

# CONVENTION CENTRE RESEARCH

MAIN FINDINGS AUGUST 2013



QUEENSTOWN  
LAKES DISTRICT  
COUNCIL

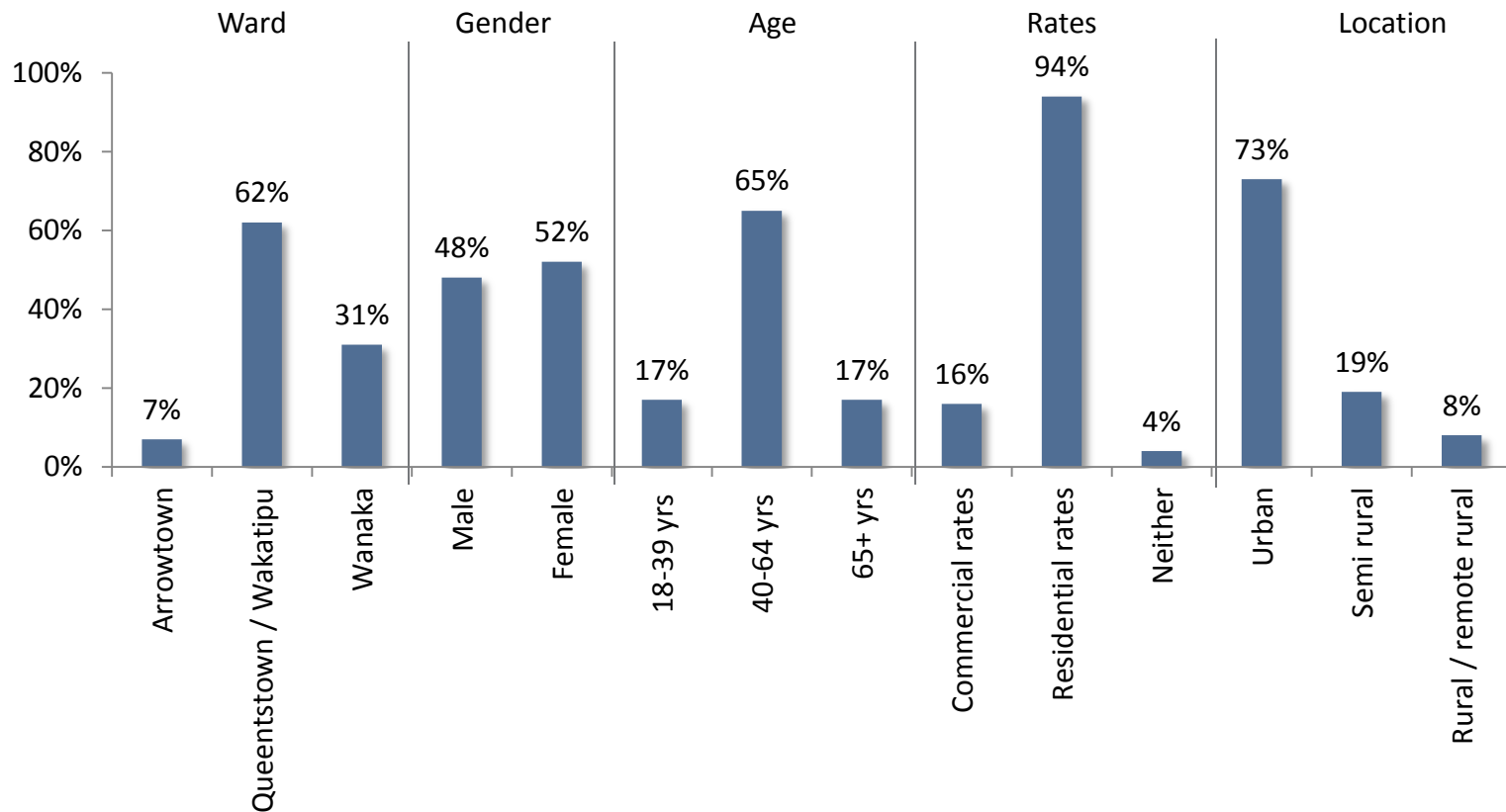
# BACKGROUND

- Queenstown-Lakes District Council earmarked the development of a convention centre at Queenstown
- The primary research objective was to gather a statistically significant report on resident and ratepayer views of the convention centre proposal
- This presentation accompanies tabulated results detailing the findings by
  - Ward
  - Gender
  - Age
  - Commercial and residential ratepayers
  - Urban, semi-rural and rural dwellings

