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Cruise tourism in Akaroa:

Visitor experiences, business stakeholder
perceptions, and community attitudes

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New Zealand's specialist land-based university



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Part A:

Cruise ship visitor experiences and
expenditure, and business stakeholder
perceptions

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Research objectives

1. Examine perceptions, experiences and spending patterns of **cruise ship visitors** in Akaroa
2. Examine hosting experiences of selected **business stakeholders** in Akaroa and Christchurch (re: cruise ship visitor market)

Year/Season	Cruise Ships	Passengers
2008/09	9	4,882
2009/10	8	8,754
2010/11	16	21,067
2011/12	86	125,667
2012/13	86	143,925 (forecasted)

Visitor survey

433 cruise ship passengers surveyed

- 289 in Akaroa (at the wharf)
- 144 in Christchurch (prior to boarding their tour bus)

21 'survey days'

- 25 November 2012 to 17 February 2013
- Designed to coincide with a range of cruise ship arrivals

Sample characteristics (overall)

Nationality	Australia (70%) USA (16%) UK (5%)
Gender	Female (57%) Male (43%)
Age	Over 60 years (60%)
Experience	At least one previous cruise (69%)
Travel party	Travel with spouse or partner (52%)
Cruise line	Princess Cruises (63%)

Visitor activities

Activities undertaken in Akaroa 'township' (n=211):

1. Walking around Akaroa (88%)
2. Eating and drinking (59%)
3. Shopping (57%)
4. General sightseeing (27%)
5. Guided tours/activities (20%)

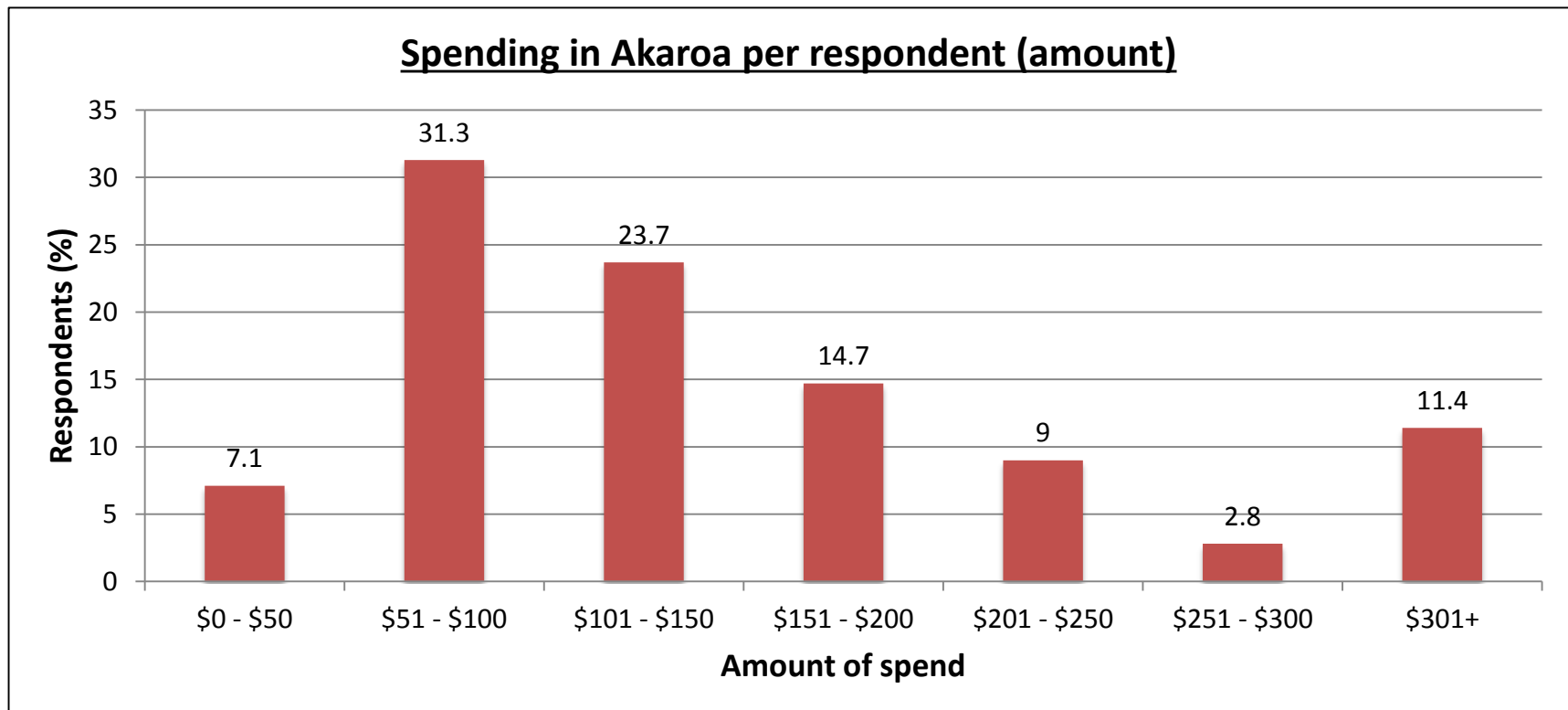
Activities undertaken in Akaroa 'district' (n=35):

