



VIEWS ON TOURISM[®] PROGRAMME

VIEWS ON TOURISM: NEW ZEALAND

YEAR ENDING MARCH 2026

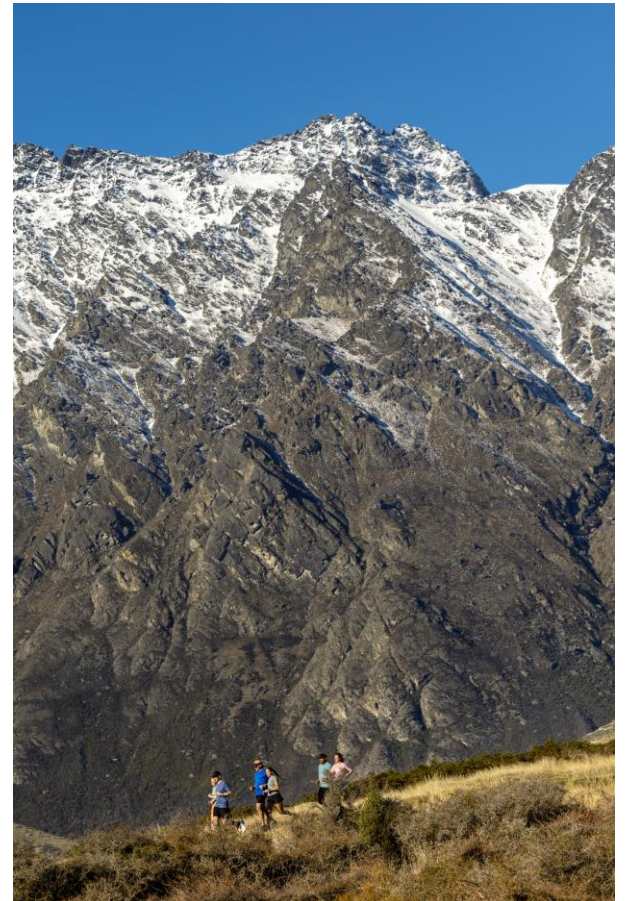
INTRODUCTION

This report updates findings of the Views on Tourism[®] research to include the year ending March 2026.¹ Tourism New Zealand is Angus & Associates' country-level partner for the Views on Tourism[®] research programme in New Zealand.

The Views on Tourism survey questions are designed to measure resident opinion on the value of international and domestic tourism and the extent to which tourism is having both positive and adverse impacts. The research considers New Zealand residents' views on tourism and its impacts, both on the country as a whole and their region, and contrasts this with sentiment expressed by residents of other destinations (currently Australia and Ireland) for context.

From 1 October 2023, the research was expanded to measure: -

- sentiment towards tourism activity **overall** (while also retaining separate international and domestic tourism sentiment measures), and
- residents' views on the impacts of tourism across the 'four capitals' (New Zealand's economy, environment, society, and culture).



METHODOLOGY

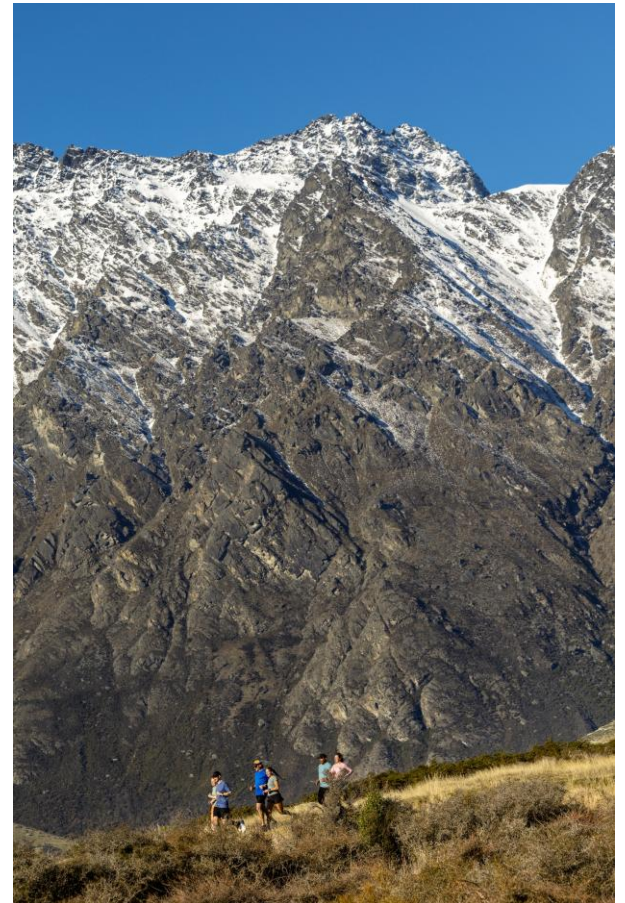
The research is undertaken with a sample of at least n=250 New Zealand residents each month, with the survey sample being representative of the New Zealand population (aged 18 years+) by age, gender and region.

Data is collected continuously through the year, and the sample accumulates to at least n=3,000 on an annual basis. The main survey sample is drawn from a leading online research panel, and additional fieldwork is undertaken by intercept in Rotorua and Queenstown to boost samples in those regions. The final dataset is weighted by age, gender and region to reflect population proportions according to 2023 Census data.

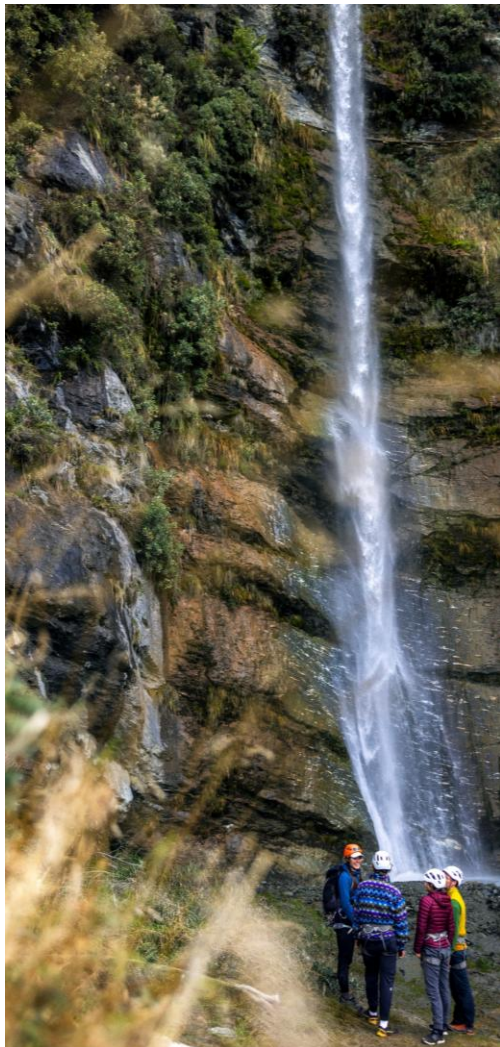
For key measures, results for Australia and Ireland are included in the report to provide context for the New Zealand results. The same Views on Tourism® core question set and similar methodologies are used in those destinations.

Tourism Approval Rating (TAR)

- Each TAR is an index 'score' calculated from responses to a set of statements about the benefits of tourism activity and its adverse impacts. The calculation gives equal weight to responses in relation to each statement.
- Separate TAR scores are calculated for international and domestic tourism and for tourism overall (i.e. there are separate scores for international tourism, domestic tourism, and tourism overall).
- All TAR scores are calculated using the same methodology (i.e. they are comparable in this sense).
- The TAR is plotted on a six-section 'social license' scale (Advocacy, Approval, Acceptance, Limited Acceptance, Threatened Acceptance and Disapproval) to highlight residents' overall perceptions of tourism ('tourism sentiment') on an ongoing basis.



KEY INSIGHTS



Tourism benefits & adverse impacts

Seven in ten New Zealand residents have engaged with tourism/visitors in some way over the last two years. 83% of New Zealand residents surveyed in the most recent year reported having **personally benefited** from tourism activity in their local area. As in prior years, the most commonly-reported benefits were support for local businesses (more local businesses opening/being able to stay open – 36%), opportunities for employment/income created by tourism (35%), and opportunities to learn more about other cultures (29%).

At the same time, almost three-quarters of New Zealand residents (74%) indicated that they had been **negatively impacted** by tourism activity in their local area in the year to March 2026. The most commonly cited concerns were an increase in litter and waste generation (30%), more difficulty finding car parking (26%), and damage to the natural environment (23%).

Tourism Approval Rating (TAR) scores

For the year ending March 2026, the New Zealand resident TAR score for tourism overall remained stable at 47 (denoting ‘acceptance’). Both International and Domestic TAR scores increased by +1, to 48 and 58 respectively. The increase in the International TAR score corresponded with a growing proportion of New Zealand residents indicating that international tourism is good for their region (up by 2% year on year). While there has also been an increase in perceptions that international tourism is placing too much pressure on New Zealand and its regions, this has not translated to any shift in the TAR score at this stage.

Deep dive analysis

This quarter’s deep dive analysis focuses on concern about tourism’s environmental impacts. Survey data indicates that around one in ten New Zealanders are “highly concerned” about the impact that tourism may be having on New Zealand’s natural environment and this concern is more pronounced amongst younger people, NZ Māori and those working in/associated with tourism (amongst other groups).

Analysis shows a direct correlation between concern about tourism’s environmental impacts and overall tourism sentiment (as reflected in the TAR scores). This effect is most evident in the International TAR score and reflects the higher proportion of New Zealanders who attribute negative environmental impacts to international than domestic tourism. See pages 34-38.



**OVERALL
SENTIMENT
TOWARDS TOURISM
ACTIVITY**

OVERALL TOURISM

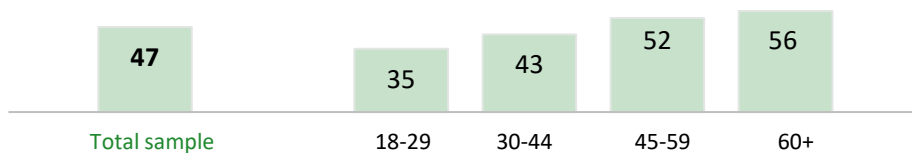
The vast majority of New Zealand residents agree that tourism is good for New Zealand (95%) and/or for their region (90%). The proportion who see tourism as good for their region has increased by 2% in the latest year.

At the same time, almost four in ten (39%) believe that visitors put too much pressure on New Zealand, and three in ten (32%) that visitors put too much pressure on their region.

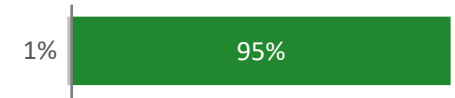
For the year ending March 2026, the TAR score for tourism overall, which considers the positive and negative impacts of tourism, is at the level of 'acceptance' for New Zealand residents (at 47). By age, younger New Zealand residents view tourism less favourably than older age groups.

The tourism TAR score is also lower than it is for the total sample amongst NZ Māori (39), Chinese and Indian (both at 43).

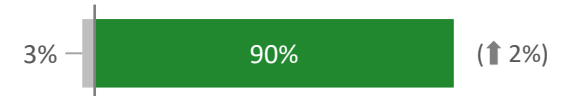
Tourism TAR Score, By Age



Tourism is good for New Zealand



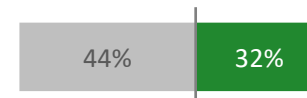
Tourism is good for my region



Visitors put too much pressure on New Zealand



Visitors put too much pressure on my region



Disagree* Agree*

Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

Arrows (↑/↓) indicate statistically significant differences vs YE Mar 2025 at 95% confidence level

*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree;

'Neither agree nor disagree' and 'Don't know' responses are excluded

OVERALL TOURISM (CONT.)

