



2018 QUEENSTOWN TOWN CENTRE PUBLIC LIFE SURVEY

Report credits:

The following report has been prepared for Queenstown Lakes District Council by

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Contents

1.0 Introduction 5

- 1.1 Survey area 6
- 1.2 Survey method 7

2.0 Survey Highlights 8

- 2.1 Public life at a glance 9
- 2.2 Pedestrian activity heatmap 10
- 2.3 Stationary activity heatmap 11
 - 2.4 Pedestrian traffic 12
 - 2.5 Pedestrian trends 13
- 2.6 Pedestrian crossings traffic 14
- 2.7 Pedestrian crossing trends 15
- 2.8 Stationary activity 16
- 2.9 Stationary activity trends 17
 - 2.10 Age & gender 18
 - 2.11 Age & gender trends 19

3.0 Summer vs winter in Queenstown 20

- 3.1 Public life: Summer vs winter 21
- 3.2 Pedestrian traffic: Summer vs winter 22
- 3.3 Stationary activity: Summer vs winter 24
- 3.4 Age & gender: Summer vs winter 26

4.0 Next Steps 29

5.0 Appendices 31

- 5.1 Pedestrian activity data 33
- 5.2 Pedestrian crossings data 51
- 5.3 Stationary activities data 55
- 5.4 Age & gender data 61



“Making things better for the people who live and visit us here in Queenstown”.

Queenstown Town Centre Masterplan - Project Overview.

Public Life Surveys were developed in the mid-1960's, to provide an evidence base regarding the relationships between people and their surrounding urban environments - the places they live, work and visit. For decades cities have recorded vehicular traffic, economic growth, housing development, noise and pollution, yet little is recorded regarding people in public spaces - their movements and experiences.

Over the last decade however, urban design professionals have championed for more people-friendly cities with design objectives that prioritise the human scale - an increasingly important driver of social, cultural, environmental and economic growth in urban areas.

At the forefront of this is the need to better understand who the users of our towns and cities are, how they move about, where they are going, what they do when they get there and how long they stay. In short, we need to better understand how people behave in public spaces so we can get on with the task of making our urban environments more liveable.

During the winter of 2017 Queenstown took another step closer to this - commissioning a Public Life Survey of the town centre in preparation for significant urban investment

as part of the Queenstown Town Centre Masterplan.

In simple terms Public Life Surveys are a tool for gathering evidence-based data to measure the quality and health of public spaces in an urban environment. In practical terms they are invaluable for ensuring that people, and the quality of their lives, are brought to the forefront of urban planning.

The findings of the winter survey showcased a wide range of valuable insights, including detailed accounts of pedestrian movement and circulation, existing street hierarchies and hotspots of pedestrian activity.

The survey also highlighted areas where improvements could still be made, such as an incomplete pedestrian and cycle network, a lack of public seating and missed opportunities for greater activation between buildings and the public realm - areas whereby activity can 'spill out' of buildings and onto the streets.

1.0 Introduction & purpose

To generate a more complete picture of public life in town, the following summer survey has been commissioned. When considered together with the winter survey, a well-rounded picture of public life in the heart of Queenstown takes shape, and importantly offers evidence-based data to help inform future urban development that supports and prioritises public life.

Please read on.



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1.1 Survey area

Activity counting locations

- 01 Beach Street
- 02 Earnslaw Park
- 03 Village Green
- 04 The Mall
- 05 Queenstown Bay
- 06 Queenstown Gardens

Pedestrian counting locations

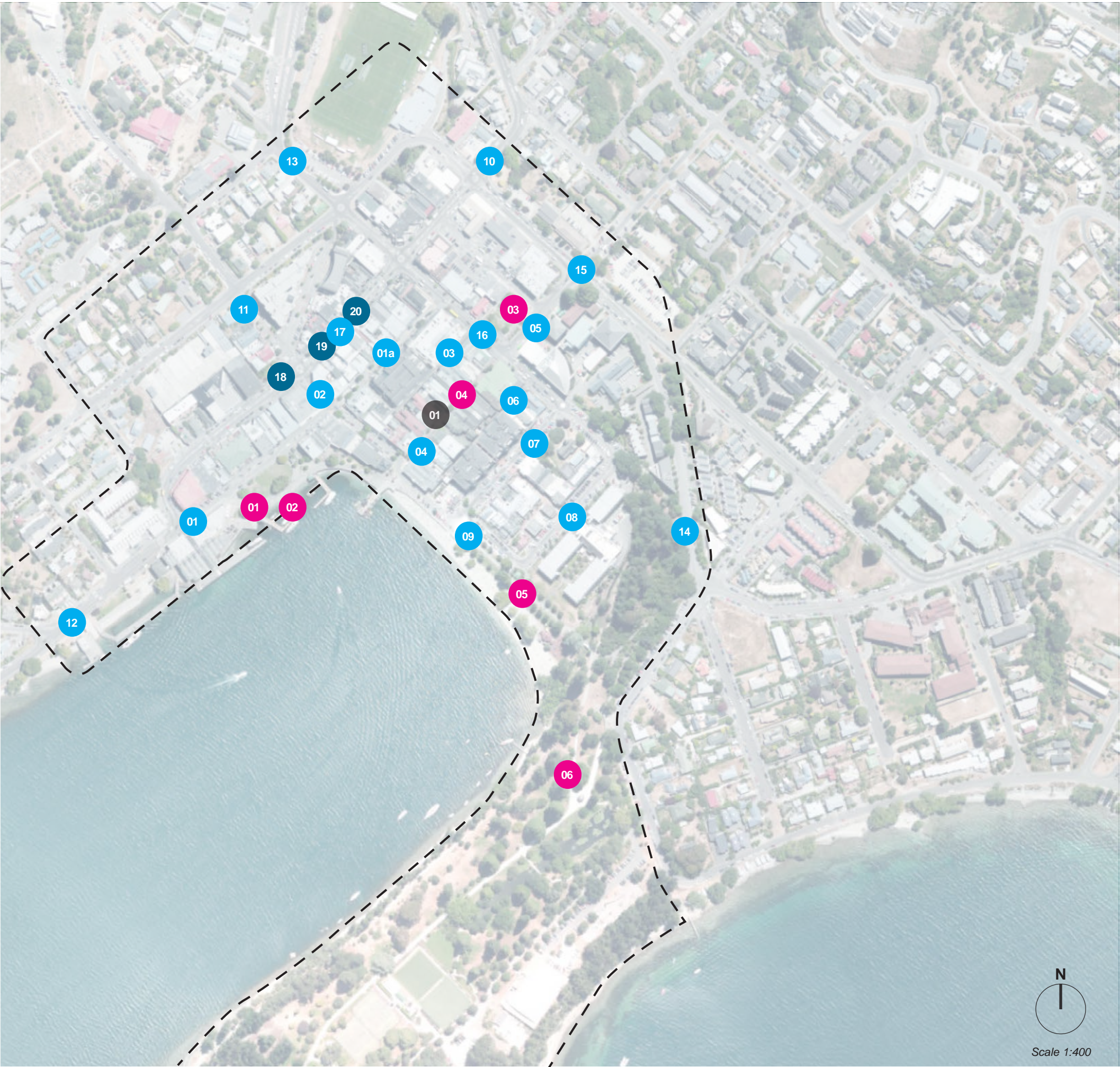
- 01 Beach St
- 01a Beach St (N)
- 02 Rees St
- 03 Cow Ln
- 04 The Mall
- 05 Ballarat St
- 06 Searle Ln
- 07 Church St
- 08 Earl St
- 09 Marine Parade
- 10 Gorge Rd
- 11 Brecon St
- 12 Lake Esplanade
- 13 Camp St
- 14 Coronation Dr
- 15 Stanley St
- 16 Camp St (S)
- 17 Shotover St A

Pedestrian crossing locations

- 18 Shotover Street B
- 19 Shotover Street C
- 20 Shotover Street D

Age & Gender location

- 01 The Mall



The method used for collecting pedestrian activity is widely accepted as the most valuable method for understanding and measuring public life. The survey registers four different data sets:

- 01. Pedestrian traffic
- 02. Pedestrian crossings
- 03. Stationary activities
- 04. Age and gender

01. Pedestrian traffic | Pedestrian counts, as suggested, are a tally of the number of pedestrians walking within the survey area. The counts provide an indication of activity levels, destinations that attract people and possible indications of where users are walking to and from.

The pedestrian counts were carried out in 10-minute periods, every hour between 8am and 8pm. Pedestrians moving on both sides of surveyed roads have been counted (in the space between building edge and building edge).

02. Pedestrian crossings | A survey of pedestrian traffic on selected pedestrian crossings in an area with high numbers of pedestrians and cars. The survey is carried out following the same methodology as pedestrian traffic, but counts people crossing selected streets. It provides an indication of the success of current pedestrian crossings and whether they are sufficient to support the desire lines and needs of current pedestrian traffic in the nearby area.

The pedestrian crossing counts were carried out in 10-minute periods, every hour between 8am and 8pm. Pedestrians moving from one side of the road to the other side using specified crossings have been counted.

03. Stationary activities | Mapping of activities provides a snapshot of the people spending time in the city centre and provides an overview of the ‘staying’ activities occurring throughout the day, such as standing, sitting, playing, working, and engaging in sports, cultural or commercial activities.

Stationary activity mapping is carried out by walking through a designated public space, from one end to the other, and registering all activities passed on the way.

For the purpose of this report stationary activities were mapped every second hour between 10am and 6pm.

04. Age & Gender | An age and gender survey provides a picture of the age and gender of users moving through the city. The balance between different age groups, and between men and women, is an indicator of the quality, safety and integration of public spaces.

This data was registered every second hour between 10am and 6pm at “The Mall”, with each registration including a minimum sample size of 200 people.

The survey was undertaken during the summer tourist season on Wednesday 24th January and Saturday 27th January 2018. No unusual events (festivals, markets, protests etc.) that could affect the data took place on the day of the survey.

** Note: The weekend survey included the Creative Queenstown Arts n Crafts Market as this is a regular occurrence in the centre of town and not deemed ‘unusual’.*



Wednesday 24th January | H 32° / L 15° c.
Saturday 27th January | H 32° / L 17° c.

2.0 Survey highlights



2.1 Public life at a glance



Stationary activities | Weekday

A total of 4,547 stationary activities were recorded between 10am and 6pm on Wednesday 24th January, across a total of six central sites.

The majority of recorded activities were people sitting, primarily restricted to areas where primary and secondary seating is well provided for, followed closely by walking leisurely.

The highest level of activity was recorded at Beach Rd/Lakeside - with approximately 1,900 activities recorded (or 42% of all counts), followed by Queenstown Bay where 1,275 activities were recorded (or 28% of all weekday counts). At any point during the course of the day, these two areas account for approximately 70% of all recorded activities, supporting its perception as the town centre's key pedestrian destination.

Activities build until 12pm, remaining steady until peaking during the 6pm survey timeslot.



Pedestrian traffic | Weekday

A total number of 22,345 pedestrian movements were recorded on Wednesday 24th January across 17 sites, the bulk of which occur along the wider lake front area or primary retail streets.

Between the hours of 11am and 8pm (when the survey concludes) pedestrian activity is very stable, peaking close to 1pm.

Three new survey locations were measured for the summer survey and of these, the Camp St (S) site experienced the highest individual numbers of pedestrian movements across the survey area, with a total of 2,675 movements.

Beach St (N), Rees St, The Mall, Marine Parade and Shotover St A also experience high numbers of pedestrians (2,000+ per day each) and combined with the Camp St (S) location account for approximately 65% of all recorded pedestrian movements.

'Feeder' routes leading into the town centre, such as Gorge Rd and Coronation Dr, while well below the activity found at Beach or Shotover Streets, show consistent movements over the course of the day.

Cow lane experienced the lowest of all foot traffic in the centre with less than 1% of all pedestrian movements. Searle Lane did not fare much better.



Stationary activities | Saturday

Stationary activity counts on Saturday 27th total 6,088, a 34% increase on the weekday survey. This growth can be attributed to increased activity along the wider lakeside area which accounts for nearly 80% of all weekend recorded activities.

Queenstown Gardens accounts for approximately 12% of the total while The Mall accounts for a little over 7%.

Activities peak during the 6pm survey count, accounting for approximately 26% of the daily total, the majority of which are again located along the lakeside area.

Sitting is still the primary stationary activity recorded, however in Queenstown Bay, where 2,109 activities were recorded, more than 30% of these were people lying down, either on the lake front or on adjacent grassed areas.

The village green experienced the lowest levels of recorded activity with 134 activities, a 33% decrease on weekday activity levels.



Pedestrian traffic | Saturday

The number of pedestrian movements recorded during the course of Saturday totalled 20,377 - a 9% decrease from the weekday survey counts.

This decrease was visible across most of the survey locations, however the most evident decreases were recorded at Rees St (-23%), Shotover St A (-19%) and key 'feeder' routes such as Gorge Rd (-22%), Camp St (-20%) and Coronation Dr (-24%).

Pedestrian activity is slower to rise than weekday counts and peaks at approximately 7pm, with largely consistent movements between 11am and the 8pm survey close. This is likely a reflection of the towns strength as a tourist destination - differing from many town centres that often experience a more obvious decrease in weekend evening foot traffic.

Of the total weekend recorded pedestrian movements, the highest number was observed at Camp St (S) (2,574), closely followed by Marine Parade (2,370).

Cow Lane remained largely underutilised with a total of 120 counts across the day (approximately 0.6% of the total number).

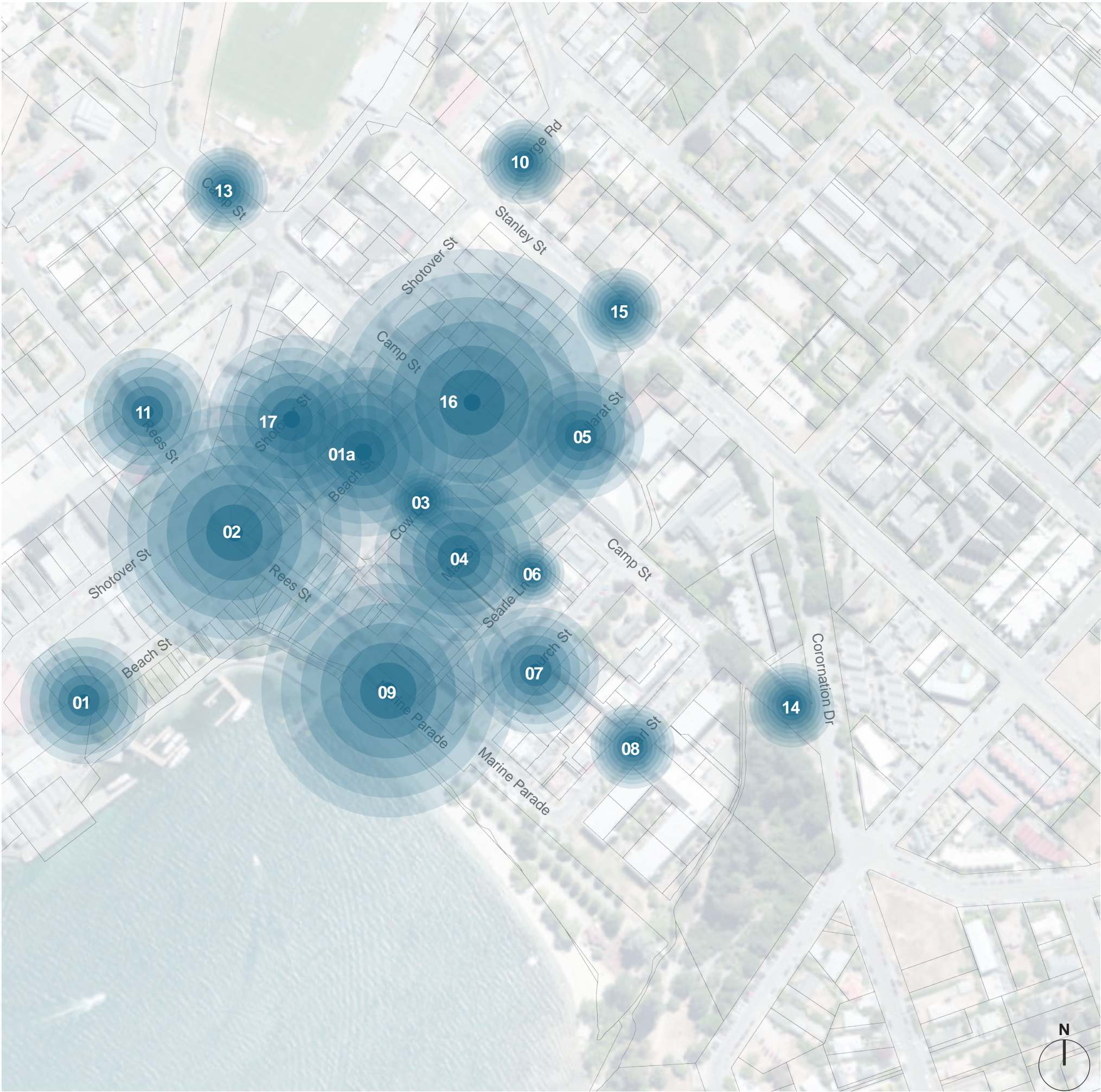
Like weekday traffic, streets that work as feeder routes to the town centre account for close to 22% of all pedestrian traffic with largely consistent flows from 10am onwards.