1. Farm visit (51%)
2. Scenic view (51%)
3. Barry's Bay Cheese factory (14%)



Visitor spending

- Average 'port visit' spend per respondent = \$129.26 (n=430)
- Those who **leave** Akaroa = \$141.55 (n=209)
- Those who **stay** in Akaroa = \$117.90 (n=208)
- 7.3% of Akaroa respondents spent '**nothing**' in Akaroa (n=15)



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Spending in Akaroa per respondent (category)

Spending category	Average spend per respondent (\$)
Shopping and souvenirs	\$54.74
Tours	\$31.78
Restaurant meals	\$13.90
Other food and refreshments	\$12.20
Transport	\$2.37

“What did you enjoy most and least about your visit to Akaroa?”

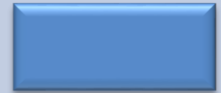
(n=211)



Enjoyed most

- Scenery (42%)
- A pretty town (34%)
- Relaxed village atmosphere (20%)
- Friendly people (16%)
- Good weather (15%)
- Attractions and activities (15%)
- Shopping/restaurants/cafes (11%)

Enjoyed least



- Bad weather (10%)
- Too crowded (3%)
- Expensive (2%)
- (74% said “nothing”)

Akaroa port visit

Are you satisfied with your Akaroa port visit? (n=413)

Satisfied (92.7%)

Neutral (6.0%)

Dissatisfied (1.2%)

Are you likely to visit Akaroa in the future? (n=418)

Likely (67.0%)

Not sure (8.4%)

Unlikely (24.6%)

Would you recommend the region to others? (n=414)

Likely (97.3%)

Not sure (1.7%)

Unlikely (1.0%)

Business stakeholder interviews

21 business stakeholders interviewed

- 14 in Akaroa; 7 in Christchurch
- April-May 2013

A range of business types

- Catered primarily to 'independent' cruise passengers
- Reflect visitor spending categories

