

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



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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 blue lake in the middle, and a green helmet in the lower right. The text "NEARLY 20 YEARS PROMOTING A CLEAN AND GREEN '100% PURE' IMAGE" is centered in a dark box, and "100% PURE NEW ZEALAND" is at the bottom left, and "newzealand.com" with a logo is at the bottom right.

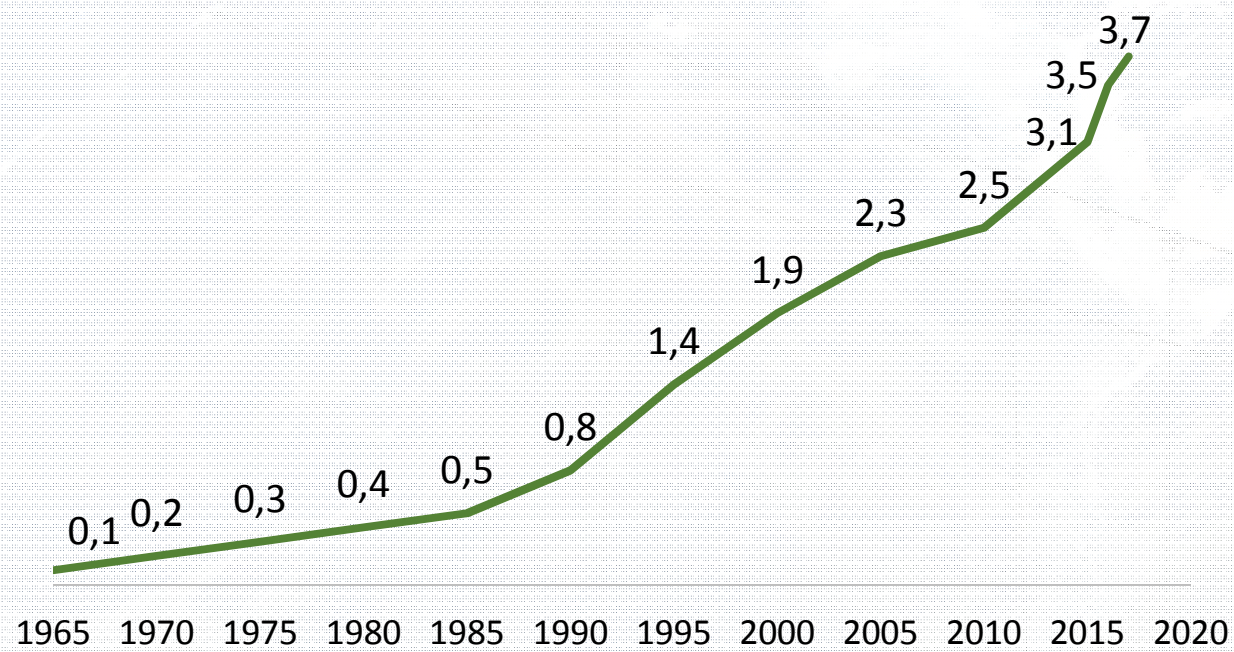
NEARLY 20 YEARS PROMOTING A  
CLEAN AND GREEN '100% PURE' IMAGE

100% PURE NEW ZEALAND

newzealand.com 

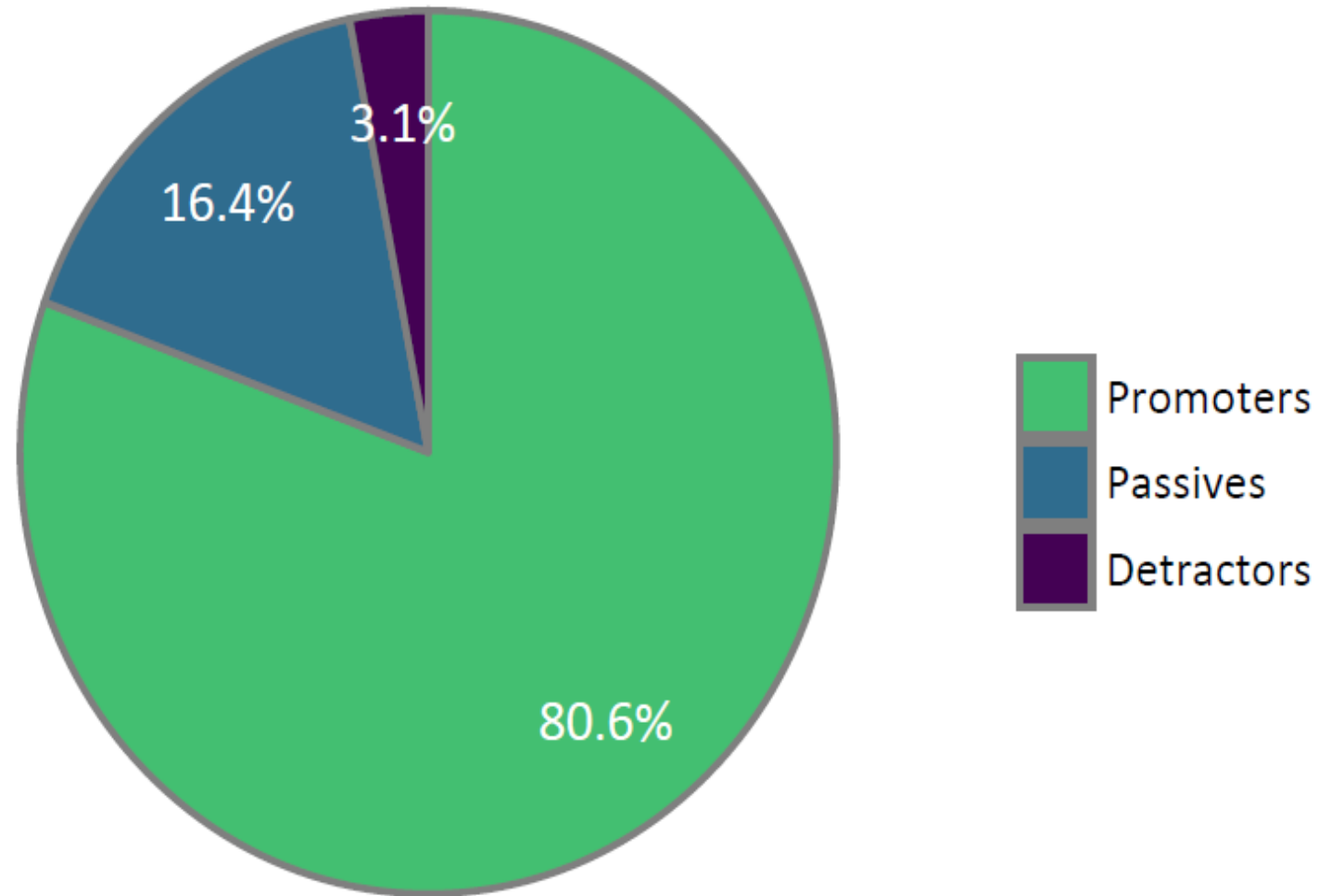


International Visitor Arrivals to New Zealand (millions)



NZ IVS

*Visitors to New Zealand, likelihood to recommend to others as a visitor destination*



