

Views On Tourism

2025 Report: Key Findings



- 92% Mackenzie residents believe tourism is good for the region.
- The vast majority (87%) of residents have personally benefitted from tourism activity in their local area.
- The most commonly observed benefits for Mackenzie District residents are opportunities for employment/income and more local businesses opening or being able to stay open.
- Almost all (99%) of Mackenzie residents have been adversely impacted by tourism in their local area.
- Overall resident sentiment towards tourism is substantially less positive than amongst the NZ population. The overall Tourism Approval Rating (TAR) is 11 which is characterised as ‘threatened acceptance’ and is the lowest of all participating regions in NZ. The National benchmark is 49, Queenstown’s is 20. The range is from -100 to 100.
- Key actions that residents believe will help to mitigate the negative impacts include:
 - Greater investment in infrastructure (especially roads, car parks, toilets)
 - Further education of visitors about environmental protection
 - Further education of visitors about road safety
 - Greater police / warden presence
 - More regulation / control of freedom camping
 - More regulation / control of short term rental housing
 - Measures to reduce cost of living for locals
- Residents would like the local tourism industry to focus more strongly on:
 - Improving community infrastructure
 - Reducing the impact of visitors on environment
 - Encourage visitors to travel outside of peak
 - Attracting higher quality visitors

About the Views on Tourism survey:

- Conducted by Angus and Associates, the ‘[Views on Tourism](#)’ survey is used to measure and understand community sentiment around tourism, and unpack the benefits and adverse impacts.

- It is a respected international framework used by destinations around the globe, including by Tourism NZ, enabling the Mackenzie to benchmark against national, Canterbury and other destinations.
- The survey was open to residents (living in the district) over 18, across all aspects of the community. Sample profile is on final page (34).
- The survey received 343 responses, which is deemed a statistically relevant sample size for the district's population. The final survey sample was weighted to reflect the characteristics of the Mackenzie's adult population with regards to age and gender, using 2023 Census data.