Business Type

Transport services

Tour operators

Activity providers

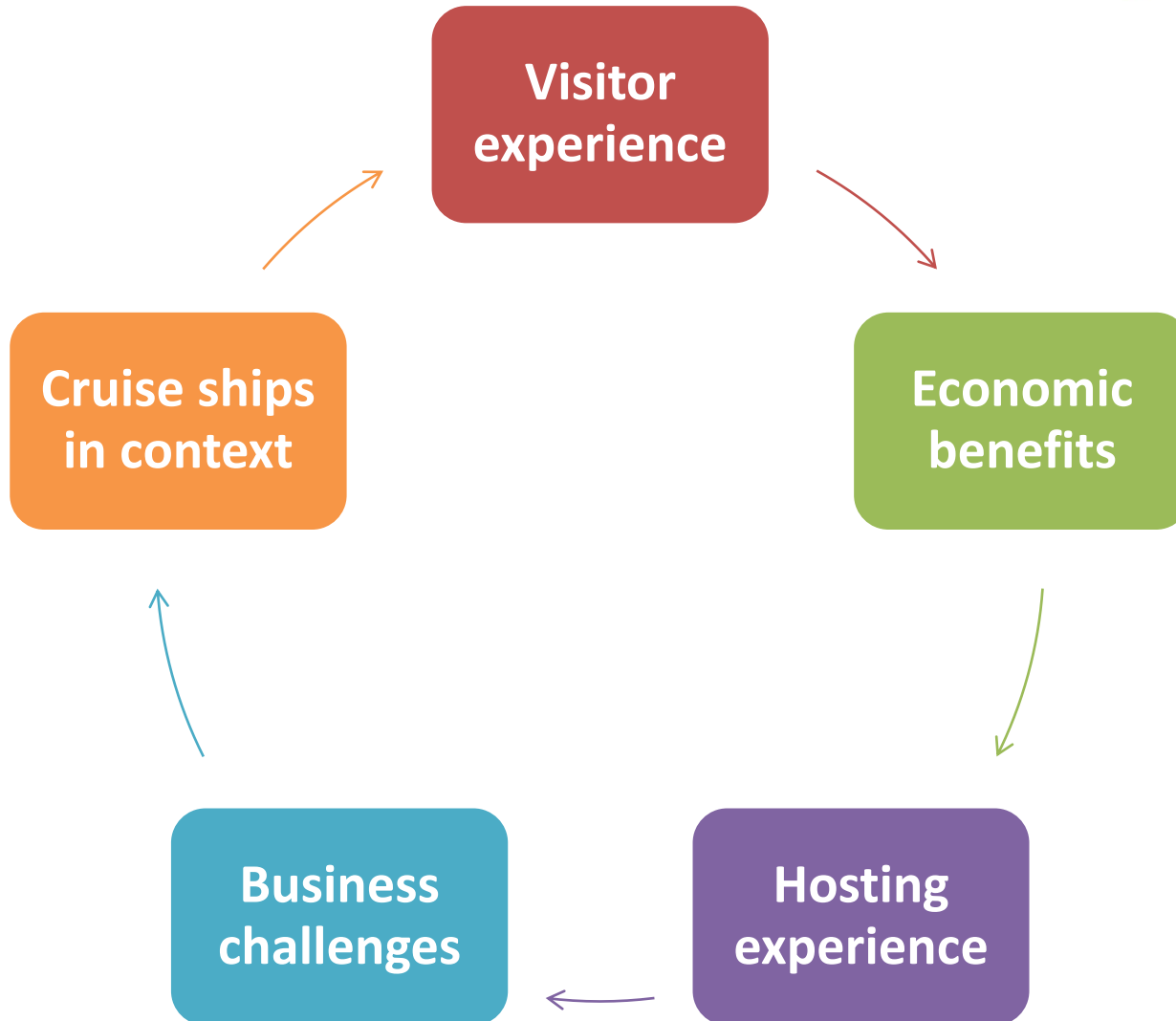
Retail: tourism/giftware

Retail: general

Food and drink outlets

Focus on perceptions, opinions and experiences (not on 'financials')

Business experiences





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Part B:

Community attitudes to hosting cruise
ship arrivals in Akaroa

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Background & Objectives

- Letters to *The Akaroa Mail*
 - 3 against; 17 in support; 3 from cruise ship visitors
- Survey to assess attitudes of the Akaroa community
 - Contact with cruise ship visitors
 - Perceived benefits
 - Issues and problems



Total sample (316 respondents)

- 56.6% response rate
- 76.5% aged 55 years or over
- 60.3% female
- 98.0% Pakeha/European
- 65.0% working
- 97 holiday home owners
- Spent average of **38 nights** in Akaroa during the cruise ship season
- 61% (n=192) permanent or full time residents
- 31% (n=99) non-resident property owners



