

Enhancing Service Quality in New Zealand's Mountain Destinations: a Critical Role for Community Engagement



Simon Milne

AUT



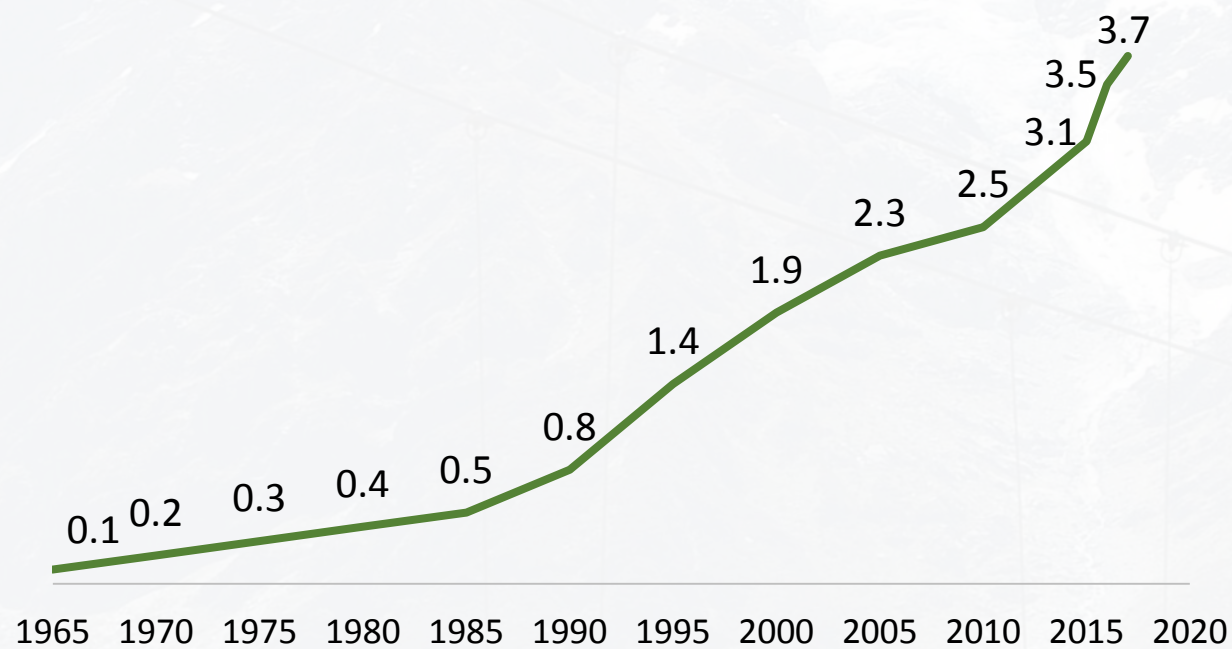
A scenic view of a lake and mountains with a red paraglider in the sky. The image is a promotional advertisement for New Zealand, featuring a red paraglider in the upper left, a green helmet in the lower right, and a person paragliding in the distance. The text is overlaid on a semi-transparent dark rectangle.