9 or 10 - Promoter  
7 or 8 - Passive  
6 and under - Detractor

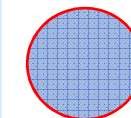


# New Zealand Ski Area Visits

- **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



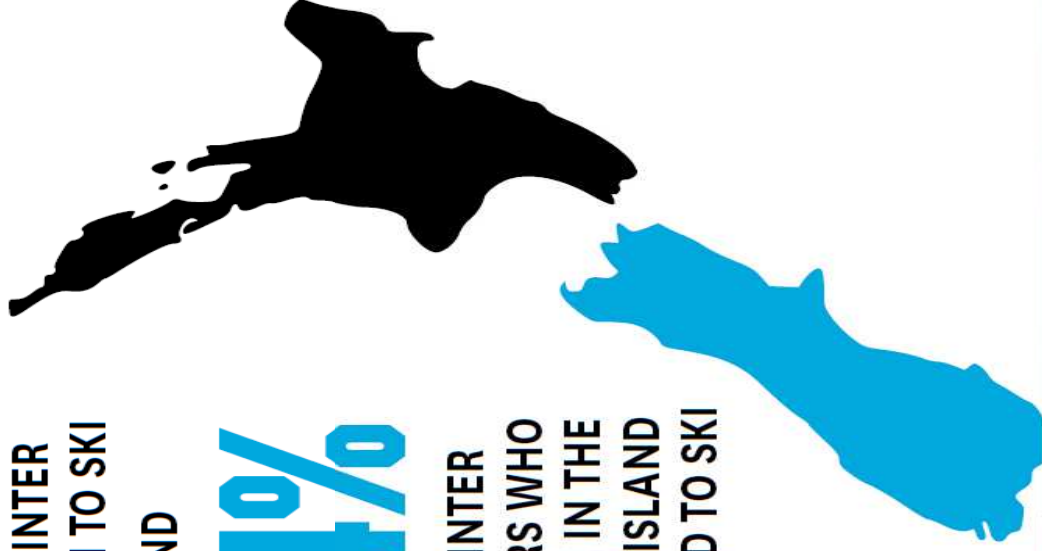
**30%**

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

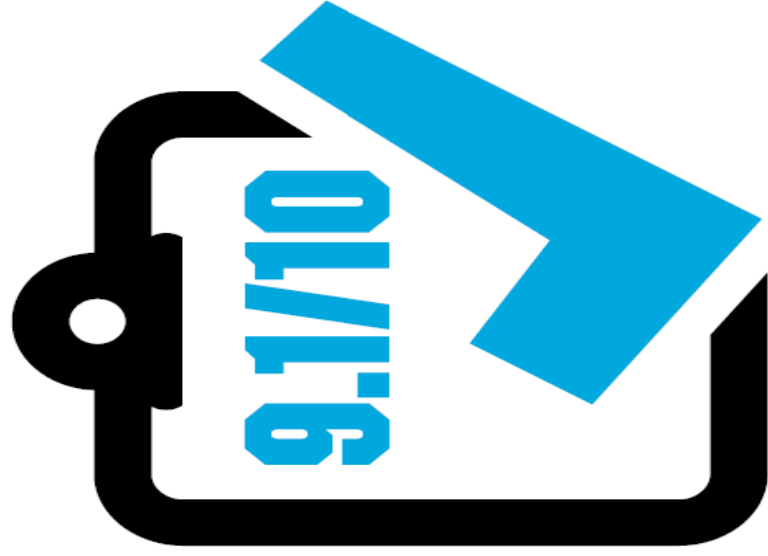
**18**

**NIGHTS**

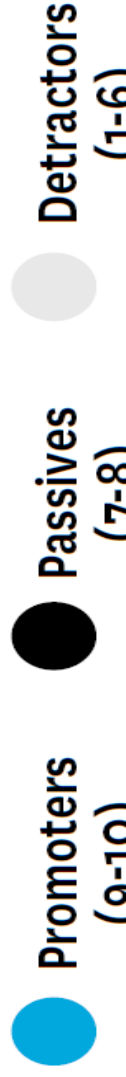
VS. 16 NIGHTS ALL HOLIDAY VISITORS

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





Total International Visitor Spend in NZ (\$ billions - excludes airfares)

