontage</i>—even at 60 km/h. The speed limit is now 40 km/h, making conditions even safer. There have been zero recorded accidents in this area ever. OIA responses show NZTA has been unable to provide evidence of safety concerns or demonstrate that it conducted any independent assessment beyond approving DOC’s request. DOC’s justification for removing roadside parking is therefore not supported by evidence. The DOC detailed business case (DOC-7783951) also indicates an intention to work with NZTA to install yellow lines—further entrenching DOC’s parking monopoly. Research shows that roadside parking can have a traffic-calming effect (e.g., <i>Praburam & Koorey, “Effect of On-Street Parking on Traffic Speeds”</i>). Removing it has created a long, straight “runway” that encourages higher speeds. DOC has refused to reconsider reinstating roadside parking. 11. Flawed and Misleading Market Research The Market Research document used to support the paid parking pilot contains significant methodological issues and lacked transparency. Although referenced in DOC’s public submission materials, it was not included as an appendix, preventing proper public scrutiny. Key concerns include: a) Selective International Comparisons DOC relied heavily on comparisons with UNESCO World Heritage Sites and globally iconic destinations such as Stonehenge, Denali, the Blue Mountains, the Lake District, Ben Nevis,
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	and Snowdon. These sites are not comparable to Dolomite Point in scale, infrastructure, or international significance. In Table 2 (Section 3.3.3), 58% of the international comparisons are UNESCO World Heritage Sites. The remaining sites are still globally famous. Dolomite Point is not comparable to these destinations; it is primarily a short roadside stop for travellers. b) Omission of Free Parking Examples The document fails to acknowledge the many national and international sites that provide free parking, which would significantly lower the average cost comparison. c) Lack of Consideration of Transport Alternatives Most international comparison sites have extensive public transport options. Dolomite Point has virtually none, making car parking the only practical means of access. d) Statistically Unsound New Zealand Comparisons Section 3.2.2 of <i>OIA EMC Price Review 2025</i> uses only three New Zealand data points, including Milford Sound at full price—despite Milford being a clear outlier and offering half-price parking after 3pm. Excluding Milford, the average of the remaining two sites is \$4.08 per hour. Using the highest possible rates is not statistically robust. e) Inappropriate Urban Comparisons Comparisons to city-centre parking buildings (e.g., The Crossing in Christchurch) are inappropriate due to their high land value and substantial capital investment. A more reasonable comparison is the Christchurch Botanic Gardens outdoor car park, which charges \$2 for the first hour and \$1.30 per hour thereafter. f) Failure to Consider Access-Fee Implications Given the lack of alternative parking or transport, the charge functions as a de facto access fee to a National Park—something prohibited under the relevant legislation. g) Misuse of Milford Sound Pricing DOC repeatedly uses the full \$10/hour Milford Sound rate in analysis and communications, ignoring the half-price off-peak rate. Milford Sound is a no-exit, high-value UNESCO destination, the poster-child of NZ Tourism, where all revenue remains local. Dolomite Point is not comparable. h) No Consideration of the International Visitor Levy (IVL) Most international visitors already pay the \$100 IVL, which contributes to tourism infrastructure. This is not acknowledged in the pricing rationale. 12. Refusal to Offer Lower Off-Peak Pricing DOC has declined to consider reduced or zero off-peak pricing on the basis that “the value of the site remains the same.” This reflects a limited understanding of visitor behaviour and basic business principles. From a practical perspective, the value of the site to visitors is significantly lower during off-peak periods due to weather, daylight, and travel patterns. Our businesses remain open year-round—even when loss-making—providing bathrooms, food, beverages, and retail that enhance the visitor experience. Without these services, fewer visitors would stop. Private businesses have added value to this site for decades and, ironically, now giving visitors more reasons to stop and helping generate revenue for DOC, yet this contribution is not considered or even acknowledged. 13. Misleading Public Statements About International Norms DOC frequently states that access charges are “common overseas” (e.g., <i>The Press</i>, 30 July 2025 and other consultation documents). However, DOC’s own commissioned <i>Financial Sustainability Review – International Comparison (June 2024)</i> shows: • Only 5% of NSW National Parks charge access fees • Only 16% in South Australia • Only 31% in Western Australia • No access charges in Queensland or Victoria • No access charges in Nova Scotia, New Brunswick, British Columbia, or Prince Edward Island • 73% of U.S. National Parks do not charge entry fees Many iconic Australian destinations—Noosa Heads, Daintree National Park, Port Douglas (Great Barrier Reef access)—offer free parking.
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	Across Europe and other developed nations (Spain, France, Norway, Sweden, Germany, Scotland, Finland, England), National Park entry is typically free, reflecting the widely accepted principle of 'freedom to roam'. Where fees do exist, they are often offset by excellent public transport—something New Zealand lacks. 14. Insufficient Provision of Car Parks and Misrepresentation of Supply Despite public statements suggesting increased parking supply, the number of public car parks at Dolomite Point has decreased due to: • Removal of approximately 25+ roadside parks • Exemptions allowing DOC staff to park free of charge, including in private-capacity vehicles • Allocation of 10 dedicated DOC staff-only parks—around 20% of the Southern Car Park • Discretionary exemptions for Ngāti Waewae staff and business visitors (not extended to our staff or visitors) • Failure to redevelop the Southern Car Park as planned, resulting in approximately 45 spaces instead of the 69 that would exist if paved and marked The Abley report recommended 171 parks for projected 2025 peak demand of 201 vehicles. Before roadside removal, there were 134 parks (Abley 2020). After removals and exemptions, only 104 effective public parks remain right now. Even after future upgrades, only 130 public parks will be available—still well below recommended levels and less than in 2020. 15. Lack of Measurement of Barriers to Access The pilot does not assess affordability or barriers to access for New Zealanders. There has been: • No survey of willingness to pay • No assessment of the impact on domestic visitors • No analysis of affordability for international visitors, who already pay the IVL. Perceived costs involved in travelling to and around a country are an important factor in decision making for potential tourists, this is adding to the battle for the tourist dollar. • No consideration that Conservation is already funded through general taxation. Charging locals again to park at a public conservation site is double-charging and risks eroding public goodwill toward DOC. New Zealand is an expensive destination, and additional charges risk making it less attractive—contributing to the slow recovery of visitor numbers post-COVID, parking charges are just another layer of friction. Conclusion Charging New Zealanders for access to National Parks is not a direction the country should pursue. The current pilot is legally questionable, methodologically flawed, poorly implemented, and inconsistent with DOC's conservation mandate. It risks undermining public trust, reducing access to nature, and harming local businesses and communities. I believe DOC should no longer pursue revenue gathering by parking charging.
45	NZDA (NZ Deerstalkers Association) The implementation of the paid parking at the above is exactly as we feared and it obviously would be - a money making venture for DoC (the only 'benefit' and much touted in the media - and where is this going - clear accounting needed) which has done absolutely nothing to address the primary issues which are * The number of vehicles - too many - (and by association people) in the park . Lack of control, apart from electronic, which only assists taking of revenue and nothing else * The amount of congestion this lack of control increases and promotes to concerning levels and the impact of that on the Park - surely this is the raison d'etre for DoC The submission from our Branch (attached) pointed out these primary matters which should have been addressed in the 'plan' ; as always, logic and local knowledge have been thrown to the winds and the monetary gain is the focus and that is only what is reported on

