

Queenstown Downtown Revitalisation Survey Results 2014

QUESTION 1: What is your business name / trading name?

Answer Options	Response Count
<i>answered question</i>	191
<i>skipped question</i>	16

QUESTION 2: Please indicate the category that fits the main activity of your business.

Answer Options	Response Percent	Response Count
Accommodation	9.3%	18
Tourism Activities	13.5%	26
Administration and support services	1.0%	2
Advertising, marketing and PR services	1.6%	3
Agriculture, forestry, fishing	0.0%	0
Arts and recreation services	2.6%	5
Cafes, bars, restaurants, catering	21.2%	41
Computer and IT services	0.5%	1
Construction	1.6%	3
Education and training	0.5%	1
Engineering	1.0%	2
Information media and telecommunications	2.1%	4
Insurance services	1.6%	3
Healthcare and social assistance	0.0%	0
Management, consulting & business services	2.6%	5
Manufacturing	0.0%	0
Other trusts and associations	0.5%	1
Personal and other services	4.7%	9
Professional and business groups	4.1%	8
Property services and management	5.2%	10
Retail	39.9%	77
Rental and hiring	1.6%	3
Trades, repairs and maintenance	0.0%	0
Other (please specify)		18
<i>answered question</i>		193
<i>skipped question</i>		14

QUESTION 3: Please indicate if you are currently a Tenant and/or Landlord.

Answer Options	Response Percent	Response Count
Tenant	90.1%	182
Landlord	14.9%	30
<i>answered question</i>		202
<i>skipped question</i>		5

QUESTION 4: How would you describe your business. Indicate multiple options if appropriate.

Answer Options	Response Percent	Response Count
Franchise/chain store	16.7%	34
Family business	16.3%	33
Branch of a bigger business	19.7%	40
Owner/operator	56.7%	115
Home-based	0.5%	1
National business	11.8%	24
International business	12.3%	25
<i>answered question</i>		203
<i>skipped question</i>		4

QUESTION 5: How long have you been operating in your current location?

Number of years	Response
< 1 year	12
2 – 4 years	55
5 – 10 years	51
11 – 20 years	47
21 + years	33

QUESTION 6: How many employees in your business?

Number of employees	Response
Sole trader	11
2 – 10	104
11 – 20	34
21 – 50	28
51 +	13

QUESTION 7: Where do your customers/clients come from? Please indicate approx. % split for each category in the comments box.

Answer Options	Percentage Split (Average)
Locals	29%
Domestic visitors	26%
International visitors	45%
<i>answered question</i>	199
<i>skipped question</i>	8

QUESTION 8: Where do you source your goods from? Please indicate approx. % split for each category in the comments box.

Answer Options	Response Percent	Response Count
Local	59.7%	120
International	37.3%	75
N/A	26.9%	54
<i>answered question</i>		201
<i>skipped question</i>		6

QUESTION 9: Do you have online shopping capability?

Answer Options	Response Percent	Response Count
Yes	48.5%	97
No	35.0%	70
N/A	16.5%	33
<i>answered question</i>		200
<i>skipped question</i>		7

QUESTION 10: What is the seasonality of your business? Please indicate approx. % split for each category in the comments box.

Answer Options	Percentage Split (Average)
Spring	18%
Summer	35%
Autumn	18%
Winter	29%
<i>answered question</i>	165
<i>skipped question</i>	42

QUESTION 11: How would you describe the Queenstown downtown area in a sentence?

Answer Options	Response Count
	163
<i>answered question</i>	163
<i>skipped question</i>	44

Commentary: 42% of respondents who answered this question were overall positive. The comments covered the following areas: beautiful aspect; vibrancy; unique; convenience; compact; quality retail & hospitality. A sample of the responses below:

POSITIVE – 67 responses

- A lively area with lots of diversity
- A vibrant, international resort
- A magnificent view of the mountains and the lake
- Busy but with a tranquil feel about it
- A gorgeous area where you can get everything you need.
- Cosy, intimate and welcoming.
- It has great development potential
- A walkable small town centre with an alpine feel
- Small heaven
- Wonderful example of how people and cars interact. Visitors attracted because of the scenery.
- Lively in the peak season, pleasant in quiet season
- Unique with a great variety of old and new buildings
- A small tourism hub, of recreational areas, beach, restaurants, bars, activities on offer and specialist retail shopping
- Active town particularly at night time. Many visitors from Asia are surprised how Central Queenstown is active at night compare to other cities in NZ, which is really positive point to promote.
- Generally a naturally grown town (you can tell) which retains some level of pedestrianisation, generally has unobstructed views to mountains, trees and public open space and generally encourages natural interaction and exploration by foot.
- Booming! Not a bad thing to say to be honest.
- Diverse and interesting mix of retail and hospitality.
- Downtown Queenstown is the heart of the town with a good selection of shopping, bars and restaurants.
- A vibrant mix of high quality retail, hospitality, accommodation and visitor attractions.
- Queenstown CBD is a vibrant, pleasant place to shop. Eat and be entertained.

NEGATIVE – 44 responses

Commentary: 26% of comments were negative covering mainly the following issues: limited retail offerings; tired & dirty; lacks cohesion around buildings; high rentals.