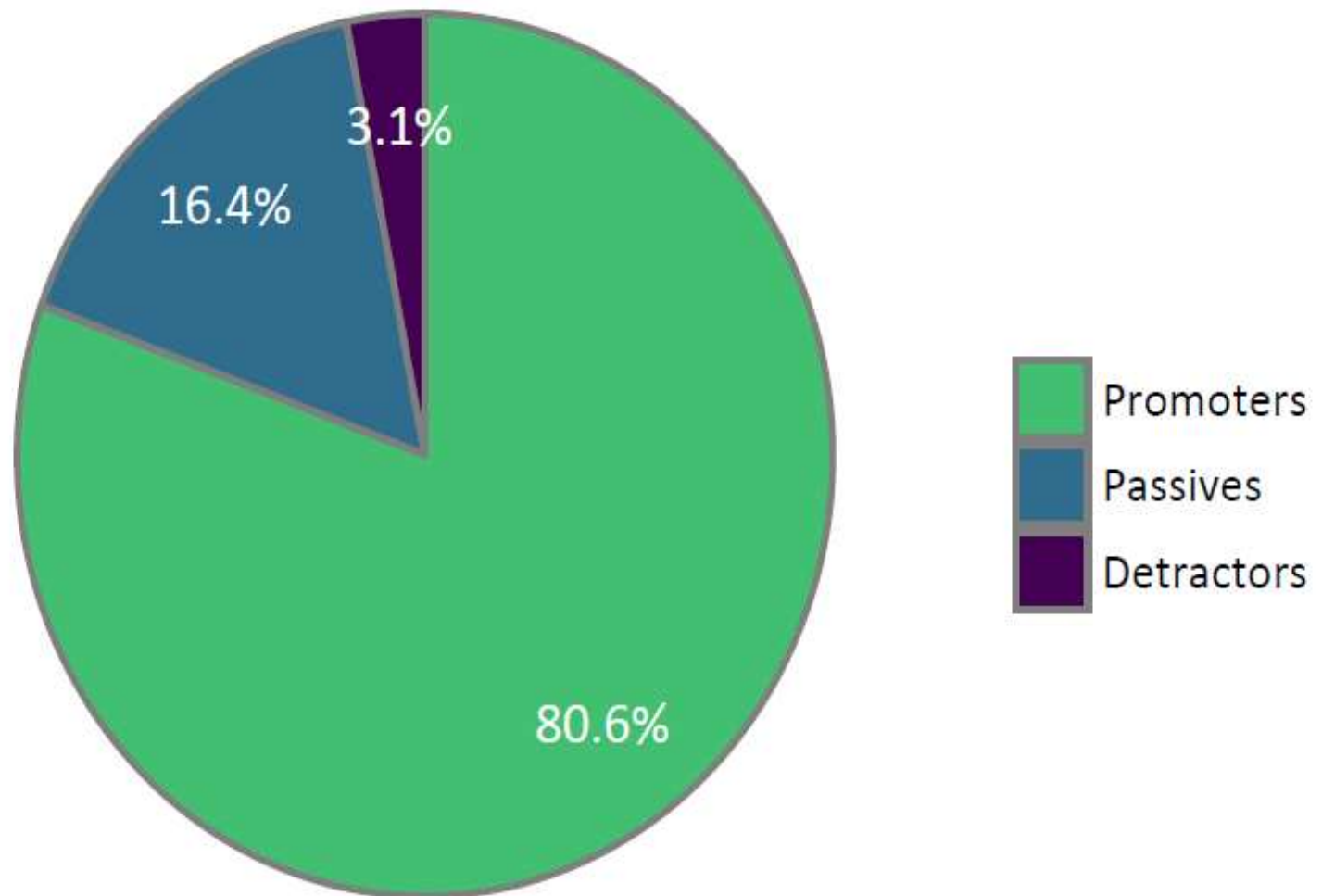
NEARLY 20 YEARS PROMOTING A
CLEAN AND GREEN '100% PURE' IMAGE

100% PURE NEW ZEALAND

newzealand.com 

International Visitor Arrivals to New Zealand (millions)





9 or 10 - Promoter

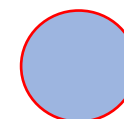
7 or 8 - Passive

6 and under - Detractor

New Zealand Ski Area Visits

- **1.6m in 2017 – up 8% over 2016**
- **Previous 4 years have seen 4-5% annual growth**
- **Aiming for 10% growth in 2018**
- **Targeting 2m visitors by 2020**

