



Auckland
Regional Council
TE RAUHĪTANGA TAIAO



Auckland Cruise Terminal Project

Cruise Passenger Survey

April 2009

This document has been developed as a background paper for the Auckland Cruise Terminal Project.

Auckland Regional Council, Transport and Urban Development Group.

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Executive Summary

The cruise industry represents a substantial income for New Zealand, and Auckland in particular.

Based on this snapshot survey and the cruise passengers we talked to, each one contributes between \$200 and \$300 to the Auckland economy. If they travel outside of Auckland they contribute double this to the New Zealand economy, but many of those surveyed don't visit other places in New Zealand.

About a third stay in Auckland (remember this survey included passengers either starting or ending their cruise) and most of these stayed in a hotel in the central business district. They tended to stay for only a night or two. A small proportion also spent time outside Auckland, elsewhere in New Zealand. These usually stayed for a couple of weeks, and were using the liner to return home or continue their voyage.

Most passengers said they liked Auckland (and want to return in the future) and for just over half, this is their first visit. About a third rate Auckland as the same as the best city in the world (based on experiences of other cities) and the rest don't place it too far behind. Specific mention of what they liked about Auckland was the "temperature", the "water, beaches and number of boats" combined with the fact it was "clean", "friendly" with an "easy-going atmosphere" was why it appealed to them. They also said the "people have certain charm" and are "English speaking like me".

Some of the specific things did while they stayed in Auckland city were shopping, seeing the city on foot or as part of an organised tour, visiting the Sky Tower, Kelly Tarltons and Museum and the Domain. Others explored a little further afield by taking the ferry to Devonport or Motuihe Island and a trip out to Piha.

Passengers noted a big difference between the primary and secondary choice cruise terminals provided in Auckland. Princes Wharf is rated very good, while Queens' Wharf facility is rated badly. There are improvements that can be made to both, including more information assistants, cash machines (and a higher daily limit) and (more) foreign exchange.

The vast majority of the visitors were from the United Kingdom, the United States or Australia. The passengers we talked to were mainly older people (over 80 per cent were over 55, and over 50 per cent were over 65). The majority were probably couples – about three-quarters, although this wasn't specifically asked and can only be inferred from the financial data (where people said the information related to two people.) There was a slight skew towards females (57 per cent) but this is expected at this age group.

1 Introduction

1.1 Background to this Report

As part of the Auckland Cruise Terminal Project, the Auckland Regional Council (ARC) wanted to gather some qualitative and quantitative information from the cruise ship passengers about their Auckland experience. Auckland City Council (ACC) was interested in gathering perception information particularly around the Central Business District and the Ministry of Tourism's interest was specific to the amount of passenger spend.

Cruise ship companies tend to survey their customers about their cruise and terminal experiences, but there seems to be no specific information about cruise passenger experiences of Auckland. This 'land side' experience useful to inform additional work around the value chain opportunities of any purpose built cruise terminal for Auckland.

The objectives of the study were to determine:

- ❑ How long passengers have been in Auckland
- ❑ Where passengers have stayed in Auckland (friends, hotels etc)
- ❑ What passengers have done in Auckland (best and worst experiences)
- ❑ How much passengers spend

This snapshot survey was not intended to be all-embracing. It is acknowledged that detailed studies are needed to add up to date information to work already undertaken. However, there was only a small window of opportunity with the remaining summer cruise visits and as such the ARC had to move quickly to develop the survey, approach and delivery.

The snapshot survey was jointly funded by Auckland Regional Council, Auckland City Council and the Ministry of Tourism.

2 Approach

2.1 Approach to the Survey

The approach to this study and the questionnaire was developed by the ARC. The questionnaire was peer-reviewed by COVEC, experts in assessing the economic value of events and visitors to Auckland.

Face to face surveys were deemed preferable (rather than self completion) as this provided quality control and ensured that the interviewers can gather the qualitative information in a consistent way, using prompts. This would also allow for some sound bites to be gathered and referenced in the report to Council.

TNS, a market research company, carried out 241 face to face interviews with passengers of cruise liners. Each interview was either for that person, or a couple or family group. At least 425 total people were surveyed (414 people, plus 11 who wouldn't say how many their information pertained to.)

Passengers from five different cruise liners were included in the sample frame:

- ❑ Aurora (7 March)
- ❑ Millennium (15 March)
- ❑ Volendam (16 March)
- ❑ Seven Seas (21 March)
- ❑ Silver Shadow (5 April)

The Auckland Regional Council received the data from TNS in Excel format and Tasman was commissioned to analyse the data.

