

SUMMER TOURISM IN

NELSON CITY

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fulfilment for the Degree of
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by

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R.J. Skinner,
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CHAPTER ONE

THE OBJECTIVE

A INTRODUCTION

Tourism in general is one of the fastest growing industries in the world and New Zealand's case is no exception. Of all the tourists travelling in New Zealand, those from overseas constitute a small proportion. Domestic tourism forms the bulk of the trade and renders the industry economically viable.

The New Zealander is traditionally a habitual holiday traveller.

"It has been estimated that the average New Zealander is away from home fourteen nights of the year and that expenditure on holidays is equivalent to about three percent of Gross National Product and this proportion is almost certainly rising over time" 1

In post war years both the scale and rate of growth of domestic tourism have increased markedly. This trend parallels similar ones in other countries with living standards comparable with New Zealand. The most obvious influences upon this growth have been the following:

(a) Population Growth

The New Zealand population has been growing at an

average rate of 1.97% per annum since 1901. The rate of increase in tourist demand might be expected to be at least equal to the population growth rate and has in fact been observed to be considerably above it.²

(b) Increase of leisure time

In New Zealand both the amount and frequency of time available for leisure has increased. The average total number of hours worked weekly is slowly but steadily decreasing (between 1960 and 1968 this number dropped from 39.4 to 38.2). The Holidays Act of 1944 guaranteed a minimum of two weeks fully paid holidays annually to all workers.

(c) Automobile travel

Increases in automobile ownership have enabled the population to become considerably more mobile than in earlier years. The rate of motor vehicle ownership increase has exceeded that of population increase. The ratio of 3.2 persons per motor vehicle in 1958 was reduced to 2.5 persons per motor vehicle by 1968.

(d) Per-capita incomes

Per-capita incomes have risen considerably since the last war and despite inflationary trends, have increased both general spending power and the proportion available for expenditure on recreation. The increased

availability of disposable income for holiday-making is probably related not only to rising incomes, but also to the following factor.

(e) Changing social values

Contemporary New Zealand social values confirm the worth, and postulate the necessity, of recreation to provide a change from the routine of life. Domestic tourist growth has been influenced not only by factors which make holiday travel easier, but also by factors which attribute the holiday some positive value and social status.

No precise estimate exists of the number of New Zealanders who take a holiday away from home each year. In Great Britain and the United States of America between fifty and sixty percent of the population are thought to holiday at least annually.³ Because the habit is so pronounced in New Zealand the proportion is quite likely to be higher still.

Many workers and all school children receive annual holidays during late December and early January. This coincides with the Christmas and New Year festive season and also with the height of summer. Of the tourist population of New Zealand a very significant proportion travel during this period; a period characterised by family tourist groups and stay lengths of around fourteen days. Other periods such

as Easter, school term holidays and "long weekends" feature as popular short holiday times but none is so prominent as the summer peak. During this peak there is therefore a severe taxing of the transportation and resort systems of the country.

Less is known about the spatial characteristics of New Zealand domestic tourism than those of time and frequency. The private automobile is by far the most used mode of transport but alternatives of rail, motor coach, air and sea render the whole country within reach of a large proportion of the population. Summer travel distances may be in the thousands of miles (return distance), but the average is probably no more than a few hundred miles.

There is no idea of the typological structure of holiday-making. What proportions make single-destination trips as distinct from tour-type trips? Within the range of holiday locations between large urban areas and the secluded lakeshore, where do the most tourists stay? Apart from the obvious large urban centres and the innumerable small isolated areas there are certainly locations in New Zealand which stand out as summer holiday venues. Such areas are the Bay of Islands, Tauranga, Rotorua, Hawkes Bay and the south-west coast of the North Island; in the South Island, Nelson, Marlborough Sounds and the Queenstown area. These resorts must account for an appreciable but unknown proportion of the domestic tourist

population. It is significant that they are all coastal or lakeshore areas of outstanding physical attractiveness, most having a small city or large town functioning as a central resort.

In the general case it is probably valid to assume that, of those potential summer tourists living in any one major population centre, the highest proportion will travel only a short distance to their holiday location, while those travelling great distances will constitute only a small proportion. The Canterbury coastline immediately north of Christchurch city for example, is a very popular, densely populated holiday area over the summer peak. This assumption about the friction effect of distance will vary between one population centre and another, depending upon the range and proximity of alternative holiday places available.

Observations cannot as yet be proven and speculation is of marginal value. There remains the fact that in New Zealand during the height of summer, there is a marked, short term redistribution of population over space from residence to resort. This redistribution is increasing both in absolute numbers and also relative to population growth. Its economic significance, especially in the regional context, is very great. The long term effects on transport, accommodation, retail and recreational facilities are likely to be considerable and warrant careful research.

The problem is well suited to a geographical approach for two reasons:

1. It is basically a spatial redistribution.
2. Because of the broadly-based, multi-faceted nature of the tourist industry, tourist research requires an appreciation of a wide range of disciplines in both the social and physical sciences.

Geography is essentially an integrative science, giving spatial interpretation to phenomena of interest to many disciplines. Tourist research may be considered as a portion of recreation research and as such is in need more than anything else, of interdisciplinary contact: "In an effort to bring the manifold aspects and problems involved in outdoor recreation into focus through research, geography could and should play an essential part".⁴

This study examines specifically the tourist population which stayed within the boundaries of Nelson city over the Christmas holiday peak of 1969-1970, but where tourist movements are involved discussion will inevitably turn to the Nelson region in general.

B AIMS

- (i) To describe a portion of the New Zealand domestic

summer holidaymaking movement by examining Nelson city as a tourist resort.

- (ii) To establish and assess a simple methodological and descriptive format against which other tourist situations might be compared.
- (iii) To assess the factors which render Nelson so popular a holiday resort.

C THE STUDY AREA

The Nelson region is located in the north-west of the South Island of New Zealand as shown in the inset in Figure 1.1. Relative to the other popular regions of New Zealand it is small, compact and isolated, consisting of the two counties of Waimea and Golden Bay. The Nelson region and its general features are shown in Figure 1.1.

In the south mountains merge with the Southern Alps and from these, "finger" ranges extend along a north-east/south-west axis towards the coast, dividing the region into a number of distinct valleys. Through these flow attractive rivers such as the Aorere, Takaka, Motueka and Waimea. The region has a long and diverse geological history which today renders parts of its surface in spectacular forms.

The region's coastline consists of broad, sweeping beaches

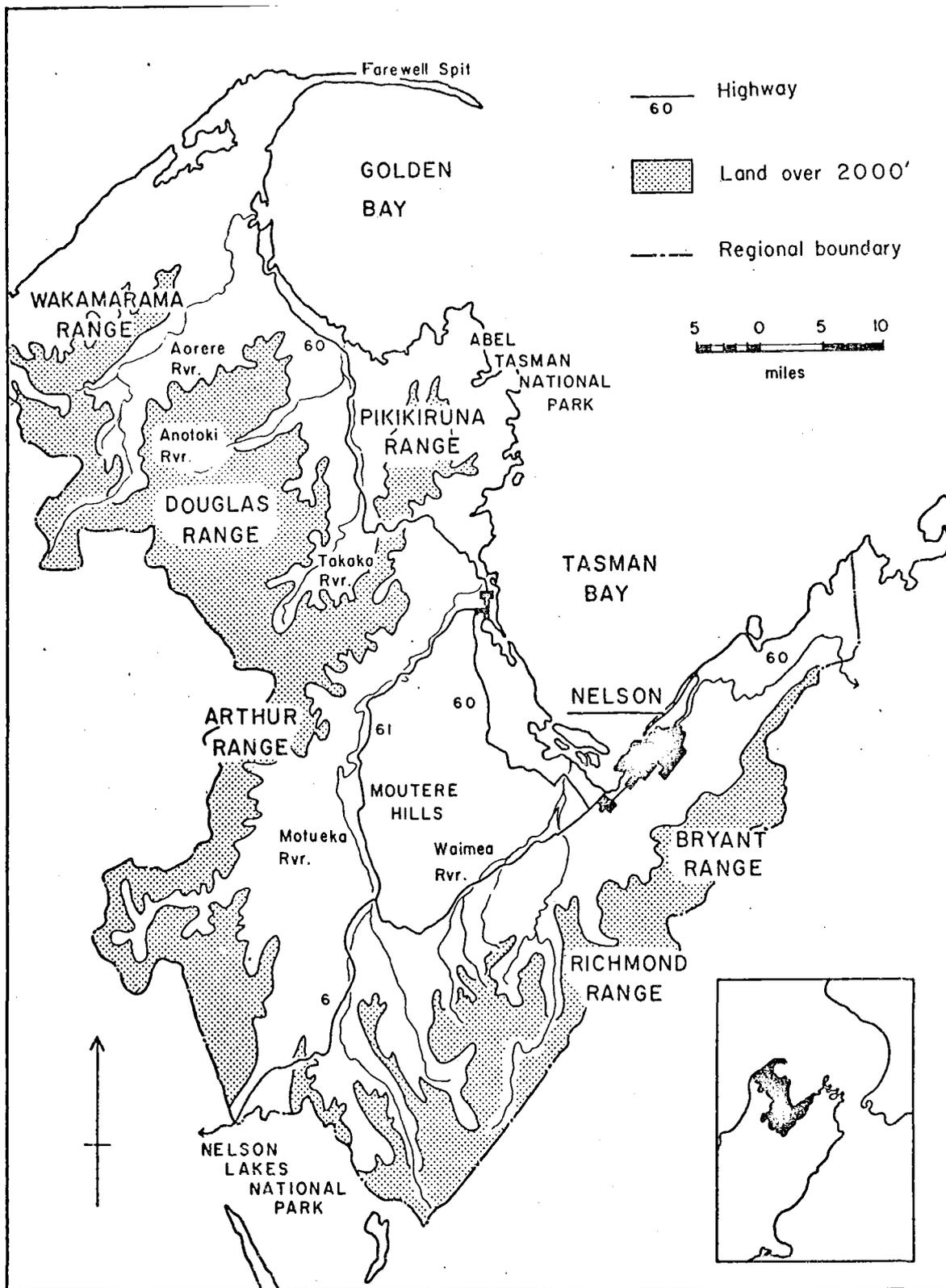


FIGURE 1.1 The Nelson Region

and small bays, many of them with foreshores of golden sand. Tasman and Golden Bays are sheltered and shallow, the water being consequently warm and safe. Much of the landscape is still in its natural state and the region is the only one in New Zealand to have two National Parks, one on the coast and one inland.

Nelson is sheltered by mountains and is less windy than most New Zealand regions. Rainfall on the Waimea coast has an average annual total of about forty inches, a figure which increases inland and westward. December, January and February are notably dry months. Nelson is one of the sunniest regions in New Zealand averaging 58% of the total sunshine time possible annually (2,430 hours per annum). January and February are the warmest months with a mean daily maximum temperature of 71°F.

The Waimea Plain is the most extensive piece of lowland where both population and production are concentrated. Nelson city lies on the north-east coast of this plain and with a population of 29,200 accounts for nearly half of the region's total. It is in all senses the regional centre. In the first half of this century it had one of the highest average annual population growth rates in New Zealand (2.2%), though much of this is attributed to intra-regional rather than inter-regional movement. The next largest settlement in the region is Richmond, only a few minutes drive from the city.

Although Nelson is the geographic centre of New Zealand it is isolated from any large urban area and from the main inter-island transport routes. Wellington is three and one-third hours travel by Cook Strait ferry, plus ninety-one miles by road. Christchurch is 272 miles by road. There are few natural harbours in the Nelson region and the mountains which surround the area have proved such an obstacle that no railway has ever penetrated beyond its boundaries. Land access to the rest of the South Island is dependent on only two major links, shown in Figure 1.1 as highway six. The most important of these is the eastern link with the Blenheim railhead and Cook Strait ferries. To the south the road links Nelson with the West Coast region and a south island circuit route. Provincial State Highway 60 provides the primary intra-regional link as far west as Collingwood. Nelson airport lies three miles south-west of the city and because of the region's deficiencies in other transport links, is one of the busiest secondary airports in the country.

The agricultural economy of Nelson is of an individual character and in itself is an interesting attraction. Apart from traditional dairying and sheep farming the region grows pip, stone and berry fruits. A great variety of market garden crops and considerable yields of hops and tobacco are grown. The latter two crops are not grown commercially in any other New Zealand region.⁵

Nelson has a number of interesting and well preserved historical associations. Evidence of early Maori settlement and strife, European settlement from the 1840s and the colourful gold rush years can be seen in the form of museums, monuments, and preserved sites and buildings.

This region is then an unusual and attractive one. It is somewhat sheltered and isolated in more senses than just the physical, a feature which has discouraged regional economic development in general, but one which could well attract tourism. In addition to, yet possibly because of this isolation, there exists an indefinable social atmosphere of placidity and hospitality.

It is then not surprising that Nelson has developed as a very popular holiday resort area. It is also a favoured "health resort" and place at which to retire. It has an above-national-average proportion of elderly population, a characteristic observed to be indicative of holiday towns.⁶ Small numbers of tourists stay in Nelson during the winter, but during the summer months thousands of New Zealanders pour into the region to spend their holidays. Nelson city receives most of these tourists, whether they are staying there, or passing on elsewhere in the region to popular locations like Motueka, Kaiteriteri, Takaka, Pohara Beach and Totoranui.

The demands on Nelson's function as a tourist resort are increasing annually. Tourist earnings contribute to a

substantial part of the region's otherwise primary produce-based economy.⁷ The contribution is probably more substantial than is popularly conceived, for the tourist dollar is circulated in many sectors of the economy. The tourist industry in Nelson is an increasingly important subject for study in the regional context.

Reference:

- 1 New Zealand Institute of Economic Research (Inc.)
NZIER . Contract Research Unit Publication, 4, 1969.
Tourism in New Zealand p. 15
- 2 Lloyd, P.J. 1964: The Economic Development of the Tourist Industry in New Zealand. Research Paper 6, NZIER p.13.
- 3 Gilbert, E.W. 1965: The Holiday Industry and Seaside Towns in England and Wales. Wiener geographischer Schriften 18.
- 4 Murphy, R.E. 1963: Geography and Outdoor Recreation. Professional Geographer 15(5) p.34
- 5 New Zealand Ministry of Works. Town and Country Planning Branch 1965: National Resources Survey Part IV. Nelson Region. R.E. Owen, Government Printer, Wellington. pp.66-67

6 Gilbert, E.W. 1965: op. cit.

7 N.Z. M.O.W. Town and Country Planning Branch 1965:
op. cit. pp.139 and 63.

CHAPTER TWO

THE METHOD

A OPERATIONAL DEFINITIONS

Tourism involves that part of leisure time which is devoted to recreational usage and which involves travel. It is the least frequent, but the longest portion of leisure time available to most individuals.¹

The following terms pertaining to tourism will be used in the narrative of this report and are defined thus:

(a) The tourist

The tourist is

"any person who leaves his permanent residence or 'home' and travels [within New Zealand] for a period of less than one year and who spends money on tour which is earned in his permanent residence."²

Length of stay thus defines his place of residence and non employment separates him from the non-tourist visitor. It is common for the term "tourist" to apply to only international tourists, or those with permanent residence overseas. This group is only one of two encompassed by the term and it is important that domestic tourists, those whose permanent residence is in New Zealand, be

recognised. The latter group represents a substantially larger proportion of the New Zealand tourist market than the former group.

(b) The holiday

The holiday is used in a specific sense in that it refers not only to the period during which one is free from one's occupation, but also to a locational shift from permanent residence to other accommodation.

(b) The accommodation facility

The accommodation facility is that establishment which provides space in which to sleep and eat. It will be discussed under the five categories of hotel (licensed), guest house (private hotel unlicensed), motel (including tourist flat), hostel and camping ground (camp sites and cabins).

(d) Facility managers

Facility managers are the persons directly responsible for the maintenance of tourist facilities. They are often owners of, and resident at, the facility, but may comprise private managers, caretakers and wardens employed either privately or by local bodies, trusts or organisations.

(e) Recreation

"... means activity (or planned inactivity) undertaken because one wants to do it." 3

It contrasts with work and the mechanical activities of life. Between recreation and work the boundary is diffuse. At different times some activities may be considered by the participant as either.

"The distinguishing characteristic of recreation is not the activity itself, but the attitude with which it is undertaken. When there is little or no feeling of [conscious] compulsion or 'ought to', an activity (or inactivity) is almost surely recreation." 3

Recreation takes place within the time medium of leisure, the most prolonged period of which is usually the holiday. Although there is close correlation between leisure and recreation, leisure time activities are not necessarily exclusively recreation.

Within the holiday context then, recreation may comprise indoor and outdoor, passive and active activities of either an organized or an informal and spontaneous nature.

(f) Bed-night

Bed-night is the unit used in capacity and occupancy data to denote the use or vacancy of one bed per full night. A double bed is calculated as offering two bed-nights.

B METHODOLOGICAL LIMITATIONS

The problems inherent in the study of tourism are such

that they impose strong limitations on the methodology and the depth of analysis. The four fundamental problems outlined below are all strongly associated. The fact that they pervade the research situation so strongly, is a reflection of the status of tourist research, yet, while they remain so strong, this status is unlikely to improve.

(a) Availability of data

The dearth of basic statistical data pertaining to tourism, is a general and serious deficiency. The industry's rapid growth is not being matched by a growth in its investigation. In countries where the industry is larger and research into it gaining greater attention, the collection of data is improving. Such organisations as the Outdoor Recreation Resources Review Commission (O.R.R.R.C.), the Resources for the Future Corporation and the Western Council for Travel Research in the U.S.A., and the Australian National Travel Association are attempting systematic data recording. Attempts in New Zealand are as yet totally inadequate, by government departments and independent organisations alike. The failure, in particular, to gain domestic tourist data, results not through a lack of effort or conviction, but through a general lack of finance and influence.

The data deficiency is greater in domestic tourism than in overseas tourism. Because the former is a

movement within the national boundaries there are no distinct exit or entry points at which tourist data can be collected. In the case of overseas tourism, government policy, in the form of customs and passport procedures at international entry points, makes information more easily accessible. The adequacy of these data in New Zealand, however, leaves much to be desired.⁴

(b) Intangible benefits

The benefits of the tourist industry are such that they seem to defy quantification. To both the tourists themselves, and to the providers of facilities, much of the value of tourism is intangible.

The unit used to measure the value of the tourist industry in any given area is most commonly the dollar. An investigation using this approach poses two major questions: how much money does the tourist contribute to the area, and into what sectors of the economy and in what proportions of the whole, does this money go? For domestic tourism especially it is very difficult to arrive at these estimates. Some have been made but their valid application to the general case is limited.⁵ The tourist industry has been described as "a diffused and continuous type of operation, with the tourist spending his money for a variety of goods and services, the purchase

of which has a considerable spiralling effect throughout the economy"⁶. This multiplier process is of the greatest significance in assessing the economic value of tourism but its measurement is difficult to formulate.⁷ The broader question is perhaps not, 'how much and where the tourist spends; but 'what would the economy actually lose if the industry was not present'? The potential benefits forfeited may not all be measurable in the economic sense. The popularity and prestige the region stands to gain from tourists' reports, for example, is likely to affect the number and type of intending residents coming into the region.