Tourism is good for New Zealand



Tourism is good for my region



Visitors put too much pressure on New Zealand



Visitors put too much pressure on my region



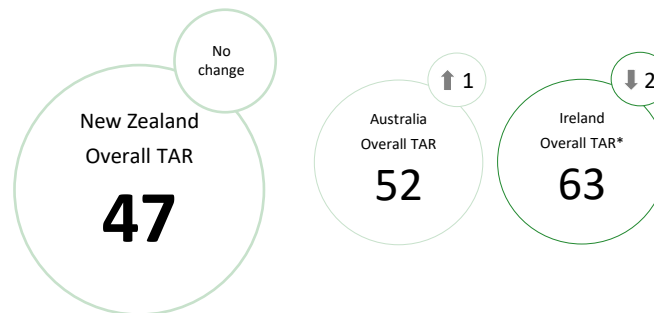
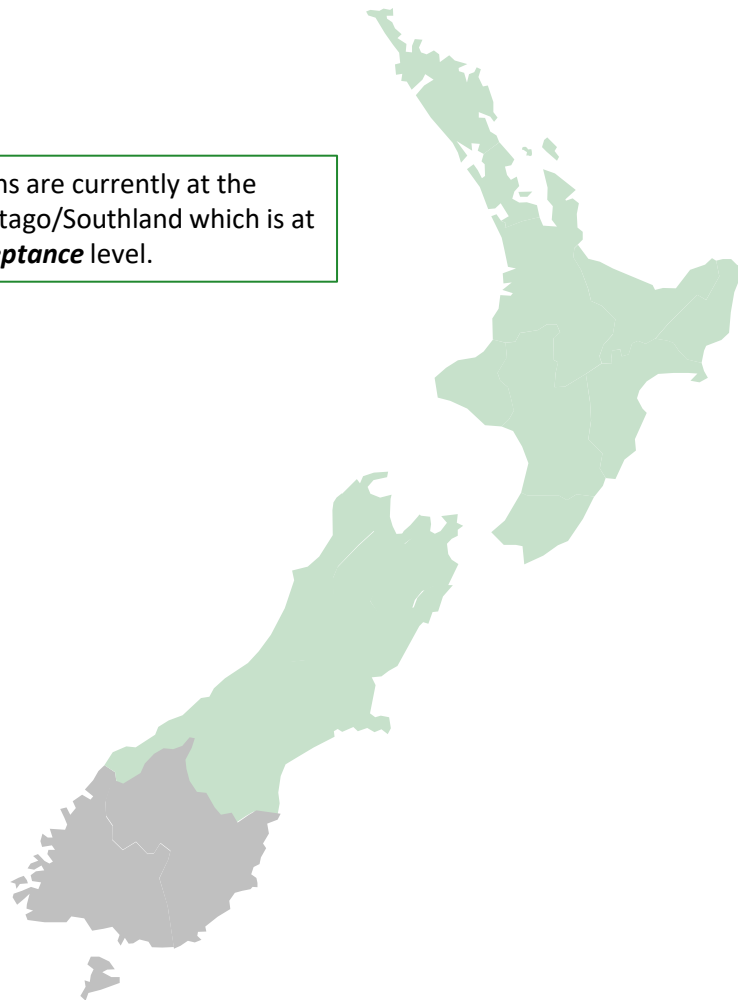
Base: Total sample - New Zealand residents: YE Mar 25 (n=3,195), YE Mar 26 (n=3,163)

*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree; 'Neither agree nor disagree' and 'Don't know' responses are excluded

OVERALL TOURISM (CONT.)

The majority of NZ regions are currently at the **acceptance** level, excluding Otago/Southland which is at the **limited acceptance** level.

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval



Region	Overall TAR	N=
Northland	43	121
Auckland	49	1,002
Waikato	48	292
Bay of Plenty/Gisborne/Hawke's Bay	45	387
Taranaki/Manawatu-Wanganui	53	227
Wellington	49	326
Tasman/Nelson/Marlborough/West Coast	47	120
Canterbury	46	387
Otago/Southland	38	301

Sample sizes for some regions are relatively small - some neighboring regions have been grouped to ensure sufficient sample. Regional TAR scores should be treated as indicative only - they show there is some variance at a regional level, and they provide context for the national TAR score. More detailed insights on regions/communities may be available from Angus & Associates or Regional Tourism Organisations.

OVERALL TOURISM (CONT.)

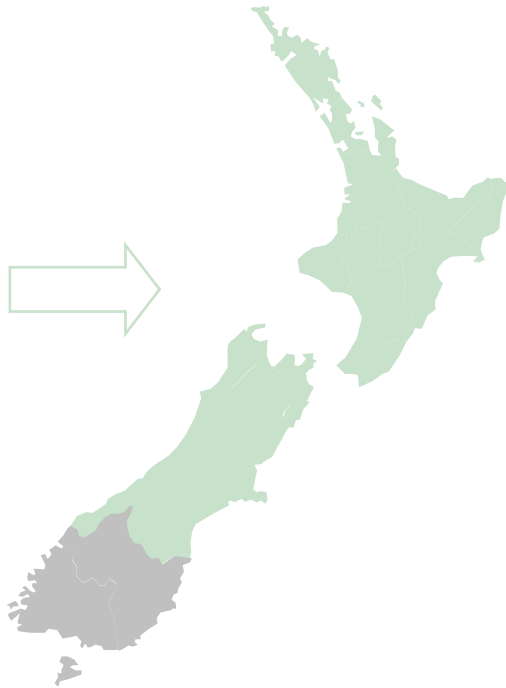
YE Mar 2025

New Zealand Overall TAR: 47



YE Mar 2026

New Zealand Overall TAR: 47



- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval

Annual Overall TAR - Trend



Region	YoY shift in overall TAR scores
Northland	↓ 6
Auckland	↓ 1
Waikato	↓ 4
Bay of Plenty/Gisborne/Hawke's Bay	↓ 4
Taranaki/Manawatu-Wanganui	↑ 6
Wellington	↓ 2
Tasman/Nelson/Marlborough/West Coast	↑ 7
Canterbury	No change
Otago/Southland	↑ 3

INTERNATIONAL TOURISM

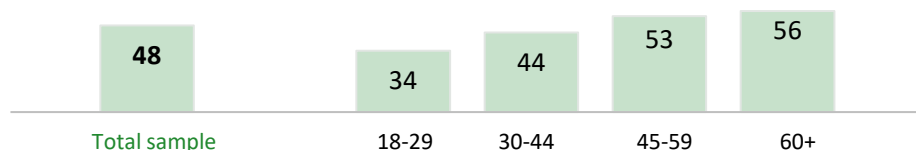
The international TAR score, which considers the positive and negative impacts of international tourism, is at the level of 'acceptance' for New Zealand residents (at 48). This is 1 point higher than in YE March 2025.

The proportion of New Zealanders who believe international tourism is good for their region continues to trend upward and has increased by 2% year on year. An upward trend can also be seen in the proportion of New Zealanders who agree that international tourism is putting too much pressure on New Zealand and/or their region (increasing +3% in each case in the most recent year).

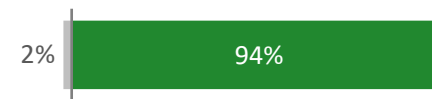
By age, younger New Zealand residents continue to view international tourism less favourably than older age groups.

As with the overall TAR score, the international TAR score is also lower than average amongst NZ Māori (39) and Chinese (46).

International TAR Score, By Age



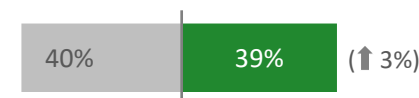
International tourism is good for New Zealand



International tourism is good for my region



International visitors put too much pressure on New Zealand



International visitors put too much pressure on my region



Disagree* Agree*

Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

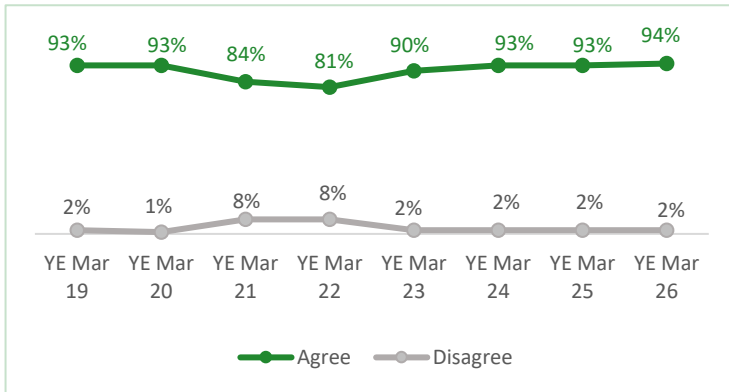
Arrows (↑/↓) indicate statistically significant differences vs YE Mar 2025 at 95% confidence level

*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree;

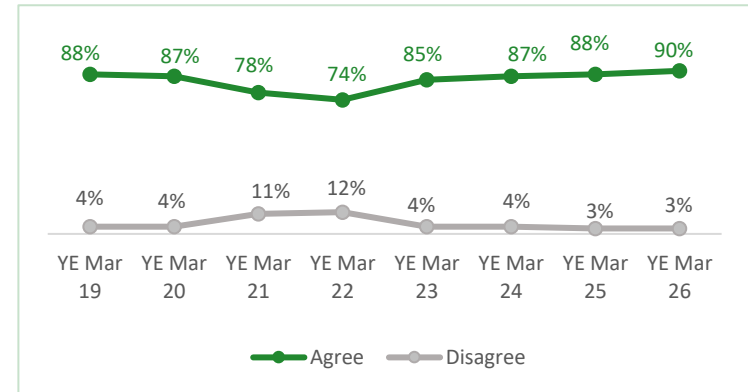
'Neither agree nor disagree' and 'Don't know' responses are excluded

INTERNATIONAL TOURISM (CONT.)