181 Resident



63.3% response

More than 1/2 aged 55-74 yrs

Average 19.1 years in Akaroa

62.4% ≥ 10 years

88 (48.6%) worked in tourism-related jobs

Accommodation	28.8%
Hospitality	24.3%
Attractions	20.7%

44.9% - 'frequent' contact with cruise ship visitors

85 Postal

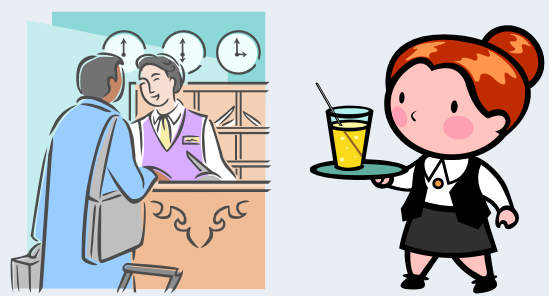


42.5% response

Almost 3/4 aged 55-74 yrs

Average 18.8 years property

76.2% ≥ 10 years



45.2% - 'sometimes' contact with cruise ship visitors

50 District



69.4% response

Almost 1/2 aged 55-64 yrs

Average 17.0 years in area

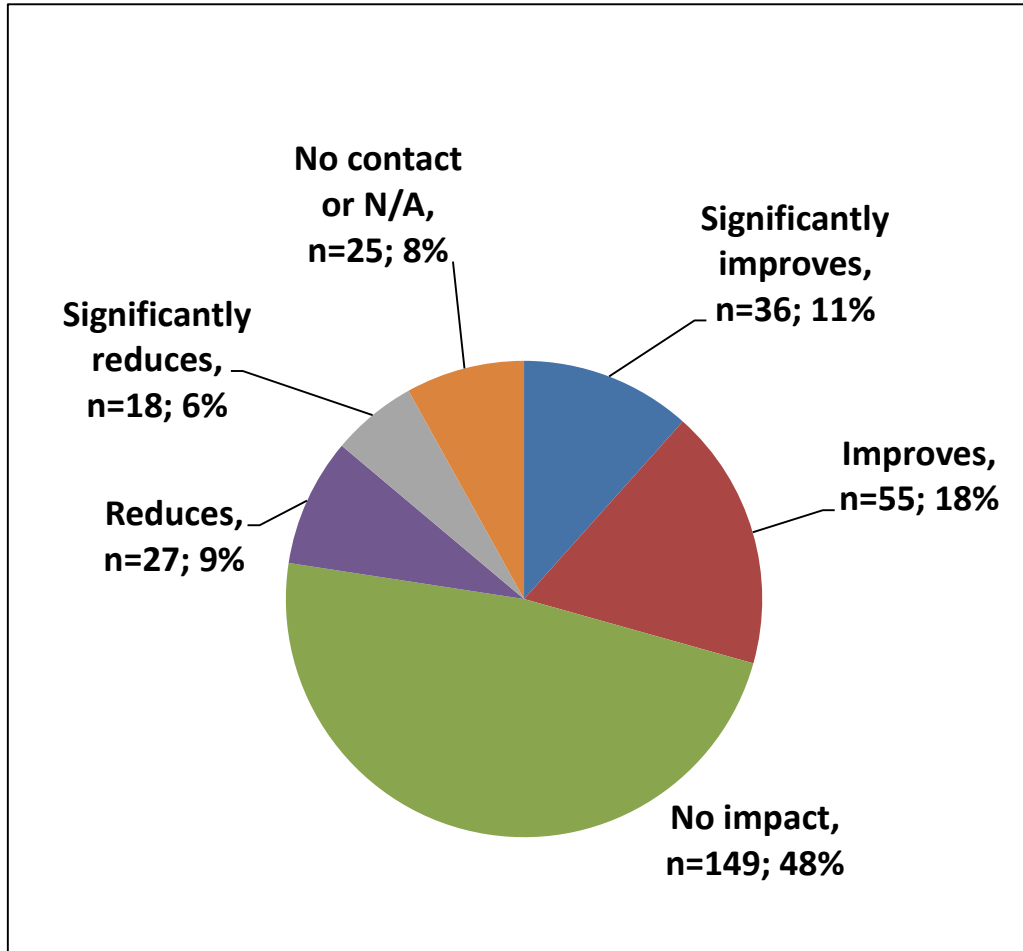
73.9% ≥ 10 years

31 (62.0%) worked in tourism-related jobs

Tourism retail	26.8%
Other retail	19.5%
Accommodation	19.5%

44.9% - 'frequent' contact with cruise ship visitors

Impact on quality of life



Resident	Improves	29.9%
	No impact	46.9%
	Reduces	17.5%
	No contact	5.7%
Postal	Improves	20.5%
	No impact	55.4%
	Reduces	6.0%
	No contact	18.1%
District	Improves	42.0%
	No impact	40.0%
	Reduces	18.0%
	No contact	0.0%

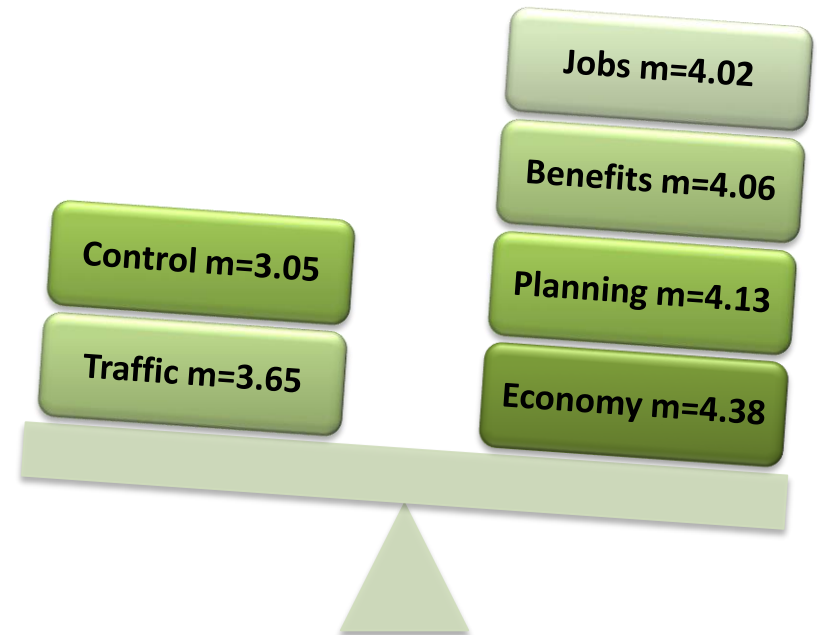
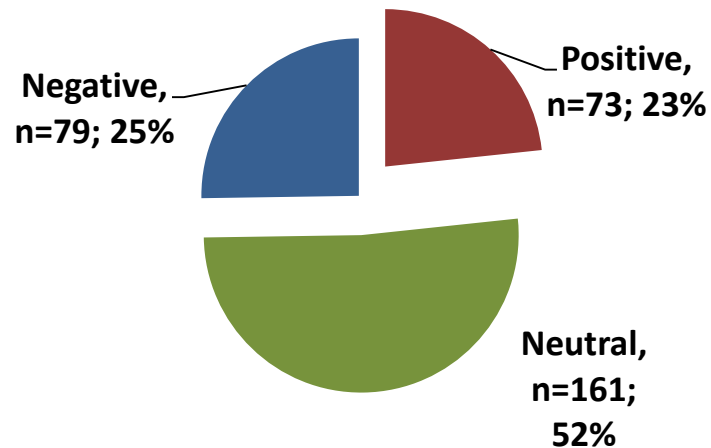
Attitudes towards cruise ship tourism

- 24 statements about cruise ship tourism
 - 1=disagree; 5=agree
 - Higher agreement for positive statements