More intangible, however, is the tourist product; the benefit to the user. The value of the holiday to the tourist is difficult to measure and compare. It is "... largely a series of intangible recreation experiences which because of individual differences, defies definition."

Measurement of the benefits of tourism is then not as sophisticated as that of other research subjects. For this reason, and possibly because of the association with "fun", the study of tourism is viewed with some scepticism. This presents an operational problem to the researchers.

(c) Structure of the tourist industry

The tourist industry is one composed of many small,

fragmentary units of production, few of which have professional managerial skills. Few areas in New Zealand have any organisational structure for their tourist industry under which policies and promotional work can be formulated. This lack of local structure fosters fragmentary, unco-ordinated marketing efforts and an unrealised potential in the industry as a whole. From such a situation the channels through which to obtain even primary source data are complex and the researcher is dependent upon the co-operation of a large number of individuals.

(d) Lack of precedent

The volume of published literature on tourist research is relatively small and there are as yet few operational assumptions or methodological precedents. Distinction must be made between the lack of literature and the lack of available literature. It would appear that because of the inter-disciplinary nature of the subject a considerable amount of research is stored in disciplinary 'compartments' and, unless published, is never communicated beyond them. Space also presents restraints on the diffusion of ideas and literature. It is considered that while in New Zealand there is now a quickly growing body of interest and available literature, there is still

a lag in the knowledge and availability of published tourist research.

Few tourist studies available in New Zealand have marked relevance or make significant contributions to this study. Most investigate tourism at the national or international scale rather than the regional scale; are dominantly economic in orientation and, in all but a few cases, examine the overseas tourist aspect rather than that of the domestic tourist. For this reason it is not proposed to review any literature in this section but reference to it will be made where relevance to individual sections of the discussion occurs.

Because of these limitations the collection of data for this study has been confined to the following methods:

- a. A questionnaire survey
- b. Accommodation facility records
- c. Interviews with those associated with the
tourist industry
- d. Statistics from related industries
e.g. Transport industry

C DATA COLLECTION

a. The questionnaire survey

During November 1969 the location of existing commercial

accommodation facilities within the Nelson city boundaries was mapped. From this map a sample of all types of facilities was selected on the following basis:

1. Hotels - three of the obviously central-city tourist-oriented hotels and two smaller, peripheral-city hotels were selected from a total of twelve.
2. Guest Houses - These were listed in alphabetical order and every third establishment selected giving a sample of seven out of twenty-three.
3. Motels - Three locational categories of "beach", "city" and "other" were established and motels were listed alphabetically within these. This was necessary to ensure representation of two distinct concentrations of motels at city and beach. Every third motel on the three lists was selected giving a sample of thirteen out of thirty-nine.
4. Camping Grounds - All three camping grounds were known to be heavily patronised during the summer months. The size and spatial separation of the camps made sampling of all three foolhardy and thus the largest and most popular Tahuna Beach Camp alone was selected.
5. Youth Hostel - This facility was the only one of its kind in the city and was recently opened. It was felt that this hostel could still be classed as "commercial accommodation" and was thus included in the sample.

A questionnaire was designed to be distributed to adult holidaymakers staying in the sample of accommodation facilities between the 27th of December 1969 and the 17th of January 1970; twenty-one nights centred on the peak tourist season. This technique for data collection was chosen because it was the only one capable of covering the appreciable time and space range within the available financial and assistance limits.

The questionnaire was distributed to guests by facility managers who had all previously indicated their willingness to do so. No personal interview or supervision was involved with the response. An explanatory letter accompanied the questionnaire and a copy of both is contained in Appendix I.

In the camping ground, work pressure on the administration precluded questionnaire distribution from this point and the author distributed to individual sites. Again no supervision of response was maintained.

At all accommodation facilities questionnaires were to be returned into the hands of facility managers close to the end of the respondents' visit. Initially questionnaires were not supplied with tape with which to seal the response. It is thought that this might have deterred some respondents from returning them through the facility manager channel as at least one question, that of "income class", could have been regarded as personal. No names or specific addresses

were required of the respondent.

A total of 482 responses was received, six of which were rejected as unusable. The response rate is expressed as a proportion of the total number of adults staying in the accommodation sample over the twenty-one nights: that is, all those eligible to respond to the questionnaire. This rate was 14.19%. The response rate per group was 18.29% as in some cases more than one person per group filled in a questionnaire.

This response rate cannot be considered encouraging although it compares favourably with two studies with similar aims.* A number of factors are thought to have influenced the response rate.

1. The respondents' situation. The sample population was on holiday and the supposedly carefree atmosphere may have influenced them to take a questionnaire less seriously than they might normally.

* Killion⁹ reports a response rate of 2.6% for a similar questionnaire survey on the North Coast of Australia. The Nelson Jaycee (10) Inc. reports that questionnaires sent to "Public Relations Officers, Bank Managers and their staff and numerous other persons in all of the main towns of New Zealand ..." resulted in a return of forty-three.

2. Distribution and collection of questionnaires by facility managers was necessary to cover a worthwhile range of accommodation. These managers were extremely co-operative, especially so considering the period was their busiest. But it is more than likely that a substantial proportion of eligible respondents never received a questionnaire, let alone an explanatory letter. Similarly collection was in some cases temporarily forgotten, as evidenced by the few questionnaires which were conscientiously posted to the University of Canterbury.
3. The respondent was not interviewed or supervised. Any ambiguity in the questionnaire, or distraction from the response situation could easily have resulted in a decision to "forget it". No direct "pressure" to respond was exerted other than that by facility managers, whose convictions as to the effect on their guests probably varied greatly. It was noted that where the author was able to interest managers most in the study, returns were invariably best.
4. The questionnaire comprised twenty-three questions over four foolscap pages. This presents a formidable amount of concentration to some types of respondent. Eighteen questions required a "closed" category answer but in the

latter one and one half pages five "open" questions required the respondent to make subjective decisions. An average of 6.5% of the respondents did not answer any of these latter questions. For the "most enjoyed" question (number 23) 17.5% did not answer. These questions contributed greatly to partial responses which were otherwise almost absent. Similarly they, in conjunction with the length, may have presented an overall impression of difficulty on perusal, which prevented a response. In addition to these potential deterrents, the necessary questions on income and occupation would predictably antagonise some to the point of not answering at all.

5. The time and place of response was uncontrolled but it was recommended that the questionnaire be answered near the end of the visit so that answers on travel and appreciation would be most valid. This probably lead to procrastination. It is suggested that questionnaires would have been better filled out during the checking-out process where time and place were controlled and the respondent was put "on the spot".

Table 2.1 summarises the response rates in the different accommodation modes. Motels and guest houses are the best represented while the youth hostel is intermediate between

TABLE 2.1

QUESTIONNAIRE RESPONSE FOR DIFFERENT ACCOMMODATION MODES

	(1) Eligible Respondents (%)	(2) Returns (%)	(3) Response Rate (%)	(4) Response Rate of Groups (%)	(5) (2)/(
Hotels	17.0	7.4	3.95	4.23	0.435
Guest Houses	5.2	15.3	27.13	34.22	2.942
Motels	10.5	28.6	24.77	28.71	2.723
Camping Ground	58.8	40.5	6.32	10.10	0.688
Youth Hostel	8.5	8.2	8.8	14.20	0.964
Arithmetic Mean			14.19%	18.29%	
Total	100	100			
Number	5200	476			

these and the camping ground and hotels. The ratios between the real and observed accommodation proportions are seen to range considerably around the ideal 1.0.

Kish¹¹ has suggested some additional factors which may influence non-response in any particular section of a sample. An interpretation of these may partially explain the differential response rates.

1. The opportunity to fill in the questionnaire at a convenient time and place probably occurred with different frequency in different accommodation types. Camping grounds and youth hostels probably provided fewer of these opportunities than hotels, motels and guest houses.
2. Distribution and collection in motels, guest houses and the hostel, was likely to be more effective than in hotels and camping grounds, because facility managers were in frequent personal contact with their guests. In hotels the job of distribution was probably given to secondary staff who had less knowledge of, or interest in, the study. In the camping ground people were often away and letters and questionnaires were left to await their return. Here there was also a greater distance and effort involved in handing in questionnaires.
3. The nature of the respondent also creates an element

of survey bias. Characteristics of the respondent which relate to questionnaire comprehension and tolerance may be expected to differ with accommodation mode. Such characteristics as age, education and family status are examples.

The questionnaires were very well answered and only the rejected six were obviously insincere. The income class question response should index the degree of interest and tolerance as it is often left blank. This question was answered in 97.8% of the returns. A check question was set to determine how many people would indicate they travelled direct to Nelson, yet indicate overnight stays on the trip. Of the total response 1.05% indicated this. The only consistent source of confusion in the questionnaire was the ambiguity of the group number question (15) because it followed the group type question (14). The proportion not answering question 15 was therefore 15.1%.

The impression gained of the quality of response, by the returns and by conversation with those associated, was that the topic was something of a research novelty and as such was treated with interest and sincerity.

The questionnaire sample is adequate as a sample of numbers because it can be related to statistics of tourist numbers. It is less adequate as a sample of any characteristics

of the holiday population which might be related to accommodation type.

The use of the survey data can be justified by these reasons.

1. The data required from Nelson tourists are not available from any other source. Data collected from the tourists themselves were the only alternative.
2. Not all those who stayed in commercial accommodation were tourists. Nelson, because of its location and "small city" status, has an appreciable throughflow of other travellers. Guests whose trip purpose was not "holidaymaking" did not respond to the questionnaire. The sample of tourists only, while not known precisely, will be marginally better than that indicated by the response rate.
3. The unequal representation of accommodation types gives, at least, a sample of all types of the holiday population. The effect of the bias is in many cases, not severe. Where it is, it is known, and the data will be interpreted accordingly.

b. Accommodation facility records

In the accommodation facilities which handled questionnaires,

managers were interviewed and data from their registers recorded. For the three months December 1969 through February 1970, the following data were obtained:

- (i) Bed capacity and overnight occupancy - to enumerate and illustrate the rate and extent of occupancy changes over the peak tourist season,
- (ii) Number of adult guests - for use as the survey base of eligible questionnaire respondents.
- (iii) Number of guest groups - to determine questionnaire response per group.

Camping ground daily records were unobtainable but occupancy for the total three months and for the sample period was elicited. Bed/night units were used because of their ready calculation for all accommodation modes.

Register information in the tourist industry leaves much to be desired. Only hotels are required by law to maintain records with a standardised format. It seems that most facility managers keep some record of their occupancy, if only for accounting purposes. If the details about tourists could be slightly increased, and the format of the records standardised, then the tourist industry would have much easier access to a very necessary source of data.

This chapter has been limited to a consideration of the

general research methods employed, in the hope that a simple format for further study is presented, and that the results used in the text of this thesis can be interpreted with a knowledge of the methods' shortcomings. Other techniques relating specifically to particular sections will be noted within the context of these sections.

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CHAPTER THREE

THE TOURIST POPULATION

This chapter covers in part, the first aim of this thesis; to describe the domestic summer holiday movement in Nelson. Here the tourist population will be described in terms of its numbers, travel patterns and socio-economic characteristics.

The description is based predominantly upon the questionnaire sample survey data and, unless otherwise stated, refers to the tourist population staying within Nelson city, in commercial accommodation, during three weeks of the peak tourist season. The characteristics of this population may not necessarily represent those of the total domestic tourist population staying in Nelson because many people are known to use private houses - either swapped, rented or lent - for their accommodation.* These groups

* This trend is well known in Nelson and a recent attempt by a Nelson resident to handle all private accommodation transactions, resulted in two hundred groups being accommodated in December 1969 and January 1970.

are less economically significant than those using commercial accommodation, but their absence from the general description offered in this chapter is a shortcoming which should be recognised.

A ESTIMATED TOTAL TOURIST POPULATION

It is well known that the Nelson region, and particularly Nelson city, receives a large tourist population in the summer months. In this section an estimate is made for the purpose of providing an appreciation of the scale of the tourist influx relative to the small city of Nelson.

Various attempts have been made to enumerate the total tourist population but there has been little true success. Certainly there are no easily accessible statistical sources and few organisations willing to investigate the question in depth. Estimates comprising little more than informed guesses have been quoted with surprising confidence, highlighting the difficulty of measurement, yet pointing to the need for such a figure. In the case of Nelson it is suggested that the primary value of an estimate is in acquainting the local population with the size and economic significance of the holidaymaking phenomenon.

Tourist population estimates in some cases, have been made on the following bases:

(a) Traffic Volumes

If the region in question can be treated as a system

through which tourist inputs can be counted, then a reasonable estimate of tourist numbers may be obtained. The problems however, are large and fundamental. Firstly the region needs to be such that it has only a few, easily monitored entry points. Secondly, traffic needs to be recorded accurately and must distinguish direction. Thirdly tourist traffic needs to be discernible amongst that locally generated and that created by people not travelling for holiday purposes. These difficulties often mean that this method will indicate trends, but seldom reliable figures.

(b) Indices of Tourist Population Growth

Such variables as increased bread, milk or newspaper demand, and increased retail activity, supposedly index the increase in total population during the tourist season. But in New Zealand this season occurs at Christmas time where economic activity is substantially greater than normal, and occurs also when a proportion of the local population leave their residences to go on holiday. Thus the increase promoted by the tourist influx is hard to distinguish accurately because of fluctuations in the local consumer population and Christmas retail activity.

(c) Survey Data

The survey method provides the most direct

measurement of tourist numbers but is usually limited to sampling procedures, in which case the sample proportion must be known. Locations which tourists are likely to frequent (e.g. shops, recreation areas) provide survey posts, but the problem of ascertaining what sample is being surveyed remains. This study bases its estimates on survey sampling techniques whereby the sample is related to a known total population which used commercial accommodation. The rationale used and its limitations appear in Appendix II.

Table 3.1 lists the tourist population estimates for both the three week, peak period and the three month period of December through February. It can be seen that in the three weeks around New Year, Nelson city accommodates tourist numbers just under three-quarters of its own population. Over the three summer months commercial accommodation users alone account for more than the Nelson city population, while private accommodation users, who would not constitute the same proportion of the whole as in the peak period, probably swell the number over these months to nearly fifty thousand tourists. Because Nelson city, as tourist and regional focus alike, is the venue for many organised events and attractions, it receives an additional tourist population in the form of day-visitors. These may be either resident, or tourists,

TABLE 3.1

TOTAL TOURIST POPULATION ESTIMATES

Accommodation Type	Three Week Period	Three Month Period
Commercial Hotel	879	3,044
Guest House	825	2,278
Motel	1,288	3,915
Camping Ground	8,734	23,453 *
Youth Hostel	135	363
	<hr/>	<hr/>
	11,861	33,053
Private	9,357 (+ 32.7%)	-
TOTAL	21,218 (+ 14.4%)	50,000 ?

* Tentative

in other parts of the region. Tourists who stay in Richmond, whether by choice or through accommodation restrictions, are thought to comprise a substantial number of day visitors to the city's retail centre, beach and holiday events. Nelson also receives day visitors in the form of travellers entering the region from the northeast highway or by air, who intend to travel on into other parts of the region. Of those tourists entering Nelson by air travel (thus arriving within the city) during the three summer months, at least 21% travelled on to destinations other than Nelson city.*

The influx of tourist visitors to Nelson in the summer is thus an extremely large and concentrated one, relative to the city's size. It is maintained that the basic method used to enumerate this influx is sound, but the limitations of data, time and finance, render the estimates accurate within only specified limits, which have been given. Before these limits can be reduced, survey sampling needs to be assured of a better tourist cross-section to give the relative proportions within accommodation types.

To compare the estimates given by this method (as in Table 3.1) road traffic data were obtained to provide an index

* This estimate is based on a National Airways Corporation sample survey. The figure of 21% is conservative because of an obvious difference between the passengers' and the corporation's areal definition of "Nelson".

of the increase in the Nelson city population. It is assumed that any increase can largely be attributed to the influx of tourists to Nelson, even though not all (20%) the surveyed tourists indicated having direct use of an automobile while on holiday.

Table 3.2 shows weekly road traffic figures for Rocks Road, a major link between the city centre and the popular Tahunanui Beach. It can be seen that road traffic provides a useful index to the trends in Nelson's population. Eight sets of weekly Rocks Road traffic data for 1969 show little variation (3.5%) and it was decided to use the October set as a norm because it most closely approximated the average flow. Previous to Christmas, traffic figures remain close to this norm. Christmas trade however, increases the figure considerably, due no doubt, to a small tourist input, but probably more associated with increased retail activity, and thus more domestic and commercial traffic. Immediately, after Christmas and over the New Year, when commercial traffic is largely absent, the figure increases. This illustrates the rapid tourist influx from Boxing Day to New Year. Throughout the rest of the period tabulated, traffic gradually decreases, though the tourist contingent maintains it above the index value one hundred.

If the norm considered as the 100 index value, represents the traffic generated by a city of 29,200 people, then the

TABLE 3.2

WEEKLY TRAFFIC TOTALS - ROCKS ROAD, NELSON

<u>Period</u>	<u>Vehicles/Week</u>	<u>Index Value</u>
October 20-26 1969	57,384	100
December 15-21 1969	57,299	99.7
December 22-28 1969	81,753	142.5
December 29 - Jan 4 1970	100,142	174.5
January 5-11 1970	86,788	151.3
January 12-18 1970	77,045	134.3

174.5 index value suggests an increase of 21,394 people during the peak traffic week; a figure close to the estimated 21,218 tourists for the peak tourist period. It is possible then, that these traffic figures constitute quite a reliable estimate of the tourist population. The decrease in commercial traffic during the week between the 29th December and the 4th January, may be compensated for by locally generated holiday traffic, leaving the increase above the norm proportional to the population increase above Nelson's population. This case cannot be proven as data do not differentiate between types of traffic. It is maintained that road traffic data is at best an indicator of general population activity trends.

