



Visitor Survey Analysis Report



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Background

This report provides analysis of visitor behaviours and spending patterns, and evaluates the economic impact of one day of the Highlands 101 event on the Cromwell community.

Highlands 101 was a weekend race event at Highlands Motorsport Park in Cromwell. The Highlands Motorsport Park is a major facility that has the potential to make a large contribution to the Central Otago economy. It is acknowledged that events are only part of the overall economic contribution of Highlands Motorsport Park, but the events bring people into the region that may not have otherwise come during that time.

This report presents the findings from a visitor survey at the event on Saturday 8th November 2014. The report describes the survey sample, and presents the analysis of findings in tables, charts and through discussion in the body of the report.

Executive Summary

460 surveys were undertaken at an event attended by approximately 10,000 people at Highlands Motorsport Park on Saturday 8th November 2014. Survey takers conducted face to face interviews with random attendees, in public areas inside the event.

Over 50% of people surveyed were from the Otago region. 40% of people surveyed were over 50 years of age, 36% were aged between 30 and 50 years.

50% of visitors from Australia stayed in Cromwell, almost 50% stayed in Queenstown (and 1 person stayed in Wanaka).

Visitors staying in Cromwell had the highest average spend per person (\$249), followed by visitors staying in Queenstown (\$231) and then visitors staying in Wanaka (\$201).

Most visitors from Australia and Auckland stayed in hotels. Most visitors from Dunedin, Canterbury, and Southland stayed with family and friends and had a night at home.

The average spend per person was highest for individuals (\$295) than for visitors in a group.

43.2% of the total spend per person represented by the survey, was inside the event.

The economic impact on the Central Otago District of the 10,000 people who were at the 2014 Highlands 101 event on Saturday 8 November 2014 is presented below.

Impact Summary	Direct	Total
Output	\$1,568,536	\$2,385,90
GDP	\$706,882	\$1,105,62
Employment (FTE's)	20.8	26.7

To summarise:

- Total expenditure was over 1.5 million dollars.
- The total GDP impact of the event was approximately seven hundred thousand dollars.
- Directly and indirectly, the event created the equivalent of 26 full time jobs.

Introduction

Approximately 10,000 people attended the event on Saturday 8th November 2014. 8 Central Otago District Council staff and 11 volunteers surveyed attendees at the event.

Survey takers conducted face to face interviews with random attendees, in public areas inside the event.

People were asked 17 questions about their demographic, whether they were part of a group, an estimate of their expenditure, where they were staying and the duration of their stay, their impressions of Cromwell and of the Highlands Motorsport Park.

A copy of the questionnaire is attached as Appendix 1.

Data

461 surveys were completed of which 460 were usable.

Surveys were completed between 1000 and 1500 hours on Saturday 8th November 2014, at public locations over the full area of the facility. The breakdown of times when surveys were completed is presented in Figure 1 below.

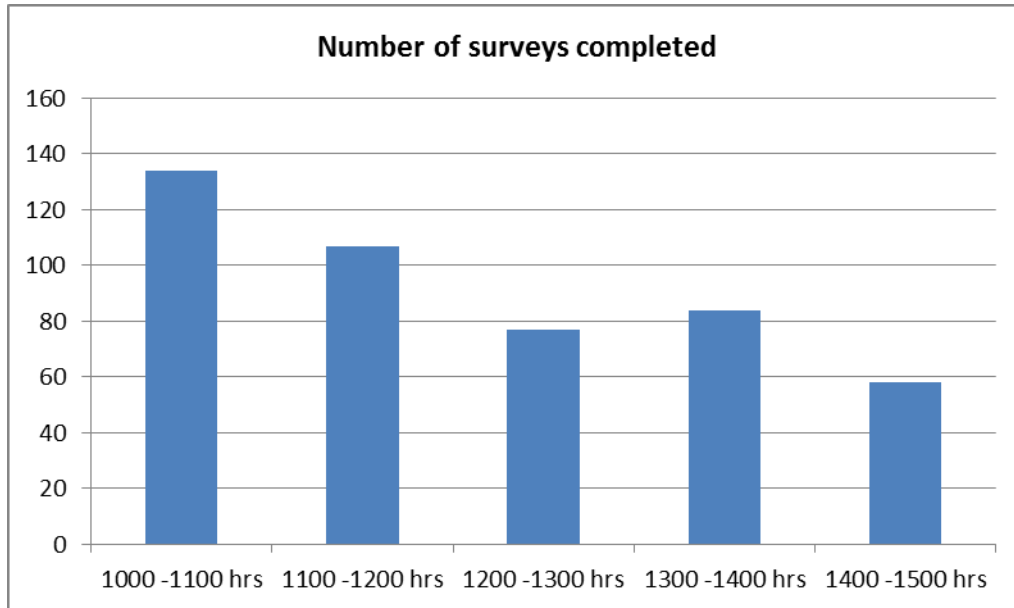


Figure 1. Breakdown of time when surveys were completed.

The largest number of surveys were completed between 10am and 11am. The smallest number of surveys were completed between 2pm and 3pm. Those surveyed later on in the day may have had a better estimate of their expenditure for the day.

Observed Data

Gender

Of the 460 usable surveys, 119 were completed by women and 302 by men; 39 surveys did not state gender.

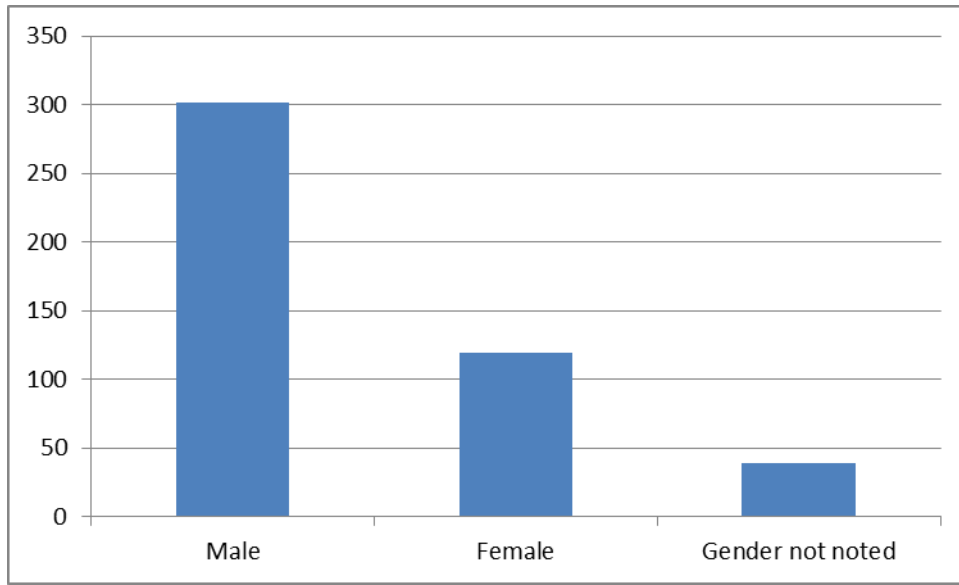


Figure 2. Gender breakdown

Surveyed Data

Question 1. Pass Type

The most popular type of ticket purchased was the gate ticket for the Saturday (167 people) as presented in Figure 3 below. The next most popular ticket type was pre purchased multiple entry and pre purchase multi tickets (133 people). Gate purchase multi tickets were the least popular. Reasons given for 'other' types of ticket are presented in Figure 4 below.

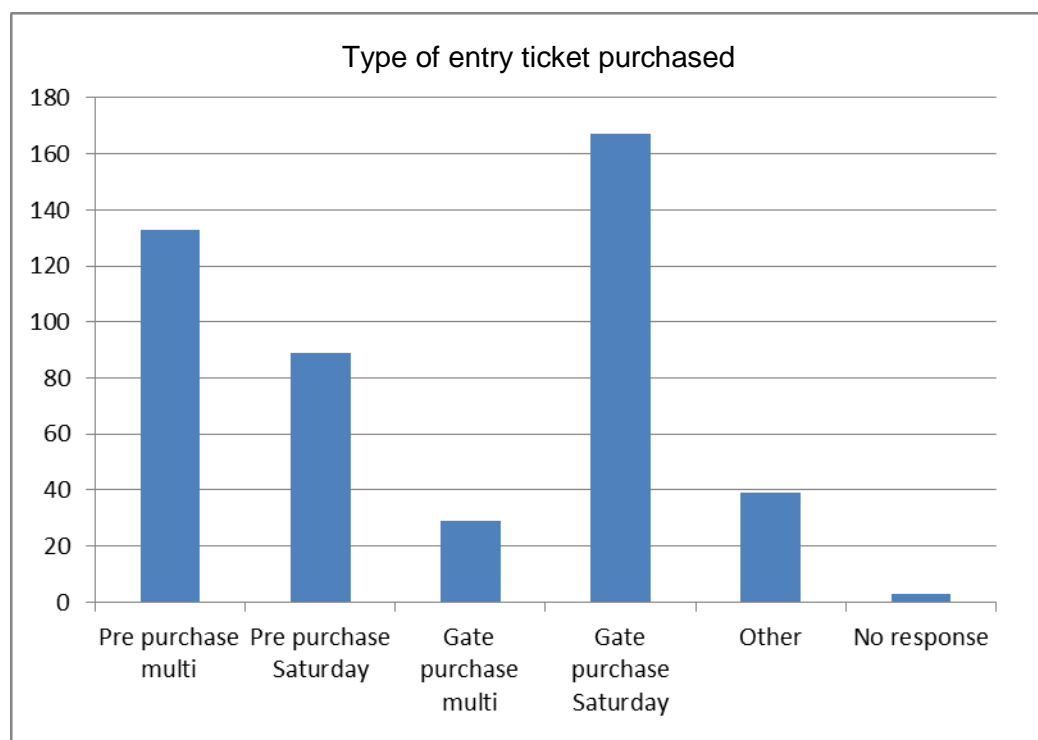


Figure 3. Type of entry ticket purchased by people surveyed

Number of people	Other entry ticket types	Number of people	Other entry ticket types
9	Free passes	1	Guest
5	Gift	1	Mixed
5	Competitors	1	Official
3	Won tickets	1	Stall holder
2	Corporate passes	1	Volunteer
2	Invited Guest	1	Interviewing
2	Race Team	1	Media
2	Staff	1	Sponsored
		1	Member

