Community attitudes to hosting cruise ship arrivals in Akaroa

Jude Wilson and Michael Shone
Lincoln University
17 July 2013
Outline

• Background
• Survey
• Sample
• Key results
  – Living & working in Akaroa
  – Benefits & problems
    • Attitudes (general)
    • Benefits
    • Issues & problems
• Additional comments
• Overall findings

New Zealand’s specialist land-based university
Background

• Sudden & significant increase in the number of cruise ships visiting Akaroa

<table>
<thead>
<tr>
<th>Season</th>
<th>Ships visiting</th>
<th>Passengers</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010/2011</td>
<td>16</td>
<td>21,067</td>
<td>+140.7</td>
</tr>
<tr>
<td>2011/2012</td>
<td>86</td>
<td>125,667</td>
<td>+496.5</td>
</tr>
<tr>
<td>2012/2013 (forecast)</td>
<td>86</td>
<td>143,925</td>
<td>+14.5</td>
</tr>
</tbody>
</table>

• Letters to The Akaroa Mail
  – 3 against; 17 in support; 3 from cruise ship visitors

• Survey to assess impact on Akaroa community
Survey & Sampling

- Living & working in Akaroa
  - Residential status
  - Length of association
  - Work in tourism-related jobs
  - Contact with cruise ship visitors
  - Impact on quality of life
- Benefits & problems from cruise ship tourism in Akaroa
  - Attitudes (overall)
  - Attitudes (specific)
    - Benefits
    - Issues & problems
- Demographic information
- Additional comments

- Resident – door-to-door
- Postal – sample of non-resident ratepayers
- District – given out in Akaroa/left at CCC Akaroa Service Centre
- Response rates:

<table>
<thead>
<tr>
<th></th>
<th>Distributed</th>
<th>Returned</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident</td>
<td>286</td>
<td>181</td>
<td>63.3%</td>
</tr>
<tr>
<td>Postal</td>
<td>200</td>
<td>85</td>
<td>42.5%</td>
</tr>
<tr>
<td>District</td>
<td>72</td>
<td>50</td>
<td>69.4%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>558</td>
<td>316</td>
<td>56.6%</td>
</tr>
</tbody>
</table>
Total sample (n=316)

- **Age**
  - 76.5% aged 55 years or over
  - 49.6% aged 55-74 years
- **Gender**
  - 60.3% female & 39.7% male
- **Ethnicity**
  - 98% European/Pakeha
- **Employment status**
  - 65% working

![Employment status chart]

New Zealand’s specialist land-based university
Living in Akaroa

• Residential status
  – 61% permanent or full-time residents
  – 31% non-resident property owners
  – 97 holiday home owners

• Length of association

<table>
<thead>
<tr>
<th></th>
<th>Resident sample (n=170)</th>
<th>Postal sample (n=84)</th>
<th>District sample (n=46)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Years lived in Akaroa</strong></td>
<td>3 months - 87 years</td>
<td>9 months - 60 years</td>
<td>6 months - 45 years</td>
</tr>
<tr>
<td><strong>Years owned property</strong></td>
<td></td>
<td>18.8 years</td>
<td>17 years</td>
</tr>
<tr>
<td><strong>Range</strong></td>
<td></td>
<td>15.5 years</td>
<td>16 years</td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td>19.1 years</td>
<td></td>
<td>10 years</td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td>12 years</td>
<td></td>
<td>10 years</td>
</tr>
<tr>
<td><strong>Mode</strong></td>
<td>3 years</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Working in Akaroa

• Survey respondents
  – 124 (39.2%) worked in at least one tourism-related job

<table>
<thead>
<tr>
<th>Resident</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
<td>28.8%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>24.3%</td>
</tr>
<tr>
<td>Attractions</td>
<td>20.7%</td>
</tr>
<tr>
<td>Tourism retail</td>
<td>26.8%</td>
</tr>
<tr>
<td>Other retail</td>
<td>19.5%</td>
</tr>
<tr>
<td>Attractions</td>
<td>19.5%</td>
</tr>
</tbody>
</table>