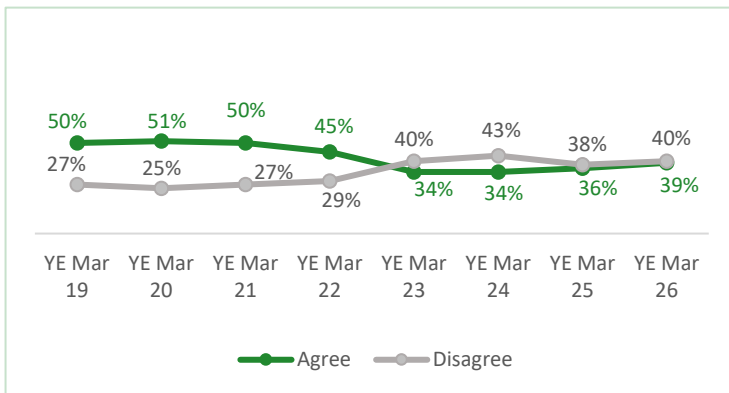
International tourism is good for New Zealand



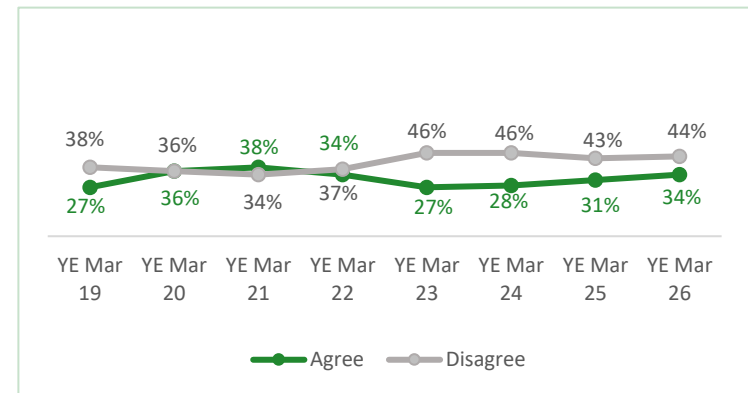
International tourism is good for my region



International visitors put too much pressure on New Zealand



International visitors put too much pressure on my region



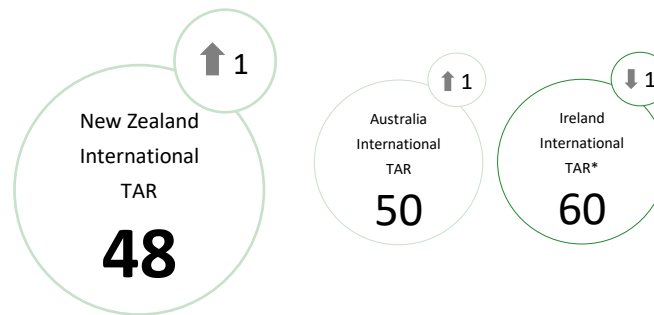
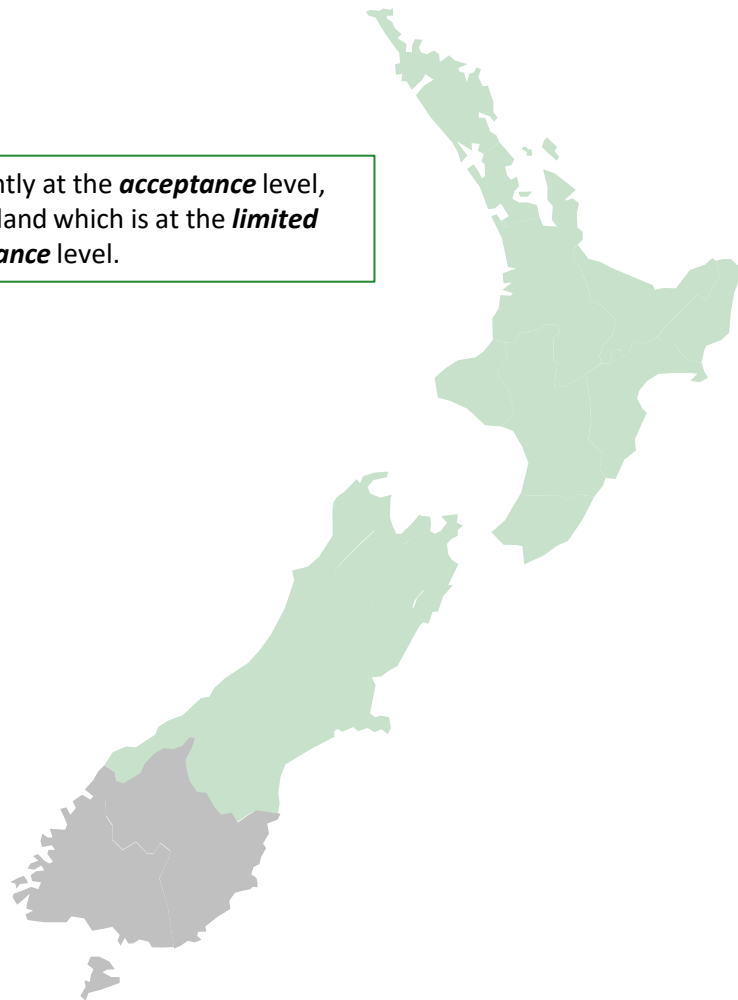
Base: Total sample - New Zealand residents: YE Mar 19 (n=2,478); YE Mar 20 (n=2,749); YE Mar 21 (n=3,041); YE Mar 22 (n=3,097); YE Mar 23 (n=3,220); YE Mar 24 (n=3,113); YE Mar 25 (n=3,194); YE Mar 26 (n=3,163)

*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree; 'Neither agree nor disagree' and 'Don't know' responses excluded

INTERNATIONAL TOURISM (CONT.)

Every NZ region is currently at the **acceptance** level, except for Otago/Southland which is at the **limited acceptance** level.

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval



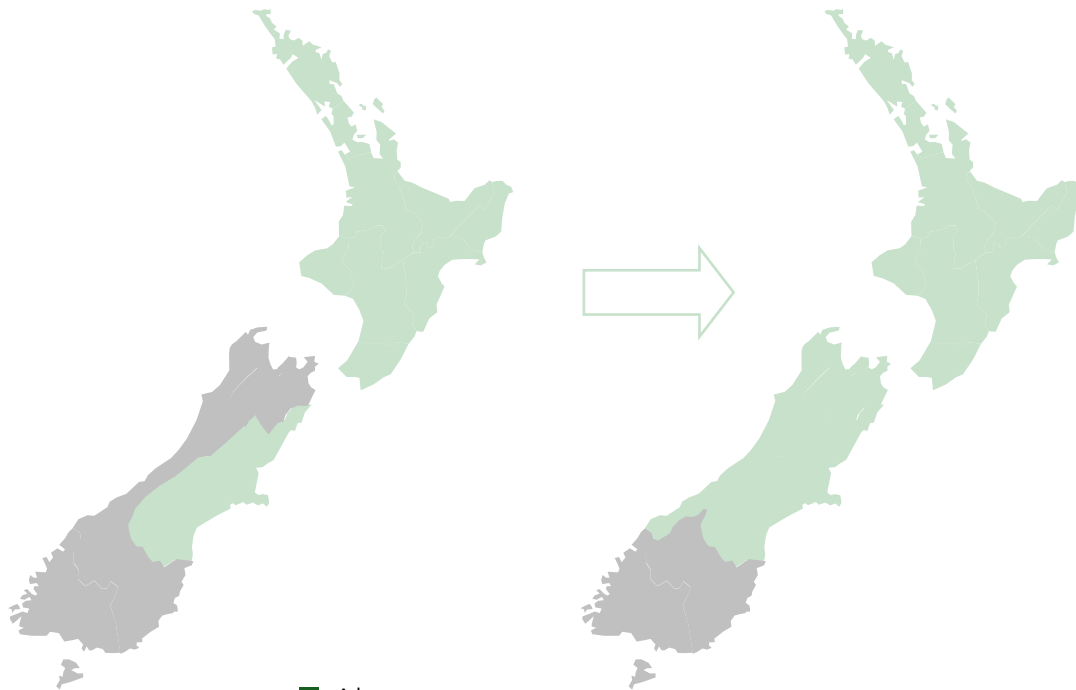
Region	International TAR	N=
Northland	43	121
Auckland	49	1,002
Waikato	50	292
Bay of Plenty/Gisborne/Hawke's Bay	47	387
Taranaki/Manawatu-Wanganui	52	227
Wellington	48	326
Tasman/Nelson/Marlborough/West Coast	47	120
Canterbury	46	387
Otago/Southland	37	301

Sample sizes for some regions are relatively small - some neighboring regions have been grouped to ensure sufficient sample. Regional TAR scores should be treated as indicative only - they show there is some variance at a regional level, and they provide context for the national TAR score. More detailed insights on regions/communities may be available from Angus & Associates or Regional Tourism Organisations.

INTERNATIONAL TOURISM (CONT.)

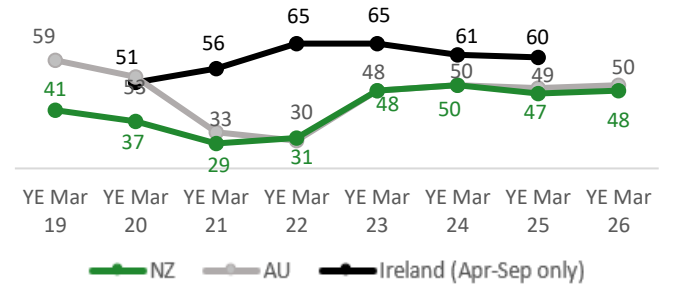
YE Mar 2025
New Zealand International TAR: 47

YE Mar 2026
New Zealand International TAR: 48



- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval

Annual International TAR - Trend



Region	YoY shift in international TAR scores
Northland	↓ 8
Auckland	↓ 1
Waikato	↓ 1
Bay of Plenty/Gisborne/Hawke's Bay	↓ 3
Taranaki/Manawatu-Wanganui	↑ 6
Wellington	↓ 2
Tasman/Nelson/Marlborough/West Coast	↑ 8
Canterbury	↑ 1
Otago/Southland	↑ 3

DOMESTIC TOURISM

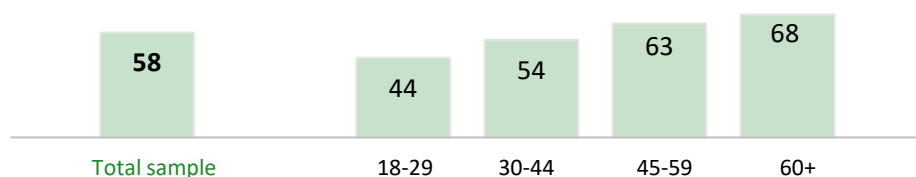
As with international tourism and tourism overall, the great majority of New Zealand residents agree that domestic tourism is good for New Zealand (94%) and/or for their region (92%).

A quarter (27%) believe that domestic visitors put too much pressure on New Zealand, and a similar proportion (26%) that domestic visitors put too much pressure on their region. While these proportions have not increased significantly in the latest year, a gradual upward trend can be seen in the data from year ending March 2023.

New Zealand's domestic TAR score, which balances the positive and negative impacts of domestic tourism, has fallen from a peak of 64 in the year ending March 2023 to the current 58, but is up by +1 from 57 in the year to March 2025.

As for international tourism, support for domestic tourism has a correlation with age (older residents are more likely to be supportive). The domestic TAR score is lower than it is for the total sample amongst NZ Māori (49), Chinese (55) and Indian (52) New Zealanders.

Domestic TAR Score, By Age



Domestic tourism is good for New Zealand



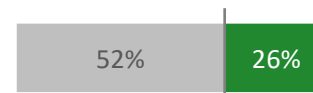
Domestic tourism is good for my region



Domestic visitors put too much pressure on New Zealand



Domestic visitors put too much pressure on my region



Disagree* Disagree* Agree* Agree*

Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

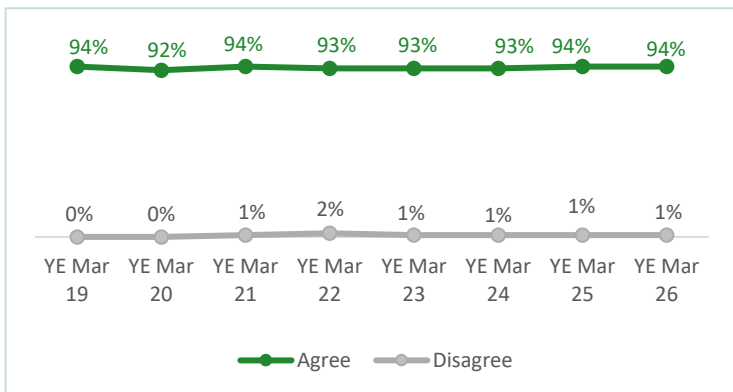
Arrows (↑/↓) indicate statistically significant differences vs YE Mar 2025 at 95% confidence level

*Agree = Strongly agree + Agree + Somewhat agree; Disagree = Strongly disagree + Disagree + Somewhat disagree;

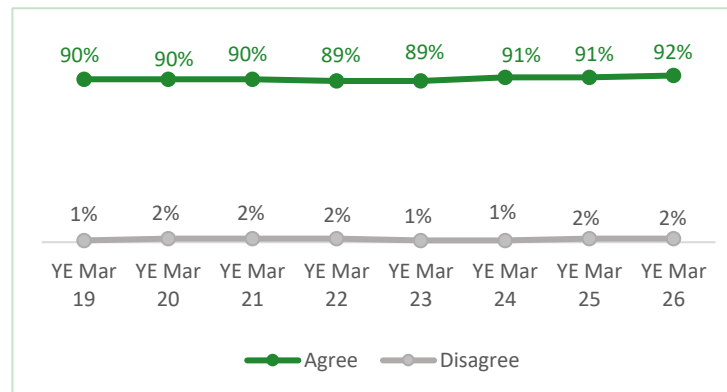
'Neither agree nor disagree' and 'Don't know' responses are excluded

DOMESTIC TOURISM (CONT.)