- A tourist trap with very little to offer local residents
- Messy with dangerous holes in the footpaths. A hodge-podge of architecture
- A tourist hub that can get extremely congested with traffic

- Flooded with chain stores!! They meet the needs of the landlords while independent stores are often too challenged to create sustainable businesses in that environment! Uninteresting - should be beautiful!
- In decline due to lack of local government investment
- Dated, tired, dull and dirty
- It has become too mainstream in its business choices. It needs to be more boutique. It is tired and boring.
- Queenstown is classed as a world class tourist resort however, this is certainly not reflected in our Downtown area which is filled with cheap and nasty retail outlets and lots of rundown buildings thanks to greedy landlords.
- Starbucks arrived in town and paid exorbitant rentals which then meant that only chain stores could afford to rent property which forced the individual retailer with different products out - why shop in Queenstown when you have all the same stores in every Mall in New Zealand. They also close approx 7pm so town effectively does not get the night time shoppers as previously as the streets look dark and closed.
- Inconsistent overall, with very little planning or cohesion. A series of small shops, changing frequently to adapt to the latest trend, controlled by landlords who jointly manipulate and drive rents to so called "market " rates, supported by the real estate industry, which helps create the look we have, very little stability for tenants to invest in their site for the long term.
- Needs up keep, better foot traffic to lower shotover st and better signage to attract people there
- Scruffy and dirty. It's a result of what it is... a conglomeration of commercial interests that have had little or no regard for the overall necessary charm required for the focal point of a Resort of this scope and certainly its potential scope.....
- Isolated. We should be working together better to do Market Days and specials etc. Parnell and Ponsonby both Associations that organize for Market Days twice a year everyone puts tables out and it's a fun sale day
- The CBD is dull and lacks cohesion in terms of building aesthetic, with seemingly little defined rules for building owners with regard to looks.
- In need of a revitalisation on upper Beach Street
- A hive of busyness that requires a more strategic approach to future use.
- Parking too expensive. Rents too high. Making the town all bars and restaurants. Starting to be like surfers

NEUTRAL / OTHER – 52

Commentary: 52 respondents were neutral or had both positive & negative comments: examples of which were around the following: 'attractive but starting to get tired; quality of buildings; congestion during busy periods; too many chain stores; pleasant but starting to deteriorate'.

- Great shopping but only aimed at tourists
- Much tidier than 10 years ago but still needs some attention.
- Compact and mix of differing commercial designed buildings of various age, catering predominately for tourist retail food & beverage as well as domestic office & service accommodation
- Busy and varied with some attractive areas (Steamer Wharf, Gardens, Lakefront, The Mall, Church St) and some cramped and unattractive areas (Shotover Street)
- Fabulous views with some nice parks and green areas but shopping becoming boring with too many chain stores
- Constant stream of people, not particularly aesthetically pleasing but saved by the breathtaking scenery.

- Great but too many tourists wandering over the roads.
- Variable. Some of it is tidy and welcoming with newer infrastructure while some is older and a bit scruffy. The look and feel is inconsistent.
- Busy and vibrant despite the dated nature of many shops and poor continuation of rain proofing to the walkways.
- A clean, vibrant, compact town with a strong focus on the needs of the visitor but with some challenges around access, lack of diversity and a homogenous trend driven by excessive rents.
- Good for hospitality - not for retail
- Downtown is small and well formed, it is quaint and gorgeous, however suffers majorly from parking/traffic issues at peak times of year.
- It could be a very special and dynamic area in breathtaking scenery and I feel this could be achieved if some areas in the CBD became pedestrian access only.

QUESTION 12: What is special to you about the Queenstown Downtown area?

Commentary: *The main themes here are: 'unique environment (mountain, lakes, open spaces); the compactness of the downtown area; easily accessible by walking; vibrant & interesting'.*

Answer Options	Response Count
	161
<i>answered question</i>	161
<i>skipped question</i>	46

- Unique, good architecture. Interesting and different retailers. Proximity to the lake
- The waterfront, vibrant bars and restaurants, cosmopolitan pedestrians
- It is appealing to people from all walks of life and various cultures
- The open spaces and indoor/outdoor opportunity giving the area a sense of vitality
- The mall is pleasant and outdoor areas such as Earnslaw Park. Heart and soul of Queenstown
- Its potential and energy
- Queenstown downtown is the heart of a big town - a must see
- Community
- The main town pier is the central focus of QT
- Visitors believe they have to go there
- It's a place you never want to leave
- Compact nature of town centre offering a quality range of retail, food & beverage, with outstanding lakefront & mountain views.
- Iconic being in the centre of Town. Still a major draw card for all tourists and visitors to town
- The resort feel and scenic views of the bay; happy atmospheric vibe of people on holiday.
- The extreme differences in seasons and the massive differences in businesses
- Small with a mix of locals and visitors. Always something happening which gives a positive vibe.
- Location, our views, our land - the blend of potential consumers on the streets. Access to a wide range of products. It should be a significant landmark internationally - a feast visually and emotionally. We want people to desire to be here.

- It is generally vibrant with good numbers of visitors in a relatively compact area. It is flat and easy to get around. It is adjacent to the lake which makes for a spectacular setting.
- Sophisticated & city atmosphere even in the small town.
- Streets with limited traffic, e.g. the mall, beech street, camp lane, Searle lane etc, outdoor dining and beautiful buildings utilising schist etc
- Pleasant to walk through, clean and safe, with great views. No street pan-handlers like you get in Auckland.
- Intimate, vibrant, good mix of hospitality, retail, and activities. Relationship & interaction with the lake is very special.
- I'm thinking whilst it clearly has a raison d'etre The CBD simply has no cohesive integrated charm the most astonishing example of a Resort Centre with simply oodles of charm and sophistication is the seaside village of Cassis on the French Riviera.... AMAZING and Queenstown's Town Centre needs to rub some of that oil on this problem.....
- As long term locals the area has been an important part of our history and needs to be protected and helped to continue good growth for a variety of purposes.
- The strong retail/hospitality/tourism presence - this ensures high foot traffic across the CBD as a whole, creating a vibrancy through volumes of people.
- Close proximity of accommodation, lakefront, improving quality of restaurants. Small footprint, you can walk it all in 10 minutes.
- The hidden little lane ways that excite tourists and locals alike.