# METHODOLOGY AND SAMPLE

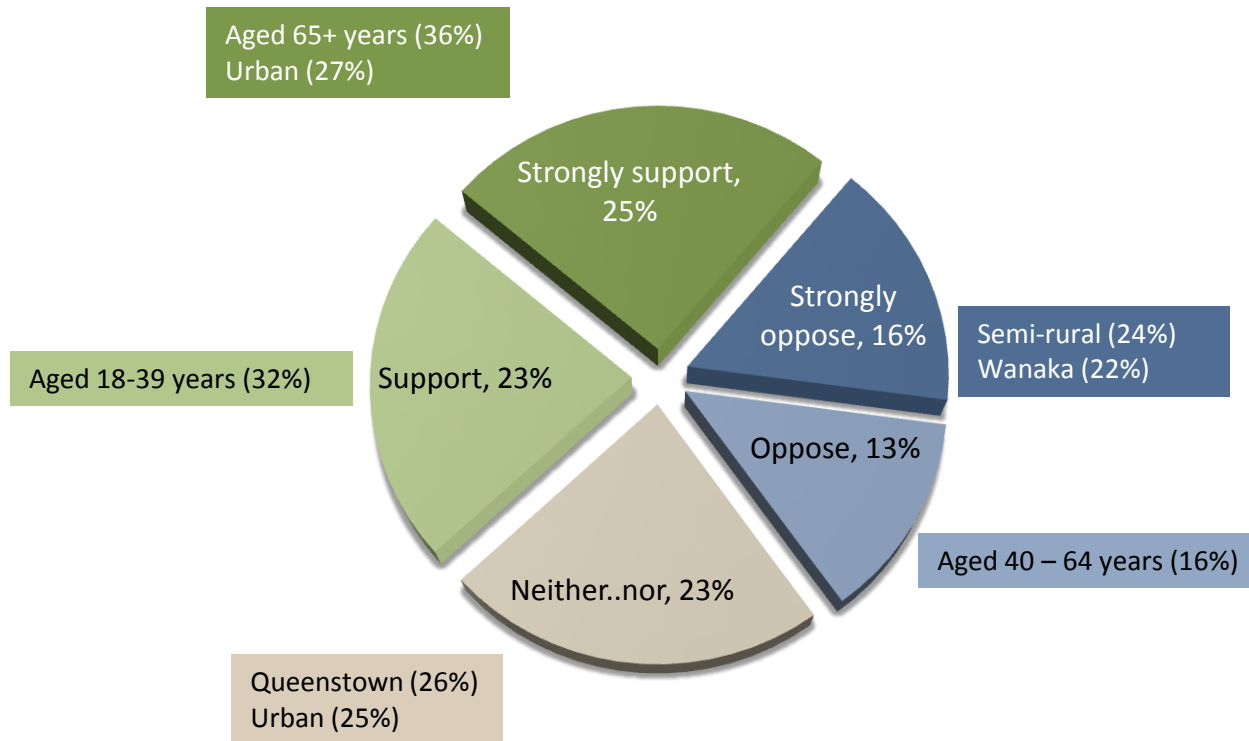
- An information brochure including self-completion questionnaire regarding the proposed convention centre were sent out by Council via post w/c 12<sup>th</sup> August
- Telephone (CATI) interviews were conducted with residents, 18 years and older, who received the information and have not submitted feedback before: N= 400
- Robust results with a low margin of error of +/- 4.9% at the 95% confidence interval
- Interviewing was conducted between 8<sup>th</sup> and 28<sup>th</sup> August 2013
- Interview duration 6.5 minutes on average
- Data was weighted to be representative of ward as follows: Wanaka 31%, Queenstown 62% and Arrowtown 7%

