



Improving the profitability and sustainability of tourism since 1999



Visitor Strategy research: Phase 1 report

Ōrākei Visitor Strategy 2013-2015

Prepared for

Ōrākei Local Board

The New Zealand Tourism Research Institute
Auckland University of Technology

www.nztri.org

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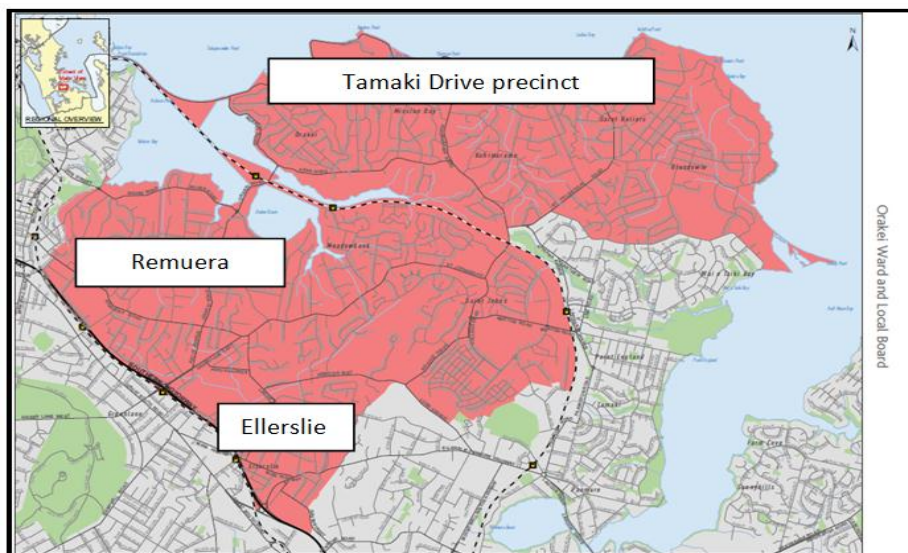
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Introduction

In November 2012, the Ōrākei Local Board (with support from ATEED) commissioned NZTRI to conduct research to inform the development of a three-year Visitor Strategy for the Ōrākei Ward. The focus of the research is on encouraging the use of local resources in a way that enhances economic opportunities and improves business and community well-being in a sustainable way.

The geographic area covered by this research includes three local areas: i) Tamaki Drive precinct (from Okahu Bay, Mission Bay, Kohimarama through to St Heliers), ii) Remuera and 3) Ellerslie (Figure 1).

Figure 1: The Ōrākei Ward - research area (3 locations)



The Visitor Strategy research program involves two phases:

Phase 1: The development of a tourism reference group (Visitor Strategy Group); a local tourism audit (online and on-site) and a 'snapshot' Visitor Survey.

Phase 2: A continuation of the Visitor Survey through to mid-April 2013, and a Business Survey.

At the beginning of Phase 1 of the research program, NZTRI worked with Ōrākei Local Board and ATEED to identify key individuals who could form a tourism reference group (Visitor Strategy Group). The purpose of this group is to inform decisions on tourism development in the area and guide the development of the Ōrākei Visitor Strategy 2013-2016. The first meeting of the Visitor Strategy Group (VSG) was held on 29 January 2013 with representatives from Ngāti Whātua Ōrākei Whai Maia, business associations (St Heliers, Mission Bay, Remuera and Ellerslie), major attractions (including Kelly Tarlton's, Ellerslie

Racecourse, Remuera Golf Club), accommodation providers (Novotel/IBIS Ellerslie, Kohi Bed & Breakfast), and heritage groups (Remuera Heritage).

This report presents the outcomes of Phase 1 of the research program. The report commences with a review of the research approach and then highlights outcomes of the Local Tourism Audit (online and on-site) and results of visitor surveys in Tamaki Drive, Remuera, and Ellerslie. The information presented in the three survey reports enables key stakeholders in the area to better understand their visitors, and to gain insights into what benefits they bring to the local area. In addition, the research is designed to support local decision-making and strengthen the visitor economy. The survey results will also help to inform other phases of the project.

The report concludes with a set of new ideas designed to showcase Tamaki Drive precinct and what it has to offer.

Method and Approach

Local Tourism Audit:

This element of the research was completed in early 2013 and highlighted just how *visible* and *interactive* these places are from a visitor perspective. To do this, NZTRI conducted online (web) and on-site ‘experience’ audits for each local area. A team of three auditors (‘Mystery Visitors’) consisted of: one person visiting New Zealand from France who has a young family, a visitor from the North Shore aged 50+ who has a keen interest in culture and heritage, and a young visitor from Howick aged 23 years who has an interest in food, sport, nightlife and dining.

Mystery Visitors first conducted an audit of the web presence of each area at an international, national, regional and local level. In order to understand ‘what’s on the web’ about each locality, the audit included a variety of websites and social media. The web audit focused on the availability of information online (websites, portals, review sites, blogs, social media) about the businesses, community, and attractions associated with the visitor experience in each location. The audit also considered the nature of linkages between existing sites, and the degree to which the web presence of each location is supporting intra and inter urban/regional connections.

NZTRI then conducted on-site visits to each of the three local areas; they were guided by the following themes:

- Can the visitor find their way easily? How effective is street signage?
- What is there to see and do (on-site)?
- Can the visitor find information on-site and if so, where?

- To what extent are visitors to each local area enticed to explore other areas of the Orākei Ward?
- What are the key attractions that will bring visitors to the area?
- Is the retail environment enticing and welcoming – encouraging the visitor to spend money?

NZTRI researchers also reviewed the ability of each of the local areas to create a positive visitor experience, overall.

Visitor Survey:

A team of NZTRI researchers conducted face-to-face intercept Visitor Surveys in each of the three local areas. A 'pilot' of the Visitor Survey was initially administered to test the survey questions; the survey instrument was then fine-tuned to ensure all questions were clear and understandable. Data collection occurred in December 2012 and January 2013. Researchers approached people on a random basis and first asked a screening question to ensure that the people participating in the survey neither lived nor worked in the local area.

In the Tamaki Drive area researchers approached people around the shopping areas, beaches, and park and playground areas along the Tamaki Drive precinct – from Okahu Bay through to St Heliers (and Achilles Point). In total 101 surveys were collected.

In Remuera researchers approached people predominantly around the Remuera retail (shopping) area and – to a lesser extent – at Ōrākei Basin, and parks and playgrounds in the Remuera area. A total of 64 surveys were collected.

In Ellerslie, data were collected predominantly in the main shopping centre and – to a lesser extent - car parking areas around the retail corridor, the racecourse and events centre. A total of 64 surveys were collected.

Local Tourism Audit

Web audit

International – Wikipedia

A review of 'place' pages on Wikipedia was completed for the three local areas - working on the basis that when someone searches for information on a particular 'place', the first result returned on search engines is very often the Wikipedia link for that location. On Wikipedia there are existing 'place' pages for Mission Bay, Kohimarama, and St Heliers though all are characterised by limited content and relatively few external links. Wikipedia pages for 'Tamaki Drive' and 'Okahu Bay' do not exist at all. Kelly Tarlton's (by Mission Bay) is well represented on Wikipedia.

Both Remuera and Ellerslie have existing Wikipedia pages – both contain slightly more information than those of the Tamaki Drive precinct – but neither has internal (i.e. within Wikipedia) or external links to ‘surrounding areas’ along Tamaki Drive. Similarly, the Mission Bay and St Heliers Wikipedia pages do not link to Remuera or Ellerslie.

National portals – newzealand.com, tourism.net.nz, aatravel.co.nz and nz.com

NZTRI auditors found that other than an overall impression that Tamaki Drive offers some of Auckland’s most beautiful coastline and natural environment; there is little to tell the visitor about the character or vibrancy of the three local areas on national portals. There is little that describes the places of the Ōrākei Ward as being unique and distinctive to others parts of Auckland.

Of the ‘*Top 20 things to do in Auckland city*’ on newzealand.com – the only relevant listing in the areas covered in this report is Kelly Tarlton’s (at the time of the audit, this was at number 11).

A search for ‘Tamaki Drive, Auckland’ on newzealand.com yields 27 results – only 7 relate to Tamaki Drive Auckland. There is a link to one page that highlights the beaches and attractions of the various local areas along Tamaki Drive and 5 others that specifically relate to this local area (e.g. Mission Bay beaches, Kelly Tarlton’s, accommodation offerings in Mission Bay, Kohi and St Heliers,). The remaining 20 results are for: short half day sightseeing (bus) tours of Auckland that include a trip along Tamaki Drive; rental cars and self-drive tours of New Zealand, Tamaki Tours in Rotorua, and sightseeing trips to various islands in the Hauraki Gulf. There are very few listings on tourism.net.nz and nz.com for Tamaki Drive.

A search for ‘Mission Bay Auckland’ on newzealand.com yields 50 results – however only 6 relate specifically to Mission Bay, Auckland. The remaining 44 results for Mission Bay are irrelevant, they are for: Mission House Kerikeri, west coast beaches and the Waitakeres, Northland, Mission Bay Wine Estate in the Hawke’s Bay, campervans, walking tracks in the South and North islands, and the Hauraki Gulf Islands. Similarly, of 12 results for ‘St Heliers, Auckland’, only 3 relate to St Heliers or the Tamaki Drive area. There is also very little information about Kohimarama on national portals. There are very few listings on tourism.net.nz and nz.com for any of the local areas of the Tamaki Drive precinct, though there are a few (less than 10) events listed for Mission Bay and Kohimarama on nz.com.

Remuera is also not well represented on newzealand.com – there are 15 listings, 6 are for accommodation (3 for Cotter House) and these are noted as ‘luxury’ or ‘upmarket’. None of the local areas in the Ōrākei Ward appear in ‘shopping’ categories on this site though there is one minor reference to Remuera with a notation “conservative, upmarket”. This gives the impression that a visit to Remuera would suit a more affluent traveller who sought an upmarket (and perhaps expensive) experience.

A search for Ellerslie on newzealand.com yields 13 results – 3 are relevant to Ellerslie (accommodation, Novotel/Ibis Ellerslie Auckland, Best Western) – the other links relate to bus transport or rental car hire within New Zealand, Auckland events, festivals and tours. Auditors could not find any results for Ellerslie racecourse on this site.

Under the ‘Maori Culture’ tab there is one link to Tāmaki Hīkoi (Maori cultural experience) though this is not linked to any of the areas of Tamaki Drive precinct. The link to this cultural experience is also quite hard to find.

Events in Remuera, Ellerslie, Mission Bay, and Kohimarama are reasonably well represented on nz.com but these places are otherwise largely invisible on this website. There are many listings for the parks and reserves to be found in all locations on aatravel.co.nz though these are currently ‘placeholders’ i.e. no content as yet.

Auditors commented that overall they were not able to find a lot of information on national portals about ‘things to do’ (including shopping, cafés/restaurants) in the three local areas, or about the, cultural and historical significance of the Ōrākei area; its people, places and recreation spaces.

Regional portals aucklandnz.com, aucklandtourism.co.nz (A-Z), Auckland Council

There is some information on the aucklandnz.com site about Mission Bay and St Heliers, and the beaches of Tamaki Drive. Both Mission Bay and St Heliers are featured on the ‘Where to go’ page in the ‘City fringe’ category and Kelly Tarlton’s is listed as one of Auckland’s ‘Must Do’s’. On the ‘Discover Auckland’s culture and history’ tab, there is one relevant link and that is for *Tamaki Hikoi*. There is a good link to the ‘Tamaki Drive Walk’ on this site, but none of the local parks or reserves, or other walkways and cycleways (e.g. Ōrākei Basin) are listed. There are also several accommodation options in Mission Bay, Kohimarama and St Heliers. Kelly Tarlton’s is featured on the home page of aucklandtourism.co.nz but other than that there is very little information about the 3 local areas on this site.

Remuera is the only one of the three cases to be mentioned under ‘shopping /City Fringe’ on aucklandnz.com. There is a comprehensive set of options for dining in Remuera, Ellerslie, St Heliers and Mission Bay - a broad range to suit all tastes and budgets ranging from fish and chips and hamburgers to a wide range of international cuisine (Asian, French, etc). There is good information about Ellerslie under ‘dining’ and ‘events’ on aucklandnz.com though other information is limited e.g. shopping, activities and attractions.

Information about the people, culture and history of the three local areas is largely missing on regional portals. None of the parks and reserves featured on aucklandnz.com are to be found in the Ōrākei Ward.

At a local level

At a local level, there is a good amount of basic information available online for all three areas. Sites that are managed by local business associations include stheliers.co.nz, remuera.org.nz, ellerslie.net.nz, and missionbay.co.nz all provide a directory of business listings, options for bars cafés and restaurants, and lists of ‘what’s on’. In terms of visitor information, all sites have tips on transport options and ‘getting there’. For St Heliers, a map is provided and instructions for those coming by car. It would be good to see more information for using public transport (consider international visitors coming from the Viaduct i-SITE, or cruise ships). Mission Bay, Ellerslie and Remuera have good information for those coming by bus, train (Ellerslie), taxi or car.

Information on ‘things to do’ in Mission Bay, St Heliers, and Ellerslie is predominantly focused on eating and drinking, and shopping – there is little to tell the visitor of other experiences in each area. Auditors could not find any information on the website of the major attraction - kellytarltons.co.nz - to link the visitor to other parts of Tamaki Drive or elsewhere in the Ōrākei Ward. ‘Visitor Information’ on this site refers solely to visiting the attraction.

There are a few good external links on missionbay.co.nz to local attractions e.g. Kelly Tarlton’s – though these are listed on the ‘getting here/parking’ tab and are somewhat hidden. The best information on ‘things to do’ is to be found on the Remuera site – especially the ‘*Remuera Blog*’. The review team found the information about local schools, walks, community groups, local markets and events, and church services on Remuera.org.nz particularly engaging as it gave them a better sense of ‘place’ for this local area. The *Remuera Blog* (shopinauckland.co.nz) also provides good information on local accommodation.

There is limited information on other business association websites (Mission Bay, St Heliers, Ellerslie) about local parks, walkways, cycle trails or other outdoor activities e.g. local sports events. One walk is featured on stheliers.com to Achilles Point – there is good information about the walk but no map is provided. Auckland Council does provide some information about parks and reserves in the three local areas, but it’s not likely that the visitor would refer to the Council website for tourism information.

There is a basic level of local heritage information on the four business association sites– Ellerslie features the most detail on local history. In Mission Bay, there is a small ‘taster’ giving information on Takaparawhau/Bastion Point but the content is limited, there is also an external link to the Wikipedia page for this site. Remuera.org.nz has an ‘our history’ page that features information on pre and post European settlement in the area. Stheliers.com has ‘our history’ and ‘heritage’ pages, but with limited content. Missionbay.co.nz has an external link to the Ministry of Culture & Heritage website page for Savage memorial.

Overall the audit revealed a lack of local information and stories that can create a ‘sense of place’ that will appeal to the visitor and give them a reason to ‘slow down’, stay longer and spend more money once they arrive. The type of information that would be useful for locals and visitors alike includes: the cultural and historical significance of the natural and built environment (e.g. heritage buildings, culturally important ‘sites’), heritage, arts/culture, music, environmental groups, sport, schools, walks, community organisations etc. Survey findings for all three local areas show that there is a need to focus on creating a stronger identity ‘online’ for each of these places – one that connects the visitor with the local people, places and spaces for each community.

Social media:

Auditors also reviewed social media ‘conversations’: Tamaki Drive is well represented on social networks (e.g. Facebook, Twitter). The local character and attractions of Mission Bay, St Heliers and Kohimarama are well represented on YouTube with videos featuring a variety of ‘fun’ activities around these areas – predominantly with ‘beach’ themes.

Trip Advisor results for Mission Bay, Saint Heliers and Kohimarama led to private businesses websites with a mixture of positive and negative reviews of local attractions, dining, and accommodation.

Most of the ‘conversation’ on Twitter about Remuera is about real estate, shopping, wealthy residents, and business. Mission Bay was described by our auditors as having a lively, interactive and ‘fun’ image portrayed through all social media channels.

While there are links to Facebook pages for the Remuera, St Heliers and Ellerslie business associations, the level of conversation and interaction overall on Facebook is limited. While there are some postings about local events, many ‘postings’ focus on advertising current promotions. Many experts argue that social media content should be no more than 30% about the organisation, its special offers, or other ‘advertising’. Social media puts the emphasis on the word ‘social’ and it is engagement and conversation that draws people to interact and grow a relationship with that place, or organisation.

On-Site Experience audit

After completing the Web Audit, the auditors conducted an on-site ‘experience’ audit as ‘Mystery Visitors’ to the three local areas (see also Appendix 1). They travelled by car, by bus, and cycled and walked through all three local areas. Their comments are summarised briefly below:

Tamaki Drive

General impressions: Keywords = ‘resort feel’, and ‘beach experience’, traffic

Getting there

'Mystery visitors' did not report any specific problems using public transport in the area and found it easy to get from Britomart to all parts of the Tamaki drive precinct.

