



Unlocking the Recreation and Tourism Potential of the Manukau Harbour

Research objectives

- Review the online 'presence' and map the physical resources of the Manukau Harbour associated with recreation and visitation.
- Develop and implement an online survey that will provide market data (demographics, use of information sources in planning/booking, behaviour and travel patterns, satisfaction, visitor spend etc) and that will also provide potential 'barometers' for future development of the visitor industry. Findings from the survey will provide a clearer picture of current recreational use by visitors and locals alike, visitor expenditure, as well as gather input from local residents and visitors on the future tourism potential of the Manukau Harbour and ways to unlock that potential
- To get input from residents in, and visitors (international, domestic, and those from other parts of Auckland) to, each area on the idea of opening up Onehunga Wharf as a hub for community and visitor activities. This may include improved transport options and linkages across the Manukau Harbour and improved facilities for recreational and marine activities.

Geographic area - three localities –

- **Manukau Harbour north**
- **Manukau Harbour east -**
- **Manukau Harbour south -**

NZTRI will conduct two phases of research:

- Phase One: Local tourism audit: A desk-based audit of recreation and tourism opportunities and attractions in the Manukau Harbour (for each of 3 geographic areas) plus one presentation of results for each area.
- Phase Two: Online survey: of locals and visitors to determine existing recreational use and visitor expenditure of Manukau Harbour, and gather input on ways to unlock the tourism potential of the Harbour.

Phase One: Local tourism audit

A desk-based audit (for each of 3 geographic areas) of nature-based tourism opportunities and attractions (sites) in the Manukau Harbour:

- Inventory and mapping
- Database of the sites
- Web Audit

Google maps – natural areas

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Parry Kauri Park
Rodney Showgrounds
Scenic Reserve
Warkworth Reserve
Leigh Scenic Reserve
Ti Point Reserve
Rodney Park Domain
Highfield Garden Reserve
Mahurangi Scenic Reserve
Burton Wells Scenic Reserve
Pakiri Beach
Little Omaha Bay
Anchor Bay
Christian Bay
Scandretts Bay
Algies Bay
Snells Beach
Otarawoa Bay
Opahi Bay
Otuaawaea Bay
Big Bay
Lagoon Bay

2 km
2 mi

Scandretts Bay
Updated May 5, 2011

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Google maps - activities

This website wants to run the following add-on: 'GEPlugin' from 'Google (unverified publisher)'. If you trust the website and the add-on and want to allow it to run, click here...

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Matakana Music Charity Concerts

Whitmore Rd Matakana T: 09 422 7114 F: 021 83 73 83
mrd@oscars.co.uk mrd@oscars.co.uk



Horse Riding Warkworth

E: horseriding@xtra.co.nz www.come.to/horseriding



Kawau Island Experience

Helen & Dave Jeffery North Cove Kawau Island T: 09 422 8831 F: 09 422 8832 M: 021 951 038 E: helen@sailingholiday.co.nz www.sailingholiday.co.nz Tariff: \$500



Villa Tamahunga

Brett & Margo Schneideman 155 Omaha Valley Road Ma (RDS Warkworth) T: 09 422 9004 M: 027 4065450 E: brettscneideman@hotmail.com www.villatamahunga.co.nz



Mahurangi Regional Park

www.arc.govt.nz/albany/main/parks/our-parks/parks-in-the-r



Skywork Helicopters

T: 09 422 7018 F: 09 422 7064 M: 0274 831 212 E: skywork@skywork.co.nz www.skywork.co.nz



Scandrett Regional Park

www.arc.govt.nz/albany/main/parks/our-parks/parks-in-the-region/scandrett/



Tawharanui Regional Park

Takatu Road Matakana T: 09 303 1530
www.arc.govt.nz/albany/main/parks/our-parks/parks-in-the-region/tawharanui/