# SAMPLE PROFILE



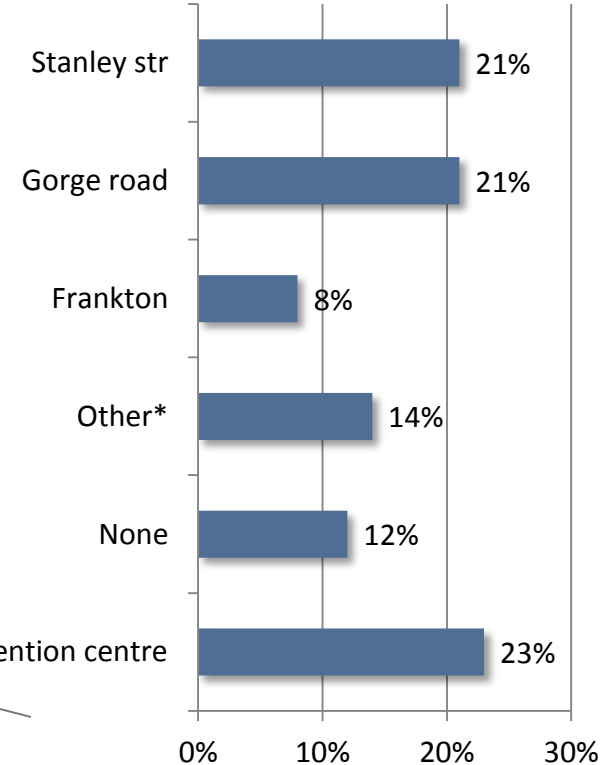
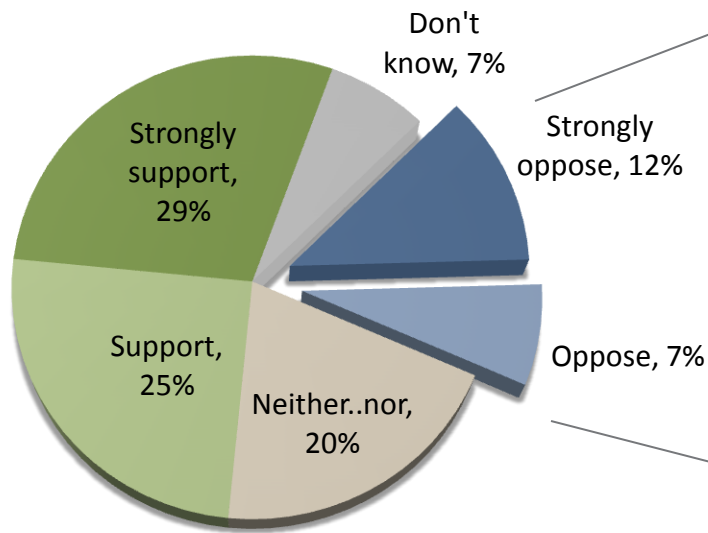
Q. Demographic questions based on total sample n=400  
Data weighed to representative proportions based on ward.  
Multiple response possible regarding rate payer type.

# 48% INDICATE QLDC SHOULD LEAD THE DEVELOPMENT OF A CONVENTION CENTRE FOR QUEENSTOWN



Q. On a scale of 1 to 5, where 1 means strongly support and 5 means strongly oppose, please rank the following propositions. Base: Total sample n=400