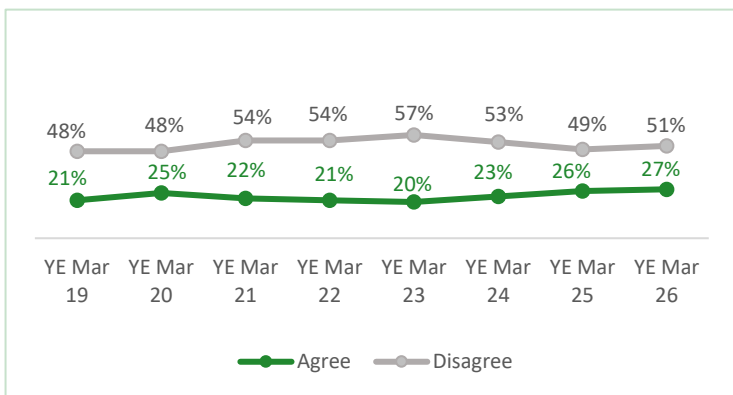
Domestic tourism is good for New Zealand



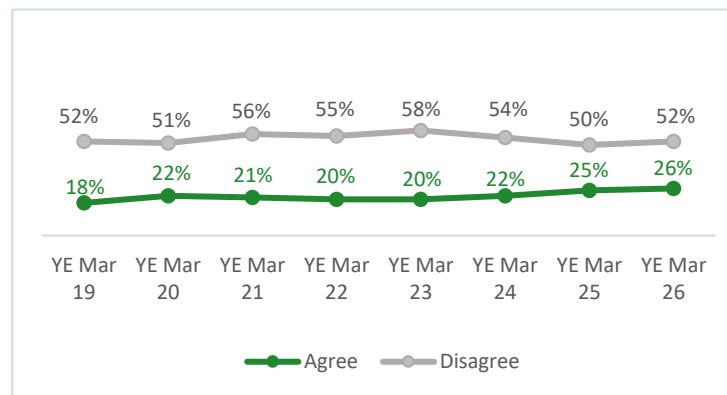
Domestic tourism is good for my region



Domestic visitors put too much pressure on New Zealand



Domestic visitors put too much pressure on my region

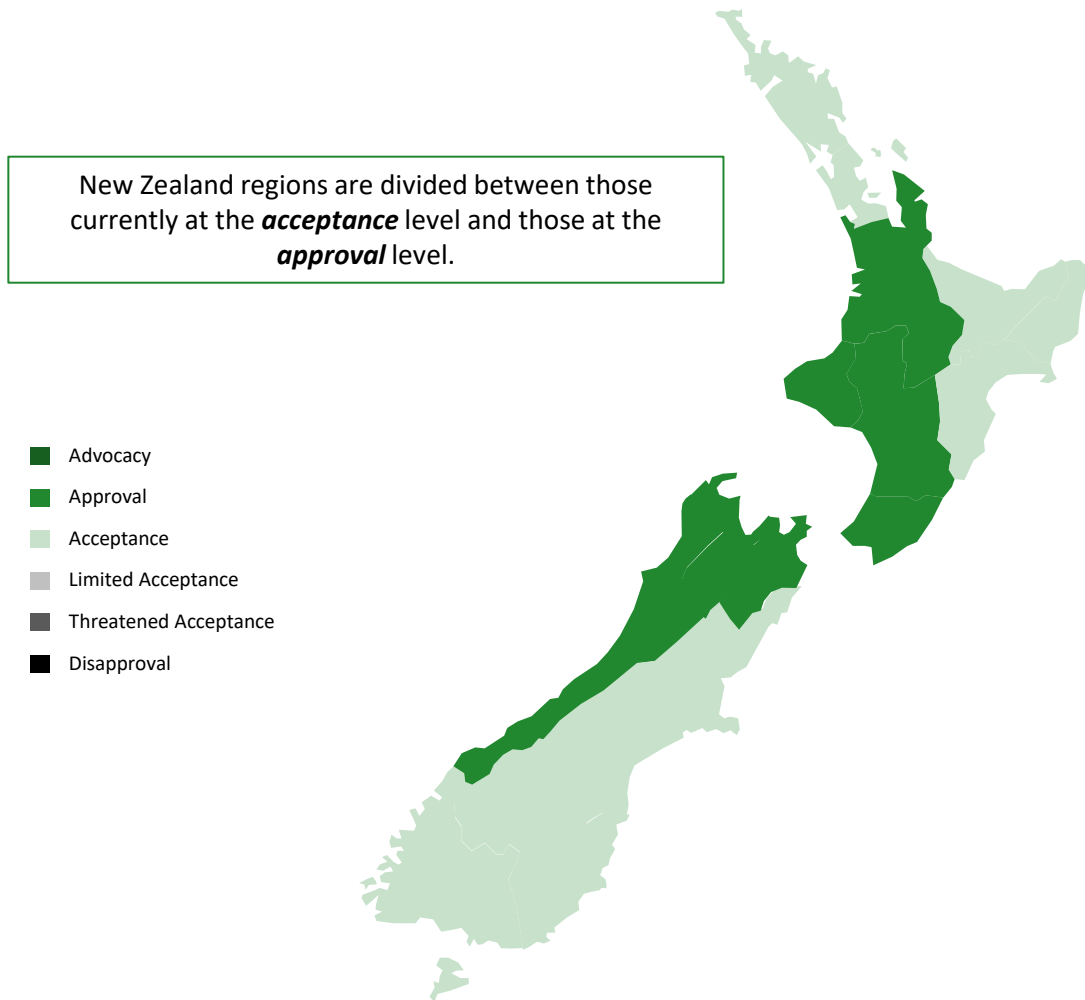


Base: Total sample - New Zealand residents: YE Mar 19 (n=2,478); YE Mar 20 (n=2,749); YE Mar 21 (n=3,041); YE Mar 22 (n=3,097); YE Mar 23 (n=3,220); YE Mar 24 (n=3,113); YE Mar 25 (n=3,194); YE Mar 26 (n=3,163)

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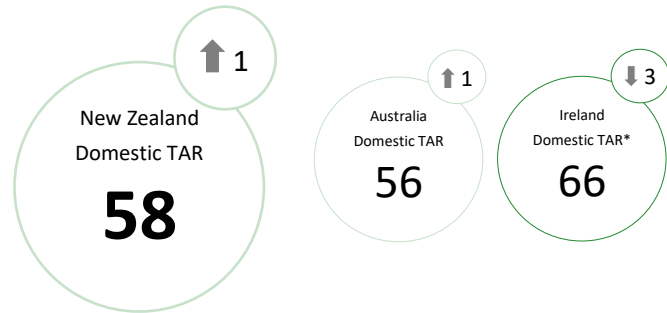
'Neither agree nor disagree' and 'Don't know' responses excluded 15

DOMESTIC TOURISM (CONT.)



New Zealand regions are divided between those currently at the **acceptance** level and those at the **approval** level.

- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval



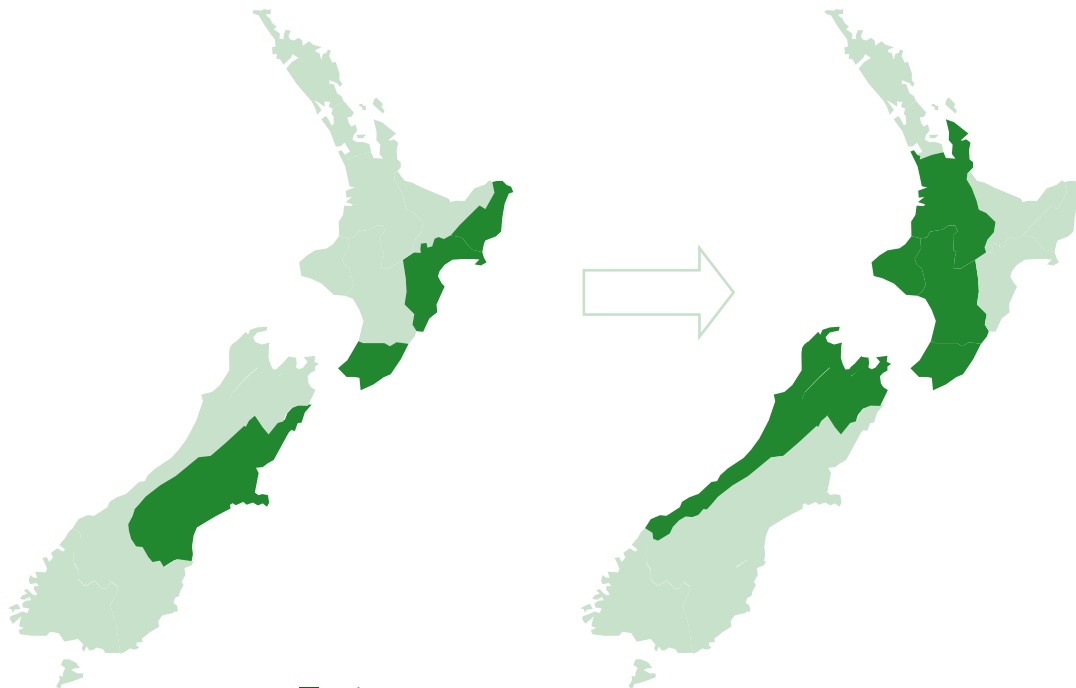
Region	Domestic TAR	N=
Northland	51	121
Auckland	58	1,002
Waikato	60	292
Bay of Plenty/Gisborne/Hawke's Bay	55	387
Taranaki/Manawatu-Wanganui	64	227
Wellington	63	326
Tasman/Nelson/Marlborough/West Coast	60	120
Canterbury	58	387
Otago/Southland	54	301

*Sample sizes for some regions are relatively small - some neighboring regions have been grouped to ensure sufficient sample. **Regional TAR scores should be treated as indicative only** - they show there is some variance at a regional level, and they provide context for the national TAR score. More detailed insights on regions/communities may be available from Angus & Associates or Regional Tourism Organisations.*

DOMESTIC TOURISM (CONT.)