Seafriends: swimming with the fishes

7 Goat Island Rd Leigh 0985 T: 09 4226212 E: admin@seafriends.org.nz www.seafriends.org.nz



Goat Island Dive



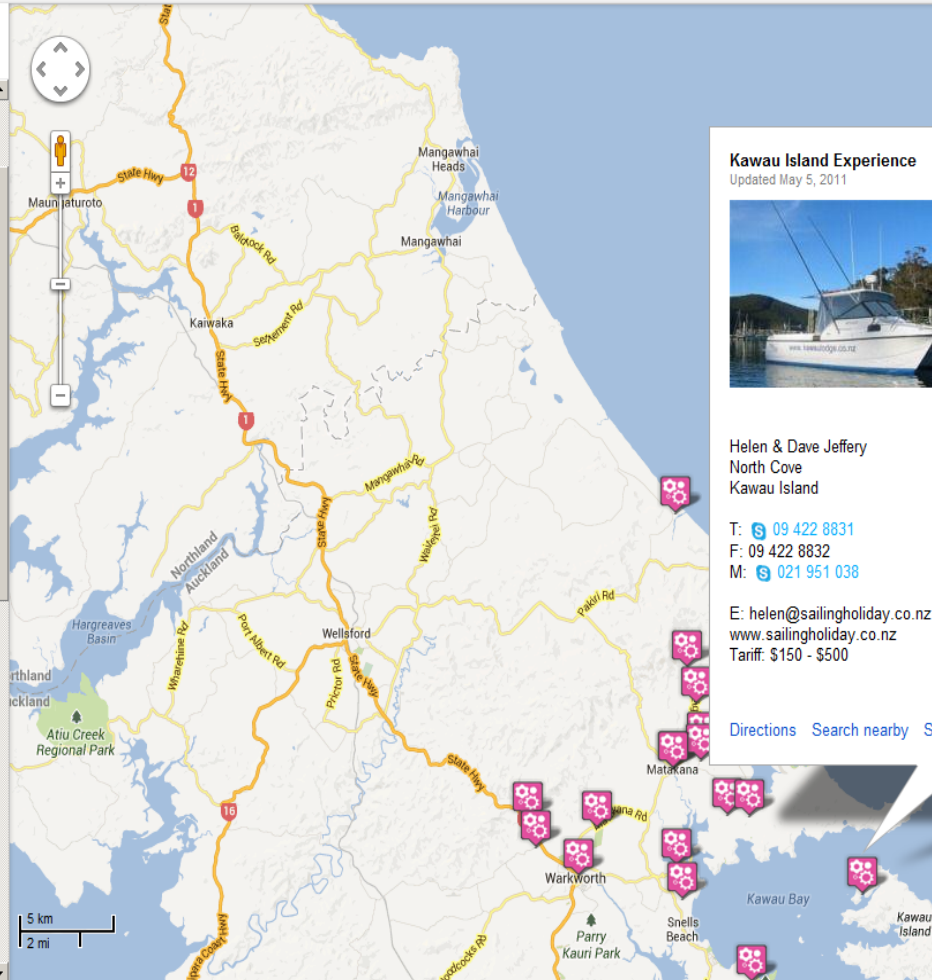
Brick Bay Sculpture Trail

E: sculpture@brickbay.co.nz www.brickbaysculpture.co.nz
Adults \$10 Seniors \$9 Students \$8



Leigh by the Sea

(12km from Matakana) Follow the Goat Island Marine Reserve from Warkworth (PO Box 21, Leigh 1241) E: info@glassbottomboat.co.nz www.leighbythesea.co.nz



Kawau Island Experience

Updated May 5, 2011



Helen & Dave Jeffery
North Cove
Kawau Island

T: 09 422 8831
F: 09 422 8832
M: 021 951 038

E: helen@sailingholiday.co.nz
www.sailingholiday.co.nz
Tariff: \$150 - \$500

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Satellite

Traffic



Little Barrier Island

Web audit

What's on the web about Manukau Harbour
(information for visitors and locals alike)


- Visibility on national, regional and local portals
- Linkages – between sites and inter-urban/regional connections

Newzealand.com search – Onehunga ‘activities’

[Destinations](#) [Things to do](#) [Facts about New Zealand](#) [Getting here](#) [Getting around](#) [Accommodation](#)

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4 results for “onehunga”



[Reuthers Motorcycle Tours | Activities and Tours in Auckland ...](#)

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Exclusive New Zealand Harley-Davidson Tours and Motorbike Rentals by Reuthers. Join our Guided, Semi Guided or Navi Guided Tours In...