NO CLEAR PICTURE OF ECONOMIC VALUE ADDED



Past NZTRI Ski Area
Research

Source: Te Ara, Encyclopaedia
of New Zealand



30%

OF ALL HOLIDAY
VISITORS
IN WINTER
CLAIM TO SKI
AND

64%

OF WINTER
VISITORS WHO
ARRIVE IN THE
SOUTH ISLAND
CLAIMED TO SKI



LENGTH OF STAY

18

NIGHTS

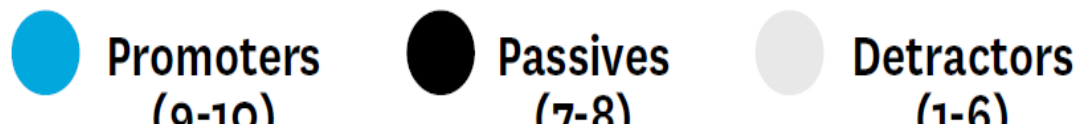
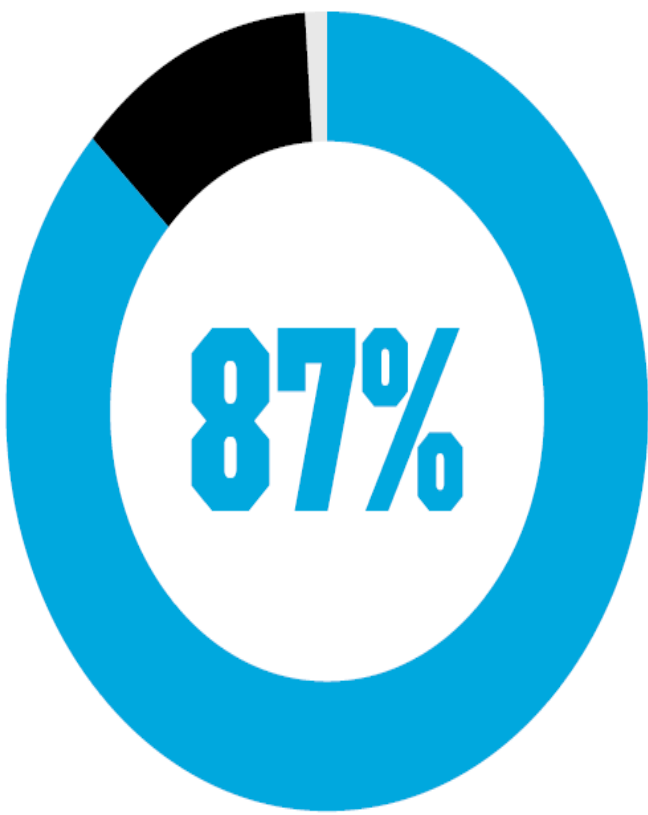
VS. 16 NIGHTS ALL HOLIDAY VISITORS

**SKIERS HAVE AN EXCELLENT VISITOR EXPERIENCE WITH STRONG SATISFACTION AND
ARE VERY LIKELY TO RECOMMEND NEW ZEALAND AS A DESTINATION**

**SATISFACTION OF
NEW ZEALAND EXPERIENCE**



NET PROMOTER SCORE





SECTION
3/6

REASONS FOR LOWER VISITOR SATISFACTION

VERY FEW INTERNATIONAL VISITORS GAVE LOWER SATISFACTION SCORES FOR NEW ZEALAND, BUT THOSE THAT DID OVER A THREE YEAR PERIOD WERE ANALYSED. SOME REASONS FOR LOWER SCORES WERE MORE PREVALENT THAN OTHERS.



Figure 6: Proportion of visitors giving scores of 1-7 for each type of service or amenity



Source: International Visitor Survey

18 Visitors were asked to select reasons (from a multi-choice list) if they gave a score of 7 or less for their primary accommodation, and for food and beverage outlets, commercial transportation, activities, Māori activities, customer service, i-Sites, sense of safety, and the natural and built environment. They were not asked to give reasons if they gave a score of 7 or less for 'all accommodation'. Nor were they asked for reasons if they gave a score of 7 or less for their overall New Zealand experience.