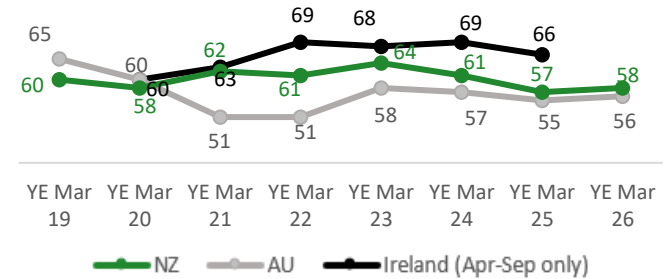
YE Mar 2025
New Zealand Domestic TAR: 57

YE Mar 2026
New Zealand Domestic TAR: 58



- Advocacy
- Approval
- Acceptance
- Limited Acceptance
- Threatened Acceptance
- Disapproval

Annual Domestic TAR - Trend



Region	YoY shift in domestic TAR scores
Northland	↓ 6
Auckland	↑ 1
Waikato	↑ 2
Bay of Plenty/Gisborne/Hawke's Bay	↑ 1
Taranaki/Manawatu-Wanganui	↑ 9
Wellington	↑ 2
Tasman/Nelson/Marlborough/West Coast	↑ 5
Canterbury	↓ 4
Otago/Southland	↓ 3

Views on Tourism Snapshot: New Zealand Residents

Research was conducted between April 2025 and March 2026 using Angus & Associates' Views on Tourism© programme. The sample includes n=3,163 New Zealand residents aged 18+ years.

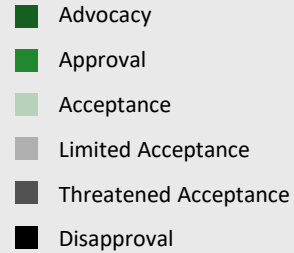
TOURISM APPROVAL RATING (TAR)

TAR score highlights residents' overall perceptions of tourism

Overall TAR:

International TAR:

Domestic TAR:



Overall TAR:			International TAR:			Domestic TAR:		
New Zealand	Australia	Ireland	New Zealand	Australia	Ireland	New Zealand	Australia	Ireland
47	52 (+1)	63 (-2)	48 (+1)	50 (+1)	60 (-1)	58 (+1)	56 (+1)	66 (-3)

83% of New Zealand residents have experienced **benefits** from tourism activity in their area, and the top 5 are...

- More local businesses opening, or being able to stay open
- Opportunities for employment & income
- Opportunities to learn more about other cultures
- Inspired them to travel domestically
- Greater appreciation of the natural environment

74% of New Zealand residents have experienced **adverse impacts** from tourism activity in their area, and the top 5 are...

- More litter and waste generation
- Greater difficulty finding a car park
- Damage to the natural environment
- Takes longer to get to places due to traffic and congestion
- Feel less safe driving

Residents most commonly want their local tourism industry to focus in the future on...

- Improving community infrastructure
- Creating employment for people in the community
- Attracting more international visitors
- Encouraging visitors to travel outside the peak season
- Attracting more domestic visitors

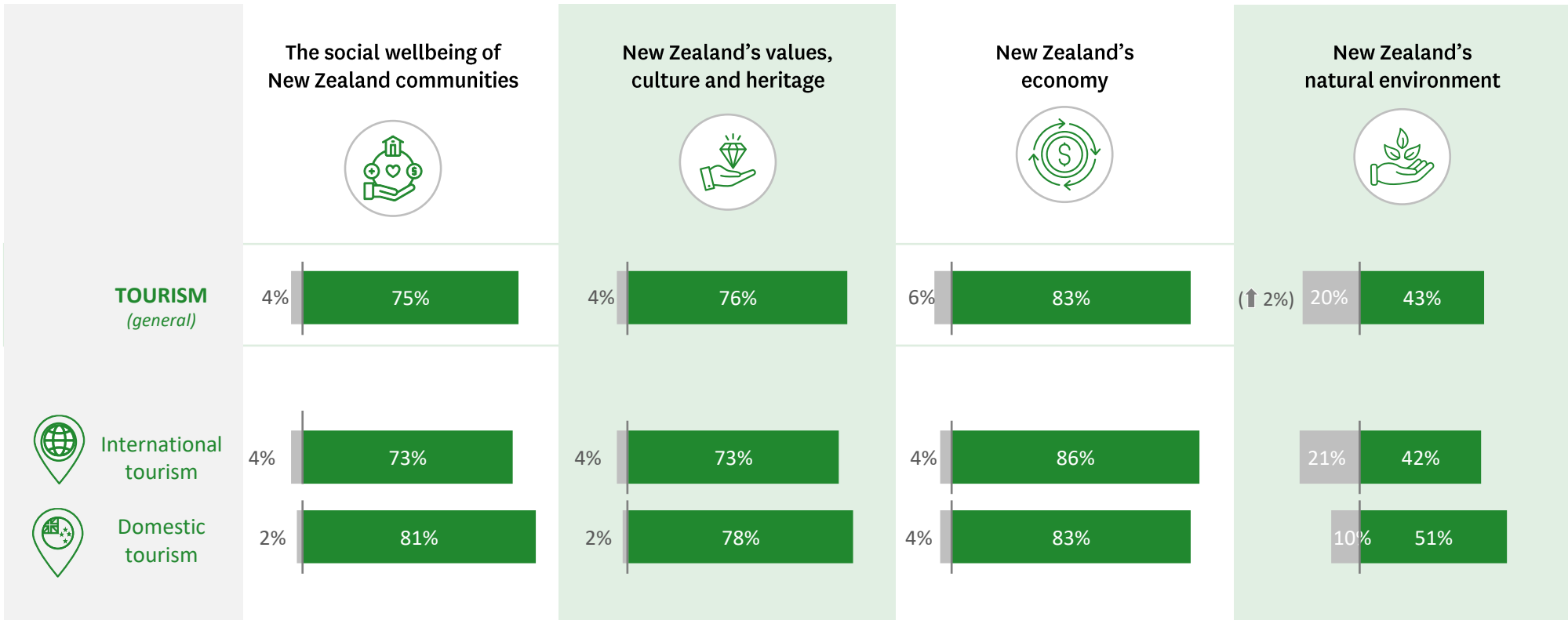


**IMPACTS OF
TOURISM BASED ON
THE FOUR CAPITALS**

POSITIVE / NEGATIVE IMPACTS OF TOURISM

New Zealand residents think tourism has the most positive impact on the economy and the most negative impact on the natural environment. The proportion of New Zealanders who believe tourism has a negative impact on the environment has increased by +2% in the latest year.

Thinking about the positive or negative impacts of tourism, what impacts would you say tourism has on...



Negative* Positive*

Base (YE Mar 2026): Total sample - New Zealand residents n=3,163
 *Negative = Very negative + Negative; Positive = Very positive + Positive;
 'Neither positive nor negative' responses are excluded



**FELT BENEFITS &
IMPACTS OF
TOURISM ACTIVITY**

BENEFITS FROM TOURISM ACTIVITY IN LOCAL AREA

In which of the following ways, if any, would you say you/your family benefit from tourism activity in your local area?

83% of NZ residents report having experienced one or more benefits of tourism activity in their local area



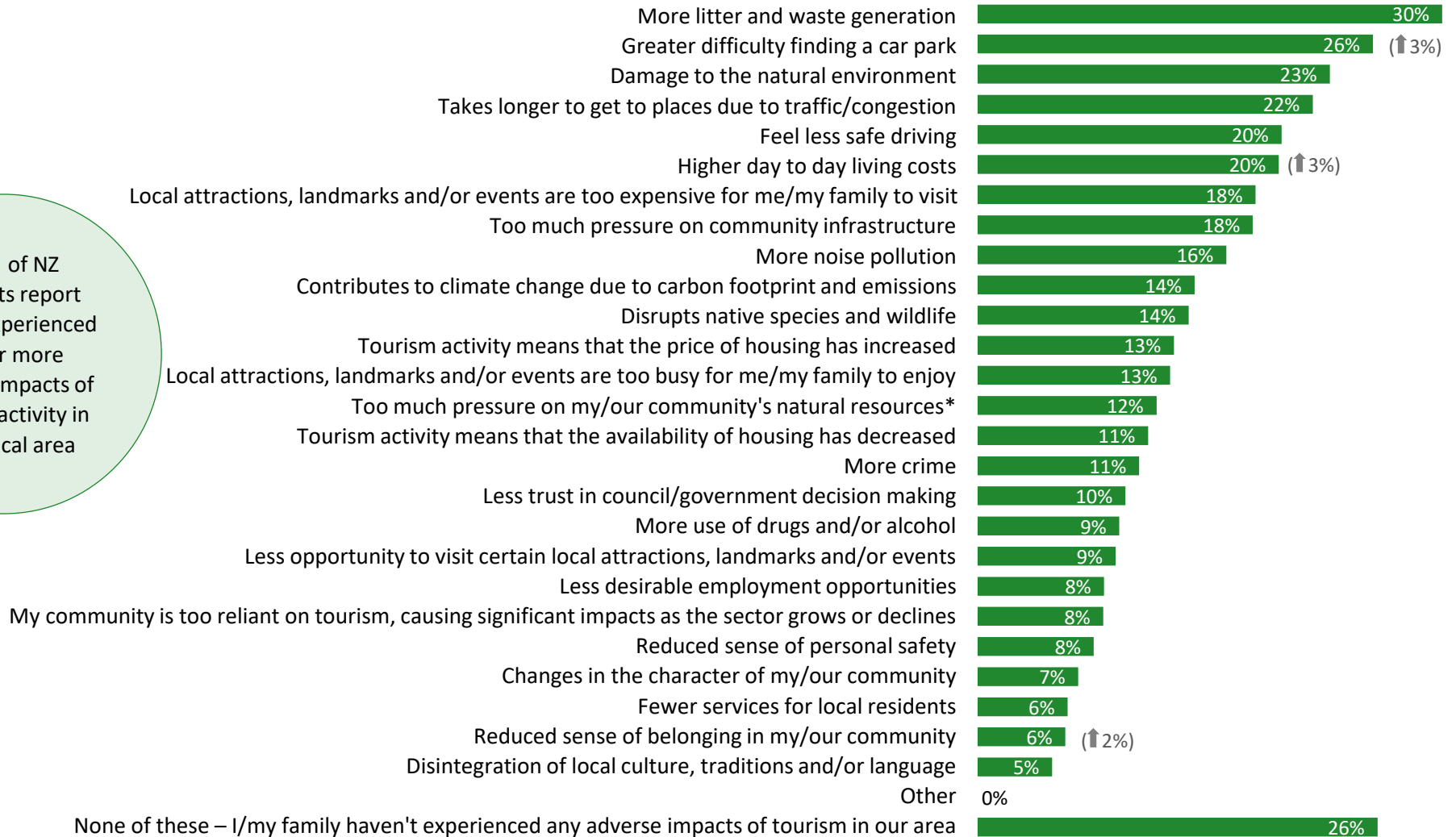
Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

Arrows (↑/↓) indicate statistically significant differences vs YE March 2025 at 95% confidence level

NEGATIVE IMPACTS OF TOURISM ACTIVITY IN LOCAL AREA

In which of the following ways, if any, would you say you/your family are negatively impacted by tourism in your local area?

