

A scenic landscape featuring a calm lake in the middle ground, with mountains in the background. In the foreground, there is a grassy hillside with some trees and a person riding a yellow bicycle. The image has a blue-tinted overlay.

VIEWS ON TOURISM PROGRAMME

VIEWS ON TOURISM: MACKENZIE DISTRICT

26 MARCH 2025

KEY INSIGHTS

Resident sentiment towards tourism is substantially less positive in Mackenzie District than it is amongst the New Zealand population as a whole. Mackenzie District's overall Tourism Approval Rating is 11, compared with a national benchmark of 49. At this level, sentiment in relation to tourism can be characterised as 'threatened acceptance'. Residents employed in the tourism sector view tourism activity only slightly more favourably than other residents, with an overall TAR score of 15, international TAR score of 13 and a domestic TAR score of 43.

Mackenzie District residents have greater exposure to/engagement with tourism than residents in other regions. Almost all Mackenzie District residents (94%) have engaged with tourism/visitors in some way over the past two years (compared to 69% of all adult New Zealanders). Three in five Mackenzie District residents have hosted friends or family visiting from out of town in the past two years, and 16% have provided paid accommodation for visitors in their home/property they own.

The vast majority of Mackenzie District residents (87%) have personally benefitted from tourism activity in their local area. This proportion is slightly higher than the New Zealand average (82%). 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 Mackenzie District residents (99%) have been adversely impacted by tourism in their local area. This proportion is significantly higher than the New Zealand benchmark (72%). The three most commonly experienced negative impacts are 'more litter and waste generation' (78% compared to a national average of 30%), 'feel less safe driving' (76% compared to a national average of 20%) and 'too much pressure on community infrastructure' (72% compared to a national average of 17%). Mackenzie District residents are also more likely to have experienced all other negative impacts measured than residents of other regions. This difference is especially pronounced in relation to housing-related impacts (i.e. impacts on availability, increased prices).

Key actions that Mackenzie District residents believe will help to mitigate the negative impacts of tourism include greater investment in infrastructure (especially roads, car parks, toilets), further education of visitors about driving rules/safety, further education of visitors about environmental protection, greater police/warden presence, more regulation/control of freedom camping, more regulation/control of short-term rental housing, and measures to reduce cost of living for locals people.

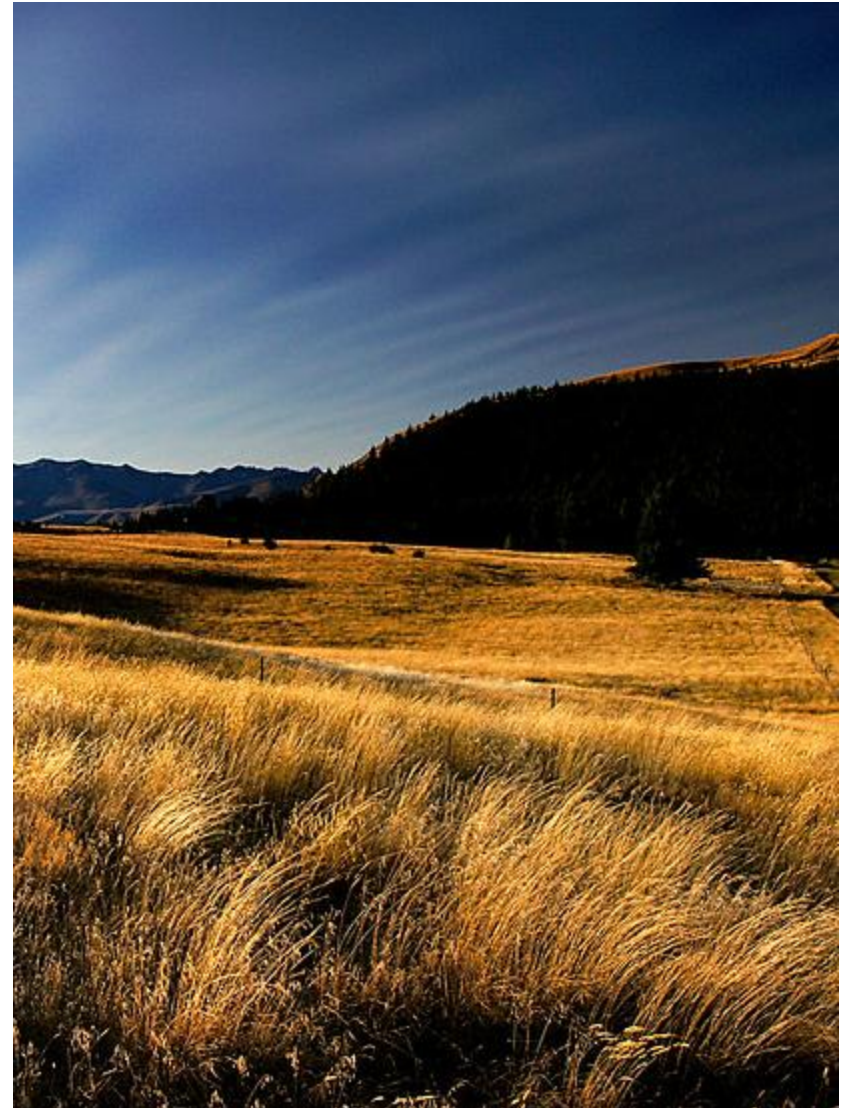
KEY INSIGHTS (CONT.)

Looking to the future, more than half of Mackenzie District residents (53%) would like the local tourism industry to focus most strongly on improving community infrastructure. Other priorities include reducing the impact of visitors on the local environment (28%), encouraging visitors to travel outside of the peak season (26%) and attracting higher quality visitors (22%).

Additional comments regarding tourism in Mackenzie District touch upon concerns about over-tourism (infrastructure unable to cope with visitor volumes), and the need to solve the housing issue to ensure the community has access to affordable and stable housing.

Just over half of Mackenzie District residents (51%) believe that Mackenzie District Council should have greater control over the supply of short-term rental accommodation in the District. This proportion is higher amongst residents of the Lake Tekapo/Burkes Pass area (68%).

Three in five Mackenzie District residents favour access to central government funding to help pay for infrastructure. Other popular options include 'user pays' (48%) and 'local levies or taxes added to accommodation or other services' (45%).



METHODOLOGY

This report details the findings of research undertaken in the Mackenzie District between 21 February and 17 March 2025. The research used Angus & Associates' Views on Tourism® research methodology as a base. Core questions designed to measure resident opinion on the value of international and domestic tourism, and the extent to which tourism is impacting the community (both from positive and negative perspectives) were supplemented with a small set of questions specific to the District.

In this report, Mackenzie District residents' views on tourism and its impacts are compared with those of a nationally-representative sample of New Zealand residents (the 'NZ Benchmark'). This national sample comprises n=3,026 New Zealanders aged 18 years or more who completed the Views on Tourism® survey in the year ending February 2025 (the closest comparable period).

The current research involved a total sample of n=343 residents of Mackenzie District aged 18 years or more. The majority of the sample was recruited by intercept at various locations across the Mackenzie District - including bakeries, cafés, schools, major worksites, and markets - with fieldwork undertaken by an experienced member of Angus & Associates' research team. The diversity of sites selected ensured that people from all areas of the Mackenzie District and from all walks of life had an opportunity to participate in the survey.

Residents approached at these sites were asked to complete the survey at the time of intercept or to provide an email address to which a survey link could be sent. Those approached were able to scan a QR code to complete the survey on their own device or use a tablet provided. This multi-method approach was chosen to maximise accessibility and convenience.

Additionally, residents were reached through a range of community databases and via a mix of social media channels. A QR code link to the survey registration page was also distributed to a wide range of local businesses, who were asked to share this with employees and customers.

To encourage participation, those who completed the survey were entered into a prize draw to win a \$250 Prezzy card.

The survey closed on 17 March 2025 and, following quality control and data cleaning procedures, the final survey sample was weighted to reflect the characteristics of Mackenzie District's adult population, with regards to age and gender - using 2023 Census NZ data as a reference.

Tourism Approval Rating

A Tourism Approval Rating (TAR) is calculated for both international and domestic tourism, using a combination of tourism perception scores. The TAR is plotted on a six-section scale (Advocacy, Approval, Acceptance, Limited Acceptance, Threatened Acceptance and Disapproval) to highlight residents' perceptions of tourism on an ongoing basis.

The symbols ▲ and ▼ are used throughout the report to indicate where Mackenzie District results are significantly higher / lower than the New Zealand benchmark. Significant differences are calculated at the 95% confidence level.

A person wearing a helmet and a blue and black jacket is riding a yellow bicycle on a grassy hill. The hill is covered in tall, dry grass and some small red flowers. In the background, there is a calm lake reflecting the sky and the surrounding mountains. The mountains are hazy and blue-toned. The sky is a deep blue. The overall scene is peaceful and scenic.

VIEWS ON TOURISM SNAPSHOT

VIEWS ON TOURISM SNAPSHOT: MACKENZIE DISTRICT RESIDENTS

Research was conducted between 21 Feb and 17 Mar 2025 using Angus & Associates [Views on Tourism](#)® methodology. The sample includes n=343 Mackenzie District residents aged 18+ years.

TOURISM APPROVAL RATING (TAR)

TAR score highlights residents' overall perceptions of tourism

Overall TAR:

Mackenzie District	11
Canterbury	46
New Zealand	49

International TAR:






Mackenzie District	11
Canterbury	44
New Zealand	48

Domestic TAR:

Mackenzie District	40
Canterbury	62
New Zealand	58



87% of Mackenzie District residents have experienced the benefits of tourism activity in their area, and the top 5 are...

-  Opportunities for employment & income
-  More local businesses opening, or being able to stay open
-  Has enhanced the profile or identity of my/our area
-  Opportunities to learn more about other cultures
-  A greater variety of goods and services being available than otherwise would be

99% of Mackenzie District residents have experienced adverse impacts of tourism activity in their area, and the top 5 are...

-  More litter and waste generation
-  Feel less safe driving
-  Too much pressure on community infrastructure
-  Decreased availability of housing
-  Greater difficulty finding a car park

Top 5 foci for local tourism industry in the future...



Improving community infrastructure



Reducing the impact of visitors on local environment




Encouraging visitors to travel outside of the peak season



Attracting higher quality visitors



Encouraging visitors to adopt more sustainable travel practices

A person wearing a helmet and a blue jacket is riding a yellow bicycle on a grassy hill. The hill is covered in tall grass and some small red flowers. In the background, there is a calm lake reflecting the sky and the surrounding mountains. The mountains are hazy and blue-toned. The overall scene is peaceful and scenic.