B TOURIST TRAVEL TO NELSON

Figure 3.1 illustrates the relative use of different transport media by summer tourists travelling to Nelson city. There is an expected predominance in the use of the private automobile which supports the previous contention that increased motor vehicle ownership is associated with an increase in domestic tourism. An extra 4.2% of the survey population groups indicated they had automobiles available to them whilst on holiday, thus increasing to 80% the proportion of tourist groups with automobiles to use during their stay. The predominant car user was the family group. Of the 5.7% of groups which indicated "hitch-hiking" as their mode of

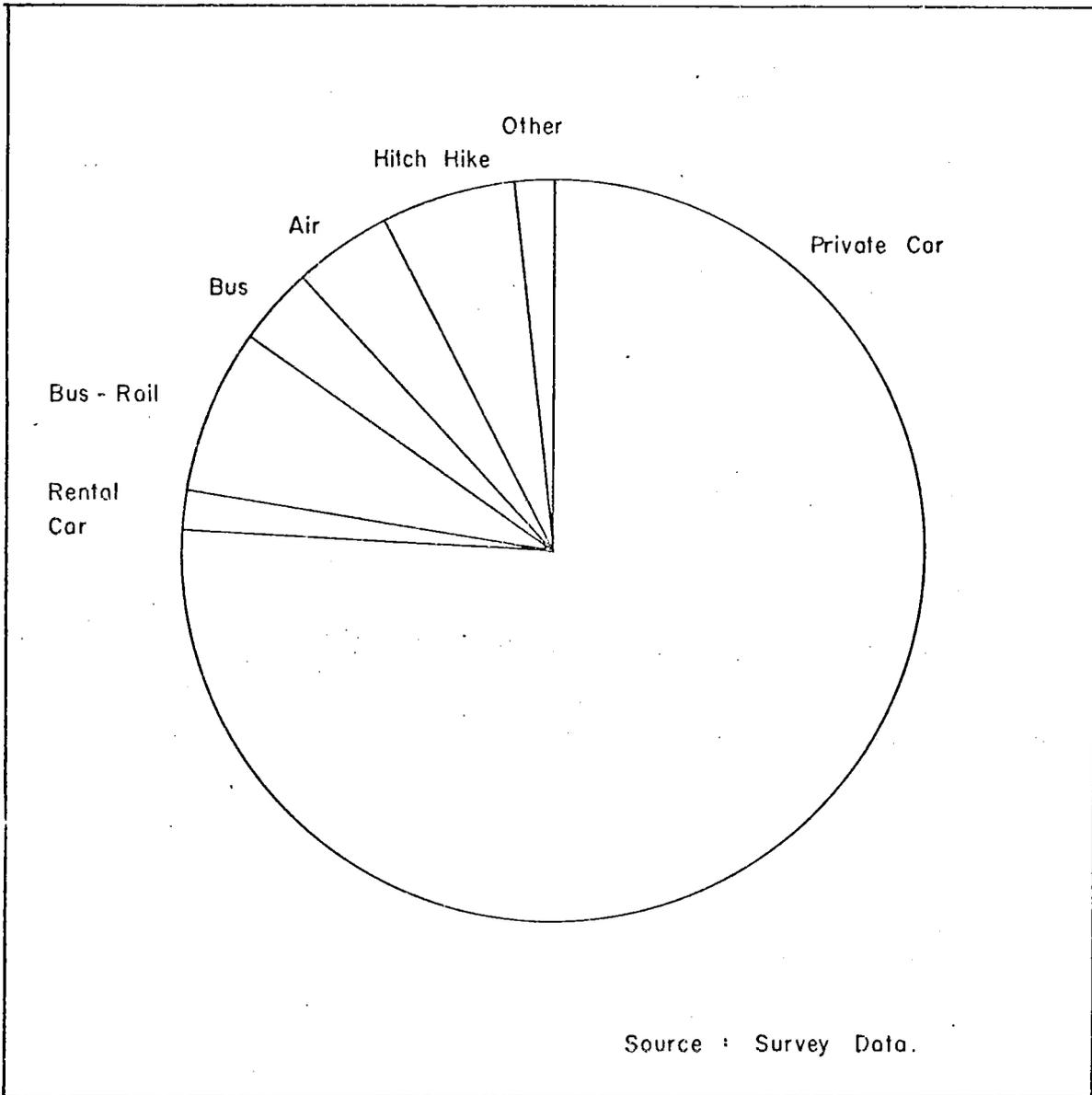


FIGURE 3.1 Transport Mode Usage for the survey tourist population travelling to Nelson

transport, all were predictably youthful, small groups, comprising mostly unmarried people. Tourists travelling by air or motor coach were characteristically elderly and/or in small travelling groups.

The origins of the tourist population are an important part of this description for they pin-point the market areas for commercial accommodation-using tourists. Figure 3.2 shows the proportions of the survey population which came from any of thirty-three different New Zealand regions.* It can be seen that the constraint of distance is not the prime factor influencing the relative contributions of different regions to the Nelson tourist population. Few people from within the Nelson region, or from regions close to Nelson, holiday in Nelson city.

More obvious is the importance of large urban centres as contributing areas. The four main tourist source areas correspond to the location of four large urban centres in New Zealand. In rank order of highest to lowest contribution these are Christchurch, Dunedin, Wellington and Auckland. It is suggested that this rank ordering also

* Regional boundaries are based upon Electric Power Supply Authority Areas in the south island and Income Tax Districts in the north island to give an increase in the size of regions as distance from Nelson increases.
Source: N.Z.M.O.W. Town and Country Planning Branch, 1968: Atlas of New Zealand Regional Statistics, R.E. Owen Government Printer.

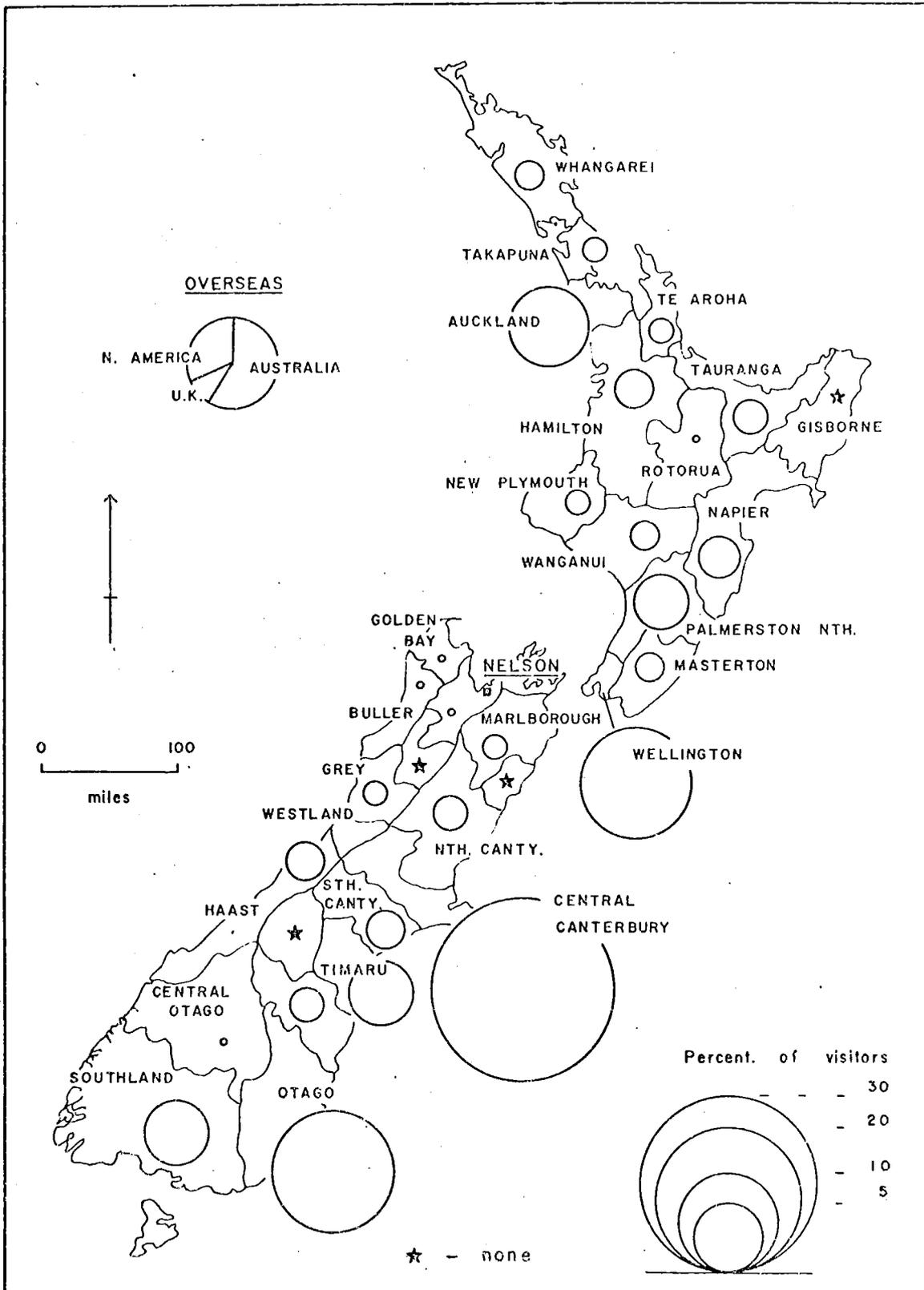


FIGURE 3.2 Proportional contribution of source Regions to the Nelson survey tourist population

represents that of accessibility to Nelson, where accessibility is defined as 'the ease of movement as perceived by the mover'. Christchurch is the main contributor to the Nelson tourist population with 32% and is within a day's driving distance of Nelson. Two routes, inland and coastal, both render Nelson approximately 270 miles from Christchurch. Although Dunedin is much further from Nelson than Wellington it is the second largest tourist contributor. A major influence on this pattern is the effect of Cook Strait. Although the strait is only three hours, twenty minutes journey by vehicular ferry which runs three times a day in the peak tourist season, the necessity of booking well ahead, and thus of prearranging a summer holiday, plus the relatively larger decision required to travel inter-island, makes the distance constraint influence of this division equal to hundreds of land miles. Thus Wellington rates as the third largest tourist contributor and Auckland, 516 road miles and the Cook Strait journey away from Nelson, ranks fourth. Auckland is the largest urban centre in New Zealand but because of the distance involved, is only a marginally greater contributor of Nelson tourists than Timaru in South Canterbury and Invercargill in Southland (4% each).

These patterns are illustrated in Figure 3.3 whereby the proportions of the survey tourist population are cross-

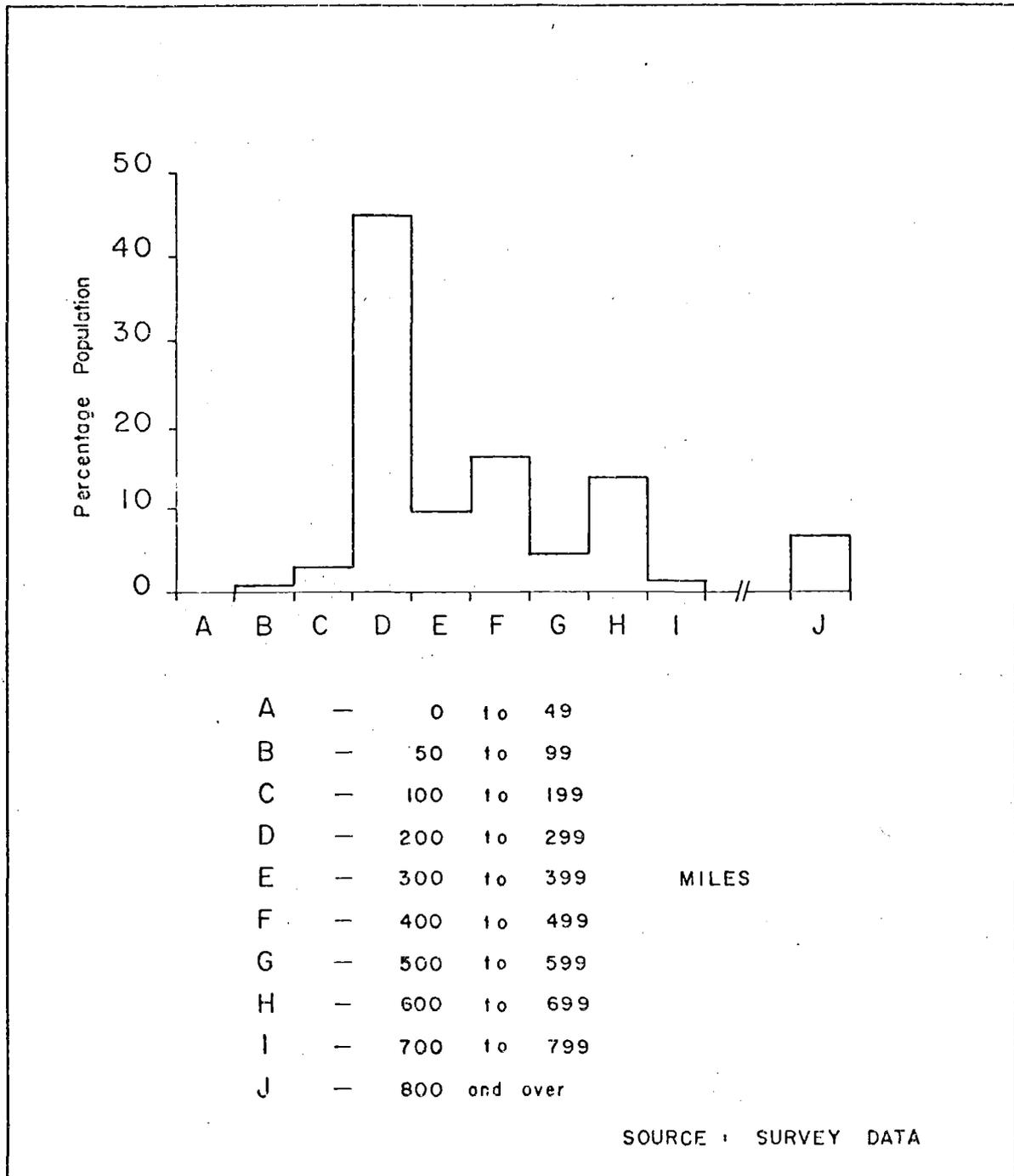


FIGURE 3.3 Distance travelled by the survey tourist population from residence to Nelson city. Distance is measured to the nearest five miles over the most direct route.

classified with the distance from residence to Nelson.* Few short distance trips are indicated, the majority of trips being of medium distance. The primary mode occurs between two and three hundred miles, incorporating Christchurch and Wellington. Two secondary modes highlight the tourist contribution from Dunedin (400-500 miles), and Auckland and Invercargill (500-600 miles). The 6.72% of the survey population in the over nine hundred mile class represent those of overseas origins, most of whom are Australians.

Thus ease of access from major population centres seems to be the most obvious influence upon the pattern described. Study on holiday trip length behaviour from one population centre origin might show a relationship between the relative numbers of tourists travelling and the size of resorts. In the case of Nelson city as the destination, however, a gravity model relationship does not hold, in that accessible distance is more important than the size of the contributing population centre. Another constraint to the relative contributions of the more distant cities is the number of alternative holiday resorts which are closer than Nelson.

Analysis using minimum road distance between residence and resort, however, is more convenient than realistic. Nelson city was not the prime and only destination. A

* Distance is calculated upon the basis of the most direct route to Nelson expressed to the nearest five road miles. Distance travelled by the Cook Strait ferry was calculated as being 166 road miles (i.e. 3 hrs. 20 mins. at an average of 50 miles-per-hour).

substantial proportion of the tourist survey population had Nelson city as their prime destination and a direct non-touring route can be assumed. But 5.8% indicated they were on a New Zealand tour, and 17.9% were on a south island tour. This illustrates an additional complication to the definition of distance in future predictive models of tourist flows.

Just under half the survey population indicated they had travelled direct to Nelson while 57.1% indicated they had made overnight - or longer- stops en route. Figure 3.4 illustrates the relationship between distance and the number of stops with reference to the six major tourist contributing areas. Most tourists from Christchurch can be seen to travel within one day (66%), with a further 25% making only one overnight stop. Most Wellington tourists also travel to Nelson in one day but larger proportions make several stops. It was found that of the 17.9% on a south island tour 77% were north islanders. This indicates the barrier effect of Cook Strait in that when it is crossed tourists see as much as possible of the south island. Although Wellington and Christchurch are similar distances from Nelson, Wellington exhibits more tourists making multiple overnight stops. For distances longer than from Christchurch to Nelson an expansion of the proportions of tourists making multiple stops indicates both the effect of distance and that of the touring type of holiday traveller. A very large proportion of tourists from Timaru make single overnight stops and it is suggested

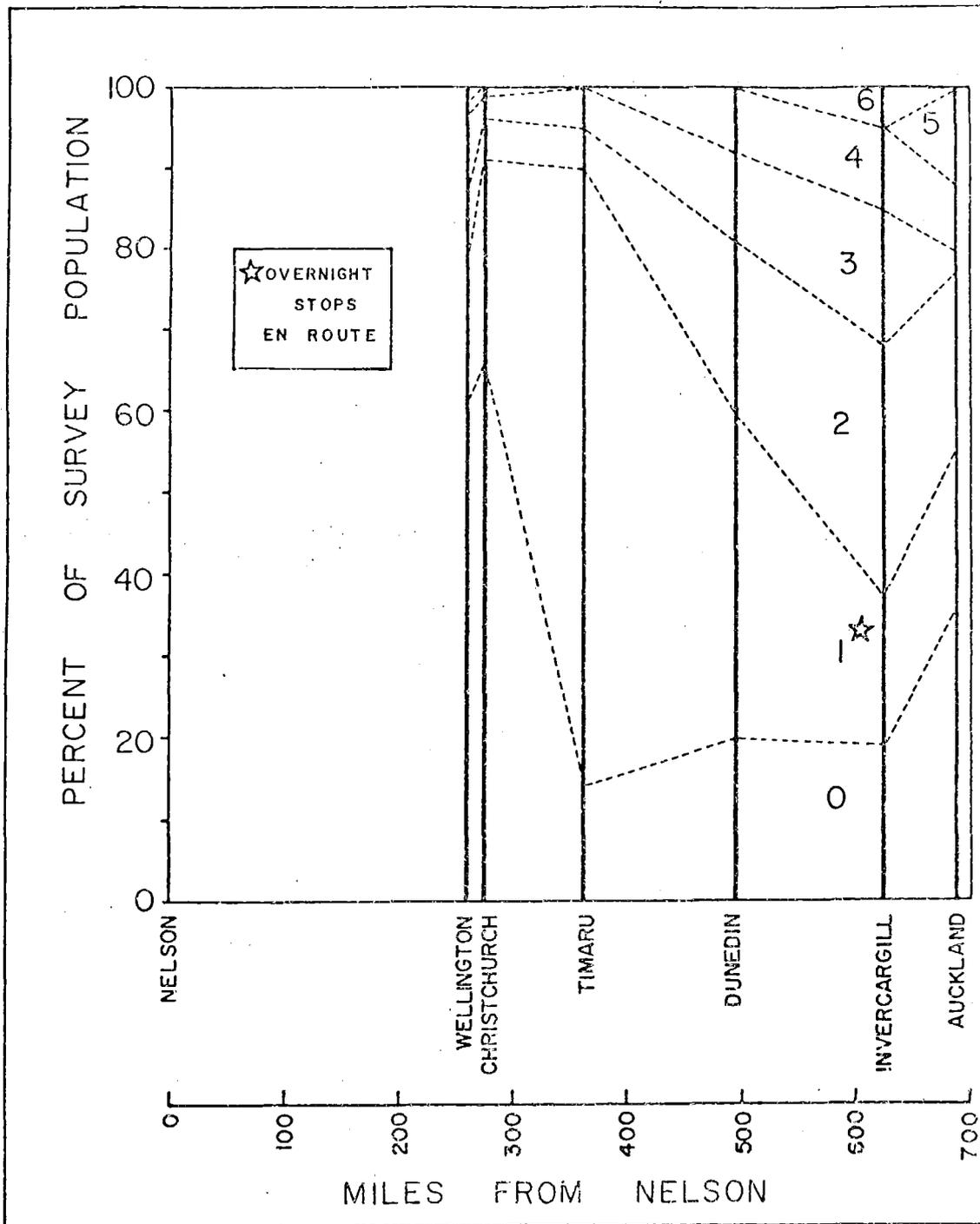


FIGURE 3.4 The Relationship between distance and number of overnight stops

that this reflects the attractive power of Christchurch city as a stopping point. Finally it is surprising to note the directness of tourists' travel from Auckland relative to those from Invercargill. Only 25% of the tourists from Auckland travelled by air.