10,5

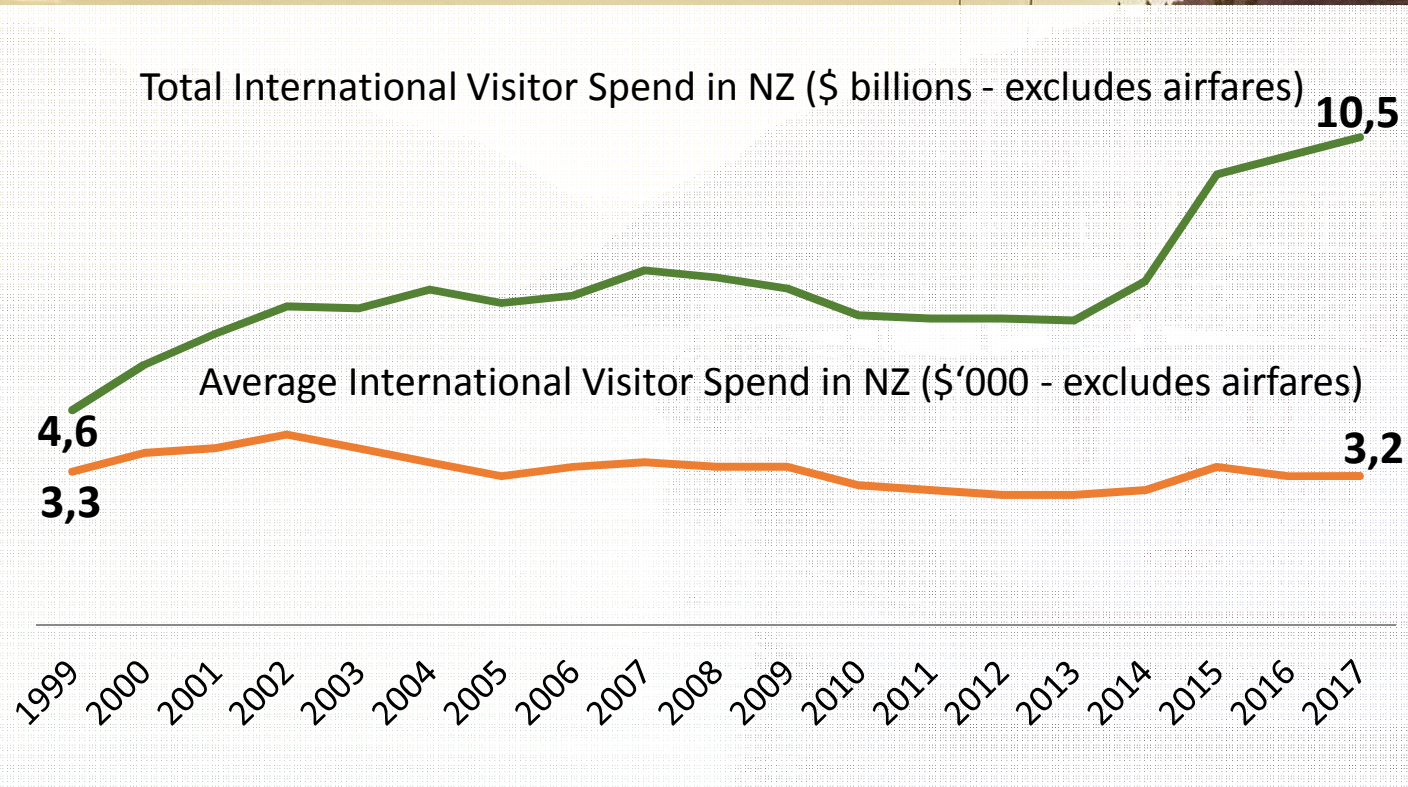
Average International Visitor Spend in NZ (\$'000 - excludes airfares)