Parks and playgrounds

Some of the parks are not well signposted (e.g. Dingle Dell, Glover Park) however there is reasonably good signage to indicate cycle lanes along Tamaki Drive as well as signs to remind people of various regulations e.g. 'no liquor', 'no golf'. There is good signage to indicate off leash dog exercise areas and signs to direct drivers to local parking facilities. Playgrounds in the areas were full of friendly local people who were always ready to help the Mystery Visitors and give local information and directions.

Walkways and cycleways

Walkways and cycleways are a feature of Tamaki Drive and play a role in the identity of the area. They are entwined with many reserves and parks (Takaparawhau reserve, M J Savage Memorial park, Glover Park) and make the visitor's experience more eco-friendly and diverse. There is good signage for the Ōrākei Basin walkway (cycle access from Purewa Road) and 'reminders' of the walkway can be found in the Remuera residential area (Lucerne road, Martin Avenue, Upland road). Hobson Bay walkway gives an interesting view of Rangitoto and of Tamaki Drive – this walkway is a 'natural' connection between Tamaki Drive and Remuera.

Community and residential areas

Overall, Tamaki Drive is well supplied with public toilets, showers and drinking fountains with plenty of playgrounds. However those in the Ōrākei Domain, Takaparawhau Reserve, and St Heliers are not always well signposted. There is also little signage to highlight accommodation options along the Tamaki Drive precinct. Ōrākei Community Centre is well positioned on the way to Remuera from Kepa Road and flyers/brochures about local events were available on the information desk. Many different 'clubs' in St Heliers (Bowling and Tennis club, Rotary club, Croquet club) are also visible in the street signage portraying a rich and diversified residential area.

Culture and heritage:

Fountains and different war memorials are visible along Tamaki Drive (ANZAC memorial, Achilles Point, gun emplacements) however there is very little *visible* information on local websites to tell the stories of these. The Savage Memorial is quite isolated from the rest of the area (for example, from restaurants in Mission Bay). The walkway is signposted at the top of the hill but not visible on Tamaki Drive. Mystery visitors commented that they were aware that Takaparawhau/Bastion Point can also be accessed from Tamaki Drive but they weren't sure how (or if) they should access it.

Shopping and dining

Mystery Visitors found that St Heliers and Mission Bay have a distinct 'identity' and 'village feel' but Kohimarama does not. Kohimarama is a 'passing point' between Mission Bay and St Heliers with an appealing beachfront. It is difficult to distinguish the boundaries between these places, or to know when they arrived or left each location.

St Heliers has relatively old buildings, art galleries and a delicatessen providing several options for shoppers. St Heliers appealed to all Mystery Visitors though not a lot of information about this locality was found during the web audit. A good assortment of bars and cafés can be found in Mission Bay, Kohimarama and St Heliers. Our Mystery Visitors did not like being approached by waiters in Mission Bay who were 'hawking' for business as it did not fit well with the 'laid back' atmosphere of the Tamaki Drive area.

Attractions

There are several attractions that draw visitors to Tamaki Drive, the major one being Kelly Tarlton's Sea Life Aquarium. There are no visible external signs to tell the visitor about nearby areas e.g. Mission Bay, St Heliers, Ōrākei or Eastridge. From Britomart and all along Tamaki Drive (including St Heliers) there are only a few street signs to direct people to Kelly Tarlton's or other attractions. Parking facilities around Kelly Tarlton's are not easily accessible and there are limited parks available.

Events

The Waitangi Day festival at Takaparawhau/Bastion Point on 6 February was 'visible' in the area with posters that could be found in Okahu Bay and in Purewa Creek. However, the festival was not well connected to the other areas (St Heliers and Kohimarama) in terms of signage.

Overall: Mystery Visitors found that more could be made of the yacht and sailing culture that was apparent on-site, especially water sports or marine related attractions and activities. Information available online did not portray particularly well the beaches at Kohimarama and St Heliers, nor the surrounding restaurants and playgrounds. There is also very little to link cultural and heritage sites (e.g. Takaparawhau/Bastion Point, M J Savage Memorial Park, and Achilles Point in particular) and shopping centres at Mission Bay and St Heliers. These linkages could be enhanced through better signage on Tamaki Drive and events (e.g. Waitangi Day) that mention attractions and local businesses together.

Remuera

General impression: Keywords = *Boutiques and Cafés, conservative, 'exclusive', heritage, traffic*

Getting there

'Mystery visitors' did not report any specific problems using public transport to the area and found it easy to get from the CBD to Remuera. The area can be reached easily by car and it is relatively easy to find parking (though this depends on the time of day).

Street signage:

The large black 'Remuera' signs at either end of the shopping area on Remuera Road were clearly visible as well as signage in and around the library (welcome to Remuera). There is also good street signage to direct traffic to Mission Bay and St Heliers. However, for those arriving via Victoria Avenue, or from the Market Road intersection there are no noticeable signs to let people know they had arrived in Remuera.

Parks and playgrounds:

There are several parks and reserves (e.g. Waiata Reserve, Thomas Bloodworth Park, Little Rangitoto Reserve) to be found in the Remuera residential areas. Little Rangitoto Reserve was particularly appealing to the mystery visitor from France who had small children. There are also several good restaurants close by in Benson Road, and at Remuera Village. Mystery Visitors only found this local attraction when they were on-site, and not during the web audit. There was no visible signage to link these parks to the main Remuera shopping area, or give the visitor directions to get there.

Walkways and cycleways

The Remuera Heritage Walk is promoted on a number of websites including the Remuera Business Association. However, a copy of the walk is not available online (not even on the 'Remuera Heritage' website). Visitors need to call in to the Remuera Library to collect a copy of the brochure. This reduces the likelihood of visitors being able to plan this activity *before* arriving in Remuera.

There was nothing found on-site that connected our visitors to the Remuera shopping/retail area with the Ōrākei Basin walkway, or to the paths that go up to Mt Hobson. Mystery Visitors used Auckland Transport's 2011 Central Auckland cycle map to plan their trip and there are no cycleways or routes on quieter roads recommended for cyclists in Remuera shown on this map (except Ōrākei Basin). Mystery Visitors found the Ōrākei Basin walkways/cycleway offered a tranquil respite from an otherwise 'busy' area with its high volumes of traffic. One walker that they encountered was from overseas - she commented that she "would never have known about it" (Ōrākei Basin walkway) if she "hadn't been staying with family" and that it was "one of the best walks" in Auckland.

Community and residential:

Mystery Visitors found that walking and cycling through the residential streets of Remuera, allowed them to see some beautiful homes and gardens that they would not have noticed by car. They found this only when they went on-site – this "very enjoyable experience" was not well promoted on local websites.

The NZTRI visitors noted a lack of street banners or 'flags' in the streets that could help mark the local cultural identity of Remuera. They also noted a general lack of public toilets in the area.

Culture and Heritage

Remuera has many old and “rather grand” homes that gave our Mystery Visitors a sense of a rich historical residential area however many were hidden by hedges and fences. Remuera library is a landmark and appears to be something of a focal point of this local area with sculptures, and memorials. Brochures of the heritage trail could be found in the library but signs related to heritage buildings were not visible on the streets.

Shopping and restaurants

There is a wide assortment of ‘boutique’ shops offering a good variety of products in the retail area. To our Mystery Visitors the area would appeal to those wanting to buy designer clothes or goods, or more expensive furnishings. Two of our Mystery Visitors did not think shopping in Remuera was ‘for them’ as things were “probably too expensive”. Mystery visitors found that, other than the French café ‘Pyrenees’, the cafés and restaurants did not seem particularly inviting.

Attractions and events

There was no evidence of notifications on-site (e.g. posters) of local events when the NZTRI mystery shoppers visited. The Remuera Golf Club was described by Mystery Visitors as being in a ‘rather beautiful setting’ but as also being ‘completely disconnected’ from the Remuera (and Ellerslie) shopping centres.

Ellerslie

General impression: Keywords: *community and ‘village’ atmosphere, ‘organic food’, community, Urban thoroughfare,*

Getting there

It took 12 minutes for the NZTRI team to go to Ellerslie from the CBD by the southern motorway. A sign indicating Ellerslie race course from the southern motorway was clearly visible. NZTRI Mystery Visitors did not notice any specific problems using public transport in the area and from the CBD.

Street signage

Three ‘layers’ of signage to Ellerslie were found: a motorway sign: ‘Ellerslie race course, a ‘garage’ sign mentioning Ellerslie and a further sign mentioning ‘you are in Ellerslie’. The Mystery Visitors could not find any signage or other information that linked the Ellerslie town centre/retail area to Ellerslie Racecourse.

Parks and playgrounds

Mystery Visitors did not notice any parks or playgrounds close to the shopping area; in fact they did not find any signs that gave directions to any green spaces, park or playgrounds in the area.

Walkways and cycleways

Banners across the main shopping street portray a Norfolk Pine and a bicycle – images that gave the Mystery Visitors an insight into the identity of Ellerslie, and what there may be to do or see on-site. Unfortunately, they could not find any information about walkways, green spaces or cycle routes.

Community and residential area

There is a large community centre with an outdoor seating area and fountain that is very prominent in the retail corridor. Mystery Visitors could not find any information about the centre e.g. opening times, events and activities. A walk through the residential area was pleasant with a wide assortment of interesting older houses. There is potential to include the residential area into a walkway or a heritage cycleway. Locals were very friendly and always ready to give interesting information about the history of some buildings (such as the Vicarage that 'moved down' the street in Woodbine Avenue). Overall, Ellerslie was well supplied with public toilets but parking spaces (on Robert Street) were not signposted from the main street.

Culture and heritage

Mystery Visitors commented that they had to “look hard to find any evidence of Ellerslie’s history and heritage” during their on-site visit. There is an Ellerslie town heritage walk, but the brochure/leaflet describing the heritage walk was not obviously available in Ellerslie. The Christ Church and Vicarage is located in the heritage villas in the residential areas but were again ‘hard to find’ as they are not well signposted. The ‘Bridge of memories’ was ‘discovered’ by the visitors en route from the train station to the Ellerslie retail area – they were not previously aware of it as the bridge did not feature in information available online about Ellerslie.

Mystery visitors noted that some older/ heritage buildings have changed names and they felt that this detracts from their historical significance (e.g. the post office which is now a pub/restaurant).

Shopping and restaurants

A good assortment of different shops could be found but some shops appear to need some maintenance. The young Mystery Visitor who was interested in ‘food’ found the blend of fair trade shops, the bakery, and the organic food shops (Ceres, the local butcher) made Ellerslie “a bit special culinary-wise”. There is little information on-site to tell the visitor of ‘things to do’ other than shopping, eating or drinking.

Attractions

Ellerslie Racecourse: There is easy access by car from the southern motorway to the Race course. Events are well promoted with large posters at the entrance (Auckland cup week poster in March). Mystery Visitors found the green and purple colours in the Racecourse marketing collateral aligned well to the colours and branding used in the Ellerslie town

centre, giving a sense of cohesion. However, there is no visible signage from the Ellerslie racecourse to the shopping centres in Ellerslie or Remuera, or vice versa.

Events

The only event that was 'visible' on-site was the Ellerslie Santa Parade, December 2012 (the poster was still visible in January 2013).

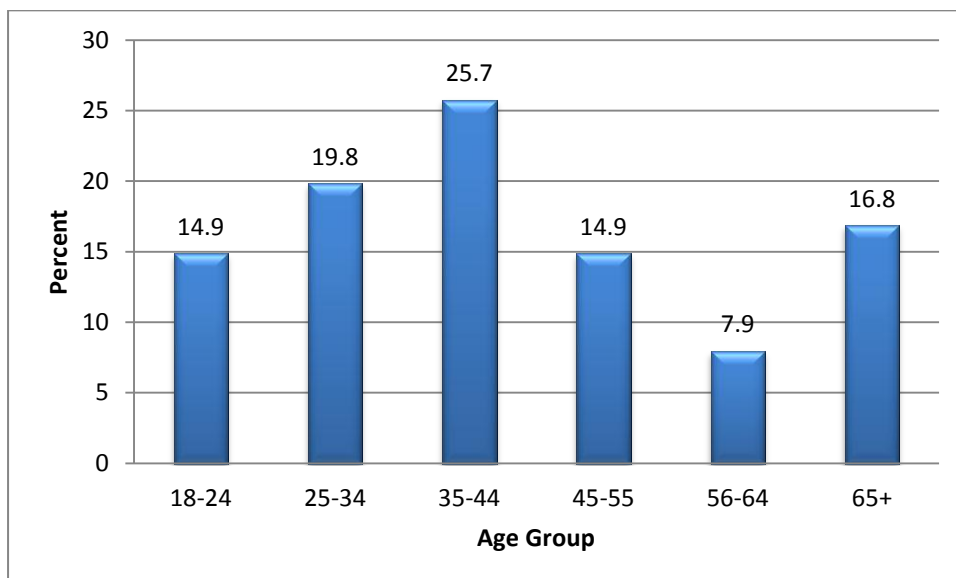
Visitor Surveys – findings

Tamaki Drive

Visitor demographics

Sixty percent of those surveyed are women. Just over a third of the respondents are under 35 years of age (Figure 1). There is good representation from the over 55 age group (25%).

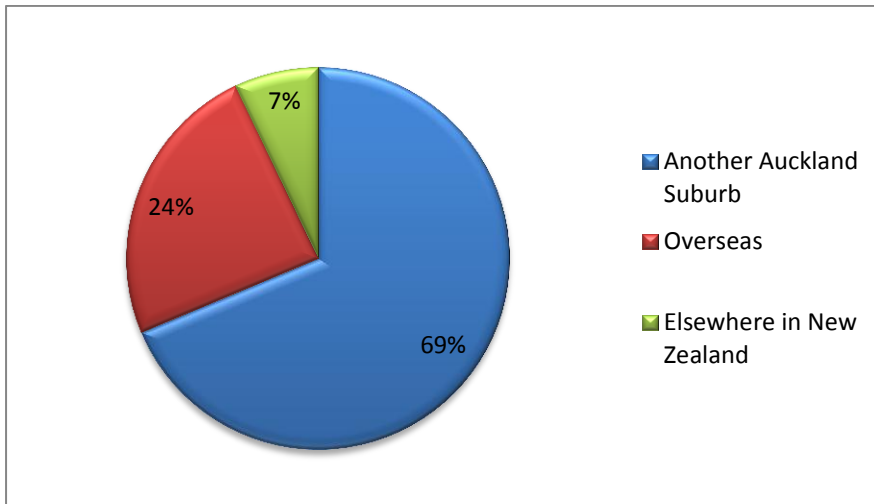
Figure 1: Age breakdown n=101



Nearly 70% of the visitors surveyed are from other parts of Auckland. Of these 57 visitors 44% are from Central Auckland, 18% from West Auckland with the remaining third spread across East, North, and South Auckland (Figure 2).

Overseas visitors made up just under a quarter of those surveyed with the top two countries of origin being the UK (20%) and Australia (15%). There is only a small representation from domestic visitors (7%).

Figure 2: Where visitors come from n=101

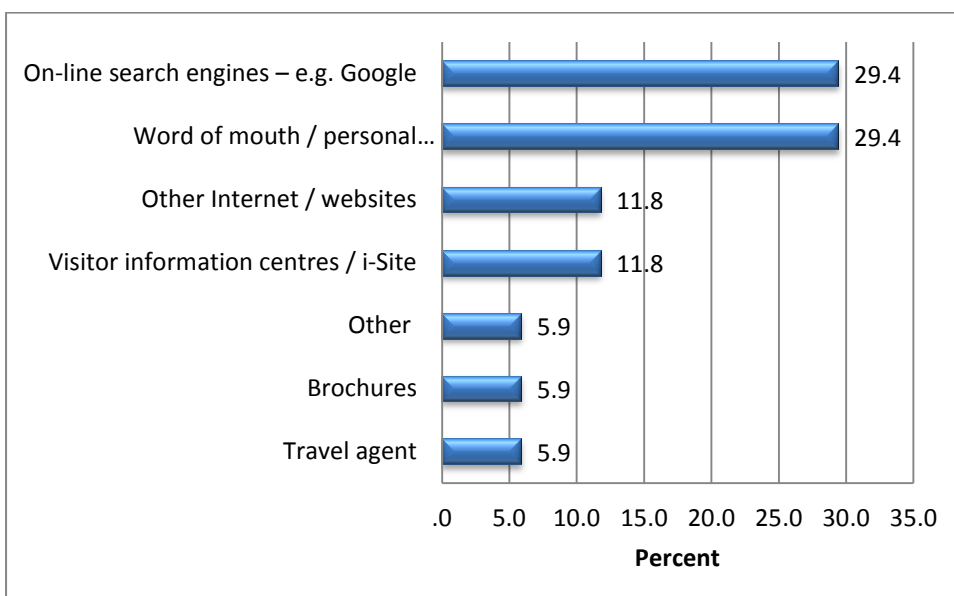


Information sources

Fewer than 20% of visitors to Tamaki Drive looked for information about the area before their trip. Of these visitors (n=12), three quarters stated it was very easy to find information about Tamaki Drive, with a further 25% describing it as being 'easy' to locate.