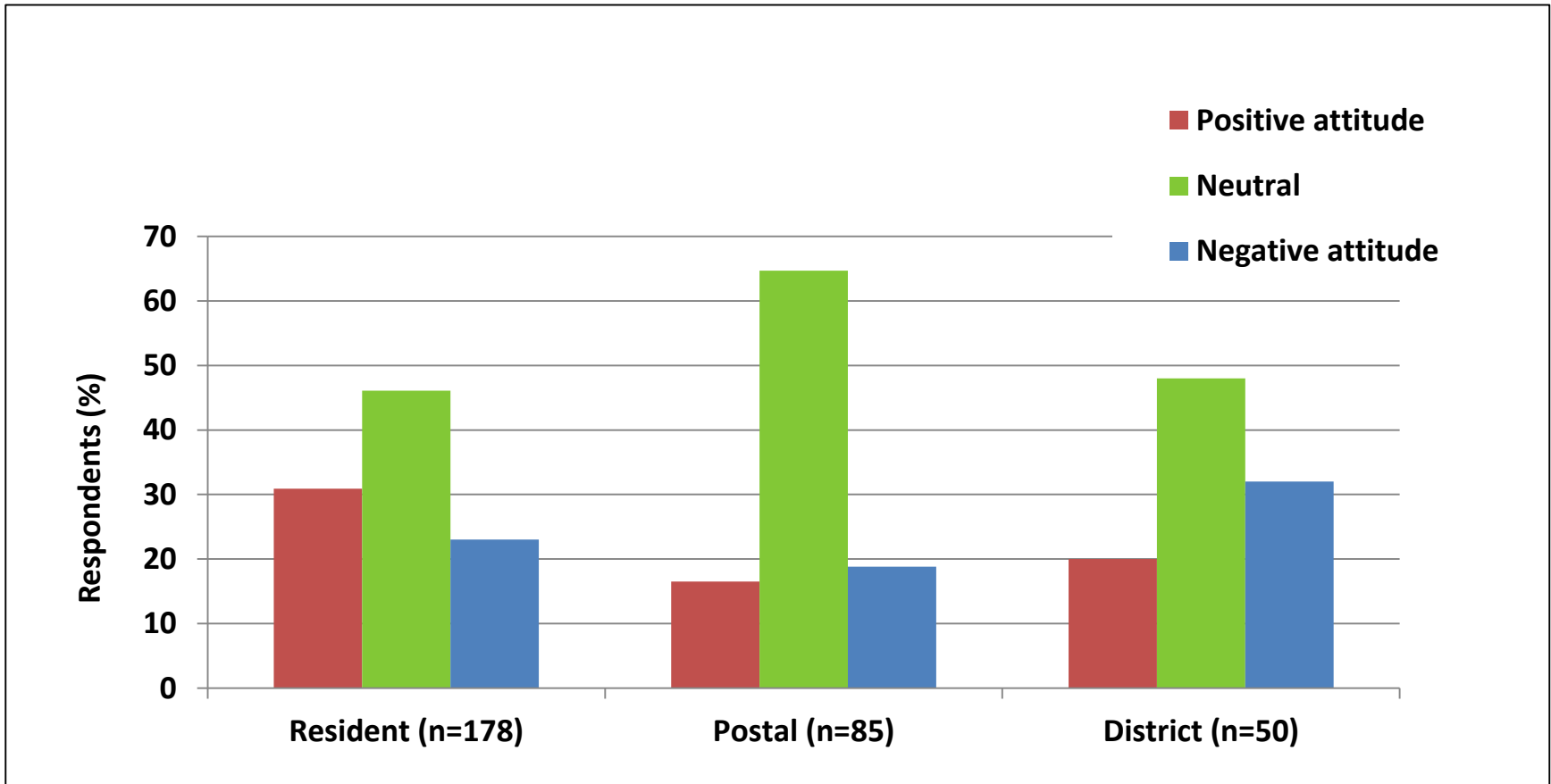
negative

positive

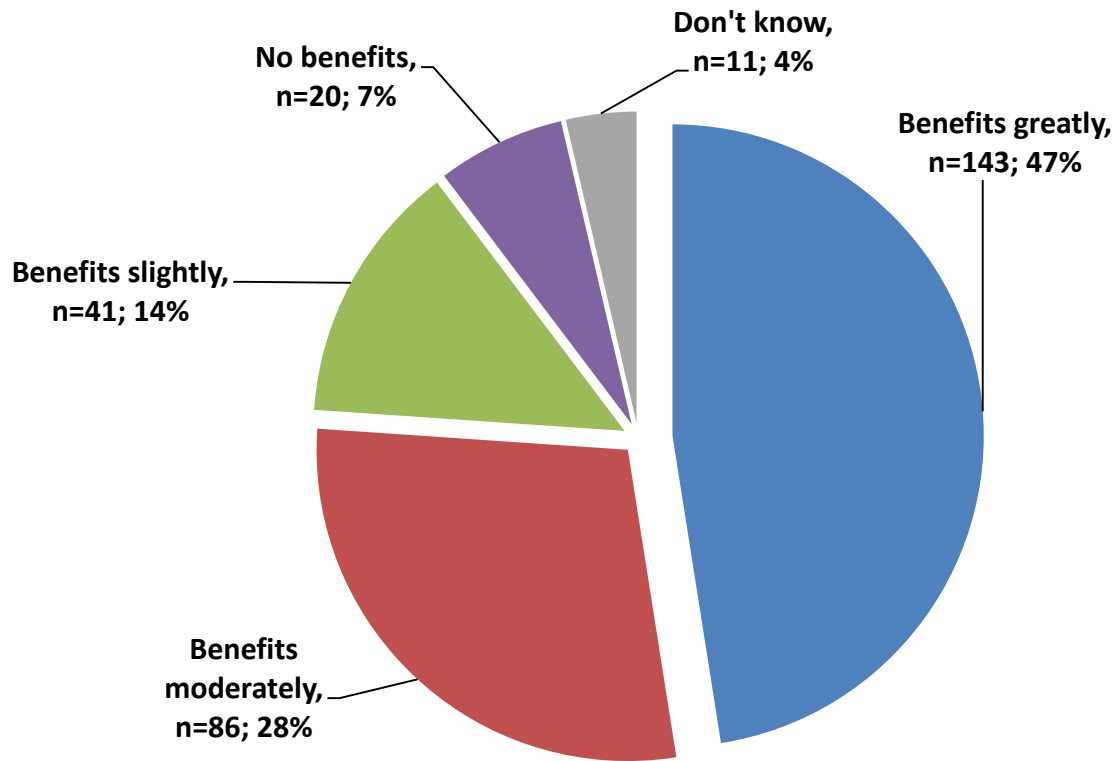
Overall attitude scores



Attitude by sample group