	White Horse carpark has had posts put in at various points in the carpark - these are more of an obstruction than of any purposeful benefit. It also looks a mess. Our lodge users have experienced some teething problems using the system installed there - not unexpected, but at times still on going. These are usually resolved quite quickly We reiterate : - Access to the carpark needs to be limited from the turnoff below the Village - along the whole of Hooker Valley Road and the <u>NUMBER and type of vehicles controlled</u> - this is the major point. Currently the parking along the roadside is just as bad as ever. This causes traffic along the road, often barely a single lane width, to have to weave and also is a health and safety risk - people dodging across the road etc. Bear in mind that many of these vehicles are driven by people with limited driving experience, reversing ability etc as is all too obvious from observations. The prospect of any emergency vehicle having to use the road is concerning. It must be obvious to DoC while concentrating on revenue, that roadside parkers pay nothing. It has been noted that campervans (not necessarily obviously self contained) have been observed parked on the roadside, overnight or longer - a separate carpark (at the very least if numbers are not controlled) should be established on the flat ground <u>below</u> the existing carpark towards the Hooker river side. So much revenue being gathered should translate into monitored parking - electronic and by wardens. The toilet block at White Horse is inadequate On a separate matter, we note that the Mt Cook/Aoraki Management Plan review completion is now several years overdue Regards
46	CMC (Canterbury Mountaineering Club) Hello and apologies for the slow response to the request for feedback, regarding the tablet/kiosk. Overall guests at the lodge and myself find it very simple and easy to use. There isn't much to it. However, on average, every 10-14 days the tablet powers itself off and shuts down, even while it remains on 100% charge the entire time. Neither Tahr lodge or Wyn Irwin have had any power failures since we installed the tablets and are unlikely to do so. s9 at Stellar is aware of the issue and is also very responsive and helpful. (2) The Stellar tech team have been monitoring them but are unaware of any internal settings causing it to power itself off, s9 has said they will look at replacing it if it continues to happen, which I'm expecting it will. If I am not on site during these times then at least lodge users can contact Stellar, with the email provided on the info sheet, next to the tablet. Other observations and signage : In January 2025 myself and Allan (NZDA) addressed the issue of driveway blockage and the replacement of our NO PARKING sign at the lodges driveway entrance. A discussion was held with Dave Dittmer from Doc local body at Aoraki. He agreed that DoC would replace and modify the dilapidated sign (which the CMC had made around 10 years ago), with an approved DoC sign and provided a template that we could add to. The communication came to a halt the following month and nothing more has been heard on the subject. The sign has been in an embarrassing state for a long period, being weathered and has been hit many times and won't last a lot longer.

	If the sign goes down, there is nothing to stop the tourists and visitors from parking at the small space we have provided and blocking the driveway access. As was previously happening before we made the sign. Any follow up or updates about proper signage for the lodges would be appreciated. Potholes and road condition : There can be very long periods, where the potholes are left for so long, that they get to a state where they can cause damage. Photo attached is today and currently at the annoying phase but left not maintained, which is often the case at Mt Cook, they start to impact CV's and axles. I received this damage to my vehicle in summer 2025, after months of having to drive back and forth to the lodge through these sections. In my opinion, I would expect more suitable driving conditions and regular maintenance at the car parks if charging the public for access. Kind regards
47	Go Rental Kia ora Thanks immensely for letting us know, we have a few issues to raise regarding Stellar and the way they are managing the new DOC carparks. 1. Customers say they are unable to extend the time when they hike for longer than anticipated (which often happens) 2. Time seems to auto populate with minimum amount, and many customers believe it is a fixed fee. They do not realise there are different fees for longer time periods 3. Customers often think they can pay as they leave (Also, on departure they know the exact time they need to pay for which is not always easy to predict pre-hike) 4. Some customers are unaware that payment for parking is required 5. About 10% of tickets appear to be getting reduced to the equivalent of charging the cost of parking only 6. Stellar were putting false information regarding rental car companies on their tickets which we received numerous complaints about. We raised this on 5/1/26 and then again on 12/3/26 (thread attached) and received no response but they seem to have removed the misinformation from tickets we received today (example attached). It is appalling that they never responded to us regarding this issue and took months to remove the misinformation. RENTAL CARS: <u>If payment is not received by the DUE DATE</u> <u>then the rental car company normally charges</u> <u>an additional \$40.00 - \$60.00 statutory</u> <u>declaration transfer fee which will be</u> <u>AUTOMATICALLY BILLED TO YOUR CREDIT</u> <u>CARD. In addition to this transfer fee, an extra</u> <u>\$20.00 late payment fee will also be added to</u> <u>the cost of the breach notice.</u> Sellar Admin PH [REDACTED] s9(2)(a) Ngā mihi nui,
48	Bentley Transport I'm writing to provide some practical feedback regarding the new paid parking trial system and the vehicle registration requirement for concession holders. While I understand the intent behind the system, it has introduced a significant additional administrative layer for coach companies. We now need to ensure every vehicle plate is