Figure 4. Reason for 'Other' type of entry ticket

Type of Ticket	Dunedin	Central Otago	Queenstown	Rest of Otago	Southland	Canterbury	Other SI	Auckland	Other NI	Australia	Other Overseas	Grand Total
Pre purchase multi	29	14	10	7	10	35	5	11	7	5	0	133
Pre purchase Saturday	21	27	13	1	14	11	0	2	0	0	0	89
Gate purchase multi	5	2	2	2	5	6	1	3	0	2	0	28
Gate purchase Saturday	34	34	30	7	25	19	2	2	8	4	2	167
Other	6	11	5	0	4	5	0	2	1	5	0	39

Figure 5. Visitor origin and ticket type

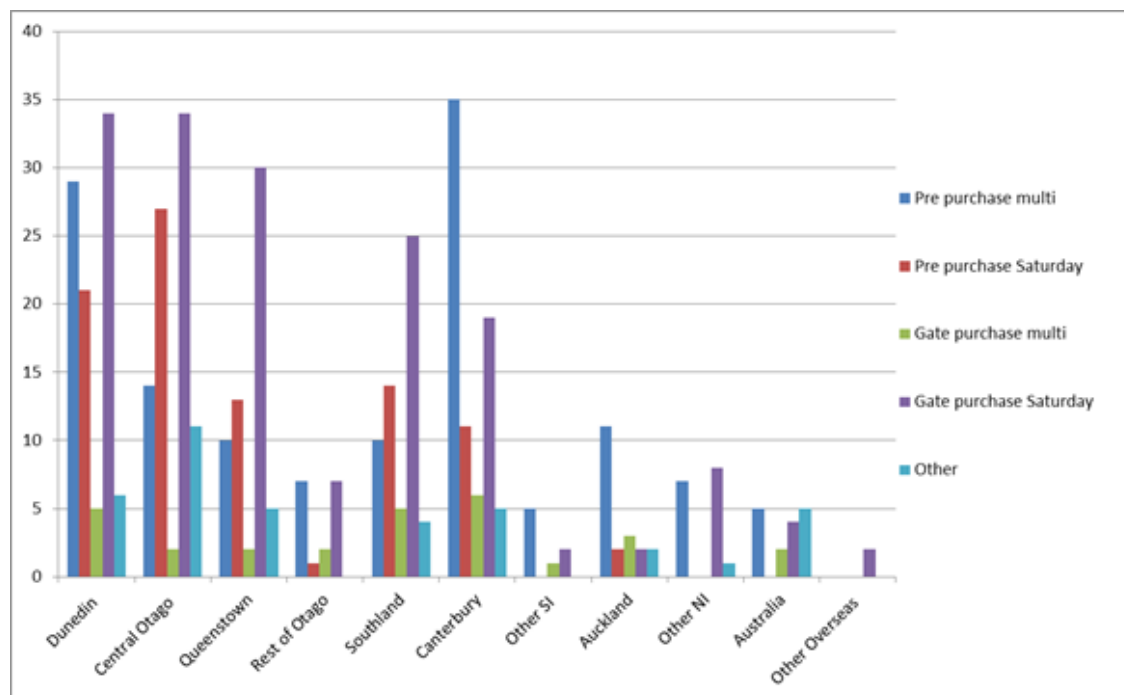


Figure 6. Graph of visitor origin and ticket type

The type of entry ticket people purchased, broken down by visitors' origin, is presented in Figures 5 and 6 above.

The majority of people from Otago, Central Otago and Southland purchased a ticket at the gate for Saturday.

The majority of people who travelled from Canterbury, Auckland, and other North Island pre purchased multi-day tickets for the weekend.

There was a split of people visiting from Australia pre purchasing tickets and purchasing gate tickets. Almost half the visitors from Australia had other categories of tickets.

The two overseas visitors purchased gate tickets – looking at these data entries it is considered one of the two other overseas visitors was backpacking around, and the other was possibly from overseas but living here.

Question 2. Age

Age group	Number of people surveyed in this age group	
<16 yrs	0	0%
16-30 yrs	50	11%
30-50 yrs	167	36%
50+ yrs	243	53%
Total	460	100%

Figure 7. Age breakdown

53% of visitors surveyed were in the 50+ age group, and 36% were aged 30-50 years old. No under 16's were surveyed, but were represented by the survey, as presented below.

Question 3 & 4. Are you part of a group? What are their ages?

People were asked if they were in a group and if so how many people were in that group. Figure 11 below presents the number of respondents who were either visiting on their own or as part of a group. The estimated family groups are those who had at least one under 16 year old with them.

Group size	Number of groups	<i>Estimated number of family groups</i>
Individuals	109	
Group of 2	157	9
Group of 3	62	18
Group of 4	66	26
Group of 5	22	3
Group of 6	22	11
Group of 7	4	4
Group of 8	4	1
Group of 9	2	1
Group of 10 or more	12	6

Figure 8. Group sizes, and number of groups

109 people, 23% of the visitors surveyed, were attending the event on their own.

157 people, 34% of the visitors surveyed were part of a group of two people, of which only 9 had an under 16 year old as the other party.

Just 17% of the people surveyed had under 16 year old(s) with them and were estimated to be part of a family group,

Figure 9 below presents the total number of people in each age group, represented by the survey.

30-50 year olds and 50+ year olds are the biggest proportions of the survey sample, making up 36% and 40% of the number of people represented.

Figure 10 graphs the number of people in each group surveyed, and the number of people represented by the survey.

Age group	Total people represented in survey in this age group	% of total people represented by survey
<16 yrs	155	12%
16-30 yrs	174	13%
30-50 yrs	481	36%
50+ yrs	522	40%
Total	1,332	100%

Figure 9. Age groups of people represented by the survey

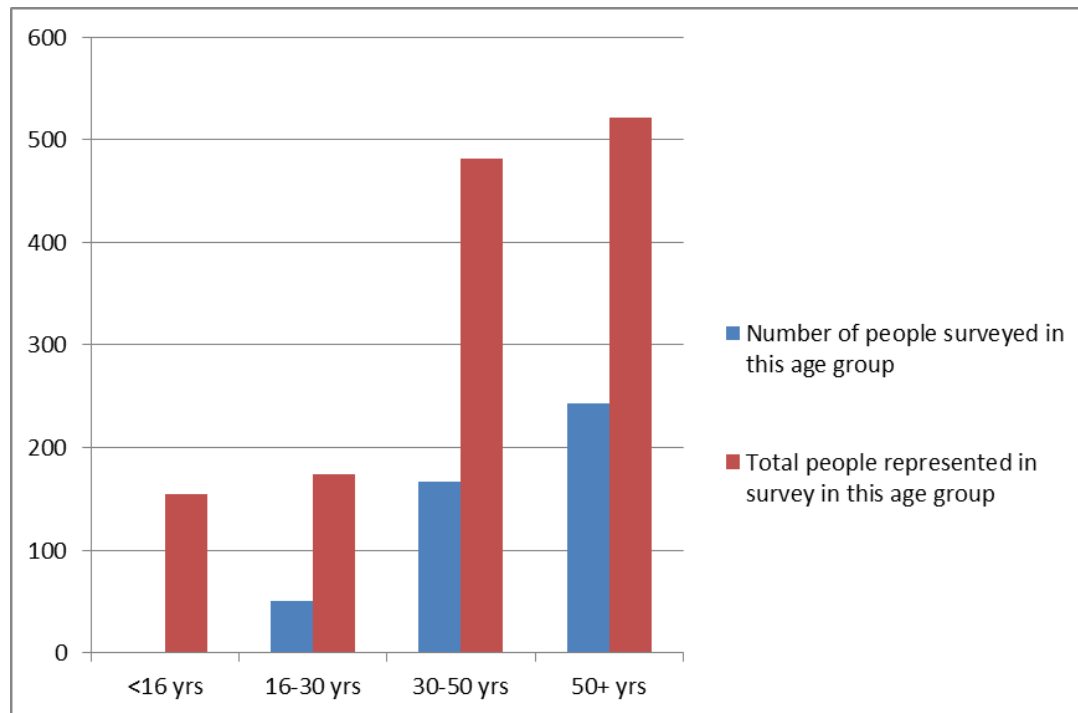


Figure 10. Age breakdown

Question 5 & 6. Are you visiting Cromwell or do you live here? Where are you from?

People were asked whether they were local or a visitor to Cromwell. Figure 11 below presents this breakdown. 61 people surveyed were from Cromwell and 399 were visitors (this includes Central Otago residents living outside of Cromwell).