4,6

3,3

3,2

1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017



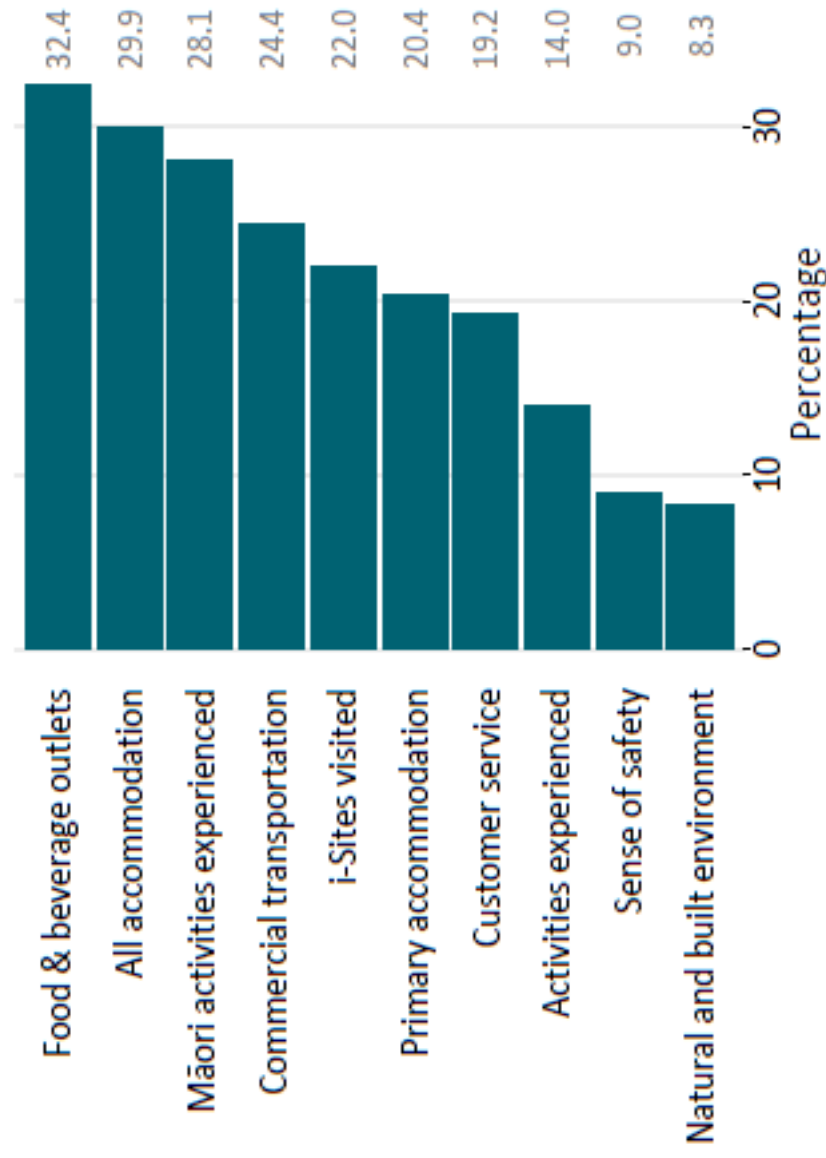
# REASONS FOR LOWER VISITOR SATISFACTION

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



# 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

Share
 Tweet
 G+1



Freedom campers in Kaikoura.

FAIRFAX NZ

Ads by Google

2.5% Fixed Mortgage Rate mortgageupdates.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** > 