The two main sources of information used by these visitors were online search engines (29%) and word of mouth recommendations (29%). Just over 10% of visitors used visitor information centres (Figure 3). Two respondents stated they had tried to use the Kelly Tarlton's website to access information about Tamaki Drive.

Figure 3: Main source of information used to find out about Tamaki Drive n=17



The majority of the visitors surveyed (83%) did not look for information before their visit because they were already familiar with the area. Other visitors (16%) said that they didn't look for information prior to their visit because their family/ friends with whom they are spending time, knew the area well.

Just under half of the visitors (47%) to Tamaki Drive would like to access more information about what is on offer in the area. Visitors would like more information about public facilities/maps (18%), and about attractions and activities (10%) such as events, fishing, and boating.

“I didn't find much information on what activities I can do here. I love the sea and the beach area here and I would be happy to get more information on fishing and boating activities.”

Just over 10% of visitors wanted more information on the natural environment including the flora and fauna, and also about the heritage, cultural and historical significance of the area. Visitors said:

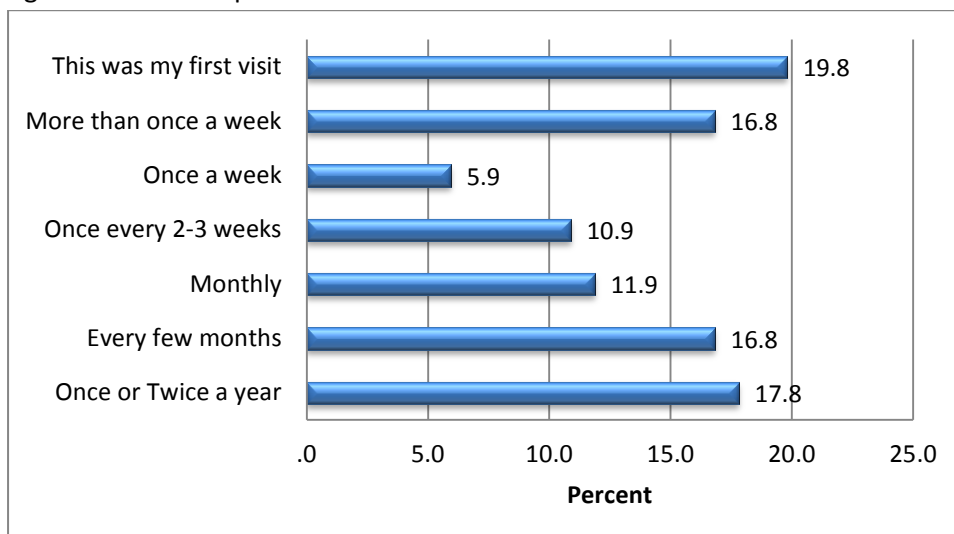
“I see many lovely trees and birds in the area and I want to know their names. Simple information plaques identifying these trees and birds in the park are a good idea.”

“This place must have some cultural significance but I can't really find information on it.”

Trip characteristics

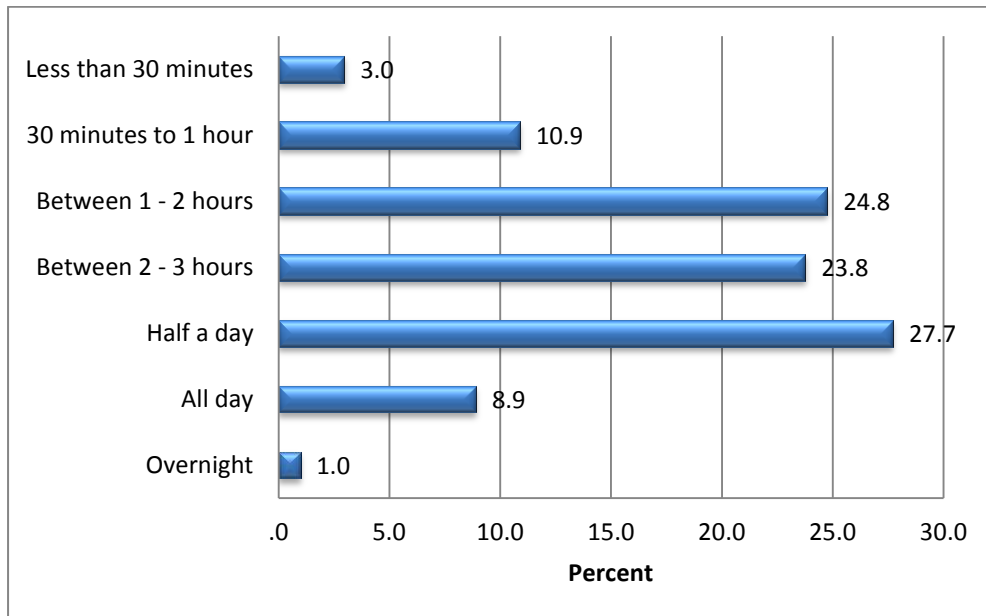
As a destination, Tamaki Drive attracts many first time visitors (20%) along with 'regulars' who come to the area at least once a week (23%). Apart from the regulars, the survey data also captured visitors who come every few months (17%) and those visitors who only come to Tamaki Drive once or twice a year (18%) (Figure 4).

Figure 4: Visitation patterns n=101



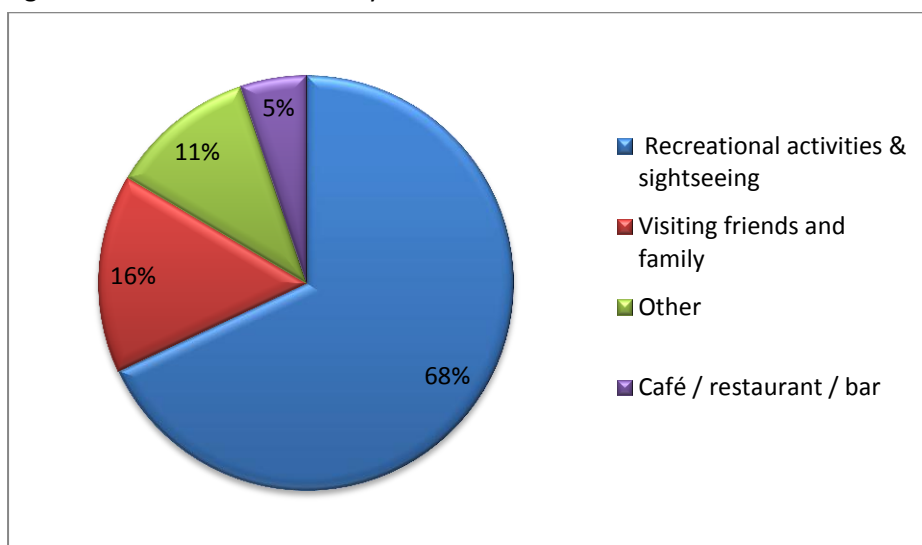
Tamaki Drive is definitely a place where people like to spend some quality time, with over 38% staying a half day or longer. Nearly 50% of visitors stay between 1 and 3 hours. Fewer than 14% are staying less than an hour.

Figure 5: Length of visit n=101



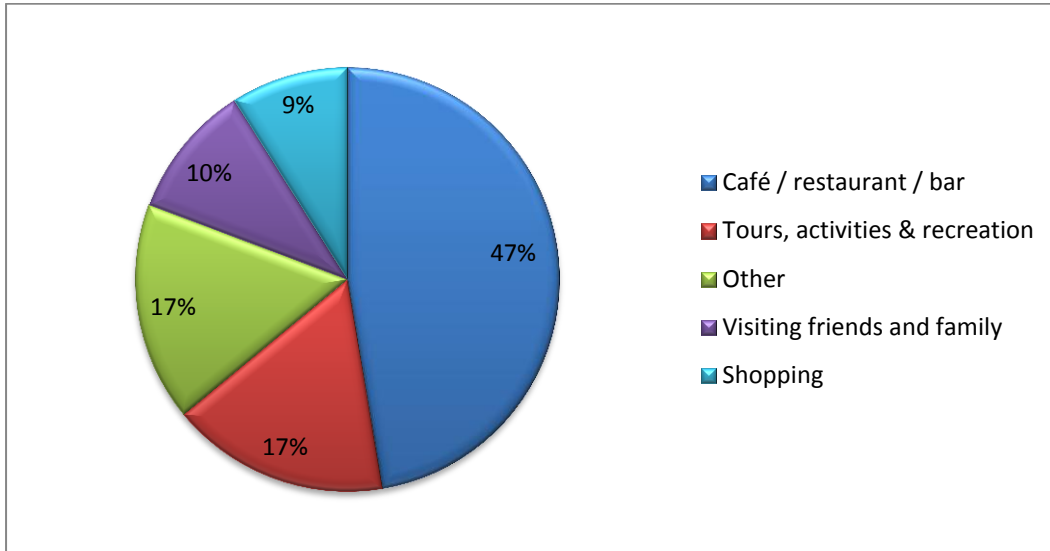
Recreational activities and sightseeing opportunities are the main reasons that nearly 70% of visitors come to Tamaki Drive (Figure 6). Visitors enjoy recreational activities such as swimming, walking or cycling along the beach, having a picnic with family and friends, and sightseeing. Just under 10% of these visitors (n=6) mentioned that they came with their children to Tamaki Drive specifically to visit Kelly Tarlton's. Visiting family and friends in the area is also a draw card (16%).

Figure 6 : The main reason for your visit to Tamaki Drive n=97



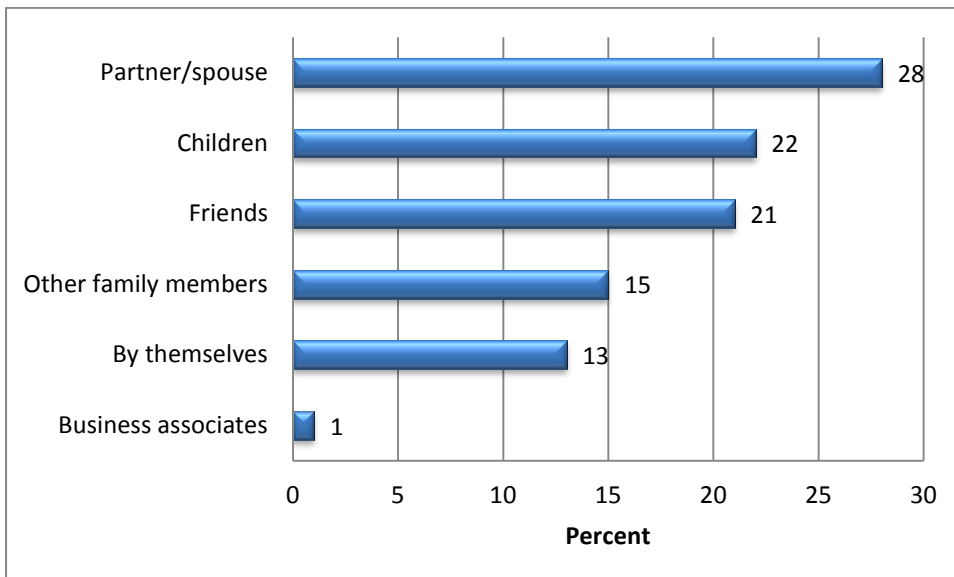
Many visitors combine their main activity of coming to Tamaki Drive for recreational purposes with going to the local cafés or restaurants (47%), or taking the opportunity to visit family and friends (10%) (Figure 7).

Figure 7: Other activities undertaken by visitors when in Tamaki Drive n=78



Half of visitors to Tamaki Drive were accompanied by their partner/spouse and/ or children (Figure 8). Just over 20% came with their friends, or with other family members (15%).

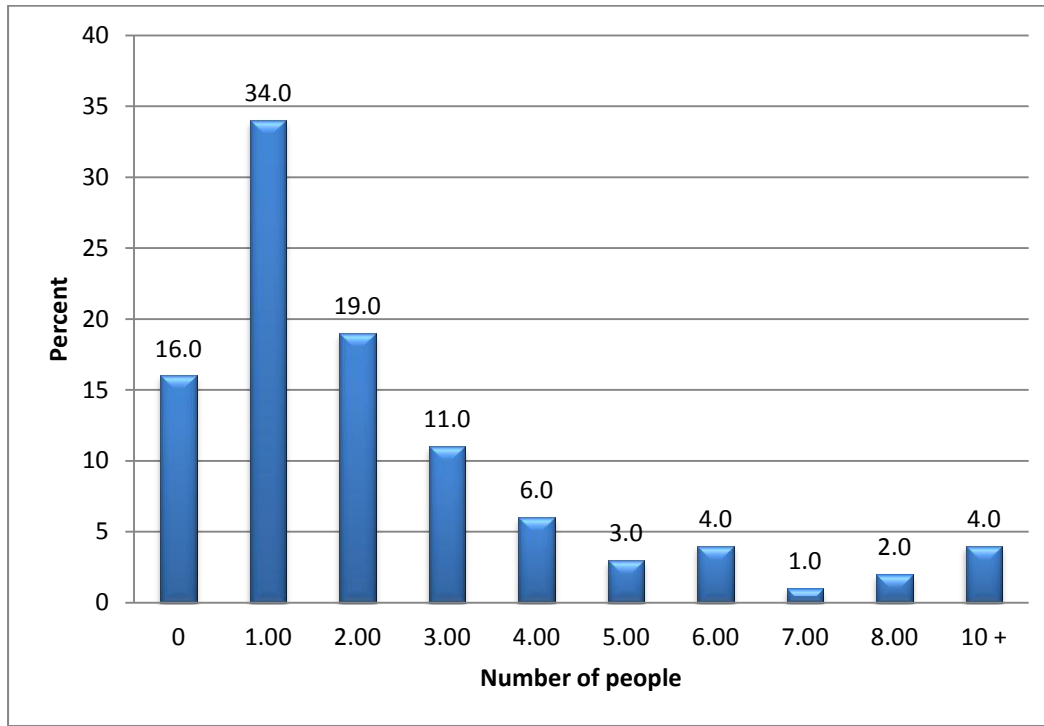
Figure 8: Who accompanied the visitor to Tamaki Drive n=125*



*Visitors were able to select more than one option

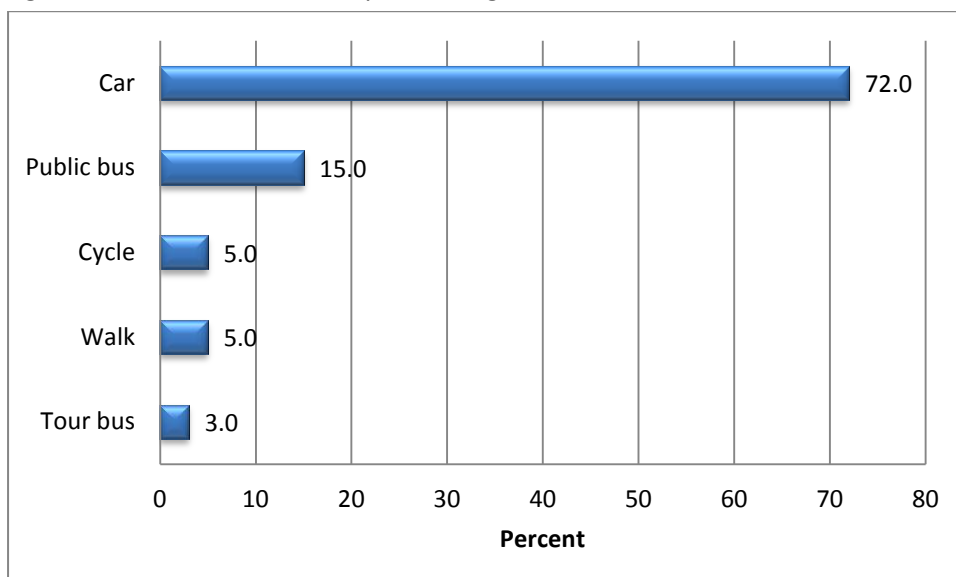
In terms of actual group size, over a third of visitors came with one other person, with another third being accompanied by between 2 and 4 people (Figure 9). Fewer than 5% of visitors were accompanied to Tamaki Drive by 10 or more people.

Figure 9: Number of people accompanying the visitor to Tamaki Drive n=100



Over 70% of visitors came to Tamaki Drive by car with only 15% using public transport (bus) to get there. A further 10% of visitors either used the cycle way to get to Tamaki Drive or walked there (Figure 10).

Figure 10: Main mode of transport used get to Tamaki Drive and back n=100



Nearly all of the visitors (97%) stated that Tamaki Drive was easy to find as a location, including the overseas visitors. Of the 24 visitors who added a comment, 42% mentioned it was very easy as they “knew the area”, “grew up here” or “have been here before”. A further 17% (n=4) stated that Tamaki Drive was easier to find when coming from the city relative to reaching it from other parts of Auckland.

The majority of visitors (70%) felt that there was adequate signage to provide information on things for them to do and see along Tamaki Drive. A small percentage of visitors commented that they did not bother looking for signs because they were already familiar with Tamaki Drive.

“The good road signs made it easy for me to find my way to Tamaki Drive today.”

