

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 specify how they heard about the event, the area where they resided, whether they had visited the Park before, and their gender and age. 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 very useful for accurate statistical analysis because of variable sample numbers returned. However, the survey results give useful indicative information such as which promotional methods were most successful, the demographics of participants, average scores of levels of satisfaction, and the percentage of newcomers to the parks due to the Regional Outdoors programme.

Survey Results

The survey results reflect good general satisfaction in all areas (4.8 average out of a maximum of 5).

The survey indicates that *most people heard of the events from the Regional Outdoors Programme (25%)* which we mailed to previous participants and made available from libraries and visitor information centres. *The Evening Post (6%) and Contact (8%) appear to be most effective for newspaper advertising* – although the Hutt News, Upper Hutt Leader and Kapiti Observer worked well for local events in their areas. *Elements (8%) and the WRC web-site (4.5%)* were other popular sources of information.

Participants were fairly evenly distributed from across the Region - Kapiti (28%), Lower Hutt (23%), Upper Hutt (23%), and Wellington (15%). Individual parks generally had good attendance from local residents.

Some 32 percent of participants' were newcomers to the park or forest.

The survey shows a reasonably even gender spread in most areas with 42 percent of participants male and 58 percent female, similar proportions to other surveys.

The survey shows a fairly even age range of participants overall, with low numbers in the 15-19 and 20-29 age groups. In previous park surveys, the 30-39 and 40-49 age groups accounted for around 45 percent of visitors. However, in the Regional Outdoors survey these age groups comprised 28 percent of visitors and the 50-59 and 60+ age groups made up 60 percent. *We had high numbers of visitors in the 50-59 and 60+ age groups.*

Participants' Comments

This sample of the range of comments from participants indicates that they enjoyed their experience:

- *Great staff, full of enthusiasm. Great encouragement to get out of doors, great walk - great fun.*
- *Worth revisiting - great wetland eco system!!! Great tea facilities! Impressed that you brought portaloos. A hidden treasure of Wellington well worth more than one visit. [East Harbour lakes]*
- *Having done commercial "rain forest" visits in Queensland I am very impressed at this experience - much more professional than Australia. [Rainforest, Kaitoke]*
- *The programme was really wonderful. I am so pleased you have provided this opportunity. The food was a great bonus & a chance to talk with people. Most appreciated. [Kaitoke KiwiWalk]*
- *Very interesting - Excellent organisation. Thank especially the man from Fell Engine Museum. Very pleased that bus services were made available. [Rimutaka Rail Trail]*
- *Very good speaker / knew his subject. Excellent walk. More of these events from historical perspective, especially Maori. [QEP Maori History]*

Attendance at Regional Outdoors Summer Events 2001-02

Date	Event	Park	No Attending	Comments
9/11	Pencarrow Lighthouse Sunset Trip	East Harbour	33	
10/11	Beacon Hill Harbour Highlights	Beacon Hill	6	
18/11	Karori Wonderful Water Walk 1	Karori Sanctuary	26	
24/11	Korokoro Wonderful Water Walk 2	Belmont	0	wet
1/12	Historic Coach Road Walk	Belmont	9	
1/12	Small Farmers' Workshop	BHFFP	0	wet
8/12	Wetlands Walk	QEP	12	
8/12	Wainuiomata Wonderful Water Walk 3	Wainuiomata TP	28	
9/12	Birchville Wonderful Water Walk 4	Akatarawa Forest	0	cancelled, wet
12/12	Beginners' Guide to the Rainforest	Kaitoke	0	wet
5/1	Swingbridge Track Family Quiz	Kaitoke	30	
Sun	Maori History Walk	QEP	66	
10/1	Beginners' Guide to the Rainforest	Kaitoke	31	
12/1	Bush and Birds	BHFFP	10	
12/1	Family Sunset Walk	QEP	0	cancelled, wet
19/1	4 X 4 Sunset Tour	BHFFP	0	cancelled, wet
20/1	Maori History Walk	QEP	63	
21/1	Rimutaka Rail Trail	Rimutaka Rec Area	87	
26/1	Ridge Track Adventure	Kaitoke	25	
27/1	Remnant Bush Walk	QEP	15	
29/1	Kaitoke Wonderful Water Walk 5	Kaitoke/Te Marua TP	23	
29/1	Weeds Walk	QEP	4	
2/2	Coastal Dunes Walk	QEP	14	
3/2	Nature Discovery Treasure Hunt	Kaitoke	52	
7/2	In-depth Guide to the Rainforest	Kaitoke	15	
10/2	Wonders of Kaitoke at Night	Kaitoke	31	
10/2	Botany of the Coastal Dunes	QEP	15	
16/2	Wool, War & Water	Belmont	4	
17/2	Nikau Track Nature Trail	Wainuiomata Rec. Area	0	cancelled, wet
17/2	US Marines' History Walk	QEP	20	
23/2	Family Sunset Walk	QEP	0	cancelled, wet
9/3	Wonders of Kaitoke At Night	Kaitoke	23	
10/3	Lighthouse and Lakes	East Harbour	29	
16/3	Ridge Track Adventure	Kaitoke	7	
17/3	Pine Trees or Totaras	Belmont	0	cancelled
24/3	KiwiWalk - Swingbridge - Terrace Loop	Kaitoke	80	
7/4	Lighthouse and Lakes #2	East Harbour	22	
	Total		780	

Attendance at Other Events 2001/02

Rimutaka Railway Run & Walk	900
Alpaca Open Day, Battle Hill	2000
Korokoro Stream Run & Walk, Belmont	830
Telstra Saturn Northern Traverse	100
Friends of Maara Roa 2002 Summer Walks, Belmont	85
Big Coast Mountain Bike Ride	740
NZ Festival in the Park - Surf & Sound, QEP	800
NZ Festival Stage Coach Stop, Tunnel Gully	350
Karapoti Classic, Akatarawa	1025
Pauatahanui Food and Farm Festival, Battle Hill	1450
Kapi-Mana Trail Bike Ride, Akatarawa	85
Total	8365