2.2 Pedestrian activity heatmap

Total pedestrian movements counted over both survey days: 42,723

Pedestrian counting locations.

01 Beach St	2,179 pm.	5%
01a Beach St (N)	4,028 pm.	9%
02 Rees St	4,682 pm.	11%
03 Cow Lane	232 pm.	1%
04 The Mall	4,328 pm.	10%
05 Ballarat St	2,391 pm.	6%
06 Searle Lane	562 pm.	1%
07 Church St	2,005 pm.	5%
08 Earl St	857 pm.	2%
09 Marine Parade	4,662 pm.	11%
10 Gorge Rd	1,174 pm.	3%
11 Brecon St	1,779 pm.	4%
12 Lake Esplanade	1,410 pm.	3%
13 Camp St	1,065 pm.	2%
14 Coronation Drive Walkway	1,000 pm.	2%
15 Stanley St	864 pm.	2%
16 Camp St (S)	5,249 pm.	12%
17 Shotover St A	4,257 pm.	10%





2.3 Stationary activity heatmap

Total stationary activities counted over both survey days: 10,635

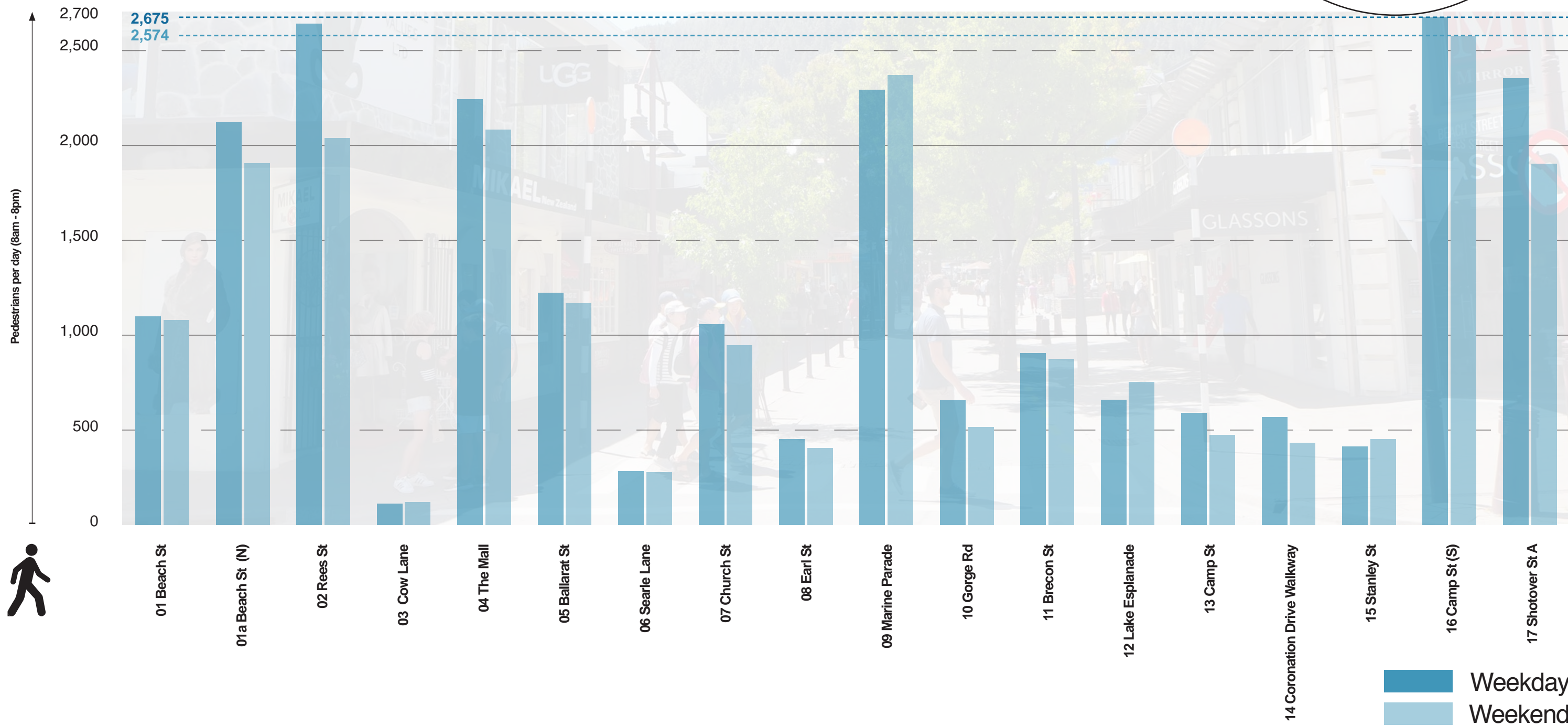
Activity counting locations.

47%	1,642 sa.	01 Beach St +
20%	692 sa.	02 Earnslaw Park
18%	643 sa.	03 Village Green
14%	509 sa.	04 The Mall
1%	33 sa.	05 Queenstown Bay
		06 Queenstown Gardens

2.4 Pedestrian traffic

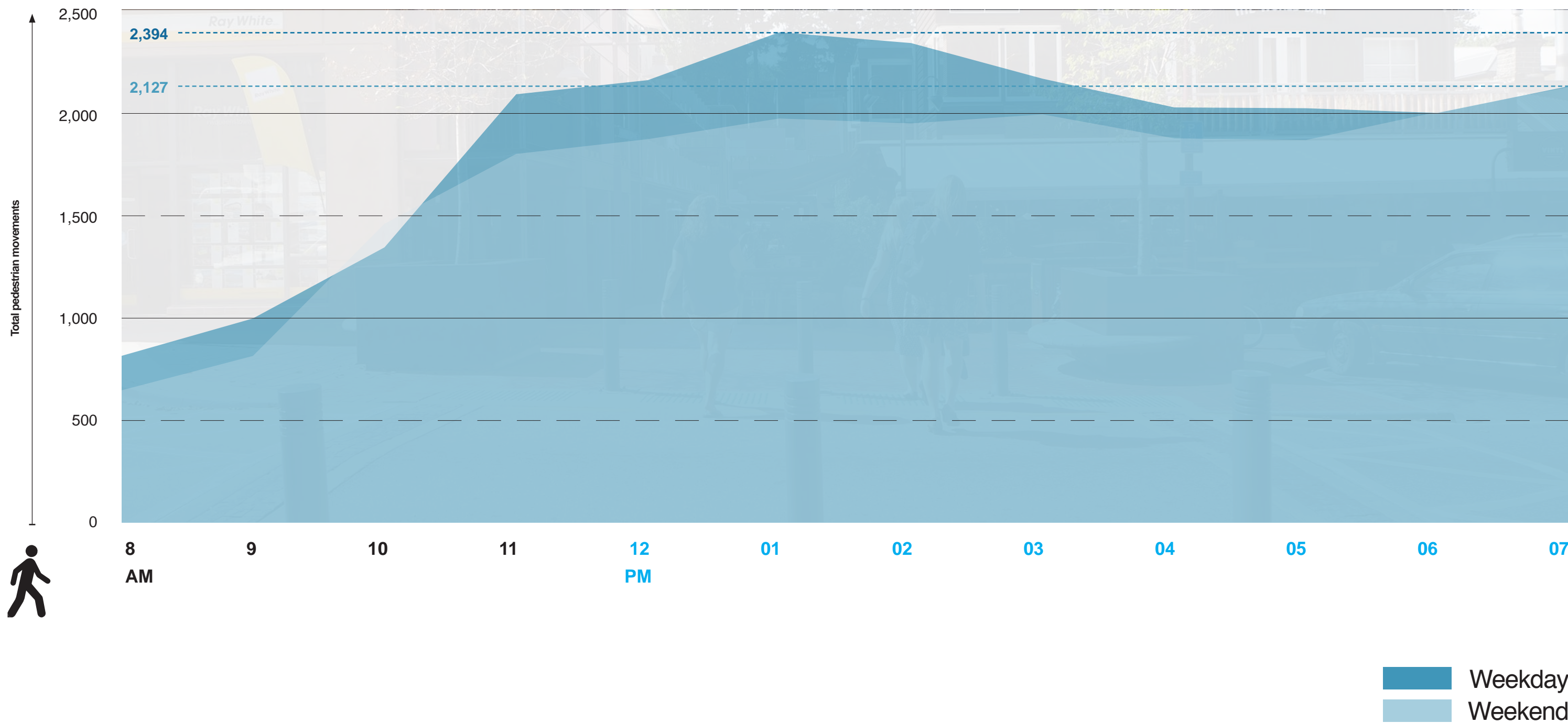
Total daily pedestrian movements per survey location

Total pedestrian movements:
Weekday: 22,345
Weekend: 20,377



2.5 Pedestrian trends

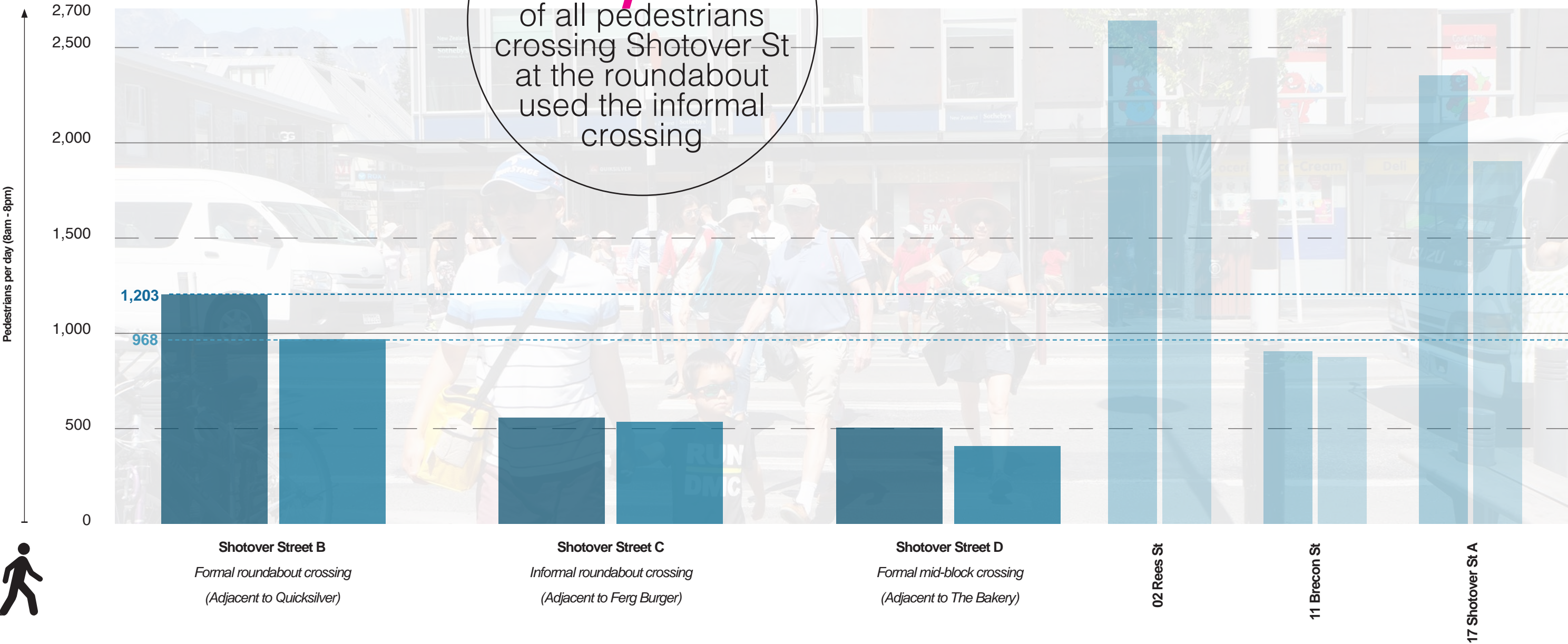
Combined hourly pedestrian movements (8 am - 8 pm)



2.6 Pedestrian crossings

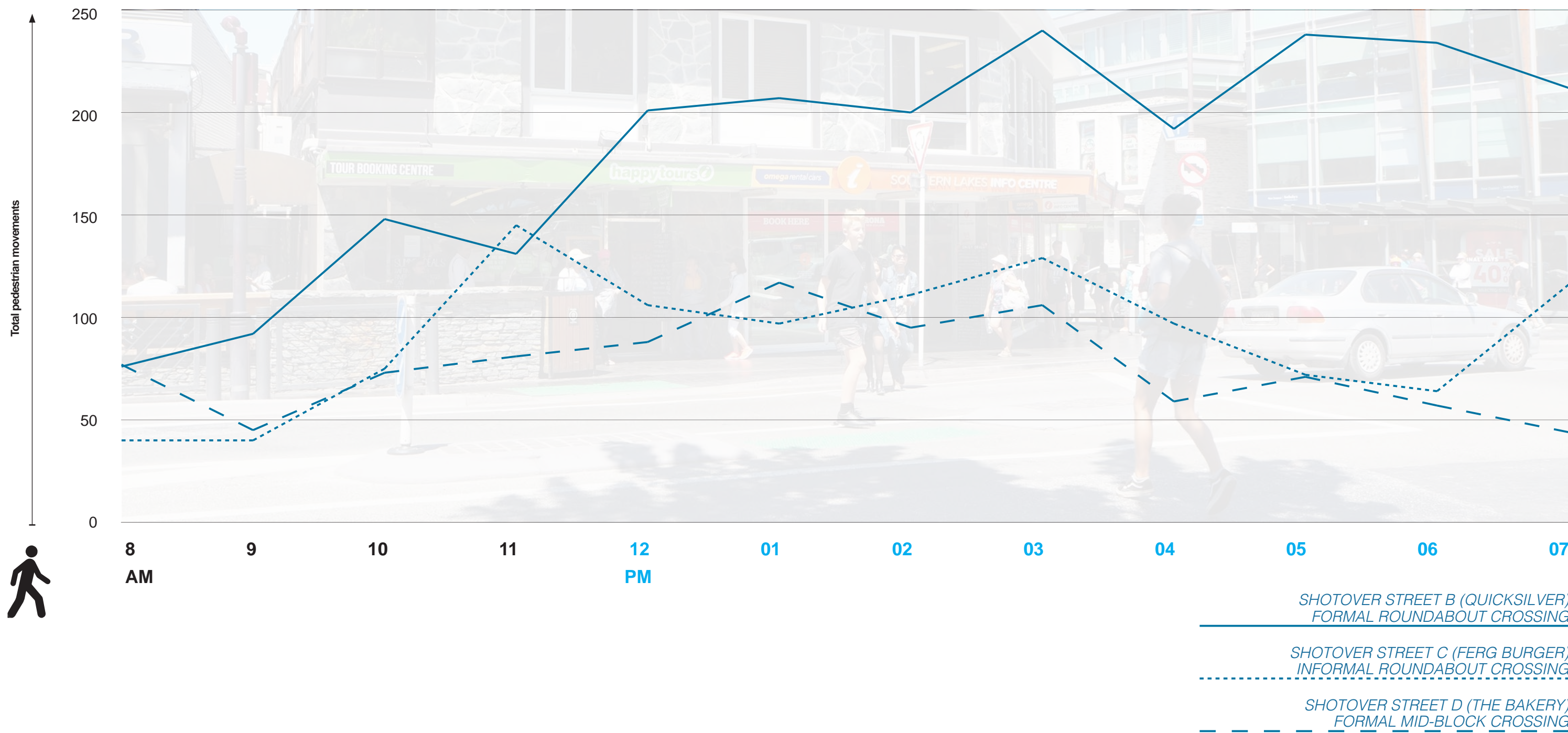
Daily pedestrian movements (8am - 8pm)