Although the travel route was not questioned those who made overnight stops indicated where, and thus generally outlined their route. A map showing stopping places and routes discussed in the following section appears as Figure 3.5.

Of those Christchurch people who stopped overnight en route to Nelson most did so at either Kaikoura or Blenheim. It seemed the advantage of staying in Blenheim overnight was to be able to arrive in Nelson the following morning with ample daylight to "become acquainted" with the city. Most of the survey population (85%) however, arrived in the afternoon or early evening. Picton, and again Blenheim, proved to be favoured overnight stopping centres for north island tourists after they alighted from the Cook Strait ferry. From Blenheim roads lead west, to Nelson; south-west to Murchison and the West Coast region; or south, along the east coast to Christchurch. All of these routes constitute the beginnings of a south island circuit touring route. Of the Nelson survey tourist population who were on a south island tour most seemed to be nearing its completion, Nelson being the last stop prior to recrossing Cook Strait.

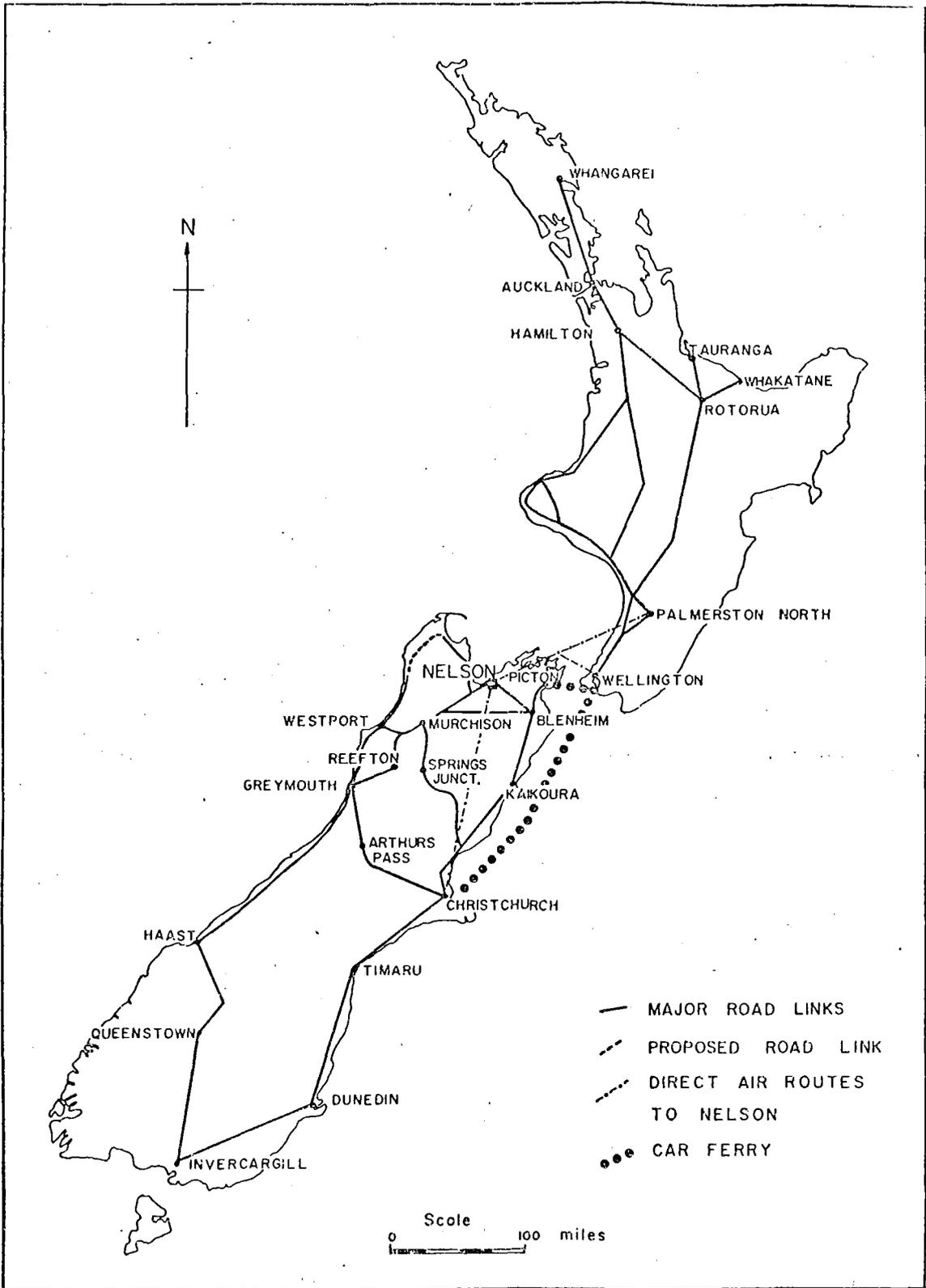


FIGURE 3.5 Access Routes to Nelson City

This may indicate a preference for north islanders to tour the south island in a "clockwise" circuit. Christchurch also displayed prominence as an overnight stay centre both for tourists from regions south of Canterbury, and for north islanders who caught the Wellington-to-Lyttelton vehicle ferry.

Nelson city thus receives predominantly south island tourists, especially those from Canterbury. Most tourists travel by automobile. Twenty-eight per cent come from the north island, many of whom are on a south island tour. Nelson is in the fortunate position of being not only a prime holiday destination, but also one on a tourist circuit route.

C SOCIO-ECONOMIC CHARACTERISTICS

The purpose of this section is to categorise the commercial accommodation-using tourist survey population into groups, using as criteria five different variables measured in the questionnaire. The value of doing this is:

- (a) To provide a summary description of the social and economic characteristics of the population, thus positioning the tourist market in society as well as over space.

- (b) To be able to use these groups in later chapters for testing variations in preference within the tourist population among choices such as accommodation mode and recreational travel destinations.

The criteria used were selected for inclusion in the questionnaire so that distinction could be made between different social and income groups within the survey tourist population. The criteria are:

- (a) Group Type, the categories of which can be seen in Table 3.3.
- (b) Family Status, as in Table 3.4 which provides a measure of the individual's financial and social independence.
- (c) Group Number Composition gives data on the number of adults and children in each group. These data can be seen in Table 3.5.
- (c) Income class is the only variable measured to account specifically for an index of spending power. The income class question was framed in such a way as to provide the income of the person or persons who would be most likely to meet the main expenses of the holiday group. (The format of the income class question -

TABLE 3.3

GROUP TYPE CLASSES

<u>Class</u>	<u>% Survey Population</u>
Husband / Wife only	11.6
Family	48.9
By self	6.1
Friends	29.2
Relatives	3.8
Other	0.4
	<hr/>
	100.0
	<hr/>

TABLE 3.5

GROUP NUMBER COMPOSITION

<u>Number in Group</u>	<u>% Adults</u>	<u>% Children *</u>
0	0	57.2
1	8.4	13.1
2	52.7	13.86
3	15.6	8.4
4	15.8	8.2
5	2.5	1.2
6	1.7	0.7
7	0.2	0.2
8	2.0	0.0
9	1.0	0.0
	<hr/>	<hr/>
	100.0	100.0
	<hr/>	<hr/>

* Children defined as those still at school

Source: Survey data

number 16 - appears in the questionnaire in Appendix I.)

Table 3.3 illustrates that by far the most important type of tourist group coming to Nelson over the summer peak is the family, forming nearly half the survey population. The predominance of the family is supported by Table 3.4, where it is seen that 42.9% fall into the "married with dependent children" status, the remainder of the family type groups probably consisting of independent members or sections of families joining each other for a holiday. Table 3.5 also emphasizes the importance of the family group. Fifty-two point seven percent of the adult survey population fall into the "two adults per group" category and of these 84.9% had between one and six children in their holiday groups. Although the family is the biggest tourist group type its proportional contribution to the tourist population is perhaps not as large as would be popularly conceived. The difference between the apparent fact and this conception is possibly explained by the fact that only groups using commercial accommodation are being discussed and that of those using private house accommodation, a very great proportion are in families.

Next most important in terms of the structure of the commercial accommodation-using tourist population are the

groups consisting of "friends" (29.2%). In a few cases these may consist of one or more families or couples but in the majority of cases they are groups of unmarried youths. In Table 3.3 this "unmarried" category accounts for 34% of the population. These groups are frequently the larger ones (four adults and above).

Eleven point six percent of the survey response consists of married couples without accompanying children (Table 3.3). Table 3.4 illustrates that these consist of both couples without children and those whose children are independent.

Other minority groups consist of single people, groups of relatives and admixtures of group types. Single holidaymakers are normally unmarried males or elderly, widowed folk. Mixed groups occur between related families and part families, families plus friends and groups of couples.

Over the general survey population, groups are thus seen to vary considerably but the majority of the population consists of families with a secondary mode in groups of youthful friends.

Incomes, illustrated in Table 3.6, are approximately normally distributed with 46% of the survey population indicating total annual incomes within the two middle classes, which together range between two and four thousand dollars.

TABLE 3.6

INCOME GROUPINGS

<u>Income (\$)</u>	<u>% of Survey Population *</u>
0 - 1,000	10.2
1,001 - 2,000	12.8
2,001 - 3,000	23.3
3,001 - 4,000	22.6
4,001 - 5,000	10.2
More than 5,000	20.9
	<hr/>
	100.0
	<hr/>

* Response rate was 97.3%

Source: Survey data

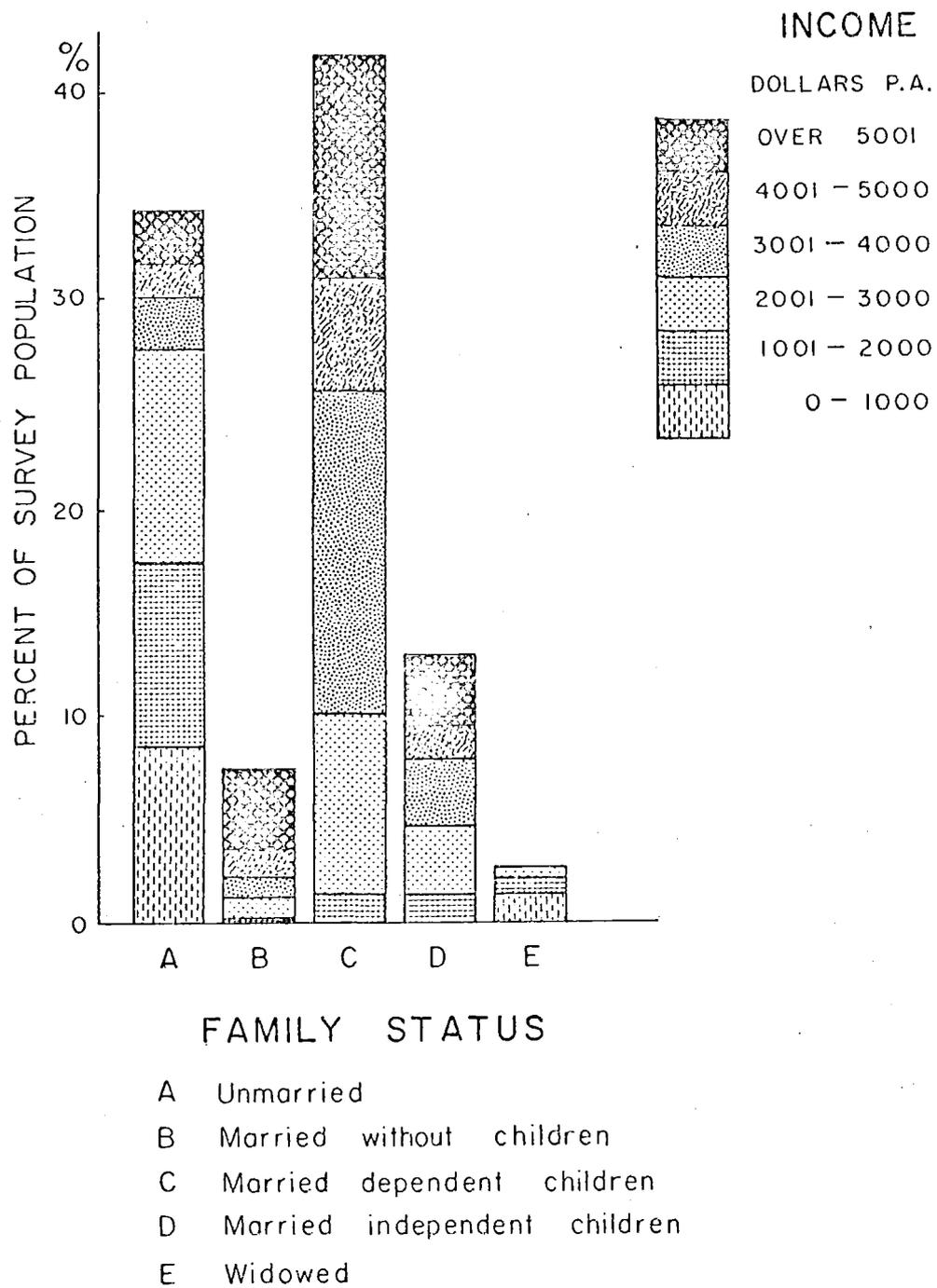
It can be seen that the higher income classes are slightly better represented than those of lower incomes. In an attempt to construct socio-economic groups the variables of family status and income were cross classified. The porportion of the tourist population accounted for by the ten largest different groups of identical categories was 76.9%. The cross-classification comprised thirty-three groups in all to account for all the survey population group responses.

Figure 3.6 illustrates the types of grouping derived from this cross classification. Unmarried respondents are seen to be predominantly within low to lower-middle income classes. Married respondents without children tend to the opposite extreme of high incomes. Family groups lie mainly within the middle income classes though a substantial proportion have higher incomes. Those with independent children, though smaller in numbers, show a similar pattern. Those of widowed status are seen to be predominantly within low income classes.

It is considered that these group distincitions constitute ^{the} best socio-economic description of the survey tourist population available with the survey data.

It has been shown in this chapter that:

- (a) The tourist population using commercial accommodation in Nelson city over the peak summer season is a very large one.



Source - Survey Data.

FIGURE 3.6 Socio-economic Groups

- (b) That those tourists staying in private accommodation also comprise a substantial, but less easily measured number.
- (c) That Nelson city is essentially a domestic tourist resort with a majority of its tourists travelling from the south island.
- (d) That family groups and groups of young friends form the two primary types of tourist party who stay in commercial accommodation in Nelson city. Over all this population of tourists there is a predominance of middle socio-economic status.

CHAPTER FOUR

THE ACCOMMODATION SITUATION

The tourist population which travels to Nelson city during the peak summer season requires the tourist industry to provide a considerable capacity and range in services. The most important of these is that which provides accommodation

Nelson is a city by virtue of its regional focus function rather than as a tourist resort. Because of this, some of the services which tourists require are already present; retail establishments, public transport, entertainment and information services. These may not be totally adequate for large tourist populations but they are maintained at an economic level through the off-peak season by the local population. In the peak tourist season some of these services offered by Nelson city are simply extensions of its own service industry.

The tourist industry which has developed in Nelson city is essentially one catering for domestic tourism; one

which for many years was regarded by Nelsonians as a lucrative "sideline"; a corollary of the physical endowments bestowed upon the region.

This "sideline" however, is now growing bigger than some in Nelson realise. While many of the services offered by the city will suffice, though not without criticism, there are aspects which must develop if the industry is to grow.

In Nelson city accommodation capacity is the primary limiting factor to the growth of the summer tourist industry. During the peak tourist weeks demand is always in excess of supply.* This chapter examines the characteristics of this demand. It is limited to demand for only commercial accommodation.

The five types of commercial accommodation in Nelson consist of:

- (a) Hotels: These rate as the highest class of accommodation available in Nelson in terms of the degree of servicing afforded to the tourist. All meals are available in licensed dining rooms, and bedrooms are usually appointed with hot water and toilet facilities. Hotels are the oldest mode of accommodation. In Nelson the mean daily tariff per head is \$6.43, with a range of four dollars.

* Personal communication with accommodation facility managers and the Nelson Public Relations Officer.

(b) Guest Houses (or private hotels)

These establishments are unlicensed to serve liquor and do not necessarily serve all meals. Rooms do not normally have extensive toilet facilities. The general standard of accommodation varies quite widely with the daily tariff p.h. ranging between \$2.25 and \$3.75 with a mean of \$3.12.

(c) Motels

These are essentially a rapid post-war development contemporary with the increase in motor vehicle ownership. Each establishment consists of groups of self-contained units. Each unit normally has a living room, bedroom, cooking and toilet facilities. Linen, cutlery and crockery is normally supplied but if not, is available for hire. The degree of servicing to tourists in motels varies but in Nelson the trend is probably towards making each unit completely independent and self contained. Daily tariff per two persons is normally \$7.00, but varies between \$5.00 and \$8.00. This constitutes a basic unit-hire and consequently daily tariff for a single client normally remains around \$7.00, while the increase in tariff, per head, above two persons, is generally only \$1.00 per adult and fifty cents per child.

(d) Camping Grounds

Within these establishments are sites for tents and

caravans, and cabins for hire. Most caravan sites are provided with standard electrical supplies. Community cooking, toilet and washing facilities are available. Cabins consist of a cheaper, less self-contained version of the motel with sleeping accommodation normally in the form of bunks. Camping cabins and sites vary considerably in rental, depending on the number, composition and stay length of the tourist group. But camp accommodation is the cheapest form of holiday accommodation available to the public. A typical daily tariff for a family caravan group of two adults and three children would be \$1.55; or for four adults: \$2.25.

(e) Youth Hostel

This establishment is one of a chain of such throughout New Zealand run by the Youth Hostels Association of New Zealand. It consists of a larger older-type house, altered to provide numerous bunkrooms, a living room and a community kitchen/dining room. Tariff is sixty cents daily per head with a theoretical maximum stay-length of three nights.