Does the Akaroa community benefit from cruise ship tourism?



Total sample	89.0%
Resident	91.4%
Postal	90.0%
District	82.7%

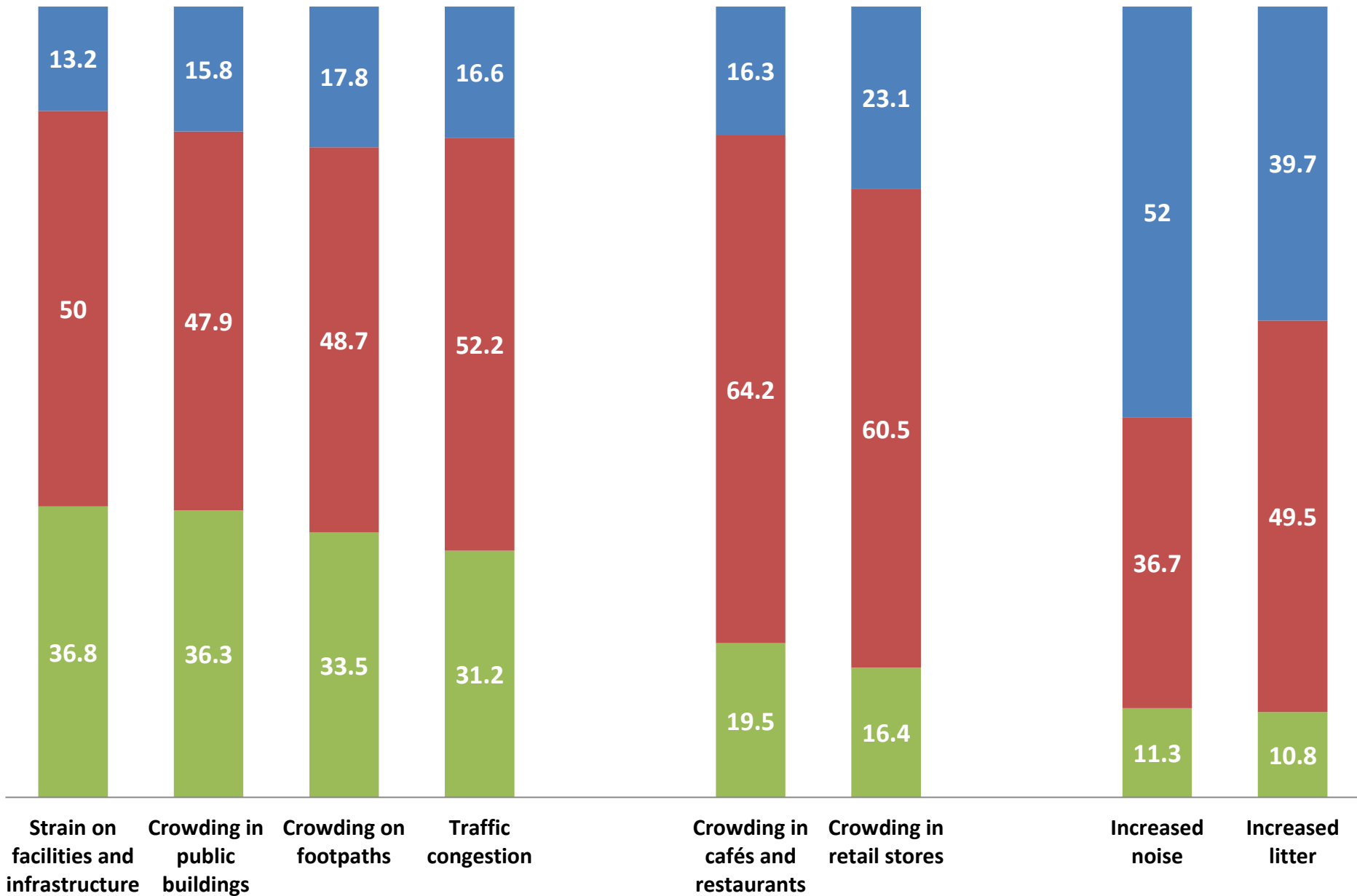
What are the three main benefits?