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Activities & Tours

The Mission Station hosted a signing of the Treaty of Waitangi in 1840. Early furnishings and mission items are displayed.



[New Zealand Hunting Guide | Activities and Tours in Auckland ...](#)

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An experienced, bilingual Japanese hunter who specialises in outfitting Japanese hunters and conducting guided hunting trips throughout New...

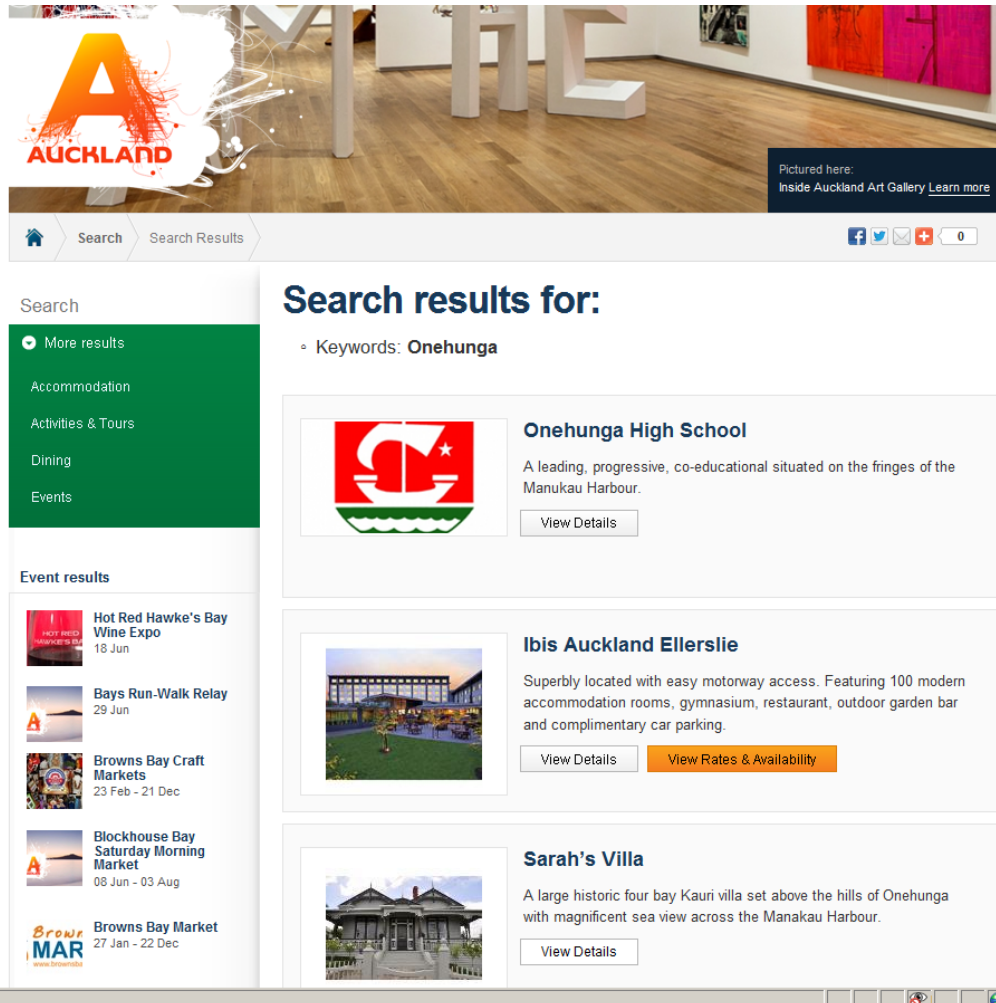
Done

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Aucklandnz.com - Onehunga

Shopping?