3 Results

3.1 The Passengers

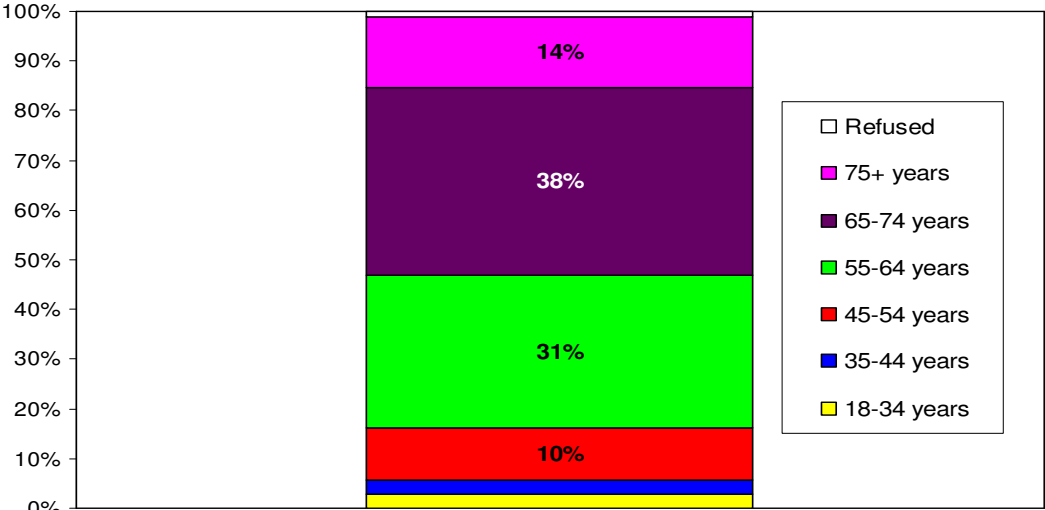
3.1.1 Age

Most passengers (83 per cent) are over 55 years of age. In fact, fewer than 10 per cent are under 44. This is a key factor to consider when developing facilities and activities for cruise liner passengers.

(Remember that this is only a sample of five cruise liners. Other ones, particularly those targeted at singles or younger people, might have quite different results.)

Figure No. 1

This shows the age spread of the passengers – and that most are over 55.



Base: n=241 cruise liner passengers

3.1.2 Singles vs. Couples

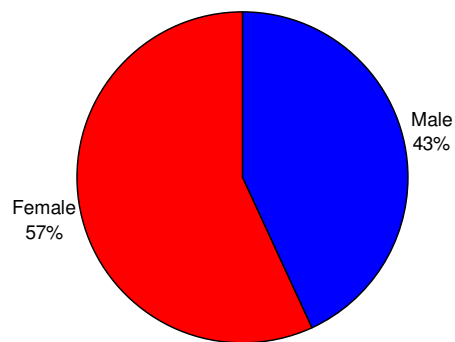
A high proportion of people on a cruise are a couple (or at least they reported their spend for two people) – 73 per cent. Only three per cent were reporting for three or more people (probably families) and 24 per cent reported for only one (and even some of these may have actually been part of a larger group, but only reported for themselves.)

3.1.3 Gender

There is a fairly even spread of males and females (43 and 57 per cent respectively) especially given the older ages of the passengers.

Figure No. 2

This shows which gender the passengers were



Base: n=241 cruise liner passengers

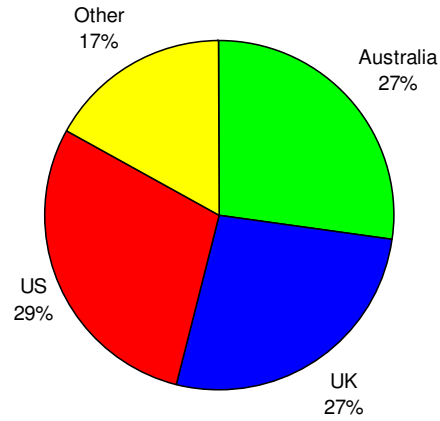
(Note that no attempt was made to infer the gender of those not interviewed but whose spend was recorded.)

3.1.4 Country of Residence

Almost all of the people interviewed were not from New Zealand. Almost equal numbers were from Australia, the United Kingdom and the United States. Other countries (including New Zealand at only one per cent) only made up 17 per cent of the passengers.

Figure No. 3

This shows which country the passengers resided in

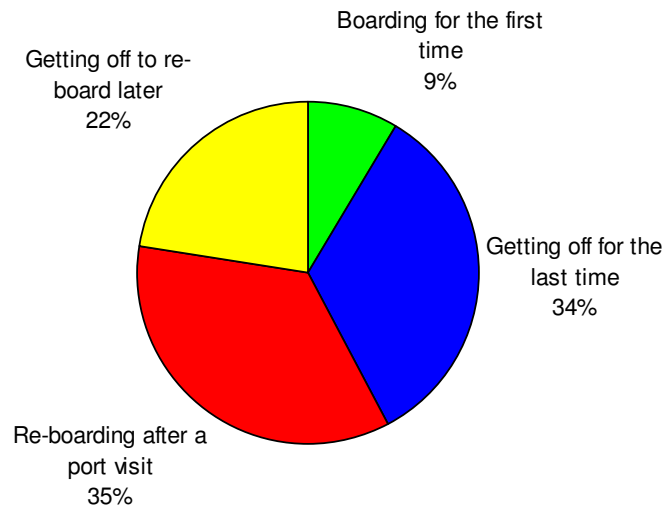


Base: n=241 cruise liner passengers

3.1.5 Type of Passenger

Figure No. 4

This shows which passengers we talked to



Base: n=241 cruise liner passengers

This is a good spread of the different types. Note also that for about half of the passengers, this was their first visit to Auckland.