74% of NZ residents report having experienced one or more adverse impacts of tourism activity in their local area



*e.g., through increased water and energy consumption

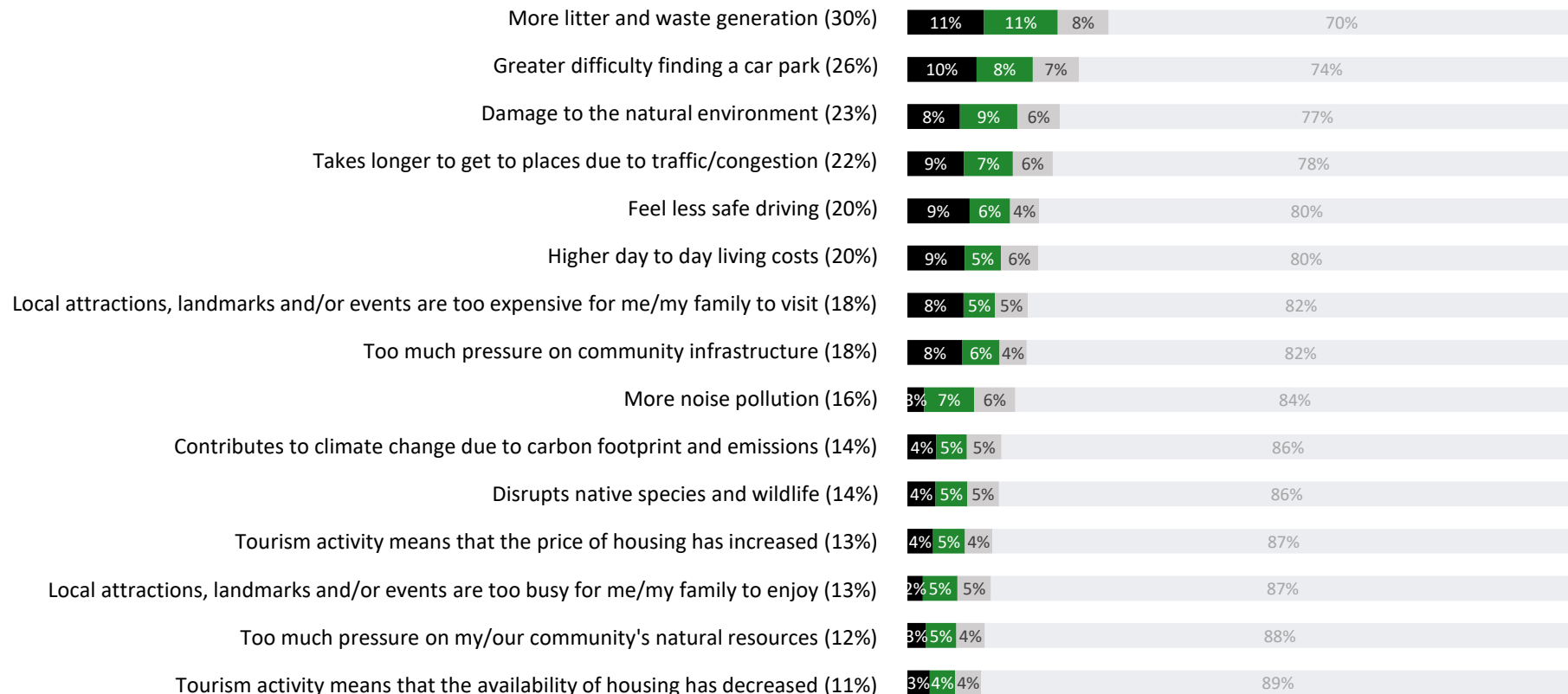
Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

Arrows (↑/↓) indicate statistically significant differences vs YE March 2025 at 95% confidence level

ACTION TAKEN TO ADDRESS THE NEGATIVE IMPACTS OF TOURISM

Thinking about the areas in which tourism has negatively impacted you/your family, would you say that:
not enough action is being taken/enough action is being taken/don't know/no adverse impact?

Negative impact (Top 15 - ranked by prevalence)



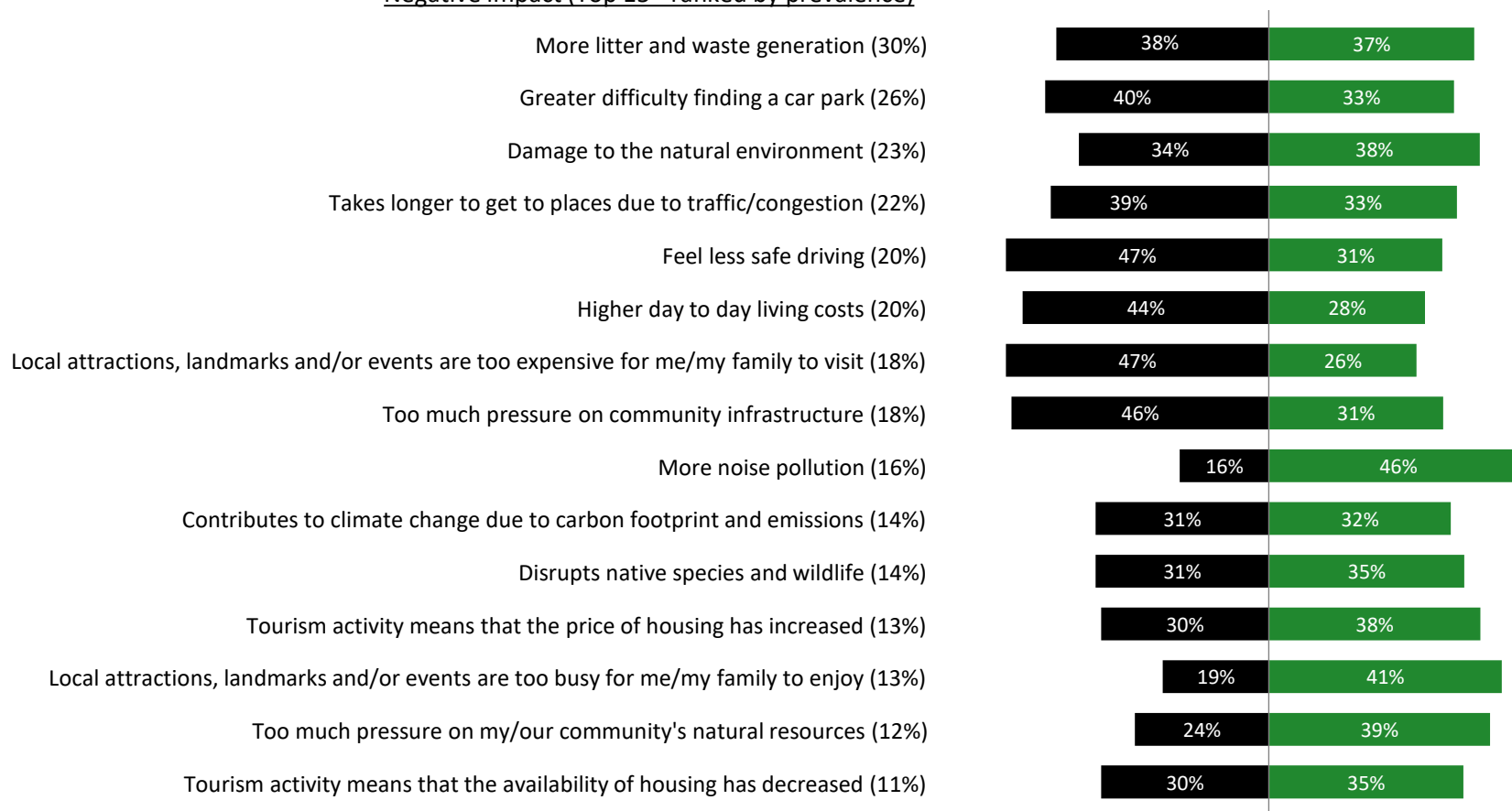
Not enough action taken
 Enough action taken
 Don't know
 No adverse impact

Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

ACTION TAKEN TO ADDRESS THE NEGATIVE IMPACTS OF TOURISM

Thinking about the areas in which tourism has negatively impacted you/your family, would you say that:
not enough action is being taken/enough action is being taken?

Negative impact (Top 15 - ranked by prevalence)



Not enough action is being taken **Enough** action is being taken

Base (YE Mar 2026): New Zealand residents negatively impacted by tourism n=2,341
'Don't know' and no impact responses excluded

ACTION TAKEN TO ADDRESS THE NEGATIVE IMPACTS OF TOURISM

As shown in the chart below, survey respondents have each identified from 3.3 to 3.7 negative impacts of tourism (on average) since July 2024.¹ This average has fluctuated slightly over the seven quarters shown, as has views on the adequacy of action being taken to address these.

The proportion of impacts identified on which respondents report that **enough action is being taken** has increased from 33% in Q4 2025 to 40% in the latest quarter.



Base: Total sample - New Zealand residents: Q3 2024 (n=796), Q4 2024 (n=798), Q1 2025 (n=791), Q2 2025 (n=792), Q3 2025 (n=792), Q4 2025 (n=789), Q1 2026 (n=790)

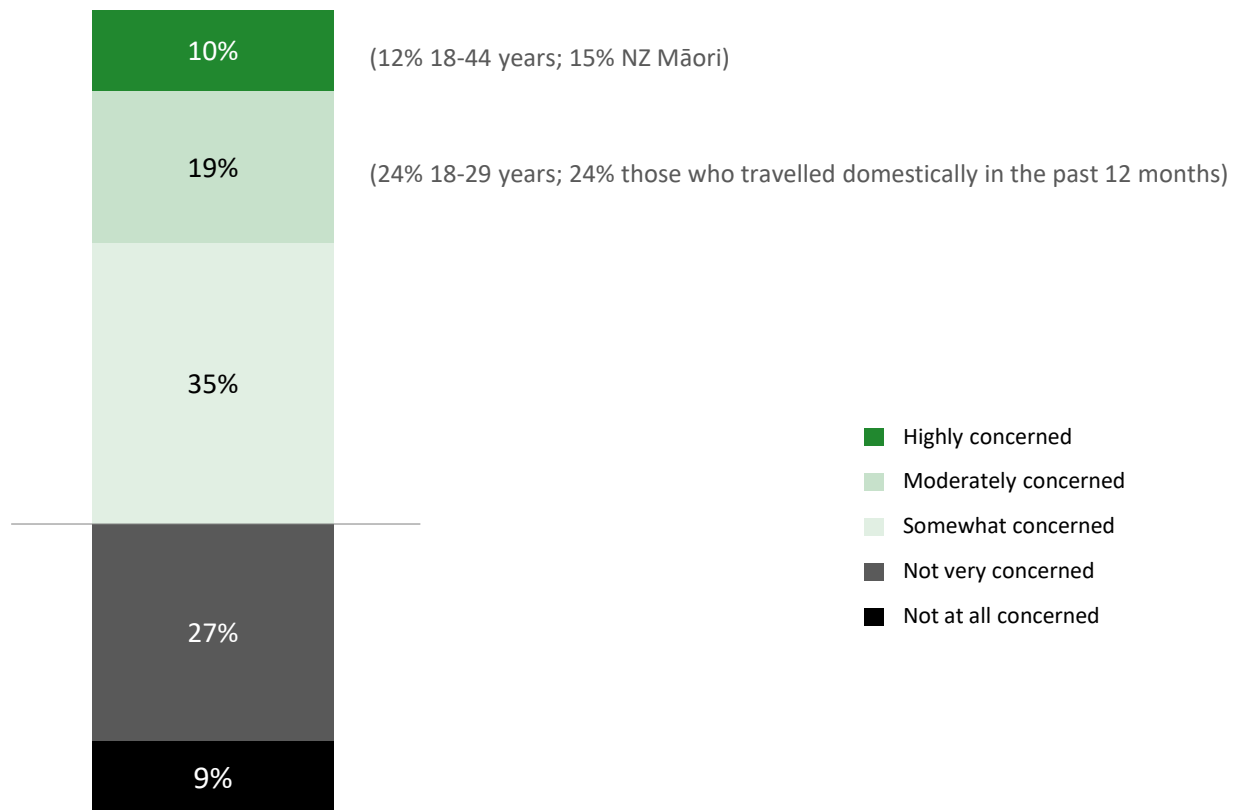


**ENVIRONMENTAL
IMPACTS OF
TOURISM**

CONCERN ABOUT ENVIRONMENTAL IMPACTS OF TOURISM

Almost two-thirds of NZ residents are concerned, to varying degrees, with the impact tourism could be having on New Zealand's natural environment.