For the 30% of visitors who felt more signage was required, just under half wanted site specific signage including parking costs and directions to surrounding areas. Visitors also commented that it is important to provide signage information in other languages as well English. Comments included:

“Apart from road signs, I did not see any other signs.”

“I was looking for signs to Kohimarama and St Heliers but failed to see any.”

“The area needs more signs especially for parks and playgrounds.”

Expenditure

Just over three quarters (76%) of the visitors surveyed spent money at local businesses during their time in Tamaki Drive.

The average visitor surveyed spends \$15.65 during their time in Tamaki Drive (Table 1). Most of the visitor spend is on food and drinks (\$11.32), and on tours, activities and recreation (\$2.51). These per person expenditure figures are based on a total of 211 people including 142 adults and 69 children.

Initial results indicate that although the Tamaki Drive area experiences large volumes of people, they don't necessarily spend a lot of money. Many visitors commented that it was an expensive place to purchase food so they self-catered for trips to the beach and local parks.

Table 1: Visitor expenditure per sector (per visit)

Expenditure items	% spend in sector - all respondents (n=211)	Per person - all respondents (n=211)
Food/drink (café etc)	72.32	11.32
Tours, activities, recreation	16.05	2.51
Retail shopping	5.30	0.83
Food shopping (supermarket)	3.33	0.52
Other	3.03	0.47
Total	100.03	\$15.65

Visitor satisfaction

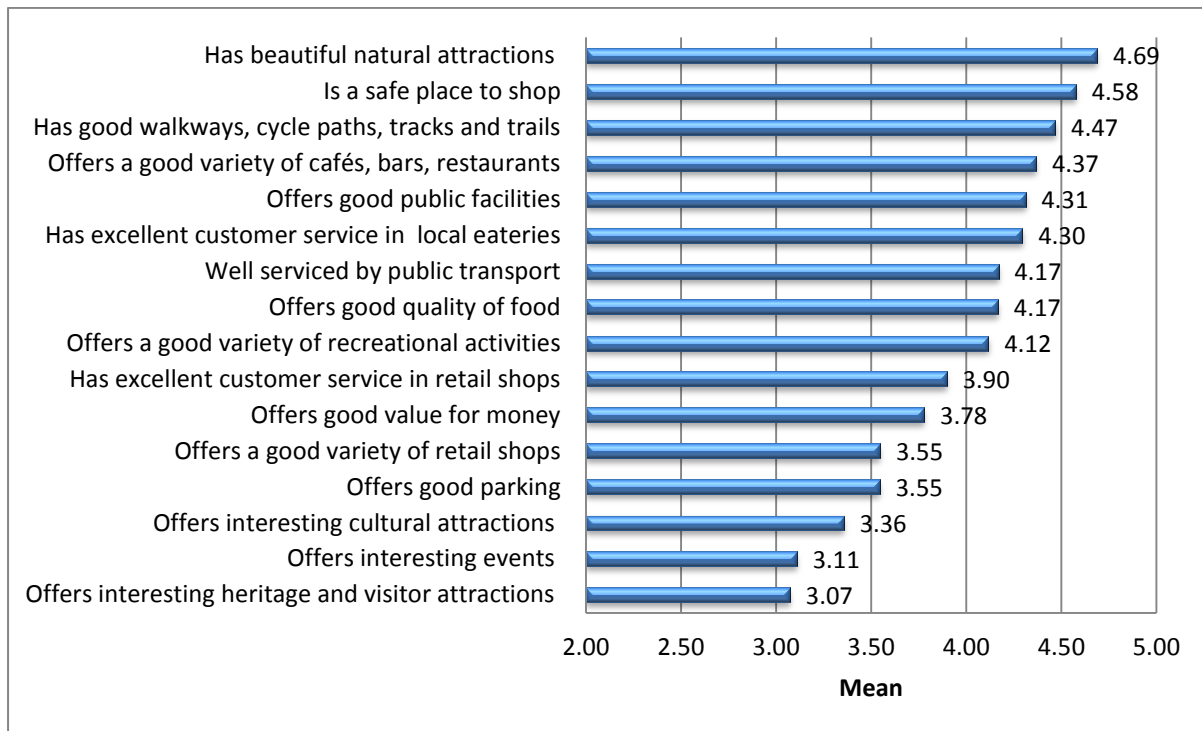
Visitors were asked to respond to a number of statements regarding their recent trip to Tamaki Drive (scale of 1 – strongly Disagree to 5 - strongly Agree) (Figure 11). The mean responses for all elements ranged from 3.07 to 4.69 out of 5.

Visitors' strongly agree that Tamaki Drive has beautiful natural attractions (4.69 out of 5) (Figure 11). Visitors also feel that the area offers good local walkways, cycle paths, track and trails (4.47), and public facilities (4.31). Visitors also agree that Tamaki Drive has a good variety of cafés, bars and restaurants (4.37), and that they provide an excellent standard of customer service (4.30 out of 5).

Visitors feel that the variety of retail shopping on offer along Tamaki Drive could be better along with the availability of good parking in the area (both rated at 3.55).

Visitor response to the statement that Tamaki Drive offers interesting heritage, historical and visitor attractions (3.07), cultural attractions (3.36) and interesting events to attend (3.11) was not particularly positive.

Figure 11: Visitor satisfaction ratings (mean)



Of the 15 visitors who added a comment about their Tamaki Drive experience two main issues emerged: how expensive things were: especially the prices at bars and restaurants, and the lack of parking, especially on weekends.

When visitors were asked what they found most attractive or appealing about Tamaki Drive as a destination, the vast majority of comments (85%) were again about the natural surroundings: “beaches”, “parks are very beautiful”, and “sand, seawater and air”.

Visitors also made positive comments (19%) about the good public facilities such as the “park and playing facilities for children”, “accessibility to the beach”, and that it was a “clean environment”.

Kelly Tarlton’s is very much part of Tamaki Drive and is regarded as an attractive feature (5%). Visitor’s comments also included the good cycle paths and walkways (10%) in the area as reflected below:

“The area is flat and great for bike riding.”

“Very good area for board walk...wonderful beach front for walking.”

Visitors cited traffic and parking problems (n=17) as the least attractive features about Tamaki Drive. Other comments (n=8) focused on public facilities that were often under strain from visitor numbers:

“Rubbish lying around the place due to a lack of rubbish bins.”

Other 'least attractive' features of Tamaki Drive mentioned include: people drinking on the beach, crowding of the beach and playground area, the narrow cycle paths that are often shared with pedestrians, and the lack of activities including water sports.

Return visit and visitor recommendations

The overwhelming majority of visitors surveyed (96%) would visit Tamaki Drive again and recommend it to others as a place to come (99%).

Nearly 80 respondents added a comment as to why they would be returning to Tamaki Drive. Most responses (n=32) were about Tamaki Drive's major draw card – the stunning natural setting. Other comments (n=19) from visitors were about returning to Tamaki Drive to enjoy the atmosphere and spend the day with family and friends at the beach and local parks. Visitors also mentioned the returning to the popular local eateries (n=17) in Tamaki Drive and others liked the convenience to the city (n=10). Visitors' comments included:

“Beautiful place to take children to, it's free.”

“It's beautiful to be able to visit here. Coffee shop, playgrounds and the sea - it's fantastic.”

“Just a nice place to come and spend your day.”

“Nice area, east to get to, change of scene from city life.”

“Perfect picnic spot.”

Close to 90 of the visitors added a comment as to why they are willing to recommend Tamaki Drive to others. The majority of these comments (n=76) talked about wanting to share their experience of the great atmosphere in Tamaki Drive created by the beaches, parks and local eateries. Visitors would recommend Tamaki Drive as a family friendly destination and commented on all the parks and playgrounds in the area (n=11).

“I feel relaxed and happy when I come here because there are lots of happy people around the place.”

“Seeing the children playing in the park with their parents is a very happy sight.”

Kelly Tarlton's is viewed as a good family attraction with some visitors (n=6) commenting that it is a major reason to recommend Tamaki Drive.

Some visitors would recommend Tamaki Drive to others as a place for recreational activities such as walking or cycling (n=5) and this goes hand in hand with the benefit of being relatively close to downtown. Comments included:

“This is the best place to go for a walk or even cycle around. The nice sea breeze and fresh air is so relaxing.”

“Even if you are busy and don’t have time to walk then just driving past this area is soothing....the fresh air and beautiful scenery.”

“This place is so convenient for everyone travelling from the city because it’s so close.”

Suggested Improvements

Of the 69 respondents putting forward suggestions to improve Tamaki Drive as a visitor destination nearly half of the comments related to the volume of traffic going through the area, parking issues, improving public facilities and making the area more pedestrian and bike friendly. Safety was a common theme among the comments made:

“Limit the amount of traffic or widen the cycle paths. It gets very busy on the road especially in summer.”

“This place needs more parking spaces as it’s so difficult to find parking at times.”

“Please separate the cycle path and the walking path because at the moment cyclists and pedestrians bump into each other many times and this is not safe for anyone.”

Visitors also made comments about the need for more information to be provided about the area (n=5), better public transport options such as a ferry service (n=5), more beach related activities (n=4) and more food outlets (n=4). Among the visitors’ suggestions:

“There should be a guide at the beach providing information to people about activities in the area.”

“Why not have a ferry service connecting the city to all beaches in Auckland especially in summer?”

“A lot of people come here and there is a need for more food places serving food that is reasonably priced.”

Other visitors made comments (n=18) about how they liked the area as it is and wish to keep it that way, with one respondent stating “I love Tamaki Drive the way it is. Please don’t change anything about it.”

Of the 15 respondents that added a final comment about Tamaki Drive, over half (n=8) reinforced how popular the area is, and what a lovely and pleasant place it is to visit. The remaining comments were mainly about better public facilities such as seats, rubbish bins and parking areas including accessible parking options and maintaining the beach (cleaning it up and bringing in more sand).

Key themes

Tamaki Drive's greatest asset is clearly its natural surroundings and stunning vistas which visitors from Auckland and elsewhere appreciate. Tamaki Drive's popularity is due, in part, to its close proximity to the city, as well as the large recreational spaces (including parks and beaches) freely available to all.

One of the key issues highlighted in this research is the apparent disconnect between Tamaki Drive's shops/retail area, and the nearby natural attractions. Visitors often come to Tamaki Drive already fully equipped for their day, and in many cases are self-catering, so the opportunity for local businesses to engage with these visitors is somewhat limited. It would appear the large volumes of people coming through the area do not necessarily translate into higher yield for these local businesses. Visitor spend figures tend to support this with only a minimal amount being spent in the shopping areas. While visitors all agreed that Tamaki Drive has beautiful attractions, they do not generally consider that there is a good variety of retail shops.

Visitors do not feel that there is a particularly wide range of interesting cultural and heritage visitor attractions on offer. There is, therefore, a need to focus on developing other experiences for visitors besides those that take place on the beach, and in the pubs, restaurants and cafés.

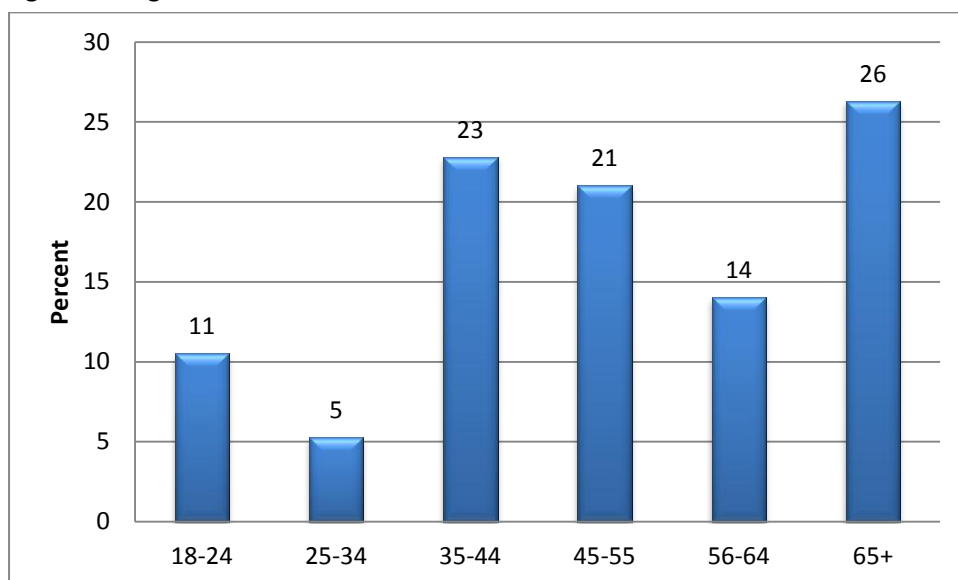
One of the drawbacks of Tamaki Drive for visitors is the perceived 'busy-ness' caused by the constant flow of traffic. Greater promotion of the use of public transport to visitors may help to address both the traffic issue and associated parking problems. One area of concern raised by several visitors was the safety issue of having cyclists and pedestrians on the same shared path. In order to encourage more visitors to walk or cycle along Tamaki Drive, they need to feel safe.

Remuera

Visitor demographics

Female respondents account for two thirds of the sample. Just over 40% of the respondents are aged between 35 to 55 years (Figure 1). There is also good representation from the 65+ age group (26%). Just over 10% of respondents were under the age of 25.

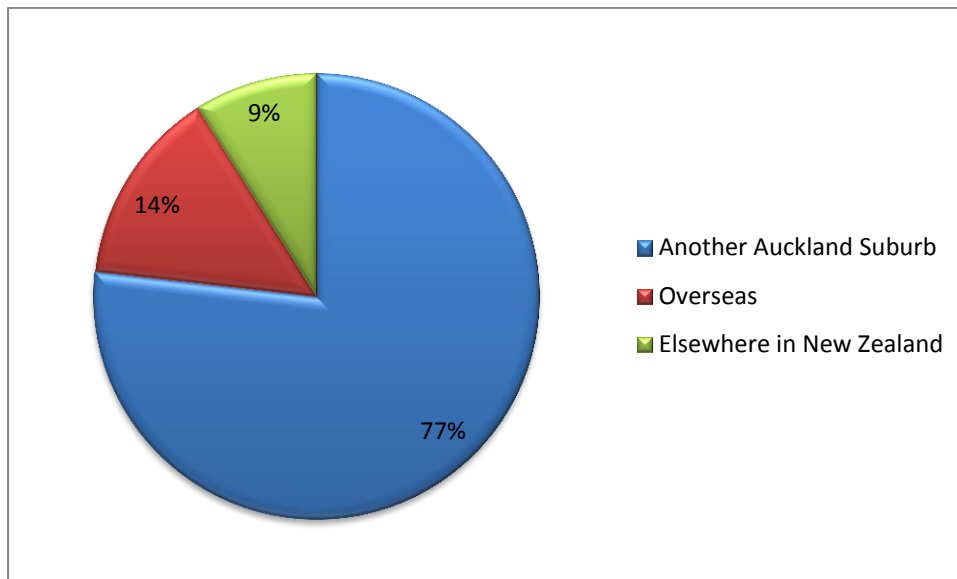
Figure 12: Age breakdown n=57



Over three quarters of the visitors surveyed (77%) are from other parts of Auckland (Figure 13). Of the 35 visitors from the Auckland area, over half were from Central Auckland, 23% were from East Auckland, with the remaining quarter spread across West, North, and South Auckland.

Overseas visitors made up a further 15%, with domestic visitors (from outside Auckland) accounting for less than 10%.

Figure 13: Where visitors come from n=56



Information sources

Only 13% of visitors to Remuera looked for information about the area before their trip. Of these visitors (n=8), half stated it was very easy to find information about Remuera, with a further 12% describing it as being 'easy' to locate. The main source of information about Remuera for these 8 visitors was word of mouth recommendations (62%).

The majority of the visitors (n=47) who said they did not look for information prior to their visit already knew the area well, had visited Remuera previously, or lived nearby (81%). The remainder of these visitors stated that their friends and family that they were visiting knew the area very well (17%) or that they were just passing through the area (2%).

Of the 29 visitors who responded to a question asking if there was anything about Remuera that they would like more information on, three quarters of these visitors stated 'no thank you' (n=19). Of the remaining visitors (n=10), requests for more information included on public transport, parking facilities, i-Sites locations, and maps showing tourist and historical spots especially in the Remuera basin to help them explore the area. Visitors' comments included:

"Please provide bus schedules on all bus stops."