# 54% FEEL LAKEVIEW IS THE BEST SITE FOR A CONVENTION CENTRE DEVELOPMENT

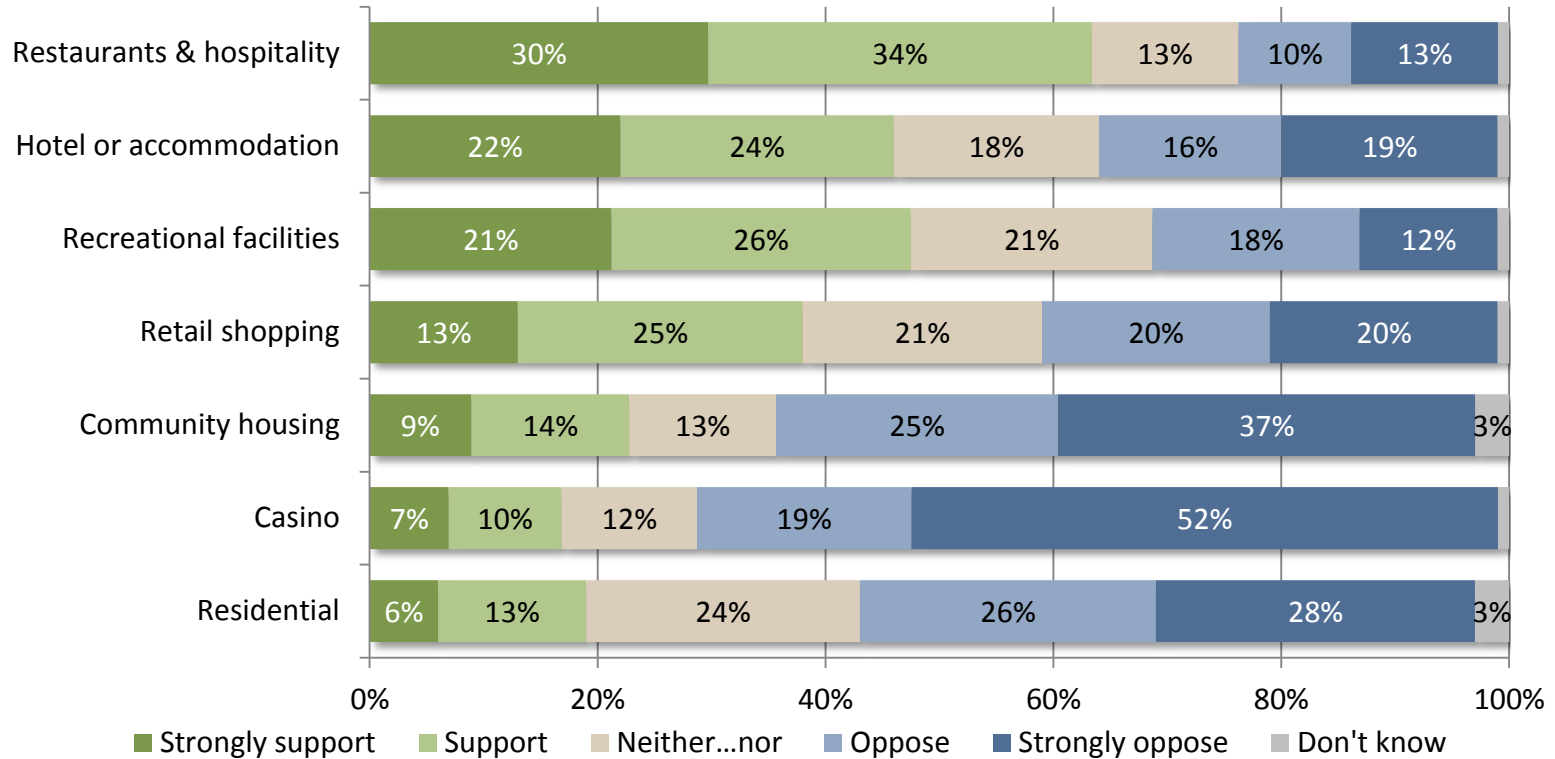


*Other\* sites include: Wanaka, Kawarau falls, old event centre – Lakes Leisure, Mens street, something closer to the airport, something for the elderly, away from the lakefront.*

Q. On a scale of 1 to 5, where 1 means strongly support and 5 means strongly oppose, please rank the following propositions? Base: Total sample n=400