STRATEGIC INITIATIVES

Interactive Traveller / Active Considerer

Spread visitor flows and reduce seasonality

Strengthen inter-sectoral linkages

Build connection to place (culture, heritage and local stories)

Enhance service quality

ALL DEPEND ON COMMUNITY AWARENESS AND BUY-IN



VISITOR EXPERIENCE

TOURISM YIELD

COMMUNITY INTERACTION





TOURISM
NEW ZEALAND
newzealand.com

KANTAR TNS



MOOD OF THE NATION

Twice-yearly since December 2015 Kantar TNS, on behalf of Tourism New Zealand and Tourism Industry Aotearoa, surveys a nationally representative sample of 500 adult New Zealanders in order to understand their perceptions of the value of international tourism, its benefits and challenges.



Tourism is
New Zealand's

#1

export industry



International
tourism contributes

\$14.5B

to New Zealand's
economy each year

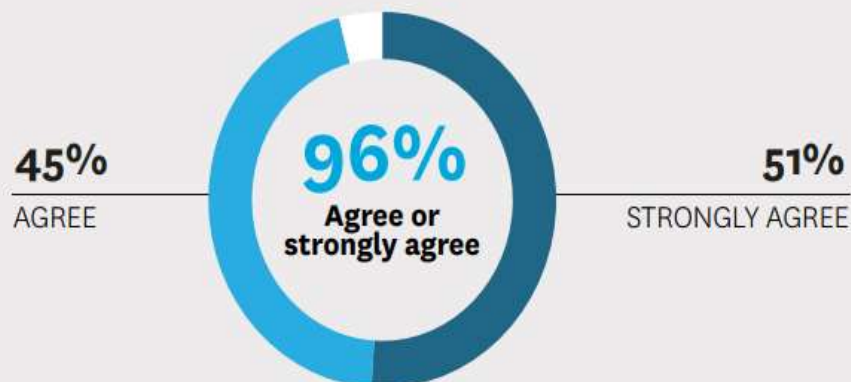


188K

people are directly
employed by the
tourism industry

IS INTERNATIONAL TOURISM GOOD FOR NZ?

Almost all New Zealanders agree that international tourism is good for the country.



PRESSURE THAT TOURISTS PUT ON NZ

35% of Kiwis think international visitors put too much pressure on New Zealand, an increasing trend that has stabilised.

DECEMBER 2015

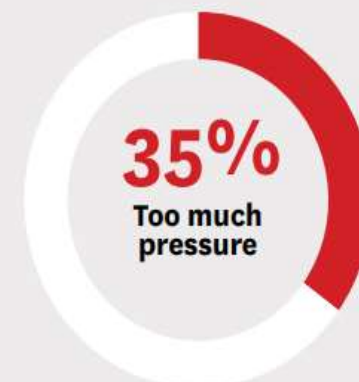
18%

MARCH 2016

25%

NOVEMBER 2016

34%



COMMUNITY SCALE - OVERTOURISM ?

2017 Ratio - Local Residents: Annual Visitors*

Wanaka

1: 126

New Zealand

Local 1: Visitors 0.7

Fox Glacier

1: 77

Queenstown

1: 102

* Estimates based on NZ CAM and other data



TEKAPO'S CHURCH OF THE GOOD SHEPHERD SURROUNDED BY CAMPERVANS. PHOTO: PETER NEWPORT

The tourism boom is destroying our best destinations. Can anything be done to fix it?

ASSIGNMENT:

Should freedom camping be restricted?

Last updated 11:06 30/12/2015

f Share

14

t Tweet

G+1

e

+ Share



FAIRFAX NZ

Freedom campers in Kaikoura.

