

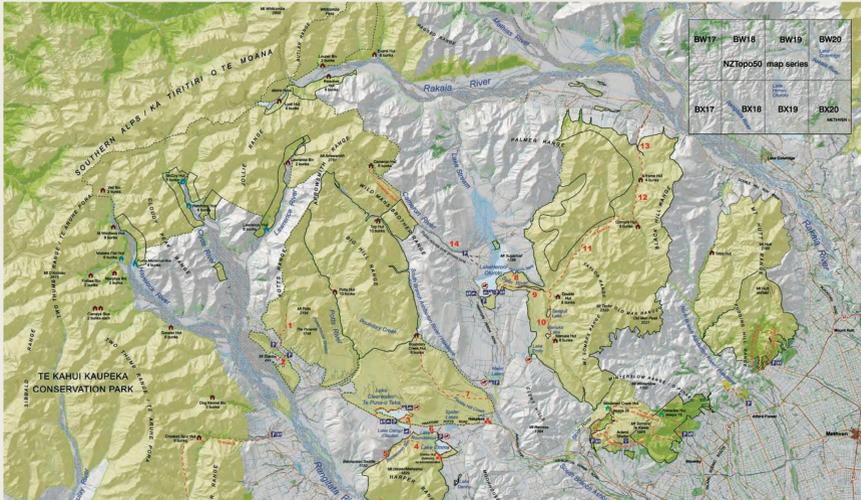
# Hakaterere Conservation Park Visitor Study 2007 - 2008

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The aim of this research was to collect demographic, motivational and behavioural information concerning the visitor experience within the Hakaterere Conservation Park

The Hakaterere Conservation Park (HCP) was established in October 2007 and contains more than 68,000 hectares of high country tussock and associated lakes and wetlands. The HCP is managed by the Department of Conservation Raukapuka Area Office, Geraldine.

## Hakaterere Conservation Park Map



Source: Department of Conservation - www.doc.govt.nz

## Methods and Response

Self-completion questionnaires were distributed to visitors in the area through strategically located collection and drop-off points, from December 2007 to May 2008.

Surveys included 29 questions located within four sections: *Your Visit*, *Motivations*, *Facilities* and *About Yourself*

A total of 509 usable questionnaires were returned, by post, to the researchers (49% response rate).



Photograph: A. Reis

# RESULTS

## Respondent Demographics

- Median Age: 45-54 yrs
- Gender: 48% Female; 49% Male
- Employment: 41% Full-time
- Nationality: 83% New Zealander

## Outdoor Participation

- 82% regular users of New Zealand outdoors
  - 72% had more than 20 yrs experience
- 42% recreational club members
  - Regional Tramping Clubs – 33%
  - New Zealand Alpine Club – 14%
  - FMC – 4%
- 21% members of environmental organisations

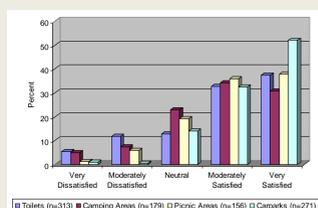
## HCP Visitor Use

- 54% family groups or parties of more than 3 people; 38% pairs or couples
- 28% of groups had one or more children
- 36% regular users of the park; 28% first-time visitors
  - Friends and family (59%) are the main means for gaining info about the park
- 43% spent 2 or 3 days in the park ; 31% day-visitors
- Main Modes of Transport to HCP: Cars (43%) and 4WD (41%)
- Main Modes of Transport within HCP: On foot (61%), 4WD (19%) and Cars (18%)
- 97% of visitors intend to return to the HCP

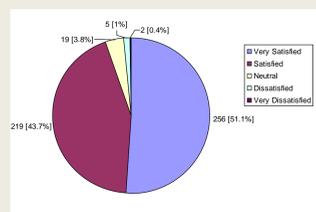
Places Visited in the HCP	Responses		Percent of respondents
	N	Percent	
Lake Clearwater	269	21.6%	52.8%
Lake Camp	224	18.0%	44%
Lake Heron	205	16.5%	40%
Mt Somers Track	167	13.4%	32.8%
Lake Emma	113	9.1%	22.2%
Maori Lakes	96	7.7%	18.8%
Potts River	33	2.7%	6.5%
Rangitata River	33	2.7%	6.5%
Cameron River	29	2.3%	5.8%
Ashburton River - Sth Branch	27	2.2%	5.3%
Mt Harper	14	1.1%	2.8%
Taylor Range	14	1.1%	2.8%
Clyde River	11	0.9%	2.2%
Lawrence River	3	0.2%	0.6%
Other	6	0.5%	1.2%
Total	1,244	100 %	

Type of Accommodation	Responses		Percent of respondents
	N	Percent	
Tent	100	24.4%	27.6%
Hut	105	25.7%	29.0%
Crib / Bach	128	31.3%	35.4%
Campervan	57	13.9%	15.7%
Caravan	18	4.4%	5.0%
Other	1	0.2%	0.2%
Total	409	100.0%	113%

## Satisfaction with General Facilities



## Overall Satisfaction



## Motivations

### Top 5 Motivating Factors

- Scenery/Sightseeing (72%)
- Experiencing Solitude (71%)
- Tramping (59%)
- Easy Access to Nature (57%)
- Take Children/Family into the Outdoors (53%)

## What Visitors Liked Least about the Area

- Presence of motorbikes with associated noise and damage to the environment
- Poor gravel road conditions
- Presence of 4WD vehicles or trucks

## Comments about the park, in users' own words:

*"Unique sense of space, vastness, sublime panorama – beauty. Excellent tramping."*

*"Fantastic intermontane basin. A rare example in semi-pristine condition – compare with MacKenzie basin, which is fast becoming a dairy farm."*

*"What's the purpose of the park? Is it to protect the conservation values? And if it is, then you've got to restrict the activities [e.g. 4 wheel drive, motorbikes] that are going to be invasive on those values."*

## General Comments Topics:

- Tracks need maintaining and improving;
- Improved provision of MTB facilities and opportunities;
- Conflict centred around motorized vehicles access;
- Improved visitor information needed;
- Opportunities to involve communities in the HCP management sought.

## Recommendations

The main recommendations to arise from this study were made with respect to maintenance of facilities in the area. The need for detailed information about the recreational and associated features of the HCP, including a more specific map of the area was also noted. Finally, the study recommends DOC address the possible future growth in a diversity of visitors which will require management responses to the provision of access and possible conflict between diverse recreation groups. High use areas around the lakes and wetlands will require ongoing visitor monitoring.

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