1/3
of all pedestrians
crossing Shotover St
at the roundabout
used the informal
crossing



2.7 Pedestrian crossing trends

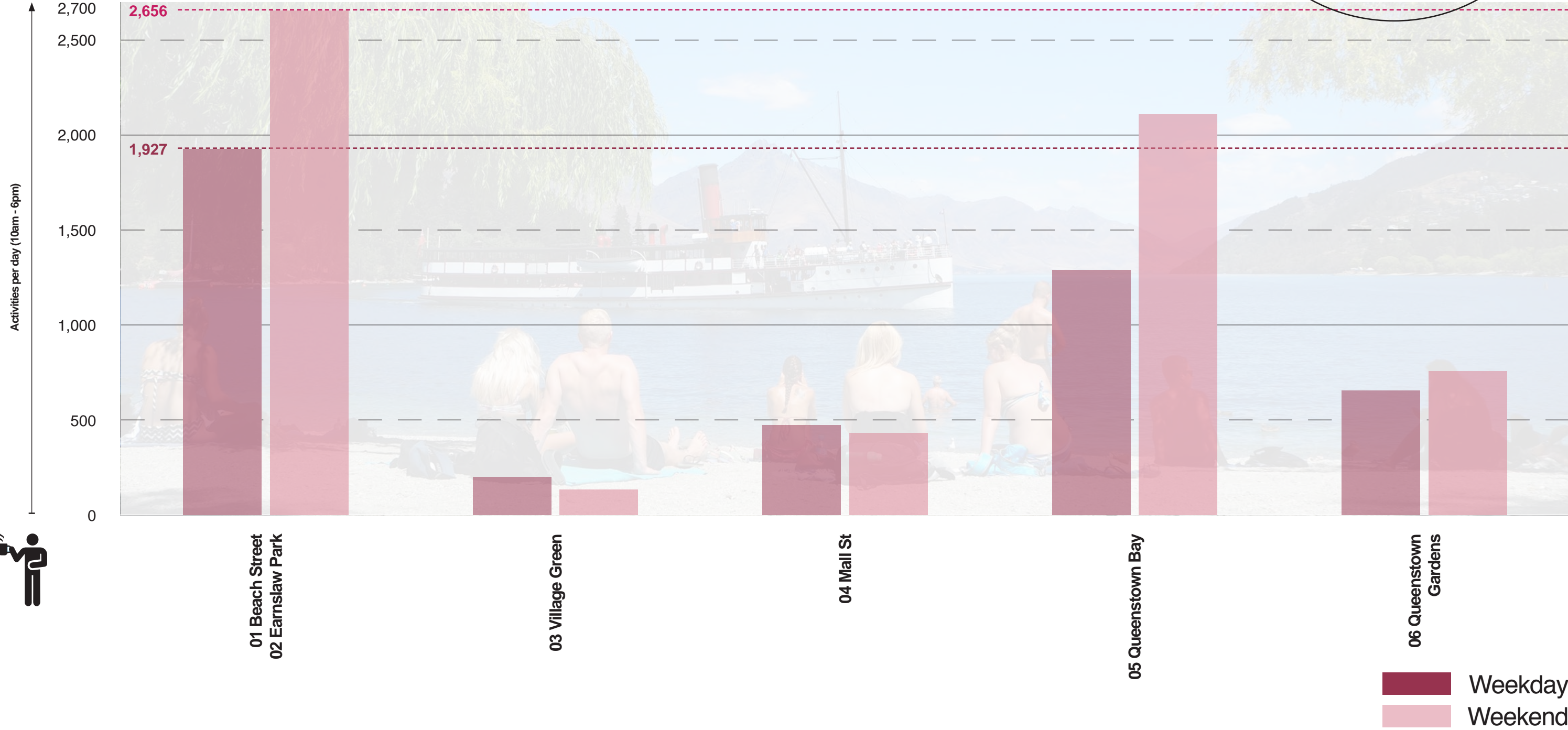
Combined hourly pedestrian movements (8am - 8pm)



2.8 Stationary activity

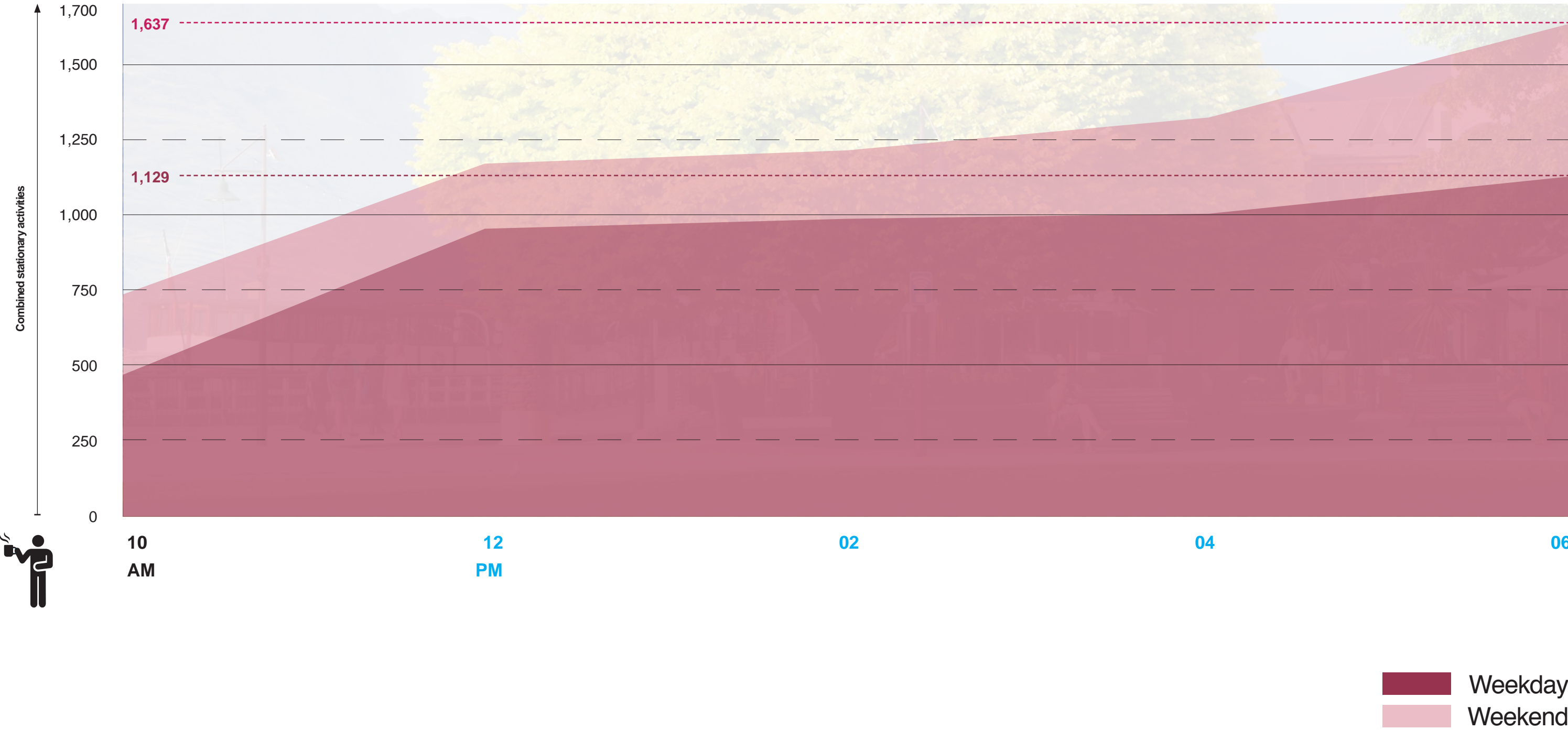
Total daily stationary activities per survey location

Total activities:
Weekday: 4,547
Weekend: 6,088



2.9 Stationary activity trends

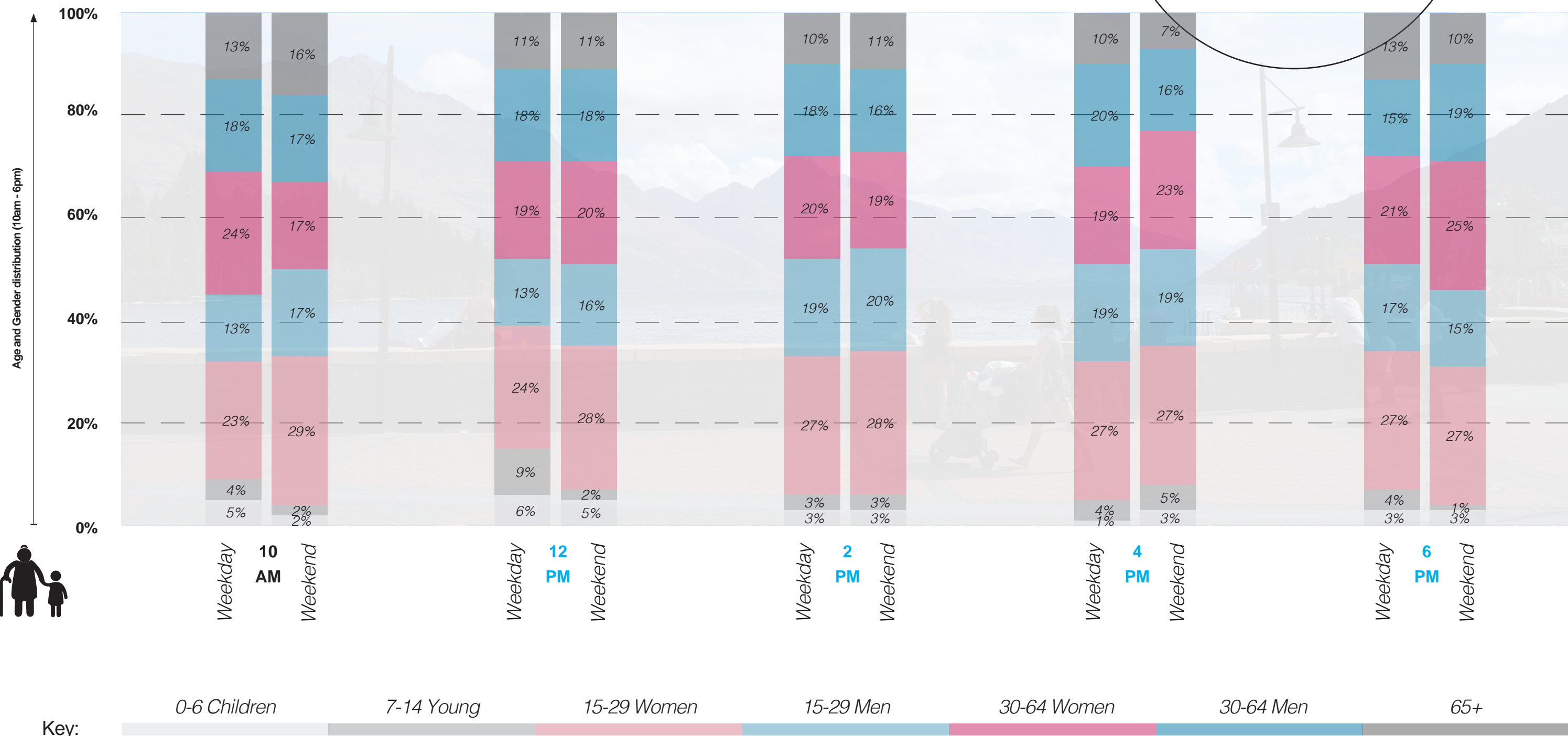
Combined hourly stationary activities (10 am - 6 pm)



2.10 Age & gender

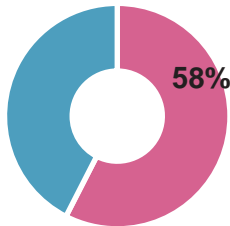
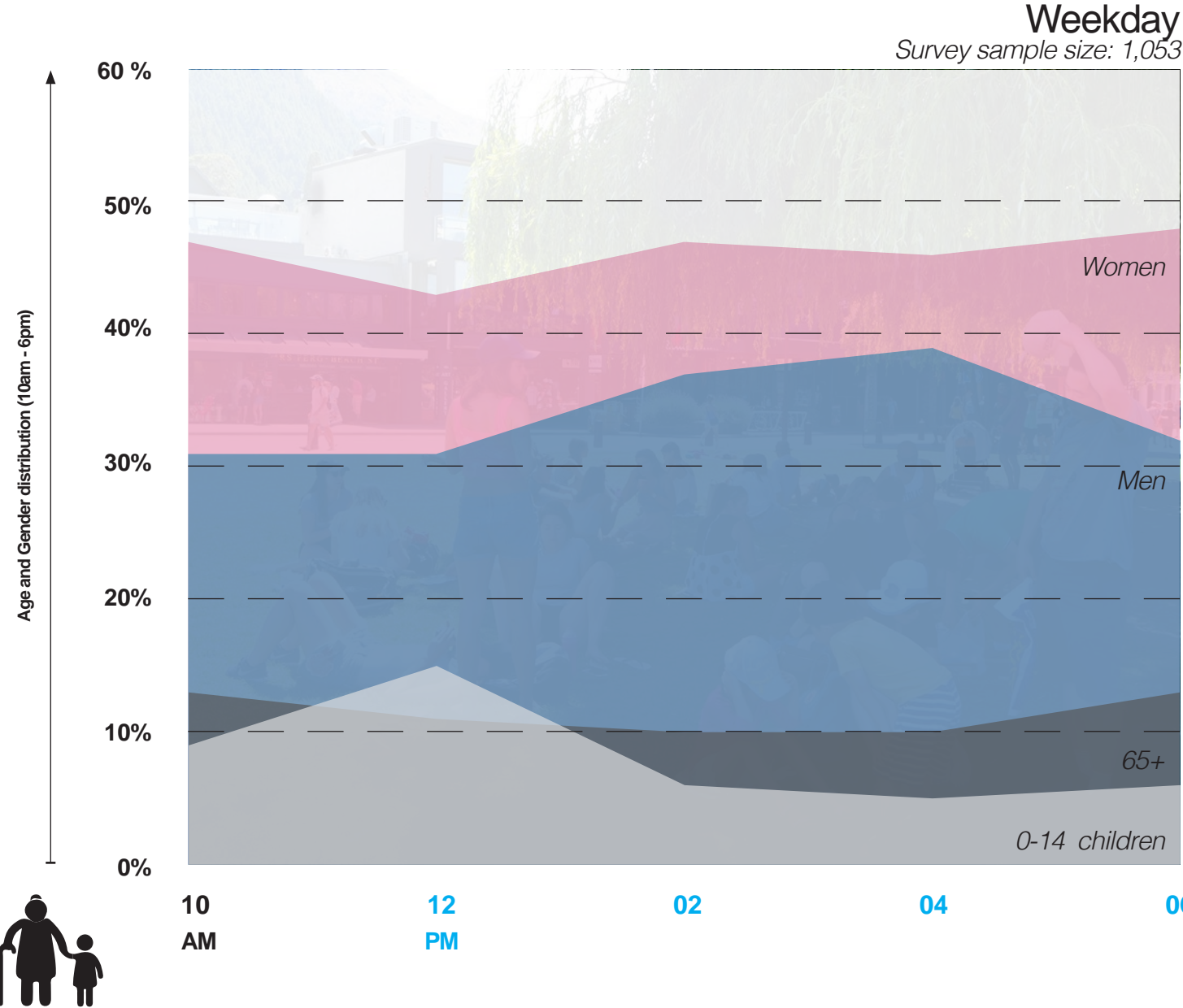
Age & gender percentages registered between 10 am and 6 pm.
Total survey sample size: 2,113