**OVERALL SENTIMENT
TOWARDS TOURISM
ACTIVITY**

VIEWS ON TOURISM: MACKENZIE DISTRICT

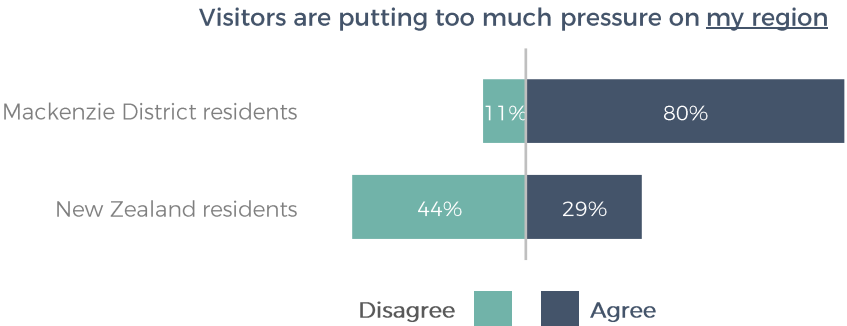
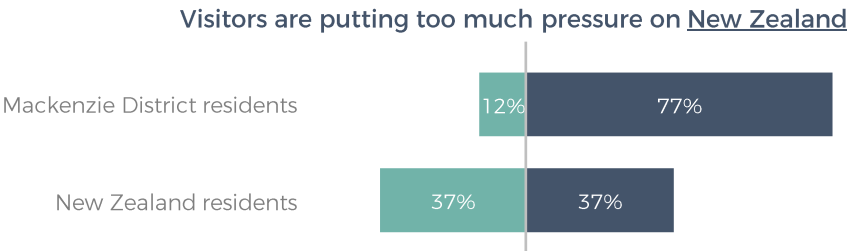
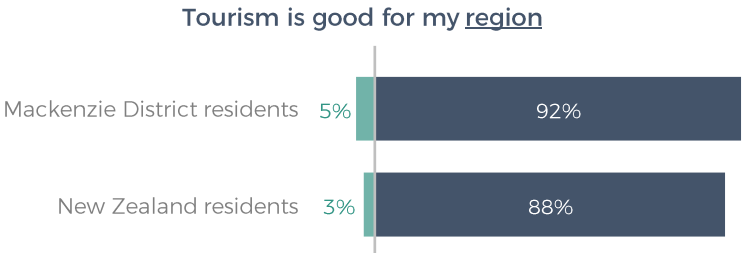
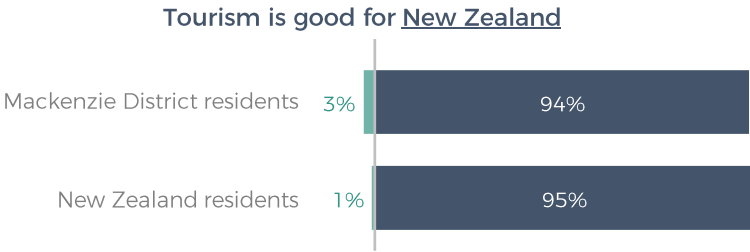
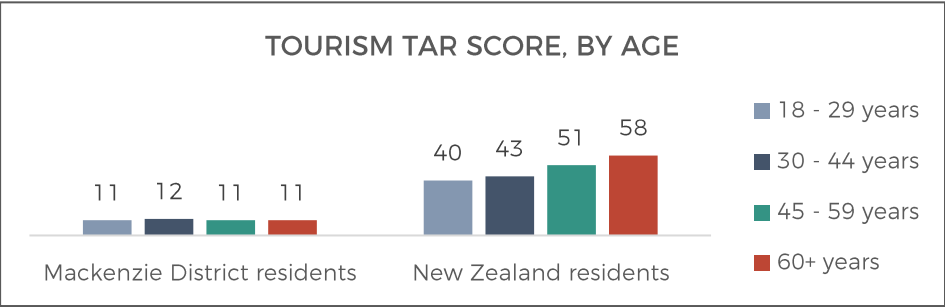
TOURISM - OVERALL

Compared to New Zealand residents overall, Mackenzie District residents are more likely to acknowledge the benefits of tourism in their district, but they are also significantly more likely to express concern about the pressure exerted by visitors (both on the country as a whole and on their region). Mackenzie's overall TAR score is 11, compared with 49 for New Zealand.

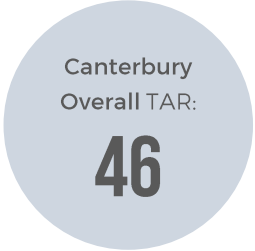
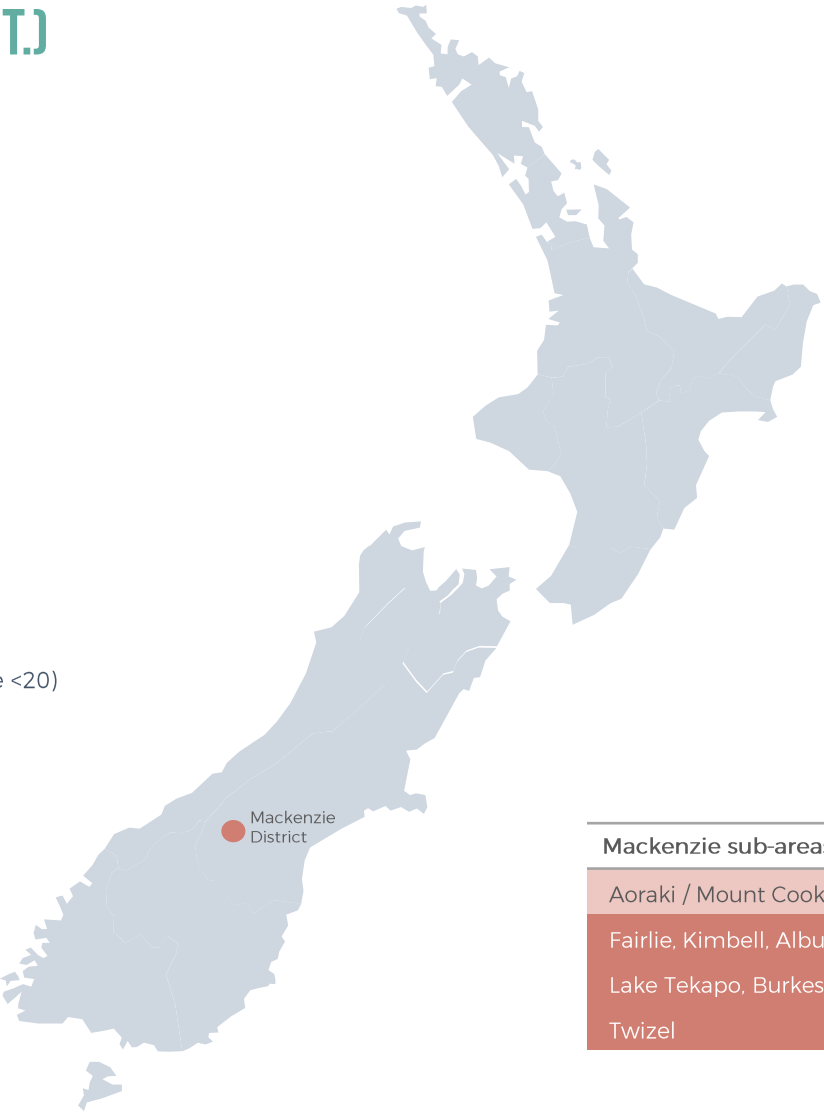
At this level (11), sentiment in relation to tourism is characterised as 'threatened acceptance'.

Views on tourism 'overall' align most closely with sentiment towards international tourism, suggesting that when Mackenzie District residents (and New Zealand residents generally) think about "tourism" their thoughts tend to gravitate more toward inbound than domestic visitors.

While there is no significant difference by age group (as seen nationally), Mackenzie District residents employed in the tourism sector tend to view tourism activity slightly more favourably, giving an overall TAR score of 15.



TOURISM – OVERALL (CONT.)



Mackenzie sub-areas	TAR Score
Aoraki / Mount Cook, Glentanner	21*
Fairlie, Kimbell, Albury	9
Lake Tekapo, Burkes Pass	7
Twizel	14

VIEWS ON TOURISM: MACKENZIE DISTRICT

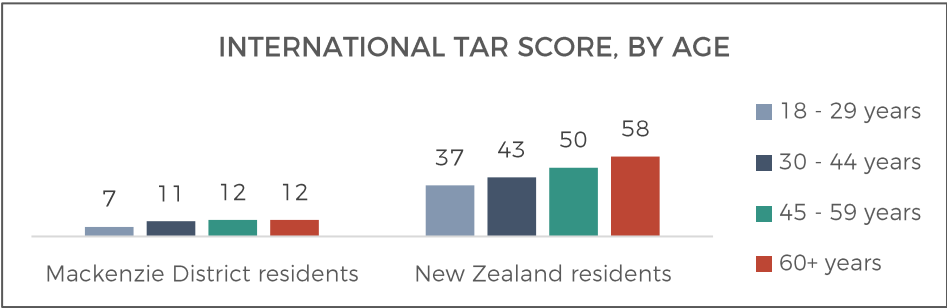
INTERNATIONAL TOURISM

Mackenzie District residents almost unanimously agree that international tourism is good for New Zealand and for their region. Furthermore, they are significantly more likely to see international tourism as good for their region than are residents of New Zealand as a whole - 93% vs 88%.

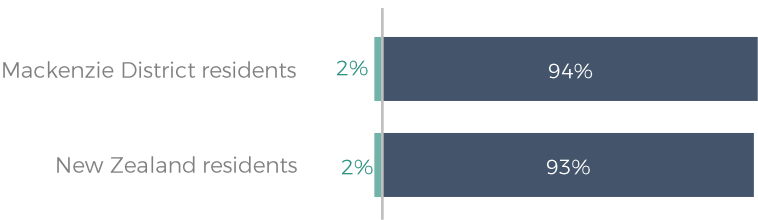
Despite this widespread acknowledgement of the benefits of international tourism by Mackenzie District residents, 80% also feel that international visitors put too much pressure on New Zealand, and 81% believe that international visitors put too much pressure on their region. These proportions are considerably higher than the equivalent New Zealand benchmarks.