The screenshot shows the Aucklandnz.com website interface. At the top, there's a banner image of an art gallery with the Auckland logo overlaid. Below the banner is a navigation bar with a home icon, a search bar, and social media links. The main content area is titled 'Search results for: Keywords: Onehunga'. On the left, there's a sidebar with a green 'More results' button and a list of categories: Accommodation, Activities & Tours, Dining, and Events. Below this, there's an 'Event results' section listing four events: Hot Red Hawke's Bay Wine Expo (18 Jun), Bays Run-Walk Relay (29 Jun), Browns Bay Craft Markets (23 Feb - 21 Dec), and Blockhouse Bay Saturday Morning Market (08 Jun - 03 Aug). At the bottom of the sidebar is the Browns Bay Market logo. The main results area displays three items: Onehunga High School (with a logo and description), Ibis Auckland Ellerslie (with a photo and description), and Sarah's Villa (with a photo and description). Each item has a 'View Details' button. The footer shows the website is in Protected Mode.

AUCKLAND

Pictured here:
Inside Auckland Art Gallery [Learn more](#)

Search Search Results

Search

More results

Accommodation

Activities & Tours

Dining

Events

Event results

Hot Red Hawke's Bay Wine Expo
18 Jun

Bays Run-Walk Relay
29 Jun

Browns Bay Craft Markets
23 Feb - 21 Dec

Blockhouse Bay Saturday Morning Market
08 Jun - 03 Aug

Browns Bay Market
27 Jan - 22 Dec

Search results for:

Keywords: **Onehunga**

Onehunga High School

A leading, progressive, co-educational situated on the fringes of the Manukau Harbour.

[View Details](#)

Ibis Auckland Ellerslie

Superbly located with easy motorway access. Featuring 100 modern accommodation rooms, gymnasium, restaurant, outdoor garden bar and complimentary car parking.

[View Details](#) [View Rates & Availability](#)

Sarah's Villa

A large historic four bay Kauri villa set above the hills of Onehunga with magnificent sea view across the Manakau Harbour.

[View Details](#)

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Phase 1 - Deliverables

- Excel database covering all three localities.
- A Google map for each area showing key sites.
- A presentation of findings at a community gathering in each area.
- A copy of the PowerPoint presentation including findings of the Web audit for dissemination.

Phase Two: Online survey

To determine existing recreational use and value of Manukau Harbour by locals and visitors, and get input on the idea of opening up Onehunga Wharf as a 'hub'.

This will provide stakeholder and market data to inform decision-making on the future of tourism development in the Manukau Harbour