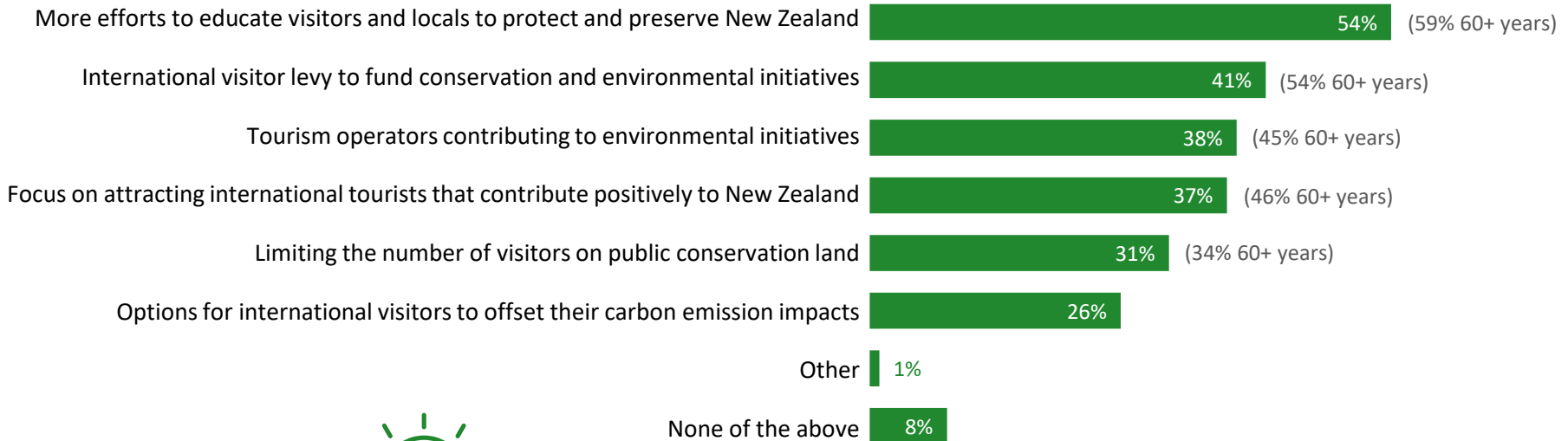
How concerned are you with any impact tourism could be having on New Zealand's natural environment?



MEASURES TO MITIGATE ENVIRONMENTAL IMPACTS

Half of New Zealanders surveyed would like to see a greater education effort in place to protect New Zealand's environment.

What measures would you like to see in place to mitigate environmental impacts of tourism?

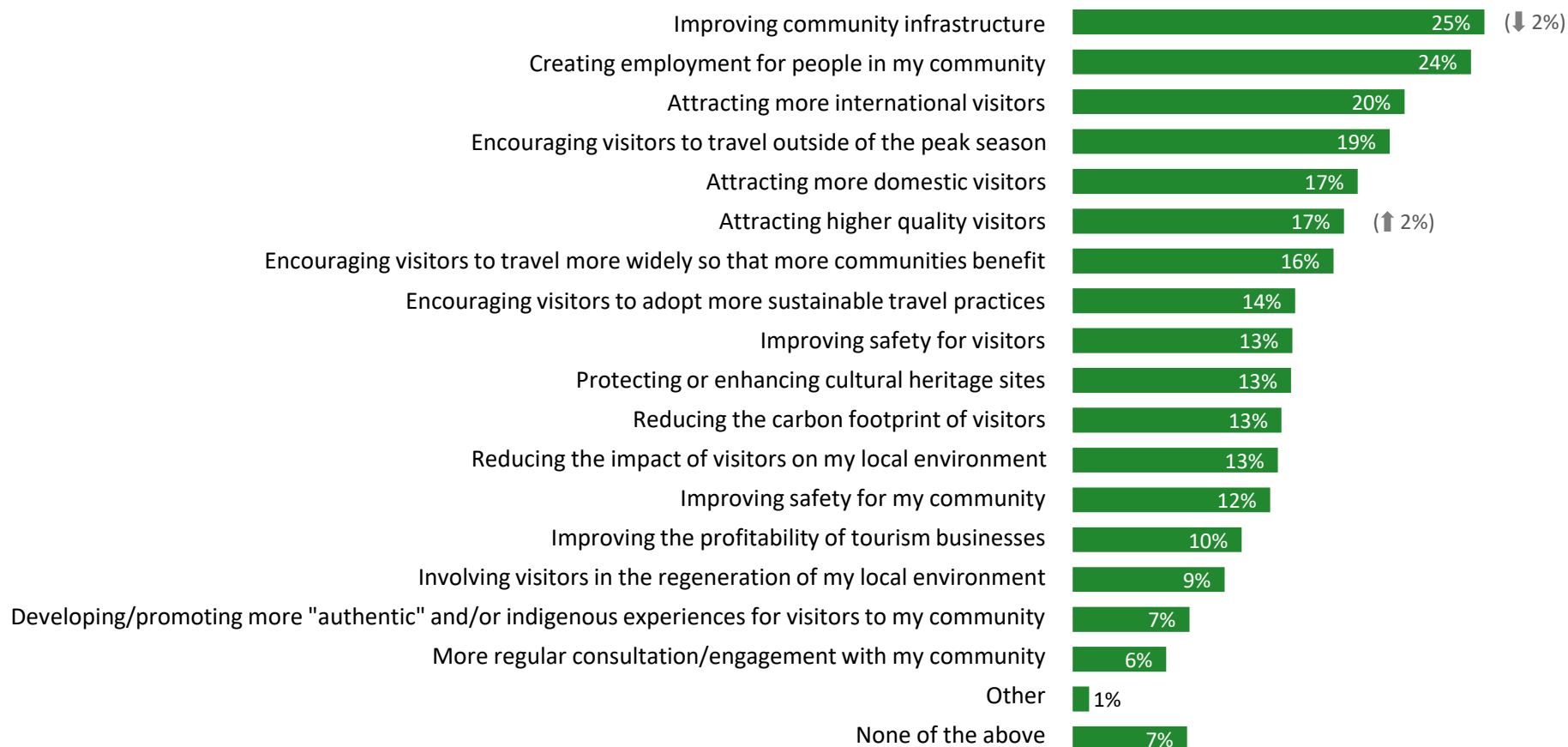




**FUTURE FOCUS
FOR LOCAL
TOURISM INDUSTRY**

FUTURE FOCUS FOR TOURISM INDUSTRY

On which of the following would you like your local tourism industry to most focus in the future? (select up to three)



Base (YE Mar 2026): Total sample - New Zealand residents n=3,163

Arrows (↑/↓) indicate statistically significant differences vs YE March 2024 at 95% confidence level

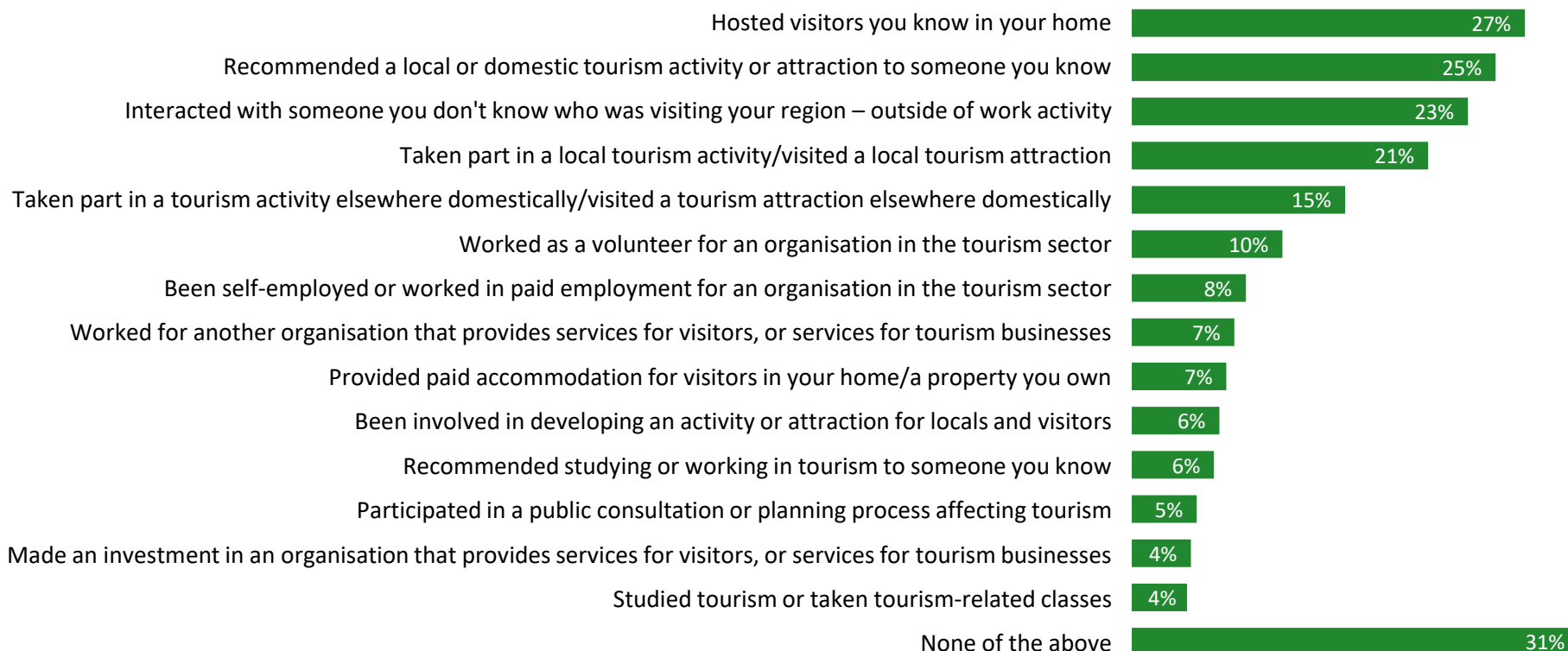


**RESIDENT
ENGAGEMENT
ACTIONS WITH
VISITORS**

RESIDENT ENGAGEMENT ACTIONS WITH TOURISM/VISITORS

69% of New Zealand residents have engaged with tourism/visitors in some way during the past two years.

Which of the following have you personally done in the last two years (if any)?





**DEEP DIVE:
CONCERN ABOUT
TOURISM'S
ENVIRONMENTAL
IMPACTS**

CONCERN ABOUT TOURISM'S ENVIRONMENTAL IMPACTS

In October 2023, a question was added to the Views on Tourism survey to explicitly assess the level of concern New Zealanders have regarding tourism's environmental impacts. Respondents are asked "How concerned are you with any impact tourism could be having on New Zealand's natural environment? This follows earlier questions about tourism's impact – whether positive or negative – across each of the four domains (the social wellbeing of New Zealand communities, New Zealand's values, culture and heritage, New Zealand's economy, and New Zealand's natural environment).