The numbers and unit-capacities of these accommodation modes are summarised in Table 4.1. The largest facilities are camping grounds with a very large number of units, each with a large capacity. Hotels are of the next largest type

TABLE 4.1

NELSON COMMERCIAL ACCOMMODATION CAPACITY

	N	C	U	B
Hotel	12	295	16.55	1.5
Guest House	22	325	7.7	2.1
Motel	40	910	4.94	4.8
Camping Ground	3	6,132	511.0	4.0 +
Youth Hostel	1	40	11.0	6.0

N - Number of establishments in Nelson

C - Total bed capacity

U - Mean number of units per establishment - (hotels, guest houses and youth hostel - rooms; motels - units; camps - sites)

B - Mean number of beds per unit

of facility, each with a large number of small units. Guest houses have similar sized units but there are fewer of them. Motels are small sized facilities but there are a large number of them, each with a small number of units, of large capacity. The Youth Hostel finally, is a small scale establishment but nevertheless has a large capacity.

Figure 4.1 shows the spatial distribution of these accommodation types in Nelson city. The most prominent feature of this distribution is the two strong nucleations of accommodation at the beach and city locations with very few facilities interspersed between them. It is suggested that these nucleations and their locations can be explained in terms of the type of accommodation market orientation, the type of facility and the occupancy characteristics of each kind of facility.

Fifty-five per cent of the motel numbers comprise the outstanding majority of the beach location cluster. These represent the more holiday season-oriented group of facilities which is located with easy access to Tahunanui Beach, holiday amusements and sport and recreational facilities. Motels with a city location lie predominantly in the peripheral-city zone, proximal to both the city centre and major access routes. Market orientation is more obviously towards non-tourist visitors in smaller groups, though in the tourist season tourist visitors predominate. These trends are reflected in the

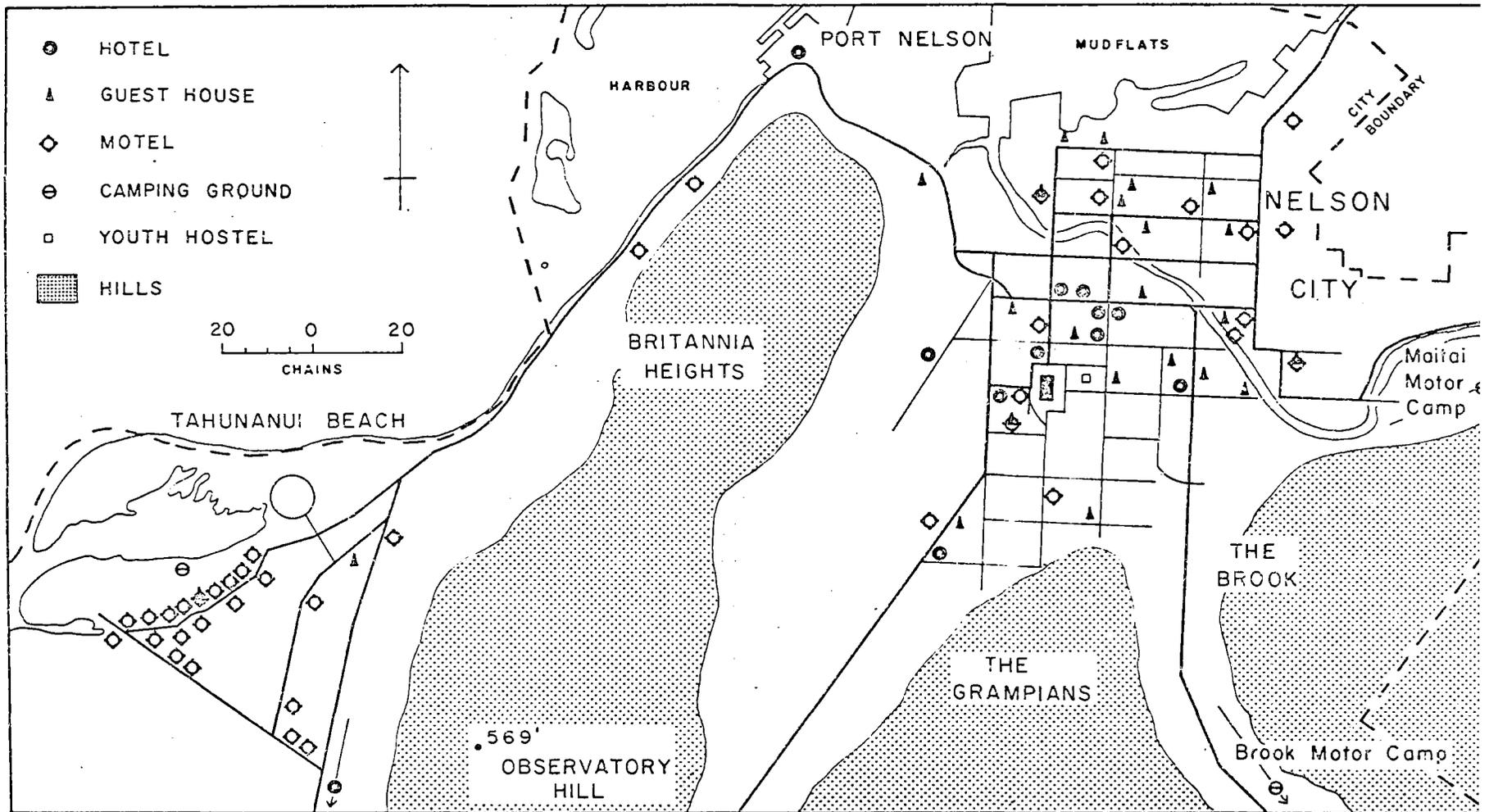


FIGURE 4.1 Distribution of Commercial Accommodation in Nelson City

capacity structures of the beach and city motels. Beach motels have a mean bed capacity of 27.9 while that of city motels is eighteen. The mean number of units at each motel at the beach is 5.5 but in the city is 4.4. City motels then cater for smaller groups with fewer and smaller units, thus gaining maximum occupancy per unit and per bed. Some motel units in the city are designed specifically with the commercial traveller market in mind. Nelson is a city, but is not large enough to warrant branch offices for many wholesalers and thus has a consistent throughflow of travelling salesmen. At the beach location motels are larger establishments, with larger unit numbers and capacities, catering for the larger, holiday groups. This gives high and greater (than the city motels) occupancy during the peak tourist season, and also on holiday weekends and school holidays. The beach motels are also located between Nelson airport (to the south-west) and the city centre, near one of the major southern outlets, providing accommodation for visitors who prefer the beach location or dislike the city location, even during the winter. Nelson's climate is such that holidays in winter are also popular, though with a minority.

There is a further distinction to be made between motels which has not been analysed on an areal basis. Some Nelson motels businesses are distinctly "secondary occupations" for the proprietor, and are maintained by his wife or staff.

Others are primary concerns for the proprietors. It suggested that the majority of the former type are located at the beach while most of the latter groups are in the city location, being more dependent on good year-round occupancy.

The location of hotels is distinctly city-oriented. These larger, higher capacity facilities require maximum bed and unit occupancy throughout the year. To gain this they are located centrally in the city and have small, highly serviced units. The city location is also associated with the hotels' bar function which in many cases is of greater importance than the accommodation function. Five of the six hotels in the central city (located south of the black rectangle in Figure 4.1) are the major tourist hotels having a mean capacity of 42.4 beds. The six peripheral-city hotels have a higher relative emphasis on bar trade, and accommodation standards are lesser and cheaper. The mean capacity for these hotels is only 11.6 beds.

With the exception of two beach guest houses these facilities are also city situated. The central-city guest houses are those of a more commercial, private hotel class; while peripherally located facilities are typically large, converted houses of varying quality. Some are located to cater for special types of clientele which are associated with the hospital or other medical services, for Nelson is also a favoured convalescent centre.

The three camping grounds in Nelson city are quite markedly separated. Both the Maitai Valley and Brook Reservoir motor camps are maintained by the Nelson City Council and are situated in isolated valleys four and three miles respectively from the city centre. The fifty acre Tahuna Beach Camp is the largest motor camp in New Zealand. It lies 3 miles south-west from the city centre, at Tahunanui Beach. The locations of these camping grounds are all oriented to the tourists' specific recreational preferences and away from Nelson city proper.

The two "valley" motor camps present a secluded situation surrounded by bush and located close to streams with popular swimming holes. Tahuna Beach Camp has a markedly different character from this. By virtue of its sheer size it is a more commercial, efficiency oriented camp which obviously caters for large, beach-loving crowds. Camping grounds, in contrast to the other accommodation types discussed thus far, operate almost exclusively to cater for peak tourist demand.* In winter months large sections, if not all, of the motor camps are closed down. These accommodation facilities constitute the one mode which is not reliant on a maximum off-season occupancy and therefore is not strongly "pulled"

* Among the facilities erected to cater specifically for peak demand the Tahuna Beach Camp has an extensively stocked general store, a television thetrette, an information bureau, outdoor theatre and a car washing booth.

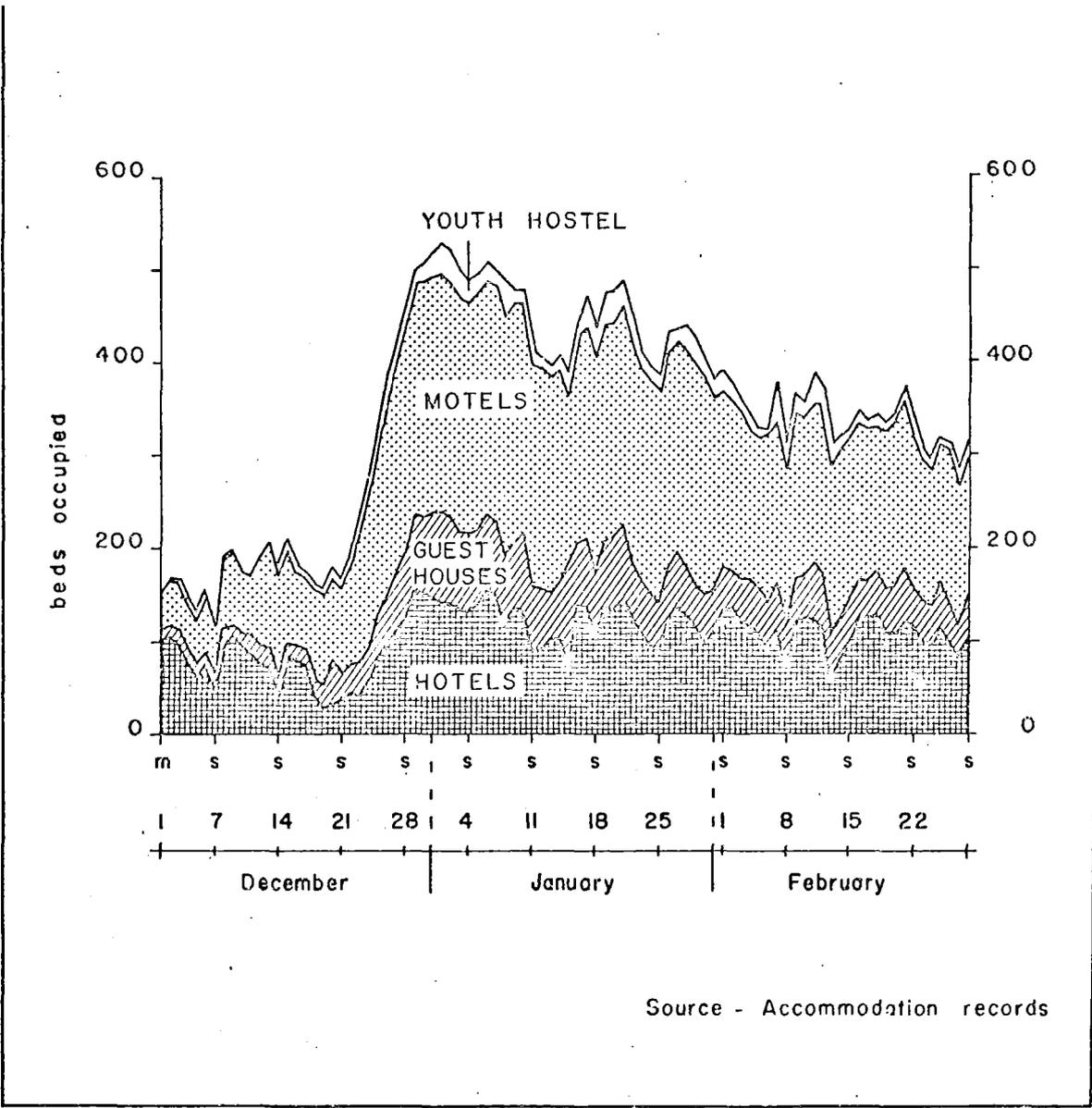
to the city oriented locations.

The Youth Hostel is located close to the central city, affording its guests ready access to the city for transport and entertainment.

The spatial distribution of accommodation in Nelson thus reflects differences in modal market orientation, services offered, capacity and occupancy. Accommodation located in the beach situation is more dependent on peak period, holiday patronage for good bed and unit occupancy, offering self contained, high capacity units. Beach motels are more numerous and have more and larger units than their city counterparts. City-located accommodation caters for more diversified patronage which is not as seasonal as that of tourism. Smaller units and higher levels of service more characteristic of city accommodation facilities.

The most economically viable accommodation unit is that which maximises both unit and bed occupancy, in that order of priority. This study has been limited to the three summer months when unit occupancy in commercial accommodation is at a maximum. The dependency upon high unit occupancy rates in the winter varies, but all accommodation types during the peak season are taxed to capacity.

The Nelson Jaycee¹, in a survey to the Nelson business community, obtained the majority opinion that the tourist season is felt most in Nelson from mid-December, continuing



Source - Accommodation records

FIGURE 4.2 Cumulated occupancy totals for the survey sample of commercial accommodation facilities in Nelson.

through January and February, until March, when it begins to slowly recede. June, July, September and October were thought to be the slackest tourist months. The months of December, January and February examined in this study are thus considered to cover the peak tourist season from its beginning, but the period is possibly two or three weeks short of covering the last summer holidaymakers.

Figure 4.2 illustrates the variations of bed-night occupancy totals in the sample of accommodation facilities over the three month period. The following trends are shown:

- (a) An obvious and very rapid increase in occupancy just prior to Christmas lasting until the 30th December, when the rate of increase slackens, and reaches a peak following New Year. This peak illustrates the first major tourist influx.
- (b) The marginal reduction of this primary peak between the second and fourth of January. This reduction is accounted for by the exodus of short-term visitors who come to Nelson to celebrate New Year and, having had only statutory holidays, return to work the Monday following New Year.
- (c) A post-New Year increase created by tourists who had Christmas and New Year at home.
- (d) A rapid exodus beginning on Saturday and Sunday the

tenth and eleventh where many workers in tourist groups are required back at their workplace on the Tuesday or Wednesday, having had two weeks annual holidays.

- (e) A secondary peak of shorter duration. This peak is accounted for by the second phase of holidaymakers who have taken holidays after the return to work of the first group.
- (f) A weak tertiary peak which is short and rapidly reduced, beginning in the last weekend of January.
- (g) A general but erratic decrease in tourist numbers which is still apparently quite far from over at the end of the survey period.

The survey period does, however, encompass and illustrate the two major peaks of tourism to Nelson.

Table 4.2 shows the broad trends in bed-night occupancy for four different accommodation modes. The mean occupancy rate for these modes for the total three months is 48.13% and it can be seen that hotels and motels remain largely above this, while guest houses and the youth hostel fall below. Thus high-level servicing, small unit establishments, gain high occupancy with higher quality (hotels); and lower occupancy with lesser quality. A similar distinction can be made between motels and the youth hostel (small, high capacity,

TABLE 4.2

BED-NIGHT OCCUPANCY RATES FOR COMMERCIAL
ACCOMMODATION DURING THE PEAK TOURIST SEASON

	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>3 Week Sample</u>
Hotels	47.84	68.77	62.43	73.47
Guest Houses	26.25	56.76	41.13	65.78
Motels	37.01	74.19	52.96	77.25
Youth Hostels	12.00	50.48	33.21	48.37

Expressed in percentage of bed capacity occupied.

self contained units), though the difference is less noteworthy because the youth hostel at the time of the survey had not been open long and was probably comparatively unknown.

Short term fluctuations in bed occupancy for individual accommodation modes are illustrated in Figure 4.3. Motel occupancy in early December is seen to be low, but is the first to increase at a rapid rate from the Sunday before Christmas (Thursday). The most striking feature of the motel occupancy peak is its sustained extent until the end of January, when it decreases to approximately 50% bed occupancy. Weekend peaks again begin to show in February. The primary and secondary occupancy peaks for motels are not strikingly separated as in the total occupancy graph (Figure 4.2), indicating either closely packed booking or adequate numbers to fill the one and two day gaps common between the stays of holiday groups. These stays are of long duration - the average being 11.46 days - by groups of relatively large numbers, as shown in Table 4.3.