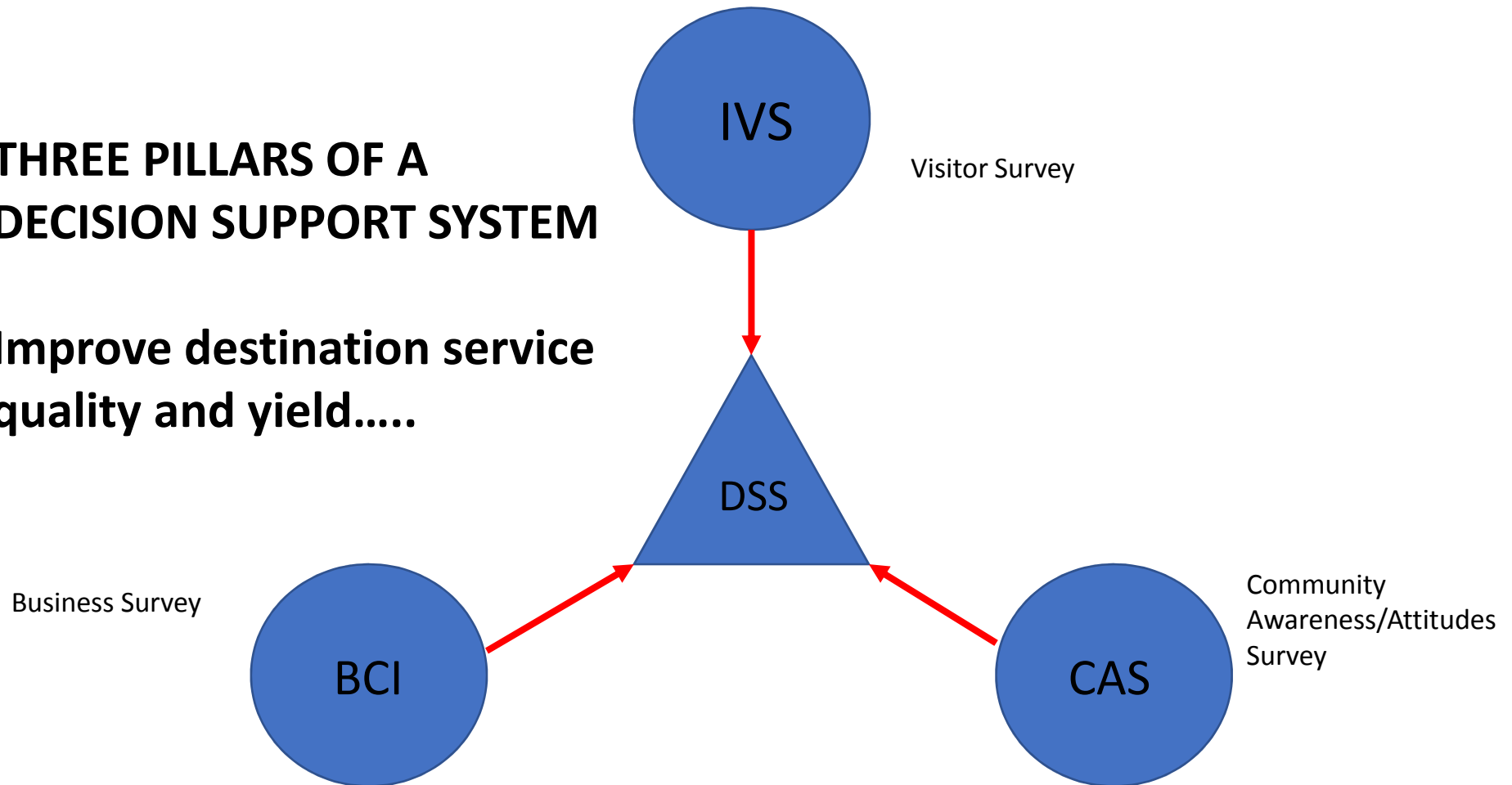
# A way forward...