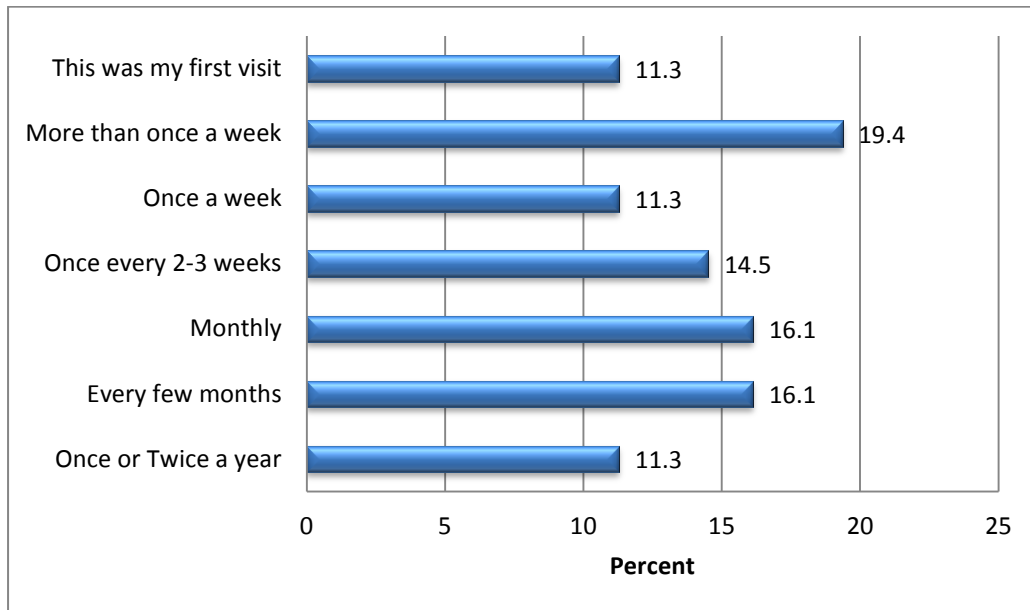
"More information is required on the location of car parks and the length of parking time."

"I like to see more information on good food and restaurants."

Trip characteristics

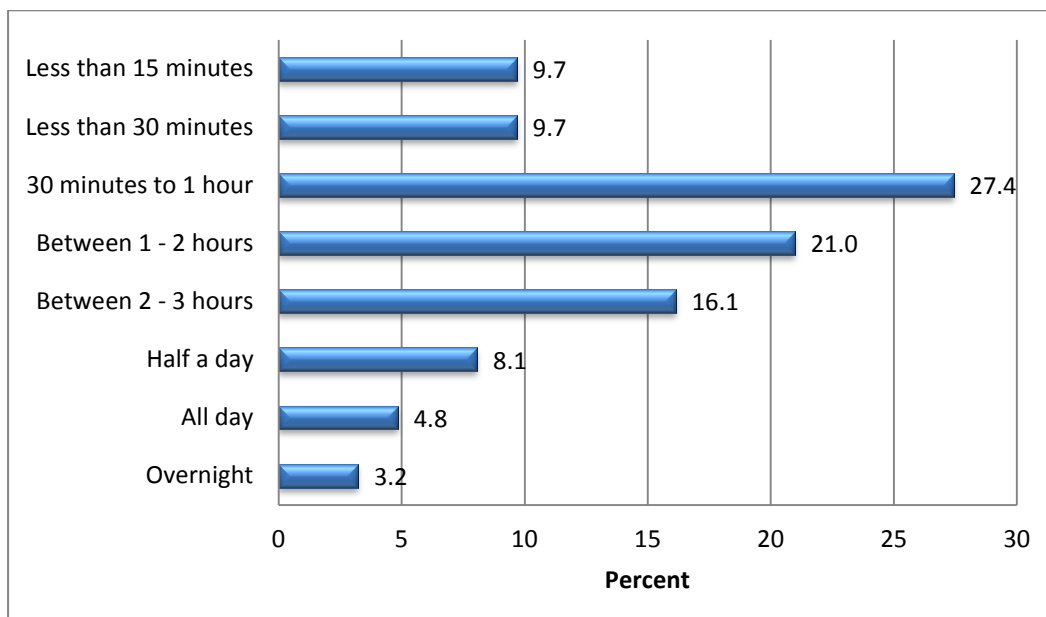
Nearly a third of the visitors are regulars, coming to the area at least once a week. Another third of those surveyed visit every one or two months (Figure 14). For just over 10% of visitors surveyed this was their first visit to Remuera.

Figure 14: Visitation patterns n=62



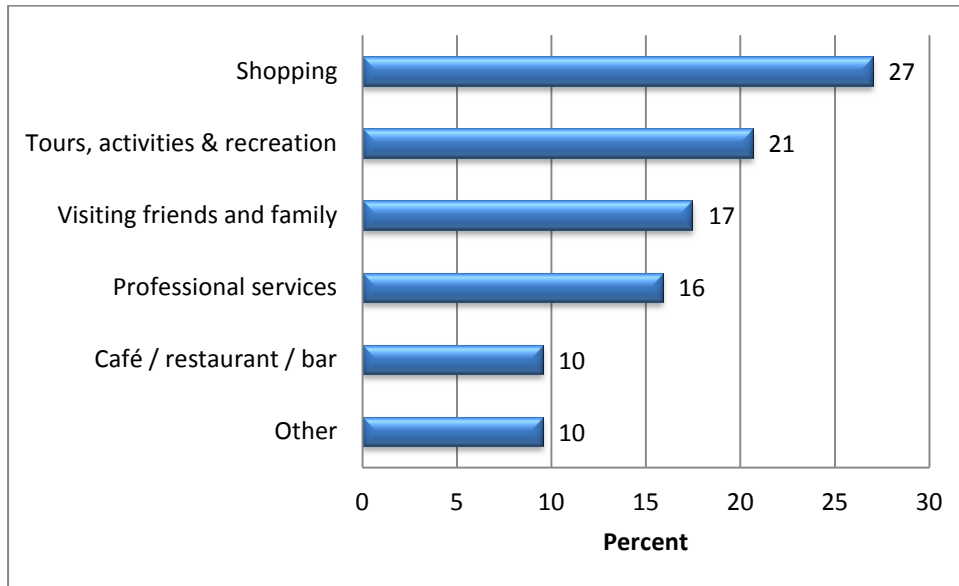
The amount of time visitors stayed in Remuera varies considerably, with 20% staying for less than 30 minutes, and 27% staying between 30 and 60 minutes. A further 37% of visitors stayed between 1 and 3 hours (Figure 15). Fewer than 5% of visitors spent all day in Remuera, while a small percentage stayed overnight (3%).

Figure 15: Length of visit n=62



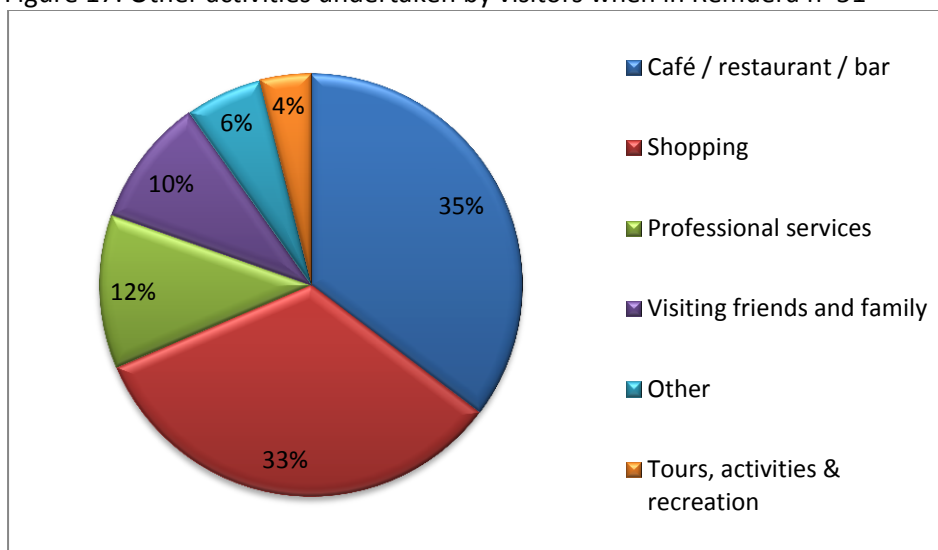
Retail shopping and recreational activities are two of the main reasons why nearly 50% of visitors come to Remuera (Figure 16). Visitors enjoyed going to the local parks and playgrounds and walking around in the area. Visiting family and friends who live in the area is another draw card (18%). Visitors also come to Remuera for professional services (16%), and to frequent the local eateries (10%)

Figure 16: Main reason for visiting Remuera n=63



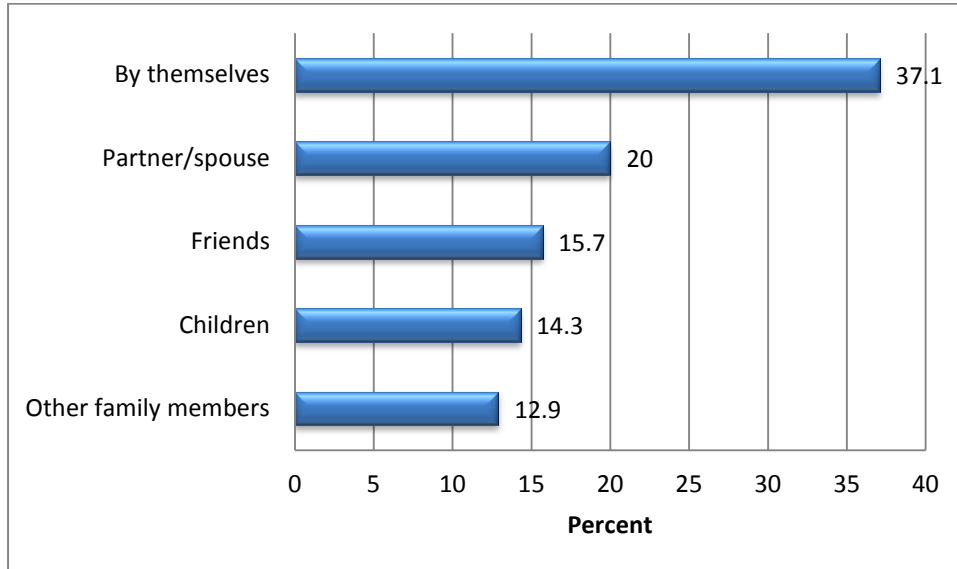
Many visitors combine their main activity of coming to Remuera for shopping and recreational purposes with going to local cafés or restaurants (35%), or again taking the opportunity to visit family and friends (10%) (Figure 17).

Figure 17: Other activities undertaken by visitors when in Remuera n=51



Over a third of visitors to Remuera have no-one travelling with them, with a further 20% accompanied by their partner/spouse (Figure 18). Nearly 30% of visitors came to Remuera with their children or other family members.

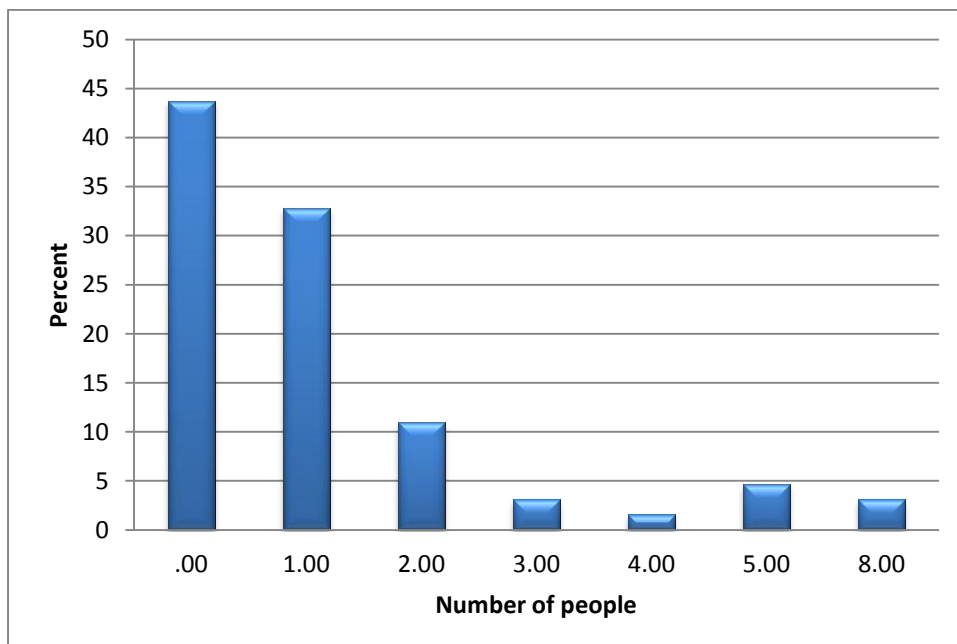
Figure 18: Who accompanied the visitor to Remuera n=70*



*Visitors could select more than one option

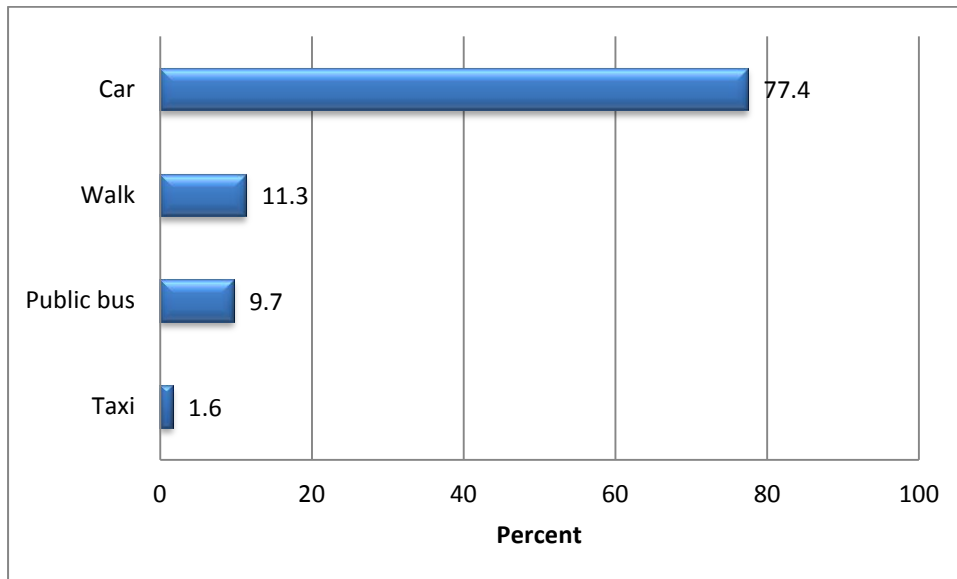
In terms of actual group size, a third of the visitors came with one other person (Figure 19). Just over 10% of people were accompanied by at least 2 people to Remuera with only a small percentage coming with 8 or more people (3%).

Figure 19: Number people accompanying the visitor to Remuera n=64



Over three quarters of the visitors came to Remuera by car, with less than 10% using public transport (bus). A further 11% of visitors walked to Remuera (Figure 20).

Figure 20: Main mode of transport used get to Remuera and back n=62



Nearly all visitors surveyed (92%) said that Remuera was easy to find as a location. Comments from those who could not locate it with ease focused on lack of signage:

“I got lost this morning because there I could not see any sign showing me the direction to Remuera.”

“There are no specific signs regarding which direction will lead you to Remuera.”

When visitors were specifically asked if there was adequate signage within Remuera to provide information on things for them to do and see in the area just over 70% agreed. Of the 11 visitors that commented on a lack of sufficient signage many stated that there is a need for more signage in specific spots in Remuera, especially around areas of interest for visitors and the shopping centre. Comments included:

“It is actually difficult to know what activities are available apart from shopping. Maybe there are no activities and hence the lack of signs.”

“More signage should be provided on tourism spots.”

“Where is the Remuera shopping centre? We don’t know how to get from Market Road to Remuera.”

Expenditure

Nearly 80% of the visitors (79%) surveyed spent money at local businesses during their time in Remuera.

The average visitor spends \$38.57 during their visit to Remuera (

Table 2). Most of the visitor spend is on food and drinks (\$11.79), followed by professional services (\$11.22) and retail shopping (\$10.42).

These expenditure figures are based on a total of 98 people including 78 adults and 20 children (survey respondents could include others in their spend information).

Table 2 : Visitor expenditure per sector (*per visit*)

Expenditure items	% spend in sector - *all respondents (n=98)	Per person - *all respondents (n=98)
Food/drink (café etc)	30.57	11.79
Professional services	29.10	11.22
Retail shopping	27.01	10.42
Food shopping (supermarket)	9.05	3.49
Accommodation	2.28	0.88
Other	1.98	0.77
Total	99.99	\$38.57

Visitor satisfaction

Visitors were asked to respond to a number of statements regarding their recent trip to Remuera (scale of 1 – strongly Disagree to 5 - strongly Agree) (Figure 21). The mean responses for all elements ranged from 2.21 to 4.6 out of 5.

Visitors' feel strongly that Remuera is a safe shopping environment (4.56) and offers excellent standard of customer service in the local cafés, bars and restaurants (4.32 out of 5). Visitors also feel strongly about the good quality of food (4.25) and the variety of local eateries (4.18) in Remuera.

Most visitors clearly do not feel that Remuera offers much in the way of interesting heritage, historical and visitor attractions (2.21), cultural attractions (2.21) or events to attend like festivals and concerts (2.87), with all being at the lower end of the scale. This would indicate that there is room for improvement in these areas.