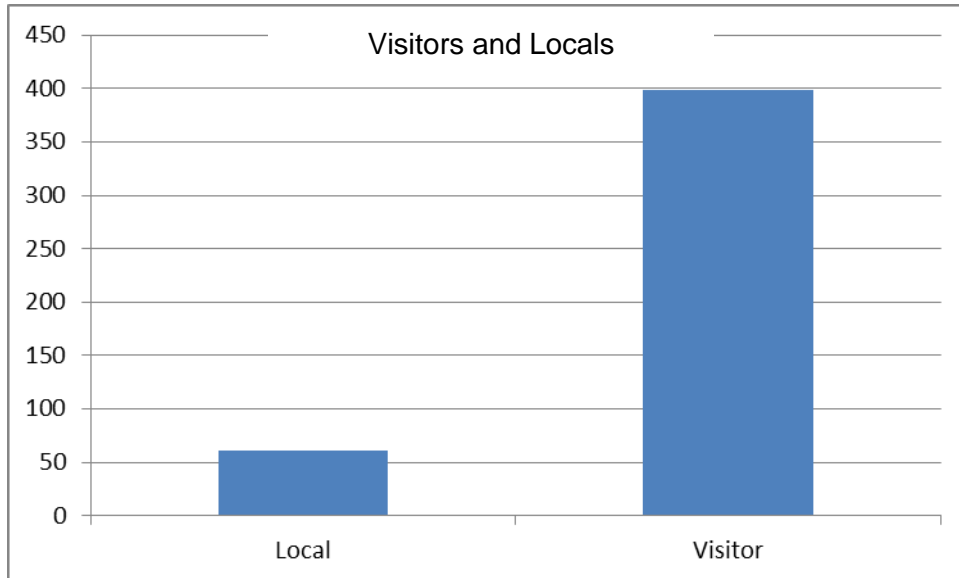


Figure 11. Cromwell locals and visitor numbers

Figure 12 below presents the number of people surveyed from Central Otago and those who visited from elsewhere. 89 people were from Central Otago and 371 from elsewhere.

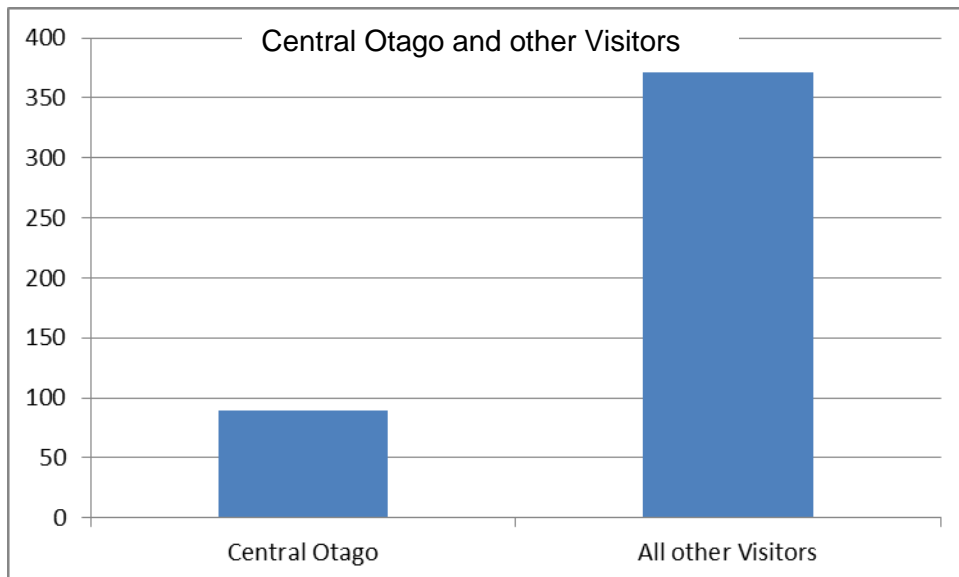


Figure 12. Central Otago and other visitor numbers

Visitors' origin is presented in Figures 13 and Figure 14 below.

Over half of people surveyed were from the Otago region.

Visitors from Australia and Auckland represent 6% and 5% of the survey; other overseas visitors represent '0%' of the survey. It was considered from the data entries that 1 of these 2 visitors was backpacking and the other one was possibly living nearby but from overseas.

	Dunedin	Central Otago	Canterbury	Southland	Queenstown Lakes	Australia	Auckland	Other NI	Rest of Otago	Other SI	Other Overseas	Grand Total
Geographic representation	22%	18%	17%	13%	12%	6%	5%	4%	3%	1%	0%	100%
Number of people represented by survey	289	235	228	175	154	74	71	50	36	19	3	1334
Number of people surveyed	95	89	77	59	61	16	20	16	17	8	2	460

Figure 13. Visitor origin

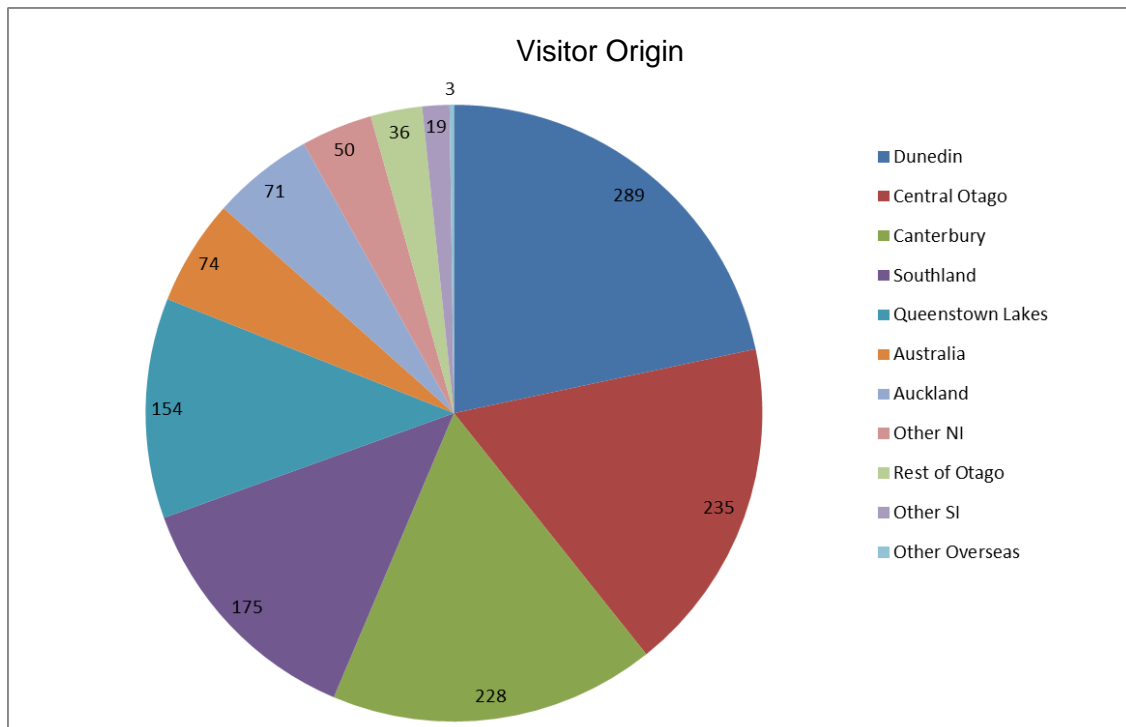


Figure 14. Chart of visitor origin

Question 7 & 8. Where did you stay last night, where will you stay tonight?

People were asked where they stayed (the previous night) on the Friday, and also on the Saturday night. They were asked what kind of accommodation they were using, and how many days they planned to spend in Cromwell.

Figure 15 below presents data relating to visitors who stayed in Cromwell township.

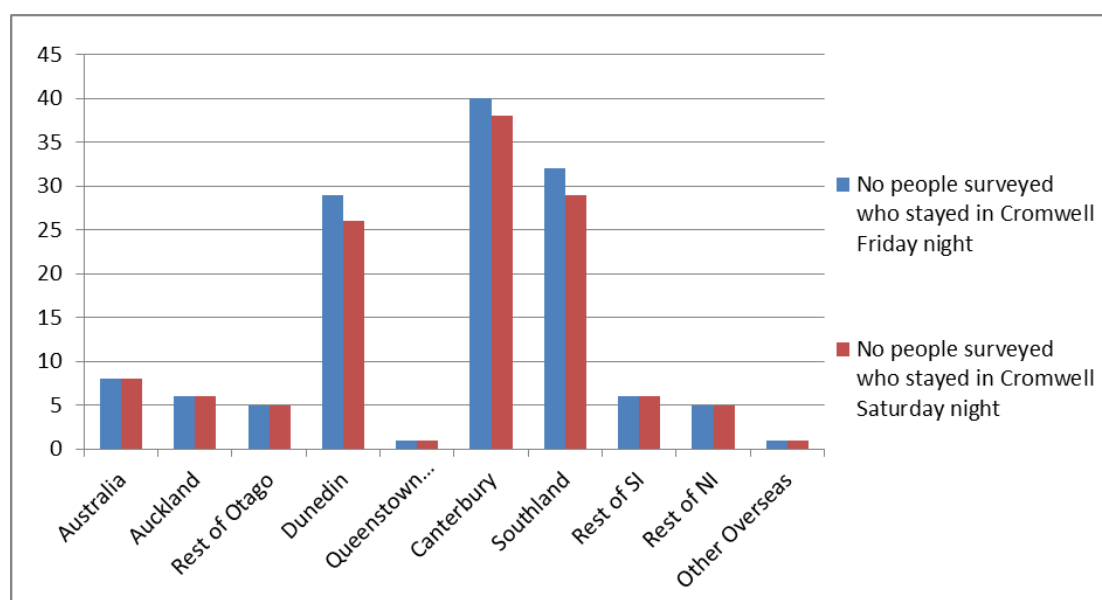


Figure 15. Number of visitors (by visitor origin) that stayed in Cromwell township

Figure 16 below presents the number of days people stayed in Cromwell township, broken down by visitor origin. Figure 17 below presents the same data graphically.