- 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

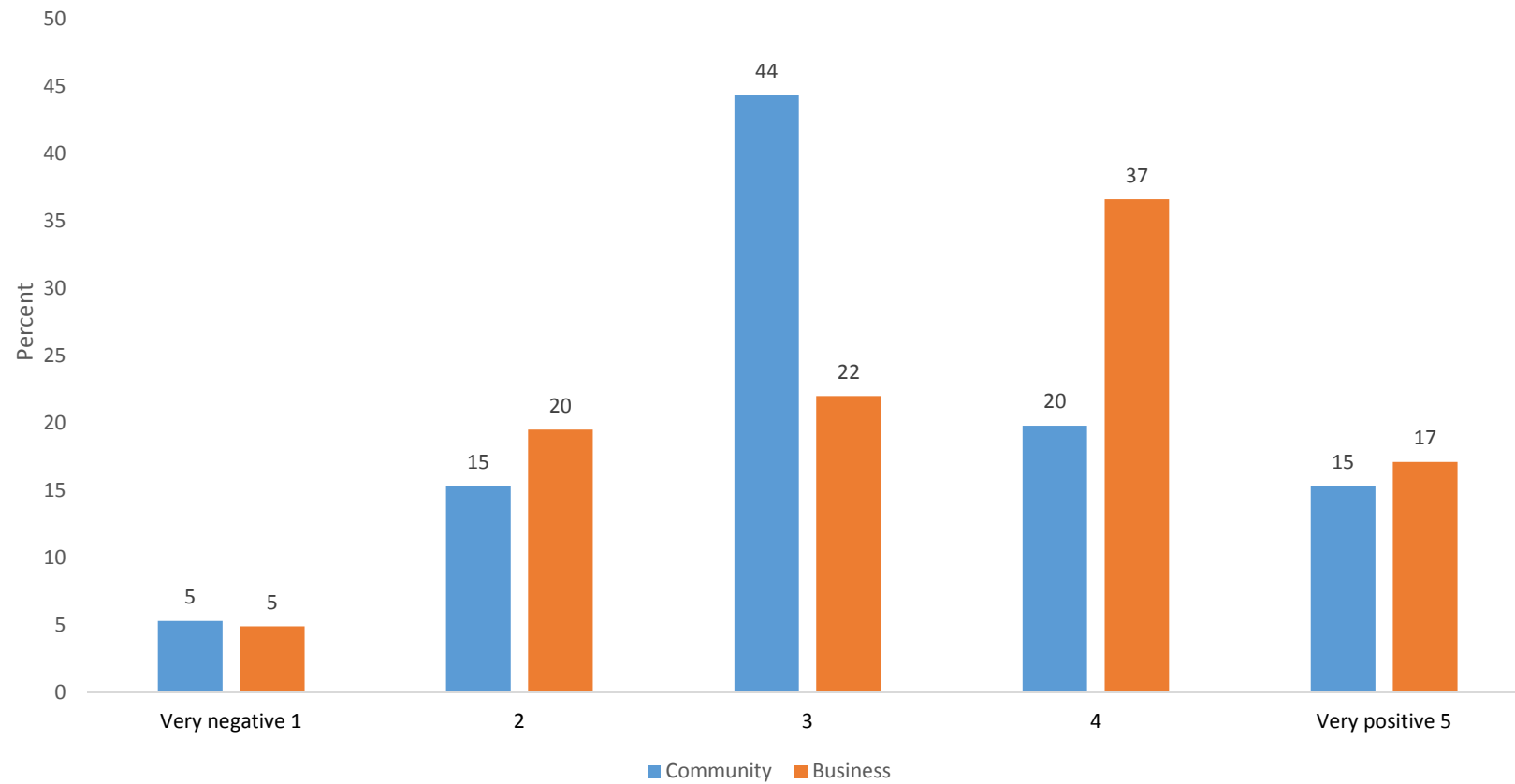
*“Some of the locals seemed a bit put out by us. Not sure if this was just the time of year? They were not prepared”*