Ads by Google

2.5% Fixed Mortgage Rate mortgage.rates.freerateupdate.com

stuff nation headlines

- The evolution of the selfie
- From a psychiatric ward, to inspiring others
- 'Bring a plate': Settling into life in New Zealand
- Feminism and leg-shaving: A sexist situation
- Pet of the Day: Bolt loves to smell the flowers
- When wanderlust meets true love
- Middle-aged in a digital age
- Your shaping up successes and funny fitness fails
- 'I used to think stay-at-home mums had it easy. They don't.'
- Why is Bulldogs player's decision not to play NRL on Sundays so confusing?
- 'Help us stop the violence and reclaim our park'
- Racism through the eyes of an expat
- Five long-awaited sequels finally coming our way
- Making the most of New Zealand's water

CONTRIBUTE

SEND US YOUR STORIES

stuff headlines

- Man crushed by car about to start 'a new life'
- Beauty pageant changes rules by allowing married women and mums to compete



Source: ODT



Winter Festival 2015 Opening P

Stories / Four Decades of Winter Wackiness: Queenstown Winter Festival



Article / **Events** / Things to Do

Losing or engaging community?:
connection, buy-in and sense of place.

LOCAL INSIGHT IS CRITICAL

TOURISM
2025 > 



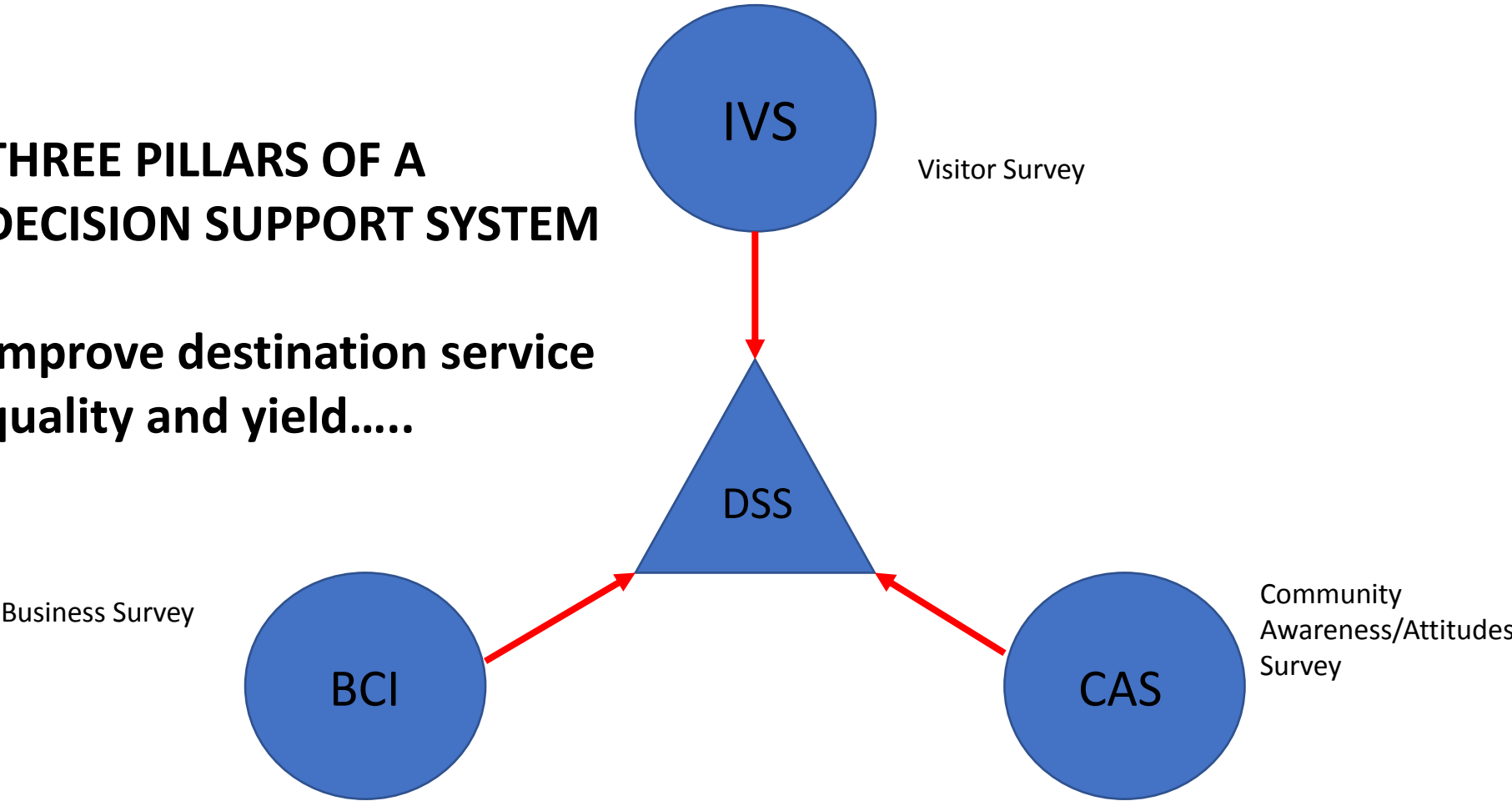
A way forward...