- 265 respondents (84.4% total sample) identified 730 benefits (many repeated)

Economic (253 times; 35%)	Tourism (201 times; 28%)	Community & Social (157 times; 22%)	Employment (119 times; 16%)
General	Boost to numbers	Mood of the town	Number of jobs
Akaroa-specific	Appeal of Akaroa	Facilities and amenities	Jobs for young people
Types of business	Akaroa's profile	Engaging with visitors	Jobs for locals
Viability	Future visitors		Types of jobs
Opportunity			

■ Significant or very significant problem ■ Slight or moderate problem ■ No problem



Three most problematic cruise ship issues

Issue/problem

- 209 respondents (66% total sample) identified 486 issues (many repeated)



Solution

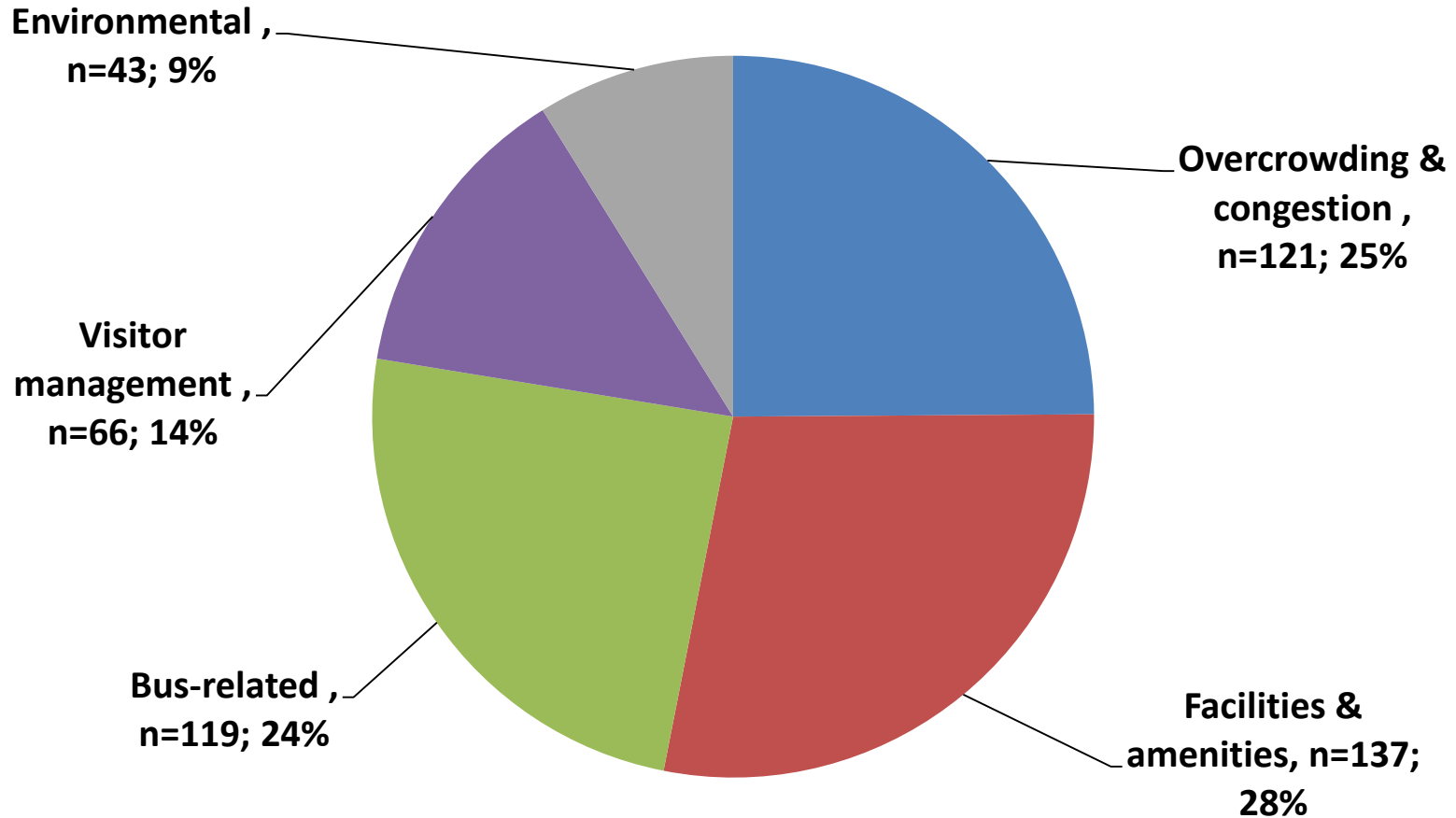
- Many generic, some specific





Responsibility

- CCC & others

Issues (main categories)



Issues (5 categories)

Facilities & amenities (137 times; 28%)	Overcrowding & congestion (121 times; 25%)	Bus-related (119 times; 24%)	Visitor management (66 times; 14%)	Environmental (43 times; 9%)
Toilets/public buildings	Akaroa overall e.g., footpaths	Traffic (SH75) & in Akaroa	Visitor behaviour	Impacts on the harbour
Other township issues e.g., litter, appearance, hospital closure	Specific locations within Akaroa e.g., library wifi	Parking congestion & fumes from parked buses	Visitor safety e.g., hospital closure, shelter at wharf	Social impacts e.g., loss of unique, quiet atmosphere
Wharf issues e.g., surface, berthing space			Quality of visitor experience	Impact on community cohesion