QUESTION 13: What do you like about doing business in the Queenstown Downtown area?

Commentary: *Here we have consistent feedback on the main themes: happy; fun; positive; good atmosphere; vibrant beautiful; cosmopolitan; convenient; central; compact; foot traffic/ease of movement.*

Answer Options	Response Count
	161
<i>answered question</i>	161
<i>skipped question</i>	46

- Entertaining and metropolitan customers
- 99% of people are happy!
- Queenstown attracts retail tenants readily
- Confined space, no high-rise, cosmopolitan feel
- The downtown area should be the focus for our visitors but also a place locals enjoy coming to
- Carparking buildings have make life so much easier
- I like to support the locals
- It is a must see which is great for business. Uniqueness of the place
- Not much at the moment. Lost a lot of character - 21 years ago it was the place to be
- Good mix of locals and overseas visitors
- Fun, interactive, vibrant (created by businesses, not council!)
- Most professional offices are located here and it's easy to do business, with added benefit of world class cafes & restaurants
- Central and convenient for locals and tourists alike. good mix of retail and cafes and

bars to cater for most people

- Everyone in this town is here because they want to be. Therefore there are a lot of happy people in this town. Also I have the world's best view from my desk.
- Our people!! My team, the culture in my store - our locals! Profiling NZ made! Foot traffic. Our community. Great landlords (Ngai Tahu) - realistic and great communicators.
- Small business community talking each other and introducing each business to international visitors by interests.
- Busy and growing, progressive mindset from the business community. People are passionate about Queenstown and want to see it do well. They appear willing to consider making some sacrifices now for the long term payback.
- Encouraging LOCALS to still shop in the Downtown Queenstown rather than making the trip to Remarkables Park.
- The mix of tourists and locals, and that if you are consistent and organised, you can do well, not being dependent like many other towns on the disposable income of the average kiwi.
- We had an office in town for most of the past seven years, but as we are not a high-volume business, the location was not crucial. However, being in town is convenient for people as long as they can park easily. We were near Man St, so that was fine.
- There's no inherent 'draw' for me to venture to the Town Centre ...I do because its close and the things I need are there.
- Walking along the lake front and through the gardens at the start and end of each day, the relaxed attitude of my customers, the vibrant and competitive retail environment. The flatter seasonality after 20 years in Arrowtown is appreciated as well.
- We can open store all year morning to late night.

QUESTION 14: What are the disadvantages of the Queenstown downtown area for business?

Commentary: *The major disadvantages are parking followed by rent; traffic & transport issues; streetscaping; retail; shoulder season and other issues.*

Answer Options	Response Count
	156
<i>answered question</i>	156
<i>skipped question</i>	51

Parking – 43%

Commentary: *A largest number of respondents (43%) named 'parking' as a disadvantage for doing business in the downtown area. Not all of the comments made on parking are included but a cross range of views are listed below.*

- Parking: lack of parking, need more for staff and customers, not enough free, too many restrictions, time limits
- Parking, will get worse as population increases
- Lack of short term parking
- Lack of parking in general and a disregard for rules in regards to loading zones (particularly from contractors/proprietors).

- Parking fees and enforcements makes it undesirable for locals and tourists to stay or even come to town
- Lack of push bike parking in town.
- Parking needs to improve if the town is to remain a shopping destination for locals and not just tourists.
- Frustrating to find a car park to visit a business, especially during tourist peak periods. Some commercial offices have no off street parking close by at all. There are no other options but to take the car
- Access/parking for vehicles - not only in the CBD, but also the approaches.
- Too many taxi taking up any available spots

Rent – 23%

Commentary: *A large number of responses were around high rentals being an issue.*

- Rent: Expensive if you need to rent, hard to survive off-season
- International chains driving up rents - business not viable for local business
- High rents driving small local businesses out.
- Incredibly fast rising rent costs in an economic environment where operating costs are increasing constantly and significantly but operators find it very difficult if not impossible to increase prices to recover these costs. In the last rent reviews one premises of ours had a 25% increase in rent and another had a 29% increase. People new to town think the streets are paved with gold so will pay exorbitant rents just to get in the door. The majority of these fall over but then there is a queue of other people willing to pay so they move in, they fall over and so it goes on but they are setting the market rent at an unsustainable level.
- Rent is ridiculously expensive. Arguably the most expensive in the country.
- Rent is hugely over inflated to unsustainable levels for local businesses.

Traffic / Transport – 21%

Commentary: *The main points here are the congested roads especially during peak times; lack of easy access; poor cohesion between pedestrians & traffic.*

- Traffic congestion in and out of CBD can be an issue
- Traffic congestion is crazy - making deliveries hard
- Congestion as far as traffic and parking, will get worse as population increases
- Hard to access for vehicle traffic/congestion and find parking in busy times. Poor cohesion between pedestrians and traffic mean that some areas are dead (e.g. top of beach st/camp st) and some lively (e.g. waterfront). Feels disjointed.
- Generally managing through traffic that passes through town. Maintaining the flow but IMPORTANTLY designing for people first and vehicle movement second, and not the reverse.
- The congestion around Ferg Burger
- The ability for traffic to become an issue on short notice, due in part to combinations of round-about and zebra crossings.
- Location of crossing's so close to round about. The amount of crossing and walkways across the roads which are only a few metres away from the next one which cause the back up of traffic.
- The obvious Civil War between cars and pedestrians..... the business people would have apoplexy if cars (read - the people in them) were taken away but the reality is the vehicles in the centre are in direct conflict with the raison d'etre of the Town Centre so the challenge is to have clear and easy access to the area WITHOUT

dragging the car to the front door of Kim Wilkinson's Pharmacy.