The international TAR score of 11 reflects that for 'tourism overall'.

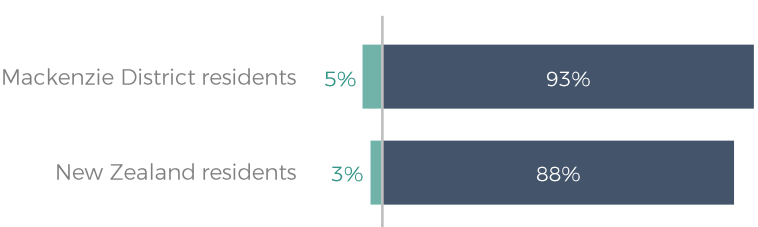
Those employed in the tourism sector view international tourism activity slightly more favourably, with an international TAR score of 13.



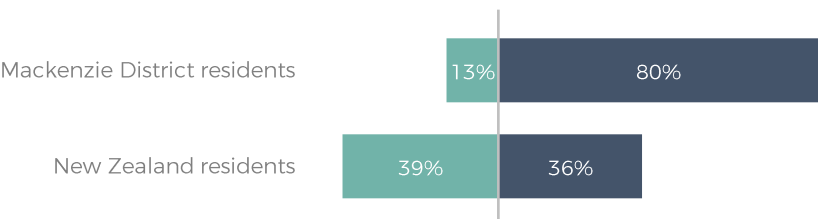
International tourism is good for New Zealand



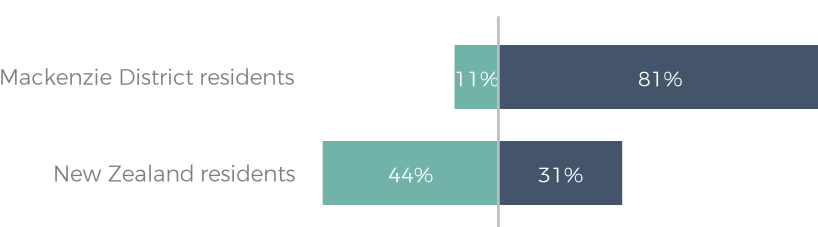
International tourism is good for my region



International visitors are putting too much pressure on New Zealand



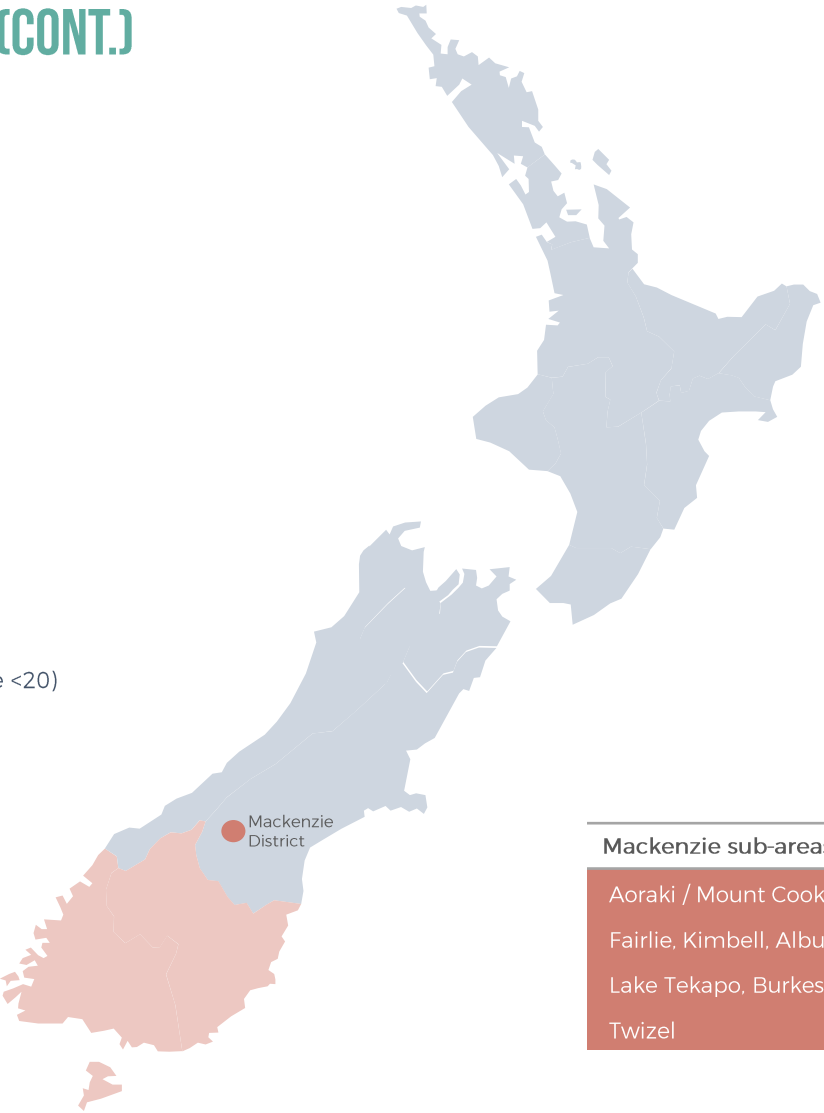
International visitors are putting too much pressure on my region



Disagree Agree

VIEWS ON TOURISM: MACKENZIE DISTRICT

INTERNATIONAL TOURISM (CONT.)



Mackenzie sub-areas	TAR Score
Aoraki / Mount Cook, Glentanner	11*
Fairlie, Kimbell, Albury	8
Lake Tekapo, Burkes Pass	10
Twizel	12

VIEWS ON TOURISM: MACKENZIE DISTRICT

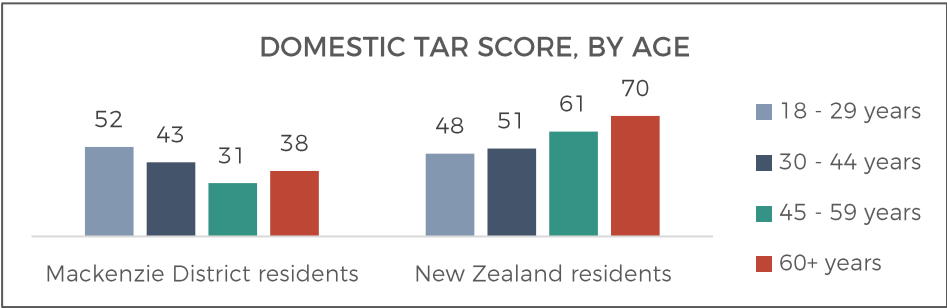
DOMESTIC TOURISM

Although Mackenzie District residents have a much more favourable view of domestic than international tourism, the District's domestic TAR score of 40 is still substantially lower than that for New Zealand as a whole (58).

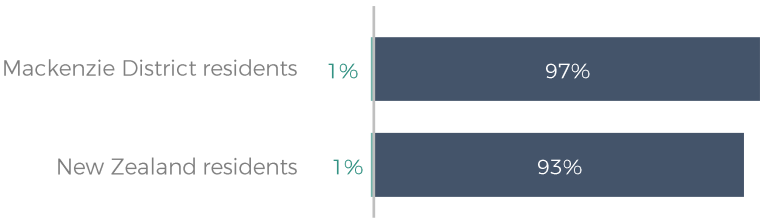
This can be attributed in large part to the perceived pressure placed on the District by domestic visitors.

New Zealand benchmark data indicates that support for domestic tourism generally increases with age, but this is not the case amongst residents of Mackenzie District.

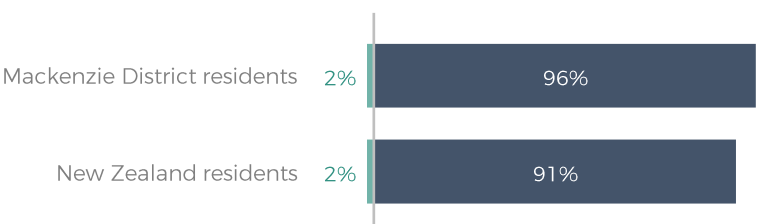
Again, residents employed in the tourism sector tend to view tourism activity more favourably than their peers, with a domestic TAR score of 43.



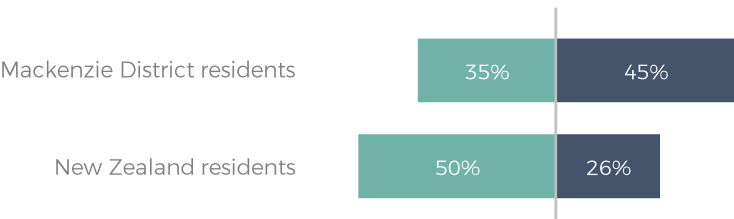
Domestic tourism is good for New Zealand