women
account for the
majority of foot traffic

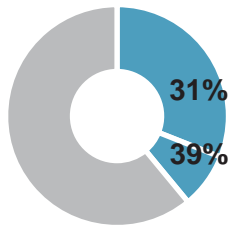


2.11 Age & gender trends

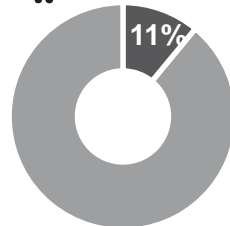
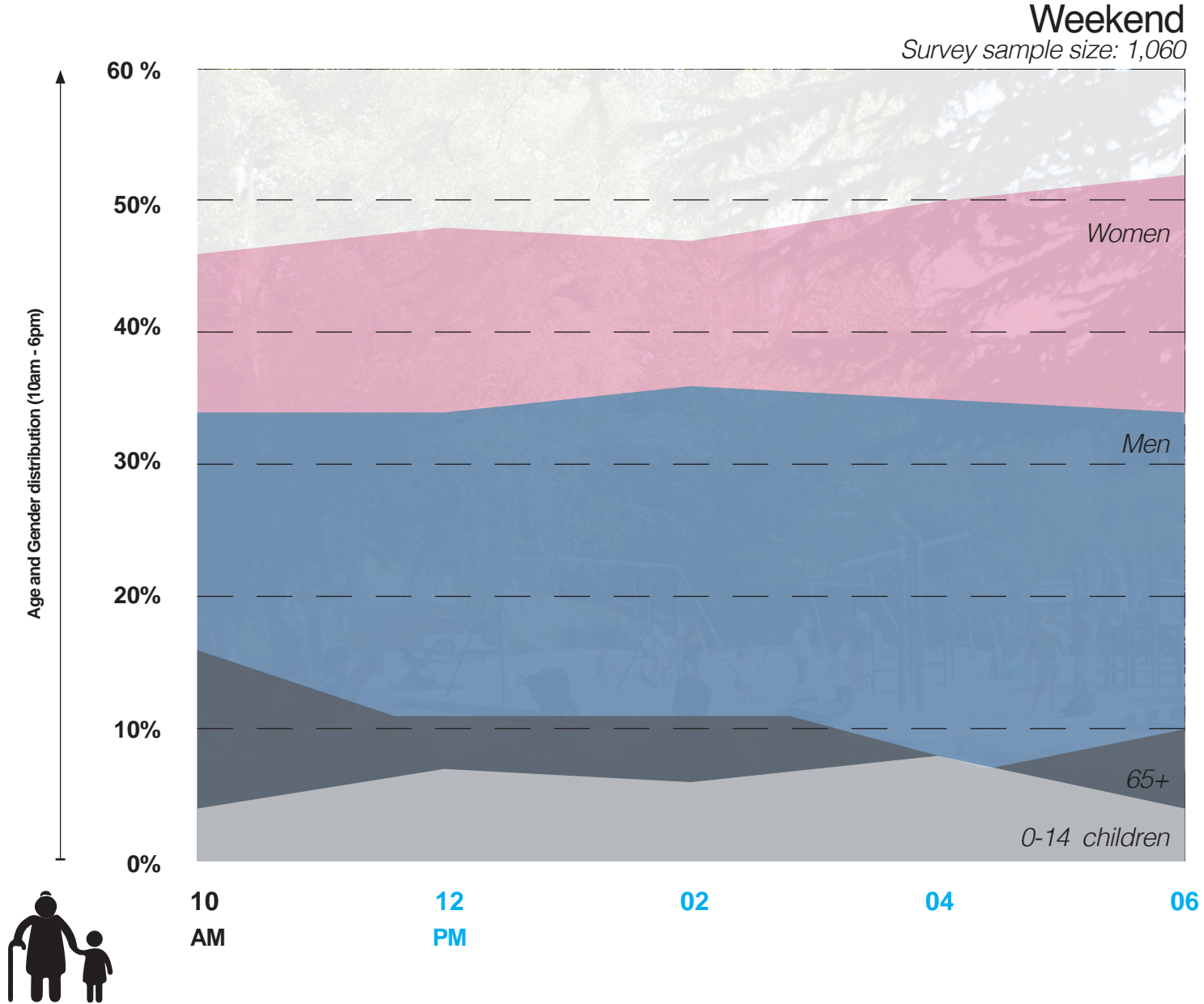
Daily age & gender trends



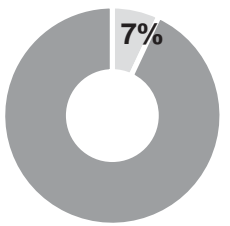
Across both survey days, women account for 58% of all recorded pedestrian movements.



Men account for between 31% to 39% of all gender counts at any one time.



65+ age groups account for an 11% average of all counts peaking Saturday morning at 16%



Children and youth average 7% of all counts, with a spike of 15% Wednesday at midday.

3.0 Summer vs winter in Queenstown



Note: Three additional survey locations were added to the summer survey - Beach St (N), Camp St (S) and Shotover St A - and together these account for 46% of all registered counts across both survey days - reflecting that each plays an important role in supporting pedestrian movements in the town centre. However as these sites were not surveyed during the winter survey, all comparisons on the following spreads exclude the aforementioned sites.



3.1 Public life: Summer vs winter

Overview

Total recorded winter counts were 31,791, comprising 28,272 pedestrians and 3,519 stationary activities, and in summer a total of 39,824 with 29,189 pedestrians and 10,635 stationary activities registered. This is an overall increase of approximately 25% from winter to summer.

The summer and winter surveys were both undertaken during the holiday period, and as such the similar levels of pedestrian activity reflect Queenstown as both a summer and a winter destination. Tourism statistics show an equal amount of tourists flying to Queenstown in July 2017 and January 2018¹, and a 48% increase in tourists staying in the area in January 2018². This is reflected in our total survey numbers which show an overall increase from winter to summer. Further analysis tells us that while there are more people in town over summer, they are also spending more time sitting and standing still (stationary activities). So despite the higher numbers of people observed in town during the summer survey, there is in fact a constant pedestrian flow throughout the two peak seasons. The behaviour was possibly enhanced by the weather, as the winter survey was recorded during one of the coldest weeks of the year³ and the summer period during a heatwave⁴.

¹ <http://www.queenstownairport.com/assets/documents/ZQN-monthly-passengers-2016-to-2018-Mar.pdf>
² <https://www.stats.govt.nz/information-releases/accommodation-survey-july-2017> and <https://www.stats.govt.nz/information-releases/accommodation-survey-july-2017>
³ <https://www.timeanddate.com/weather/new-zealand/queenstown/historic?month=8&year=2017>
⁴ <https://www.timeanddate.com/weather/new-zealand/queenstown/historic?month=1&year=2018>

Pedestrian traffic

By and large the total recorded pedestrian movements are very comparable (less than 3% change) between summer numbers - 29,189 - and winter - 28,272.

Of this 3% average change, weekday pedestrian foot traffic rises approximately 7% , largely attributed to increased movements along Marine Parade. Weekend counts show that pedestrian movements dip by a very minor 1% during summer and while this sounds largely negligible as a total, significant increases in pedestrian movements were recorded at a number of streets - such as Cow Lane (+135%), Marine Parade (+35%) and Gorge Rd (+63%), while equally a number of streets experienced significant decreases in pedestrian movements, such as The Mall (-15%), Ballarat St (-25%) and Searle Lane (-22%). The reasons behind these changes are not immediately clear however it could well be attributed to the addition of new activities/offers in the town centre or simply a shift in location of public transport hubs or vehicular car parking.

Weather is also a likely contributing factor to some of these shifts, particularly when differentiating between 'optional' movements (meandering/taking the long way under periods of favourable weather) and 'necessary' movements that occur regardless of the surrounding conditions (walking between a car/bus/home and work or depositing a cheque at the bank). For example, feeder routes such as Gorge St experience very little seasonal change in activity, while an increase of 35% in pedestrian movements was recorded during the summer survey of Marine Parade - an area for meandering

Stationary activity

The most evident difference between the summer and winter surveys can be seen in the 200% increase in people engaging in stationary activities during summer - from 3,519 activities in winter to 10,635 activities in summer.

Stationary activities can be considered 'optional' and tend to flourish when conditions are favourable (the climate is kind or the quality of the public space is high), and as such it is of little surprise that these types of activities increase dramatically during the summer months.

While increases in activity levels are most evident across the wider lake front area (+400% on winter counts), generally speaking stationary activities increased across all surveyed sites, including the Village Green which increased from 11 registered winter activities to 200 registered summer activities.

Of all the activities surveyed, the greatest increases were recorded in people sitting and lying down - from a total of 627 people sitting or lying down during winter to a staggering 6,176 people sitting and lying down in the summer survey - an 885% increase. Of these, 2,362 people were recorded sitting on secondary seating possibilities (walls, bean bags, stairs, grassed areas etc.), 671 on public benches, 2,365 on cafe chairs and 778 were counted lying down. All benches along the lake front were utilised from midday onwards, suggesting that perhaps more benches and seats could be provided. A significant component of the secondary seating was recorded on the beach at Queenstown Bay.

Age and gender

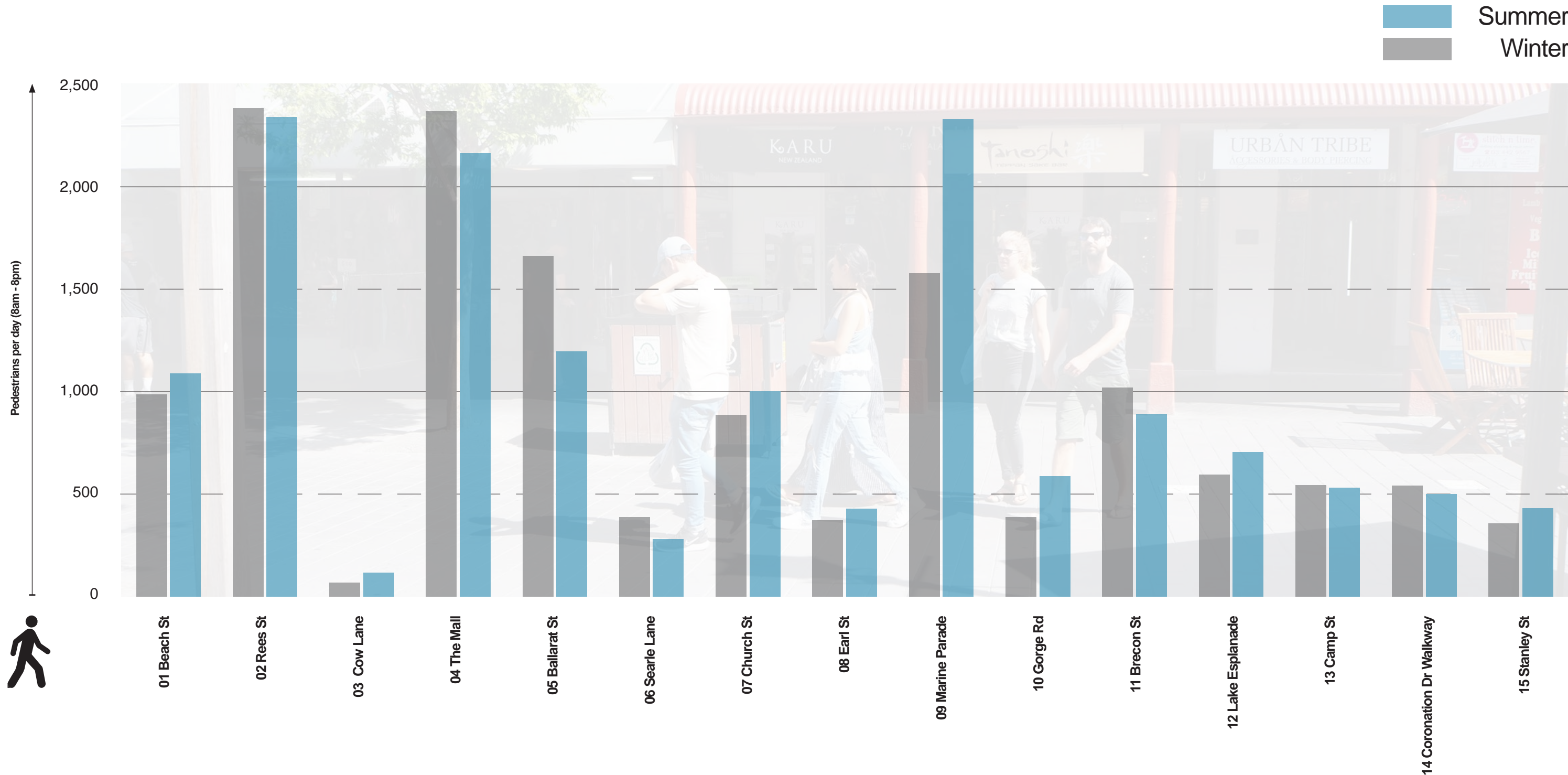
Age and gender trends between winter and summer surveys in the town centre are very comparative – a diverse mix of age groups was recorded in both seasons and the recorded gender balance across both seasons tipped in favour of female users. This paints a positive picture for the town centre regarding perceptions of safety and comfort, as children, female, and older users can be seen as an indicator of public space quality.

Subtle differences of course exist, such as shifts in the distribution of youth and older users – youth being more visible in winter than summer, while older users were recorded in greater numbers during the summer survey.

The most significant difference however relates to gender balance, particularly in the evenings. In summer, female users of The Mall account for almost 60% of pedestrian activity after 6pm, however during the winter survey this number dips to 46%. The most likely reason for this lies in perceptions of comfort and safety as The Mall environment changes significantly during winter months, with a much earlier sunset and significant reduction in stationary activities when compared to the summer season.