Visitor Origin	More than 3 days in Cromwell	3 days in Cromwell	2 days in Cromwell	1 day in Cromwell
Australia	5	1	2	0
Auckland	3	0	3	0
Rest of Otago	0	3	2	0
Dunedin	5	8	12	1
Queenstown Lakes	0	0	1	0
Canterbury	0	10	14	0
Southland	3	7	19	0
Rest of SI	3	2	1	0
Rest of NI	2	2	1	0
Other Overseas	0	0	1	0

Figure 16. Length of stay in Cromwell (number of people by visitor origin)

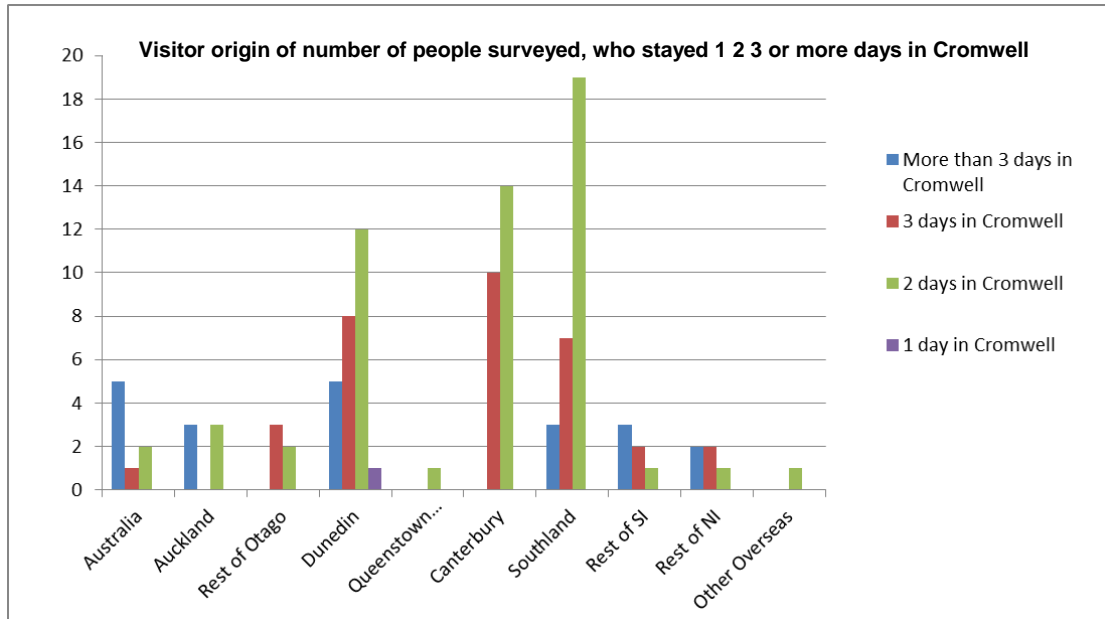


Figure 17. Length of stay in Cromwell (number of people by visitor origin)

The majority of visitors from Dunedin, Canterbury and Southland stayed in Cromwell for 2 days.

The majority of visitors from Australia stayed for more than 3 days. Visitors from Auckland either stayed for more than 3 days, or for 2 days.

Visitors also stayed in townships other than Cromwell; Figure 18 below presents where people stayed. Data is broken down by visitor origin (excluding visitors from Central Otago, Queenstown, and rest of Otago, but including Dunedin). People stayed at least one night in these townships.

Visitor Origin	Number of people surveyed that stayed in various townships (for at least one night)				
	Wanaka	Queenstown	Cromwell	Other	Comments
Australia	1	7	8		
Auckland	4	6	6	4	Other: Arrowtown (1), Clyde (3)
Other North Island	4	6	6		
Dunedin	5	2	30	54	Other: Dunedin (28), Alexandra (10), Clyde (7), Bannockburn (3), Tarras, Millers Flat, Omakau, Roxburgh, Waipiata
Canterbury	13	9	40	14	Other: Canterbury (12), Alexandra, Arrowtown
Southland	1	1	32	24	Other: Southland (14), Alexandra (5), Arrowtown (2), Cadrona, Frankton, Clyde.

Figure 18. Which townships visitors (by visitor origin) stayed in, for at least one night

50% of visitors from Australia stayed in Cromwell, almost 50% stayed in Queenstown (and 1 person stayed in Wanaka). This may be for ease of staying nearer the airport,

or a demand for more variety of hotel accommodation that Cromwell could not meet, or other visitor experiences.

There was an even split of visitors from Auckland staying in Cromwell and Queenstown (6 in each), and 4 each in Wanaka and other places – Arrowtown and Clyde.

Other North Island visitors were split evenly between staying in Cromwell and Queenstown (6 in each), and 4 in Wanaka.

The majority of visitors from Canterbury and Southland stayed in Cromwell. The majority of Dunedin visitors spent a night at home or in other places.

Question 8. What sort of accommodation are you using?

The data presented in Figure 19 below is the number of people who stayed in Cromwell township for 1, 2, 3 or more nights. The data is broken down by the type of accommodation used. Figure 20 is a graphic presentation of the same information.

Type of accommodation	Number of people who stayed			
	> 3 days in Cromwell	3 days in Cromwell	2 days in Cromwell	1 day in Cromwell
Rental	2	0	2	0
Motel	3	9	10	1
Hotel	1	0	3	0
Holiday Home	7	2	7	0
Friends and family	12	11	21	0
Freedom camping	2	4	5	0
Camping ground	4	6	6	0
B&B	2	1	2	0

Figure 19. Type of accommodation used by people who stayed 1, 2, 3 or more days in Cromwell township

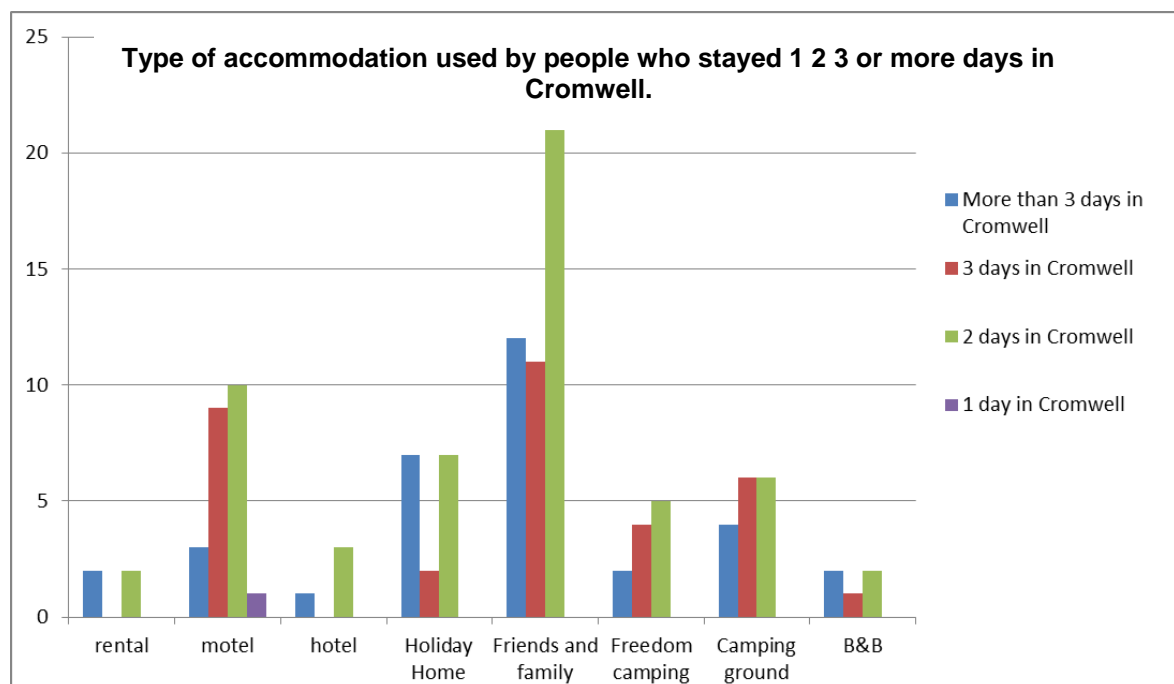


Figure 20. Type of accommodation used by people who stayed 1, 2, 3 or more days in Cromwell

The largest numbers of people staying any number of nights in Cromwell were staying with family and friends.

The smallest numbers of people staying any number of nights in Cromwell were staying in rentals and hotels. The survey did not discover the demand for rentals or hotel or other types of accommodation, it is possible the demand was higher but could not be met.

Type of accommodation and visitor origin

Visitor origin	Accommodation type (number of people surveyed)								
	Rental	Motel	Hotel	Holiday home	Friends & Family	Freedom Camping	Camp ground	B&B	Other
Australia	2	2	6	2	2	0	1	0	
Auckland	3	3	5	2	2	0	0	2	Millbrook resort (1)
Other NI	1	1	1	1	1	1	2	1	Timeshare (1)
Dunedin	1	7	2	12	22	5	4	1	Home (7) Backpacker (1)
Canterbury	3	14	1	8	19	3	9	3	Home (3)
Southland	1	6	0	5	17	1	8	0	Home (4)
Other SI	0	3	0	0	2	1	2	0	

Figure 21. Type of accommodation used across various townships, by visitor origin.

Figure 21 above presents the type of accommodation used for at least one night, used across all townships not just Cromwell. Data is broken down by visitor origin (excluding visitors from Central Otago, Queenstown, and rest of Otago, but including Dunedin).

Everyone from Australia, Auckland, Other NI, and Other SI stayed at least 2 nights in the same type of accommodation.

The highest number of visitors from Australia (6) and Auckland (5) stayed in hotels.

The highest number of Dunedin visitors (22), Canterbury (19), and Southland (17) visitors, stayed with family and friends.

Type of accommodation and visitor age

Visitor Age	Number of people who spent at least one night in following type of accommodation									
	Rental	Motel	Hotel	Holiday Home	Friends & Family	Freedom Camping	Camping Ground	B&B	Other	
16-30	3	4	1	5	5	2	5	0	20	Home, 1 Backpacker
30-50	7	15	13	15	25	2	10	4	57	Home
>50	1	24	8	21	54	11	12	4	70	65 of which at home

Figure 22 . Type of accommodation used by people, by visitor age group.

The highest number of 16-30 year olds (20), 30-50 year olds (57), and 50+ year olds (65) stayed at home for at least one night.