	entered into the DOC registration system to avoid breach notices. In practice, this creates ongoing monitoring and compliance tasks that did not previously exist. This particularly disadvantages operators who hire in vehicles from other companies. When vehicles are leased or subcontracted at short notice, which is common in our industry, plates must now be checked and potentially registered before arriving on site. This adds another administrative step to an already time-sensitive operational process. By way of example, the two breach notices issued for s9(2)(a) were incurred while that coach was leased to another company. Although we may have the vehicle registered under our concession, as the owner of the vehicle we have no visibility over whether the hiree holds a DOC concession, nor is it our responsibility to ensure they do. This highlights a structural issue with tying concession exemptions to specific vehicle registrations rather than to the concession holder operating on the day. Similarly, in breakdown situations, we may need to urgently hire a replacement coach from another operator. Under the current system, we must then determine whether the vehicle is registered under their concession, whether we need to register it under ours, and ensure this is done prior to arrival. This creates unnecessary complexity and confusion in what are often already stressful operational circumstances. For these reasons, we believe DOC concessions, particularly for tour coach operators, should not be tied to individual vehicle plates within this carpark system. A concession-based recognition model, rather than a vehicle-based registration model, would be more practical and aligned with how the industry operates. Coach access to these DOC carparks has traditionally operated on an honesty-based system, whereby a coach must hold a valid DOC concession card. Compliance has been monitored through periodic checks by DOC staff or CVIU officers. Given that framework, it is unclear why the paid parking system cannot operate in the same manner. The principle is no different, if a coach does not hold a valid concession, it should not be using the carpark in the first place. From our perspective, the current vehicle registration requirement appears to have been introduced primarily to accommodate the automatic licence plate recognition system. However, rather than improving compliance, this has created additional administrative work for coach operators, and, arguably, for DOC as well. We appreciate the opportunity to provide feedback and hope DOC will consider refinements to reduce unintended administrative burden and confusion for authorised operators. Many thanks
49	Tourism Industry Aotearoa Feedback on DOC Paid Parking Pilot Tourism Industry Aotearoa welcomes the opportunity to provide feedback on the operations of Department of Conservation's paid parking pilot. TIA has been engaged in the establishment and operation of the paid parking pilots and Dolomite Point, Franz Josef and Aoraki Mount Cook. To assist us in responding at this stage we canvassed feedback from our members who operate in these locations. This feedback assisted us in responding to the survey questions that are set out in the attached table. The feedback also highlighted the bigger questions that TIA raised earlier are still in play, including the following three points: 1. Parking capacity. The capacity of the parking facilities is a clear matter to be addressed, particularly at Aoraki Mount Cook where there are high volumes of parking on the access road. 2. Use of the funds raised. Where and how funds are used was raised by the operators we engaged, with support highest where it was understood that the funds raised would be used to improve the destination where it was raised. 3. Interface with access charging. Members expressed a concern that any future access charge that has been suggested for an iconic destination such as Aoraki Mount Cook must be factored into any future paid parking system. To do both is potentially difficult administratively and visitor might see it as double dipping. Overall, the feedback we have received from members operating at the three pilot locations is positive, with some concerns raised that we ask DOC to consider as it advances the evaluation of the pilot.

	Also, we have engaged with the Tourism Export Council (TEC) that has many members who will have interfaced with the pilots. TEC asked its members to submit directly to DOC, or to TIA. We have not received feedback from this channel but will pass on any such feedback that we may receive. For any clarification on the points raised, please contact
50	Meridian Hi! Meridian operates the public EV Chargers at Punakaiki. We have received a tremendous number of complaints from our customers who are receiving parking fines resulting from the use of the chargers. Can you please put me in touch with the person we can work with to establish arrangement whereby our customers do not receive parking tickets? We are happy to consider paying for the parking on behalf of our EV Charging customers ... Thanks,

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Appendix 6 – Responses to feedback themes

Key feedback themes, and DOC's response to those themes are outlined below. Themes are separated into major and minor groups. Responses to major themes and their associated recommendations have the greatest impact.

11.1.1 Major themes

Feedback theme 1 - Paid parking should be removed

DOC's response – Over five years, the paid parking pilot forecast revenue (excl GST) is estimated to exceed costs by approximately 1.7 times or a benefit cost ratio (BCR) of 1.7.

The initiative for paid parking was begun by DOC to address the need for more revenue for a wide range of conservation projects. Paying for parking allows visitors to contribute to costs they impose at high-use sites, and to give back to the places they enjoy, helping create a more regenerative model to sustain New Zealand's precious biodiversity.

The project has achieved its intended objectives and it is recommended to continue paid parking at the three pilot sites.