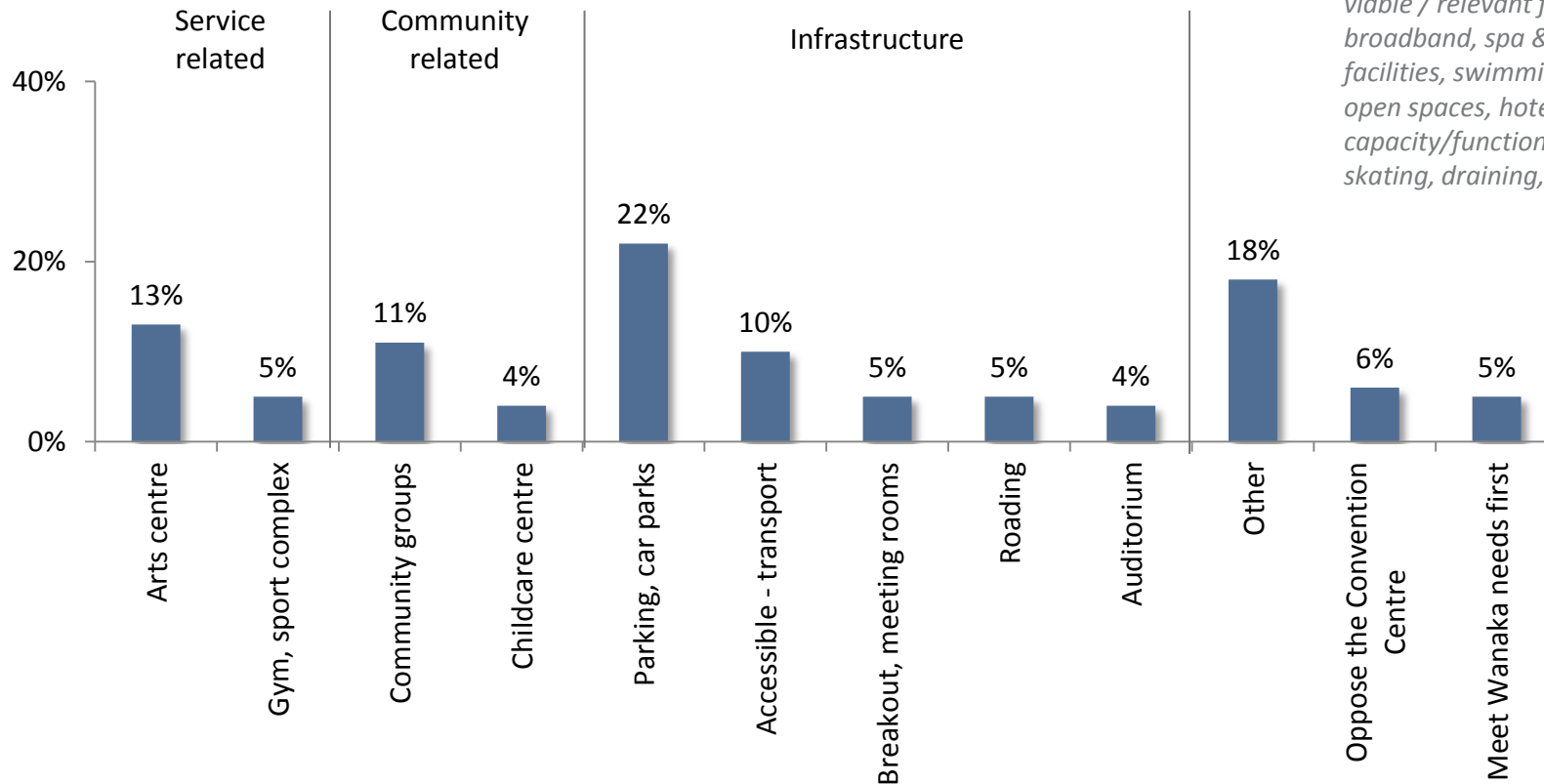
Q. You say you oppose the Lakeview site, which alternative site do you recommend for the convention centre development? Base those who oppose, strongly oppose Lakeview site n=77

# FACILITIES TO CONSIDER



Q. Using the same scale of 1 to 5, where 1 means strongly support and 5 means strongly oppose, please indicate which of the following facilities should be considered as part of any wider development for a convention centre project. Base: Total sample n=400