The next highest number of 30-50 year olds (25), and 50+ year olds (54), stayed with friends and family.

50+ year olds were the largest group of freedom campers.

30-50 year olds were the largest group of hotel users.

Question 9. How long do you expect your total time in Cromwell to be for this occasion?

People were asked how long their total time in Cromwell would be. People that were staying in Queenstown, Wanaka or other locations answered this question, as well as people staying in Cromwell accommodation.

Total days expect to stay in Cromwell	Number of respondents	Number of people represented by this question
Less than 1 day	62	129
1 day	108	260
2 days	134	299
3 days	51	114
More than 3 days	43	102
No data entered	62	117
Totals	460	1021

Figure 23. Total length of stay 'in Cromwell' by all visitors

In Figure 23 above, groups of 6+ were counted as groups of 6, therefore the total number of people represented by the question is lower than the total represented by the survey (1332).

The largest numbers of visitors expected to stay for 1 or 2 days.

Respondents' age group	Number of days expect to stay in Cromwell (number of respondents)				
	< 1 day	1 day	2 days	3 days	> 3 days
16-30	7	9	20	2	4
30-50	30	41	39	21	16
>50	25	58	75	28	23

Figure 24. Expected length of stay in Cromwell by respondents' age group

Figure 24 above presents the expected length of stay in Cromwell, by respondents' age groups.

The largest number of 16-30 year olds (20), and 50+ year olds (75) expected to stay 2 days. The largest number of 30-50 year olds (41 and 39) expected to stay 1 or 2 days.

Expenditure

Question 10. How many people does your spending cover?

This section presents total expenditure cited by those questioned in the course of the survey on Saturday 8 November and assumes that the estimates cited are for the total number of people represented by the survey. Therefore this section should underestimate rather than overestimate the amount of expenditure per person represented by the survey.

Question 11. What is your best estimate of your spend today?

The total estimated expenditure of various items is presented in Figure 25 below. Figure 26 presents the same information graphically.

Item of expenditure	Estimated total
Entry tickets	56,621
Entertainment/activities/attractions	9,445
Accommodation	29,234
Travel (petrol, vehicle hire, bus tickets etc)	44,061
Food & beverage inside Highlands Motorsport Park	17,875
Retail spending inside Highlands Motorsport Park	8,635
Food & beverage outside Highlands Motorsport Park	30,934
Retail spending outside Highlands Motorsport Park	7,140
Miscellaneous/any other spending not covered here	3,970
Total	207,915

Figure 25. Total estimated expenditure by item

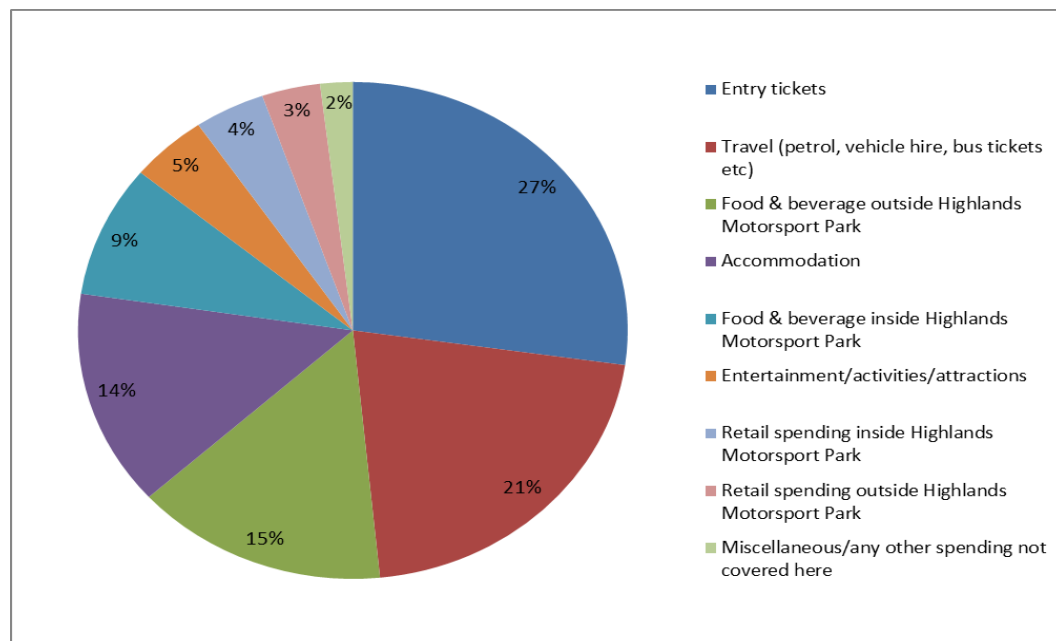


Figure 26. Chart of total estimated expenditure by item

The largest item of expenditure was on entry tickets, the second largest was travel.

Interestingly more money was spent on food and beverage outside of the event than on accommodation, this is reflected in the high numbers of people that stayed with family and friends. It is unclear whether this expenditure was in a supermarket or in local restaurants and cafes.

Estimated spend by visitor origin

Table 27 below presents the average spend per person surveyed (the amount cited divided by number of people cited in group). Average spend per person is considered more useful than total expenditure by visitor origin, given the difference in numbers of visitors from, for example Dunedin (289) and Other Overseas (3).

The average spend per person for entry tickets was highest for Other SI visitors (\$89), followed by Canterbury visitors (\$77). Australian visitors averaged \$18 spend on entry tickets; this figure is not a realistic ticket price, but rather it reflects the number of Australian visitors who had guest or other entry ticket types already paid for.

Visitors from Auckland spent more on accommodation (average \$103 per person) than other visitors.

There was more variance between spend on food and beverage and on retail outside of the park than inside. Visitors from Auckland and Australia spent the most on food outside the park; Central Otago and Queenstown Lakes visitors spent the least.

Other SI visitors spent the most on retail outside the park, visitors from Australia, Auckland and Other NI spent similar amounts. Other Overseas and Queenstown Lakes visitors spent nothing on retail outside the park, Otago and Central Otago visitors spent very little.

Item of expenditure	Visitor origin										
	Australia	Other Overseas	Auckland	Other NI	Canterbury	Southland	Dunedin	Queenstown Lakes	Central Otago	Rest of Otago	Other SI
Entry ticket	18	70	72	56	77	55	59	51	53	72	89
Entertainment	12	0	22	2	19	7	10	11	3	7	19
Accommodation	71	17	103	58	50	20	12	1	0	16	63
Travel	124	0	139	88	56	31	30	14	4	36	100
Food Inside Park	13	10	22	21	23	15	19	17	16	22	19
Retail Inside Park	9	7	13	10	14	8	8	5	3	9	23
Food Outside Park	68	18	75	54	44	25	18	4	3	22	41
Retail Outside Park	21	0	18	18	10	8	4	0	1	2	55
Total average spend per person	\$336	\$121	\$464	\$307	\$293	\$169	\$161	\$103	\$84	\$186	\$408

Figure 27. Average spend per person (average spend of the total people represented by survey)

Spend by place of stay

Figure 28 below presents the total estimated spend and the average spend per person by place of stay. The total estimated spend of visitors staying in Cromwell was higher than those staying in Queenstown or Wanaka. Visitors staying in Cromwell also had the highest average spend per person (\$249), followed by visitors staying in Queenstown (\$231) and then visitors staying in Wanaka (\$201).

Item of expenditure	Place of stay for at least one night		
	Cromwell	Queenstown	Wanaka
Entry Ticket	30,992	8,586	8,524
Entertainment	6,775	2,175	1,030
Accommodation	16,906	7,998	4,150
Travel	20,941	14,069	5,580
F&B (inside)	9,880	3,100	2,484
Retail (inside)	5,295	1,210	1,810
F&B (outside)	17,455	7,395	3,890
Retail (outside)	3,980	3,290	700
Total spend by visitors	\$112,224	\$47,823	\$28,168
Average spend per person represented by survey	\$249	\$231	\$201

Figure 28. Total estimated spend and average spend per person by place of stay

Spend behaviour by group size

The total estimated spend, and average spend per person, broken down by group size, is presented in Figure 29 below. The average spend per person was highest for individuals (\$295) than for visitors in any group size. Second highest average spend was for visitors in groups of two (\$262). The lowest average spend was for visitors in groups of 8 (\$30) and groups of 7 (\$95), these were considerably lower than average spends for members of other group sizes.

Item of expenditure	Group size and estimated expenditure by groups									
	Individual	2	3	4	5	6	7	8	9	10 or more
Entry Ticket	10,949	22,289	10,523	17,922	3,175	8,028	1,096	387	1,130	2,830
Entertainment	815	3,210	2,410	2,075	500	2,680	50	0	100	1,075
Accommodation	4,209	13,364	3,977	4,322	2,700	3,160	500	138	200	3,250
Travel	7,483	18,664	7,285	6,780	7,900	4,190	400	220	700	2,729
F&B (inside)	3,525	7,285	3,340	4,285	2,185	2,355	160	120	300	1,190
Retail (inside)	1,525	3,385	1,925	2,945	150	730	60	60	100	630
F&B (outside)	2,750	10,881	5,730	5,485	3,450	3,800	400	30	850	2,300
Retail (outside)	852	3,080	1,270	1,950	1,580	300	0	0	50	850
Total estimated expenditure	\$32,108	\$82,160	\$36,463	\$45,768	\$21,645	\$25,249	\$2,673	\$963	\$3,439	\$14,854
Average spend per person represented by	\$295	\$262	\$196	\$173	\$197	\$191	\$95	\$30	\$191	\$124

survey											
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Figure 29. Total estimated spend & average spend per person by group size.

Spend per age group

It is difficult to ascertain spend per age group as spend was estimated for the whole group represented by the survey. However the general observation is that there was more spend per groups of higher age groups. This matches observations that older groups from overseas generally spent more than local groups surveyed.