Hotels have a high average bed occupancy over the three months (59.38%) but Figure 4.3 shows this to be a very fluctuating situation. The average stay length of survey population hotel guests was only 5.18 nights. Consistent drops in occupancy can be observed at the end of most weekends. (Sunday nights) and frequently during mid week periods. The

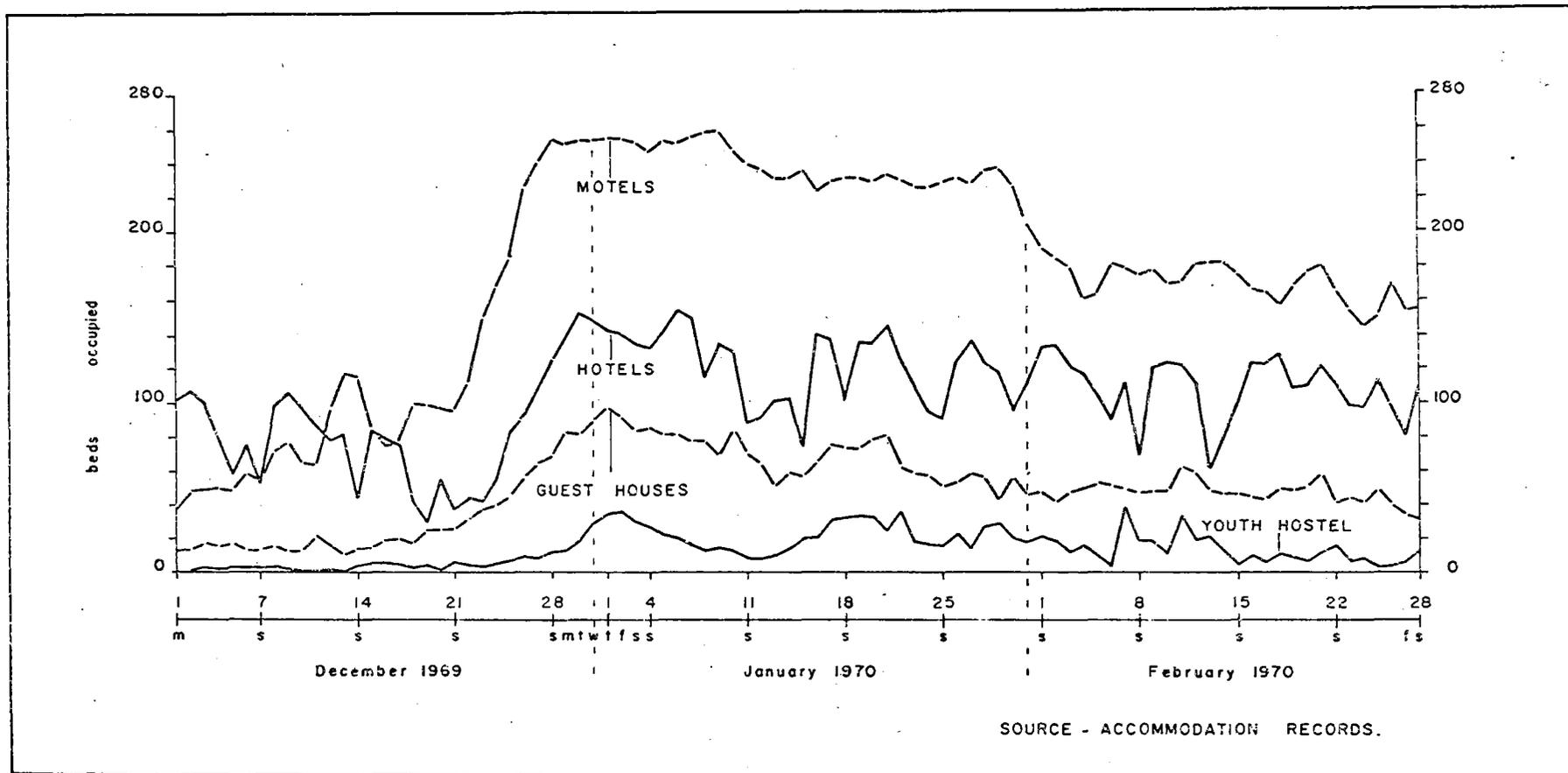


FIGURE 4.3 Occupancy of the survey sample of commercial accommodation. Bed capacities are: Hotels, 172; Guest houses, 114; Motels, 320; and Youth Hostel, 40.

TABLE 4.3

GROUP NUMBER DISTRIBUTION IN DIFFERENT ACCOMMODATION
MODES FOR SURVEY SAMPLE

	1	2	3	4	5	6	7	8	9	10
Hotels	50.0	6.2	6.2	13.0	3.0	3.0	6.2	-	6.2	6.2
Guest Houses	7.6	33.3	24.2	15.2	12.2	3.0	1.5	1.5	-	1.5
Motels	0.8	23.7	12.7	26.3	22.1	10.2	2.5	-	1.7	-
Youth Hostels	40.0	48.6	11.4	-	-	-	-	-	-	-
Tents	8.3	33.9	31.4	9.8	8.3	8.3	-	-	-	-
Caravans	4.7	23.3	19.4	16.2	19.4	11.6	1.6	-	3.8	-
Cabins	-	30.4	4.3	56.6	-	8.7	-	-	-	-

Expressed as percentage of guest sample in each accommodation mode.

latter may be accounted for by tour parties (who do not register as such) but is more likely to be a reflection of the typical short-term stay and small tourist group in hotels (see Table 4.3). Unlike that for other accommodation types the hotel occupancy peak is brief before New Year and at New Year is actually declining, though only temporarily.

Guest houses, although they have a below-average average occupancy rate for the three months (Table 4.2), show the most evenly graded occupancy graph. The approach to the summer peak is more gradual and steady than that of hotels and motels although there is more fluctuation in occupancy following this peak. Guest house stay lengths are only marginally greater than those of motels (an average of 5.48 nights as against 5.44 nights) although group numbers are shown in Table 4.3 to be larger.

The youth hostel, because of its recent opening, may not have been occupied as much in the 1969-70 season as it will in the future. After a very slack period preceding Christmas, occupancy peaks and drops evenly. Around the weekend of the 11th of January the decrease changes to an increase. After this it evens out, and a relatively high occupancy is maintained until mid-February. Table 4.3 shows groups in the youth hostel to be predominantly pairs, or people by themselves. Mean stay length is 3.29 nights.

Because detailed occupancy data were not available for camping grounds, and because general occupancy estimates were offered for them in Appendix II, little mention has been made about occupancy patterns in the sample camping ground. It has been observed* however, that the Tahuna Beach Camp remains substantially poorly occupied until a week previous to Christmas when a slow, steady buildup begins. Between Boxing Day and New Year, however, there is a veritable onrush of campers and caravaners who arrive in Nelson after spending Christmas at home. The camp then remains at high level of occupancy until approximately the 7th or 8th of January (the end of the primary peak) when many sites change hands. Mean stay length over the three week sample period was indicated by questionnaire respondents as being 11.72 nights, a period which, when travel is added, uses the "average man's" two week annual holiday to maximum advantage. After the smaller, secondary peak, tourist numbers fall off gradually with a propensity for tourists to leave near the end of every week. With the average of 11.72 nights per stay camping ground visitors stay longer than those in other modes. Table 4.3 shows that surveyed caravan tourists constituted marginally larger groups than those using tents or cabins.

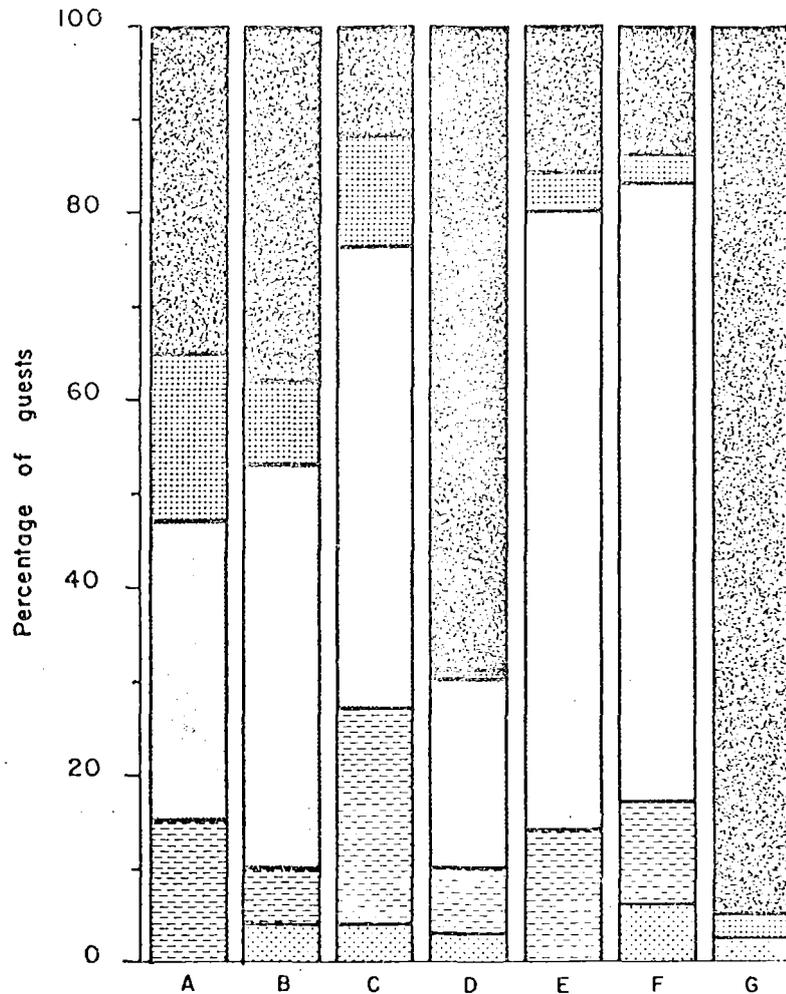
It can be seen that during the summer peak all types of accommodation are well used in terms of unit occupancy. Bed occupancy varies with each accommodation mode depending on

* Personal communication with management.

its unit number and capacity its degree of servicing or self containment, and the lengths of stay involved. Motels and camping grounds are the most efficient types of accommodation over the peak season (3 weeks) with 77.25% and 76.5% occupancy rates respectively. These are the types of accommodation in which units are most self contained, groups are largest and stay lengths are longest. However they are also the modes which must be most efficient for they are also those which are least oriented to off-peak tourist trade.

Relationships between accommodation mode and socio-economic characteristics of the tourist group survey population are shown in Figures 4.4 and 4.5. Data are converted to percentages of each accommodation sample to counteract sample biases but it must be borne in mind that hotels are considerably under-represented.

In hotels the main groups consist of "unmarried" and "married with dependent children" status, with secondary groups of "married without children" and "married with independent children" status. Incomes are in the middle to upper brackets. It is suggested that the middle incomes and more independent groups are associated while the higher income brackets are accounted for by those in the family-type statuses. The hotel sample however, should be treated with caution for it seems to under-represent some types of tourist



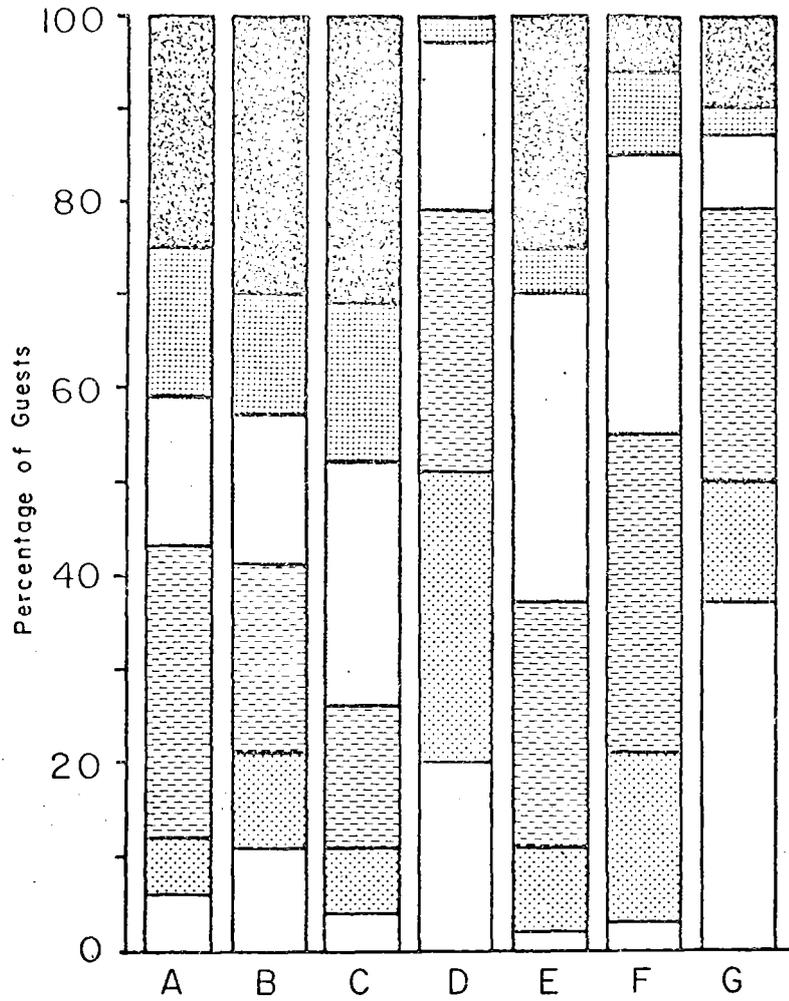
ACCOMMODATION

- A Hotels
- B Guest houses
- C Motels
- D Camp - tents
- E Camp - caravans
- F Camp - cabins
- G Youth hostel

FAMILY STATUS

- Unmarried
- Married - without children
- Married - dependent children
- Married - independent "
- Widowed

FIGURE 4.4 Relationships between accommodation mode and family status



ACCOMMODATION

INCOME (\$)

- A Hotels
 - B Guest Houses
 - C Motels
 - D Camping - tents
 - E Camping - caravans
 - F Camping - cabins
 - G Youth hostel
- | | |
|--|-------------|
| | over - 5000 |
| | 4001 - 5000 |
| | 3001 - 4000 |
| | 2001 - 3000 |
| | 1001 - 2000 |
| | 0 - 1000 |

FIGURE 4.5 Relationships between accommodation mode and income classes

which might have been expected in greater proportions (e.g. "widowed" and "married with independent children").

Guest houses show similar types of clientele to hotels except that proportions in the income class extremes are expanded and the middle income class proportions compressed. There is a corresponding increase in the married (dependent children) and unmarried classes.

Motels show a clientele of mid-socio-economic characteristics; mostly families and those of more senior status. As might be expected in these, the relatively more expensive high capacity accommodation units, guests fall into the middle-to-high income classes.

The cheaper high capacity units, those in camping grounds, have an even more major family component than the motels. This component is decidedly more "middle income" than that of the motels, as might well be expected. Of this middle income family group, a substantial proportion^{is} accommodated in caravans. This pattern is consistent with an increased popularity of caravans as holiday units in New Zealand, for middle income as well as high-income groups. After the initial cost the caravan constitutes cheap family accommodation at the standard required, exerting minimal pressure on accommodation facilities.² Camp cabins, which can be considered as a low level of motel, are the cheaper alternative accommodation to those without caravans or tents.

These accommodate a predominantly family-type clientele of low-to-middle income status. Of those camping per se, 75% consist of groups with members of unmarried status and lower income classes, these constituting the youthful "friends" group category.

Finally, in the youth hostel, there is a predictable 95% of the tourist guests who are unmarried and youthful people of the lower three income brackets.

There is then a very general relationship between the level of holiday accommodation and that of socio-economic status. Hotels and guest houses, offering the greater levels of service, accommodate more tourist groups of upper-middle socio-economic status than does the camping ground, although there are many exceptions. Motels, self contained and well appointed, also attract a considerable proportion of the upper-middle socio-economic groups but with considerably more emphasis on the family. In the camping ground the greater proportion of the lower-to-middle socio-economic groups are found; families in caravans and cabins and mostly single youths in tents.

Popular opinion in Nelson has it that previous to the peak demand season commercial accommodation is fully booked. In terms of bed-night occupancy this has been shown to be an over-simplification. But even in terms of unit occupancy the situation is not as inelastic as some would make out.

To establish an appreciation of the demand for accommodation in Nelson city, data on the date and mode of booking were obtained from the questionnaire survey.

Figure 4.6 illustrates the calendar distribution of the survey population's accommodation bookings. Although the respondent's estimate may err a month either way these data will still show trends in the booking pattern. Four distinct gradient components in the cumulative curve are apparent. The first 8% of the population who booked accommodation in the previous summer of 1968-1969 represent those who were at Nelson at the time and registered a repeat booking or confirmed their permanent annual booking. After this period booking rates level off until May when there was a sharp increase, the rate of which continued until November. August and May school holidays are both possibly reflected by an increase in "holiday consciousness" and thus in bookings. The very rapid increase in bookings in December and January indicate the prevalence of both very late bookings and speculative holiday arrivals.

For an accommodation situation reputedly so heavily booked there is a surprisingly large proportion of the bookings made at a late date. Twenty-two percent of the tourist population surveyed did not search for accommodation until they arrived in Nelson. Yet 85% of those questioned indicated that they secured a vacancy in the accommodation mode of their choice.

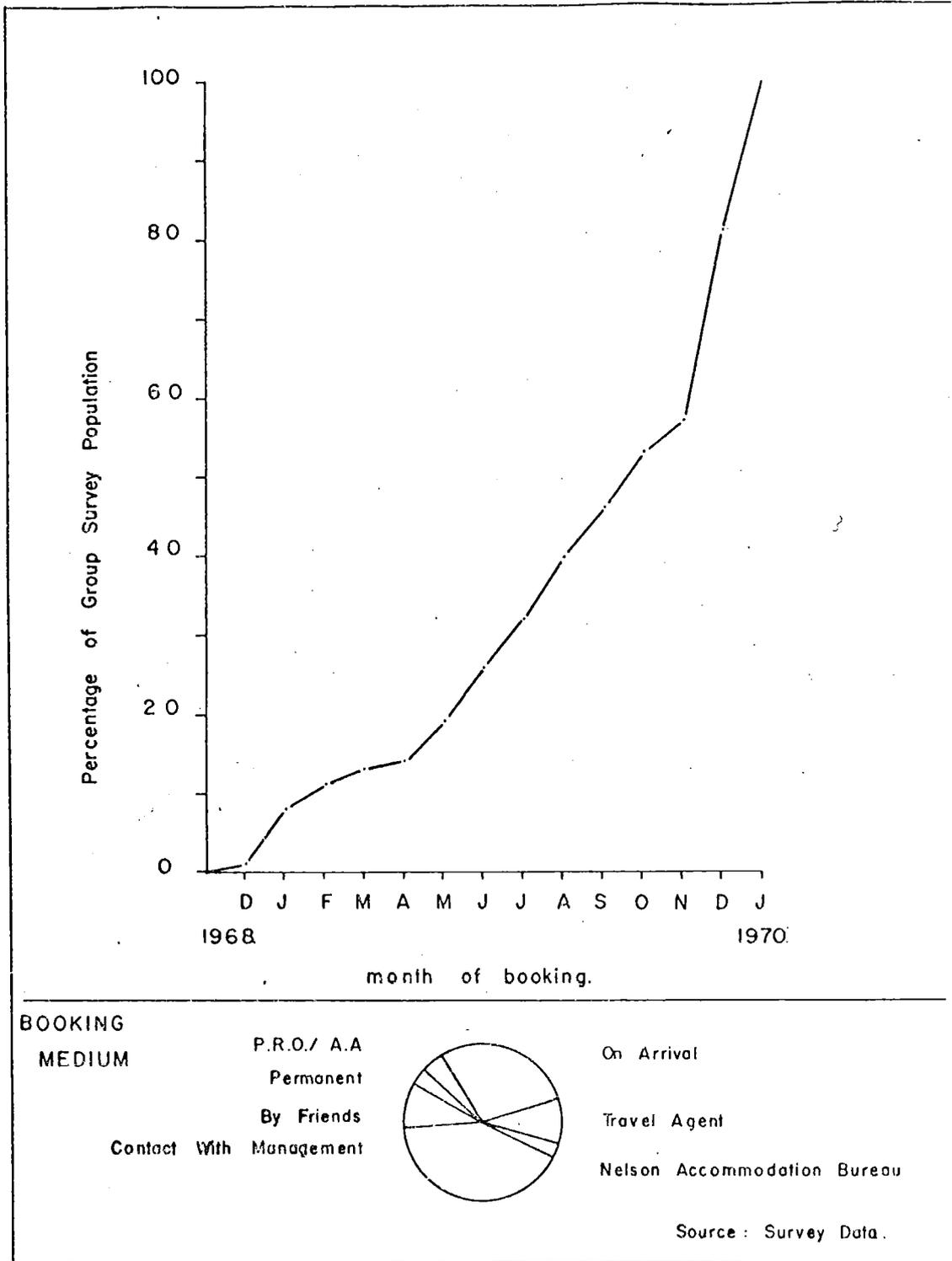


FIGURE 4.6 Calendar distribution and mode of the survey population's accommodation booking

Nelson may be heavily occupied by tourists in the peak season, and demand can really only be measured by data on those who were unable to secure accommodation; but judging by the lateness of peak period bookings, the potential Nelson tourist population are reluctant to commit themselves too early. Figure 4.6 also shows that accommodation booking media used are mostly of the independent, uncommercial type. The Nelson Accommodation Bureau, which operated for the first time in the summer of 1969-1970, did not handle a very large proportion of accommodation bookings. This establishment, if backed by local facility owners, could provide a valuable service in the peak season. With a concentrated effort in advertising its existence and function (in mid-to-late October for example), the bureau could promote earlier bookings and enable Nelson accommodation to be booked to maximum efficiency in bed and unit occupancy. The bureau is as yet inadequately supported by local accommodation concerns however, presumably because of differences in opinion as to who should finance this service; tourists or accommodation managers.* Some moteliers run an unofficial phone booking service which is connected by one central-link manager. When one motel cannot accommodate a group searching for accommodation a telephone call is then made to establish where vacancies occur.