Figure 21: Visitor ratings on selected aspects of their trip to Remuera (means) (n=28-57)



Only 6 visitors added a comment about their feeling towards Remuera as a place to visit. Of these visitors - 2 wanted more public facilities such as toilets, and 2 suggested a more diverse range of shops:

“It's a high-end market here, so I suggest introducing some mid-range products/shops so that it is affordable for people to do shopping here. Shops need to give more discounts.”

A few visitors also noted that the Remuera market needs to be advertised more effectively.

Of the visitors (n=47) who offered their opinion on what they found most attractive or appealing about Remuera, 57% of the comments were about the retail shops and the quality merchandise, along with the atmosphere of the shopping area. As one visitor observed - the small shops and friendly shop assistants give Remuera a “village or community feeling”.

A further quarter of the visitor comments talked about the natural surroundings of Remuera with all the parks, playgrounds and big trees in the area. A visitor noted:

“I like the big trees and the playground. It's a great place to bring my children.”

Visitors (n=8) also noted the large homes with gardens and backyards as an appealing feature of Remuera. Others (n=11) commented on how appealing the food outlets and public facilities in Remuera were including the local library.

The least attractive feature of Remuera based on 38 visitor comments was the busy traffic along with limited and expensive parking options (n=13) as expressed below:

“I hate the endless traffic here. Also the parking is too expensive and at times I cannot find a parking spot.”

Others visitor comments (n=6) noted that the least attractive feature of Remuera is the lack of public facilities, parks and greenery. Visitor observations included:

“There is an urgent need for more public toilets in the area.”

“This place lacks facilities at the park especially for children.”

“I wish there was more greenery and wildlife.”

Return visit and visitor recommendations

The overwhelming majority of visitors surveyed (98%) would revisit Remuera, while 75% would recommend it to others.

Of the 45 visitors who added a comment about why they would be returning to Remuera, nearly a quarter of the responses were about coming back to see friends and family in the area. Another quarter of the responses mentioned retail shopping as the attractor, along with returning to Remuera for the range of food outlets including the cafés and restaurants, supermarkets and vegetable shops (15%).

Visitors also commented about returning to use the good public facilities in Remuera especially the parks and playgrounds, banks and the local library (16%). As one visitor stated:

“My kids love the playground here and so we come here often. Also because it is close to the shopping centre...very convenient for our family day out.”

Just over half of the visitors surveyed (n=36) added a comment as to why they would recommend Remuera to others. Nearly 50% of these respondents highlighted the quality and variety of retail shops and the friendly village atmosphere as a reason to recommend Remuera:

“The retail stuff is high-end market but it has variety and it’s fancy.”

“The area gives a relaxed feeling and a cute little village.”

“Good range of shops and it is more convenient than a big shopping centre.”

Visitors also stated that they would recommend Remuera as a family environment (15%) especially with the range of parks and children’s playgrounds in the area, as one visitor elaborated - “The parks are nice and safe for families especially children.”

Some visitors noted that Remuera is a nice place to explore (n=5) for tourists and is conveniently located close to the city (n=4). Visitors said:

“This place is good for visitors that want to explore places especially the area around the Remuera basin.”

“The convenience of the location is the best thing about this place.”

For the 14 visitors who would not be recommending Remuera to others, a number stated that there were better places to visit:

“I prefer Ponsonby because it has much more character.”

“Better to go to the Viaduct because it is more switched on.”

Another group indicated that Remuera is lacking the suitable variety of shops and activities for visitors:

“There are not many activities here and no special spots to see or visit.”

“The place overall doesn’t hold much appeal.”

“The shops here are boring.”

The remaining visitor comments (n=4) are about “too much traffic” and limited parking options, and that the place is generally expensive for visitors:

“Everything here is expensive. It’s really too expensive for visitors. Maybe it’s okay for the rich locals that live here.”

Suggested Improvements

Just over half of the visitors surveyed (n=35) put forward suggestions on how to improve Remuera as a visitor destination. Nearly a third of all responses dealt with the need for more public facilities especially toilets in the parks, and extra parking.

Around 10% of the visitor comments were about improving the overall atmosphere in Remuera by boosting the character and vibrancy of the area:

“Add more culture, vibrancy and diversity to the place.”

“This place needs more character and flower gardens.”

Visitors also put forward suggestions about more events, festivals and farmers’ markets in the area (13%), and for more signage, maps and information on available activities for visitors (11%).

“Why not put a sign on Market Road saying "Welcome to Remuera."

A few visitors (n=4) mentioned that they preferred Remuera to remain just the way it is.

Eight visitors out of the 64 surveyed added a final comment about their visit to Remuera with only three really having something new to add other than the topics covered above:

“Remuera has a different age group to Newmarket and is not very well advertised.”

“Remuera doesn't have shopping malls and this is good.”

“It's very quiet I would have expected more people, Newmarket is busy. Perhaps people think that is too expensive here to shop”

Key themes

Remuera's reputation as a high-end retail shopping destination is well established with its boutique and speciality shops helping to create a 'village' feel to the area. The local cafés and restaurants also attract people and complement the retail shopping on offer.

To help visitors make the most of their time in Remuera, it is important to enhance available information (online and on-site) about public transport, and parking facilities. NZTRI's mystery visitors found that exploring the area by foot (or cycle) offered an opportunity to discover some of the older homes and heritage sites and buildings, as well as the parks and reserves. For visitors who are totally unfamiliar with the area, maps showing a broad range of attractions and places of historical significance may entice them to explore the area in more depth. This information should be backed by more signage, especially around areas of local interest and the shopping centre.

Retail shopping is certainly the main draw card to the area with nearly all of the visitors in the survey spending money locally. Offering more events such as festivals or farmers markets would also add to the experience of visiting Remuera, and help to create a more vibrant atmosphere. Another way to attract families to the area is to build stronger links between green spaces and the Remuera shopping centre. Many visitors commented on the range of parks and children's playgrounds and more could be made of these recreation spaces.

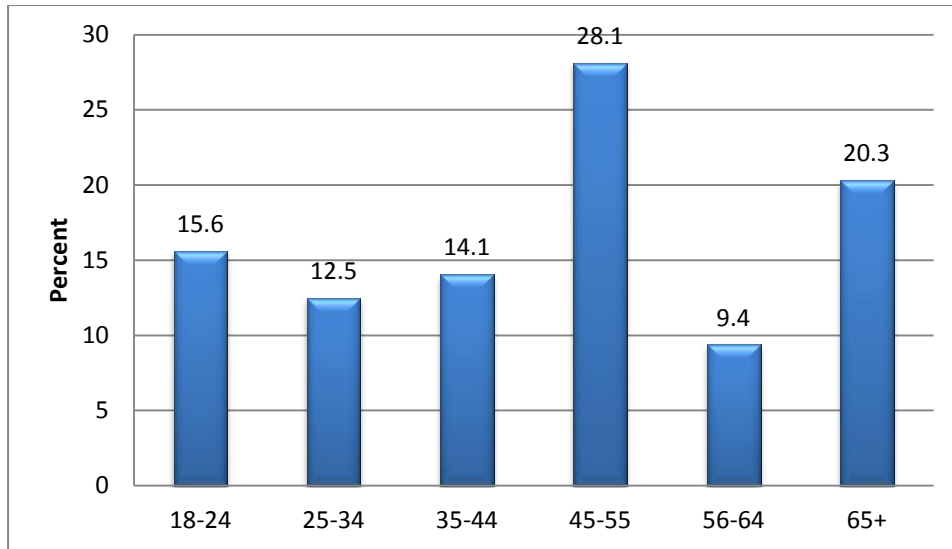
As an increasing number of areas in Auckland are also trying to build their brand around high-end retail shopping complemented by trendy bars, restaurants and cafés, it is vital that Remuera look to ways to develop and build on its range of offerings (including those that offer value for money).

Ellerslie

Visitor demographics

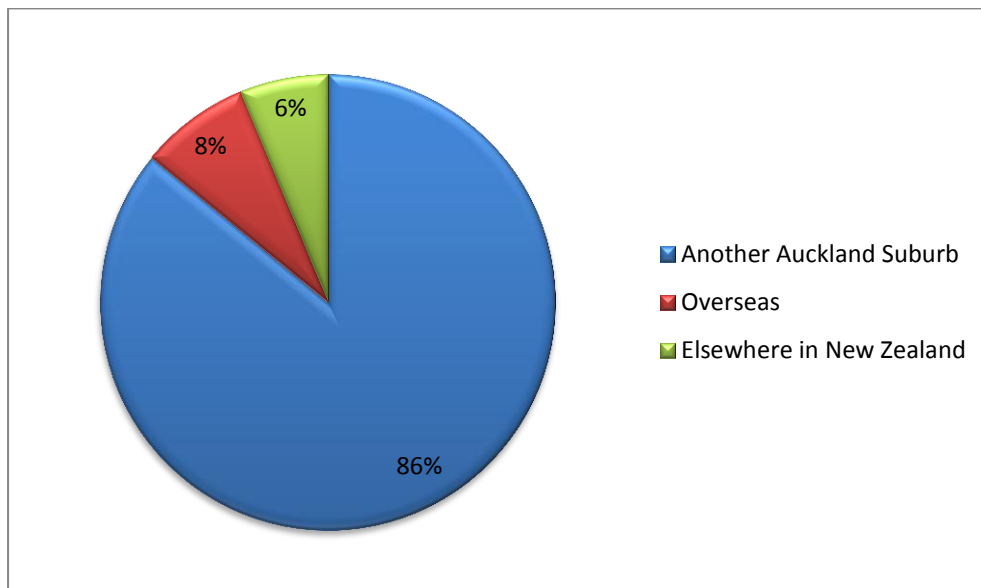
Females account for 52% of the sample. Nearly 30% of the respondents are between 45-55 years of age (Figure 1)

Figure 22: Age breakdown n=64



Over one in five (86%) of the visitors surveyed were from other parts of Auckland (Figure 23). Of these visitors (n=55), just over half were from Central Auckland, 21% from East Auckland with the remaining third spread across West, North, and South Auckland. There was a small representation from both overseas (8%) and domestic visitors (6%).

Figure 23: Where visitors come from n=64

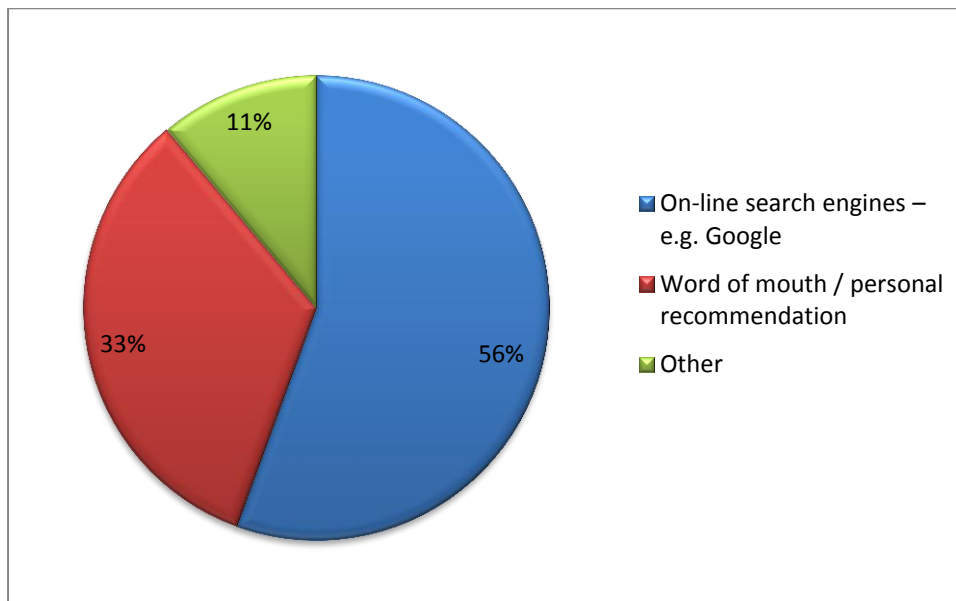


Information sources

Only 14% of visitors to Ellerslie looked for information about the area before their trip. Of these visitors (n=9), 66% stated it was easy to find information about Ellerslie.

The two main sources of information used by these visitors were online search engines (56%) and word of mouth recommendations (33%) (Figure 24).

Figure 24: Main source of information used to find out about Ellerslie n=9



The majority of the visitors (n=33) who said they did not look for information prior to their visit already knew the area well, had visited Ellerslie previously or lived nearby (88%). The remainder of these visitors stated that their friends and family that they were visiting knew the area very well (6%) or that they just wanted to explore the area by themselves (6%).

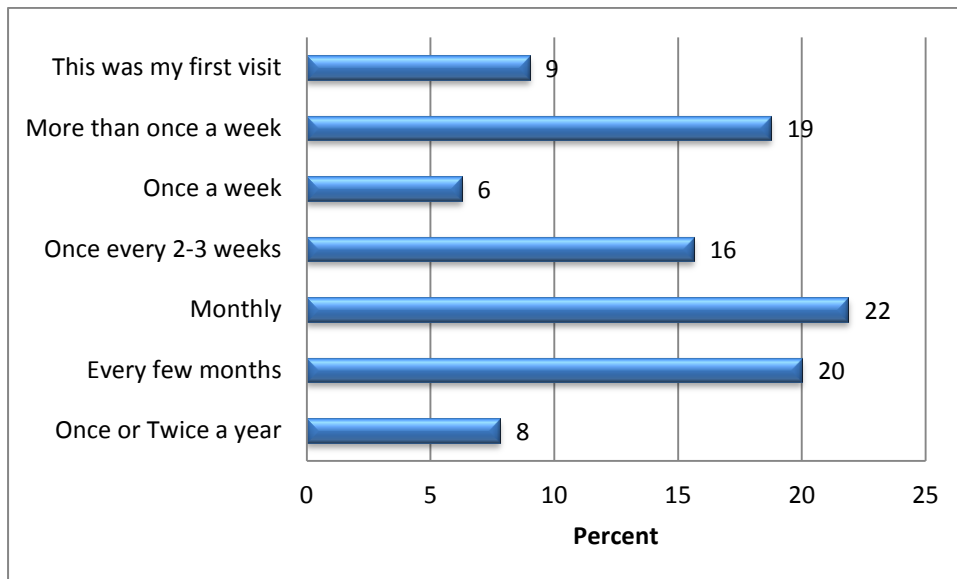
Of the 42 visitors who responded to the question asking if there was anything about Ellerslie they would like more information on, over 70% of these visitor responded 'no thank you' (n=31).

Of the remaining visitors (n=11), requests included more information on public and community facilities such as the local post office and the library. Other requests for information from visitors included: events, maps of the area with general information on parks and recreation areas, things to do and parking facilities.

Trip characteristics

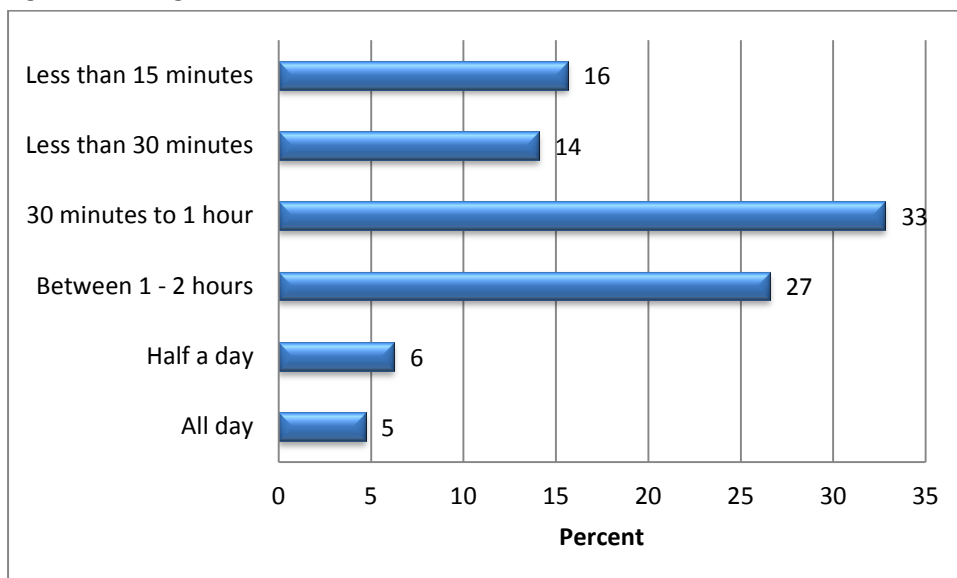
A quarter of the visitors to Ellerslie are regulars, coming to the area at least once a week (Figure 25). Just over 40% of the visitors come to Ellerslie every one or two months. For just under 10% of visitors surveyed this was their first visit to Ellerslie.