- Robust evidence is critical for planning and development and vital for the attraction of investment – ongoing Decision Support Systems
- Yield driven tourism strategies must focus on community development
- Community interaction and support is essential for product marketing and development (differentiation)
- Research must be translated into usable outcomes for key stakeholders

Communities will work for tourism if tourism works for communities

**THREE PILLARS OF A
DECISION SUPPORT SYSTEM**

**Improve destination service
quality and yield.....**



GREAT BARRIER ISLAND AND MOUNT HOBSON





Community/business survey
(low/high season)

Visitor Survey (November 2017 >)

Support from local government &
Dept of Conservation

Evidence based strategy 2018

Ongoing research barometers

Visitor Survey – Low season

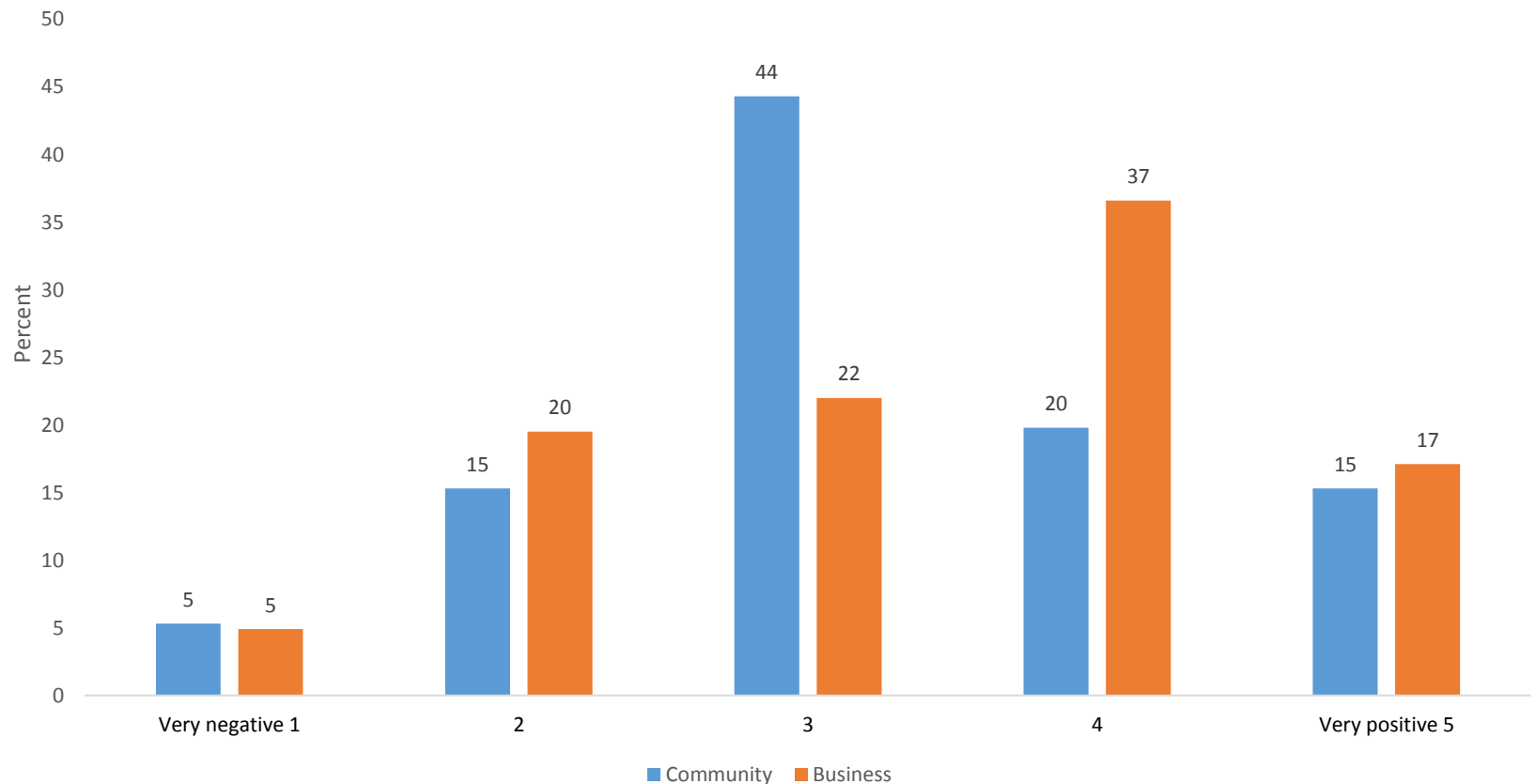
“Some of the locals seemed a bit put out by us. Not sure if this was just the time of year? They were not prepared”