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

*Least appealing: 14% lack of friendliness of locals*

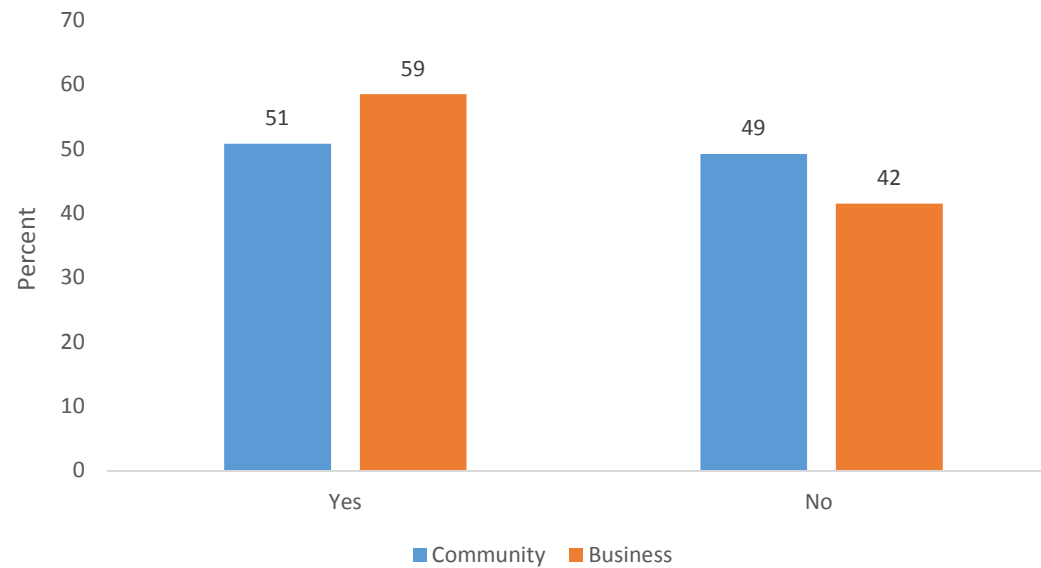
*Need to improve: 23% better service*

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



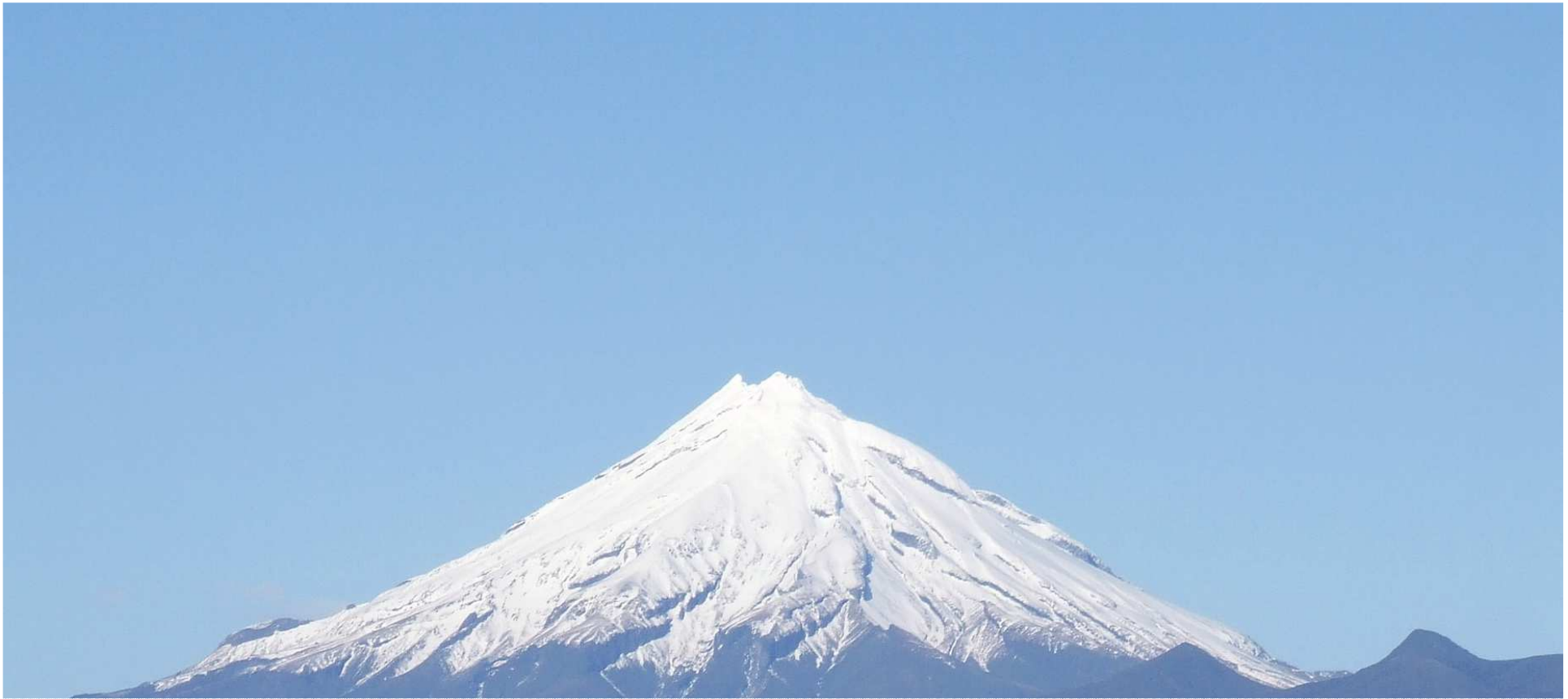


## Community: Should Great Barrier Island attract more visitors?



# Destination Indicators





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Professor Simon Milne

**AUT**