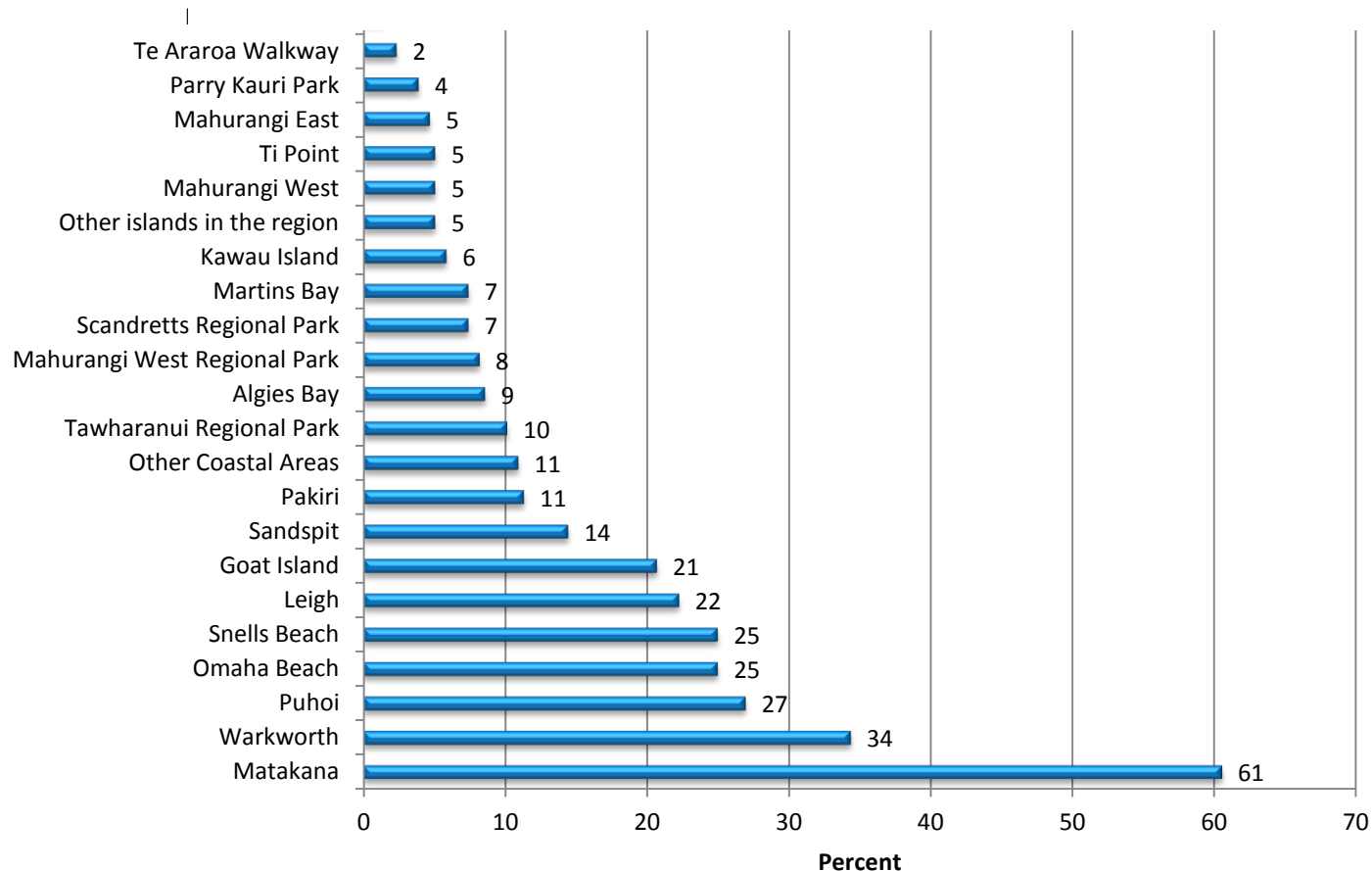
- Separate online survey for the three localities
- Surveys to run for three months

Aspects of the survey will include:

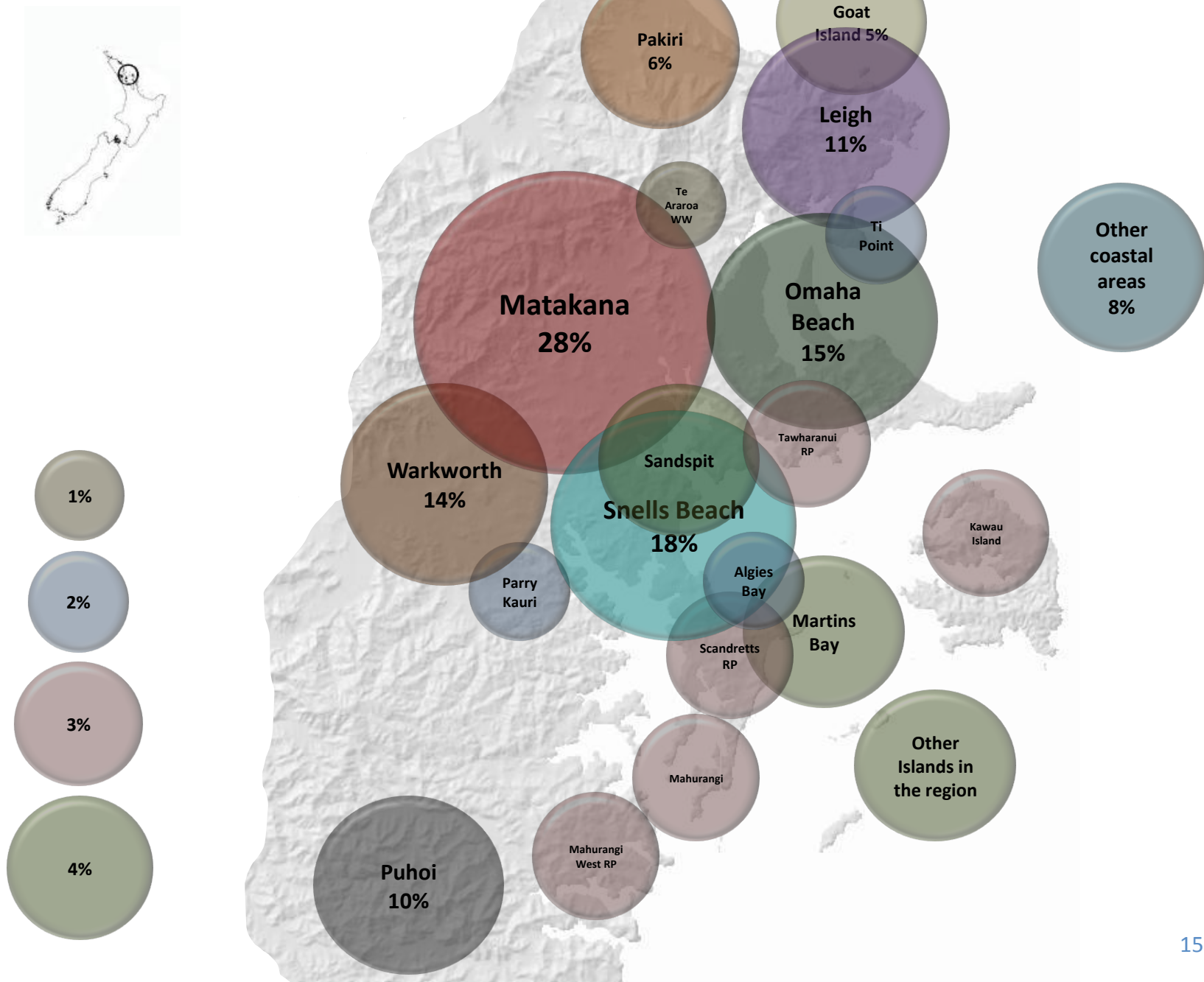
- Activity type, participation rates
- Demographics and motivations / decision-making factors
- Travel patterns, and how much visitors are spending
- The products/experiences visitors and locals are using and why
- What is driving levels of satisfaction/dissatisfaction?
- Perceptions of, and attitudes towards, new developments from a local resident and visitor perspective e.g. will people use the new facilities?
- Likely implications of opening up Onehunga Wharf – positives and negatives – what are these?

Example: Visitors to the Puhoi to Pakiri area (Matakana, Warkworth etc)