Feedback theme 2 - Parking for locals and New Zealanders should be free

DOC's response – The paid parking pricing structure allows for a range of parking fee exemptions for community groups, schools, volunteers and contractors completing regular service work. Permits are available for locals who live within specific district areas for \$10/year. A software system, website and customer service centre resource has been established to manage permits/exemptions and is a relatively high ongoing operational cost. The \$10/year is a nominal fee that is significantly less than paying for regular parking or the \$60/year non local annual permit option. Reducing the \$10/year fee to zero creates an increased opportunity for this permit system to be misused by other users and it is not proposed to be reduced further.

It is recommended to make some customer improvements to annual \$10 permits these include:

- **\$10/year permit applies to two vehicles**

Feedback theme 3 - Users are unclear around payment journey: they don't know how much parking to pay for, and don't know what to do if they park for longer than paid for.

- Lack of awareness about topping up your current parking session and lack of confidence on how to top up
- The 20 minute free period is confusing users. Visitors are attempting to complete an experience in 20 minutes then leave
- Visitors to the area have been noticed rushing
- Some visitors choosing to rush around shorter tracks
- Visitors overpaying due to lack of clear information on the experience duration

DOC's response – The customer intercept survey results showed that at Punakaiki / Dolomite Point, around 40% of customers didn't know you could top up or extend your parking payment and around 24% thought that you could not top up or extend parking payment. At Franz Josef and White Horse Hill, over 70% of customers didn't know you could top up or extend parking payments.

The customer intercept survey also showed that customers at the three sites scored on average 3.4 to 3.7 out of 5 when asked 'I could do everything I wanted in the time I paid to park at this site today'

It is recommended to improve messaging on signs during the visitor's experience. Signs aim to improve awareness that visitors can top up their parking payment if they stay longer than initially planned or wish to extend their stay.

It is recommended to reduce the 20min free period at Punakaiki and Franz Josef to 10 minutes. It is noted that a number of Punakaiki carpark users require parking to access their private post boxes. A reduction to 10 minutes is considered enough time to clear mail and PO box holders also have a \$10/year permit available.

A shorter free period makes it clear that free parking is intended for brief stops, such as drop-offs, and is not enough time to complete a visitor experience within 20 minutes. The shorter free period also aims to discourage visitors from rushing their visit.

Reducing the free period is a paid parking price structure change and is supported by a memorandum approved by DOC in Appendix 7.

The free period at White Horse Hill will remain at 20 minutes, as this site experiences more congestion and takes a longer time for people to complete short stops.

It is recommended to improve the parking payment top-up experience by allowing customers who stay longer than expected to either extend an expired session or start a new one for a vehicle that has left and returned. If a customer extends or tops up an expired session, the customer can see the revised total time they have paid for. This option is dependent on a software solution provided by a third party and costs to design and develop have not been agreed.

Improved customer payment top-up functionality and improved signage aim to reduce visitors rushing to leave the area.

It is recommended to improve information on location and duration of site experiences. Improved information is recommended on signage near pay stations at Pancake Rocks and Franz Josef.

Feedback theme 4 - Price structure is influencing visitor behaviour and how long people stay (mainly at Punakaiki compared to other sites).

DOC's response – Intercept surveys at Punakaiki Pancake Rocks showed the following results from customers who said paid parking affected how long they stayed (Q13 B):

- 47% of customers didn't want to pay for the extra time
- 36% of customers didn't want to pay for a full extra hour
- 30% of customers wanted to finish within the free 20-minute period

Duration of parking stay data indicates that many vehicles at Punakaiki and Franz Josef that park within the 20-60 minute and 60-120 minute bands leave earlier than the time paid for, often by 15-20 minutes. Paying in smaller increments allows fairer payment for visitors who choose to stay for shorter periods of time within the current one-hour payment bands.

It is recommended to adjust the pricing structure at Punakaiki, Franz Josef and White Horse Hill to allow for half-hour payment increments. This is a paid parking price structure change and is supported by a memorandum approved by DOC in Appendix 7.

The shorter payment increments aim to provide greater choice for visitors and reduce rushing to leave the area.

It is recommended to reduce the 20 min free period at Punakaiki and Franz Josef to 10 minutes.

Feedback theme 5- Locals don't know about paid parking annual \$10 permits

DOC's response - **It is recommended to add an annual permit message on the main payment structure sign.** The payment sign could be the first interaction with paid parking for someone eligible for an annual pass.

Feedback theme 6- Road cones on Franz Josef access road don't look good at entrance to a national park.

Feedback theme 7 – At Punakaiki, motorbikes park on footpath around bike stands to avoid paid parking. Some vehicles park in restricted areas such as bus stops and mobility carparks.

DOC's response – Paid parking incentivises vehicles to park on the access road for free and walk into the main carpark which creates road safety risk for pedestrians and access issues for other vehicles.

Road cones are a temporary measure to mitigate these problems. The national park has bylaws that allow DOC to issue infringement notices to vehicles in areas that clearly restrict carparking. There are a number of operational and staffing issues that need to be worked through before the temporary road cones can be removed during the peak summer season. White Horse Hill has a similar issue.

Vehicles parking illegally on footpaths and in restricted parking areas are located within the state highway corridor managed by NZTA.

It is recommended that DOC develop a national operational plan to manage parking restrictions on public conservation land to support mitigating effects from paid carparking.

It is recommended that DOC develop a national operational plan to work with NZTA to manage parking restrictions to support district operations at Punakaiki.

Feedback theme 8 – At Franz Josef, some vehicles were observed parking in the smaller valley road carpark, filling it up earlier. This park is not intended for short-stay parking and impacts other longer-stay customers' experience.

DOC's response – This carpark could be developed into a paid carpark and is dependent on an enforcement solution to manage parking restrictions on the Franz access road. **It is recommended to progress a paid parking solution for the smaller valley road carpark** in parallel with operational management of parking restrictions.

Feedback theme 9 – The below issues were noted at White Horse Hill.