* Personal communication - Nelson Accommodation Bureau management.

For efficient occupancy, efficient booking is necessary. Certainly bed occupancy could be improved upon with the use of a central booking agency. But the New Zealand tourist might well prefer personal contact with his potential accommodation manager. This is readily available to the tourist in the form of a listing of a large proportion of Nelson's accommodation in terms of mode, services offered, location, telephone number and address.*

The tourist industry is already of great benefit to the regional economy in general. Expansion of the industry is assured of success in the summer season. Whether development is desirable, is a question to which Nelson city must have a positive answer. The constraint on the expansion of summer tourism in Nelson is the availability of accommodation. The constraint on the expansion of accommodation capacity is the inefficient economics of servicing a highly peaked demand.

If tourism in Nelson city is to be expanded then accommodation capacity must be expanded. The most obvious lines of expansion are:

- (a) The provision of more low-cost, large capacity, self contained accommodation units to cater for an increase

* This refers to the annual publication of the Automobile Association of New Zealand, The Automobile Association Members' Handbook.

in the numbers of Nelson's most typical types of tourist - the family and "friends" groups. These units include caravan sites and motels. It is considered that there is considerable scope for family-oriented motels of lower cost and appointment levels than many of those available in Nelson at present.

- (b) Specialised accommodation development designed to attract new types of tourist trade. There is a definite need for a more modern, tourist class hotel in Nelson before tourists of overseas origins and/or high socio-economic status will visit Nelson in substantial numbers.*

Equally, if not more important than the provision of more accommodation however, is the necessity of increasing off-peak occupancy.

Although the peakedness of demand is largely associated with strongly entrenched holiday habits in New Zealand society - which would be difficult to alter - there are a number of ways in which an increase in off-peak occupancy might be fostered, by Nelson itself. These all amount to more intensive, specific promotion aimed at tourists of a particular type. Promotion should cover:

* Personal communication with Nelson's Public Relations Officer revealed that major national tour operators were reluctant to include Nelson in their coaches' itineraries until higher standards of tourist accommodation were available. It has recently been announced that a new multi-storied tourist class hotel (comprising one hundred 'twin' bedrooms) is to be erected in central Nelson city.

- (a) The encouragement of tourists who are free to travel in the off-peak season. Such people include those with children of non-school age, with occupations which allow a choice of holiday time, and those who have retired.
- (b) The provision of off-peak accommodation tariff concessions.
- (c) Emphasis on the region's off-season attributes such as mild weather, scenery, placidity and even specific factors such as the availability of snow ski-ing.
- (d) Emphasis on the suitability of Nelson city for business conventions and national functions.
- (e) The provision of special events incorporating the regional flavour to attract visitors (e.g. Art or pottery exhibitions).

With only small increases in accommodation occupancy, facilities in Nelson could become more economically viable and be able to expand and cater for a greater number of summer tourists.

REFERENCES:

- 1 Nelson Jaycee (Inc.) op.cit. p.15.
- 2 ibid. p.8.

CHAPTER FIVE

THE ATTRACTION OF NELSON AS A HOLIDAY LOCATION

A INTRODUCTION

Tourism is

"... a highly personalised and particularised experience varying in degree with the individual differences in the consumer." ¹

But there is every reason to believe that there are common factors which motivate people to go on holiday and attract them to specific holiday places.

Clawson and Knetsch² have provided a summary of the types of factors which are thought to influence tourist demand. These can be applied both generally and at the specific holiday resort level. These factors, which contain some modifications, are listed below:

(a) Factors relating to potential tourists

1. Total numbers in each tourist source area.
2. Geographical distribution of the population within these source areas.

3. Socio-economic factors.
4. The distribution of income amongst tourist groups.
5. The length and frequency of available leisure time.
6. Conception of the holiday area in question as influenced by:
 - (i) individual tastes
 - (ii) education
 - (iii) past experience
 - (iv) present knowledge

(b) Relationships between tourists and the tourist area

1. Accessibility in terms of travel distance, time and comfort.
2. Monetary costs of visiting the area.
3. The extent to which demand is stimulated by promotion.

(c) Factors relating to the tourist area

1. Capacity of area to accommodate tourists.
2. Its innate attractiveness.
3. Character and intensity of its management.
4. Availability of alternative tourist locations and the degree of substitutability.

It is obvious that there are strong relationships both within and between these three groups of factors. It is all very well to itemise the factors which are known (intuitively), or observed to influence the pattern of demand, but to isolate, measure and reassemble them for the purposes of research is a very difficult task.

In Chapter Three some of the aspects and inter-relationship in section A and B of the list were discussed. In Chapter Four the accommodation aspect of section C was examined in depth. This chapter examines specifically the aspect of the "innate attractiveness" of Nelson city as a holiday location. In doing so it poses the question; "Why is Nelson so popular a holiday resort?" and attempts to answer it with the survey data.

B REASONS FOR CHOOSING NELSON AS THE HOLIDAY LOCATION

In the questionnaire, as found in Appendix I, respondents were asked to rank order from "most important" to "least important" a maximum of seven reasons why they chose Nelson as their holiday place. The question was left "open-ended" to minimise the effect of providing respondents with the "right" answers. The alternative to this method would be in the form of a compromise between the "open" and "closed" type question. A checklist of possible reasons, separate

from the questionnaire, could have been provided, against which respondents could classify their reasons. This was considered to entail unnecessary complications to a questionnaire which already required considerable patience from the respondents. Reasons were therefore classified at a date when all returns had been scanned and an appreciation of the range of answers elicited had been gained. A small amount of bias may have been introduced in the interpretation and classification of the responses but it is considered that this bias is far less significant than that associated with the alternative question formats mentioned.

Of the seven possible ranks of reasons given, only four are considered to have enough significance on which to place any emphasis. The reasons for this are:

- (a) The final three ranks were answered by only 28.7%, 17% and 13.4% respectively.
- (b) The reasons given in these ranks were of a highly individual nature. They thus raised the level of dissociation in the 'reasons' classification to a level disproportional to their importance.

Thus the first four reasons for choosing Nelson as a holiday resort, as given by individual respondents, were aggregated to give twelve basic categories.

Table 5.1 shows these categories and the ranks which they received from the survey tourist population.

"Good weather", which encompasses all references to the favourability of Nelson's weather in terms of temperature, sunshine and reliability, results as the most favoured aspect of Nelson city as a holiday place. This category has both the highest total number of responses and the highest number of first and second rankings.

The popularity of Tahunanui Beach as a safe and warm swimming location, and the focus of recreational activity in Nelson, is confirmed by the second-highest response in terms of total numbers. This category receives considerably greater numbers of lower rankings than that of "good weather" however, suggesting that although the beach is popular, it is not necessarily the prime reason for choosing Nelson as a holiday place.

Of greater importance in terms of primary rankings is the good accessibility of Nelson city to the rest of New Zealand. Although it is essentially off the main national transport axes, it is still considered by 42% of the survey population to be within easy travelling distance.

"Personal" reasons for choosing Nelson take next priority in terms of total response but Table 5.1 shows that the ranking of this reason is of an uneven nature. Personal reasons encompass a number of very individual situations such

TABLE 5.1

REASONS FOR CHOOSING NELSON CITY AS A
HOLIDAY PLACE

	<u>Rank Order</u>				<u>Total</u>
	1	2	3	4	
Good Beach	49	91	54	29	223
Good Accommodation	5	14	33	20	72
Good weather	136	94	47	10	287
Organised events	10	9	18	19	56
Holiday atmosphere of Nelson	61	45	19	21	146
Great variety of recreation available	2	15	20	22	59
Personal	58	24	79	26	187
Benefits of a city	0	1	3	6	10
Previous knowledge	48	13	11	5	77
Variety of accessible scenery	3	24	26	29	82
Accessibility (external)	97	54	28	19	198
Other	6	8	16	15	45

Expressed as numbers of individual responses from
the survey population of 476 tourists.

as the visiting of friends and the coincidence of a wedding.

The recognition of a "holiday atmosphere" is apparent from the high ranking this category receives from the survey tourist population. It covers a number of enthusiastic references to Nelson's relaxed atmosphere, hospitality and friendliness.

Of lower overall ranking than might be expected, is the attraction of Nelson's variety of accessible scenery. The region has many locations of scenic renown which are well within a day's travel of Nelson. It is perhaps because "scenery", as such, is ^a more intangible "influence" on a holiday location decision that it receives this lower rank.

Tourists' previous knowledge of Nelson appears to be a moderately high-ranking influence on the choice of Nelson as a place in which to holiday. Within this category many respondents indicated that they visited Nelson because of the favourable reports they had heard.

Good accommodation is considered by some to be an advantage of staying in Nelson, this response applying predominantly to the Tahuna Beach Camp. A very few tourists considered that there were benefits in holidaying in a city, while others gave relatively consistent priority to the attraction of organised events held in Nelson over the holiday season.

Thus when considering why they chose Nelson for their holiday, the survey tourist population indicated the dominant reasons were those of a reliable climate, a coastal location, a holiday atmosphere and good accessibility.

These reasons illustrate the popular image of Nelson. They contribute towards an explanation of why people choose Nelson city in particular as their holiday resort. The following section of this chapter examines what the tourist population enjoys specifically when staying in Nelson.

C THE TOURISTS' APPRECIATION OF NELSON

The survey questionnaire for this study presented a further "open" question requesting the respondent to list the five attractions, places or events which he appreciated most during his stay in Nelson. This question was answered considerably better than that analysed in the previous section. Eighty percent responded to the ranking of a first choice while 30% gave all five.

The range of responses has been compressed into nine classes. These are shown in ^{Table} Figure 5.2 along with the numbers and rankings attributed to each class.

Specific places or locations take overwhelming precedence as the most appreciated aspects of staying in Nelson. This category encompasses all responses in which a visit to a

TABLE 5.2

HOLIDAY ATTRACTIONS, PLACES OR EVENTS
MOST ENJOYED

	<u>Rank Order</u>					<u>Total</u>
	1	2	3	4	5	
Specific places	145	113	88	68	39	453
Physical landscape	124	85	70	39	21	339
Organised events	32	46	30	32	17	157
Cultural landscape	29	28	35	31	28	151
Holiday atmosphere	25	20	23	9	5	82
Good weather	17	8	6	4	3	38
Specific activity	11	19	17	11	18	76
Economic landscape	3	7	4	10	7	31
Other	5	3	2	-	2	12

Expressed as numbers of individual responses from the survey population of 476 tourists.

particular location was noted as being a feature of the holiday most appreciated. In the answering of this question respondents may have tended to look further up the page and use the previous question as a checklist of possible answers (see Appendix I). This may have produced the effect of over-emphasizing the popularity of particular places in the Nelson region. Nevertheless; specific locations dominate all rankings of response as the most appreciated aspects of the holiday in Nelson.

In close association with this pattern is the very significant weight of the "physical landscape" category, which in the majority of cases encompasses respondents' comments about Nelson's natural scenery. These comments were often made with reference to a specific location and it is therefore considered that the "specific places" and "physical landscape" categories should be associated. This produces a very strong pattern of appreciation for the scenic locations in the Nelson region, also suggesting that the tourist population in Nelson city is a very mobile one in terms of recreational travel within the Nelson region. Figure 5.1 confirms this suggestion by showing the extent to which the Nelson city tourist population travelled during their stay. Over half the survey population travelled to Kaiteriteri (43 miles from Nelson) and 30% travelled the seventy miles

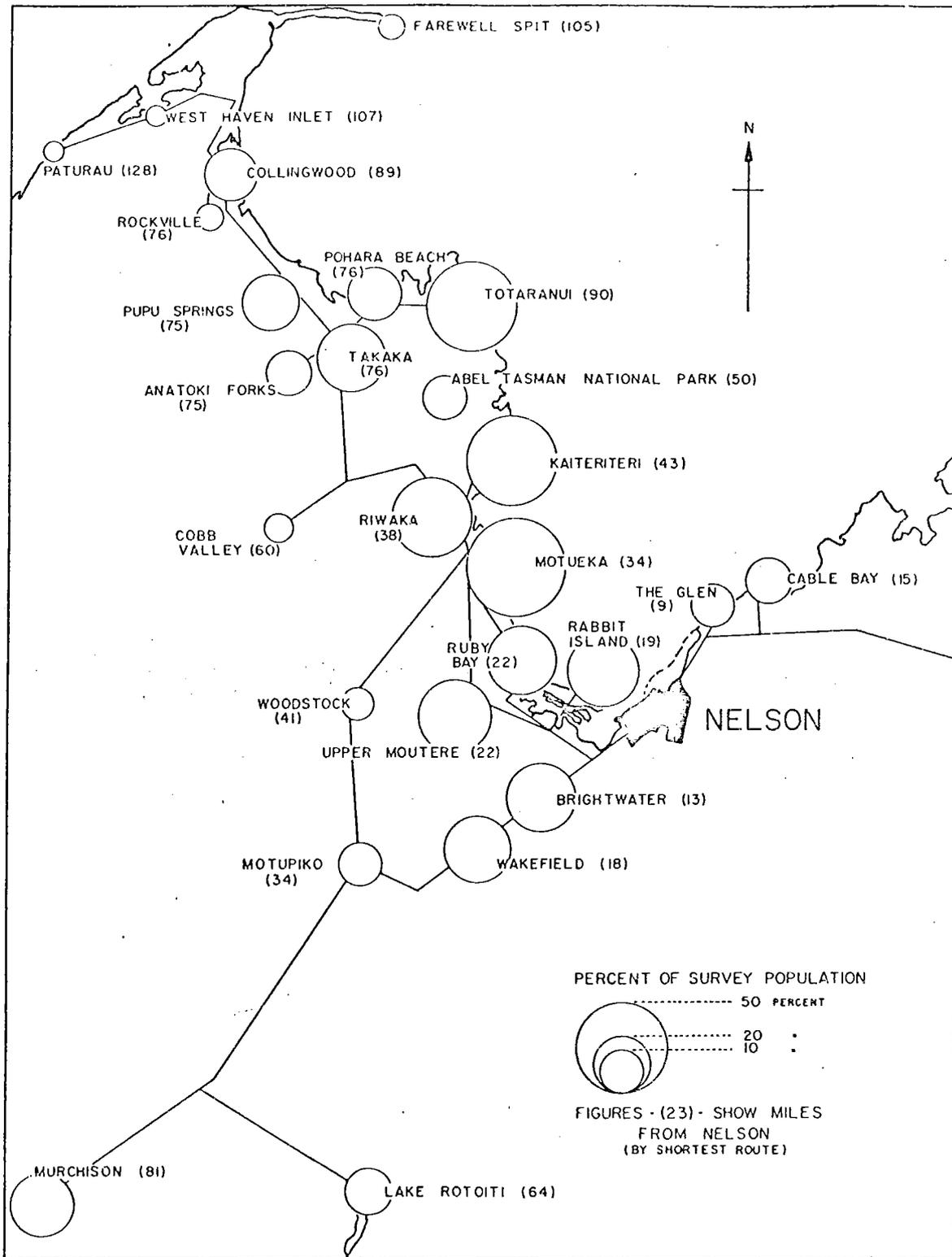


FIGURE 5.1 Recreational travel in the Nelson region from Nelson City

to Takaka. It can be seen that the route west is by far the most travelled, though Nelson Lakes National Park in the south receives a greater proportion of visitors than Abel Tasman National Park. The aspect which the tourist population most appreciates about Nelson during its stay in Nelson is thus the accessibility of a variety of scenic locations.

Table 5.2 also shows that the tourist survey population ranked "organised events" during the holiday period as highly appreciated.* Features most enjoyed within the "cultural landscape" include those such as flower gardens, pottery works, the Nelson Cathedral and the museum.

"Holiday atmosphere" and "good weather" re-appear as responses, though relatively low ones, to the "most appreciated" question, indicating that these are still rated as primary attractions by some during the course of their stay. Those categories of "specific activity" (which refers to swimming, golfing etc.), "economic landscape" (the appreciation of fruit, tobacco, hop crops) and "other" all elicit low responses, yet should not be discounted as popular aspects of Nelson.

The factors which render Nelson so popular a holiday resort are thus:

* These events included a holiday carnival at Tahuna beach, a New Year Mardi Gras, numerous public dances, revues, amusements and national and regional sports events.

- (a) Its reliable, fine summer weather.
- (b) Its variety of accessible scenic places over the region, especially to the west along the coast, where outdoor recreation opportunities are innumerable.
- (c) The specific beach of Tahunanui in Nelson city.
- (d) A holiday atmosphere of relaxedness and friendliness.
- (e) Its accessibility from at least two major New Zealand population centres.

Nelson has established a very favourable image as a domestic summer tourist resort.

D FUTURE DEVELOPMENT

Tourism is of great benefit to Nelson's regional economy, its influence reaching deep into many sectors. It is also a very fast-growing industry. Nelson city and the regional hinterland have many of the physical attributes which make the success of at least the summer - and quite probably a winter - tourist trade assured.

But the cost of the development of the tourist industry should be considered as well as the benefits. Nelson's

image, as portrayed earlier in this chapter, is one which could be altered with changes in the direction of development.

Of these attractions discussed as being the major contributors to Nelson's tourist image, some are likely to remain reasonably stable. Accessibility to Nelson is not likely to change greatly, although the construction of a Karamea-to-Collingwood road is likely to have an accelerating influence on the tourist industry, as did the opening of the Haast Pass road. The attraction of Nelson's fine and reliable weather is not likely to decrease in priority either.

But the image of Nelson as the family holiday place is one which could be altered by changes in the direction of tourist industry development (e.g. in accommodation and in the degree of commercialisation). In New Zealand considerable emphasis is placed upon the economic importance of the overseas tourist, but it should be remembered that in terms of overall patronage he constitutes a very small proportion of the tourist market.