3.2 Pedestrian traffic: Summer vs winter

Average pedestrian movements per site

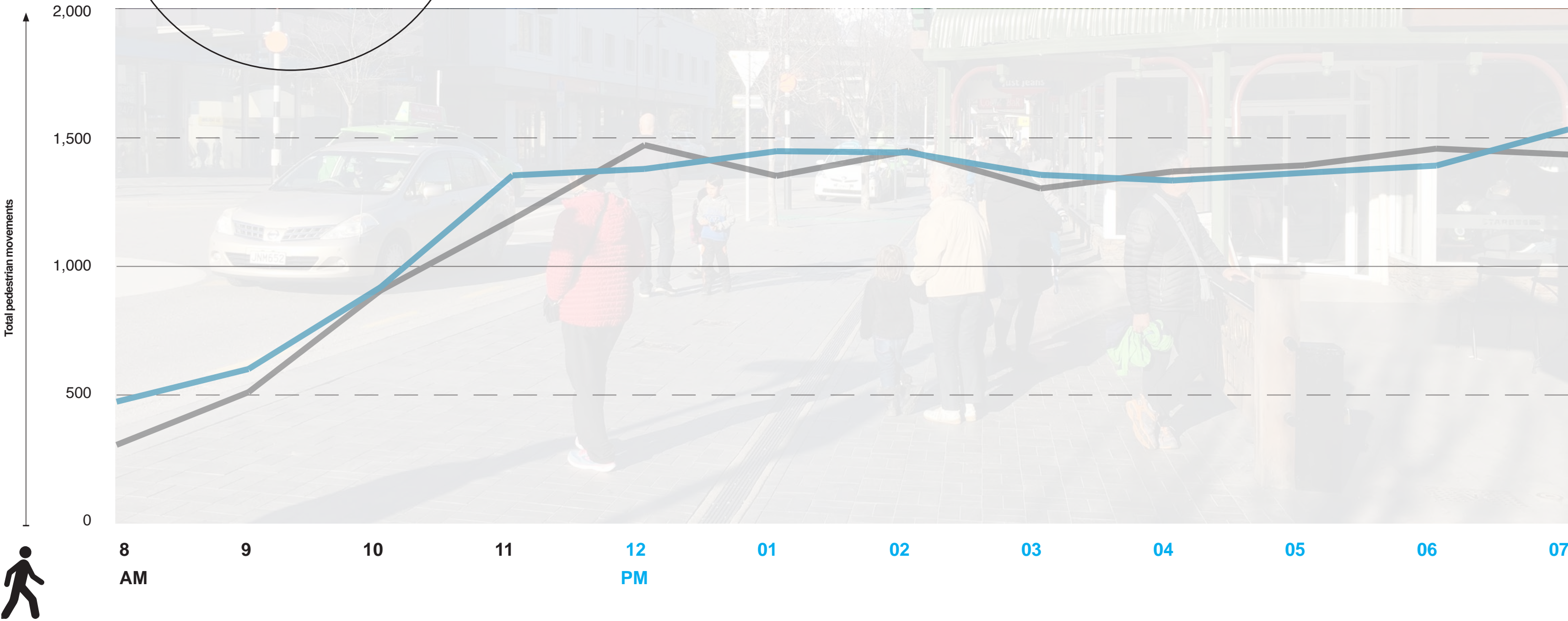


Total pedestrian movements
(at comparable sites):
Summer: 29,189
Winter: 28,272

3.2 Pedestrian traffic: Summer vs winter

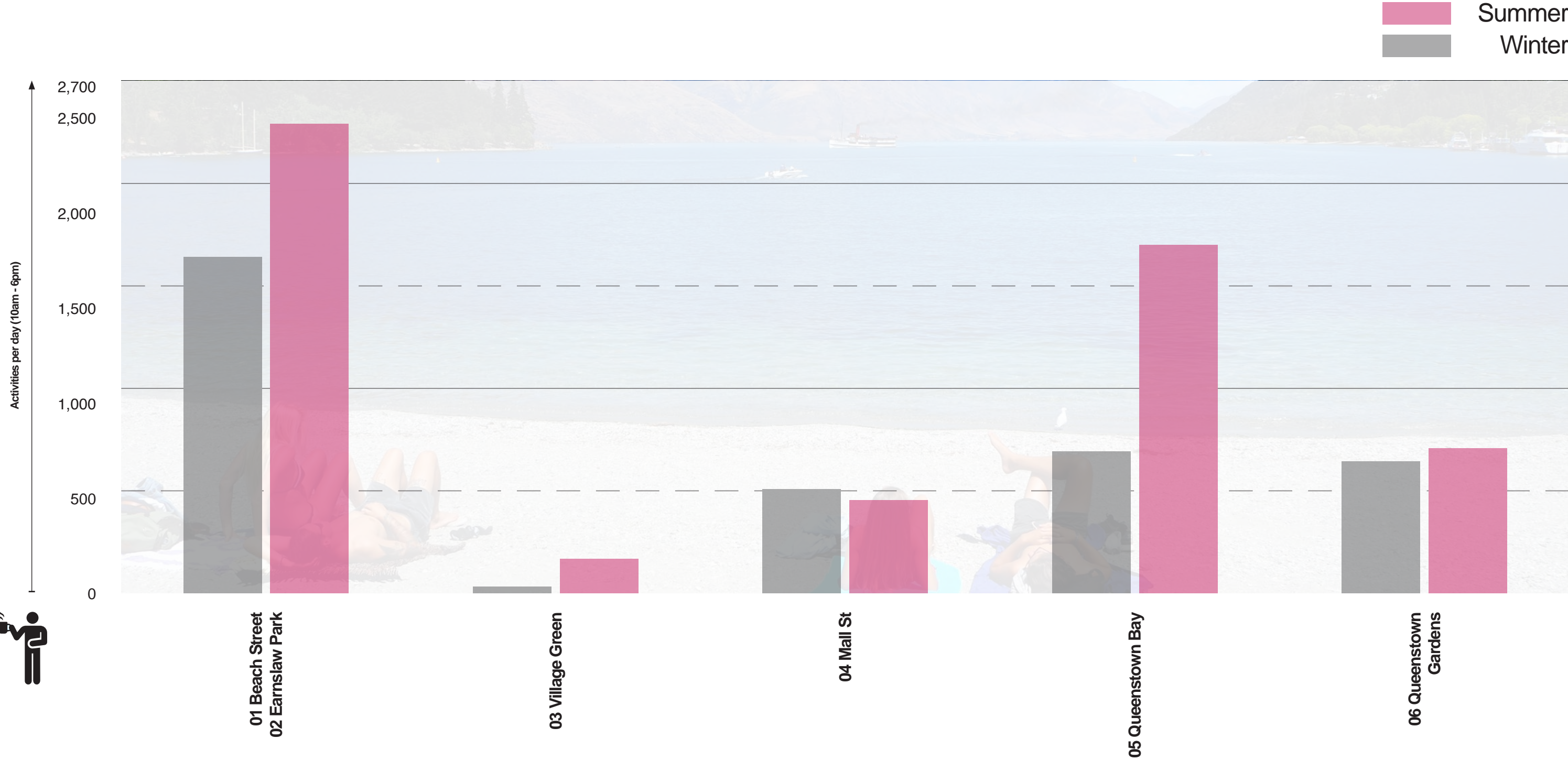
Average pedestrian movements per hour

Summer
Winter



3.3 Stationary activity: Summer vs winter

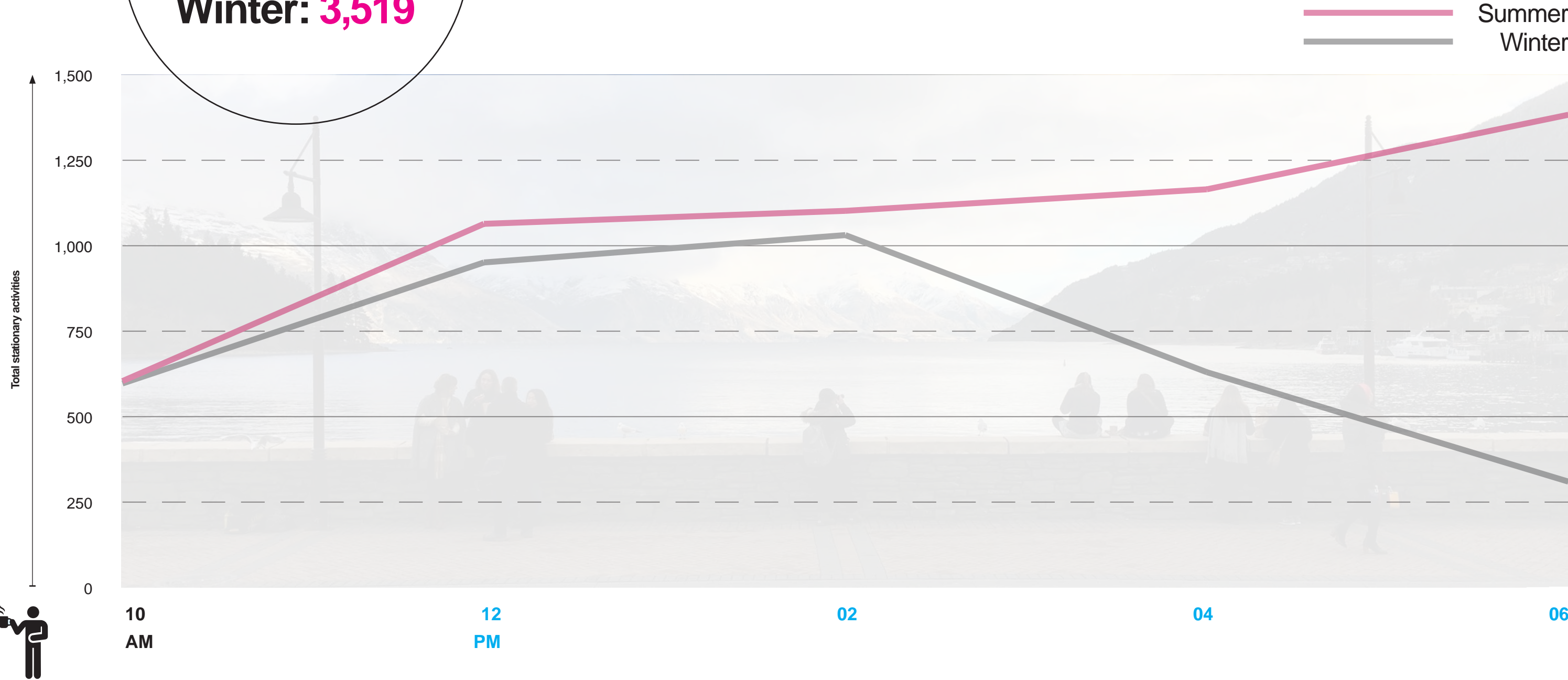
Average stationary activities per survey location (weekday + weekend)



Total activities:
Summer: 10,635
Winter: 3,519

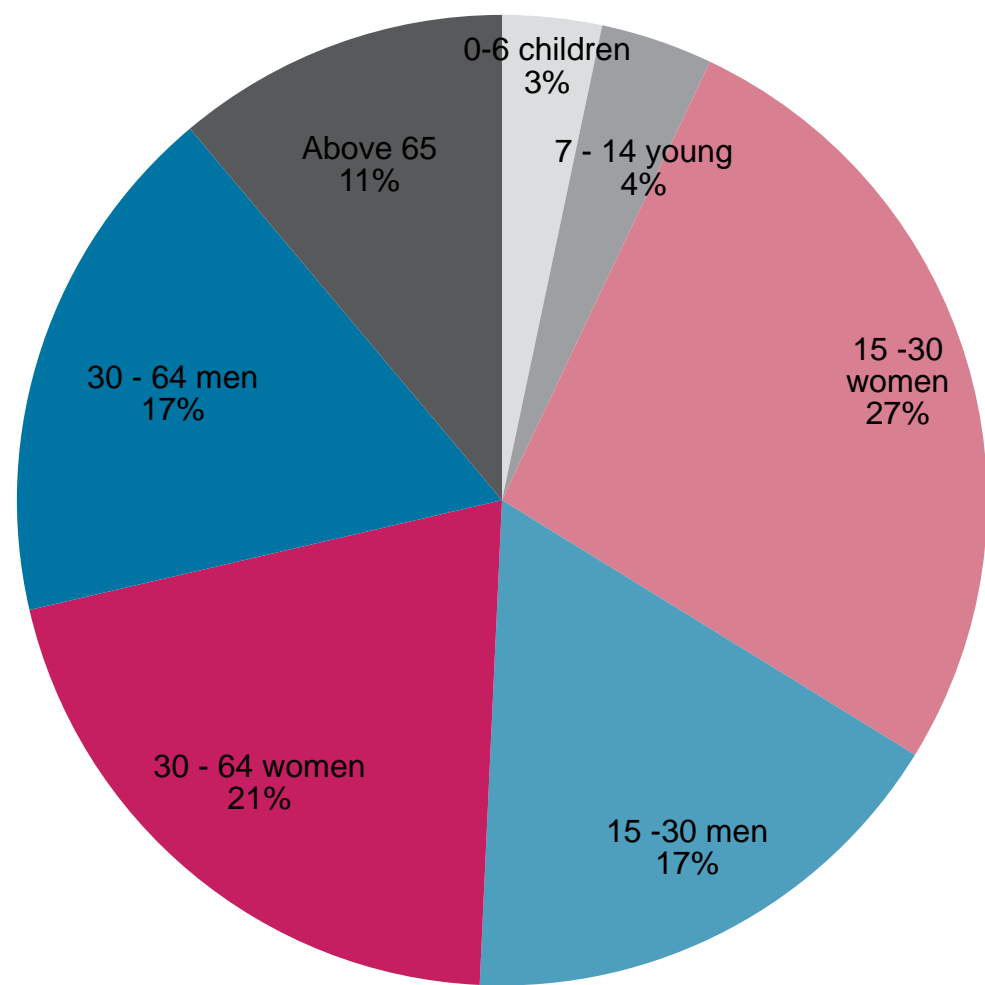
3.3 Stationary activity: Summer vs winter

Average stationary activities per hour (weekday + weekend)



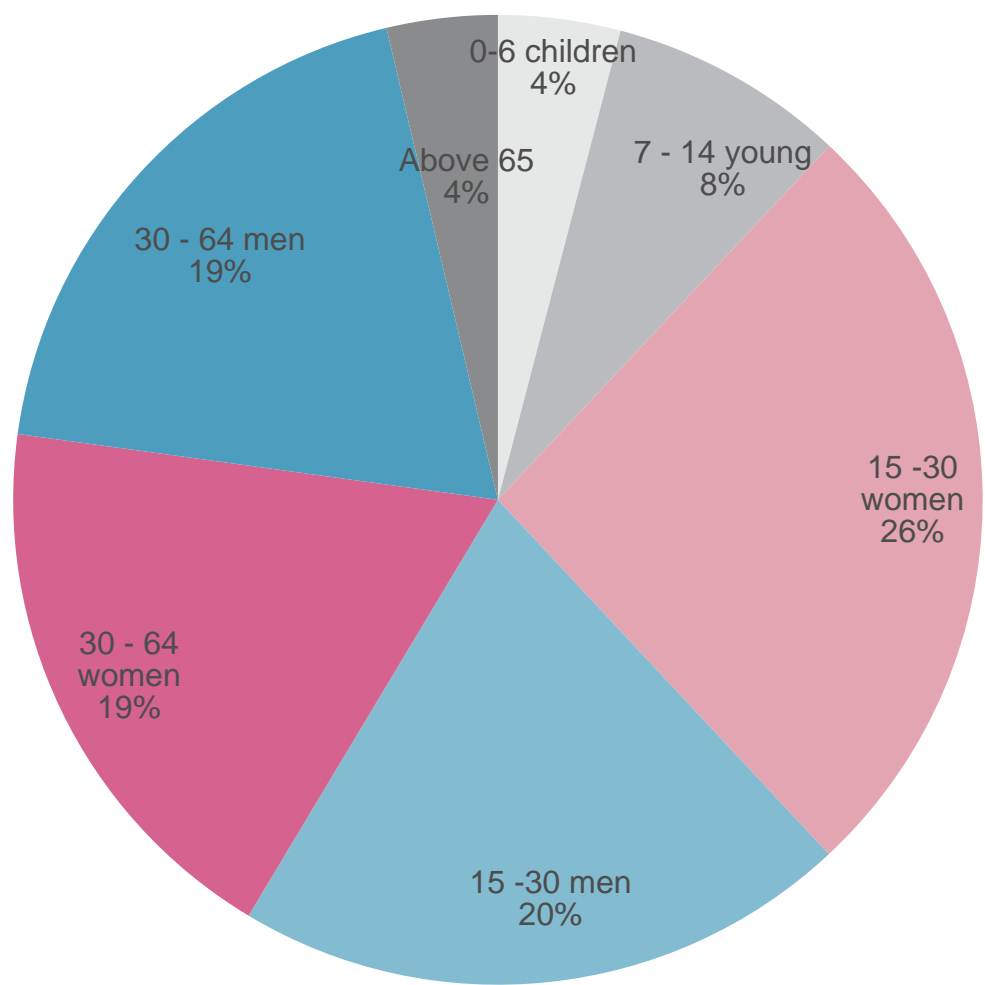
3.4 Age & gender: Summer vs winter

Total age & gender percentages (weekday + weekend)



Summer

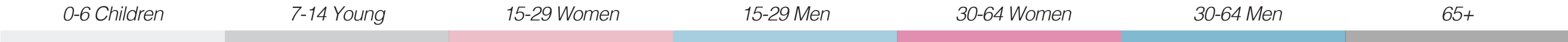
Age and gender distribution of all summer counts