Visited locations in the P2P area – including both day and overnight trips

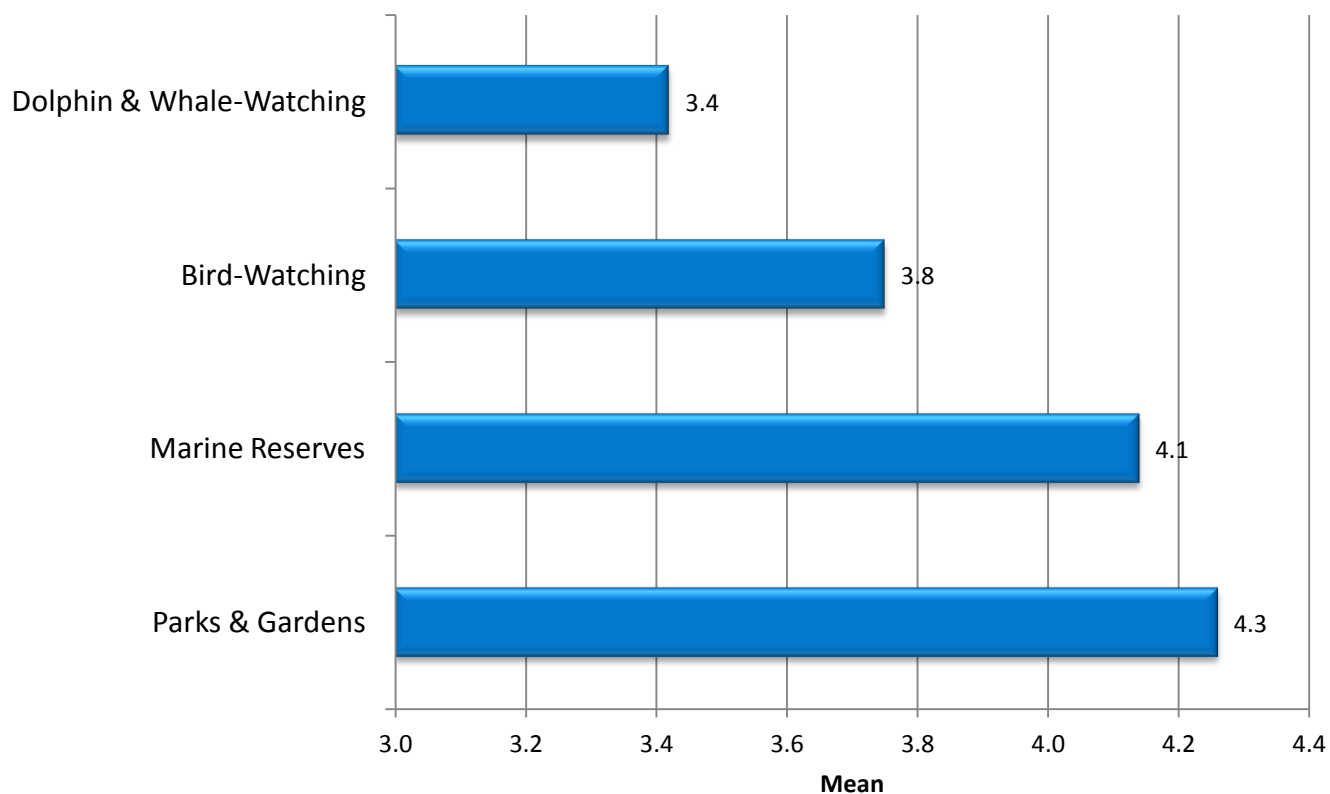


Overnight stays in the P2P area



Visitors

Visitor Satisfaction with Nature Activities



Scale: 1=Very dissatisfied; 5=Very satisfied

Visitors

Total visitor expenditure

Expenditure NZ\$*	% spend in sector	Per person per day
Accommodation	33	\$25
Vehicle running (petrol) & repairs	8	\$6
Local transport (e.g. rental car, taxi)	1	\$1
Restaurants/cafés/bars/cellar door/farmers market	24	\$18
Stores/supermarkets (e.g. food, drinks and domestic supplies)	11	\$9
Other shopping/retail (e.g. souvenirs, clothes)	13	\$9
Tours (e.g. wine tours, guided walks)	8	\$6
Other expenditure (please specify)	2	\$2
Total	100	\$75

*Any expenditure that took place prior to arriving in the region including pre-paid packages and grocery shopping etc has been excluded

* \$75 per day x 2.7 visitors (av. Group) = \$202.50

What did you find **most attractive or appealing** about this region on your recent visit?



What did you find **least attractive or appealing** about this region on your recent visit?



- The Survey will generate information on total spend, the breakdown of spend, the sub-regional dimensions of visitor expenditure, and broader yield characteristics, it will also provide a range of other relevant information for tourism planning and development (demographics, satisfaction, information search, behaviour etc)

Phase 2 deliverables

- A **report** will be compiled that will present an analysis and interpretation of survey results and outline any recommendations or thoughts on future research.
- **Presentation:** At the end of Phase Two, NZTRI will meet with MHRS to present the findings of the Online Survey and discuss the next phase of the research programme.

Survey logistics