- Visitors were confused finding their way around the carpark, campsite and starts of tracks
- Car parking demand exceeds capacity
- Bus parking capacity is sometime exceeded
- Poor quality of carpark and facilities
- Visitors parking on Hooker Valley Road

DOC's response – Some recent wayfinding signage improvements have been implemented at White Horse Hill carpark. The remaining issues are known. DOC is progressing an investment case to optimise existing White Horse Hill carparking. If the investment case progresses to project pre-implementation, the above issues will form part of the design brief and can be worked through then.

Service funding

11.1.2 Minor themes

Feedback theme 10 - Queues at pay stations impact the visitor experience and batteries often need to be swapped.

DOC's response - The Punakaiki southern car park upgrades is estimated to increase the use of two pay stations in that area and may reduce pay station demand in the northern carpark.

Continue to monitor through the service contract and decide if an extra pay station in the northern carpark is needed.

Feedback theme 11 – Electric vehicles should not have to pay while charging.

DOC's response – Electric vehicles occupy space in a parking facility and paid parking charges apply. Paid parking signage clearly shows where paid parking starts and finishes and the electric vehicle parks are included within this area. There is some confusion from users thinking that the electric vehicle charge stations are exempt from parking payment. **It is recommended to add a sign adjacent to the charging facilities to reinforce that parking payment is required.**

It is recommended that DOC formalise paid parking policy to include electric vehicle charging stations.

Feedback theme 12 – Visitors who have valid mobility stickers are upset and angry at paying for parking (Punakaiki)

DOC's response – Two mobility carpark spaces are available free of charge outside the southern carpark entrance. It is noted that sometimes people without mobility stickers park in these spaces. It is recommended that DOC investigate what legal mechanisms allow enforcement of parking restrictions in the commercial area along the state highway and what tools are available for enforcement.

Parking fees apply to all carparks within the signed paid car parking area.

It is recommended that DOC formalise paid parking policy to include all carparks.

Feedback theme 13 - Pay station screen can be hard to see due to glare and can malfunction in heavy rain.

DOC's response – As part of the parking service contract, a plastic cover can be added to the pay station. Performance will be monitored.

Feedback theme 14 - Vehicles are parking on road shoulder more regularly (Punakaiki) and a number of visitors don't know the Punakaiki southern car park is available.

DOC's response - The southern carpark upgrade works that are currently in construction also include carpark wayfinding signage upgrades and restricting parking access to part of the state highway shoulder.

Feedback theme 15 - Some hut users in Aoraki complained about paid parking at White Horse Hill.

DOC's response - Visitors staying at huts such as Mueller Hut and Hooker Hut currently receive no parking discount. Feedback does not indicate this is a significant issue, so no immediate change is recommended. Broader considerations around bundling fees should be addressed separately from product and pricing management and policy perspectives, particularly if access charging is introduced in future.

Feedback theme 16 - Visitors feel shocked about the size of the breach notice fee and don't feel like they were adequately warned.

DOC's response - Breaches are a necessary tool to manage compliance.

Issuing of breach notices is an important compliance tool to manage DOC's paid carparking. The DOC paid parking sites currently have around a 90% payment compliance rate. The revenue from parking fees after costs is re-invested back into DOC's visitor network and biodiversity priorities.

The revenue from breach notices covers several costs:

- managing and administering the notices,
- supporting and managing community paid parking exemptions and
- administration of the annual \$10/year permit system for locals, which aims to maintain community accessibility to the paid parking sites.

The paid parking signage clearly shows where paid parking starts and finishes, where to pay, what to pay, and the paid parking terms and conditions. This type of signage is used at multiple carpark sites around New Zealand – the signage has a track record of being adequate.

Feedback theme 17 – Lack of knowledge that visitors can come and go multiple times if they paid for a day's parking

DOC's response – Yes visitors can enter and exit unlimited times per day if they purchase a day rate for paid parking.

Improved messaging '*Day Pass: Unlimited In/Out*' has been added to the Punakaiki pay stations sites.

It is recommended to add this message to parking payment information signs.

Feedback theme 18 - Free parking should be extended from 20 minutes to one hour at Punakaiki.

DOC's response – The majority of visitors stay for one hour and paid parking would not be feasible if the first hour was free. The recommended price structure changes makes it clear that the free 10-minute period is for drop-off and short toilet stops only. The recommended half-hour payment increments also provide further flexibility.

Feedback theme 19 - Why not have barrier arms and pay on departure?

DOC's response – Barrier arms were excluded from the design philosophy for the following reasons:

- Sites are powered by off-grid systems; a barrier system would require its own power system, which would add cost and may not have been feasible given power requirements.
- They would restrict flow into and out of the carpark and could impact the adjacent state highway operation.
- Increase in onsite operational requirements if barrier cannot be opened due to non-payment, resulting in a vehicle blocking the car park exit
- Increased risk of mechanical failures and technician call-outs to remote locations for repair, adding to ongoing operational costs

Feedback theme 20 - Payment for parking after 5pm is too high.

DOC's response - No off-peak discounts are currently offered; fees are consistent 24 hours a day, 7 days a week, 365 days per year. No change to this is proposed.

The proposed price structural changes and improved promotion of the \$10 local permit is not a barrier to carpark winter use. Many of the visitors to the site in the winter season are locals

Feedback theme 21 - Consider the below price structure changes:

- Coupon or free parking vouchers for guests.

- Why not a flat rate for the day?
- Change day rate to a rolling 24 hour period

DOC's response - Currently concessionaires receive free parking, but other businesses such as nearby hotels who are not concessionaires do not. This was a minor suggestion within the stakeholder survey. The average fees per vehicle at Punakaiki, Franz Josef and White Horse Hill are \$6.22, \$9.95 and \$15.82 respectively. Nearby hotel patrons are able to park multiple times within their stay for a fair and reasonable parking fee, or alternatively they can choose to walk or cycle to the sites.