- And continuous flow of tourists all over busy roads, many that are confused at difference between marked per crossing and mid road safety islands that don't give peds right of way.
- cars being able to access beach street,

Streetscape – 19%

Commentary: *A wide range of issues are noted here including cleanliness; rubbish collection; lack of signage; buskers; appearance of buildings; pedestrian issues.*

- Cleanliness not up to international resort standard
- Signage regulations are strict
- Lack of advertising
- Not enough entertainment
- Rubbish - needs better collection
- I think the downtown area is physically way too small for the amount of activity being shoe-horned in there.
- Beach Street (top end) looking tired. The only part of the CBD not to have the street (footpaths, paving, seating, etc.) upgraded.
- Buskers can be a big distraction to work, some of the buildings in the Mall are dated and look run down and are not appealing to customers
- That we target ourselves as a 5-star resort, you only have to look at the town to realise that it's tired and lacking in areas that other towns and cities are not. If we don't shape up quickly we are going to lose a lot of local business to remarkable park and the new developments in those areas.
- Dirty mess left behind by late night revellers who seem unable to find any of the many rubbish about town.
- I think that most of the centre of town should be pedestrianised - nobody expects to be able to park outside a specific shop or bank any more, and a pedestrian area would provide a vastly more pleasant eating/drinking/shopping environment.
- Mixture of high foot traffic areas and low foot traffic areas. We are on lower Shotover Street and foot traffic is very low simply because less business and not attractive. First we need to specify some areas in the downtown where improvements are required to bright up.

Retail – 15%

Commentary: *Issues here ranged from too many real estate outlets; competition from Remarkables Park (taking businesses away from the CBD); too many cheaper souvenir shops.*

- Locals not shopping in Queenstown
- Lack of ambiance for night shopping
- Shops opening at 10am
- Non-quality operators and clientele
- Competition from Remarkables Park, taking the locals away from downtown Queenstown
- No outside trading after 10pm
- Center of town seems to be shifting out to Frankton. Need to shift the focus back to CBD.
- It is not a locals convenience shopping experience and neither should we try and make it one.
- Too many poor tourist focused eateries and \$2 type shops.

- Lack of fringe retail attracting locals for daily/weekly shopping, this lowers the buzz around the area that visitors can get involved in.
- Too many real estate "shops" - they are dealing with a niche visitor-ship with prime locations better suited to enhancing the visitor experience.
- Some big box retail missing.
- Price cutting cheapens the whole town. And touting on street to get people in is very off putting

Shoulder Season – 6.4%

- Too quiet in off-season. We need more local business
- Seasonal trading challenges.
- Transience of staff, which drives up labour costs for those who train staff

Other

- None – 6 people stated they had no challenges doing business in downtown Queenstown
- Customer flow is slow in The Mall
- No flood protection – 5 people stated that flood protection was a concern to them
- No baby/child change station for parents or breastfeeding facilities for mothers.
- Gorge wind and attendant dust problems from road grit during winter and pollution from the Earnslaw the rest of the year.
- Visitors tend to cluster in the centre in quieter periods and get lost easily on the fringes. Sometimes we are more an information / redirection centre than a gallery. Gets people in the door, and discovering our business, but not good for the place they are trying to find

QUESTION 15: What are the opportunities for improvement and what three things could be improved to make your area a better place to do business?

Answer Options	Response Count
	148
<i>answered question</i>	148
<i>skipped question</i>	59

Parking:

- Parking: more of it, more affordable for businesses in town, local parking at reasonable rates, bring back 120m parks, special parks for campervans, maps for availability
- Shifting people who park in the Church St carpark to the Man St carpark
- Remove pedestrian crossing from Stanley Street to get traffic flowing - build a tunnel or over bridge. A huge centralised carpark to cope with future growth under the rec ground with a public transport terminal
- Park and Ride System - parking lot in Frankton with a continuous loop between Remarks Park and Downtown
- Lights - carparks are not well lit
- Parking options - paired with great downtown pedestrian-only areas.

- Larger fringe CBD parking provision with free 4+ hour time zones to allow for less rushing by visitors
- Car free piazza to replace Duke St. IE in front of sofitel/lonestar/locations realty
- Super cool car parks on the perimeter (preferably underground) then VERY SUBSTANTIALLY limit vehicle access to the Centre of Town
- Campervans should not be allowed to park in CBD
- I think it would be better if the central part of town was traffic free except for service vehicles. Parking would need to be immediately adjacent to this pedestrian-only zone. Make the town free parking everywhere for a reasonable time. Enough time to come in eat and shop (spend money) perhaps 2.5 hours. But zero tolerance if over the time and double the fines for those disobeying.