Spend inside and outside the park

Total expenditure per person represented by the survey has been broken down into expenditure inside and outside the park. **This excludes the \$3,970 miscellaneous item of expenditure, as it could not be determined where this was spent.**

- \$150,930.81 was spent outside the event
- \$114,779.16 was spent inside the event

43.2% of the total spend per person represented by the survey, was inside the event.

Figure 30 below presents the breakdown by visitor group regarding spend inside and outside the event.

	Australia	Other Overseas	Auckland	Other NI	Canterbury	Southland	Dunedin	Queenstown Lakes	Central Otago	Rest of Otago	Other SI
% spent inside venue	12%	71%	23%	28%	39%	46%	54%	76%	87%	55%	32%
% spent outside venue	88%	29%	77%	72%	61%	54%	46%	24%	13%	45%	68%

Figure 30. Percentage of visitor spending inside and outside the venue

Economic Impact

This section considers the dollar-value impact on the local community of one day's attendance at the Highlands 101 event. There are three types of impact – direct impact, indirect impact and induced impact.

The direct impact measures the direct or actual revenues generated by the event including the local spending by participants throughout the community.

The indirect impact represents additional input purchases made by local businesses as a result of the direct impact. For example tourists purchase meals in local restaurants that prompt local restaurant owners to purchase more inputs from suppliers and hire more workers.

The induced impact is created when local business owners, suppliers and employees spend the additional income that they earned as a result of the direct and indirect impacts.

The indirect and induced impacts replicate throughout the local economy, creating a multiplicative effect. Hence the total impact is a multiple of the direct effect. This multiple impact always takes a value greater than one and represents the sum of the direct, indirect and induced impacts.

Multipliers used by Central Otago District Council are dated 2004 and are considered by BERL to be accurate.

Total Visitors	10,000	Output Multiplier	GPD Factor	GDP Multiplier	Employment factor	Employment Multiplier
Accommodation	\$268,919	1.49	0.55	1.45	14.5	1.18
Restaurants & cafes	\$455,076	1.5	0.44	1.45	14.4	1.2
Retail	\$160,976	1.51	0.53	1.53	14.1	1.21
Recreation & Culture	\$683,565	1.55	0.40	1.72	11.8	1.42
Total Expenditure	\$1,568,536					

Figure 31. Total estimated expenditure and multipliers.

Figure 31 above presents the estimated total expenditure by the 10,000 people who attended the event on the Saturday, broken down per spend item. The table also sets out the multipliers for gross domestic product (GDP) and full time equivalent jobs created (FTE), in order to assess the total (direct and indirect) impact assessment. The GDP measures the value of economic activity within a place.

	Direct Output	Total Output	Direct GDP	Total GDP	Direct FTE's	Total FTE's
Accommodation	\$268,919	\$400,689.19	\$147,905	\$214,463	3.9	4.6
Restaurants & cafes	\$455,076	\$682,614	\$200,234	\$290,339	6.6	7.9
Retail	\$160,976	\$243,074	\$85,317	\$130,535	2.3	2.7
Recreation & Culture	\$683,565	\$1,059,525	\$273,426	\$470,292	8.1	11.5
	\$1,568,536	\$2,385,902	\$706,882	\$1,105,629	20.8	26.7

Figure 32. Direct and indirect impacts of Highlands 101

Figure 32 above presents the direct and total impacts of the event, summarised in Figure 33 below.

Impact Summary	Direct	Total
Output	\$1,568,536	\$2,385,90
GDP	\$706,882	\$1,105,62

Employment (FTE's)	20.8	26.7
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Figure 33. Summary of total impact of Highlands 101

The economic impact on the Central Otago District of one day of the 2014 Highlands 101 event is summarised in Figure 33 above. This is based on 10,000 people attending the event. To summarise:

- Total expenditure was over 1.5 million dollars.
- The total GDP impact of the event was approximately seven hundred thousand dollars.
- Directly and indirectly, the event created the equivalent of 26 full time jobs.

General Feedback

Question 12 & 13. Are you planning to attend any other Highlands Motorsport events, if so which events?

People were asked what other events they would attend. Of 460 people surveyed, 374 were attending other Highlands Motorsport events. A full list is included as Appendix 2.

Question 14 & 15. How would you rate Highlands on a scale of 1-10? What needs to be done?

Figure 34 below presents the score people gave Highlands Motorsport Park. Over half the respondents scored the Park 10/10.

Number of people surveyed	Score for HMP
213	10/10
31	9/10
85	8/10
21	7/10
2	6/10
5	5/10
2	4/10

Figure 34. Score out of 10 for Highlands Motorsport Park

General comments regarding the Motorsport Park are included as Appendix 3; while there were specific ideas for improvement around stands, screens, and seating the comments overall were very positive.

“Been to other racing venues, it’s up there” “Want other big events here, facilities are good enough”

Question 16 & 17. How would you rate Cromwell as a place to visit? What needs to be done?

Figure 35 below presents the score people gave Cromwell. Approximately a quarter of respondents scored Cromwell 10/10, over half of respondents scored Cromwell 8/10 or higher.

Number of people surveyed	Score for Cromwell
114	10/10
63	9/10
116	8/10
67	7/10
26	6/10
14	5/10
4	4/10
2	3/10

Figure 35. Score out of 10 for Cromwell

General comments made regards Cromwell are listed in Appendix 4; many respondents said Cromwell was a lovely place to visit but that the town centre particularly the Mall was run down and in need of improvement. Many respondents had not visited Cromwell, but had only visited the Highlands Motorsport Park. Comments included that more retail, accommodation and cafes / restaurants would improve Cromwell.

“Spending time at Highlands not in town. Restaurants - need more and better. Wine is good”

“More retail. Not enough restaurants, friendly people”

Summary

It is difficult to ascertain whether peoples' spending was within Central Otago or not given the spread of the some of the accommodation. Many Canterbury and Southland visitors stayed at home one of the nights and may have made trip related spend on route to Central Otago; many overseas visitors stayed in Queenstown and may have made trip related spend in Queenstown.

Trends

The largest numbers of people staying any number of nights in Cromwell were staying with family and friends.

The smallest numbers of people staying any number of nights in Cromwell were staying in rentals and hotels. The survey did not discover the demand for rentals or hotel or other types of accommodation, it is possible the demand was higher but could not be met.

In any township - the highest number of visitors from Australia (6) and Auckland (5) stayed in hotels.

In any township the highest number of Dunedin visitors (22), Canterbury (19), and Southland (17) visitors, stayed with family and friends.

The highest number of 16-30 year olds (20), 30-50 year olds (57), and 50+ year olds (65) stayed at home for at least one night. The next highest number of 30-50 year olds (25), and 50+ year olds (54), stayed with friends and family.

50+ year olds were the largest group of freedom campers.

30-50 year olds were the largest group of hotel users.

Visitors from Auckland spent more on accommodation (average \$103 per person) than other visitors.

There was more variance between spend on food and beverage and on retail outside of the park than inside. Visitors from Auckland and Australia spent the most on food outside the park; Central Otago and Queenstown Lakes visitors spent the least.

Other SI visitors spent the most on retail outside the park, visitors from Australia, Auckland and Other NI spent similar amounts. Other Overseas and Queenstown Lakes visitors spent nothing on retail outside the park, Otago and Central Otago visitors spent very little.

Visitors staying in Cromwell had the highest average spend per person (\$249), followed by visitors staying in Queenstown (\$231) and then visitors staying in Wanaka (\$201).

The average spend per person was highest for individuals (\$295) than for visitors in any group size. Second highest average spend was for visitors in groups of two (\$262). The lowest average spend was for visitors in groups of 8 (\$30) and groups of 7 (\$95).

APPENDIX 1

Highlands Motorsport Park Economic Impact Survey Questionnaire

Saturday 8 November 2014

Time:

Gender (circle):
M F

Hello,

I am conducting a survey for the Central Otago District Council and Highlands Motorsport Park to find out the economic importance of today's event. We'd also like feedback to help make it a better event, if we can. Would you be able to spend five minutes to answer a few questions?

1. Pass Type: **Pre-purchase** **OR** **Gate purchase**
Saturday only Saturday only
Multi-day Multi-day

2. Age: 16 – 30 30 – 50 50+

3. If you are part of a group (e.g. family or friends), how many in the group?

4. What are their ages? <16 16 – 30 30 – 50
50+(enter number of people in each age bracket)

5. Are you visiting Cromwell or do you live here? Visitor
Local

Local, go to Question 10

6. Where are you from?

7. Where did you / will you stay:

Location	Last Night (Friday)	Tonight (Saturday)
Cromwell	<input type="checkbox"/>	<input type="checkbox"/>
Queenstown	<input type="checkbox"/>	<input type="checkbox"/>
Wanaka	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify)	_____	_____

8. What sort of accommodation are you using? (tick a box for each night)

	Hotel	Motel	B&B	Backpacker	Camping Ground	Freedom Camping	Rental	Holiday home	Friends / Family	Other (specify)
Last night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Tonight	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

9. How long do you expect your total time in Cromwell will be for this occasion?

Less than one day 1 day 2 days 3 days More than 3 days

Question 10

For the following questions we want to know the average spend per person per day here, and what they spend it on.

- If you are here as a member of a group (e.g. family or friends) where one person is paying for most of the food/petrol/accommodation etc. please try to give us your estimation of the total expenditure of your group.
- If you are here on your own or are a member of a group where each person is responsible for their own expenditure please give us your estimation of your own spending only.