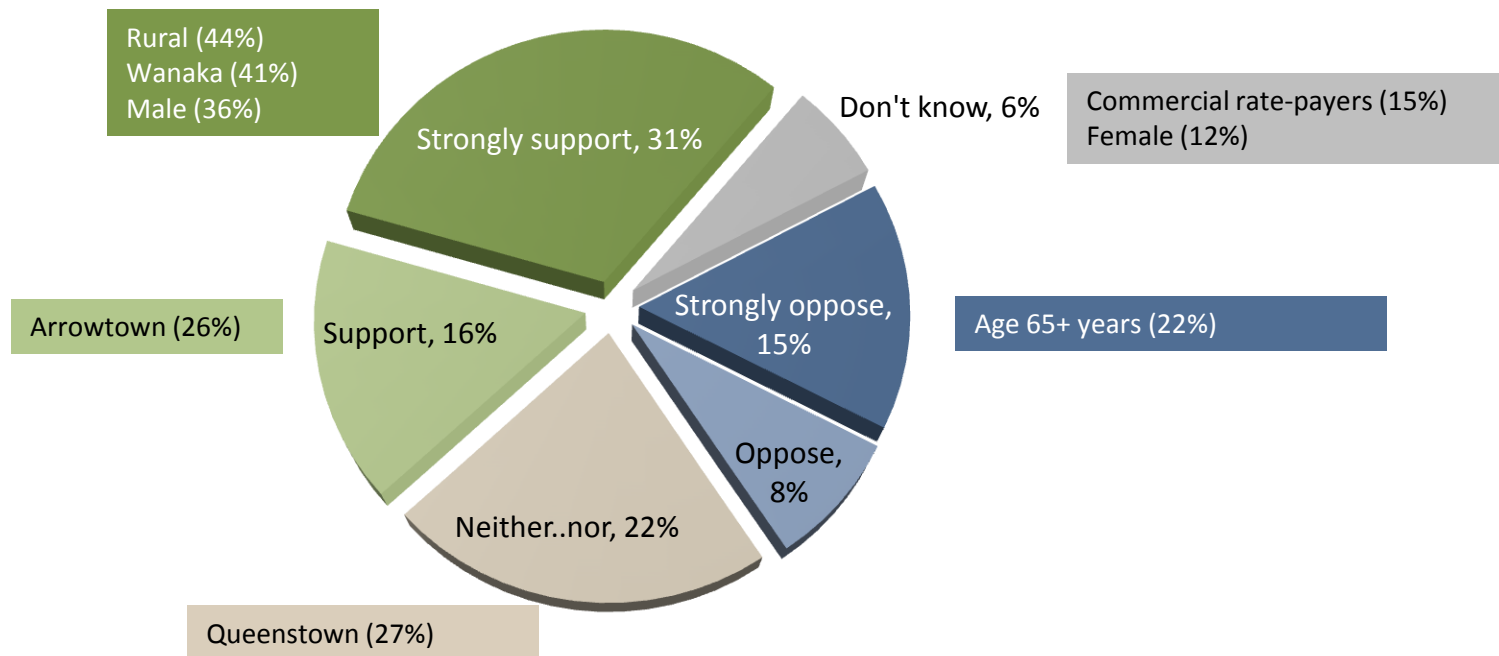
# OTHER FACILITIES TO CONSIDER



*Other ≤2% mentions: tourist bureau, cafeterias, eateries, retirement village, strip club, oppose casino, viable / relevant facilities, ultra fast broadband, spa & beauty, youth facilities, swimming pool, park / open spaces, hotels, bars/clubs, capacity/function important, ice skating, draining, job creation*

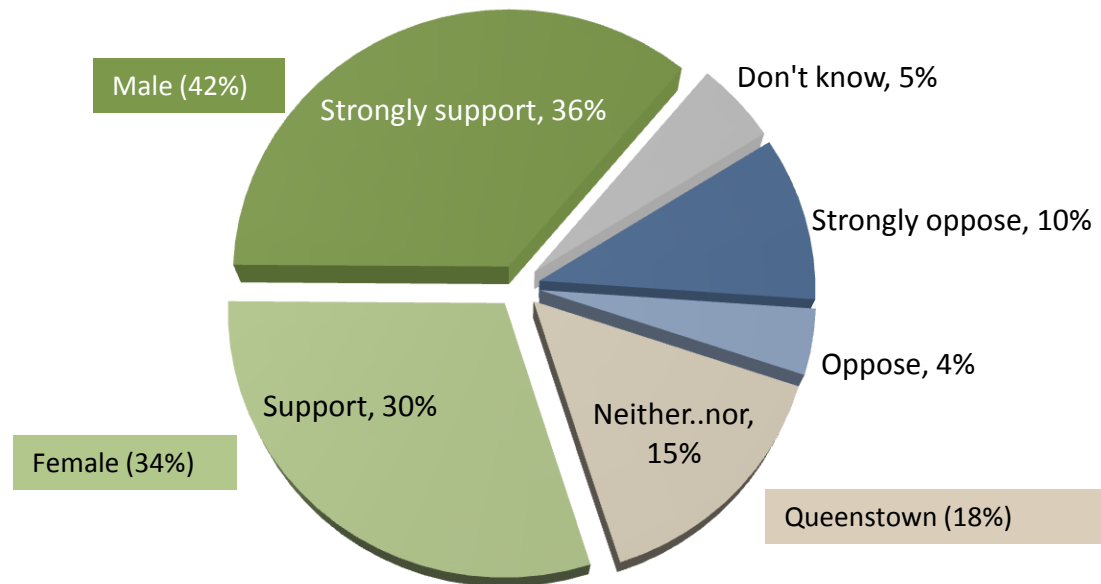
Q. Are there any other facilities that should be considered as part of a wider development for a convention centre project? Base total sample (excluding don't know responses): n=130