Winter

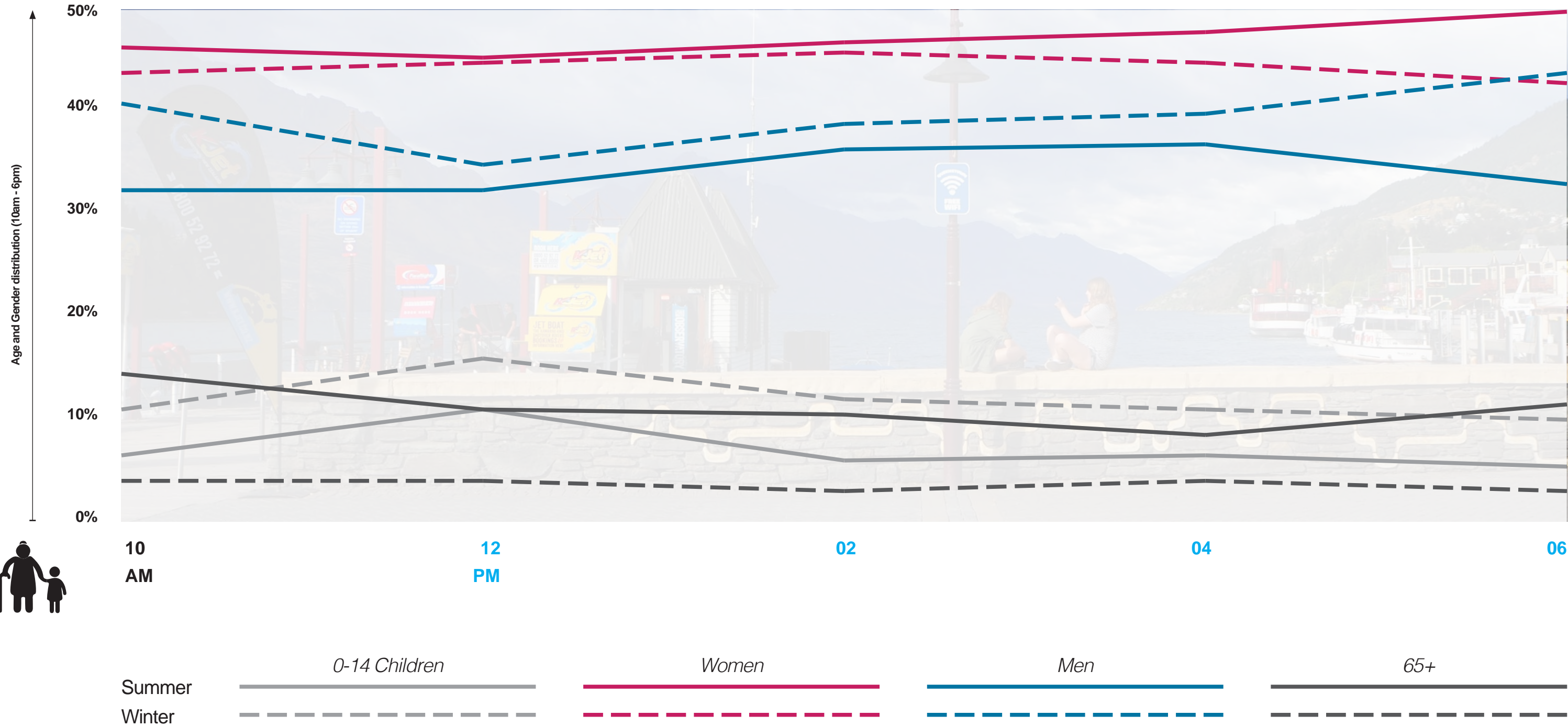
Age and gender distribution of all winter counts

Key:



3.4 Age & gender: Summer vs winter

Combined age & gender percentages by hour (weekday + weekend)





The following summary is based on the findings of the summer survey and include basic recommendations and initiatives for exploration. These should be read in conjunction with the recommendations from the 2017 Winter Public Life Survey.

4.0 Next Steps

Recommendations:

- Ensure a winter survey is carried out at the Camp St (S), Shotover St A and Beach St (N) sites to provide a full, year-round picture of these locations;
- Ensure the report is read alongside any relevant information pertaining to recent changes in the town centre (between the winter and summer surveys) that may have had an impact on the survey information, such as possible changes to the location of public car parking, public transport embarking and alighting zones and new destination retail/hospitality offerings;
- Assuming that the Queenstown Town Centre Masterplan is adopted, undertake a follow up survey to measure the impacts of any changes and ensure that the objectives and principles guiding current urban transformation are being met. A suggested time-line could be in five years from now to ensure adequate time has been allowed for change to take place and the impacts of that change to manifest.
- In order for any future surveys to be comparable (winter or summer), these should be carried out at the peak of the high season and during school holidays. The weather should also be 'typical' for the season with no special events taking place (such as the winter festival).

Initiatives (movement):

- Look to provide more seating opportunities throughout the town centre - primary and secondary - to meet the current and future demand for sitting activities;
- While it is expected that activities such as kerb-side dining will increase when the weather is favourable, cities such as Copenhagen have shown that even in non-favourable weather people will spend time sitting outside if they are comfortable, warm and dry. As such opportunities to extend stationary activities into shoulder seasons should be explored and may include:
 - Incentivising and supporting cafés and restaurants to provide outdoor heating and/or covered areas that interact with the public realm;
 - Explore options to make items such as bean bags and warm blankets available in pre-determined public spaces, perhaps working with a local community group or business association who can lay out and/or collect daily;
 - Explore 'all-weather' surface treatments to primary and secondary seating and passive recreational surfaces
- The wider lakeside area in particular lacks adequate public seating, as evidenced in the survey. While the provision of seating may sound a little simplistic, invitations for users to sit and spend time in a place has a significant impact on peoples perception of a given environment and in their decision to spend time in a space or not. Nothing attracts people to spend time in an area like more people and the provision of quality seating can go a significant way in supporting this;
- The ability to walk with minimal interruptions is critical to accessibility and walkability and is under even more strain during the summer season. Notwithstanding that many streets are already narrow more could be done to provide wider paths and 'pocket' areas whereby activity can spill out of buildings and into the public realm;
- Explore the establishment of a 'laneway circuit'. laneways offer a finer grain environment complimentary to primary retail streets. The laneways are currently under utilised with very little pedestrian traffic partly due to the scale and lack of active store fronts that makes the laneways seem deserted and unwelcoming to newcomers in town.
- Explore ways to activate the historic core fringe area, including Church Street and Earl Street, to increase pedestrian use of these in order to lessen the current pedestrian pressure on the historic core streets. This could include activation and streetscape upgrades and an increased presence of retail and restaurants with outdoor seating;
- Continue to improve the walking quality and experience, particularly along 'feeder' routes. This could extend as far as the provision of covered pedestrian routes that support walking despite the weather;
- Reiterating another initiative from the winter survey, establishing footpath zoning to reduce conflicts between street furniture and pedestrian movement will also improve the pedestrian experience.
- Detune traffic movements on shoulder street to support safe pedestrian movements. Acknowledge desire-lines when planning for pedestrians rather than establishing formal pedestrian crossings where needed at all major core roads (Camp Street and Shotover Street), and explore ways to decrease vehicular traffic within those identified pedestrian areas.
- Cycling - even during summer months cycling in the town centre is visibly low. Cycling is a viable mode of transport for residents and visitors alike and a high quality cycle network, (and supporting infrastructure) can go some distance to reducing the current demands on roading and parking;
- With the high percentage of women visiting the town centre, gender main-streaming¹ strategies should be used to make sure the space is performing to the needs of the different groups of people using them. Consider how users move around the space and what they will need, then design for them. Needs of a female and family heavy population could include: wider footpaths, good access to public transport, including the waiting area for public transport, better provision of toilets and good nursing environments as well as the wayfinding leading to them. It is recommended that further consideration is made to define the needs of the people using the space, and then look for the technical solutions that improves their well-being.
- Planning should be considered in any upgrade to the streetscape or open space to introduce play features to make the experience more interesting for all ages. This will help maintain reasons for parents and children to visit the town centre after the transfer of Wakatipu High School and other youth institutions out of town.

1 <http://www.un.org/womenwatch/osagi/gendermainstreaming.htm>





5.0 Appendices

ANK

24 Camp St

bungalow

BETTY'S LIQUORSTORE

WINE

SPIRITS

LIQUORSTORE
OPEN 8am - 11pm
7 DAYS

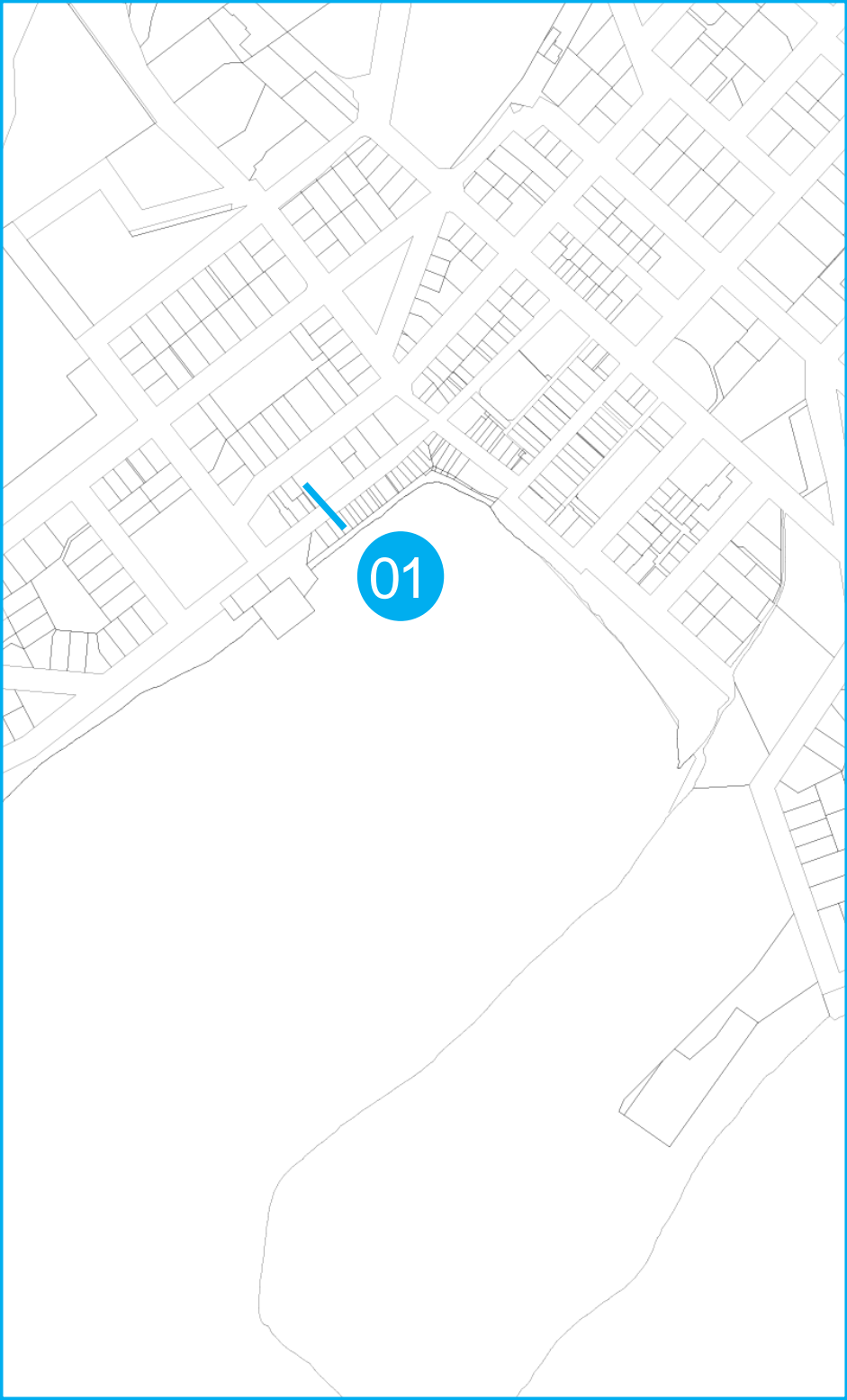


MCInternet

Features: Fibre, Print, Scan, Copy, Print, MS Office, Scan, Copy, Print, Web Cams, TRANSLATION
OPEN 9 am - 10 pm