Traffic:

- CBD bypass – 7 people mentioned the need for a CBD bypass
- Beach St should be pedestrian only – 7 people mentioned they'd like to see Beach St car-free
- Transport restructure - rate payers buy Connectabus and make buses battery run - enviro-friendly
- Roading - pedestrian crossings too close to round-a-bouts
- Close off Beach street to traffic. Restrict delivery vehicles between 9.00am and 6.00pm
- Vehicle access to Searle Lane - end at 11.30pm
- I think it would be better if the central part of town was traffic free except for service vehicles. Parking would need to be immediately adjacent to this pedestrian-only zone.
- There would need to be regular hop on - hop off shuttles travelling from the car park areas around downtown (not free, but paid for by some sort of swipe card which tourists would be able to activate on arrival).
- Pedestrians are important, consider more shared spaces like Federal Street in Auckland or even close some more areas to traffic, i.e. Beach St between Camp and Brecon.
- Less road works in Winter and Summer
- Hylton place needs to be widened to allow two-way traffic when exiting onto Gorge Road, especially during winter with snow sport traffic.
- Change zebra crossings to a 'walk on command' system, particularly on Shotover Street and Stanley Street - this would hopefully ensure pedestrians bank up for periods of time and all cross at the same time in a 20 second period, as opposed to people crossing constantly disrupting the flow of traffic. Also would ensure a slightly more even flow of traffic for those coming from side-streets onto main streets, who often get stuck for extended periods of time. Not traffic lights as such, just lights for pedestrians.
- Reduce speed limit to 30kph in CBD
- Less taxis taking up all parking at the top end of town
- Move bus stop from outside O'Connell's over to the bus stop in the car park area by Alpine supermarket.
- Upper Beach Street could have bollards that raise and make the street into a pedestrian area after 11.30am which would give deliveries enough time and then utilize this street better.
- Work on congestion along Frankton road so people still want to come into town.

Streetscape:

- The look and feel needs to reflect Queenstown's positioning as a premier destination. Employ a decent urban planning company, sort out decent thoroughfare traffic routes and pedestrianize the rest of it.

- The entrance / exit to the town urgently needs to be smartened up and streamlined. QDLC needs to spend the money NOW rather than waiting for it to be too late.
- Consistent landscaping through the CBD and more contemporary feel while still being true to the 'Central Otago' look.
- Retain the town's early heritage character and maintain important viewshafts to the mountains and Lake.
- BEAUTIFICATION of either The Mall or Searle Lane - should be so visually inviting that people want to spend time there.
- O'Connells - needs a revamp! Update building canopy (O'Connells). O'Connells - is depressing, needs a makeover
- Maintain and develop the architectural uniqueness of the area, using stone and creating interesting cobbled arcades. Do not allow big boring brands to ever dominate incl. international fast food chains (keep these out, look toward Byron Bay as a town that has succeed in maintaining its own unique identity).
- Wider footpaths
- More outdoor areas for cafes and bars to use. Lift the standard of Cow Lane – maybe street art on the bland commercial buildings down there.
- More seating and pedestrian only areas (at certain times). The Mall is fantastic for this - could do the same for Rees Street and Beach Street during the day.
- Replace removed trees in downtown area
- Renovation of some pavements and revitalisation of some areas e.g. outside O'Connells in camp St.
- Tidy up Searle Lane with cobbles and a more European appeal, lights strung up.
- The Mall - alfresco dining past 10pm in the summer.
- The Mall - planted areas that are more attractive, colourful baskets hung up
- Seating at bus stops
- Major upgrade of main town pier
- Toilets - more public toilets
- Tourist Info - more booths for tourist info
- No touting
- Keep it clean, keep it friendly, brighten up with fairy lights and lighting. Make it safe.
- Public areas with a consistent theme
- The current streetscapes could then be enhanced with plantings, street lighting/bollards, winding instead of straight lanes, subtle sound system on street corners throughout, directional/event signage and promotion screens (multi-lingual), and more opportunities for indoor/outdoor food/beverage and retail.
- Creating visual connection between shops/restaurants and pedestrian traffic. Allowing green space and public open space to maintained and extended. Providing places to encourage street art, markets, buskers, performance.
- Enforced continuous rain cover verandas e.g. the lane through Searle to The Mall is shocking, with ponding and dirty. It will sort itself out over time as this is not a mall as such but stricter controls would help. The foot paths are very well maintained on a daily basis it is more the business practice.
- More seating - that encourages people to linger rather than treat the area as something to pass through.
- More streetscaping and less provision made for parking. Let's get the cars out of the CBD and make the place quieter, greener and slower.
- Look at amphitheater type set up to encourage small free seated events / music etc.
- Make the whole CBD a pedestrian area, after all we are only the size of one New York block, it would make the area so much more pleasant and vibrant.
- More office and retail space needed.
- Modern street scape made for pedestrians and cyclists. No commercial vehicles. Update the seating and lighting in public areas. Need to have bicycle racks everywhere.
- Able to sit outside longer in the summer, more colour and vibrancy in the streets, i.e.

hanging baskets, Searle Lane upgrade to be more vibrant, lighting, gobbles

Lighting:

- Improve the visual appeal of the place - many buildings are in disrepair or unkempt. Improve lighting, signage (fairy lights in winter, create atmosphere).
- Much better and more attractive lighting - including decorative lighting (fairy lights in trees etc.) that is very friendly and welcoming and will enhance safety. Especially in alleys/lanes and The Mall.
- Better late evening street lighting. (to approx. 10 pm)
- More lighting past rugby grounds, gorge road, high school

Signage:

- Develop area signs it make sure all areas are covered to let visitors know what they can do at each area.
- Shops not blocking footpaths with signs
- Signage - we need more signage on exterior of building
- Clear signage - what is a pedestrian crossing and what is not
- Signage - allow street signage
- Signage - needs to be clean and easy to read
- Signage - more consistent rules/regulations
- Better signage around town to avoid tourists driving round and round looking for parking options
- We need council signage at the roundabout park side to attract people to lower shotover street and clean open street for the indoor attractions people don't know we are there and the streets a mess with all the signs standing on the footpath
- Better signage in town to tell visitors that there is a supermarket, petrol station and retail shopping out gorge road.