10. How many people does your spending cover?

One Two Three Four Five Six or more

11. Based on your previous answer, what is your **best estimate** of your spend today

	Estimated total (\$)
Entry tickets	
Entertainment/activities/attractions	
Accommodation	
Travel (petrol, vehicle hire, bus tickets etc.)	
Food and beverage <u>inside</u> the Highlands Motorsport Park	
Retail spending <u>inside</u> the Highlands Motorsport Park	
Food and beverage <u>outside</u> the Highlands Motorsport Park	

Retail spending <u>outside</u> the Highlands Motorsport Park	
Miscellaneous/any other spending not covered here (please specify)	
_____	\$ _____
_____	\$ _____
_____	\$ _____

Finally we have a few questions about Highlands 101 and your experience in Cromwell.

12. Are you planning to attend any other Highlands Motorsport Park events?

Yes No Maybe

13. If so, which events? _____

14. On a scale of 1 to 10 how would you rate the Highlands 101? (circle)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

15. To make it 10 what needs to be done? _____

16. On a scale of 1 to 10 how would you rate Cromwell as a place to visit? (circle)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

17. To make it 10 what needs to be done? _____

APPENDIX 2

Future events people plan to attend:	
Number of people	Other Highlands Motorsport Park event
29	101
10	?
	101 and February
2	101 - Not sure what else is coming up
4	101 & January
	101 and Easter Classic
9	101 and others if possible
3	101 Next year
	101 on an annual basis
	101, Cromwell Club Days and others
2	101, February event
	101, Historic
	101, Hot Laps, Go Carts
	101, Members days, all race meetings
	101, Rally Sprint and others
	101, Targa and others
	2 a year
	2nd time here
	4 times - museum 1 x month
58	All
20	Any / Any and all / Anything / As much as possible / As they happen
	Any husband racing in
	Any motorsport services events booked
	Been to all, meet Tony Quinn
	Car club
	Cardrona Hill Climb, Race to the Sky, Rally cross
	Christmas event
	Classic Cars, Festival of Speed, Hill Climb
	Classic Cars, Festival of Speed, Hill Climb
	Classic, 101, Easter
4	Classics in January
	Corporate Tent next years 101
8	Don't know
3	Easter
	Easter and others
2	Easter, 101
	Easter/Classic Cars
4	Every event
	Everything, V8 Supercars

	February - Go carts
4	Festival of Speed
	From Email
	Get newsletter by email then decide.
2	Go carting, buggies
2	GT Series, Highland
	Haven't decided yet
	Hill climb
12	January
	January - Aussie Super
	January - Highland Classic
2	January & Easter
	January Event & next year's 101
	January Festival of Speed
	January/Race to the Sky/Festival of Speed
	Lots
2	Love it here
	Mad Mike
	Major meetings, go carts
	Maybe an annual visit
	Maybe Classics
	Member
4	Most events
6	Muscle Cars
	Museum
	Need to advise of others
6	Next event
14	Next year
38	Not decided
	On membership list
	Other race meetings
5	Pick & Choose
	Possibly 101
	Race to the Sky
	Race to the sky or classic V8s
2	Racing
	Racing in Festival of Speed
	Rallycross, GT supercars
	Soon
	Super Cars - Classics
	Super Tourers, 101, V8 Tourers
	Targa
	The good ones
	Touring cars
4	V 8's
	V8 Super Tourers or Summer Series

	V8's and Classics
2	V8's and next years 101
	V8's, Classics, GT's
	V8's, Historic, 101
	V8's, whatever, whenever
	We are motor racing people
18	What ever, whatever is next
	Will bring more friends next time

APPENDIX 3

General comments on Highlands Motorsport Park
TV Screens, Leader Pole
Too soon to tell for event
Facilities, too soon to tell for event
Lower spectator costs
Grandstands and soft seating
Not enough for kids
A big screen to see what's happening at the back
Campervans on site? Complete the facilities. Embankment stand excellent
Love it
Best Portaloos ever!!! Out of town collection for online multiday pass was difficult. Ticket direct didn't know price of ticket at the gate and museum staff at Highlands didn't know price of a 2 day pass
Been to Pukekohe, Levels, Ruapuna, this is much better. Need a big screen to see what's happening in other parts of the course
Shade/sunblock stations (not allowed to bring umbrellas). Big screen to see cars down the back. Like the informal relaxed atmosphere. Amazing staff, helpful
More shaded areas - It's a bit rough to pay for Museum to get a weekend pass, you don't get the option
Excellent
A few more stands. Big Screens, more food stands. Go Cart side
More races
Better cars, scoreboard, was confusing last year. Speaker is better than last year
Big screen TV showing replays of passes/crashes
Good to see maturity in the grounds, more shelter
Big screen - An update of leading position so if you go to the loo you know the position of the vehicle
Website is good but when you google for Highlands, it doesn't tell times of races or type of cars
Trees bigger/parking better this year
Better seating organisation, permanent toilets, if they charged less we would be here 2 days
More seating
Great place, haybales good seating. Big screen would be handy
More drifting/ Classic Cars
More Shade
More stalls. Liked the lunchtime entertainment
Babysitters
Picnic Tables
ATM Cash Machine needed
Less surveys
Big Screens
Fantastic venue
Great Venue
Cute guys
Score standings board
Bring in V8's and Formula 5000

More food and beer stalls
Formula 1
Eftpos Machine
11
The track is great, could use big screens
Too much commentary
Nothing more needed. We enjoy our time here, a fantastic experience for our family
Cost is high for pensioners - Gold Card Discount?
Better viewing. - Chairs and tables
Weather
Different cars: Audi/Ferrari/Bentley. Continue to support the small local races. Vintage/mix
Too much walking, golf carts? Would like to get into the pits. Membership - Silver Club?
Seated grandstand - Access to internal track - Lots of grid girls
Trim the grasses
TV Screens would be great
Smooth timings. Went Long. Speakers cutting out for 5 seconds
Keep freedom of access pit lanes - Jurassic Park - Keeps on improving - Open track day?
Display and sound better than last year
Toilet block, not plastic boxes
Not sure
Grandstand, More food facilities, Screens and Scoreboard
Great from a kids and family aspect. Last year was disappointed that couldn't use the café in the motorsport museum. Would like somewhere to have coffee with under 5's
Way better than last year - Information board
Bring in V8's run like Clipsal or Bathurst - camping package
More fresh fruit, healthy food, yoghurt etc. Bring in Superbikes
More Seating
Would like to go to the pits
Transport carts to get around if not great at walking
Been to a lot of events, unreal view in comparison to other venues
It's good they've thought about kids this year
Allow museum entry as part of the ticket. Shaded, tiered seating. Big screen in middle of the track
Grandstand
Get rid of top row of tussocks or grandstand
Seen quite a few, nothing much, adding more all the time
11 - Large Screens
Eftpos near food, nice toilets, bigger TV Screen
Great facility. Entry cost is double any other to attend
More shade, trees growing though
Free programmes, more grandstand seating, more info in getting around the viewing areas
More stands with seating
Keep organisation going well
Entry prices a little high
Support classes this time were a little weak compared to previous year (2013)
Ticket advertised for prepurchase at Champions of the World on website Not available
Hopefully the PA system will be better this year
Cost, Museum should be included in entry ticket
More seating
Not enough races, more types of cars

Been to other racing venues, it's "Up there"
More things for female partners who get bored with racing
Not able to compare it as not been here before
V8 supercars
More events
1st Class
Singlets to buy instead of Polo Shirts. More shade/trees
No food or coffee - public viewing east bank
11 - Keep up the good weather, sound was better than last year
Sound system and commentary
More stalls/choices - ATM machine
Great facilities, programme looks good
Even higher, can only build on it
Keep doing what you're doing
Not sure but not a 10
More free transports
Expensive
More racing classes
Improvement
Love it. More sun, more knowledge of what is on. The free bus is amazing
Shelter from wind, rain and sun. Toilets too small for adults with young children
Haven't seen it yet
Want other big events here, facilities are good enough
More public seating
Loving it. Speakers keep cutting out
Speakers too loud, feel like your competing
Better sound system and some shade
Sound System
More Drifting
Awesome facility. Wanted to look at the Pits but couldn't get in.
Great
Just missed out on \$20 offer for go carts - sign was misleading
TV Screens everywhere
Pensioners Passes
More shade and seating
Can anyone bring Classic Car to do a lap at anytime? The more muscle cars the better, avoid easter
Time Management - lots of effort for small window of lunchtime entertainment
Seats. Terraced seats at viewing points
Muscle cars, Slalom
Eftpos wasn't working
Fab
Nice Landscaping, great venue, close to town, boys love the racing
Too early to tell
Thought there would be an Fol?? commentary like last year
More Race Categories
Big screen to show the cars. What happens if it rains. More shade
It's such an asset for Cromwell and surrounding area
Needs more than 101 cars. V8's Formula 5000

Would be nice to view/walk the entire circuit
It's fantastic
Advertise Friday for the locals
Drag strip would be good
More mobility challenged help
Practise Day not good - no programmes and not spectator friendly
Great for Cromwell
It would be cool if there was some access to seat belt X for individuals with severe disabilities
Entry Prices
"Promo girls" Booze too expensive
Ticket prices compared to Hampton downs
Not portaloos for ladies
Grandstand seating, large screen and replays
World class track
Tent in front of terrace blocking the view, minor but impacts
Keep adding new attraction
Museum should be part of the ticket price
Fantastic
More child friendly seating/shaded areas
Great Place
Excellent
Bus is great, umbrellas should be allowed
Can't really say, not a 10 giving person
No Pit access. Would like Friday access to cars
Shade
Send Race Info earlier so accommodation planning can be organised
Camping on Site! (got moved twice)
Quad bikes/pedestrians separate lanes. Saw a 10 year old driving a quad bike
Better food in pit hospitality
More food stalls, variety. Not much for female partners with the males focussed on racing. Stalls for females
More female activities
Seating, Shade umbrellas
More seating, but aware it is early days
Make the apartments cheaper so I can afford one
Haybales to sit on a great idea - more seating like this
Nothing
Big Screens
Big screen for view of rest of track/trees. Grass area terraced for camp chairs
More racing on the Saturday
Because its not finished. Cheaper entry, Family passes
Child minders (staffed child care area)
Not advertised. Big screen.
Big Screen
Big Screens
Nothing
Some shade would be great
Not Sure
Big Screen TV