The three pilot sites are some of our busiest locations. Encouraging turnover is important to make sure everyone has a chance to see these special places. A flat all day fee encourages visitors to lengthen their stays and this could prevent some visitors from finding space to park on busy days.

The daily maximum parking fees expires at 11:59pm and helps us monitor and prevent camping overnight.

Feedback theme 22 - Our businesses remain open year-round—even when loss-making—providing bathrooms, food, beverages, and retail that enhance the visitor experience. Without these services, fewer visitors would stop.

DOC's response - The car park facility is open all year round and offers a consistent experience to visitors needing to park. Maintaining the DOC car park, facilities, and tracks in the area requires funding all year round

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Paid Parking Pilot: End of pilot price changes

Quality assurance record

Project identification			
Lead Unit	Heritage and Visitors		
Director	Cat Wilson		
Project Lead	Tessa Moxley		
Report Endorsement Record			
Report prepared by:	Role	Signature	Date
Tessa Moxley	Commercial Analyst	s9(2)(a)	20/05/26
Recommended for approval by:	Role	Signature	Date
Steven Kerr (Principal Commercial and Revenue Advisor)	Peer Review	s9(2)(a)	8/06/26
Endorsed by:	Role	Signature	Date
Carly Strausberg	Experience Management and Commercial Manager	s9(2)(a)	15/6/26
Cat Wilson	Director Heritage and Visitors		15/06/2026
Approved by:	Role	Signature	Date
Stephanie Rowe	DD-G Biodiversity Heritage and Visitors / Commissioner of Reserves	s9(2)(a)	16/06/2026



Context

Paid parking was launched at Dolomite Point (DP), Franz Josef Glacier (FJ) and White Horse Hill (WHH) in December 2025. Feedback has been gathered through a dedicated public email inbox, internal DOC workshops, an at-place visitor intercept survey, and an online survey of external stakeholders.

This feedback has informed recommended changes to paid parking and is dependent on DOC approving a decision report to continue paid parking.

This memo outlines recommended price-related improvements only. Details of non-price improvements are covered separately in the decision report.

If approved, these changes are planned to be implemented before 1 September 2026 ready for the summer season. The changes require design and installation of new signs.

Table 1: Related Documents

Document	Description
Project decision report	This report is separated into three parts. 1. Seek approval to continue paid parking at the three pilot sites and expand paid parking to other sites. 2. Seek approval to make recommended signage, information and paid parking payment structure improvements. 3. Seek approval on recommendations to fund ongoing paid parking operations and investing surplus revenue into site visitor facilities
Feedback survey report	This summarises the findings from two feedback activities; 1. Online survey and email feedback: to reach those that had already submitted on the previous paid parking engagement processes and who were more local to the sites. 2. Intercept survey feedback: interviewing people on site as they used paid parking.
Paid parking pilot pricing strategy report [DOC-10357620]	DOC approved parking pricing strategy for the pilot

Summary of changes

Some changes to the trialled pricing structure are recommended to improve the visitor experience and mitigate some of the problems identified from feedback. These changes are summarised in Table 2.

Table 2: Summary of price structure changes

Site	Change
All	Charge \$5/hr in 30-minute increments of \$2.50
DP & FJ	Reduce the free period from 20 minutes to 10 minutes
All	Increase the number of cars per public permit from one to two

Across all sites, feedback indicates that many visitors are unaware they can top-up parking and believe they must accurately predict their length of stay on arrival. This relies on visitors understanding track durations and allowing for time at facilities, photography, and other activities. This was a key contributor to negative feedback, particularly at FJ and DP.

Two signage improvements are recommended to address this, along with one user interface improvement, which is recommended but subject to technical feasibility.

- Signage: Clear information about how and when to top-up parking.

- Signage: Clear information about typical visit durations, distinct from formal track length signage (already in place at WHH).
- User interface (UI): Improve the top-up process UI on pay stations

For the duration of the pilot, all carparks were priced at \$5 per hour, available in hourly increments. Use patterns and feedback from the visitor intercept survey have led to a change in this philosophy. It is recommended that the default is now 30-minute increments for all sites, unless there is a compelling reason to do otherwise. This change is designed to offer a fairer charging regime and to directly tackle feedback from the intercept surveys, such as visitors not wanting to pay for a full extra hour. It is recommended that 30-minute payment increments are implemented at all sites.

At DP and FJ, it is recommended that the length of the free period is changed, along with signage and user interface changes to improve the visitor experience and fairness at these two sites. This is proposed because the price structure was found to be influencing visitor behaviour and how long people stayed. A high portion of visitors wanted to finish within the 20-minute free period.

At WHH it is recommended that 30-minute payment increments are implemented, along with installing clear top-up related signs and improving the UI, to enhance the visitor experience and increase fairness. This is because WHH received less pricing feedback, and 87% of visitors say that the price of parking did not affect their stay.

The proposed price structure changes are expected to reduce potential revenue. Revised revenue forecasts in the decision report show that revenue will be reduced by up to 15% per site. Despite this reduction, revenue continues to exceed cost, and the project meets its intended objectives.

The below sections provide further details of the recommendations by site.

PGG meeting on 11 June 2026

PGG endorsed recommendations in Table 2, with the below additions for which we are also seeking approval:

PGG recommends approval and recommends Punakaiki Pancake Rock 10min free parking time is reviewed periodically.

PGG recommends that a parking payment exemption can apply to PO box holders in the Punakaiki Pancake Rocks northern carpark.

PGG recommends that \$10/year local parking permit includes Franz Josef and Punakaiki Pancake rocks for residents in Buller, Westland and Grey districts.