- Many of the issues reported concerned the **visitor experience**

Generic solutions



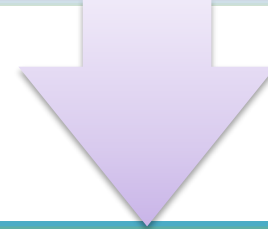
Specific solutions

Problem

Bus-parking issues

Closed public facilities

Overcrowding & congestion



Solution

Relocation of waiting staging area

Direct allocation of cruise ship levies

Community adaptation

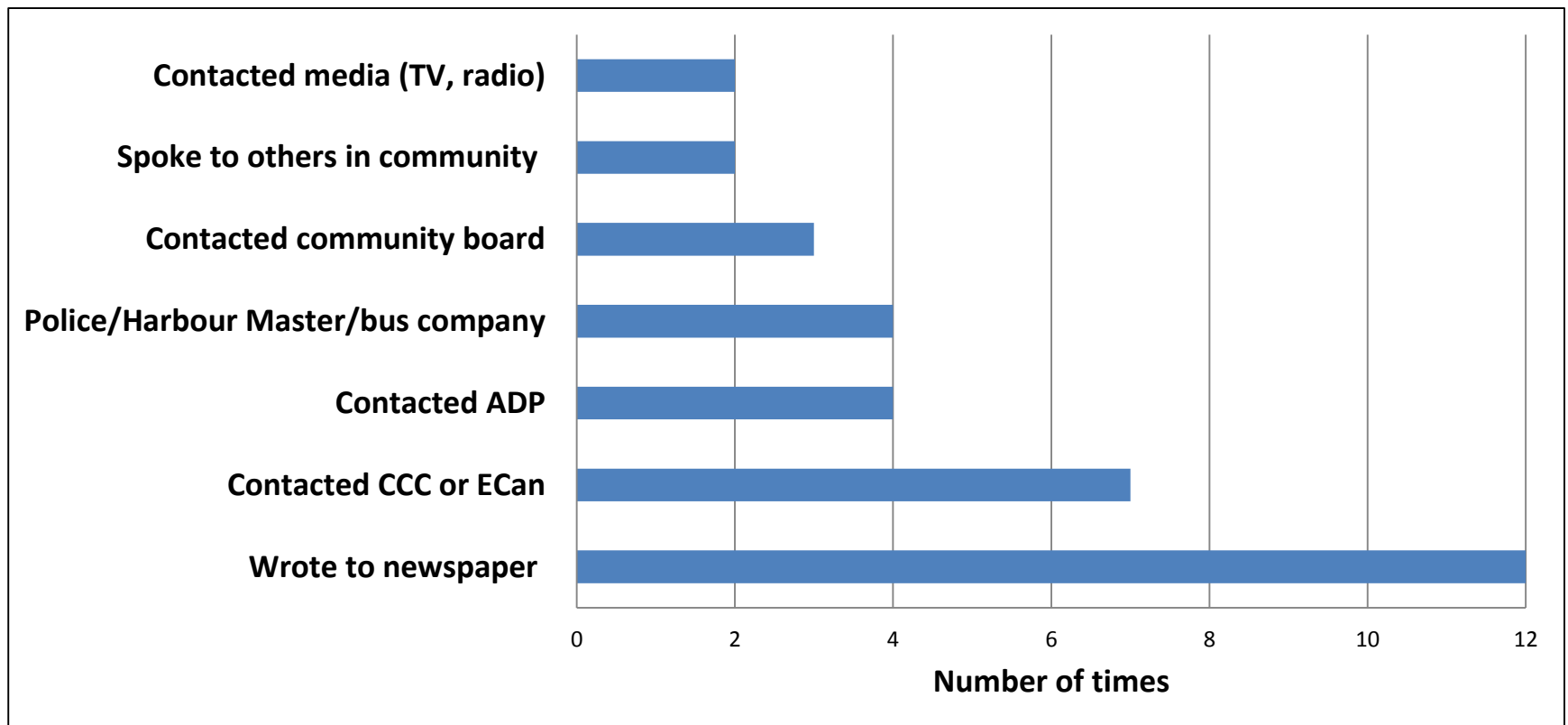
Responsibility



Concerned enough to take action



- 32 respondents (11.4%) had done something about it
 - 20 Resident (12.6% of sample); 12 District (24.5% of sample)



Additional comments

- 53.5% (n=169) of all respondents
 - 62.0% District
 - 55.8% Resident
 - 43.5% Postal
- Broader overview
- Coded into 5 themes



Overall findings

- A very engaged community
 - Some concerns over impact on the community
- Overall positive attitude
- Welcome tourism & cruise ship tourism
- Widespread recognition of benefits
- Some tangible issues & problems identified
 - Many can be fixed/addressed
 - Issues in respect of transparency & uncertainty

Questions?



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