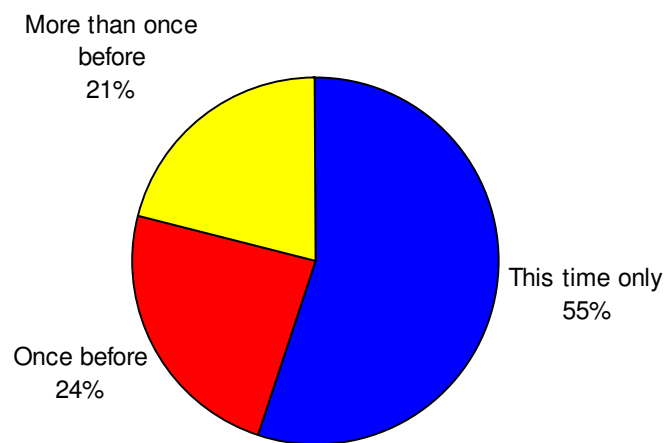
3.2 Auckland

3.2.1 Number of Times in Auckland

For about half the passengers this was their first time in Auckland. At the other extreme, half a dozen had been at least ten times (which includes some people from New Zealand.)

Figure No. 5

This shows how many times the passengers have been to Auckland before



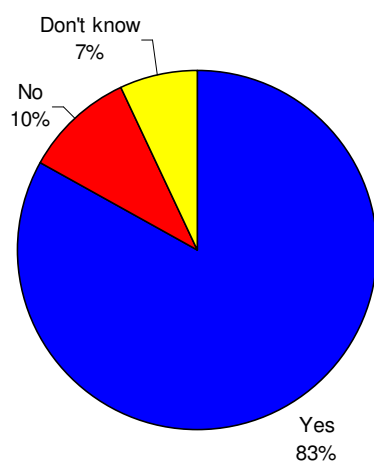
Base: n=229 cruise liner passengers

3.2.2 Returning to Auckland

Most people wanted to return to Auckland and felt positively about the city.

Figure No. 6

This shows that most passengers would want to return to Auckland



Base: n=241 cruise liner passengers

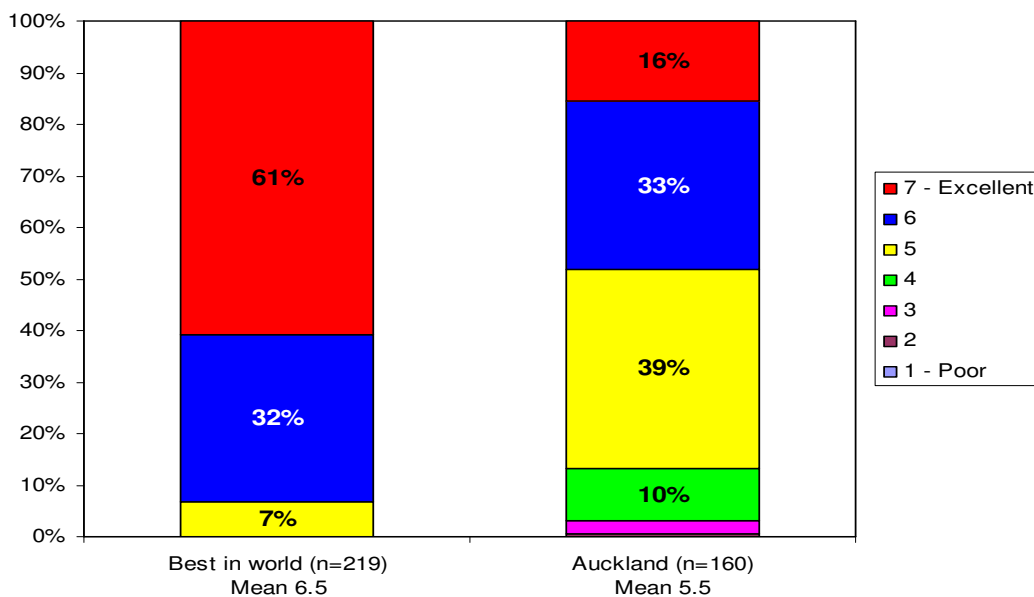
(A slightly different question was asked depending on whether the passenger was disembarking for the first time, or had not spent any time in Auckland at the time of the survey. The results from both questions have been combined here, but the proportions were very similar.)

3.3 Auckland vs. the Best City in the World

In order to get a comparison for how people rated Auckland, they were asked what they thought was the best city in the world, and then to rate it. Their rating of Auckland therefore has some frame of reference.

Figure No. 7

This shows that Auckland isn't far behind the best city in the world



The best city in the world gets a mean rating of 6.5 (including Sydney, New York, London, San Francisco and Vancouver). Auckland gets 5.5 – not far behind. Also, 31% rated Auckland as the same the best city in the world. (That last figure is not something that can be derived from the graph – it's a separate piece of analysis.)