McDonald's OPEN 6.30am - 6.00am

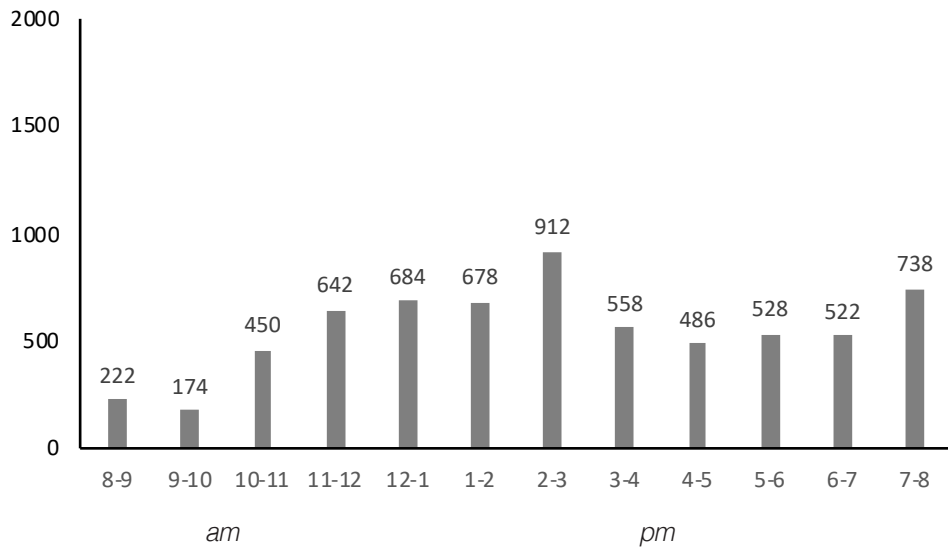
Langua



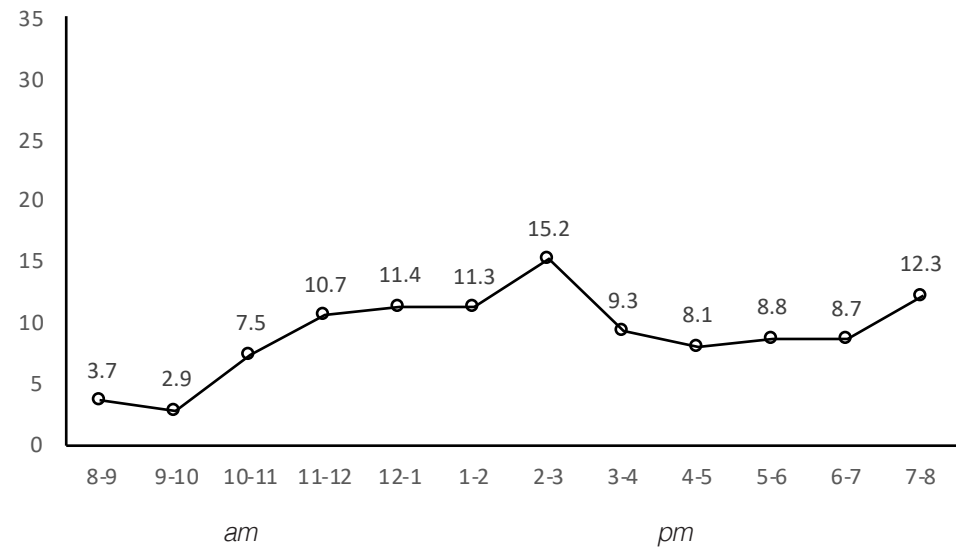
5.1 Pedestrian activity - 01 Beach St

Weekday

Pedestrians per hour

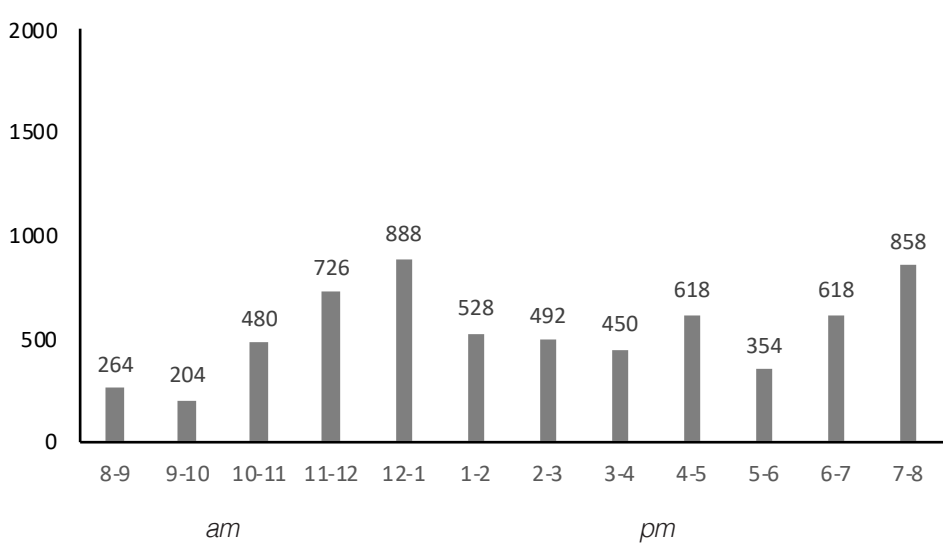


Pedestrians per minute

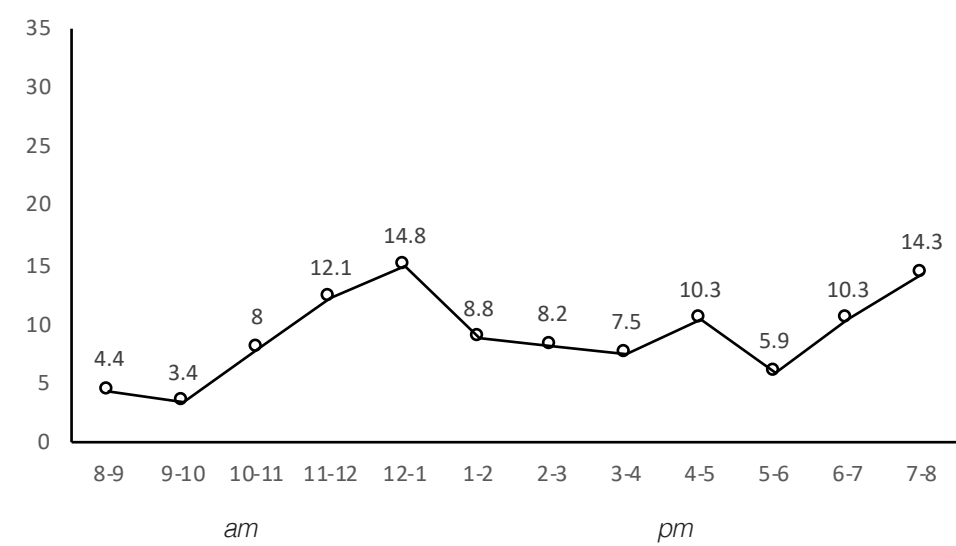


Saturday

Pedestrians per hour



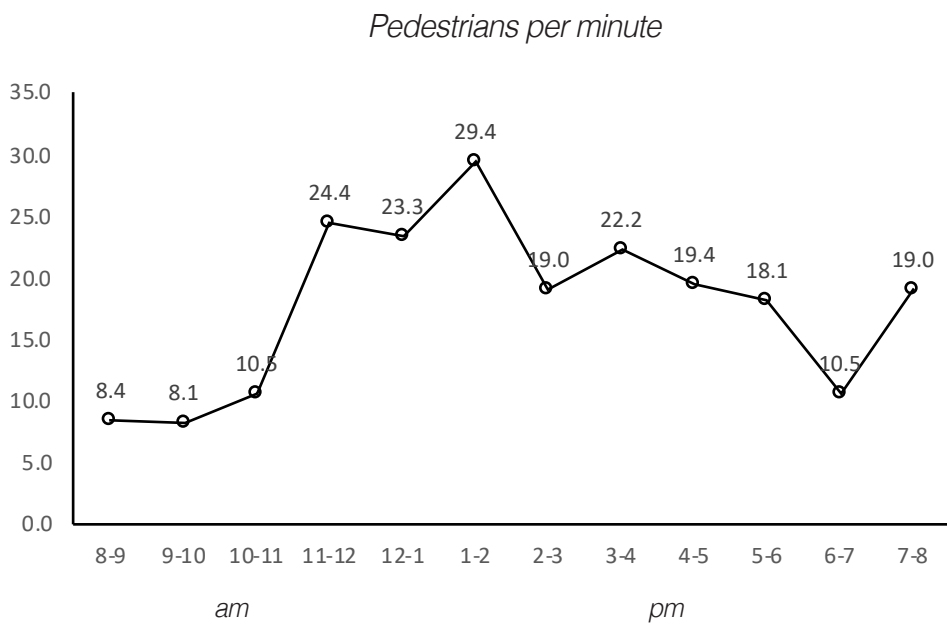
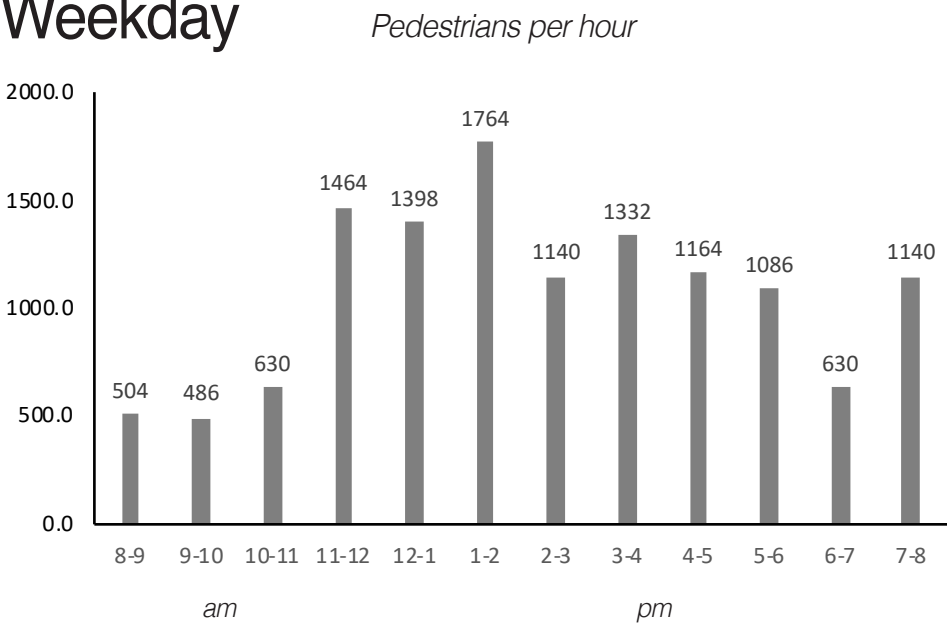
Pedestrians per minute



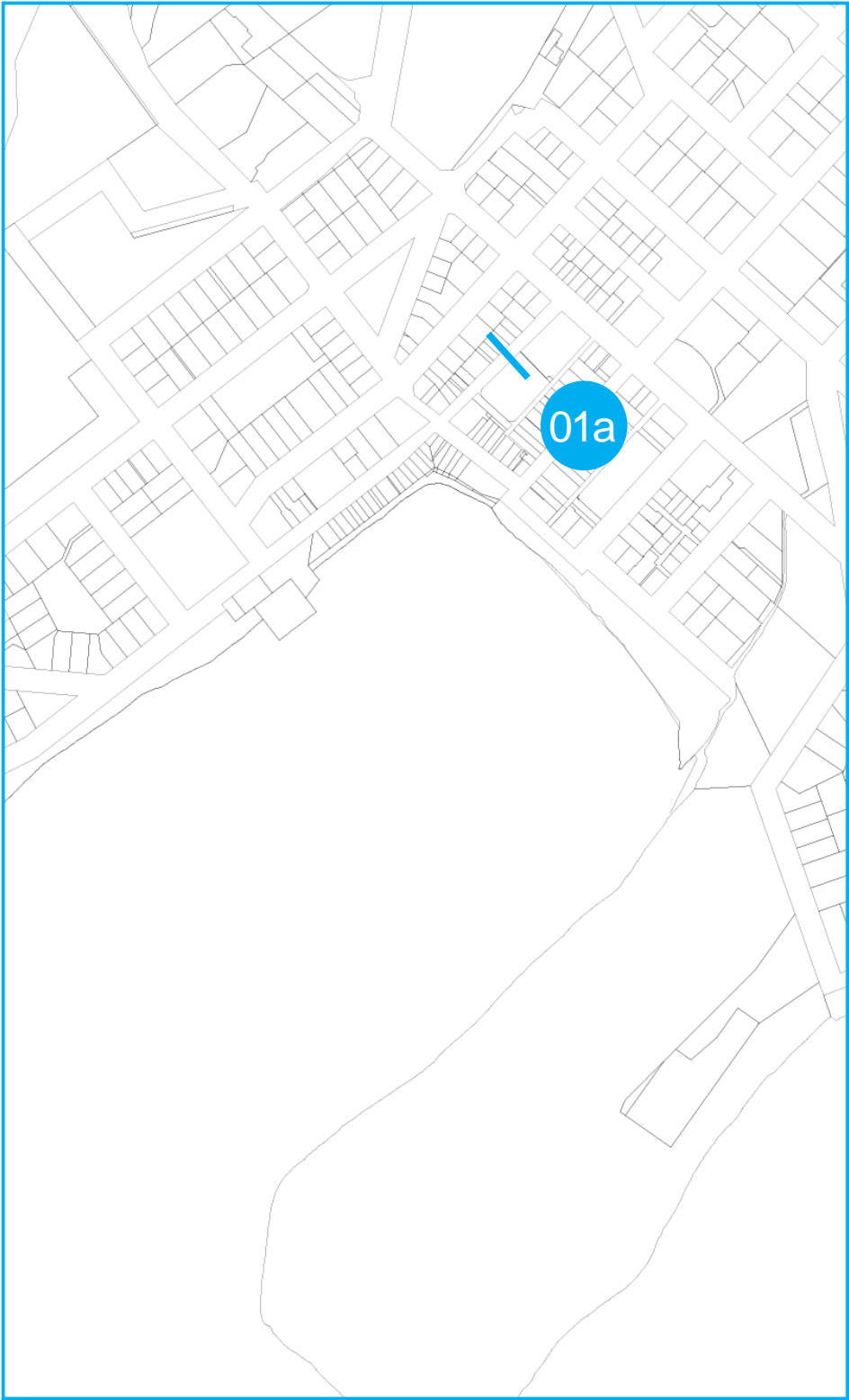
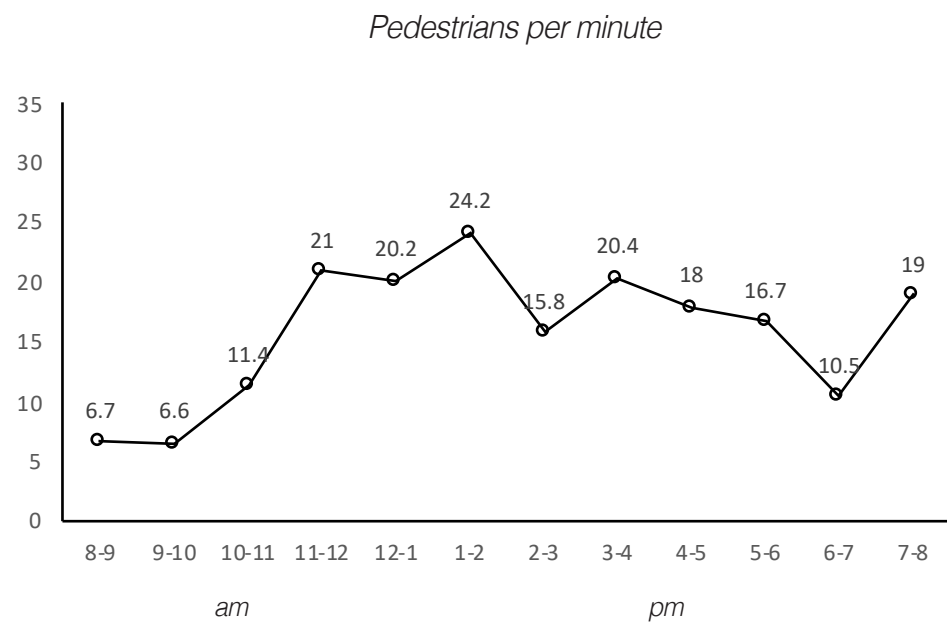
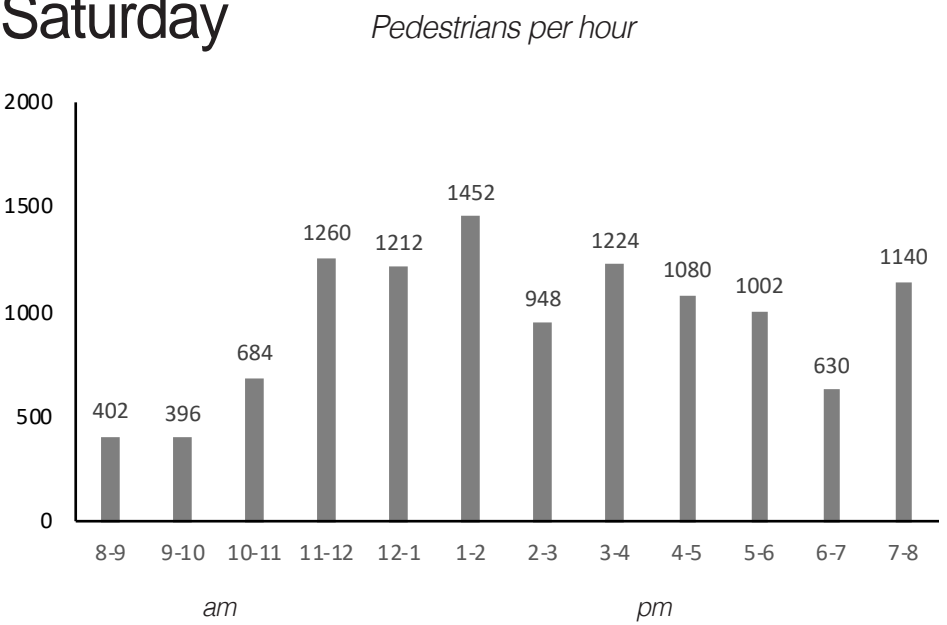
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

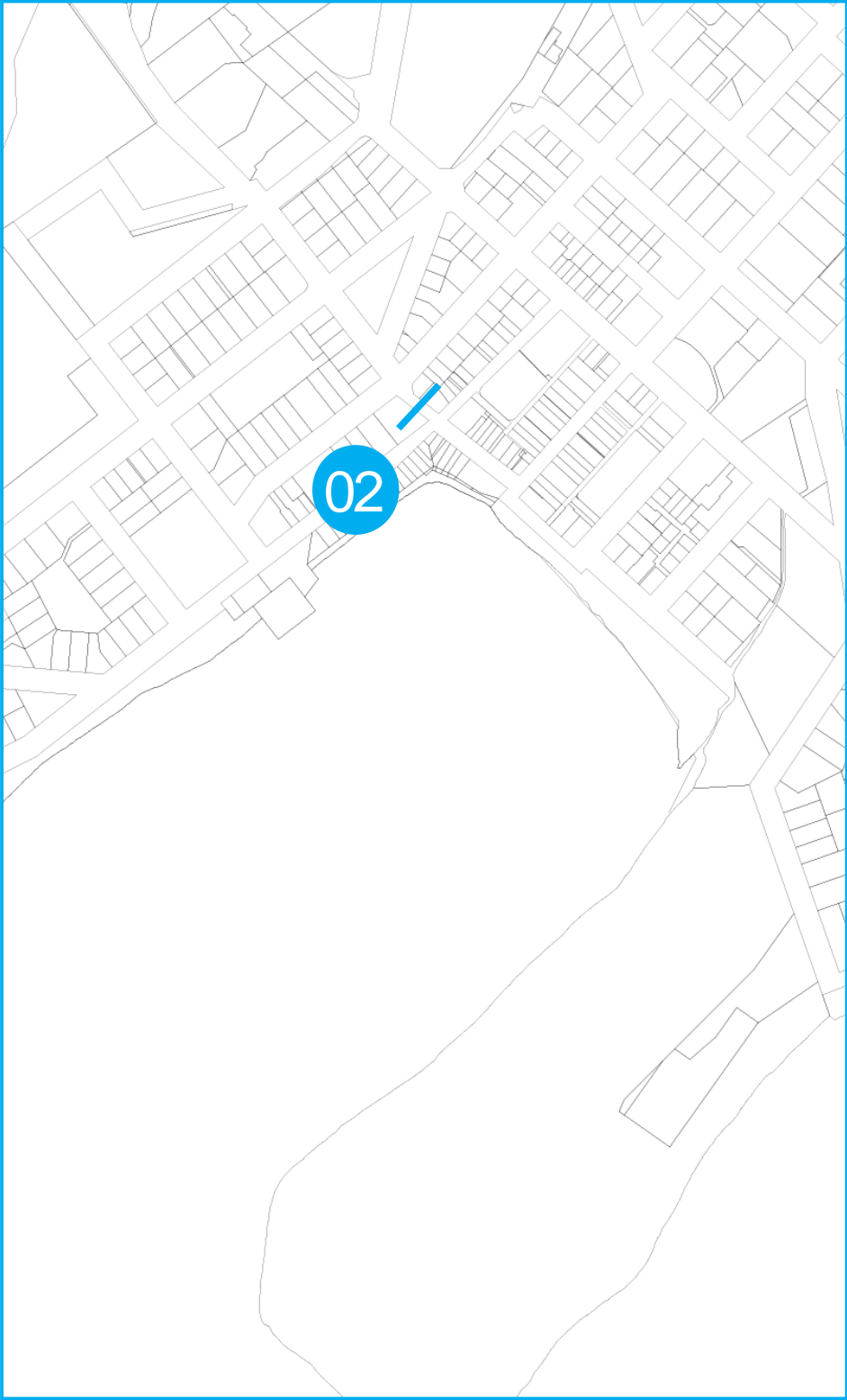
5.1 Pedestrian activity - 01a Beach St (N)

