

Results of *Regional Outdoors* survey

The survey

The survey was self administered and addressed the following questions:

How do you rate the organisation of the event?
How do you rate the interpretation/guiding at the event?
How do you rate the environment/setting at the event?
How do you rate the facilities (tracks/bridges etc.) at the Park?

Respondents rated each of these factors on a scale from 1 to 5, where 1 was very poor (or unsatisfactory) and 5 was excellent (or very satisfied). They were also invited to explain the reasons for their answers to identify the positive and negative influences on their experience. Participants were asked to state:

- how they heard about the event
- where they lived
- whether they had visited the Park before
- their gender and age
- their ethnic origin.

This information gives us a demographic profile of the people participating in the events to compare with other visitor surveys.

Limitations of the survey

The survey is not statistically valid because of variable sample numbers returned. However, the results give useful indicative information such as:

- which promotional methods were most successful
- the demographics of participants
- average scores of levels of satisfaction
- the percentage of newcomers to the parks due to the Regional Outdoors programme.

Some of the events run by outside organisations were surveyed eg Belmont Family Fun Day, Maara Roa Summer Walks. This is a useful guide to the standard of those events and where they may be improved. Other events were not surveyed, e.g. Karapoti Classic, Pauatahanui Food & Farm Festival, due to a lack of staff resources. We intend to gradually increase the level of feedback we get from these events.

Survey results

- Excellent general satisfaction levels in all areas (4.7 average out of a maximum of 5).
- Many people learned of the events in Elements (24%), up from 8% last year.
- Word of mouth is almost as important (23%). Many people would attend with family and friends, with one person having seen the advertised event.
- Public notices in the Community newspapers (Contact, Hutt News, Upper Hutt Leader, Kapi-Mana and Kapiti Observer) collectively attracted 31% of people surveyed.
- The Greater Wellington Regional Council website (4%) was useful in itself and as a link to others, e.g. Wellington City's feelinggreat.co.nz.
- Representation from local areas was closely aligned with the populations of those areas – Kapiti (6%), Lower Hutt (21%), Porirua (21%), Upper Hutt (19%), and Wellington (28%). This was a definite improvement over last year.
- There was a similar gender profile to last year:
 - 39% male
 - 61% female.
- Most of the respondents (80%) considered themselves New Zealand European in ethnic origin. The next largest group was overseas visitors (12%) with Maori and Pacific Islanders around 3%.
- One third of respondents were aged 30-49, with nearly 60% aged 50+. This is slightly less skewed than last year towards the older age groups. **Note:** Events run by outside organisations eg Karapoti Classic, Pauatahanui Food & Farm Festival draw large numbers of younger people.
- 78 people asked to be added to the GW database, to be sent information on future events.

Participant comments

Event	Comments
Lighthouse and Lakes Trip – East Harbour Regional Park	<p>"Your staff were fantastic and very caring"</p> <p>"Portaloo's & hot water absolutely fabulous! Out of this world - forgot you lived in a city in such close proximity!"</p> <p>"Very well organised, most enjoyable. Thanks!"</p>
Beginners Guide to the Rainforest – Kaitoke Regional Park	<p>"This was excellent – thank you."</p> <p>"Excellent & the ranger was very good at describing everything."</p>
Rimutaka Rail Trail – Pakuratahi Forest	<p>"Informative talk. Was very good. Showed good knowledge."</p> <p>"A wonderful day, brilliantly organised. Congratulations!"</p>
Mt Climie 4WD Tours – Tunnel Gully Recreation Area	<p>"Very generous and well set-up facility. Felt spoilt. Thanks."</p>
US Marines History Walk – Queen Elizabeth Park	<p>"Bob (guide) was most interesting. This is a walk that is very worthwhile. 10/10"</p> <p>"It was a great "amble" with an amazing amount of information... a great event. Thanks."</p>
Children's Sand Dune Discovery – Queen Elizabeth Park	<p>"Great to have something like today to bring my children to. Appreciate no charge as on my own but would have been happy to pay donation/ small fee. Thank you. -Smaller no's of children isn't always a bad thing as those who attended have enjoyed it."</p>
4WD Sunset Tours – Battle Hill Farm Forest Park	<p>"Was well worth the long wait to get a place on this trip, would love to have other opportunities to get on similar events."</p> <p>"It was way better than going to Nana's."</p>
Friends of Maara Roa 2003 Summer Walks – Belmont Regional Park	<p>"A fabulous experience, the bush the countryside and the weather. Terrific. Please keep up the good work, It's much appreciated. I'll tell all my friends about it."</p>
Beacon Hill Harbour Highlights – Beacon Hill	<p>"Many thanks for the opportunity. Enjoyed Ron's talk."</p>

Attendance at Regional Outdoors events 2003

Date	Event	Park	No Attending
5/1	Swingbridge Track Family Quiz	Kaitoke	27
15/1	Beginners' Guide to the Rainforest	Kaitoke	27
* 18/1	Friends of Maara Roa Walks	Belmont	9
19/1	Nature Discovery Treasure Hunt	Kaitoke	132
22/1	Beginners' Guide to the Rainforest	Kaitoke	0 – bad weather
25/1	4 X 4 Sunset Tour	Battle Hill	50
25/1	Ridge Track Adventure	Kaitoke	8
* 26/1	Friends of Maara Roa Walks	Belmont	9
28/1	Kaitoke Water Walk	Kaitoke	8
1/2	US Marines History Walk	QEP	28
1/2	Glow Worm Grotto	Tunnel Gully	28
2/2	Beacon Hill Harbour Highlights	Seatoun	29
* 2/2	Family Fun Day	Belmont	350
* 6/2	Friends of Maara Roa Walks	Belmont	17
8/2	4 X 4 Sunset Tour	Battle Hill	45
9/2	Rimutaka Rail Trail	Pakuratahi Forest	90
12/2	Indepth Guide to the Rainforest	Kaitoke	28
15/2	Children's Sand Dune Discovery	QEP	20
* 15/2	Friends of Maara Roa	Belmont	16
* 15/16 Feb	The Big Coast Mountain Bike Ride	Pakuratahi	763
* 22/2	Family Cycle Event	Hutt River Trail	200
23/2	Botany of the Coastal Dunes	QEP	24
* 26/2	Friends of Maara Roa Walks	Belmont	13
1/3	Wonders of Kaitoke At Night	Kaitoke	12
1/3	Landforms of the Park	QEP	15
* 2/3	Karapoti Classic	Akatarawa Forest	856
8/3	Mt Climie 4WD Trips	Pakuratahi Forest	55
9/3	Lighthouse and Lakes	East Harbour	40
* 9/3	Pauatahanui Food & Farm Festival	BHFFP	2500
* 9/3	Friends of Maara Roa Walks	Belmont	16
* 13/3	Friends of Maara Roa Walks	Belmont	25
16/3	Family Sunset Walk	QEP	17
* 23/3	Hutt River Trail Fun Run / Walk	Hutt River Trail	180
30/3	Landscape and Wetlands	QEP	28
Total			5665

* Events run as part of the Regional Outdoors Programme by outside organisations.