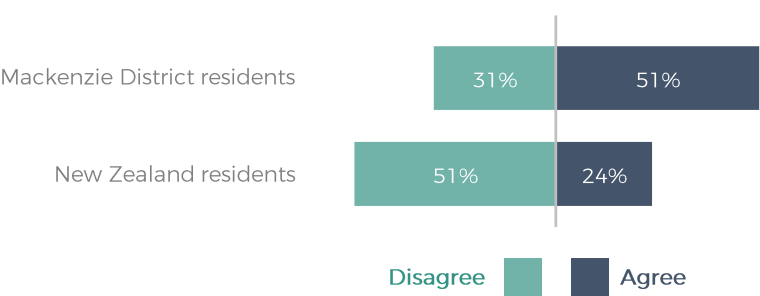
Domestic tourism is good for my region



Domestic visitors are putting too much pressure on New Zealand

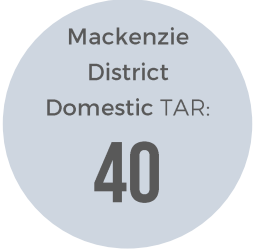
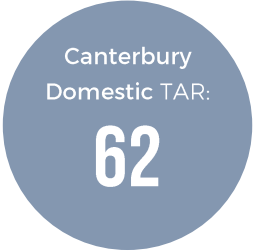
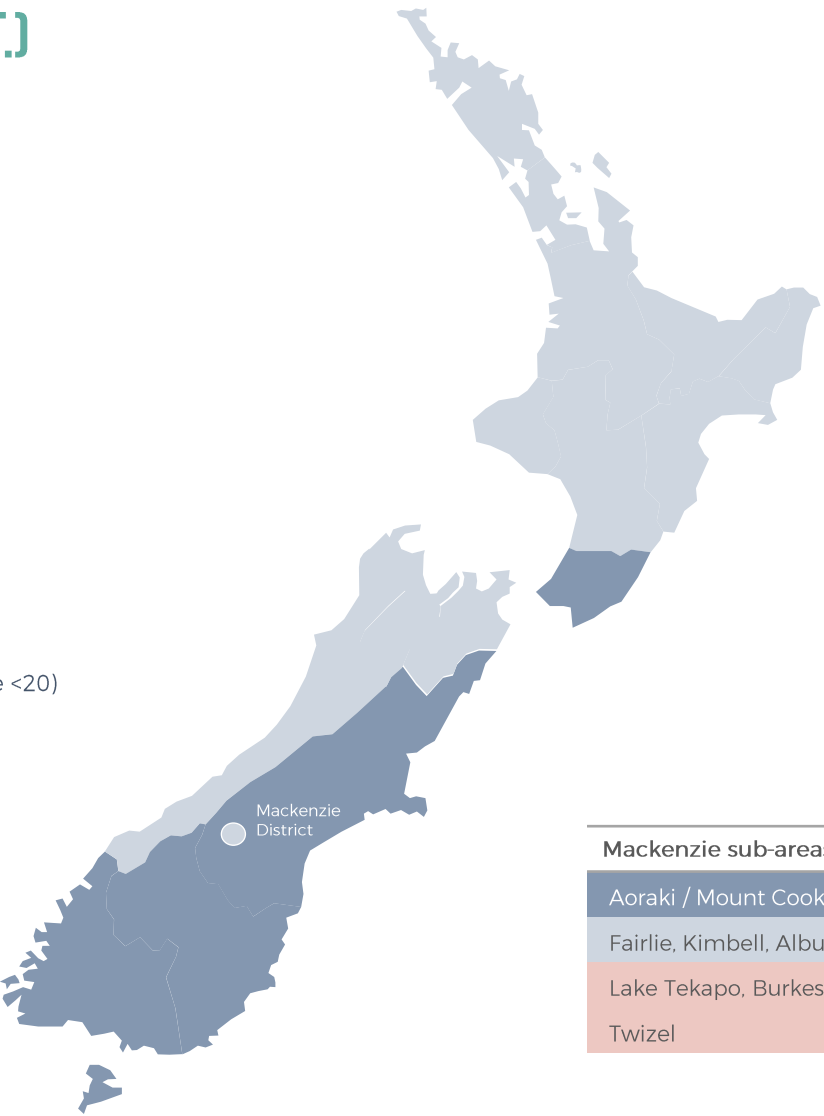


Domestic visitors are putting too much pressure on my region



VIEWS ON TOURISM: MACKENZIE DISTRICT

DOMESTIC TOURISM (CONT.)



Mackenzie sub-areas	TAR Score
Aoraki / Mount Cook, Glentanner	66*
Fairlie, Kimbell, Albury	42
Lake Tekapo, Burkes Pass	38
Twizel	37

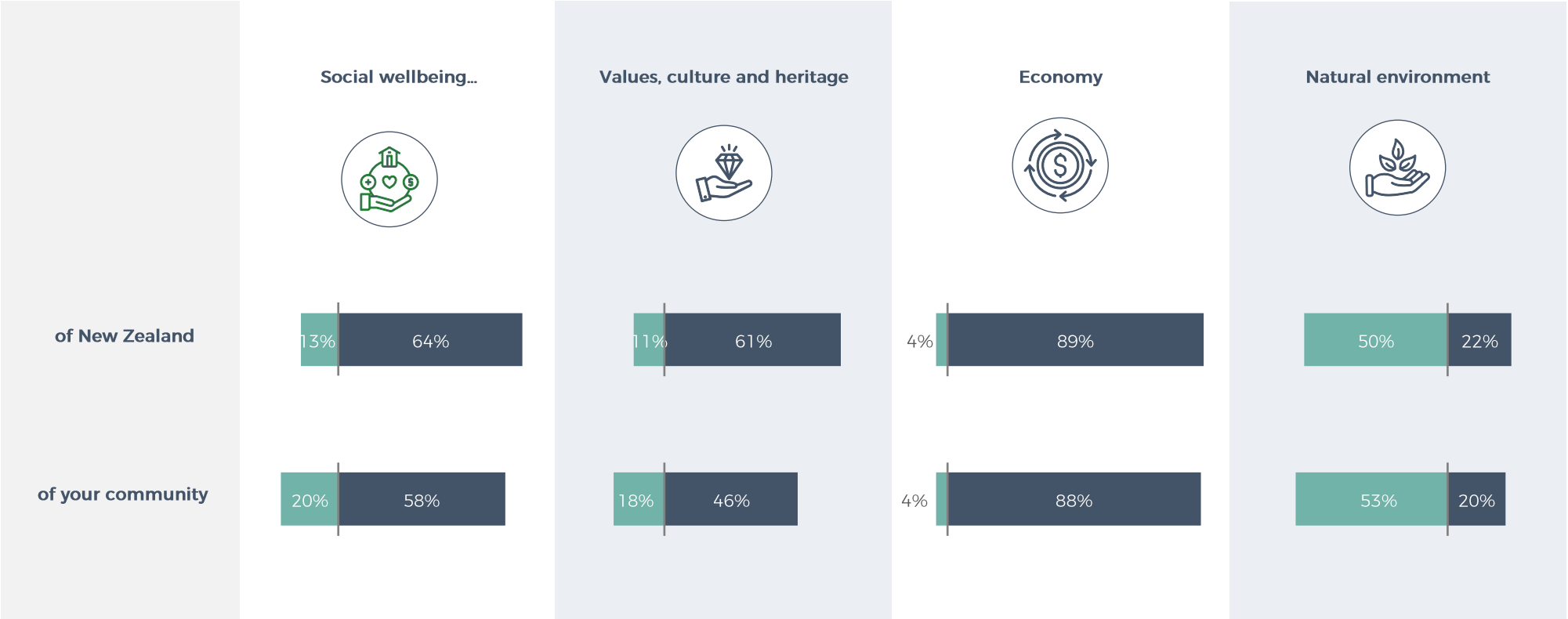
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**SOCIAL, CULTURAL,
ECONOMIC &
ENVIRONMENTAL
IMPACTS**

VIEWS ON TOURISM: MACKENZIE DISTRICT

POSITIVE / NEGATIVE IMPACTS OF TOURISM

Thinking about the positive or negative impacts of tourism, what impact would you say tourism has on....?



Negative* Positive*

Base: Mackenzie District Residents n=343
*Negative = Very negative + Negative; Positive = Very positive + Positive;
'Neither positive nor negative' responses are excluded

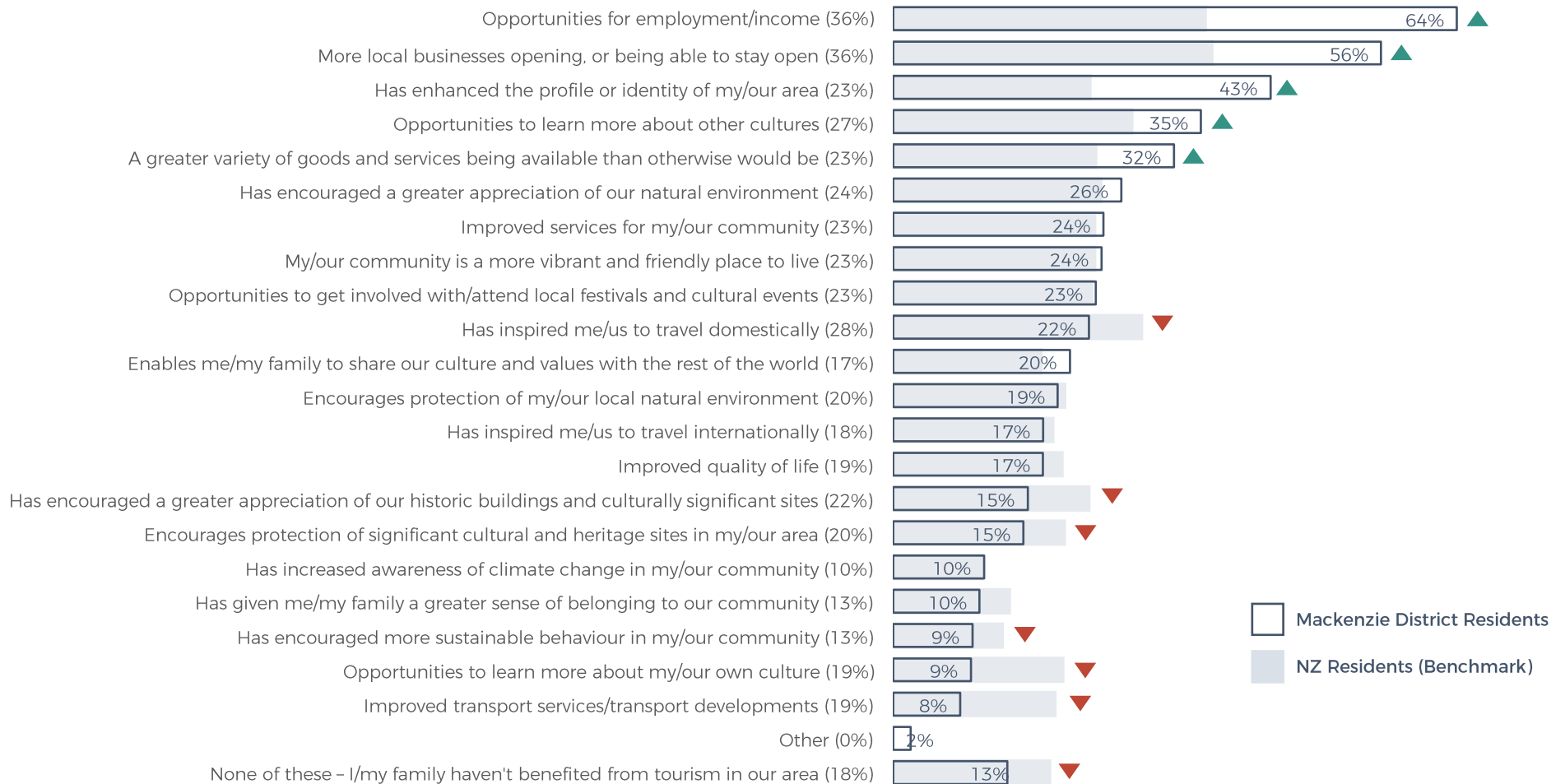
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**PERSONALLY FELT
BENEFITS & IMPACTS OF
TOURISM ACTIVITY**