Security/Policing:

- Increased security and patrolling the streets at night time
- Reduce number of people consuming alcohol in parks
- More security cameras
- A larger police presence during peak seasons after 10pm, and particularly during 'event' weekends such as New Years - We shouldn't be actively trying to rid Queenstown of a demographic (backpackers/party goers etc.) like some initiatives seem to be doing, we should be merely curtailing them after hours with an active deterrent.
- Improved night time policing
- Tighter controls on noise disturbance late at night and a more coordinated approach to public space usage and design - store fronts etc.
- Ban bar crawls
- Control on alcohol
- Earlier bar closing hours

Rubbish:

- Discounted refuse costs for an abundance of un-sellable donations
- Rubbish bins - bring them back
- Rubbish - needs to be put out at the correct times

- Deal with rubbish on footpaths
- Cheaper rubbish removal
- Don't let Retailers leave recycling/rubbish etc. sitting on the side of the pavement all day long.
- Better policing re soiling of streets from nightclub users (bars have to exist in Queenstown for the economy but more could be spent cleaning up each morning so businesses do not have to)
- Tenant's and owners to take responsibility for the rubbish they generate on the foot paths
- Clean up vacant lots and keep pavements and gutters free of rubbish and cigarette butts
- Better enforcement for rubbish collection would enhance the attractiveness of the streets.
- Rubbish bins are needed along gorge road, or outside FreshChoice.
- Ban cigarettes in CBD
- The pavements are covered with chewing gum etc. and appear dirty even though cleaned daily

Retail Mix:

- Encourage mixed development so there is vitality and downtown Queenstown is a place to live and work.
- Fewer bottle shops
- Support and promote INDEPENDENT retailers - Create a unique flavour and culture that reflects who we are as NZers and Queenstowners.
- Keep the local flavour. I would hate to see Armani, Tag heuer, Zara, etc. etc. dominating the town - every city / town in the world is becoming homogenised - From Dubai shopping (boring) through to shopping in Manila
- More nooks and crannies for small businesses and market stalls. The town is becoming too reliant on a small number of bigger stores at the expense of the artisan and the quirky back street operator. Need to think more 'Melbourne' than 'London'.
- Smaller boutique shops rather than large chain store style shops would make the place more attractive for holiday mooching and offer more variety to visitors than what they get in every mall and shopping centre here and at home. Landlords could look at dividing spaces or having shared spaces to achieve this.
- NO chain store fast food. Do we need McDonald's and other blight on the environment?
- No food served out of public toilet blocks. That is an international embarrassment!
- Move backpackers out to Gorge Rd (this is a premium destination!)
- Consideration to moving some administrative and professional activities to Frankton to even out parking demands through the week
- Help local businesses to stay so the town keeps its character and doesn't become a generic high street for Aussie chains.
- To create prescient's e.g. food beverage, Luxury retail, Fashion retail etc.
- Have more ground floor businesses that engage with the street. For example the banks create sterile acidity zones and could push some of their back of house functions to an upper floor releasing for ground floor area for lease.

Other:

- Less smoke from the Earnslaw
- Uniform opening and closing times
- Convention centre: 5 people mentioned the need for a Convention Centre. would be fantastic for retail, it would strengthen the shoulder seasons for all businesses bringing more visitors into the region

- Better architectural policies for future building.
- Window displays of closed shops should be lit better in evenings. Travelers use Queenstown 24 hours a day & the feeling at night should reflect opportunities during day
- High speed broadband
- Do not allow further development that will block views & create more shade.
- Tougher enforcement on alcohol issues and problems
- 12.00 outside dining to be extended
- Bring back business from Remarks Park
- Allowing and encouraging outdoor dining spaces will ensure the CBD stays vibrant and alive - this should also be encouraged after 10 pm as they do in Europe and other world class resorts
- Alleviate as much Lake Wakatipu flooding as possible
- Utilise the area opposite to the council, the ugly single garage, create a specific theme and a unique style by encouraging the new businesses to adopt certain style
- Limit Earnslaw Park market only for Saturday, not week days. The market kills local stores

Buildings / Building Owners

- Encourage property owners to keep buildings tidy
- Rent Controls
- A capping of rental rates tied in to CPI increases or visitor spend
- Somehow come up with a way to get landlords to see reason and not scalp long term tenants for the baubles of short term unsustainable ones - good luck with that though!
- Realistic Private Sector - some Landlords are not being realistic with rent and leases e.g. not forcing other businesses out of the CBD to the likes of Remarkables Park etc.
- Encourage landlords to look after tenants better.
- Reduce rents which would encourage more people to open a better class of retail outlet as opposed to \$2 Stores or cheap food outlets.
- Insist that Landlords take better care of their buildings which would improve the cosmetic appearance of the Downtown area. Pull down O'Connells Mall and build something more attractive and worthwhile.

Marketing / Promotion /Events

- Be more organised - pride and purpose, be world class – promotion
- Outward looking and forward thinking
- Perhaps more artwork/something to refresh the streets?
- More sporting events & outdoor events
- More info about business events
- Better atmosphere - during Xmas and festival time
- Info plaque with a map on it, including the wharf.
- Put up those little fairy decorative lights everywhere on trees etc. we have winter and summer events to use them and make the Winter Festival more interesting. It's boring just ask any local who's been here over 10 years. Like Fire pits on the village green for winter, nightly light music. Big screen
- Ski vids - make Earnslaw park meeting area to warm up .
- More local street activity in the quieter seasons (markets / carnivals etc.) aimed at the SI domestic traveler.