A few people rated Auckland as the best in the world, saying that the "temperature", the "water, beaches and number of boats" combined with the fact it was "clean", "friendly" with an "easy-going atmosphere" was why it appealed to them. They also said the "people have certain charm" and are "English speaking like me".

Some of the specific things they enjoyed while they were in Auckland included:

- "Americas cup, boat cruise."*
- "Auckland botanic gardens."*
- "Auckland cleanliness."*
- "Auckland museum."*

"Circle tour."

"Clean and friendly."

"Clean, lovely city, people helpful, bus driver and museum staff helpful and with a smile."

"Devonport, quaint little village."

"Eat a meal and get some sleep."

"Explorer bus around town."

"Feel safe, clean, friendly people."

"Good weather."

"Harbour cruise."

"Harbour trip."

"Having good variety of shops."

"Hearing about culture from the guy, nice visit first, like it and come back for Americas' cup, clean, shop keepers friendly."

"Its situation on sea i think your harbour is beautiful, war museum outstanding, only had 1.25 hours there, need longer, ship models in maritime museum outstanding."

"Just another city been with friends, very clean."

"Just the walk and sail boats, looks like a nice place to live, it looks clean and clean highways. its the location is similar to Sydney and Vancouver."

"Kelly Tarlton."

"Kelly Tarlton."

"Looking at sights and visiting friends."

"Looking out over city from Sky Tower."

"Nice city and people, speak our language, good bus service, people helpful, tourist friendly, clean."

"Nice, clean city."

"Nothing really."

"Nothing."

"Pasifika festival, people very nice."

"Safe, clean and friendly, weather beautiful."

"Scenery and people friendly, transport system wonderful clean and run often."

"Seeing Albert park and domain."

"Seeing the buildings and downtown."

"Shopping for jumper for my husband."

"Shopping for souvenirs."

"Shopping, restaurants, good people, friendly."

"Shopping."

"Shopping."

"Sightseeing on the wharf area."

"Sky Tower, Kelly Tarlton, Auckland museum, Rangitoto Island."

"Sky Tower, Kelly Tarlton."

"Sleep and fact not raining."

"The Auckland museum was most enjoyable and interesting."

"The cleanliness of the city and harbour, friendly helpful taxi drivers, friendly people."

"The countryside outside Auckland, the green and rolling countryside."

"The penguins at Tarlton, shopping very successful in queen street."

"The people were kind, helpful."

"The restaurants, the food is superb."

"The scenery was beautiful, sheared sheep and visited gannets at Murawai."

"The view from Mt Eden."

"The views, museum so big you could spend a day."

"The weather, very clean, information, wasn't sure about duty free but helpful."

"To have a general look around downtown."

"Very clean."

"Visit to sky tower, nice wide clean footpaths."

"Walking the parks."

"We find people friendly."

"Weather and the people every friendly."

"Weather, people nice, clean city."

Things that needed improvement included:

"Need to be able to get more information. No one told us about free bus."

"A shuttle bus from the ship to town for us older [people]."

"Coast to coast needs clearer signage - lost track round university."

"Disappointed... lots of shops alike."

"People in apartments at Princes wharf can see right into your bedroom. You can talk to them. No privacy."

"I think it's deteriorated. Six years ago CBD wasn't so shabby."

"It's a long walk to end of wharf."

"Make Sky Tower more obvious to tourists for an overview of Auckland, this is not widely advertised for good sightseeing."

"Might be helpful to have bus map, had to go to information centre they could have given us at airport."

"Need better motorway system, roads usually busy."

"Not a lot of clothes stores."

"Not many toilets around."

"Sky tower was poorly run, left on our own, didn't know where to go."

"The commercial wharfs at the bottom of the city need to be shifted to make way for cafes."

"The markets (Victoria street) need improving. Not much buzz. The leaflet said there were buskers and entertainers but none to be seen."

"The taxi had a problem getting into wharf, congested and not appealing though better than some."

"The terminal should be posh so that you come off a ship and be impressed."

"The transportation, the information was confusing."

"Toilets not very well marked. Went to McDonalds in end. City could do with a face lift."

"Trains don't go anywhere."

"Very crowded buses, need more frequent buses."

"Walking maps could be clearer, need spots marked, print could be bigger."

"Were looking for city map only could find tourist map."

However many people said "nothing", "don't know" or "I can't think of anything", which reinforces Auckland's position close behind the best city in the world.

3.4 Activities

People were asked what activities they had undertaken (or intending to undertake). Most wanted to do (or did) some shopping, see the city (often as part of an organised tour), visit the Sky Tower, and make use of the nearby ferries.

This is a selection of what they did:

"Walked around city for 6.5 hours, Whitcoulls for bubble wrap for souvenirs purchased, Albert Park, visited the stables, visited sky tower, Auckland art gallery, walked past civic theatre, sky tower cafe."

"Bus tour around CBD organised by seven seas, Maritime Museum."