• Others in household
  – 91 (28.8%) worked in at least one tourism-related job
  – 31.2% attractions (R); 26.9% hospitality (D)
Contact with cruise ship visitors

- During work time
  - 52% frequently or sometimes
  - 45% no contact

- During non-work time
  - 39% frequent
  - 42% sometimes
  - 11% rarely
  - 8% no contact

Impact on quality of life

- No contact or N/A, n=25; 8%
- Significantly improves, n=36; 11%
- Improves, n=55; 18%
- Significantly reduces, n=18; 6%
- Reduces, n=27; 9%
- No impact, n=149; 48%
Attitudes

- 24 statements
- Higher level agreement for positives

Overall attitude scores

- Negative, n=79; 25%
- Neutral, n=161; 52%
- Positive, n=73; 23%

11 negative
13 positive

Jobs m=4.02
Benefits m=4.06
Control m=3.05
Planning m=4.13
Traffic m=3.65
Economy m=4.38

New Zealand’s specialist land-based university
Attitude by sample group

New Zealand’s specialist land-based university
Benefits

• Does the Akaroa community benefit from cruise ship tourism?

• What are the three main benefits?
  – 265 respondents identified 730 benefits
    • Economic (n=253)
    • Tourism (n=201)
    • Community & social (n=157)
    • Employment (n=119)
  – Further categorised
    • e.g., tourism ‘boost’ & ‘profile’

No benefits, n=20; 7%
Benefits slightly, n=41; 14%
Benefits moderately, n=86; 28%
Benefits greatly, n=143; 47%
Don’t know, n=11; 4%
New Zealand’s specialist land-based university
Problems & issues

Level of problems cruise ship tourism brings Akaroa

- Strain on facilities & infrastructure (n=287)
- Crowding in public buildings (n=284)
- Crowding in cafes & restaurants (n=301)
- Traffic congestion in Akaroa (n=308)
- Crowding on footpaths (n=304)
- Lack of cleanliness in toilets (n=236)
- Crowding in retail stores (n=299)
- Lack of access to toilets (n=263)
- Lack of parking for locals (n=305)
- Displacement of other visitors (n=249)
- Increased litter (n=277)
- Increased noise (n=300)

New Zealand’s specialist land-based university
Problems & issues

- Most significant problems:
  - Strain on facilities & infrastructure: 36.8%
  - Crowding in public buildings: 36.1%
  - Crowding on footpaths: 33.2%
  - Traffic congestion: 31.0%

- What are the three most problematic cruise ship issues?

- 32 respondents (11.4%) had taken action
  - Writing to newspaper most common
Issues (main categories)

- Overcrowding & congestion, n=121; 25%
- Facilities & amenities, n=137; 28%
- Bus-related, n=119; 24%
- Visitor management, n=66; 14%
- Environmental, n=43; 9%
Solutions

- Many quite generic
- Others more specific

Overcrowding & congestion
Facility & amenity issues
Environmental issues

Limiting cruise ship numbers

Problem
- Bus-related issues
- Closed public facilities
- Overcrowding & congestion

Solution
- Relocation of waiting/staging area
- Direct allocation of cruise ship levies
- Community adaptation

New Zealand’s specialist land-based university
Responsibility

• Majority assigned responsibility to CCC
  – Others included: ECan, Police, Harbour Master, Community Board, CDHB, shipping companies and tour operators
• Few mentioned tourism-specific organisations (e.g., CCT or ADP)
• Responsibility for change/mitigation was not always assigned correctly by respondents
Additional comments

• 53.5% (n=169) respondents provided some additional comments
  – District (62%); Resident (55.8%); Postal (43.5%)
  – Some reiteration of survey data
  – Broad overview of their perceptions & opinions of cruise ship tourism & its impact on Akaroa

• Coded into 5 themes
A ‘tourist town’

Enjoy the tourists

A divided community

Balancing costs & benefits

Adapt or ‘get over it’
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?

New Zealand’s specialist land-based university