BENEFITS FROM TOURISM IN LOCAL AREA (VS. NZ BENCHMARK)

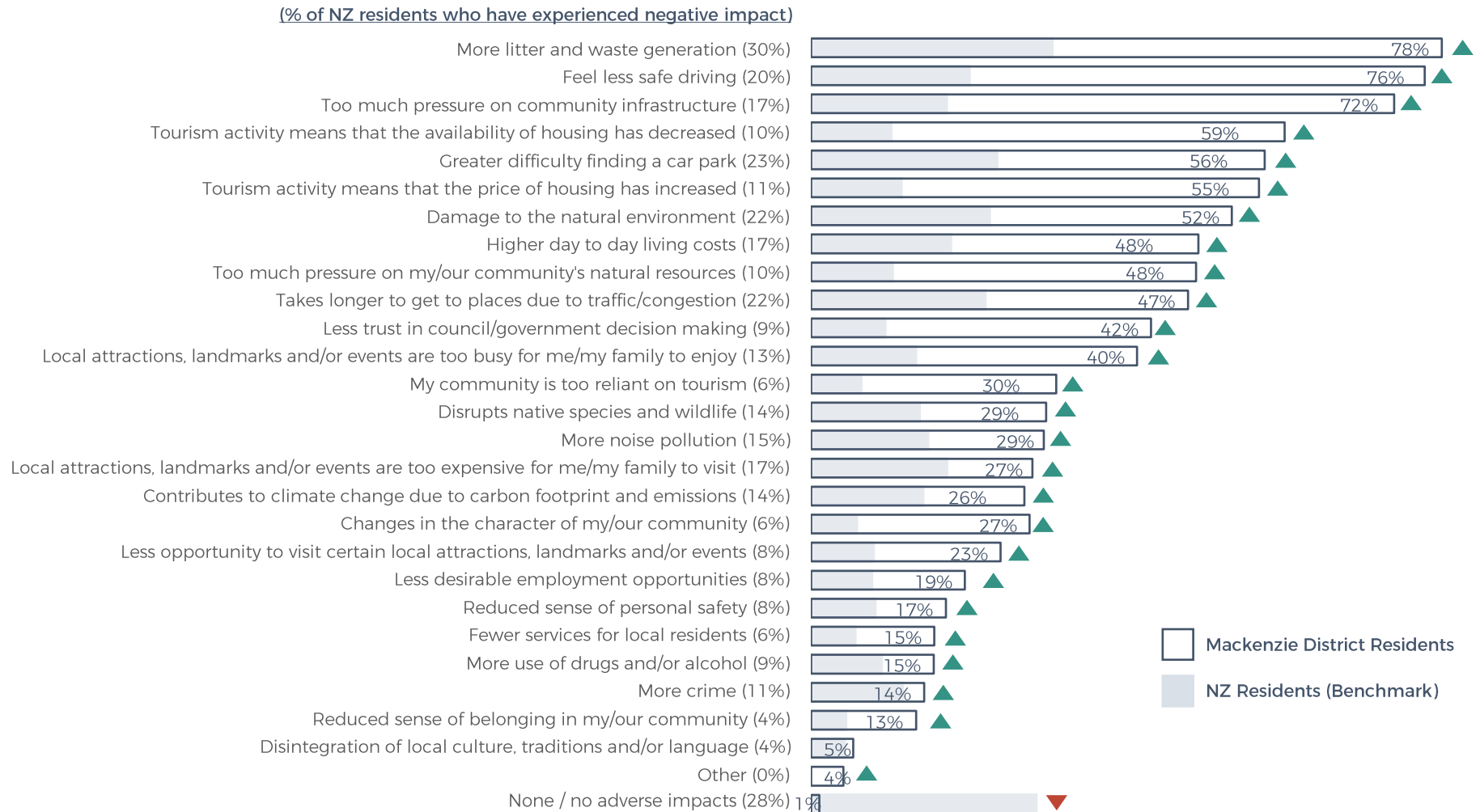
In which of the following ways, if any, would you say you/your family benefit from tourism activity in your local area?

(% of NZ residents who have experienced benefit)



NEGATIVE IMPACTS FROM TOURISM IN LOCAL AREA (VS. NZ BENCHMARK)

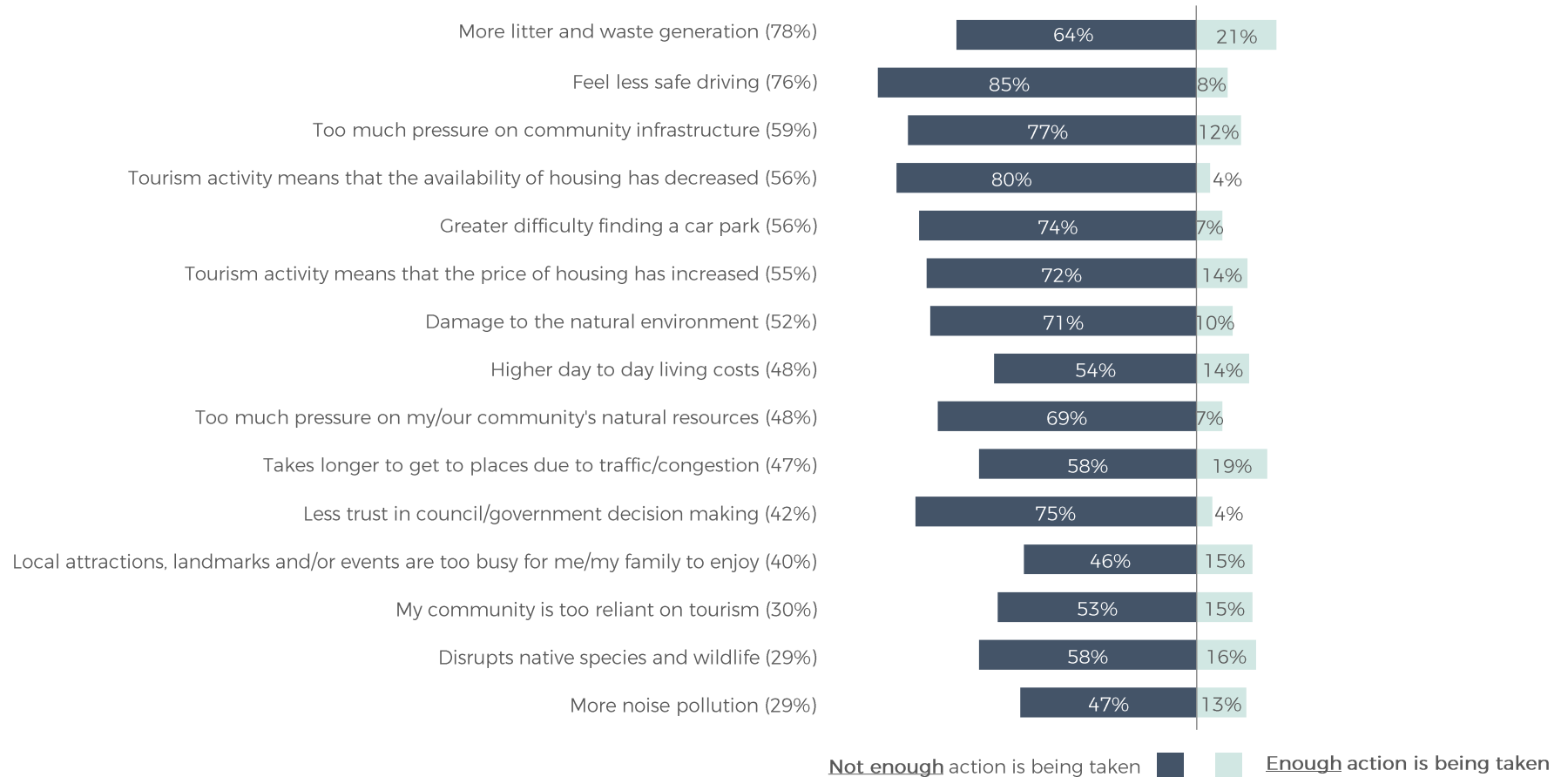
In which of the following ways, if any, would you say you/your family are negatively impacted by tourism in your local area?



ACTION BEING TAKEN TO ADDRESS NEGATIVE IMPACTS OF TOURISM (CONT.)

Thinking about the areas in which tourism has negatively impacted you/your family, would you say that...?