"Visited a dentist (proud mouth dentist) Albert St, shopped for clothes, cosmetics, purchased a suit (\$1,400nzd), walked around Queen St, lunch at Wyndham St."

"Walked around central city, Albert park, dragon boat, hair cut off high street."

"Bought a camera first, walked around city."

"Caught link bus both ways, coffee in Ponsonby, visited liquor store in Ponsonby, went to museum to see Maori exhibit."

"Shopping and museum, domain, CBD, Queen St."

"A cultural walk round, starting top of Mt Eden and walked down and walked to the museum and winter garden, shopping in queen street, burger king for coffee."

"Bus tour started up on Mt Eden, then to museum, went to duty free (dfs galleria) customs street, went to couple of shops looking for souvenirs, maritime museum had 1.5 hour cruise on sailing ship."

"Went on city tour up Mt Eden museum, first walked around city."

"Went to gannet colony and farm and been up sky tower."

"Tour out to gannet colony then to a farm with sheep shearing and tea. This afternoon we've first been walking the city and looking yachts."

"Museum, art gallery, shopping CBD, lunch Hammerheads [restaurant]."

"Walking for miles, looking at the city, hop off Queen St, ive done it twice today."

"Shopping, sightseeing, harbour cruise and lunch, walked up to CBD to sky city to Albert park and round the harbour with Fullers."

"Walked around queen street. up sky tower, taxi to Auckland museum (spent 2 hours there), taxi to ferry terminal."

"Visited museum, Parnell, Victoria st market, viaduct, clothing boutiques in Parnell."

"Lunch at restaurant, shopping in CBD, coffee at Aotea centre."

"Ferry to Devonport and shopping at Devonport, shopping in CBD, cafe in viaduct."

"Shopping in downtown, visit museum (Auckland domain)."

"Walked around downtown CBD, dinner in port at a restaurant at viaduct, 1 hour ferry to Motuihe island, shopped for clothes."

"Eco tour, Piha, golf course."

"Shopping for clothes."

"Went to Devonport first, shopping around wharf area."

"Just in the city, bus ran queen bus and city link, went to Victoria park market."

"Walked my feet off, looked at the viaduct basin, in and out of shops and bought some t-shirts."

"Sky tower, Kelly Tarlton."

"Took a tour bus, posted a couple of cards."

"Walked around streets, bought some clothing, and went on the free shuttle bus."

"Attempted to do coast to coast, walk, go to domain, caught free bus."

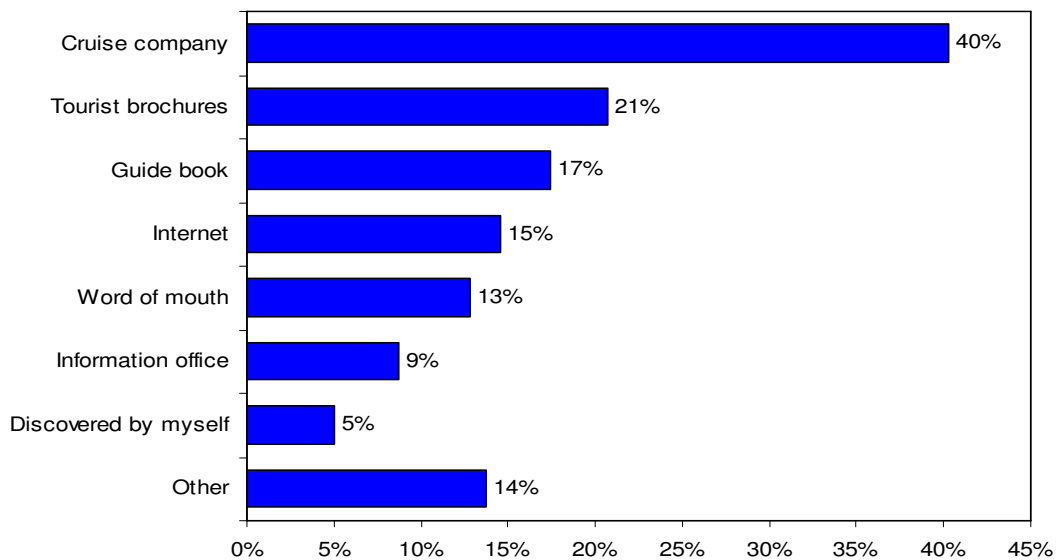
"Used internet cafe, stopped at several souvenir shops, shopped downtown and bought, looked around viaduct basin."

"Shopping and walking around."

People were also asked how they found out what to do in Auckland. Obviously the cruise company and tourist brochures/guide books are important. Note that people can have more than one source of information, so the table adds to more than 100 per cent.

Figure No. 8

Most get their information on what to do in Auckland from the cruise company and tourist brochures



3.5 Important things for Visitors

People were also asked, as a traveller and visitor, what was important to them. Some of the things they said have been grouped below.

3.5.1 Banking Facilities

"Cash machine."

"Plenty of bank machines."

"Reasonable accommodation prices, ATM machines."

"Banks."

"Shops nearby, banks."

"Banks."

"Access to money, tourist information."