QUESTION 16: How do you find out what's going on in the downtown area?

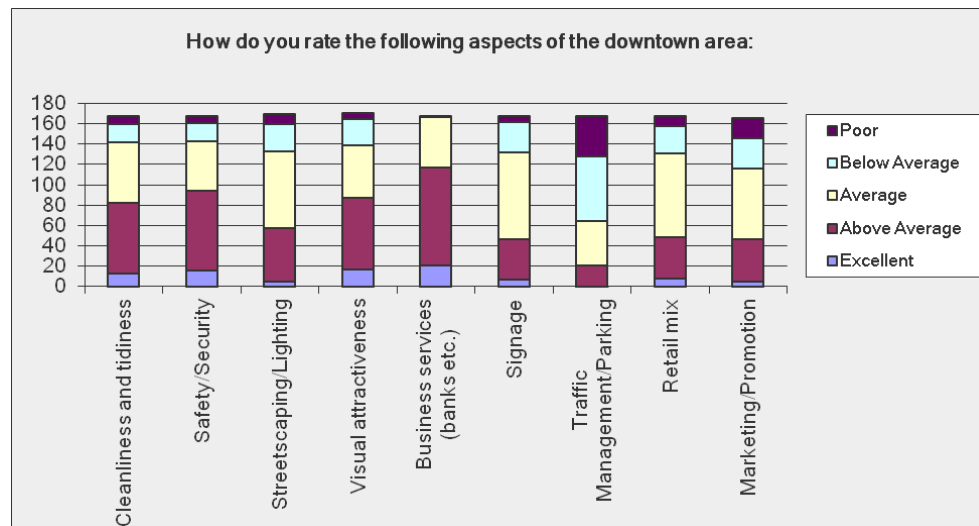
Answer Options	Response Count
	147
<i>answered question</i>	147
<i>skipped question</i>	60

Communication	Response
Word of Mouth	45
Local Publication (Mountain Scene, Lakes Weekly Bulletin, The Mirror, The Source)	102
National Newspapers (ODT)	24
QLDC	8
Radio	9
Chamber of Commerce	13
Destination Queenstown	8
Social Media	13
Other	20

QUESTION 17: How do you rate the following aspects of the downtown area?

Commentary: Traffic management/parking is identified as a major issue with 86% rating it average or below. 70% identified marketing & promotion as being average or below. On the other hand, 83% identified safety and security as average or above and 97% thought that the business services were average or above.

Answer Options	Poor	Below Average	Average	Above Average	Excellent	Response Count
Cleanliness and tidiness	8	18	59	70	12	167
Safety/Security	7	18	48	79	15	167
Streetscaping/Lighting	10	27	75	53	4	169
Visual attractiveness	6	26	51	71	16	170
Business services (banks etc.)	0	1	50	96	20	167
Signage	6	30	85	40	6	167
Traffic Management/Parking	40	63	44	19	1	167
Retail mix	10	27	82	41	7	167
Marketing/Promotion	20	30	69	42	4	165
<i>answered question</i>						170
<i>skipped question</i>						37



**QUESTION 18: Do you belong to any Queenstown business associations or networks?
Please specify:**

	Response
Chamber of Commerce	65
Destination Queenstown	12
Queenstown Young Professionals	7
Rotary	3
Queenstown Restaurant Association	3
Property Council	2
Other	24
None	60

QUESTION 19: Would you be interested in being part of a Queenstown downtown business network?

	Response
YES	88
NO	31
Maybe	23

QUESTION 20: If yes to the above question, how would you like to be involved?

Answer Options	Response Percent	Response Count
Member	79.8%	83
Committee member	27.9%	29
Advisor (specialist skill)	19.2%	20
N/A	8.7%	9
Comments		13
<i>answered question</i>		104
<i>skipped question</i>		103

QUESTION 21: If there was a Queenstown downtown business network, what could it do to help your business?

Answer Options	Response Count
	113
<i>answered question</i>	113
<i>skipped question</i>	94

Commentary: *Perceived benefits of creating a Queenstown downtown business network are creating a unified voice to approach issues (in particular Council), communication, networking and keeping informed.*

- Networking and understanding CBD issues
- Revitalise downtown precinct
- Add vibrancy and organisation with pride and purpose
- Working together to bring greater unity to the community
- Look at ways to address the issues mentioned to improve the guest experience
- Opportunities always arise from talking to people. Advocate for tenants.
- A stronger force to encourage change
- Share concerns, advice etc. Would be a real advantage
- Keep up to date with activities in town
- Provide info, build a community, provide a base for advice
- Bring the community together more
- Bring locals to town to spend in shoulder season
- Exchange information
- Keep informed
- Communication and an open community for suggestion
- Community profile - we are known for giving back to our communities and this would be an extension of this.
- Marketing to local clientele, networking
- Constructive solutions for QT's infrastructure
- A voice to council.
- Organise events and promotions. Work with council, DQ, landlords to solve issues
- Promote, beautify and inform
- Together drive all operators to be better. Lessen the chance of bad operators arriving
- Raising awareness of our community service. Access to knowledge and advice about local issues that may affect playcentre and its families.
- Interest would be in having a cohesive common voice to QLDC to benefit future development of the town centre. Important that this doesn't become another retail association, need common representation from owners as well as tenants. It would be beneficial for QLDC to have input from the group before policy affecting the town centre is formed
- Improving the overall aesthetic appeal of town and ensuring that the parking/traffic issues are addressed to maximise tourists and locals experience of town and reduce migration to Remarkables park/5 Mile
- Businesses working together to help promote the town in general and bring the locals back into the centre.
- Advocate on behalf of all businesses to ensure the downtown area keeps its appeal for both locals and tourists
- I think a solid network could raise the profile of retailers and eateries in general.
- Sort out day to day problems that effect business that the council either creates or has no time for.
- Communicate and be motivated to make things happen.
- Can input new ideas and feedbacks from international visitors to find out how Queenstown downtown to be better for those visitors. Are we really visitor friendly town? A lot of areas to be improved.
- Liaison with Council re issues downtown including parking, transport, streetscapes
- Liaison with District Licensing Committee re liquor matters
- Liaison with DQ/Conference Bureau so downtown can plan for events etc.
- Liaison with Police re security matters
- Regular liaison with and feedback from downtown businesses
- Encourage communication between businesses, which could lead to more shared packaging, cross-selling etc
- That is a very good question, one thing is lobbying for change where appropriate such