PGG recommends that \$10/year local parking permit does not require payment again when renewed.

Dolomite Point

Table 3: Proposed changes - Dolomite Point

Current	Proposed
20-minute free period	Reduce to 10 minutes
\$5 per hour (hourly increments)	Charge \$5/hr in 30-minute increments of \$2.50
\$20 per day	No change

Feedback shows that the current price structure at DP affects visitor length of stay more than at any other site. The parking fee structure does not reflect typical short-stay behaviour and is contributing to confusion.

The 20-minute free period is poorly understood and is often interpreted as sufficient time to complete the Pancake Rocks Track. This along with visitors commonly underestimating how long they spend enjoying the Pancake Rocks experience, has led to rushed visits and negative feedback. Reducing the free period to 10 minutes is intended to make it clear that this time is for brief stops only, such as drop-offs. Detailed analysis of the free period is in Appendix 1.

Many visitors who have paid for one hour want to stay slightly longer and do not want to pay for a full additional hour. Introducing 30-minute paid increments provides greater flexibility for this short-stay site.

Duration of parking stay data indicates that many vehicles parking within the 20-60 minute and 60-120 minute bands leave earlier than the time paid for, often by 15-20 minutes. Paying in smaller increments allows fairer payment for visitors who choose to stay for shorter periods of time within the current one-hour payment bands.

Increments of less than 30 minutes are not recommended as they increase cognitive load for visitors at a site where the experience lengths are hard to predict. Experience lengths are presented on a sign at site in broad time ranges to reflect the variation between visitors, and smaller than 30-minute increments do not align to this.

The price structure changes enable top-ups in 30-minute increments which should reduce the impact paid parking is having on how long visitors stay and encourage use of the top-up feature.

Franz Josef

Table 4: Proposed changes - Franz Josef

Current	Proposed
20-minute free period	Reduce to 10 minutes
\$5 per hour (hourly increments)	Charge \$5/hr in 30-minute increments of \$2.50
\$20 per day	No change

The feedback from FJ falls between DP and WHH. 73% of visitors reported that the price of parking didn't affect their stay. Whilst not as low as DP (61%), a quarter of visitors at FJ are being impacted, and improving this is recommended.

As at DP, visitors report confusion about the purpose of the 20-minute free period. Many perceive it as unfair, as key activities and tracks cannot be completed within this time. Use of the free period at FJ is low, so reducing it to 10 minutes is expected to have minimal impact on visitors. The change is intended to reduce cognitive load. Detailed analysis of the free period is in Appendix 1.

Whilst FJ does not suffer from the same level of misalignment between the price structure and how people use the car park as DP, it is expected to still benefit from reducing the increments to 30 minutes. There is a small but not negligible group of visitors who don't want to top-up a full extra hour to stay for longer, and some visitors have complained about overpaying when they finish tracks in significantly less time than they paid for.

Smaller increments should reduce the chance of overpaying, increase use of the top-up feature, and improve fairness and flexibility.

Signage and user interface improvements outlined later in this report should further support the pricing changes.

White Horse Hill

Table 5: Proposed changes - White Horse Hill

Current	Proposed
20-minute free period	No change
\$5 per hour (hourly increments)	Charge \$5/hr in 30-minute increments of \$2.50
\$25 per day	No change

Feedback indicates that price is not a significant issue at WHH, and that the current pricing structure aligns with how visitors use the site. Implementing 30-minute increments is recommended as it maintains consistency with the other car parks and is a fairer payment regime. Most visitors stay for longer durations at this site, however the 30-minute increments will benefit those visitors staying for shorter periods, without a material detriment to the long-stay users.

It is recommended that the free period remains at 20 minutes. The site experiences significant congestion for much of the year and reducing the free period may increase rushing behaviour until broader site management issues are resolved.

User Interface improvements

It is recommended that the top-up user interface (UI) on the pay stations is improved.

The current UI allows for top-ups to be made, however the expiry time displayed on the screen depends on whether the visitor is within an active parking session or if their parking session has expired, see table 6.

Table 6: Pay station top-up user interface scenarios

Scenario	Current UI	Improved UI
Top-up within an active parking session	Pay station displays cumulative parking session expiry.	
Top-up after an active parking session has expired	Pay station displays incorrect parking expiry time. Visitor must calculate actual expiry time.	Pay station displays cumulative parking session expiry.

With the current UI, the pay station will not display a single cumulative expiry time if an expired session is topped up. Instead, visitors would need to calculate this themselves, see the below example.

The recommended improvements would enable the correct cumulative expiry time to be displayed, regardless of when the top-up was made, helping visitors understand how much time they have remaining.

The user interface improvements are dependent on a technical software change that may not be immediately available at the pay stations.

Until this is available, the existing top-up interface will be used, with improved signage at place.

Changes to permits, exemptions and off-peak pricing

Permits

No changes are proposed to permit prices. These will remain at:

- \$60 per year (general public permit)
- \$10 per year (local permit)

Following feedback from permit holders, **the number of vehicles allowed per permit will increase from one to two.**

Hut users

Visitors staying at huts such as Mueller Hut and Hooker Hut currently receive no parking discount. Feedback does not indicate this is a significant issue, so no immediate change is recommended. Broader considerations around bundling fees should be addressed separately from a product and pricing management and policy perspectives, particularly if/when access charging is introduced in future.

Electric Vehicles (EVs)

Electric vehicles occupy space in a parking facility and paid parking charges currently apply under the trial. Paid parking signage clearly shows where paid parking starts and finishes, and the electric vehicle parks are included within this area. There is some confusion from users that the electric vehicle charge stations are exempt from parking payment. It is recommended that electric vehicles continue to pay for parking whilst charging, and that a sign is added adjacent to the charging facilities to reinforce that parking payment is required.