3.5.2 Shopping and restaurants

- "Good shops, restaurants and bars."*
- "Many eating places and coffee shops."*
- "Good shopping. Ambassadors very good."*
- "Restaurants, shops."*
- "Just the things tourists really want access to toilets, shops and restaurants."*
- "Shops, restaurants, facilities for travel - tours."*
- "Good pubs."*
- "Good cafes."*
- "Good restaurants, bars and shops. Information on natural things in area."*
- "Good shopping for yarn (wool), a walkable city is nice ."*
- "Close shops to ship and a shuttle bus to town."*
- "Good shopping for adults clothes, mapping system for getting around downtown"*
- "Cheap souvenirs downtown."*
- "Parks, restaurants, good transport, walking around safely."*
- "Cafes, restaurants, art galleries, museums."*
- "Lovely coffee shops."*
- "Restaurants different types of foods."*
- "Close to restaurants, shopping, transport."*
- "Restaurants."*
- "Good variety of shops."*
- "A big shopping centre in town."*
- "Good shops so you can shop and place to change money."*

3.5.3 Amenities

- "Open areas for seating."*
- "Needs to be tidied up."*
- "To have parks."*
- "Like parks to walk in, free bus to look around."*
- "Traffic free access, seats in the shade, more pedestrian areas with cafes so you can sit outside."*
- "Plenty of areas to walk."*
- "Nice clean public toilets, well serviced."*
- "A park, lots of walking trails and green spaces and it needs to be clean."*
- "Good parking, good toilets near you hotel."*

"Toilets well marked around the city."
"Post office, newsagents."
"Good hotel."
"Shopping and emergency services ie dentists."
"Pharmacy, user friendly transport."
"Parks, green grass, somewhere to sit in a peaceful and quiet place."
"Ease of walking around and broad streets."
"Free public toilets."
"Internet, Starbucks."

3.5.4 Safety

"Clean up inner city at night from drunk kids."
"Safety."
"Safe and pleasant atmosphere."
"Clean and safe place."
"Safe, good shopping, good directions that give distance."
"Safety."
"Safe, clean cities, easy to navigate around."
"Safety and clean."
"Nice, clean, well laid out footpaths, to feel very secure and no hassling by people. To feel relaxed and friendly shop staff."
"Cleanliness, money changing bank near port."

3.5.5 Transport

"Everything including buses to be accessible."
"Everything accessible."
"Good public transport, good maps of how to get around the city."
"Good transportation to get to the tourist sites."
"Good public transport."
"Good bus and train system that run regularly."
"Good public transport around town and to out areas."
"Transport to the city from the boat."
"Good bus system, ways of getting around other than taxi."
"Transport, a shuttle bus from the wharf to town and information about the bus services."
"Good transport around the city and to tourist places."

"Buses handy to get on to hop on and off bus to main sites."

"Good transportation system to tell you where to go to the travel sites."

"Shuttle buses to town at least every 30 mins with local information."

"Good transportation, buses easy to find and easy direction to follow and table times."

3.5.6 Signage and information

"Good restaurants, bars and shops. Information on natural things in area."

"Good tourist information centre, hop on and hop off bus."

"Good signs around the city, information centre, good city tour."

"Information centre to find out where to go and what to do."

"Shopping, tourist information."

"Information centre."

"Good information office and toilets."

"Second tourist information centre, first shuttle bus to take you to the main street, too far for someone with leg problem."

"The countdown on the traffic lights telling you have 20 seconds to cross."

"Signs and maps so you know where you want to go to information on the cost of entry to various sights and activities."

"Tourist information, and if you ask for something in store, and they don't have it, they will tell you where to get it."

"Good information centres."

"Directions and information."

"Good information and more rental cars."

"Clear street signs. helpful bus drivers and others."

"Good information centre for tours and places to visit."

"A foot trail leading around all the interesting points of interest in the downtown area. i.e. Boston has one made of flat shoes that you can easily walk on."

"Good directions and signage, signage with a map to know where you are."

"Good signposting – which Auckland has."

3.5.7 Other comments

"Nice people, people that are helpful in showing the bus stops, talking about places of interest."

"Interesting things to see and do."

"Entertainment, exhibition centre, different shops in it."

"Friendly people in the city."

"That we come in close to the city."

“Nice area which is green and clean.”

“Should be clean and new buildings not like London.”

3.6 Spend

To calculate spend, all currency was converted to New Zealand dollars. The number of people for whom the spend covered was also taken into account. There were a few interviews where this was not recorded and these have been excluded from this analysis.

(All these spend figures are for their whole visit, not just the day.)

3.6.1 Spend in Auckland

The average spend per person in Auckland was NZ\$285. This is based on 208 people for whom we have spend information and size of party.

In almost all cases this does not include accommodation.

(There was one outlier of GBP£5000, which reduces the spend per person to NZ\$226, although there were about a dozen who spent over NZ\$1000 per person.)

Certainly a conservative estimate of the value of the spend of each passenger would be at least NZ\$200.