Since October 2023, the proportions of New Zealanders indicating that they are "highly concerned" or "moderately concerned" about the impact that tourism may be having on the natural environment have remained stable, at an aggregate 11% and 20%, respectively. A degree of concern is evident across all population groups, but a **high degree of concern** (those "highly concerned") is most evident amongst:

- Males (11%, compared with 9% of females)
- Younger respondents, and especially those aged 18-29 years (12%) and 30-39 years (13%)
- NZ Māori (16%)
- People with school-aged children in the household (13%)
- People working in construction (14%), financial and insurance services (16%), manufacturing (20%), and tourism (16%).

People who are more engaged in tourism – including business owners, employees, students, or investors – are also over-represented amongst those "highly concerned" about tourism's impact on New Zealand's natural environment. High levels of concern are especially evident amongst those who participate in public consultation or planning processes (27%).

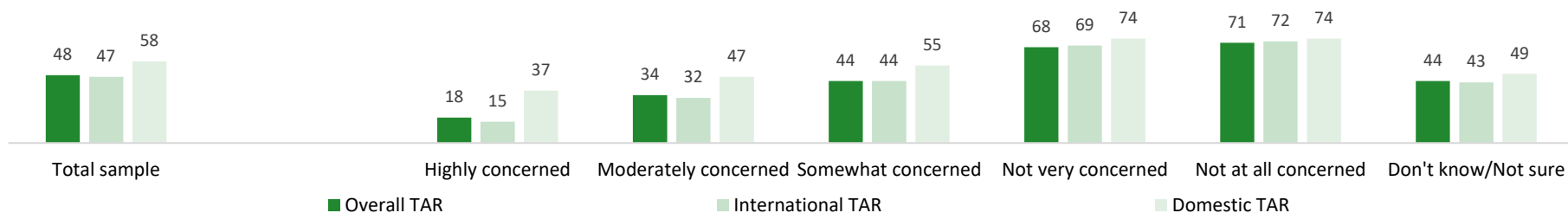
Impact on TAR Scores and wider sentiment

As shown overleaf, levels of concern about the impact tourism may be having on New Zealand's natural environment correlate directly with tourism TAR scores. While this suggests that environmental concerns have an outsize impact on tourism sentiment per se, it is apparent that concerns about tourism's **environmental impact** also correspond with a more negative view of tourism's impact across other domains (social and cultural domains, in particular).

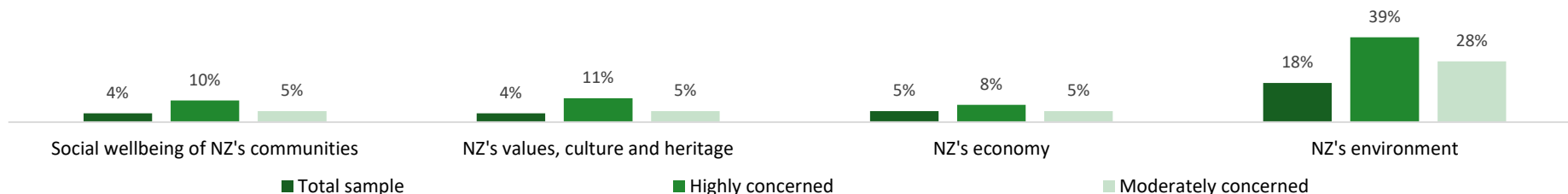
The relationship between concern about tourism's environmental impact and overall tourism sentiment (as reflected in the TAR scores) is most evident in relation to the **international** TAR score. This corresponds with the higher proportion of New Zealanders who attribute negative impacts to international tourism than domestic tourism (refer to Positive/Negative Impacts of Tourism page 20).

CONCERN ABOUT TOURISM'S ENVIRONMENTAL IMPACTS (CONT.)

TAR Scores for period October 2023 to March 2026
(by level of concern with tourism's environmental impact)



Negative impacts on four pillars
(by level of concern with tourism's environmental impact)



Personally felt benefits and impacts

As shown on pages 37 and 38, those who express high levels of concern about tourism's impact on the natural environment are more likely to identify the following as **personally-felt benefits of tourism**: encouraging protection of the natural environment, encouraging more sustainable behaviour, and increasing awareness of climate change.

At the same time, they are more likely to indicate that they have been **adversely impacted** by tourism, not only in relation to environmental impacts but across the full spectrum of economic, social and cultural impacts that are also measured in the survey.

BENEFITS BY LEVEL OF CONCERN WITH ENVIRONMENTAL IMPACT	Total sample	Highly concerned	Moderately concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know/Not sure
Opportunities for employment/income	36%	33%	36%	38%	38%	41%	17%
More local businesses opening, or being able to stay open	36%	30%	37%	36%	41%	38%	19%
Has inspired me/us to travel domestically	29%	29%	32%	29%	28%	25%	18%
Opportunities to learn more about other cultures	28%	29%	30%	29%	28%	25%	18%
Has encouraged a greater appreciation of our natural environment	24%	24%	27%	25%	23%	22%	11%
A greater variety of goods and services being available than otherwise would be	24%	25%	25%	22%	25%	26%	8%
My/our community is a more vibrant and friendly place to live	23%	20%	23%	23%	25%	25%	14%
Has enhanced the profile or identity of my/our area	23%	22%	23%	23%	25%	24%	11%
Improved services for my/our community	23%	21%	23%	23%	24%	28%	9%
Opportunities to get involved with/attend local festivals and cultural events	23%	23%	24%	24%	22%	20%	14%
Has encouraged a greater appreciation of our historic buildings and culturally significant sites	22%	22%	23%	23%	22%	17%	11%
Encourages protection of significant cultural and heritage sites in my/our area	20%	21%	22%	21%	19%	17%	9%
Improved quality of life	20%	22%	19%	19%	21%	22%	13%
Encourages protection of my/our local natural environment	20%	24%	24%	20%	17%	18%	8%
Has inspired me/us to travel internationally	19%	21%	21%	19%	19%	21%	8%
Opportunities to learn more about my/our own culture	19%	23%	22%	19%	18%	14%	11%
Improved transport services/transport developments	19%	20%	20%	17%	19%	22%	8%
Enables me/my family to share our culture and values with the rest of the world	17%	20%	18%	18%	17%	16%	10%
Has given me/my family a greater sense of belonging to our community	13%	15%	15%	12%	13%	14%	7%
Has encouraged more sustainable behaviour in my/our community	13%	18%	15%	12%	11%	13%	4%
Has increased awareness of climate change in my/our community	11%	17%	14%	10%	9%	8%	7%
Other	0%	0%	0%	0%	0%	0%	1%
None of these	18%	16%	13%	16%	19%	21%	51%
Base (Oct 23 – Mar 26): n=	7,932	811	1,497	2,696	1,972	685	271

IMPACTS BY LEVEL OF CONCERN WITH ENVIRONMENTAL IMPACT	Total sample	Highly concerned	Moderately concerned	Somewhat concerned	Not very concerned	Not at all concerned	Don't know/Not sure
More litter and waste generation	30%	42%	40%	35%	21%	13%	13%
Greater difficulty finding a car park	25%	33%	30%	27%	19%	14%	15%
Damage to the natural environment	23%	45%	36%	25%	9%	6%	8%
Takes longer to get to places due to traffic/congestion	22%	30%	28%	24%	18%	11%	13%
Feel less safe driving	20%	30%	24%	22%	15%	11%	12%
Higher day to day living costs	19%	31%	23%	20%	13%	9%	16%
Too much pressure on community infrastructure	18%	32%	25%	20%	10%	6%	7%
Local attractions, landmarks and/or events are too expensive for me/my family to visit	18%	29%	21%	19%	13%	9%	11%
More noise pollution	16%	28%	23%	16%	8%	8%	7%
Contributes to climate change due to carbon footprint and emissions	15%	28%	22%	16%	6%	4%	5%
Disrupts native species and wildlife (including marine life, birds etc.)	14%	30%	23%	14%	6%	3%	6%
Local attractions, landmarks and/or events are too busy for me/my family to enjoy	13%	26%	17%	14%	8%	5%	7%
Tourism activity means that the price of housing has increased	12%	25%	17%	12%	8%	6%	7%
Tourism activity means that the availability of housing has decreased	11%	20%	16%	11%	6%	5%	7%
More crime	11%	22%	14%	11%	7%	6%	8%
Too much pressure on my/our community's natural resources	11%	25%	15%	11%	5%	5%	5%
Less trust in council/government decision making	10%	19%	12%	9%	6%	7%	4%
More use of drugs and/or alcohol	9%	19%	11%	9%	6%	6%	5%
Less opportunity to visit certain local attractions, landmarks and/or events	9%	18%	13%	8%	4%	4%	4%
Less desirable employment opportunities	8%	16%	12%	8%	4%	5%	3%
My community is too reliant on tourism	8%	16%	11%	8%	4%	6%	3%
Reduced sense of personal safety	8%	18%	10%	8%	4%	4%	6%
Changes in the character of my/our community	7%	16%	9%	6%	3%	4%	2%
Fewer services for local residents	6%	12%	7%	5%	3%	3%	3%
Reduced sense of belonging in my/our community	5%	13%	7%	5%	3%	2%	2%
Disintegration of local culture, traditions and/or language	5%	9%	6%	4%	3%	2%	4%
Other	0%	1%	0%	0%	0%	1%	1%
None of these	27%	10%	12%	20%	41%	57%	58%
Base (Oct 23 – Mar 26): n=	7,932	811	1,497	2,696	1,972	685	271

A landscape photograph of a mountain range reflected in a lake, with a white circle on the left containing the text 'SAMPLE PROFILE'. The image is overlaid with a semi-transparent green filter. The mountains are in the background, and their reflection is visible in the water in the foreground. The sky is blue with some clouds. The foreground shows some vegetation.

SAMPLE PROFILE

SAMPLE PROFILE

	Weighted	Unweighted
Gender		
Male	49%	48%
Female	51%	51%
Gender diverse / Prefer not to say	<1%	1%
Age		
18 – 29 years	20%	22%
30 – 39 years	19%	17%
40 – 49 years	16%	17%
50 – 59 years	16%	17%
60 – 69 years	14%	14%
70+ years	15%	14%
Travel in Past 12 Months		
Travelled around New Zealand	73%	73%
Travelled to Australia	23%	23%
Travelled overseas (outside of Australasia)	28%	28%
Have not travelled	15%	15%
Base: Total sample	n=3,163	

	Weighted	Unweighted
Region		
Northland	4%	4%
Auckland	33%	32%
Waikato	10%	9%
Bay of Plenty	7%	7%
Gisborne	1%	1%
Hawke's Bay	3%	4%
Taranaki	2%	2%
Manawatū-Whanganui	5%	5%
Wellington & Wairarapa	11%	10%
Tasman	1%	1%
Nelson	1%	2%
Marlborough	1%	1%
West Coast	1%	<1%
Canterbury	13%	12%
Otago	5%	8%
Southland	2%	2%
Base: Total sample	n=3,163	

	Weighted	Unweighted
Ethnicity		
New Zealand European	68%	68%
Other European	7%	7%
New Zealand Māori	12%	12%
Cook Island Māori	1%	1%
Indian	5%	5%
Chinese	4%	4%
Pacific Islander	3%	3%
Other	13%	12%
Household Composition		
My husband, wife or partner	55%	56%
My mother and/or father	7%	7%
My child/children aged under 5	11%	11%
My child/children aged 5 - 14	18%	17%
My child/children aged 15+	13%	12%
Other family/relatives	8%	9%
Other person(s)	7%	7%
None of the above - I live alone	18%	18%
Prefer not to say	1%	1%
Base: Total sample	n=3,163	



angus
& ASSOCIATES