In expanding and developing the Nelson tourist industry, sight should never be lost of the image of unsophistication, friendliness and hospitality, which Nelson emanates. Trends in primary development should be in the expansion of present market trends rather than the establishment of large new ones.

This does not mean that the image should remain static; on the contrary it should be promoted vigorously both in established tourist source areas, and in areas where potential is greatest.

REFERENCES:

- 1 Killion, G.L. 1969: op. cit. p.21
- 2 Clawson, M. and Knetsch, J.L. 1966: op. cit.
pp. 59-60.

CHAPTER SIX

CONCLUSIONS

This study has described a portion of the New Zealand domestic summer holidaymaking movement by examining Nelson city as a tourist resort.

It has not been suggested whether ^{or not} the Nelson situation constitutes a representative portion of the very large and rapidly developing summer holidaymaking movement. The reason for this is dominantly because no data exist from which comparisons can be made. It is suspected however, that in terms of basic occupancy trends, the types of tourists and their travel characteristics, the Nelson summer tourist phenomenon might well be similar to that pertaining to other small New Zealand city resorts such as Timaru or Tauranga.

Nelson has been shown to be a holiday venue patronised most by "average" New Zealanders. These predominantly consist of family groups and youthful companion groups, typically of middle socio-economic status. Most Nelson tourists are south islanders, especially from Christchurch city, though a substantial proportion travel from the North Island, often

on a south island circuit tour. The overseas and so-called "tourist class" (i.e. higher status) contingent is of negligible importance and the servicing standards for this contingent are inadequate. This reflects both a cause and effect relationship between demand and supply.

The supply of servicing - and in particular accommodation - in Nelson is well suited in quality to the domestic market, though it is lacking in capacity. The economics of peak demand however, felt particularly by the tourist industry, make it difficult and inefficient for Nelson to expand the tourist servicing capacity without firstly, or at least simultaneously, increasing demand in the off-season.

The stimulation of off-season demand requires a temporal extension of Nelson's summer image. It has been shown that Nelson is a region endowed with very favourable natural resources for tourism. Fine, reliable weather, an attractive coastline and a great variety and number of inland scenic resources are some of the primary attractions to tourists in the summer. These could be promoted with justifiable enthusiasm to potential winter tourists.

Additional factors which render Nelson so popular a holiday location are its relatively good accessibility to major population centres and its prominent, welcoming, holiday atmosphere, stimulated by a great number and variety

of organised, tourist-oriented events.

It is concluded that as a holiday resort, Nelson's primary function is to serve a domestic, "middle class" tourist market, a market which in three summer holiday weeks, totals approximately three-quarters of the number of people living in Nelson city. It is this market which should be developed if expansion of the tourist industry is to occur. Nelson is becoming increasingly aware of both the economic and social benefits derived from its tourist industry. Progressive suggestions for development are now reaching fruition. It is felt that the criteria by which to judge their worth are:

- (a) Does this stimulate off-season tourism.
- (b) Does this increase the scale and/or the efficiency of the summer tourist industry and, if so, is it in harmony with Nelson's tourist image.

The type of comparison between Nelson and the rest of New Zealand which cannot, as yet, be made, is that pertaining to scale. Nelson's summer tourist influx has been shown to be very large relative to the city's present size. The scale of this influx in other areas is likely to vary with accessibility, particularly in relation to the location of different sizes of population centres; and the "innate

attractiveness" of the area itself, tempered by the degree to which the local population is aware of, and promotes, this attractiveness. Scope for considerable research into the inter-related geographical, recreational, sociological and economic aspects of domestic tourism is wide open and relatively undeveloped. Yet research would contribute valuable aid to the tourist industry in assessing future demand, and how best and efficiently this demand might be satisfied.

The methodological and descriptive format employed in this study has been one severely limited by the general lack of data and centralised organisation in the domestic tourist industry. The use of the questionnaire data collection method constituted a compromise between the depth of description required, and the time and finance available. It seems that individual surveys such as these are the only alternative until the tourist industry either decides, or is compelled, to prepare adequate statistical returns.

The adequacy of ^{the} questionnaire method used leaves much to be desired in that it constitutes a limitation to the valid applicability of the results of this study to the general Nelson situation.

But the questionnaire method does enable the descriptive format required to be established by the researcher; rather

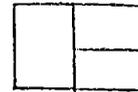
than the research format required to be established by the descriptive data available. It is considered that the format of the questionnaire used in this study, accompanied by accumulated accommodation facility records data, offers a thorough description of the summer holiday situation in Nelson city.

APPENDIX I

QUESTIONNAIRE AND
EXPLANATORY LETTER

NELSON HOLIDAYMAKING

QUESTIONNAIRE



For any holidaymakers 18 years or over - please endeavour to fill out this questionnaire as close to the end of your stay as possible. Simply tick the right box or write in the space provided.

All answers are strictly confidential. No names / addresses are involved and thus in the analysis you are completely anonymous.

1. Where do you live?

_____ town/district _____ country

2. By what means did you travel to Nelson?

private car

rental car

bus / rail

bus alone

air

hitch-hike

other (specify) _____

3. Do you have a car available for your use on holiday?

No

Yes

4. Did you travel direct to Nelson or did you stay overnight or longer at other places along the way?

Direct

Stayed at _____

5. Are you on a tour

No

Yes: N.Z. tour

Sth. Is. tour

International tour

Other _____

6. How many times in your life have you visited Nelson province (exclude this time)

_____ times for holidays

_____ times for other reasons.

7. Have you ever lived in Nelson province

Yes

No

8. Do you have relations and/or close friends living in Nelson?

Yes

No

9. How did you book or obtain accommodation for this holiday?

Through - Automobile Association

Nelson Accomm. Service (Tasman Rentals)

Public Relations Office

Commercial Travel Agent

Friends

Other Private means

Any other way (please specify)

10. Did you obtain the type of accommodation you first sought?

Yes

No

11. Approximately when did you secure this accommodation?
(e.g. August, 1969).

Month _____ Year _____

Permanent booking

12. At what date did you arrive and when do you intend leaving?

Arrived ___/___/___ Morning / Afternoon

Leaving ___/___/___ Morning / Afternoon

13. Into which of these categories do you fall?

Unmarried

Married without children

Married with dependant children

Married - all children independent

Widowed

14. With whom are you on holiday?

Wife / husband only

Family

By yourself

Friends

Relatives

Other (specify) _____

15. If you are with other people how many adults and how many children are there (include yourself).

Adults _____
Children _____ (those at school)

16. Would you please endeavour to work out your annual income and tick the category below into which it falls.

If married - husband & wife income
If single - on holiday with family - parents income
If single - on holiday without parents - your income alone

\$ 0 - 1,000
\$ 1,001 - 2,000
\$ 2,001 - 3,000
\$ 3,001 - 4,000
\$ 4,001 - 5,000
more than \$5,000

17. Please describe your occupation as fully as possible - includes housewife / retired.

18. If you live with your family what is the occupation of the head of the household?

19. Are you

Male
Female

20. Would you try to list the reasons why you chose Nelson city as your holiday place this year. Begin with those reasons you think were most important.

1. _____ most important
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____ less important

21. During your present stay in Nelson which of these places or attractions have you visited?

- | | | | |
|-------------------|--------------------------|---------------------------|--------------------------|
| Cathedral | <input type="checkbox"/> | Pupu Springs | <input type="checkbox"/> |
| Museum | <input type="checkbox"/> | Anatoki Forks (Eels) | <input type="checkbox"/> |
| Queens Gardens | <input type="checkbox"/> | Cobb Valley | <input type="checkbox"/> |
| Suter Art Gallery | <input type="checkbox"/> | Rockville limestone caves | <input type="checkbox"/> |
| Tahuna Beach | <input type="checkbox"/> | Pohara Beach | <input type="checkbox"/> |
| Isel Park | <input type="checkbox"/> | Abel Tasman National Park | <input type="checkbox"/> |
| Monaco | <input type="checkbox"/> | Totaranui | <input type="checkbox"/> |
| Maitai Valley | <input type="checkbox"/> | Collingwood | <input type="checkbox"/> |
| Brook Reserve | <input type="checkbox"/> | Westhaven Inlet | <input type="checkbox"/> |
| Rabbit Island | <input type="checkbox"/> | Patarau | <input type="checkbox"/> |
| Richmond | <input type="checkbox"/> | Farewell Spit | <input type="checkbox"/> |
| The Glen | <input type="checkbox"/> | Brightwater | <input type="checkbox"/> |
| Cable Bay | <input type="checkbox"/> | Lake Rotoiti | <input type="checkbox"/> |
| Mapua | <input type="checkbox"/> | Murchison | <input type="checkbox"/> |
| Kina Beach | <input type="checkbox"/> | Wakefield | <input type="checkbox"/> |
| Ruby Bay | <input type="checkbox"/> | Motupiko | <input type="checkbox"/> |
| Motueka | <input type="checkbox"/> | Wangapeka | <input type="checkbox"/> |
| Rivaka | <input type="checkbox"/> | Woodstock | <input type="checkbox"/> |
| Kaiteriteri | <input type="checkbox"/> | Upper Moutere | <input type="checkbox"/> |
| Takaka | <input type="checkbox"/> | Other places (specify) | <input type="checkbox"/> |
| Fearons Bush | <input type="checkbox"/> | | |

22. Which five attractions, places or events have you most appreciated during this present Nelson holiday.

1. _____
2. _____
3. _____
4. _____
5. _____

23. Finally - have you any comments or criticisms to offer about Nelson as a holiday area - for example - accommodation standards, organised events, hospitality etc. - if so please feel free to note these on the back of this page.

Thank you very much for your co-operation.

PLEASE LEAVE THIS QUESTIONNAIRE WITH THE MANAGEMENT OR POST IN THE BOX PROVIDED NEAR THE OFFICE.

Geography Department,
Canterbury University,
Christchurch.

TO: THE NELSON HOLIDAYMAKER AND TOURIST

Dear Sir or Madam,

This questionnaire is the main source of information for a study of summer holidaymaking in Nelson and is currently being circulated throughout many hotels, motels, guest houses and camping sites in the city. I have chosen this subject for my M.A. thesis in geography at Canterbury University.

I would very much appreciate it if you would carefully read, then fill out the questionnaire as close as possible to the end of your stay so that you can comment upon the number and quality of the places you have visited. The success of my study depends strongly upon your generous co-operation in answering and returning this form before you leave.

All information supplied by you will be strictly confidential and as your name or address are not required, will remain an anonymous statistic. I apologise for any intrusion into your holiday and thank you in anticipation of your help.

Yours faithfully,



Russell J. Skinner.

APPENDIX II

METHOD USED TO ESTIMATE TOTAL TOURIST
POPULATION FIGURES

A Population in Commercial Accommodation:

Occupancy figures were obtained from the accommodation facilities handling questionnaires for the three month period of December through February, 1969-1970. These are shown in Table II.1.

In the case of the camping ground however, detailed records were unavailable and the following rationale was employed to estimate occupancy:

- (a) From the questionnaire sample - which included a representative cross-section of the different types of campers i.e. young people, families and elderly folk - these variables were calculated
- (i) Mean group size (\bar{G}) = 3.85
 - (ii) Mean number of Adults per group
(\bar{A}) = 2.5
 - (iii) Mean length of stay (\bar{L}) = 11.72 nights.
- (b) The site capacity of the camp was determined from a diagram supplied by the management. The number of sites was 858. Some areas in the camp, known to be

TABLE II.1

COMMERCIAL ACCOMMODATION SAMPLE OCCUPANCY*
DECEMBER 1969 TO FEBRUARY 1970

<u>Accommodation Type</u>	<u>Dec.</u>	<u>Jan.</u>	<u>Feb.</u>	<u>Total</u>	<u>Sample Period</u>
Hotels	2,551	3,635	3,007	9,193	2,654
Guest Houses	928	2,106	1,313	4,347	1,575
Motels	3,672	7,360	4,766	15,778	5,192
Camping Ground					57,288
Youth Hostel	149	674	372	1,195	445

* Expressed in numbers of occupied bed-nights.

substantially empty during the peak period, were identified and subtracted from the total capacity. A further 5% reduction overall, to account for the consistent vacancies in blocks otherwise substantially occupied, yielded an estimated 682 sites occupied over the summer period (79.5% site occupancy). This figure represents a full occupancy relative to the available sanitary and other facilities.* These facilities are the limitation to full site capacity.

- (c) The average number of people per site was taken to be four.*
- (d) Thus the camp's bednight occupancy was calculated by multiplying site capacity by the average number of people per site. This gave a total of 2,728 persons per night or 57,288 bednights over the three week sample period. The 2,728 bed occupancy will hereafter be called "C".
- (e) To estimate the total number of people staying in the camping ground over the sample period (P_s), the following formula was used:

$$P_s = \frac{C \cdot 21}{\bar{L}}$$

where 21 represents the number of nights in the sample period.

* Personal communication with the camp management.

- (f) This figure was calculated to be 4,888 people.
- (g) The sample of occupancy figures for all accommodation types was expanded by the relationship between the total capacity of the sample accommodation facilities, and that of the total number of these facilities. Table II.2 shows this expansion and gives the expanded bednight occupancy figures for each accommodation mode.
- (h) These bednight figures were then divided by the average stay length pertaining to each type of accommodation, to give the numbers of people who stayed in each type for both the three week and three month period. Table II.3 shows these figures.
- (i) This estimation of the total tourist population in commercial accommodation has the following weaknesses:
 - (i) Camping ground figures are dependent upon mean values calculated from survey data.
 - (ii) Conversion of bednights to numbers of people in the camping ground by mean stay length data results in a conservative estimate because people whose stay began before, or ended after, the survey period, are not necessarily accounted for.
 - (iii) Even though extrapolation from the three-

TABLE II.2

EXPANSION OF SAMPLE OCCUPANCY DATA

<u>Accommodation Type</u>	<u>(1) Cs</u>	<u>(2) C+</u>	<u>(3) C+/Cs</u>	<u>Expanded Bednight Occupancy</u>	
				<u>Sample Period</u>	<u>3 Month Period</u>
Hotels	172	295	1.715	4,552	15,766
Guest Houses	114	325	2.851	4,490	12,393
Motels	320	910	2.844	14,765	44,869
Camping Grounds	3,432	6,132*	1.787	102,363	274,875#
Youth Hostel	40	40	1.00	445	1,195
Average Expansion			2.0394		

- (1) Bed capacity of accommodation sample
- (2) Bed capacity of total accommodation
- (3) Expansion factor

* Calculated by method outlined for the sample camping ground

This figure has been expanded from that of the sample period by the lowest of the other increases between sample and 3 month occupancy (2.6853).

TABLE II.3

NUMBER OF TOURISTS STAYING IN COMMERCIAL
ACCOMMODATION

<u>Accommodation Type</u>	<u>L</u>	<u>Ps</u>	<u>%</u>	<u>Pm</u>	<u>%</u>
Hotel	5.18	879	7.41	3,044	9.30
Guest House	5.44	825	6.96	2,278	6.89
Motel	11.46	1,288	10.86	3,915	11.85
Camping Ground	11.72	8,734	73.64	23,453	70.96
Youth Hostel	3.29	135	1.13	363	1.09
		<u>11,861</u>	<u>100.00</u>	<u>33,053</u>	<u>100.00</u>

L - Mean stay length in nights

Ps - Tourist population over sample period

Pm - Tourist population over three month period

week to the three-month camping ground occupancy is based on the lowest trend shown by other accommodation types (i.e. that of the youth hostel - an expansion of 2.6853 as in Table II.2), it is thought that the camping ground probably exhibits far more "peaking" of occupancy over the three months, and that occupancy for early December and for February will be exaggerated.

(j) Although the camping ground accommodates the largest proportion of visitors over the peak season, yet is the weakest part of the total population estimate, the use of the above calculations is justified by these facts:

- (i) A complete lack of other estimates based on statistical rationale.
- (ii) The greater part of the estimate is based on valid occupancy statistics which, from the sample to the real situation, have undergone an average expansion of only 2.0394 (see Table II.2).

B Population in Private Accommodation:

(a) The estimation of the number of people in private accommodation (houses rented, swapped or on loan)

was based on eleven one-hour-long sample surveys at city, beach and river locations during the peak holiday period. These took place during the day at times when, and places where, holidaymakers were known to be concentrated. Tourists were questioned as to their mode of accommodation and the numbers in each group.

- (b) A picture was thus established of the relative proportions of tourists staying in both commercial and private accommodation. The validity of the sample could be ascertained by comparing the known and surveyed proportions in commercial accommodation modes.
- (c) Table II.4 illustrates this comparison, showing there to be considerable variation between these proportions. It can be seen that motel and youth hostel proportions are over-represented while those of hotels, guest houses and camping grounds are under-represented by the sampling technique. The basic assumption that representative proportions of the accommodation - classified tourist population could be found at popular recreation locations and within the city centre, also assumes that the behavioural patterns of all types of tourist over space are similar. This need not necessarily be so.
- (d) From Table II.4 it can be seen that the variation of the

TABLE II.4

COMPARISON OF RANDOM SAMPLE AND ACCOMMODATION
RECORDS SAMPLE OF POPULATION PROPORTIONS IN
DIFFERENT ACCOMMODATION TYPES

<u>Accommodation Type</u>	<u>(1)</u>	<u>(2)</u>	<u>Difference</u>	<u>% Difference of (1)</u>
Hotel	7.41	6.53	0.88	-11.87
Guest House	6.96	5.52	1.44	-20.68
Motel	10.86	17.36	6.50	+59.85
Camping Ground	73.64	68.33	5.31	- 7.21
Youth Hostel	1.13	2.26	1.13	+100.00

(1) Accommodation records sample - percentage proportions

(2) Random sample - percentage proportions of
commercial accommodation portion

sample population (observed) over that of the accommodation record sample situation has a range of 120.68%. Because the youth hostel category is such a small proportion of the whole, and because its over-representation can be explained in terms of the hostels proximity to the city and the more mobile characteristics of its guests, it was decided to delete its otherwise considerable influence on the calculations in the following paragraph. This reduces the range of maximum variation to 80.53%.

- (e) The sample surveys revealed that, of the total tourist population staying in Nelson over the peak period, 44.1% stayed in private accommodation. But because the validity of the sample has been shown to vary between the extremes mentioned above, so too must that of this proportion. The proportion is thus placed at between 26.35% and 61.85% of the total tourist population.
- (f) As 44.1% of the total random survey sample population represents 78.89% of the commercial accommodation-using portion of that population, so the range of the private accommodation user population may be between 47.2% and 110.7% of the same (i.e. 11,861 people). In terms of tourist numbers this range represents between 5,600 and 13,130 people staying in private accommodation

between the 27th December 1969 and 17th January 1970. Expansion to any period longer than these three peak weeks covered by the surveys would not be valid, as the use of private house accommodation is probably concentrated strongly in these few, peak demand weeks.