It is recommended that DOC formalise paid parking policy to include electric vehicle charging stations.

Off peak pricing

No off-peak discounts are currently offered; fees are consistent 24 hours a day, 7 days a week, 365 days per year. No change to this is proposed as car parking facility costs, including maintenance, are present all year round.

Local business at DP raised concerns of low demand during winter and after 5pm. Many of the visitors to the site in the winter season are locals. Paid parking does not prevent carpark winter use, and the \$10 per year local permit is a fair and reasonable option. Improved promotion of this permit on signage aims to increase awareness of this availability.

Appendix 1: Free period analysis

Feedback was gathered from multiple sources. Feedback regarding the free period is summarised below.

DOC staff feedback

Visitors have been seen rushing at DP to try and make it back within the free period.

Duration of stay data

Paid parking licence plate recognition cameras record vehicles duration of stay at the pilot sites. Vehicle stay duration was analysed for January 2026. Vehicles that stayed for 20 minutes or less at Dolomite Point (DP) are summarised below

- 3,848 (82%) of vehicles stayed for 10 minutes or less
- 869 (18%) of vehicles stayed between 10 and 20 minutes

Intercept and online stakeholder survey

Reports from local businesses of people rushing.

At Punakaiki the price of parking affected 39.3% of visitors, 25.8% stayed for less time and 13.5% stayed for more time. Of the 39.3% that responded that parking affected how long they stayed, they had the following reasons:

- 47.2% said they didn't want to pay for extra time.
- 35.8% didn't want to pay for a full extra hour as it was more time than needed.
- 30.2% wanted to finish within the free period.

At Franz Josef the price of parking affected 26.7% of visitors, 21.6% stayed for less time and 5.1% stayed for more time. Of that 26.7% that responded that parking affected how long they stayed, they had the following reasons:

- 34.8% didn't want to pay for extra time.
- 30.3% didn't want to pay for a full extra hour as it was more time than needed.
- 30.3% wanted to finish within the free period.

At White Horse Hill the price of parking had less effect on visitors with only 12.9% stating it impacted how long they stayed.

Survey text responses indicated inconsistent interpretation of the purpose of the free 20 minutes. At DP it was interpreted as being enough time to complete the Pancake Rocks track, while at FJ there was some resentment as it was not long enough to complete any of the walking tracks in, so was perceived as unfair.

Option descriptions

All options include the recommended change to 30-minute payment increments. All options include improvements to experience location and duration signage near pay stations, and payment top-up signage improvements. This non-price recommendation is included within the decision report.

Three options were evaluated in response to the above feedback.

Preferred option (Option 1): 10-minute free period & 30-minute payment increments

Option advantages

- 10 minutes is designed to allow for drop-offs and post collection (at DP). The data shows that most people within the free period are staying for 10 minutes or less so this should suit most existing users.
- This option makes it clearer what the free period is for. 10 minutes is obviously distinct from the 30-minute paid period. This reduces visitor confusion on the purpose of the free period.
- Combining this change with the 30-minute increments and improved payment top-up signage provides options for visitors in a range of situations.

Option disadvantages

- It is approximately 5-6 minutes' walk from the northern carpark to the public toilets and back. Visitors may interpret the 10-minute free period as enough time to use the toilets; however, this won't be enough time for most. There is a risk of visitor dissatisfaction, increased complaints to the visitor centre, increased breach notices and possible negative perception that a public benefit has been removed.

Option disadvantage mitigations

- To mitigate this risk, it is proposed to install signs in or near the toilets informing visitors how to top-up if they stay longer than 10 minutes.
- The 30-minute increments also mitigate this risk by reducing the minimum top-up fee for those who overrun to \$2.50.
- It is proposed that public communications state that the free period is for drop-offs only.
- The parking service system allows for a small grace period added to the 10-minute advertised free period. The grace period reduces the number of infringements for staying slightly longer than 10 minutes.

Alternative option (Option 2): 20-minute free period & 30-minute payment increments

Option advantages

- This alternative option avoids removing or reducing the existing free period.
- It is likely long enough for most visitors to use the toilets.

Option disadvantages

- It does not address the visitor confusion and rushing behaviour identified during the pilot.
- This option makes it less clear what the free period is for, as 20 minutes is relatively close to the 30-minute paid period. This could increase visitor confusion and further encourage visitors to rush and complete experiences within 20 minutes.

Discounted option (Option 3): No free period & 30-minute payment increments

Option advantages

- This would remove any confusion caused by the free period.

Option disadvantages

- This option may create uncertainty for visitors about whether payment is required when entering and exiting immediately, increasing the risk of perceived unfairness and complaints.
- This option completely removes a perceived public benefit.

Conclusion

Option 1 provides the most effective response to the issues identified during the pilot and is therefore recommended along with the proposed mitigating actions.

Appendix 2: Risk table

Table 7: Risks and treatment strategies

Site	Risk	Treatment strategy
DP	There is a risk that 30min payment increments may encourage visitors rushing to complete experiences and exacerbate the existing issues observed during the pilot with the 20-minute free period and around the 60-minute period	An experience sign that includes what is on offer, where it is and how long it is estimated to take has been installed near pay stations at Dolomite Point. This helps inform visitors on how long they would like to stay. Installation of top-up signs around the site should encourage visitors to not rush as the top-up process allows them to easily stay longer without getting a breach.
ALL	There is a risk that adding more signage leads to information overload and increased confusion.	Signage changes go through an iterative design process that involves specialists from Stellar, DOC and the project quality assurance process.
ALL	There is a risk that visitors purchase the incorrect amount of parking because they take more or less time than what is stated on DOC signs.	Signs should state ranges instead of exact times and should also state that times vary and it is the visitor's responsibility to pay for the time they require. The top-up feature offers a solution to those who overstay.