as signage regulations

- These have all been tried before and start off with great gusto and then crumble. They all need fees to survive and people believe they are already paying for this through CC and DQ.
- Assist in improving the overall CBD environment which will have a knock-on effect on CBD businesses.
- Advocate for tenants?
- Well if that network was able to genuinely be 'on the same page' - address and make some bloody tough decisions and therefore made the Town Centre vibrant and drop dead attractive to all visitors and locals then the benefits are Resort wide which includes my business.
- Give some solid advice for clients looking to make their businesses present well to the street whilst operating within the constraints of the signage rules...
- Unite businesses towards a common goal.
- Provide a broad business networking opportunity.
- Ensure potential law changes, QLDC initiatives etc. are made aware to all and discussed as necessary.
- Ensure upcoming events are acknowledged and discussed, with advertising encouraged for specific events across all sectors.
- Bring the business owners and landlords together to discuss JOINT opportunities. Get everyone working together to keep the CBD vibrant, clean, user friendly and keeping Queenstown TOWN as an international standard resort where people want to stay and play.
- ensure everyone works toward the same outcomes - increasing business for all in the area but providing /safety /security/great vibe and enjoyment for all (locals /visitors alike that come into town) making it a place you want to be not have to be
- I'd rather see it help downtown Queenstown become a more cohesive and broader product, and benefit our business by being part of a better overall environment.
- Unsure as yet, would be interested to hear thoughts & discuss though
- Keep pressure on QLDC to get its act together e.g. I have been ringing QLDC now for 2 to 3 weeks to have a street light fixed and still not going
- Representation at council and central govt level.
- Communication to council as an individual it is a waste of time
- Cohesive marketing
- Cohesive voice to council
- Many owners together would work towards common vision for the area
- Quicker decisions made on improving the downtown area. Besides the airport, the downtown area is the first stop for most tourist on their visit to Queenstown. More effort should be put in to make Queenstown downtown world-class and postcard perfect. I know everything costs money, but hearing lots of ideas and making smaller changes for a start will make a big difference.

QUESTION 22: Do you have any other ideas or suggestions about making the Queenstown downtown area a better place to operate a business?

Answer Options	Response Count
	89
<i>answered question</i>	89
<i>skipped question</i>	118

Commentary: *In addition to the issues raised in Question 15, the main suggestions for improvement were; introducing town ambassadors; national marketing of Queenstown to the domestic market and compliance issues/interaction with local council agencies.*

- Provide safe water and sewage infrastructure. Infrastructure needs a huge revamp to cope with change
- Consider roving ambassadors/guides as seen in downtown Auckland and like the "mounties" style that they used to have in Auckland airport. Great way to add a welcoming vibe, further improve feeling of safety and assist visitors.
- Hotel tax to pay for beautification and sewage
- Put a filter in the Earnslaw's funnel
- Major upgrade of main pier as per KJet proposal that was turned down
- Many domestic visitors say they can't believe that QT isn't marketed more nationally - don't hear much about it.
- Less red tape for compliance issues and developments, i.e. signage, development contributions, change of use etc
- Needs better accountability of where the commercial rates are apportioned / spent, as major ratepayers there needs to be more funds redirected towards streetscape and downtown improvements
- Encourage 24 hr bar licenses but the onus is on the bouncers to keep everything respectable.
- It would be interesting to look at towns that work extremely well for the tourism industry as this is the way town is moving - look towards countries / towns who have not sold their souls Amalfi, Carpri, Split, Dubrovnic, Byron Bay. Form closer relationships and learn from these successful tourism towns.
- To establish better systems to get feedback from international visitors. Make sure to include all key markets including growing Asian markets. (I can see that many survey in NZ does not reach non English speaking market...)
- Working with Immigration NZ to ensure they understand the REAL needs of this area regarding staff requirements and the difficulties and huge costs associated with us not being able to hire Kiwis (much as we would like to) and to keep them in town. Raising the wages is not the answer - there simply isn't enough yield to play with in order to do this.
- We should avoid the temptation to fully pedestrianise - the current interaction between traffic/pedestrians (e.g. Beach St) creates a good environment. The 1 exception to this is the possibility of making Marine Parade pedestrian only to enhance the lakefront experience.
- Open up Hotops Rise as a street for better access
- Get the transport connections to the edge of the CBD - it's a 2 minute walk to everywhere.
- Make it easier to grant table and chair licenses.
- Creation or if there is one communication of the Master Planning Doc for Qt.