3.6.2 Spend elsewhere in New Zealand

The average spend per person elsewhere in New Zealand was NZ\$486. This is based on 132 people who had been elsewhere in New Zealand already, and for whom we have spend information and size of party.

Note that this is *only for people who have been outside of Auckland*, so the figure cannot be simply used to multiply by the number of cruise visitors.

Again, in almost all cases this does not include accommodation.

There were a few outliers, but nothing that warranted exclusion from the data. Over a dozen people spent over NZ\$1000 outside of Auckland.

Certainly a conservative estimate of the value of the spend of each passenger elsewhere in New Zealand would be at least NZ\$400.

3.6.3 Spend on the cruise package

The average spend of each passenger to buy the cruise was NZ\$18,000, although this included some outliers (especially on the Silver Shadow) where half a dozen passengers spend close to or over NZ\$200,000.

Well over half spent just a few thousand dollars per person.

3.7 Accommodation and Length of Stay

Some of the passengers we talked to spent nights in Auckland away from the cruise liner. This could have been before their trip or as they left the cruise, or some even during their cruise, as a break from the ship.

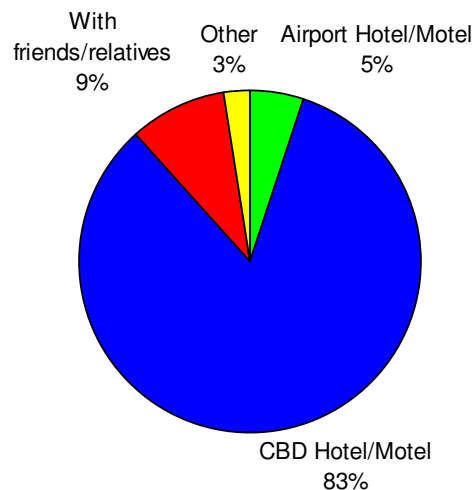
People spent an average (mean) of just under three days in Auckland. However, there were a few outliers (45 days, 18 and 15 days, when almost everyone else was one to three days). When these are removed the mean is almost exactly two days in Auckland.

The vast majority (77 per cent) had not or did not intend to spend any other time in New Zealand. Only 12 per cent said they had (or would) and 10 per cent didn't know. This last figure may suggest a number of travellers who will stay longer if they want, and who aren't bound by a cruise liner timetable.

Those that did stay elsewhere in New Zealand, stayed for an average of just over two weeks (16.9 days). This works out to 1.3 days per visitor (with a lot not staying at all, and a few staying for two or three weeks.)

Figure No. 9

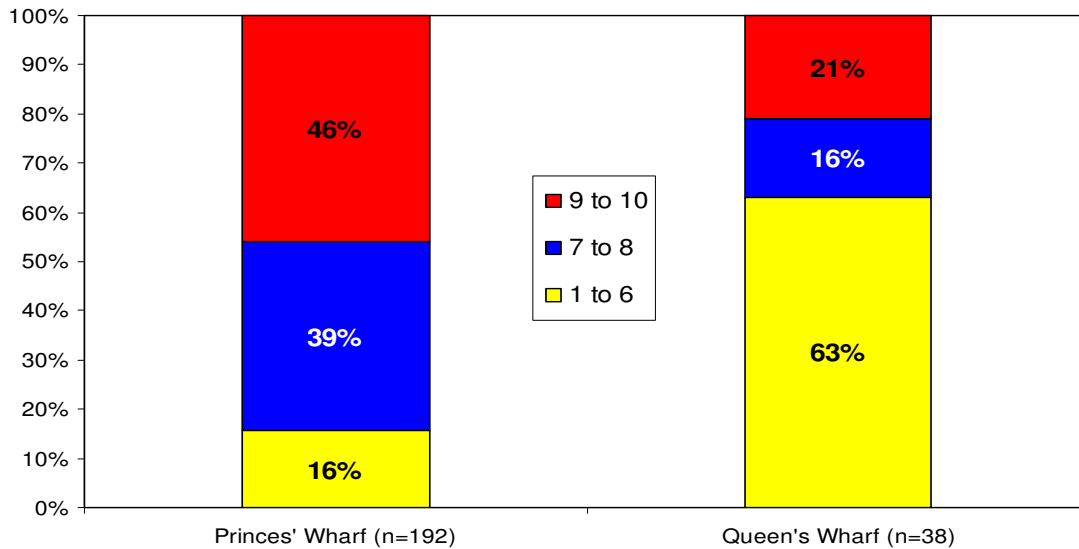
Where passengers stay in Auckland



Base: n=78 cruise liner passengers who stayed (or intended to stay) in Auckland

3.8 The Auckland Cruise Terminal

What passengers think of the cruise terminal, from 1 to 10



Base: n=230 cruise liner passengers

Experience in service industries show that people who rate a service as “9 or 10” are the “promoters” of that service – people who will recommend it to their friends and family. Those in the range of “1 to 6” are the “detractors”, and the remainder (“7 or 8”) are neutral.

The Aurora berthed at Queen’s Wharf (the secondary terminal) and the other four vessels Princes Wharf (the primary terminal.)