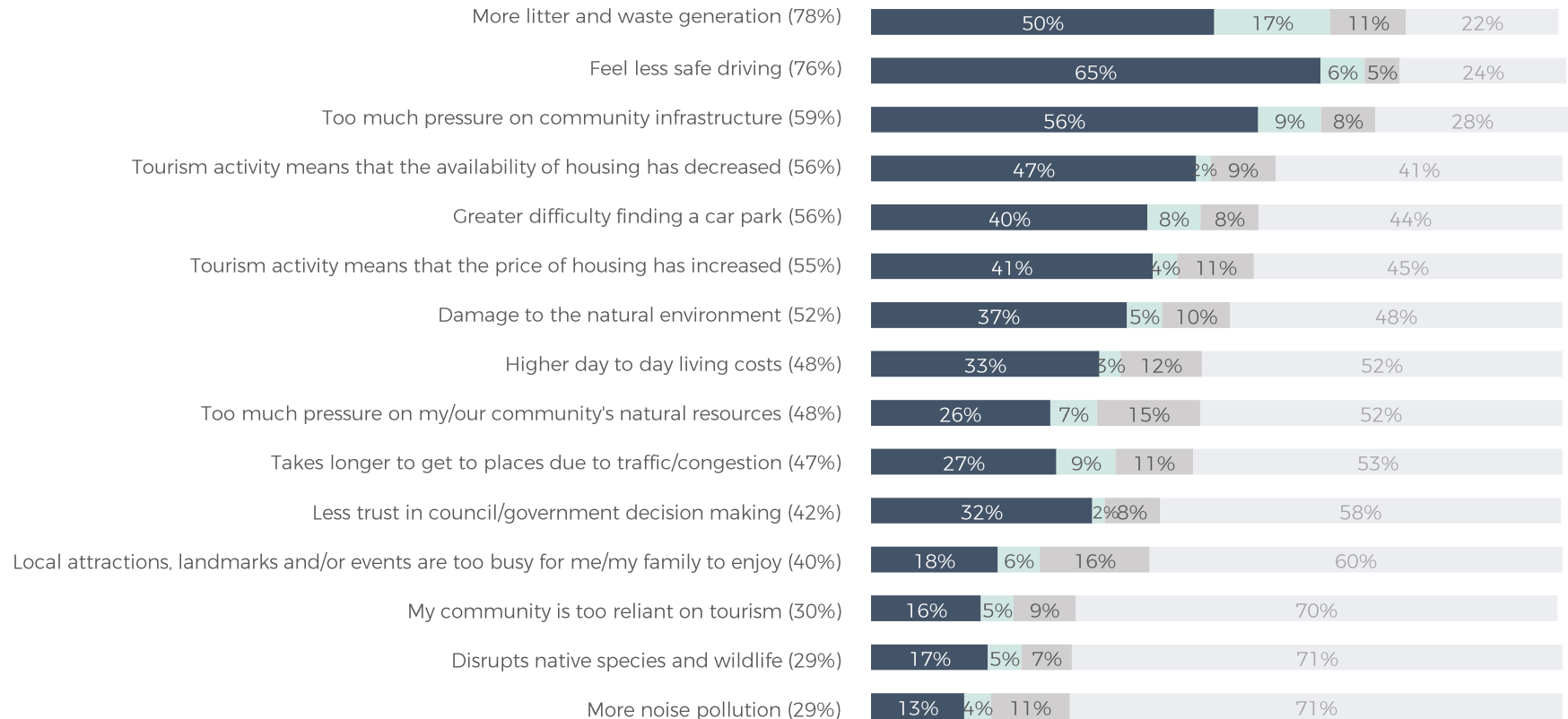
Negative impact (Top 15 - ranked by prevalence)



ACTION BEING TAKEN TO ADDRESS NEGATIVE IMPACTS OF TOURISM

Thinking about the areas in which tourism has negatively impacted you/your family, would you say that...?

Negative impact (Top 15 - ranked by prevalence)



■ Not enough action taken
■ Enough action taken
■ Don't know
■ No adverse impact

IDEAS FOR BETTER ADDRESSING NEGATIVE IMPACTS OF TOURISM

[Of those who have been negatively impacted by tourism activity in their local area and strongly disagree or disagree that enough action is being taken to address these] What more do you think could be done?

SAFER DRIVING

"This is a critical item for community safety and tourism acceptance by the community, but it is honestly hard to point any action that has been taken."

"More passing lanes are required plus better/wider turning lanes for cars and vans that want to leave the highway and stop at a scenic lookout."

"Launch online campaigns or websites targeting tourists before they arrive in New Zealand. This could include videos, brochures, or interactive websites about the country's road rules."

"Ensure that rental car agencies provide proper safety briefings to tourists, highlighting key rules like driving on the left side, seatbelt usage, speed limits, and alcohol limits."

"Better signage. Better road markings. Better layout of heavy trafficked areas. More parking available off main road."

"Greater police presence in Mackenzie in proportion to visitor numbers. Crack down on requirements for rental vehicles for tourist who drive on opposite side of road. Increase license requirements for large campervan hire. NZTA need to sort out dangerous intersections."

"More signage in multiple languages"

"Speed bumps through Fairlie to slow traffic."

"We need more slow vehicle lanes and/or passing lanes at regular intervals to make the local roads safer. This would allow the huge number of campervans to pull over safely and reduce the number of unsafe passing maneuvers. The Aoraki Mount Cook intersection needs a complete redesign to prevent accidents."

"Temperature triggered signage or markers are needed in Winter - Too many accidents from people not realizing the roads are icy. A sign that is on constantly will likely be ignored when it still has the same message when it's 20 degrees and sunny."

"Improved road safety, road markings etc... Also increased ownership and accountability of rental car companies to ensure adequate skill and experience to travel in South Island driving conditions. ALL rental vehicles fitted with GPS monitoring mandatory."

"Need compulsory stop sign at Mt Cook turnoff at intersection of SH8 and SH80"

"More patrols on the road and greater fine etc. or license removal"

"More signage, all along SH8, especially in winter!! Nearly died in a car accident (black ice) in June and tourists come here not knowing just how dangerous the roads are. Signs and reducing the speed limit in known problem areas (Mt Cook turnoff, along Lake Pukaki, etc.) in winter/dangerous conditions."

IDEAS FOR BETTER ADDRESSING NEGATIVE IMPACTS OF TOURISM (CONT.)

[Of those who have been negatively impacted by tourism activity in their local area and strongly disagree or disagree that enough action is being taken to address these] What more do you think could be done?

LITTER & WASTE MANAGEMENT

"The Mackenzie region needs more dump stations to accommodate campervans. Tekapo's rubbish bins are often overflowing due to campervans disposing of their waste. Providing designated waste bins specifically for campervans throughout the region could help alleviate this issue."

"Community clean up events, higher enforcement and penalties for littering"

"More education about refilling water bottles etc. Maybe banning sale of bulk buying plastic water bottles within the region, reusable coffee cups (see what Wanaka area have done)"

"More opportunity for paid small amounts of rubbish removal. The compactor was a good idea but hasn't been operational for a significant period of time. Taking rubbish to the Refuse centres is too expensive for a bag or two of travelling rubbish, so they get forced into the Marketplace bins or dumped elsewhere."

"Start at the source. Demand suppliers package goods sustainably so that supermarkets aren't selling kilograms of waste to every customer who walks through their doors. Charge Airbnb providers commercial rates for waste collection and management. Ban "self-contained" vehicle certification for a strap-down port-a-potty."

"More educative programmes/park rangers on site."

"Information at airports/arrival into country about waste reduction."

NATURAL ENVIRONMENT

"Make designated campervan parks and charge for it. Make it illegal to stay anywhere else. Around Twizel is disgusting and reflects badly on our "green" image."

"Bring back the "be a tidy kiwi" campaign. It was every effective back in the day."

"There should be no freedom camping at Lake Pukaki. The environment is too fragile, and it looks terrible with all the campervans parked there, just a big dustbowl! The current area for freedom camping at Pukaki should be planted with trees and shrubs, with walking trails for all to enjoy. Hooker Valley gets absolutely slammed in peak season. It should be user-pays (NZ citizens and residents exempt) with the entrance fee put towards maintenance of the track and facilities on the track."

"Notices encouraging people to stick to the track etc. (in multiple languages or have a QR code to scan in their language)"

"Mackenzie District Council have allowed campervans to park above Lake Ruataniwha without fenced off areas like The Pines campground at the end of Lake Pukaki. The damage to grass and soil is significant. The Council have not learned from previous experience and are making the same mistakes."

"Not enough walking or hiking tracks in the right areas resulting in tourists parking and going to spots to get photos leaving damaged fencing and rubbish"

IDEAS FOR BETTER ADDRESSING NEGATIVE IMPACTS OF TOURISM (CONT.)

[Of those who have been negatively impacted by tourism activity in their local area and strongly disagree or disagree that enough action is being taken to address these] What more do you think could be done?

COMMUNITY INFRASTRUCTURE

"Sensible toilet facilities - making more toilets available. Our toilet block cost a fortune and is not a good or practical long-term design."

"Having the dump station for blackwater waste for caravans/campers etc. right in the centre of town and with only one dump station causes traffic chaos at peak holiday season. Perhaps the dump station could be relocated away from the centre of Twizel and by doing so, could also be enlarged."

"Better public transport; Shuttles to Mt Cook to/from Tekapo and Twizel; More frequent buses between Christchurch and Twizel; More user-pays to fund expansion of infrastructure to reduce the burden on ratepayers."

"Tourists should be paying to use our facilities, a tax on them might help, or limit their numbers."

"More money needs to be spent to improve town water and wastewater infrastructure."

"Better planned facilities that are fit for purpose; Plan to create affordable responsible camping sites to replace freedom camping ghettos."

"Improvement to roading, more car parks (e.g., Mt Cook parking is most difficult and local folk now avoiding visiting there). Central government assistance to local ratepayers having to meet extra costs via toilet construction/maintenance, improvements to water delivery/waste."

HOUSING AFFORDABILITY

"Investment onto developing new affordable housing is needed."

"Regulate short term accommodation; Work with community to build a worker's village in Lake Tekapo."

"Government help to control rental price or build something affordable for the local to purchase. We don't need something fancy."

"Too many houses have turned into short term tourism accommodation. Other countries are rezoning their houses to stop this. It destroys communities and makes it hard for businesses to get long term staff as there is nowhere to live. Houses should be for people to live in not holiday in."

"Enforcement of short-term accommodation rules. Houses should not be able to be divided up into units under the one roof."

"An area for lower cost accommodation for temporary tourism workers?"

"Limit overseas ownership and land banking for nonresidential property and overseas purchases; Less Airbnb; Those operating any sort of accommodation and short-term rentals should be paying higher rates and fees towards water and rubbish and infrastructure etc."

"Control the proliferation of Airbnb through planning zoning mechanisms - with appropriate enforcement."

IDEAS FOR BETTER ADDRESSING NEGATIVE IMPACTS OF TOURISM (CONT.)

[Of those who have been negatively impacted by tourism activity in their local area and strongly disagree or disagree that enough action is being taken to address these] What more do you think could be done?

CAR PARKING & TRAFFIC MANAGEMENT

"Central Twizel needs more car parks for shoppers. Workers in the Market Place should be parking in a long term/day long option."

"More car parks or traffic warden. its pretty annoying picking up kids from school by car and the car parks by the school are all occupied by big campers or tourist cars. The situation during peak season over the Christmas time is also horrible, with cars parked everywhere."

"Tekapo should be a one-way road system in the village."

"Large camper vans parking in car parks and not the area provided for these larger vehicles. More signage and compliance officers required. It is very dangerous for cars not being able to see past these long vehicles."

"The road layout in Tekapo is a shambles, poor and confusing signage, people not knowing where to go, stopping in the middle of the road while they work it out, causes traffic issues everywhere! Improved road layout and clear parking zones - a better plan for the town. A bypass around Tekapo is worth looking at for Trucks and through traffic, this would ease the traffic volumes in the town, improve safety and take the pressures the parking."

"Timed parking around marketplace. Too many people are using these parks all day. Also need more enforcement of people parking on green spaces."