Good product
Timing board, big screen
I rate it 11
Still too new
Beer tent over on silverfern area
Improved sound since last year
More info on prices- big difference between buying tickets online and gate sales
"Go in Cars"
Don't know
No, all pretty good
More shade for families - Big Screen
Poor vehicle recovery, breaks in traffic too long
Don't know
In comparison to formula 1 needs V8
Cheaper Entry
Not a perfect 10, but happy
Facilities, too soon to tell for event
Love it
Nothing noticeable, could be 10, only just arrived
More food vendors at different locations
More racing. Changed format. More racing on Sat. Change Start Procedure
Big V8s, grandstand
Always improving
Score Board
Big Screen so you can see other corners
Shade cloth and seating for pregnant ladies
Radio commentary, more classes of cars
More races
Seating
Screen, embankment seating, grandstand
Big Screen
Big screen with times etc and view of forest
Disappointed by Practise Day
Being able to walk all the way around the park without needing the bus
Don't know yet haven't had a look around
Information Board. Announcements unclear to show standings. Facilities good except toilets
Permanent toilets
No wind
Hard to improve on Tony Quinns
More toilets - too early to tell
Friday entry \$20 via museum. Very poor internet info. Impossible to know what the field consisted of. GT3 coverage OK. Driver info has a bearing on attendance!
More V8 car racing, show & shine classic shows
V8 Supercars
Not a 10. Ability to buy a DVD of the event - part of online ticket purchase. Maybe a shuttle service. Large screens are good
Shade cloths
Good but too soon to tell for race day
Hard to see everything - spread out a bit

Sunscreen & shade cloth
More buses around park or going in opposite directions
Too early to tell
Allow local members a race day for car club
Screen to see more track and forest area, more shade, admission cheaper
Apart from the cost, quite steep
Steinlager
Commentary
Ticket price good for a days entertainment
Classy
Great family atmosphere
Walk right around the track
Free options to experience real racing. Computer game access - interactive racing games
Grandstand and big screen
Signage around the park. Ticket price should include the museum
Really good
To be able to see the whole track
Seating
Big Fast races
Drifting between races - bike stunts in between racing?
Formula 1 or any world class event, when finished

APPENDIX 4

General comments regarding Cromwell
Lots of wineries, quiet
Needs more and different accommodation
Market Old Cromwell more and better signage
Needs more and different accommodation
Shopping area needs to be greatly improved
Cromwell Mall pretty demoralising, half the shops are closed down. Expensive shopping
More shops and pubs (disappointing in Mall)
It's not as commercialised as Wanaka, keep it that way
Have a holiday house in Wanaka. Highlands will make Cromwell
Presumptuous question - belongs to the people who live here - Lovely place to be
Too far to get to the shops, you have to drive off the main road
Mall stinks. Revolting and gloomy - bowl it down and start again - make a lovely green area. Shops on one side only.
Love Cromwell
Rose garden outside Jones Fruitstall needs to be sign posted as they are beautiful
There are friendly people, keep it that way
Nothing specific
More retail. Not enough restaurants, friendly people
No fast food, KFC McDonalds etc
Never been
Have only visited Motorsport Park, not Cromwell
Don't go into Cromwell centre a lot, stay at Pisa Moorings in friend's house
Good the way it is
Great Service centre. Shopping fragmented
Good
Love C.O. From Tarras
Live and work here
Ongoing improvements
Live Here
More variety of shops for participants families. So they spend \$ in town
Drop the Mall
Mall needs to be smartened up
More accommodation
Live in Queenstown
Everybody should visit
Live in Wanaka
Reduce the price of beer
More restaurants and accommodation
OK
Turn the Mall inside out
Live in Wanaka so don't think about staying in Cromwell
Already love it
Cromwell is improving
More accommodation for Motorsport people who are big spenders
Generally pass through

Live here
Cromwell is a lovely place to visit and stay. Whole family love coming here. Keep up the weather
A lot of empty shops
Hub of Central Otago. World Class Facility
I'd move here tomorrow
Accommodation
More accommodation
Wee bit expensive but better than Queenstown
Finish the Mall upgrade. Continue doing up Old Cromwell
Better shops, more shade sails
Have a cinema
More cafes, longer opening hours - more things for little kids to do activities wise.
Highlights like fireworks amazing thankyou. More kids activities would be great but we loved it
Accommodation
More sunshine:)
Not sure
Retail disjointed
Just passed through
Under commercialised
Intend to move to Cromwell because of Highlands
Closer to Christchurch!
Well travelled, got everything
It's too expensive, No Comment
Fast Food outlets, or 24 hour garage
Shopping Centre run-down (wife reported)
Don't really go to shops.
Better accommodation/restaurants, more activities
Haven't visited, staying in Wanaka
just pass through
Open the Mall, Playground in Mall like Twizel
Very good
Unsure what is missing, nice place to visit but couldn't say it's a 10
Better link between the Mall and the State Highway. More attractive urban design.
No promotion of Cromwell
More local support needed from businesses. Need cafes to be open to cater for demand
Reasonable priced accommodation
Few more restaurants
More accommodation and facilities
Mall is always dead
Mall should be improved
General upgrade but it appears to be occurring
Like the Old Town
Okay town. Shops open longer during the day would be good
Unsure, maybe a theatre
New shopping area
No reason to stop - food disappointing, no places
Good the way it is
Improve the shopping Mall

More variety, some good shops but often closed when Highlands finishes
Live here and love it
Need an airport. Gateway into Mall to open it up! 4WDing could be promoted more
Nice town, cute, not many things to do around Cromwell
Not much to do with children
More retail
Mall is funny/disjointed
Love coming to Cromwell
8 to visit, score 2 to live here
Great set up because of racing
Taxi or bus service
No much here
Old Cromwell not marketed or signposted enough
On previous visits accommodation has been poor and expensive
First time in Cromwell, too early to tell
Haven't spent time in Cromwell, just at the track
More accommodation
Great food, fireworks were cool. Great accommodation
Don't change it
Sign posting of event and to Motorsport Park
Haven't spent much time there
More restaurants/shops
More meetings needed.
Very quiet, no night life
Only visit for the motorsport
Just pass through as close to home
Prefer Alexandra
Wind
More toilets
Don't often stop, only at Nichols Garden Centre
Great place
Wet weather facilities
N.W. closes too soon
Nice already
Badly placed town
Don't know
We come here a lot, nice place to stay
Love it, would live here if could
Warmer in the winter
Close to home, more affordable than Queenstown. Natural
Live here
Love Cromwell
Great
Always visit
Advertising, signage, promotions
Like Cromwell the way it is
Opportunity for more accommodation especially in disabled area as we ended up having to stay in Arrowtown
Don't know

More accommodation
Haven't gone into town
More accommodation eg motels
OK
Nice place to visit, wouldn't want to live here
Love it, more work on the Mall to attract people in. Current work is an improvement
More rubbish bins in public areas eg. Greenways. Better street lighting
Too windy
Alright sort of a place
Nice Place
More to do at night
Fun town
It is good to be proud
Freedom parking
Nice but not enough activities like Wanaka & Queenstown
In and out for racing - no accommodation
Best golf course and mini golf
Turn the wind down
Camping spots
Shopping Centre is disappointing, no one there
Sometimes run out of food. Needs more accommodation
More Buzz
Spread the word - advertise more our hidden gems eg Sluicings Walk, Bannockburn
Wind
Cool shops
Stop the wind
A few more wineries to visit - too crowded
More car racing
Spending time at Highlands not in town. Restaurants - need more and better. Wine is good.
Don't know
Needs a bit more oomph in town centre
Live here
Nothing really, it's a great place
More people
Attractive shopping area
More people
Capitalise on natural beauty
Nothing
More eateries. The Mall is wrong
Used to camp here, love it
Really love coming here and plan to bring children and grandchildren
Fine the way it is
Better retail, more attractive
It's a bit soul-less
Only 2 pubs. Bannockburn closing at 10pm - loved the option of the courtesy coach
Too new
More eateries
Nice people live here, not so keen on the climate!
Shopping area not very inviting. Has improved

More accommodation
Restructure retail sector - always looks dead
Better accommodation, disabilities accommodated
Great as it is improving slowly
"Improving" good to have an activity in Cromwell that families can go to
Keen to move here. Drag race cars. Everything all right
Not visited often enough to compare or rate as 10
Don't know, just passing through
Good weather
Love it
Visit lots
Not visited Cromwell, can't comment
Can't comment, not staying here
Rent boats, kayaks etc. Make more use of Lake Dunstan
Fill up the Mall "Lost it's Vibe"
Lacking something but not sure what. Bit fragmented, shopping in one area
Shops open more - retail especially to cater for visitors - no restaurants open after the event last year. This is based on experience in 2013
Make getting here easier by public transport
More attractions
Delightful as it is
Happy the way it is
Haven't really visited
New Mall
More restaurants
Live here
Remember it's a tourist town. Instructions how to get to places instead of "I don't know"
Not sure
Too early to tell
More shopping
It is what it is
Haven't really experienced it all yet, but will visit tonight
More shops
Less wind
Nothing in town, got petrol
No time spent here
No wind
New Mall
Pull down the Mall
Another supermarket
Live here
Parking in town when it's busy
Like the way it is
Dead
The Mall needs to go. It's like a maze, shopping not continuous
Not staying here, can't comment
I'd like some work here this summer cherry picking. Would make it a 10 for me.
Refugee from Christchurch
Not spending time in Cromwell

Shopping disappointing last time, females like to shop
Alright as is - come in summer
Haven't been there, can't rate
Nothing
More of what's happening
More people
Kids love the skate park. Facilities eg Pharmacy