The technique of subtracting the detractors from the promoters is known as the “net promoter score”. In the case of Princes’ Wharf, is case the result is 46 per cent minus 16 per cent, or 30 per cent. For Queen’s. Wharf the result is negative 42 per cent. This clearly shows the difference between the two terminals.

A result of 30 per cent is very good, while that of negative 42 is not good at all. ¹

The following comments come from different questions in the survey, but all relate to improvements to the cruise terminal.

“Competitive money changers so that the exchange rate has more competition than just the one at the end of the terminal.”

“Close to port, the information people need to be closer to where you come in and have the knowledge to give accurate information.”

¹ As a comparison, Abode software scores 46 per cent (the highest for consumer software) and AT&T (the highest internet service provider in the US) scores just 11 per cent. Apple – and we know how much their customers love and recommend their products – scores a record 77 per cent. (For more information on the NPS and more examples and case studies, see <http://www.netpromoter.com>. Note that the true NPS uses a zero to ten scale, though there is unlikely to be much of a difference between that scale and the 1-10 we used.)

"We need to be able to get more than \$200 at a time from ATM, information centre with maps, ATM machine near wharf where you disembark."

"Getting money from a machine near the boat in the arrivals."

"A shuttle bus from the ship to the central shopping area."

"Accessibility to transport. Easy access from the quay."

"Ramps needed at ferry terminal signs to show where to go for the cruise ship. No signage on terminal."

"It's a long walk to end of wharf."

"The countdown on the traffic lights telling you have 20 seconds to cross."

"The terminal should be posh so that you come off a ship and be impressed."

Appendix 1: Survey Form

Check that the respondent is a cruises ship passenger. Introduce with "Excuse me sir/madam, do you have 5 minutes to answer a few questions about your time in Auckland?"

If they ask what the survey is about, tell them that the survey is being conducted by Auckland Regional Council to help them make Auckland a better destination for cruise ship passengers.

1. All passengers: Are you.....
 - a. Boarding the ship for the first time?
 - b. Getting off the ship for the last time?
 - c. Re-boarding the ship after a port visit?
 - d. Getting off the ship and re-boarding later in the day?

2. Departing passengers: How much time have you spent in Auckland during this visit?
Arriving passengers: How much time do you intend to spend in Auckland during this visit?
Number of nights: _____

3. Departing passengers: Which form(s) of accommodation did you use in Auckland during your visit?
Arriving passengers: Which form(s) of accommodation do you intend to use in Auckland during your visit?
<Only ask this question if they reported a stay of one night or more>
 - a. Airport Hotel/Motel
 - b. CBD Hotel/Motel
 - c. With friends/relatives
 - d. Other (specify) _____

4. Departing passengers: What activities have you undertaken in Auckland?
Arriving passengers: What activities do you intend to undertake in Auckland?

List activities and prompt if necessary e.g. dining, shopping, day tours, visiting friends, museums, attending events etc.

Prompt for location names (to differentiate a CBD experience with the other parts of Auckland)

5. Departing: What have you enjoyed most about Auckland? And what do you think needs improvement?
Arriving passengers: What are you looking forward to about Auckland?

Best aspects/looking forward to	Areas for improvement

6. Departing passengers: Has this visit made you want to return to Auckland in the future? Yes/No
Arriving passengers: Do you think you would like to return to Auckland in the future? Yes/No

7. All passengers: Including this visit, how many times have you been to Auckland? Number of visits: _____

All passengers: How did you find out about what to do in Auckland?

a. Nowhere, I just discovered/am about to discover it myself	b. Cruise company	c. Information office	d. Tourist brochures
e. Guide book	f. Internet	g. Word of mouth	h. Other (specify)

8. All passengers: As a visitor and traveller, what is the most important thing for you that a City Central Business District should have?

9. All passengers: What is the name of the best city in the world, in your opinion, that you have visited?

a. Name of City: _____

b. Why do you think that city is the best in the world?

c. Overall, how would you rate the city you named?(1=poor 7=Excellent)

d. How would you rate Auckland in comparison? (1=poor 7=Excellent)

10. All passengers: On a scale of 1 to 10 how do you rate the cruise terminal facility at Auckland _____

11. All passengers: Excluding expenses included in the cruise package, how much money did you spend:

a. In Auckland? _____ Currency _____ Does this include accommodation? Yes / No

b. Elsewhere in NZ? _____ Currency _____ Does this include accommodation? Yes / No

12. All passengers: How much did you spend on the cruise package? _____ Currency _____

13. All Passengers: And how many people do these expenses cover? _____

14. Departing passengers: Have you spent any time elsewhere in NZ before the cruise and do you intend to spend any time elsewhere in NZ after the cruise? Yes / No

If yes, please record where, and for how long

15. Which country do you usually live in:

- a. New Zealand
- b. Australia
- c. UK
- d. US
- e. Canada
- f. Other (country: _____)

16. What age bracket do you fall into:

- a. 18-34
- b. 35-44
- c. 45-54
- d. 55-64
- e. 65-74
- f. 7

Record: Male or Female