“When local residents serve you, especially at shops, they need to acknowledge you!”

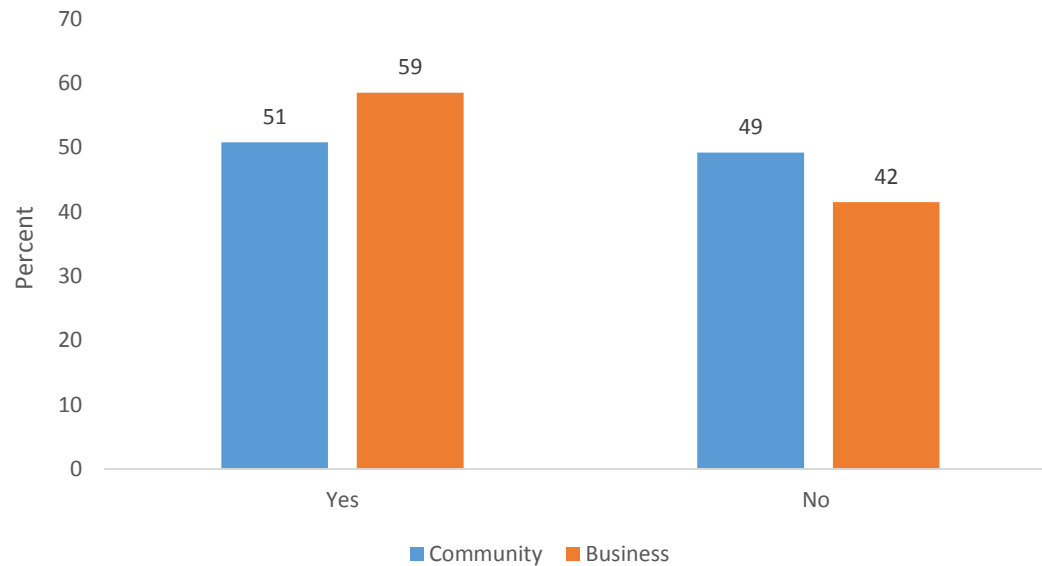
Least appealing: 14% lack of friendliness of locals

Need to improve: 23% better service

Community: impact of visitors to the Island on Quality of life



Community: Should Great Barrier Island attract more visitors?



Destination Indicators





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Professor Simon Milne