Figure 25: Visitation patterns n=64



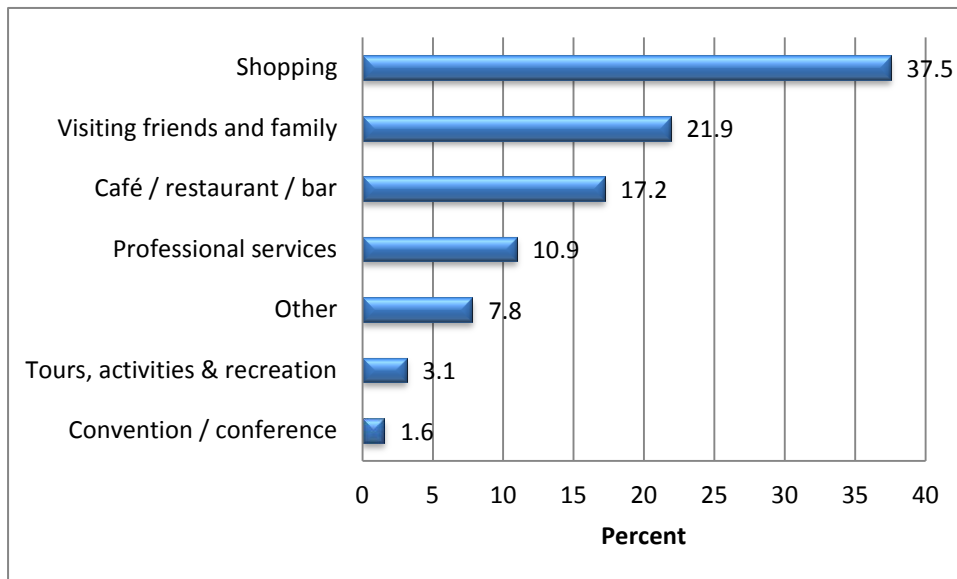
Nearly two thirds (60%) of those surveyed stayed in Ellerslie for between 30 minutes and two hours (Figure 26). Around a third of visitors (30%) to Ellerslie stay for less than 30 minutes.

Figure 26: Length of visit n=64



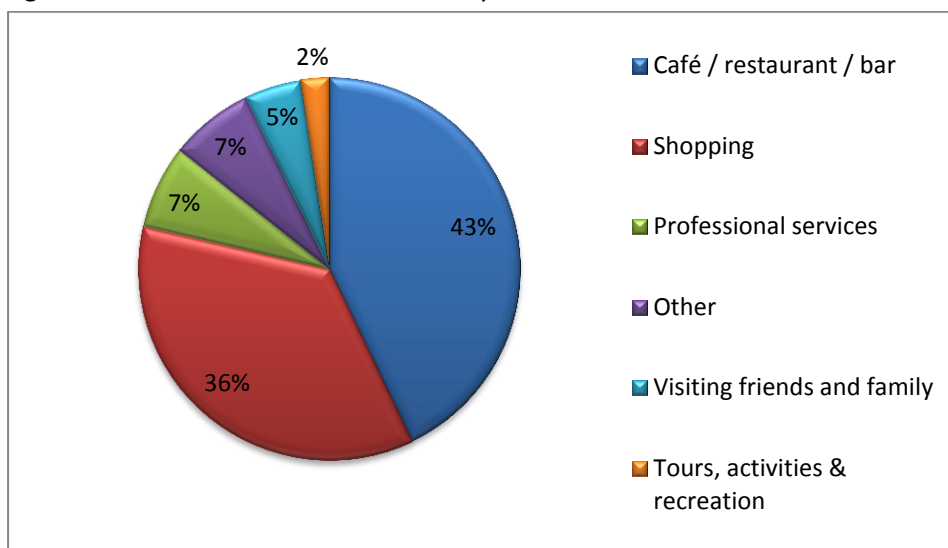
For nearly 40% of the visitors the main reason to come to Ellerslie is for retail shopping (Figure 27). Visiting family and friends in the area is another big draw card (22%). Visitors also like to frequent the local eateries and bars (17%) along with coming to Ellerslie for professional services (11%).

Figure 27: Main reason for visit to Ellerslie n=64



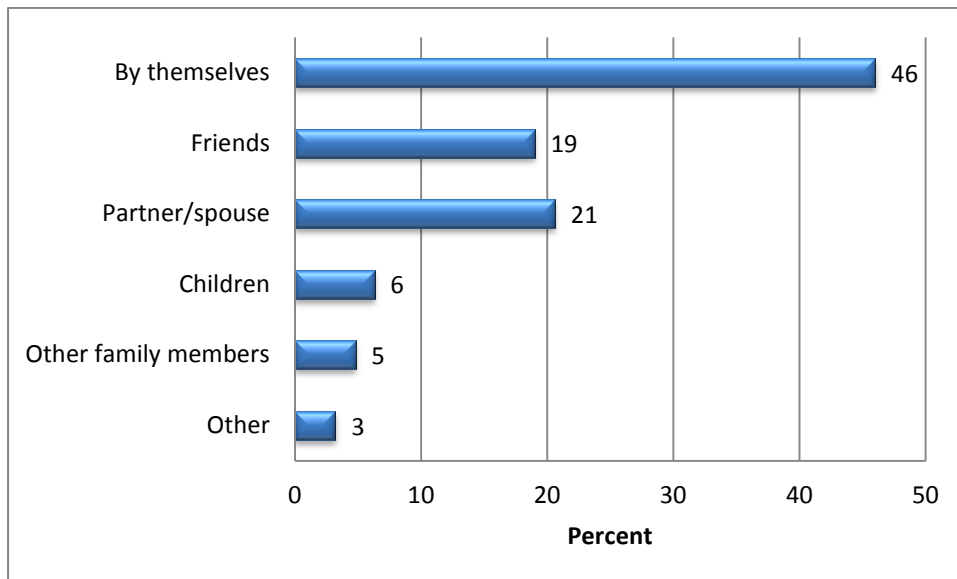
Many visitors combine retail shopping with going to the local cafés or restaurants (43%) and vice versa (Figure 28). For those visitors who primarily come to Ellerslie for a coffee or meal, it is an opportunity to do some retail shopping before they leave the area (36%).

Figure 28: Other activities undertaken by visitors when in Ellerslie n=42



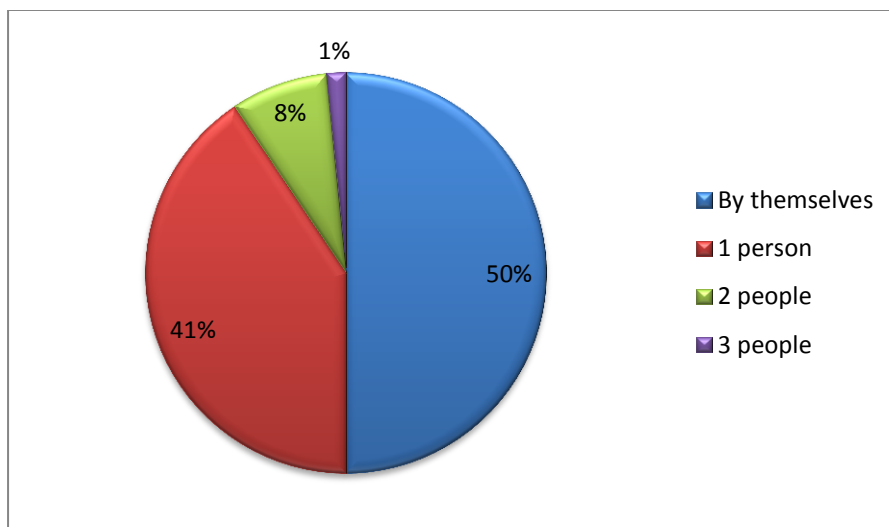
Nearly half of visitors to Ellerslie did not come with anyone else, with a further 40% accompanied by their partner/spouse or by their friends (Figure 29). Just over 10% of visitors came to Ellerslie with their children or other family members.

Figure 29: Who accompanied the visitor to Ellerslie n=63



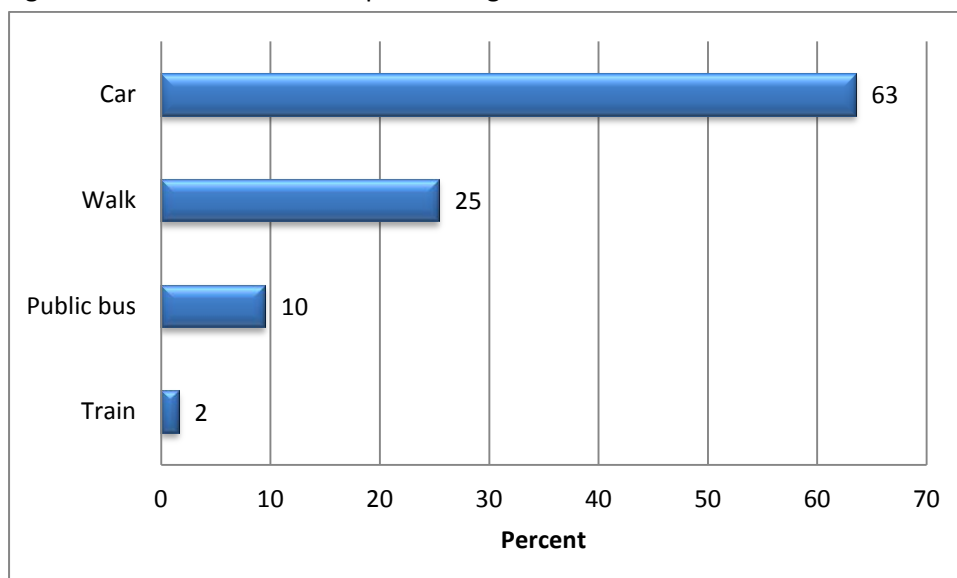
Half of those surveyed were on their own, 41% of the visitors came with one other person (Figure 30). Fewer than 10% of visitors were accompanied by 2 or more people to Ellerslie.

Figure 30: Number people accompanying the visitor to Ellerslie n=64



Just under two thirds of the visitors came to Ellerslie by car, with another 25% of visitors having walked there from surrounding areas (Figure 31). We believe some of these 'walk' respondents may have been referring to their walk from nearby public transport. Around 10% of visitors used public transport (bus and train) to get to Ellerslie.

Figure 31: Main mode of transport used get to Ellerslie and back n=63



Nearly all (95%) of the visitors surveyed said that Ellerslie was easy to find as a location. Visitors mentioned that it was easy to locate Ellerslie using the train. When visitors were specifically asked if there was adequate signage within Ellerslie to provide information on things for them to do and see in the area, close to 70% agreed.

Expenditure

Nearly 90% of the visitors (87%) surveyed spent money at local businesses during their time in Ellerslie. The average visitor spends \$37.80 during their visit to the area. The majority of the visitor expenditure went to retail shopping (\$11.41), followed by food and drinks (\$9.84) and professional services (\$9.64). These expenditure figures for all respondents are based on a total of 83 people including 75 adults and 8 children (survey respondents could include others in their spend information).

Table 3: Visitor expenditure per sector (per visit)

Expenditure items	% spend in sector - all respondents *(N=83)	Spend per person (NZ\$) - all respondents *(N=83)
Retail shopping	30.20	11.41
Food/drink (café etc)	26.04	9.84
Professional services	25.50	9.64
Food shopping (supermarket)	16.70	6.31
Other	1.43	0.54
Local transport	0.13	0.05
Total	100.00	\$37.80

Visitor satisfaction

Visitors were asked to respond to a number of statements regarding their recent trip to Ellerslie (scale of 1 – strongly Disagree to 5 - strongly Agree) (Figure 32). The mean responses for all elements ranged from 2.44 to 4.58 out of 5.

Visitors feel strongly that Ellerslie is a safe shopping environment (4.58 out of 5). Visitors also strongly agree that Ellerslie has a good variety of cafés, bars and restaurants (4.31), and that they provide an excellent standard of customer service (4.14 out of 5).

Visitors feel that the variety retail shopping on offer in Ellerslie could be better (3.58 out of 5) but they were relatively positive about the standard of customer service they provided (4.02). Visitor response to the statement that Ellerslie offers interesting cultural (2.44), heritage, historical and visitor attractions (2.85) rated poorly (Figure 32).

Figure 32: Visitor ratings on selected aspects of their trip to Ellerslie (mean) (n=23-58)



Only 6 visitors added a comment about their feeling towards Ellerslie as a place to visit. One third of these visitors said that the area around Ellerslie shops and the train station did not have enough parking. Another visitor commented that there was a lack of cycle paths in the area.

Over 80% of the visitors surveyed offered their opinion on what they found most attractive or appealing about Ellerslie as a destination. Around a third (30%) of the responses mentioned how appealing the range of cafés, restaurants, and specialised food outlets in Ellerslie were e.g. the butcher, organic food shop and bakery.

A quarter of the responses related to the appealing “village atmosphere”, the “friendly people” and “community feel” of Ellerslie. Another quarter of responses mentioned that the easy accessibility of the area and the range of retail shops was the most appealing feature of Ellerslie.

Ellerslie’s historical architecture was also mentioned (8%). Comments included:

“The old buildings are nice, especially the older styles houses.”

“The churches and the bridge are such a historical site and I just love the architecture of these buildings.”

Very few people mentioned Ellerslie’s natural attractions – with just a few visitors (n=3) mentioning ‘big green trees’ and ‘clean environment’.

Forty-one visitors responded to the question on least appealing aspects of the area. The high volumes of traffic in Ellerslie (33%) along with the lack of parking (12%) accounted for a significant number of responses:

“It’s too noisy because there is a lot of traffic in the area.”

“Bad exhaust fumes.”

“Too many cars and too busy for pedestrians.”

A quarter of the visitor comments dealt with the lack of retail shops, public facilities and spaces, and local infrastructure:

“There is a lot of rubbish on the street and the graffiti around the place is terrible.”

“Need more green space and public toilets.”

“Clothing stores are limited and products are not of good quality.”

Another quarter of the responses (n=11) were from visitors stating that there was nothing unattractive about Ellerslie as a place to visit.

Return visit and visitor recommendations

The overwhelming majority of visitors surveyed (94%) would visit Ellerslie again with just over 80% happy to recommend it as a place to come to others.

Just over 40 respondents added a comment as to why they would be returning in the future. Coming back to see friends and family made up more than a quarter of the visitor responses:

“Ellerslie is close to where my sister lives so I’ll be back when I visit her.”

“Meeting up with friends who live in the area.”

Over half of the visitors stated that they would return to Ellerslie because of the variety of speciality shops, cafés and retail shops in the area, as well as for the professional services. Comments included:

“Good cafés and food.”

“Butcher and the organic food shop are a must.”

“I’d come back to get my hair cut again.”

The convenience and atmosphere of Ellerslie accounted for a further 20% of responses.

Of the small number of visitors (n=4) who would not be revisiting Ellerslie the reasons given were: “There are other places to go, so this is just a one off” and that “the area is boring and lacks interest.”

Half of the visitors surveyed (n=32) added a comment as to why they would recommend Ellerslie to others. Over two thirds of the visitor comments highlighted the variety of the local speciality food stores and cafés, the retail shops and because it had a village or community feel. A visitor commented:

“Ellerslie has a good feel, good close community and is relaxing.”

Visitors also noted the racecourse (5%) and parking facilities (5%) as good reasons to recommend Ellerslie as a place to visit:

“The racecourse is a must for anyone visiting. The area has good car parking.”

The ‘other’ reasons for recommending Ellerslie included visiting the historical buildings, spending time with friends or searching for second hand books (13%).

For the 14 visitors who would not recommend Ellerslie to others, comments referred to there not being enough to do (29%); the visitor didn't know the area well enough to recommend it (21%); a lack of retail shops and value for money (21%), and that "there are other better places to visit" (21%). Comments included:

"There is a lack of shops and the prices for produce aren't worth it."

"There are better places to go, Ellerslie doesn't present anything special."

Suggested Improvements

Forty-two respondents put forward suggestions to improve Ellerslie as a visitor destination, of these nearly a third said they liked Ellerslie the way it is and did not want any changes or improvements in the area.

Of the remaining responses, half highlighted issues related to better parking, improving public facilities, wider roads/ slow traffic, and making the area more pedestrian friendly. Comments included:

"Parking is horrible and someone should look into improving this."

"Needs more public green areas, seating and toilets."

"Make it easier and safer for pedestrians to cross the road."

"Open up the road by making it wider to stop traffic congestion."

The 'other' suggestions include the need for a local guidebook or information map/pamphlet about the area including upcoming events or markets.

Visitors added that there needs to be a focus on the maintenance of public facilities - especially the cleanliness of toilets - and providing more parking. Comments included:

"Public toilets by the library need to be much cleaner."

Key Themes

Ellerslie as a destination enjoys a loyal following of visitors while still attracting a few 'first-timers' or 'new' people to the area. The types of visitor coming to the locality have the profile and background that should lead to a relatively good level of spend so it is important that local businesses continue to look for opportunities to enhance the visitor experience.

Visitors who were unfamiliar with Ellerslie indicated that they would like more information about the area so they can make informed choices. The types of information visitors are looking for is about local events and 'things to do' in the area; supported by a map showing general information on parks and recreation areas and important sites.

Retail shopping is an obvious draw card to the area with nearly all of the visitors in the survey spending money. Visitors are coming to Ellerslie for specific purchases, such as organic products and meat from the butcher; there is an opportunity to build on this by developing a broader range of retail experiences over time.