"Consider making more passing lanes and town bypasses."

COST OF LIVING

"In Tekapo the only supermarket here is more expensive, so more competition or options would be nice."

"The cost of living needs to be offset for residents. We are still paying tourist prices even though we live here & contribute the tourism offerings in the region."

"Local discounts, businesses to provide housing for their staff should be subsidized, Meridian to provide discounted power maybe."

"Regional towns should not be charged inflated petrol and grocery prices. More regulation around this is required."

"Local resident discount card"

"The price of our supermarkets for just little general day to day bits are so high because tourist will pay that no matter what. give the community a discount card or a local's card. going to cafe and restaurants in this town is very expensive meaning my family often don't go and they are usually full of tourist"

"Give concession cards and locals discounts"

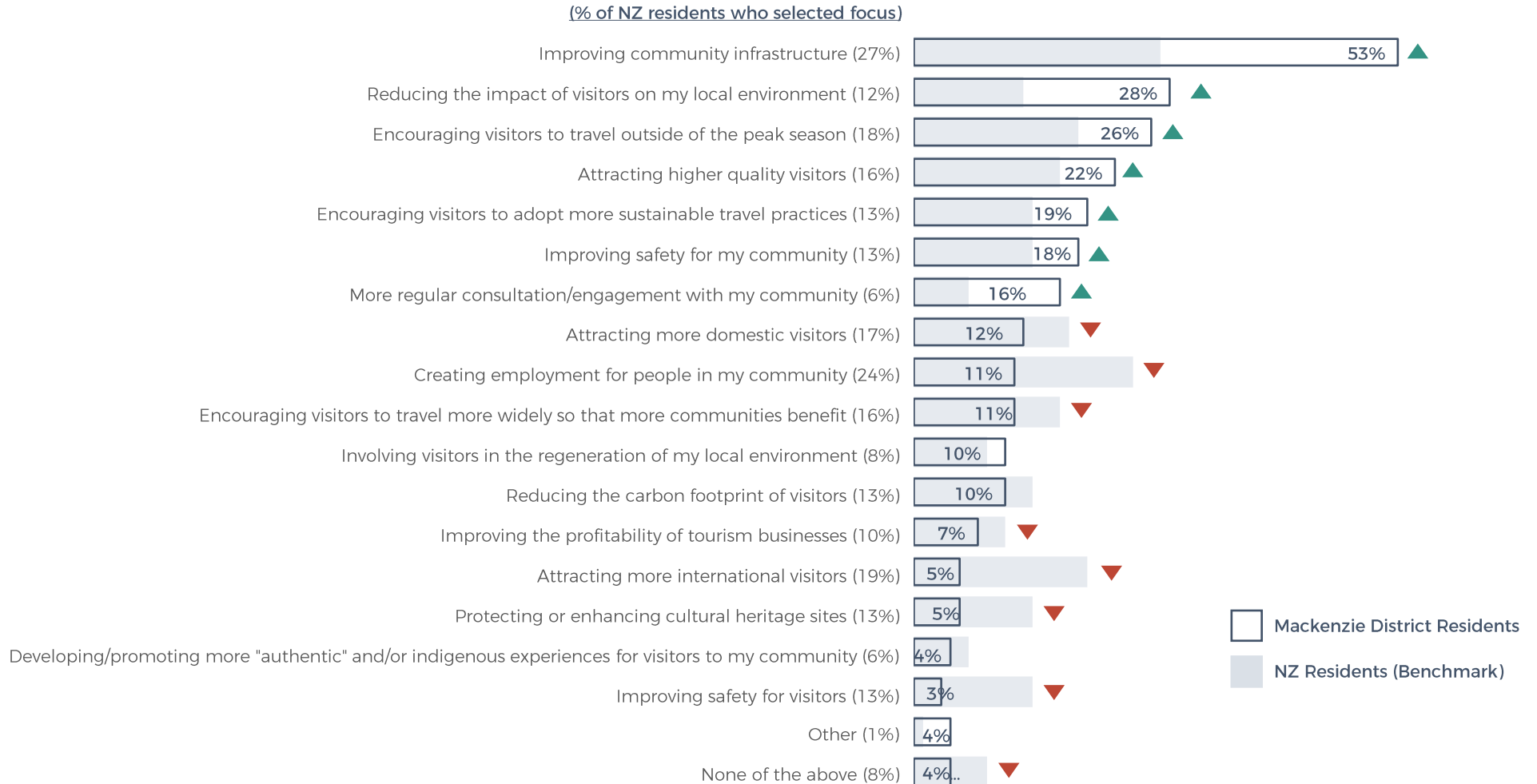
"As a long-time local, visiting the pools is quite expensive, with the cost of a single pool or activity pass being high. While seasonal passes are recommended, they should consider families who cannot afford the full pass price. More affordable options for locals would make these facilities more accessible to the community."

A person wearing a helmet and a blue and black jacket is riding a yellow bicycle on a grassy hill. The hill is covered in tall, dry grass and some small red flowers. In the background, there is a calm lake reflecting the sky and the surrounding mountains. The mountains are hazy and blue-toned. The sky is a deep blue. The overall image has a blue tint and a semi-transparent white circle on the left side containing the text.

**FUTURE FOCUS
FOR LOCAL
TOURISM INDUSTRY**

FUTURE FOCUS FOR TOURISM INDUSTRY (VS. NZ BENCHMARK)

On which of the following would you most like to see your local tourism industry focus in the future (select up to three options)?



TOURISM IN THE COMMUNITY (FURTHER COMMENTS)

What other comments do you have about tourism in your community?

"It's causing less rentals to get available for long term. We can't grow the community if there is nowhere to live. That problem needs urgent attention."

"I understand it is a revenue collector, but the communities effected are not sufficiently financed or resourced."

"Bring high end tourists to the area, not freedom campers cooking noodles in smelly vans in the town square. We need a reason for people to use Twizel as more than a layover. We need to find a way to reduce the off-season. People can't stay here long term if they want to make a high income. Lack of opportunities, housing becoming expensive and hard to find."

"While acknowledging that tourism benefits my community, I feel that there is a risk of over tourism with too many visitors at certain times of the year negatively impacting their experience as well as compromising residents' lifestyle."

"Tourism is extremely important to a small community. Jobs, culture, services. Moving forward, the management of those numbers and a focus on higher quality travelers will improve living standards and options for all."

"The pressure on small town infrastructure far too much on small communities who attract huge numbers of tourists. Government can't keep spending millions on tourism marketing campaigns to attract international visitors, when the communities can't cope with what is already here."

"We need tourists, but we also need the infrastructure to cope with it - not just local government but national government to step up and help with this."

"Tourism is wonderful for our community, but there needs to be a balance. There should be designated areas for lower housing options for staff and families"

"This area seems to focus on higher numbers when perhaps we need to encourage them to stay longer and spend more appropriately."

"Many of us rely on tourism for our livelihoods. However, we have to make sure our community have access to affordable and stable housing, and that the tourism options we offer are sustainable."

"Need to build long term plan - look at what central north island has done (Rotorua, Taupo)."

"Council should be adopting more user pays, especially toilets and some free camping sites, at present all these costs are on the rate payer."

"Tough topic to find the balance between economic benefits with the local community effects."

"Infrastructure and resources need to keep up with demand otherwise there will always be the feeling of being overrun by tourists. I am moving out of the Mackenzie basin next week because my well being has drastically reduced over time because of felt the impacts of tourism."

"Stargazing is one of the top activities in Lake Tekapo. Much more could be done to limit or decrease the amount of light pollution coming from town. Raise awareness, better types of lighting with timers or dimmers, closing curtains, switching outdoor lights off etc."

A person wearing a helmet and a blue and black jacket is riding a yellow bicycle on a grassy hill. The hill is covered in tall, dry grass and some small red flowers. In the background, there is a calm lake reflecting the sky and the surrounding mountains. The mountains are hazy and blue-toned. The sky is a deep blue. The overall scene is peaceful and scenic.

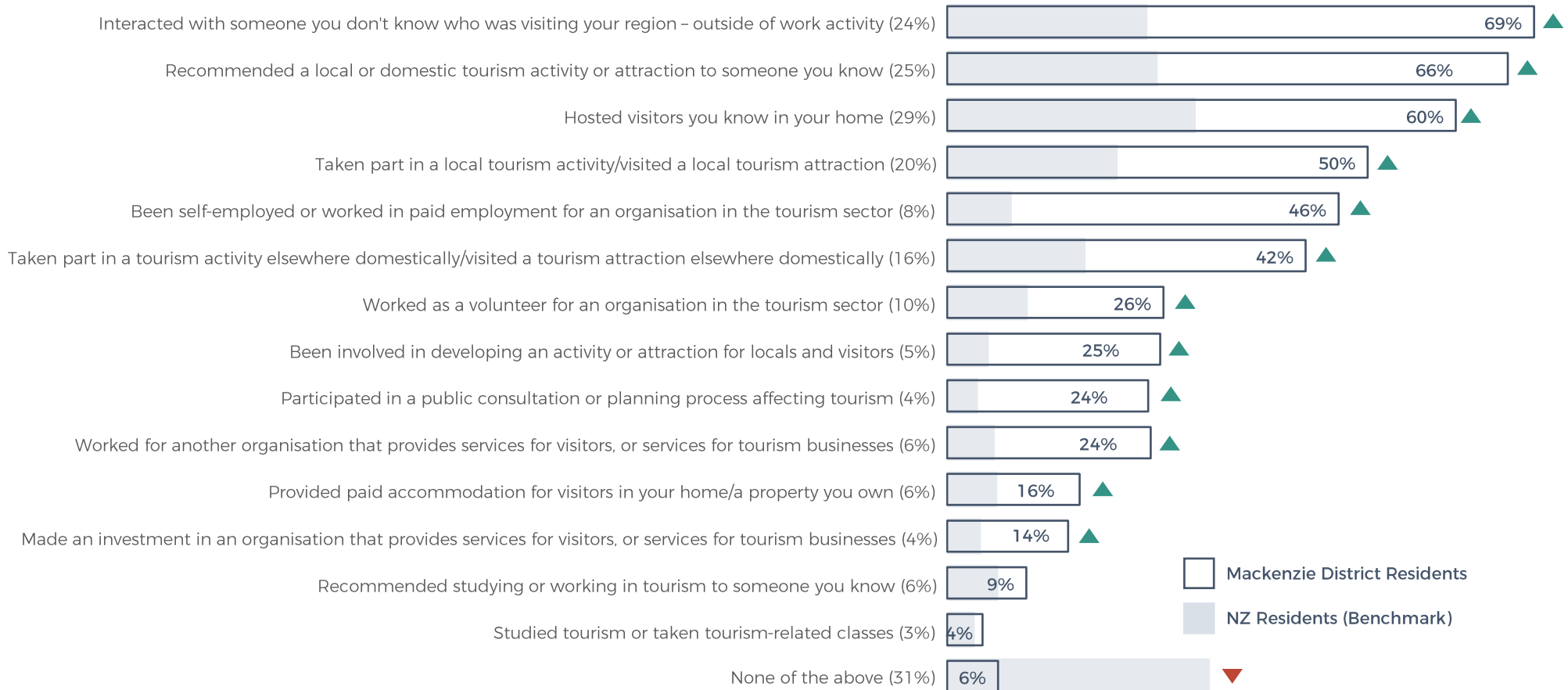
TOURISM ENGAGEMENT

VIEWS ON TOURISM: MACKENZIE DISTRICT

RESIDENT ENGAGEMENT WITH TOURISM (VS. NZ BENCHMARK)

Which of the following have you personally done in the last two years (if any)?