# 47% INDICATE THE FINANCIAL CONTRIBUTION FROM COUNCIL SHOULD NOT EXCEED \$3.2 MILLION PER ANNUM



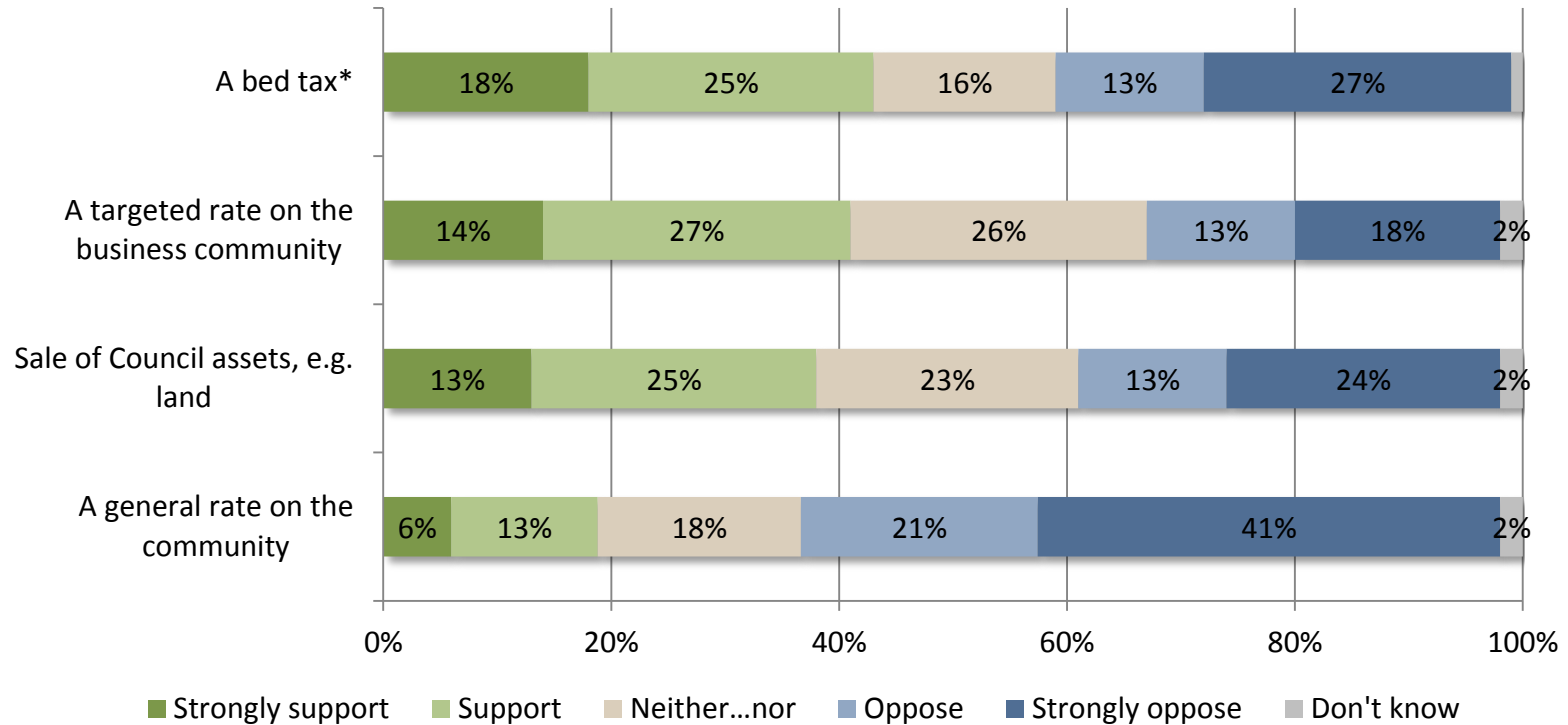
Q. On a scale of 1 to 5, where 1 means strongly support and 5 means strongly oppose, please rank the following propositions. Base: Total sample n=400

# 66% SUPPORT COUNCIL FOLLOWING A DEVELOPMENT MODEL THAT INVOLVES ADDITIONAL COMMERCIAL ACTIVITIES TO REDUCE COUNCIL CONTRIBUTION



Q. On a scale of 1 to 5, where 1 means strongly support and 5 means strongly oppose, please rank the following propositions. Base: Total sample n=400