In order to encourage visitors to stay longer, and spend more time (and money) in Ellerslie there is a need to offer them a range of 'things to do' that include, but are not limited to, eating, drinking and shopping. Visitors clearly thought that Ellerslie lacks interesting cultural, and heritage attractions. This highlights an opportunity for local businesses and the community to look for ways to showcase what is already in the area especially given the existing historic buildings and churches.

Visitors regard Ellerslie as a safe shopping environment with a friendly "village atmosphere". More can be done to capitalise on this by building on Ellerslie's reputation as a place to find small speciality shops which help to create a real 'village' feel to the area. Quality and value for money are also important.

Immediate opportunities

Below we offer three innovative ideas to showcase Tamaki Drive precinct and what it has to offer

1) Develop themed trails, focused on heritage and culture: Tamaki Drive has an appeal for a diverse set of market segments and interests – from young singles and groups of friends, to those with young families, and those who are older or retired; and from active to passive ‘relaxers’. A common theme appreciated by all is the beach and natural environment. Many would like a more enriching experience, with a broader variety of ‘things to do’, augmented by stories of the history (and culture) associated with the land and the sea. Walking Trails could incorporate different customised themes. One example is given below:

- *Slow travel guide to Tamaki Drive:* Emphasise the experience of slow travel by developing a guide (e.g. brochure, online information, or mobile app) to recommend *accessible walkways, and routes for cyclists in quieter areas that surround Tamaki Drive. Encourage residents *and* visitors to ‘rediscover’ Tamaki Drive and reconnect to shopping areas, surrounding parks, reserves, neighbourhoods and culturally and historically significant landmarks. *Consider the access needs of people with disabilities.

2) Enhance visitor ‘sense of place’ (online and on-site): Findings from the Local Tourism Audit and the Surveys show that there is an overall lack of local information and stories that can create a ‘sense of place’ to properly appeal to the visitors and give them a reason to ‘slow down’, stay longer and spend more money once they arrive. The type of information that would be useful for locals and visitors alike includes: information about the cultural and historical significance of the natural and built environment (e.g. heritage buildings, culturally important ‘sites’), local sports and water sport activities, arts/culture, music, environmental groups, schools, walks, community organisations etc. There is a need to create a stronger identity for each of these places online – one that connects the visitor with the local people, places and spaces for each local area. On-site, more signage is needed for cultural and heritage attractions, and playgrounds (e.g. St Heliers), water sports and activities, and street signage between the three areas. To create a coherent tourism identity, the signs should have a similar colour palette/layout but be ‘recognisable’ for each area.

3) Mobilise the locals: Recruit and train a team of local hospitality ambassadors similar to the ‘blue coats’ – volunteer information guides at Auckland Airport. This would be a volunteer scheme where ‘local hosts’ would be positioned at key points along Tamaki Drive to give information about the area at peak times. Local Hosts could: give directions to parks and green spaces, provide information about the history and the natural environment, or highlight local events and ‘things to do’. This should not be restricted to older or retired people – but involve people of all ages. Here it is worth considering the Global Greeters Network (globalgreetwork.info) as an example of how this may work.

Make more of what you have already:

While it is good to come up with new ideas and create new experiences the best way to achieve an immediate impact is through the improved performance of stakeholders and partners through networking and collaboration. Suggestions include:

- Discuss with Kelly Tarlton's the possibility of improving web links and visitor information about Mission Bay and Ōrākei on kellytarltons.co.nz. This could be a simple web link back to missionbay.co.nz or the development of an '*our place, our neighbours*' section on the Kelly Tarlton's website.
- Foster closer connections between the Mission Bay business association and Ngati Whatua o Ōrākei – for example, to work as partners to enhance online content on missionbay.co.nz about Takaparawhau/Bastion Point and the Whenua Rangatira.
- Strengthen connections between major attractions and shopping centres. For example, between Kelly Tarlton's and Mission Bay; Ellerslie town centre and the Ellerslie Racecourse; and between Remuera shopping centre and the Remuera Golf Club.
- Work with local tourism and hospitality business owners/operators to build content on newzealand.com. Highlight Tourism New Zealand's open content contribution model and the ability to list for free on the national tourism portal through the Operator Database (see <http://www.register.newzealand.com/en/home/>).
- Review marketing collateral for Mission Bay to guide visitors to Tamaki Drive through to Ōrākei Basin and Hobson Bay and to 'connect' with Remuera and Ellerslie.

Appendix 1: Attractions Review

Tamaki Drive precinct

Attractions	Short description
Walkways and cycle ways	
Tamaki Drive walkway and cycleway	Tamaki Drive links walkers and cyclists to beaches and retail areas in Mission Bay, Kohimarama and St Heliers. There is potential to encourage cyclists (and walkers) to explore more of the surrounding residential areas of Mission Bay, Kohi and St Heliers as well as Whenua Rangatira o Ōrākei
Parks and reserves	
Ōrākei Domain	Okahu Bay is safe for swimming with grass and sand areas to sit and admire the view. Ōrākei Domain is a safe place to bring bikes, set up a shade tent, play a game of rugby or simply settle down and read a book. It's a short walk to the Ōrākei Wharf. The Royal Akarana Yacht Club is close by where visitors can wander the marina and get prime positioning for watching yacht racing.
Kepa Bush Reserve/ Purewa Valley walkway: glow worms	Kepa Bush Reserve offers an easy connection between Tamaki Drive (by following Atkin Avenue up Patterson Avenue) and Remuera. At the entrance to this bush reserve there is a secluded picnic spot with tables (good for picnics). In addition, (after an uphill climb) there are two lookouts with spectacular views of the city.
Dingle Dell Reserve	Dingle Dell Reserve at St Heliers is a quiet, restful area for a picnic or a walk in the beautiful native bush that surrounds the area. The reserve contains an extensive walking track through a wide array of native trees and vibrant bird life.
Tahuna Torea Nature Reserve	This reserve is too far from Tamaki Drive to be linked to walks or trails in and around Tamaki Drive. It is an area of high ecological significance as this reserve has a large number of shorebirds and some species of seabirds. The Reserve has a 'no dog' policy as it is a bird breeding area.
Crossfield Reserve	Facilities include a playground, boardwalk, drinking fountain, bike stands, toilets, sports fields, volleyball court, basketball court and a skate park. The Reserve is in the Glendowie area and is a good place to commence a 'family day out'

Attractions	Short description
Selwyn Reserve	This Reserve is well used by visitors to Tamaki Drive, e.g. for a picnic, a beach walk, a friendly game of touch rugby. Selwyn reserve and the Stonehouse could be integrated into a 'Christian heritage trail' along with other Ōrākei Christian heritage sites (such as Mary Atkins Cottage and martyrs of Melanesia etc).
Sports clubs and leisure activities	
The Landing: Royal Akarana Yacht Club	The Landing and the yacht club offer an ideal way to introduce visitors to Auckland to the city's sailing and yacht culture. The Royal Akarana Yacht Club offers stunning views of Rangitoto Island and the Waitemata Harbour. The Club provides a range of sailing and paddling activities, an onsite bar and café for both members of the club and the public.
Ferg's Kayaks	Ferg's Kayaks offer 'hire' options for equipment and a range of outdoor activities including: kayaking, paddle boards, inline skates and cruiser bicycles.
Mission Bay Watersports	Mission Bay Watersports offer 'hire' options for kayaks, sea-bikes, stand up paddle boards and windsurfers. Visitors can also experience biscuit rides or have a windsurfing lesson.
Visitor attractions and activities	
Kelly Tarltons	Kelly Tarlton's is not well signposted from Auckland's CBD and when travelling via the motorway. A few street signs (including 'brown' attraction signs) mentioning Kelly Tarlton's can be found from the city end of Tamaki Drive as well as the St Heliers end. Upgrades to Kelly Tarlton's website to connect visitors to the surrounding areas would enhance the experience of visiting this attraction.
Cultural Heritage	
Ōrākei Domain Cemetery	Visitors may not be aware of Māori protocol relating to wahi tapu (sacred places), and therefore visitors are likely to be reluctant to visit a Māori burial ground (urupu) as they would not wish to cause offence by any unintentional wrongdoings.
Ōrākei Marae	Just 10 minutes' drive from downtown Auckland is the only ancestral marae located on the central Tamaki isthmus. The marae is not well sign posted along Tamaki Drive.

Attractions	Short description
<p>Takaparawhau/ Bastion Point</p> <p>Whenua Rangatira</p>	<p>This historic reserve provides great views across the Waitemata Harbour, Rangitoto and the Auckland city skyline but very few explanations of the cultural significance of this historical site could be found on Tamaki Drive. On site there are plaques explaining the historical relevance of the area and the M J Savage Memorial. This area is an attractive site for families to visit as it is a popular place to fly a kite, walk or cycle. The park also offers panoramic views over the Whenua Rangatira area, across to Auckland City and out over the Waitemata Harbour.</p> <p>A visit to Takaparawhau/Bastion Point could be incorporated into a themed trail entitled '<i>A Heritage Worth Defending</i>' (along with the gun emplacements etc) along Tamaki Drive). Given Maori defence of their land and culture at Takaparawha/Bastion Point (late 1970's), there is scope for including both distant and recent Maori action by Ngati Whatua to protect their traditional territory in a broad theme of '<i>A heritage worth defending</i>' over a longer time-span (pre-European Maori history as well as more recent).</p>
<p>Savage Memorial (located near Takaparawhau/ Whenua Rangatira /Bastion Point)</p>	<p>M J Savage Memorial is a popular site for tour operators to take visitors. The grounds and gardens are kept immaculate and there are information plaques in commemoration of Michael Joseph Savage.</p> <p>This area can also be accessed via a walkway from the western end of Mission Bay. Unfortunately, this connection is not very <i>visible</i> or sign posted, but it would be a good way to connect visitors to Mission's bay shopping centre.</p>
<p>The Stonehouse (Mission Bay)</p>	<p>A historical building with unique architecture – though it is now the only café located on the beach side of Tamaki Drive in Mission Bay (re-named 'Mecca Stonehouse Mission Bay'). Information about the historical significance of The Stonehouse at Mission Bay should be enhanced (on-site). The Stonehouse could become part of a themed trail with other religious heritage attractions in the area (e.g. Selwyn Reserve)</p>
<p>St Heliers 20th century war memorial seats and flagpole.</p>	<p>An interesting war memorial but not visible enough, both in the street signage and from the beach front. A plaque is visible honouring people from the area who fought in the wars of the twentieth century. It could be incorporated into a themed trail of '<i>A Heritage Worth Defending</i>' along with the gun emplacements etc. along Tamaki Drive.</p>

Attractions	Short description
Achilles Point	Achilles Point is not <i>visible</i> enough in the street signage and a bit disconnected from the rest of St Heliers. It could be incorporated into a themed trail as it holds historical significance - being named after a royal New Zealand Navy ship that defeated a German battle ship in 1939. There is an information plaque explaining the area and a lookout that provides views of the Waitemata Harbour.
Karaka Bay Treaty of Waitangi Memorial	<p>Karaka Bay in St Heliers has an interesting history. To enhance information available online for locals <i>and</i> visitors it would be best to partner with Ngati Whatua o Orakei and residents of Karaka Bay.</p> <p>The Bay's most notable feature is the collection of 'bach' like houses - some of which are architecturally significant.</p>
Gun emplacements (located on the land side along Tamaki Drive)	<p>Mystery Visitors who took the bus from Auckland City to Mission Bay could not see the remains of WWII-era lookout bunkers and gun emplacements. These gun emplacements have become overgrown with weeds. If they were tidied up, they would be more visible from street level – however, it is difficult to access them by foot as many are set in the cliff face.</p> <p>The gun emplacements could be incorporated in a themed trail (<i>A Heritage Worth Defending – see notes under Takaparawhau/Bastion Point</i>) that would include a walk past the WWII-era lookout bunkers and gun emplacements at the Okahu Bay end of Tamaki Drive, through to the ANZAC memorials at St Heliers. The trail could be linked to the returned servicemen's associations, libraries, community and senior citizen groups in the Ōrākei Ward to record stories and information (e.g. podcasts, web content and brochures). It is worth remembering that there will be commemorations to mark the centenary of the First World War in 2014, and there are government funding initiatives connected with this event.</p>
Mary Atkin Cottage	This place is disconnected from Tamaki Drive but has historical significance (the Atkin family was one of the earliest families to arrive in the Kohimarama area and had strong links to the Anglican faith and Melanesian missionaries).
Mission Bay Fountain	The art deco fountain in Mission Bay is a prominent 'image' of Mission Bay. The surrounding grounds and green space (Selwyn Reserve) are ideal for a picnic or a friendly game of touch rugby, or a splash in the fountain.

Attractions	Short description
Mission Bay Beach	Mission Bay's beach is safe for swimming year-round. The reserve and promenade are used by many for in-line skating, walking, jogging, volleyball, touch rugby, sailing, windsurfing, kayaking and cycling. Other activities such as simply reading a book under one of the large overhanging trees are also common in the area.
Kohimarama Beach	Kohimarama is home to cafés, restaurants and a few shops, but overall this area has a more residential feel to it. Improvements are needed to signage to guide visitors to the Mary Atkin Cottage and other attractions and green spaces in Kohimarama.
St Heliers Beach and village shopping area	The beach is well equipped with all public facilities and is just across the road from the St Heliers shopping centre, cafés, bars and restaurants. More signage to and from Ladies Bay, Achilles Point and Glover Park would link these areas better to the St Heliers Bay region.
St Heliers Library	St Heliers library was noted by Mystery Visitors as having very friendly library staff who are able to inform visitors on what to do in the area. The library was a good source of information for visitors. Our Mystery Visitors found the St Heliers Library is well worth a visit to get information about the whole Tamaki Drive precinct.

Remuera

Attractions	Short description
Parks and reserves	
Waitarua Reserve	The reserve offers one of the largest green spaces in Auckland. The park is New Zealand's biggest urban wetland restoration project and home to many wetland bird species.
Little Rangitoto Reserve	This playground and park is particularly good for small children and younger teenagers. There's a range of equipment including a new circular swing system, jungle gym, climbers, slides and a popular 'Flying fox' and skateboard park. Cafés, restaurants, and other retail shops are closeby. The playground lacks public toilet facilities.

Attractions	Short description
Attractions	
Remuera Golf Club	Remuera Golf Club is set in beautiful park-like grounds but somewhat disconnected from both Ellerslie and Remuera shopping centres (and the entrance is hard to find from the Remuera side).
Walkways and cycle ways	
Ōrākei Basin walkway	This walkway is ideal for connecting Tamaki Drive precinct to Remuera. The construction of the Ōrākei Basin walkway has created a link for cyclists and pedestrians between Meadowbank and Ōrākei across the Ōrākei Basin. However, it would be worth promoting the walkway more broadly on all websites and signage in the surrounding area (including Kelly Tarlton's).
Hobson Bay walkway	This walk in Auckland is a low tide walk around the edge of Hobson Bay. There are two off-leash dog areas for dog owners. Native bush walkways can be found on the seaward side on Ayr Street and lead down to the shoreline and along past Thomas Bloodworth Park. This area has an interesting view and in the distance (across Hobson Bay) Tamaki Drive can be seen.
Heritage	
Kings School Chapel	<p>Although difficult to find (very few street signs) from Remuera Road, the Chapel is noticeable when entering the school grounds from Remuera Road. It is not clear if the public can enter to look through the Chapel.</p> <p>The Chapel was converted from the original stables in the 1920's. The Chapel is already part of established Remuera Heritage Walk. The historical significance of the Chapel should be better emphasised with information plaques.</p>
Remuera Library	The staff at the Remuera library were very helpful and friendly to our Mystery Visitors. There are pamphlets about the heritage trail and other useful information available at the Library about Remuera and surrounding areas.
St Paul's church	St Paul's Methodist church is not well signposted from the Remuera Road and therefore hard to find.

Ellerslie

Attractions	Short description
Heritage	
The Vicarage and Christ Church	English visitors may be intrigued by the link with the Archdiocese of York represented in the carved stone from Whitby. Although the church is a significant image of Ellerslie, there is need for more signage from the shopping centre.
Classic NZ villas	The area has many different architectural styles, some of which are classic NZ villas (e.g. residential houses on Arthur Street).
Bridge of Memories	Mosaics on the Bridge portray different landmark buildings, houses, (past and present), images from the local schools etc – overall they portray a real sense of community. This bridge also works as a connection to the cross bridge from the railway station over the motor way.
Attractions	
Ellerslie Racecourse	This area has well-kept grounds and gardens with a number of sculptures and memorial plaques. There is a need to link visitors to the Novotel/IBIS Hotel, the Events Centre, and the Ellerslie Racecourse to the Ellerslie and Remuera areas and vice versa. The only representation found in Ellerslie shopping centre about the Racecourse was on the Bridge of Memories. A development of this link would enhance the connection between the two areas.
Local retailers	The Visitor Survey shows that the butcher, the organic bakery and food stores, as well as the Fair Trade store are all attractors to Ellerslie. They bring visitors from outside the area who come specifically to spend money.