(% of NZ residents who selected action)

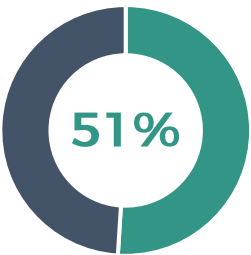


The background of the slide is a dark, blue-tinted aerial photograph. It shows a coastal town with a grid-like street pattern, a large bay or inlet, and several islands. In the distance, a range of mountains is visible under a hazy sky. A large white circle is positioned on the left side of the image, containing the text 'CUSTOM QUESTIONS'.

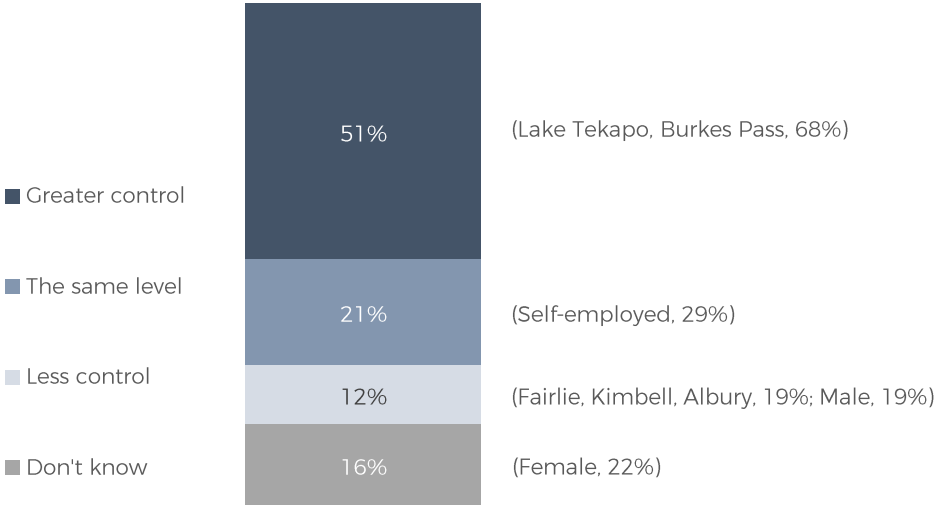
CUSTOM QUESTIONS

CONTROL OVER THE SUPPLY OF SHORT-TERM RENTAL ACCOMMODATION

Mackenzie District Council currently has limited control over the supply of short-term rental accommodation in the District. Is it your view that Mackenzie District Council should have...?



of Mackenzie District residents think that the Mackenzie District Council should have greater control over the supply of short-term rental accommodation in the District



"Nearly 50% of the houses around me are short-term lets. We have got used to looking at empty houses that are full of strangers at the weekend. It has a terrible effect on the sense of short-term make a mockery of any ideas about 'knowing your neighbours'."

"Please!! Without locals to provide for Tekapo, who will serve the thousands of tourists that momentarily pass through? Locals deserve long-term, affordable, decent (mold free) housing."

"People are being displaced by the impact of short-term rentals. This in my view is the single greatest challenge facing our district."

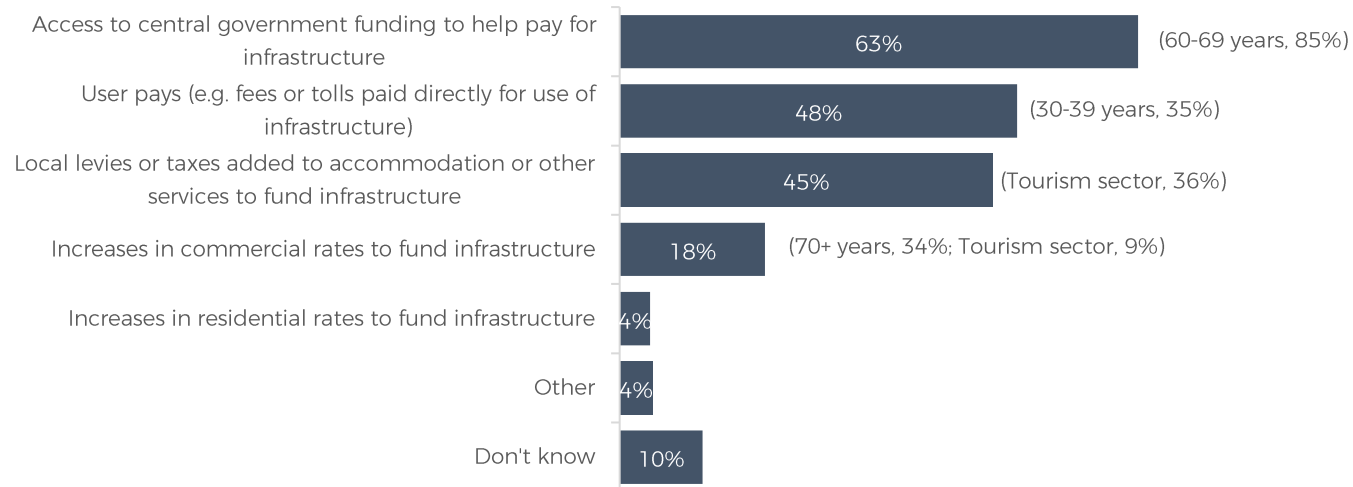
"We have seen clear evidence of the detrimental impacts of short-term accommodation overtaking long term in other places such as Berlin and Barcelona. Short term accommodation is not inherently bad for the economy as it supports other businesses such as cleaners and other services. I would like to see it regulated but I am not sure how a council would influence this."

"I've worked in holiday towns in Switzerland, and I fear, that Twizel will have the same fate as them. Almost too busy during high season and once all the tourists are gone at the end of the season, Twizel will be a ghost town. I personally have known at least four families, that have moved away from Twizel, because they couldn't find adequate housing."

VIEWS ON TOURISM: MACKENZIE DISTRICT

OPTIONS FOR THE DEVELOPMENT OF INFRASTRUCTURE

Following are some options that have been considered in small communities around New Zealand and elsewhere. Which of these, if any, do you favour as options for the development of infrastructure in Mackenzie District?



"Residential rates DEFINITELY shouldn't be increased even more to fund this. Tourists need to pay for the infrastructure they are using. The government needs to collect a tourist tax when they enter the country, and tourists should pay per day for the length of time they are there. Freedom campers are paying next to nothing to visit."

"The people who use infrastructure but don't contribute (via rates) to it should pay for the use. Businesses who make money off community or government funded things should pay (cycle trails etc.)."

"As the present government wants to increase tourism numbers, they should be assisting our council on improving facilities such as toilets, rubbish bins and passing lanes etc."

"I think the minimization of additional costs for local rate payers is important. Tourism is great for our region but not so great for the every day person receiving basic wages, paying a fortune locally for food and with extremely high rates. The people who benefit from renting holiday homes are not often locals and don't have that high cost of living we do here."

A person wearing a helmet and a blue and black jacket is riding a yellow bicycle on a grassy hill. The hill is covered in tall, dry grass and some small red flowers. In the background, there is a calm lake reflecting the sky and the surrounding mountains. The mountains are hazy and blue-toned. The overall scene is peaceful and scenic.

SAMPLE PROFILE

VIEWS ON TOURISM: MACKENZIE DISTRICT

SAMPLE PROFILE

Gender	
Male	40%
Female	57%
Gender Diverse / Prefer not to say	3%
Age	
18 – 29 years	11%
30 – 39 years	20%
40 – 49 years	18%
50 – 59 years	21%
60 – 69 years	17%
70+ years	13%
Travel in Past 12 Months	
Travelled in New Zealand	78%
Travelled outside New Zealand	45%
Have not travelled	8%
Mackenzie District Area	
Aoraki / Mount Cook, Glentanner	4%
Fairlie, Kimbell, Albury	23%
Lake Tekapo, Burkes Pass	26%
Twizel	47%
Base: Total Sample (unweighted)	n=343

Household Composition	
My husband, wife or partner	76%
My mother and/or father	1%
My children aged under 5	11%
My children aged 5 to 14	18%
My children aged 15 or older	8%
Other family/relatives	2%
Other person(s)	11%
None of the above – I live alone	8%
Would rather not say	2%
Occupation	
Employed full-time in paid work (30+ hours per week)	43%
Employed part-time in paid work (<30 hours per week)	13%
Unpaid/volunteer work (full-time or part-time)	7%
Self-employed	31%
Studying	1%
Looking after family and/or home	5%
Looking for work or unemployed	1%
Retired	15%
Beneficiary	1%
Other	2%
Base: Total Sample (unweighted)	n=343

Sector	
Tourism (including accommodation and hospitality)	43%
Agriculture, forestry and fishing	16%
Administrative and support services	14%
Retail trade	14%
Education and training	8%
Construction	6%
Electricity, gas, water and waste services	5%
Arts and recreation services	4%
Health care and social assistance	4%
Professional, scientific and technical services	4%
Transport, postal and warehousing	2%
Manufacturing	2%
Public administration and safety	2%
Financial and insurance services	2%
Information media and telecommunications	2%
Rental, hiring and real estate services	1%
Mining	0%
Wholesale trade	0%
Other	7%
Base: Employed (unweighted)	n=281



angus
& ASSOCIATES