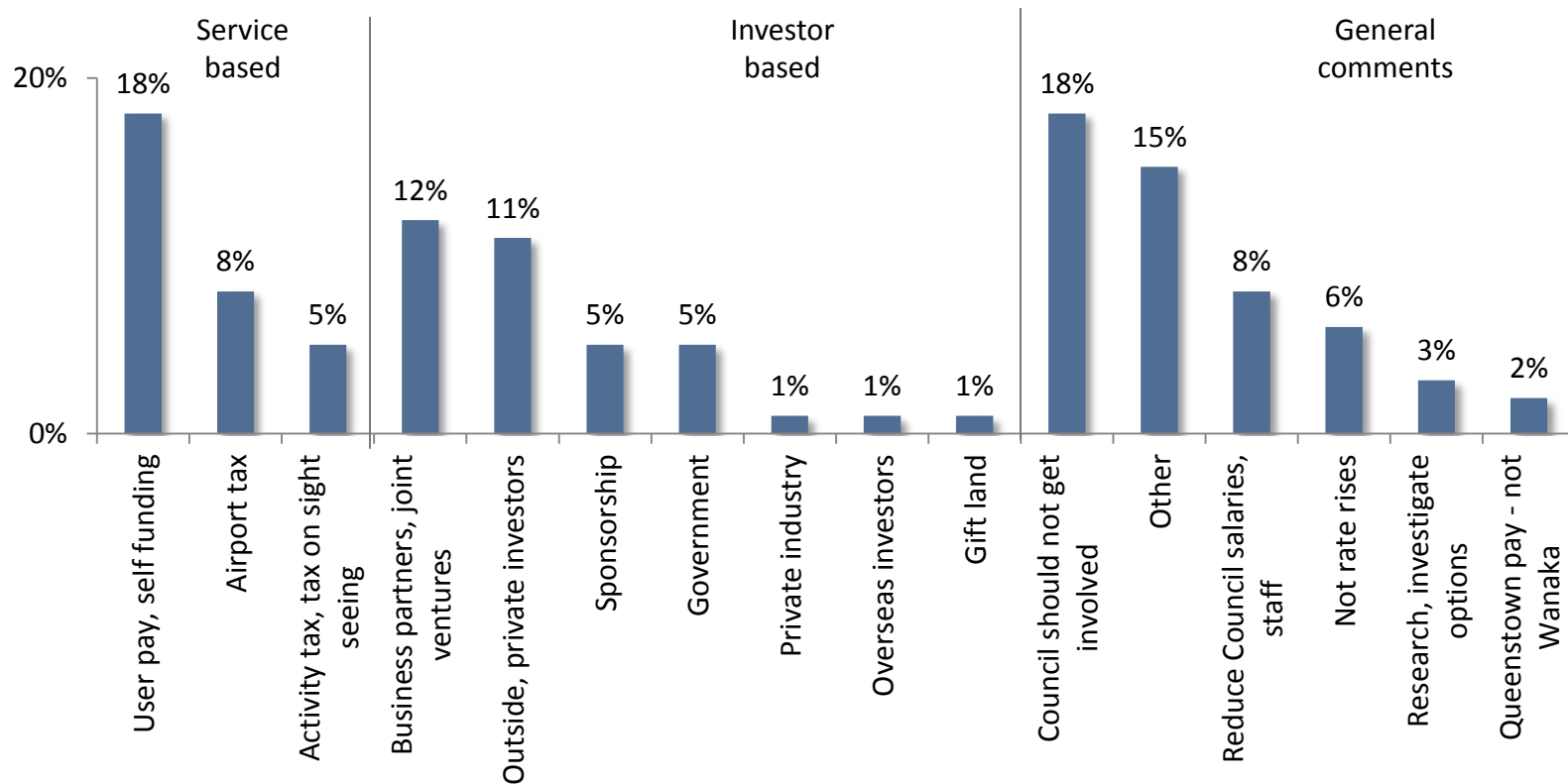
# POSSIBLE MEANS OF FINANCIAL CONTRIBUTION



*Bed tax\* is a moderate fee added to the cost of accommodation per night that is collected towards funding the Convention Centre, although there is currently no legal basis for this option.*

Q. On a scale of 1 to 5, where 1 means strongly support and 5 means strongly oppose, please indicate whether Council's financial contribution to any development should be by way of a...?  
Base: Total sample n=400

# OTHER FINANCIAL CONTRIBUTIONS TO CONSIDER



Other single mentions include: car parks and general suggestions

Q. Are there any other methods that the Council could use to generate its financial contribution? Base total sample (excluding don't know responses): n=141