



31 October 2016

LGOIMA No. 814000577
(Please quote this in any correspondence)

Rob Thomas

By email: fyi-request-4744-89037b51@requests.fyi.org.nz

Dear Mr. Thomas

Local Government Official Information And Meetings Act 1987

Foreign visitor numbers - Waiheke Island

I refer to your email, which we received on 12 October 2016, which referenced a review of visitor numbers to Waiheke Island by Auckland Tourism, Events & Economic Development (ATEED) and which asked the number of foreign visitors to Waiheke Island per year.

ATEED is currently undertaking a review which aims to ascertain the overall visitor numbers to Waiheke Island. However, this review will not identify the origin of visitors to the island.

On this basis, we are unable to provide you with the information requested. This is in accordance with the Local Government Official Information and Meetings Act 1987, section 17(e).

While it is currently not possible to definitively determine the number of overseas visitors to Waiheke, a piece of research was conducted by ATEED in February 2015 to gain an understanding of visitor behaviour while on Waiheke Island, and visitor perceptions about their experience.

A total of 211 interviews were completed over three days at the Matiatia Ferry Terminal, the Kennedy Point Ferry Terminal, and Oneroa. Interviewees were approached at random, and asked a screening question to ensure only visitors to Waiheke Island were interviewed.

Almost half of the respondents (47%) were from overseas, with visitors from Australia (27%), the USA (17%), the UK (16%) and Germany (9%) comprising the majority of respondents.

Visitors from the Auckland region represented 38% of respondents, with the remaining 14% from other parts of New Zealand. The most common origins of non-Auckland domestic visitors were Bay of Plenty (27%), Christchurch (17%), Hawkes Bay (13%) and Wellington (13%).

I hope this information proves useful. If you have any further queries please contact me on 09 301 0101, quoting LGOIMA No. 814000577.

Yours sincerely

Rosemary Judd
Privacy & LGOIMA Business Partner

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