Weekday

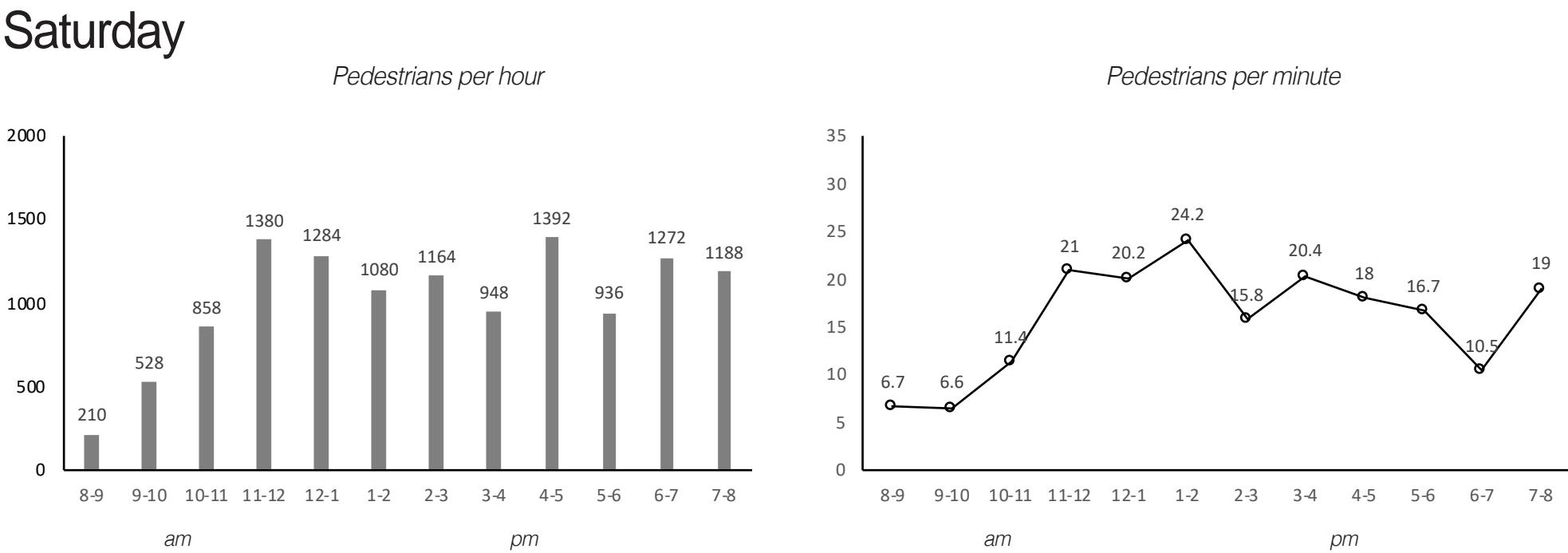
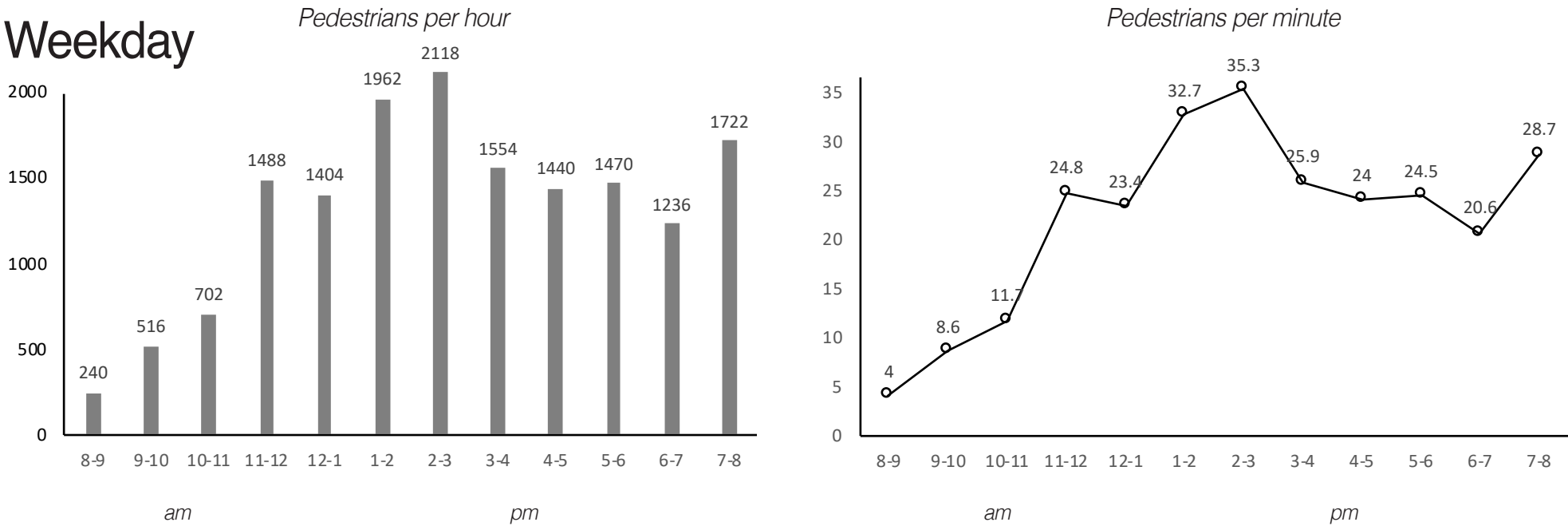


Saturday





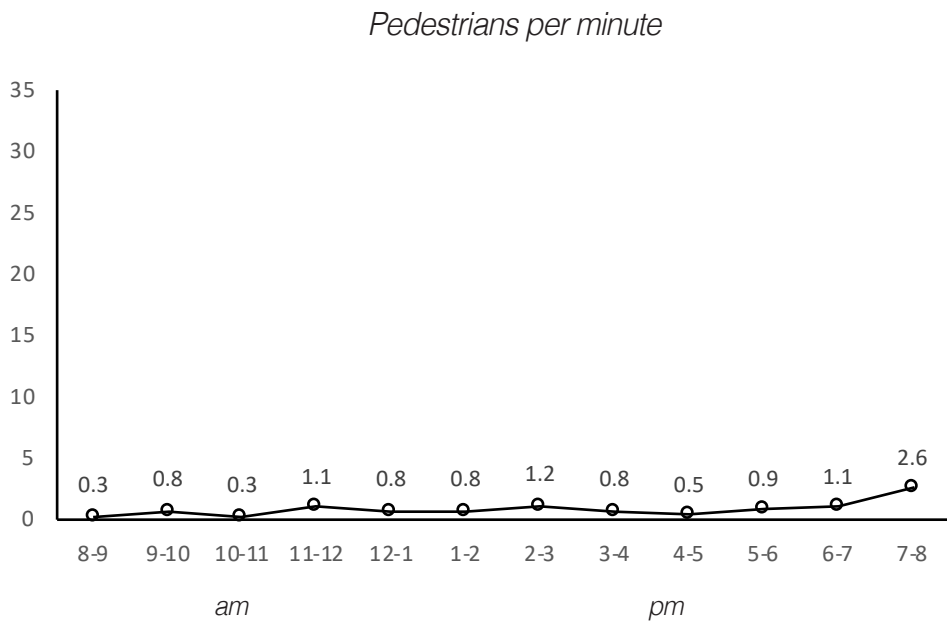
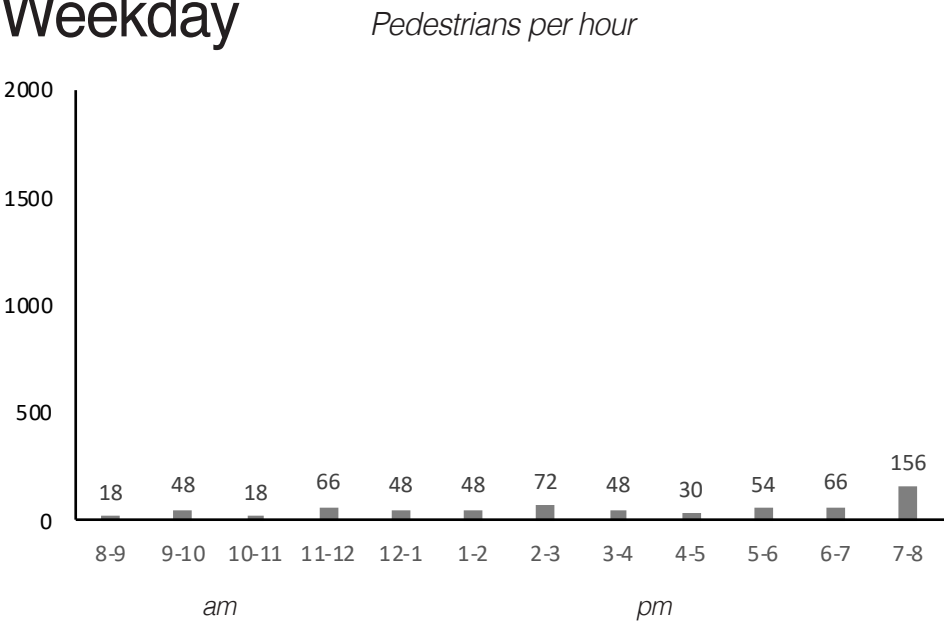
5.1 Pedestrian activity - 02 Rees St



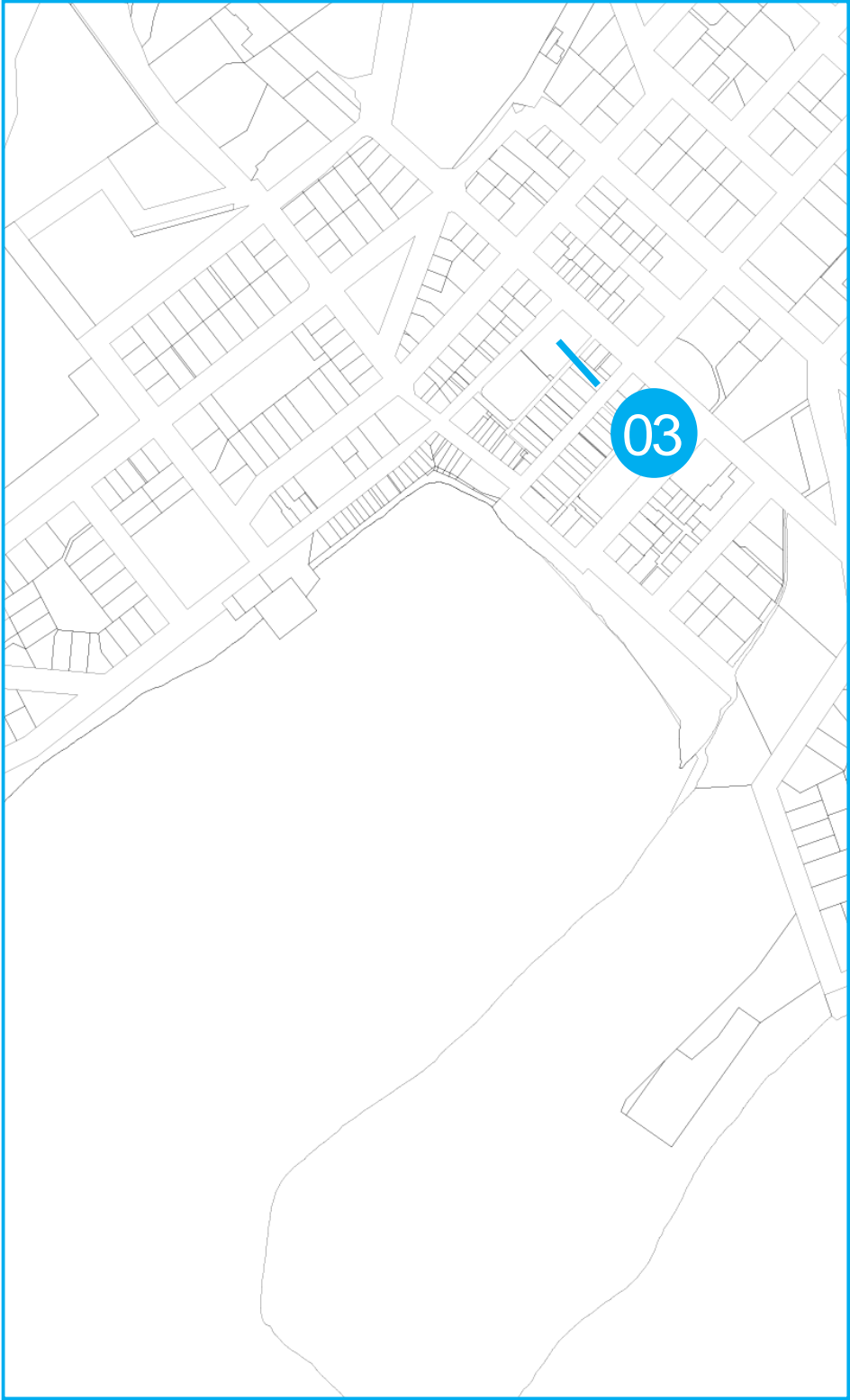
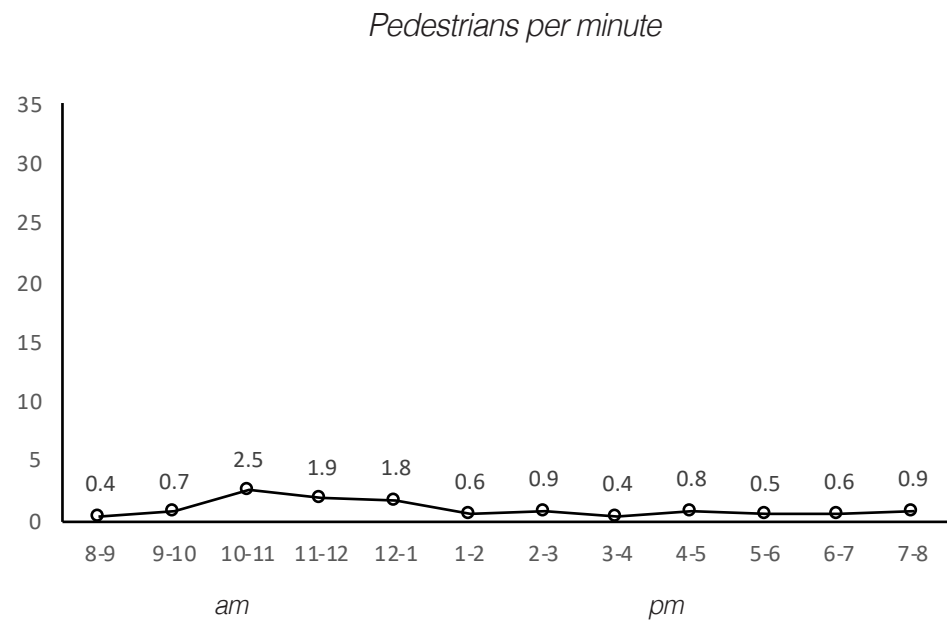
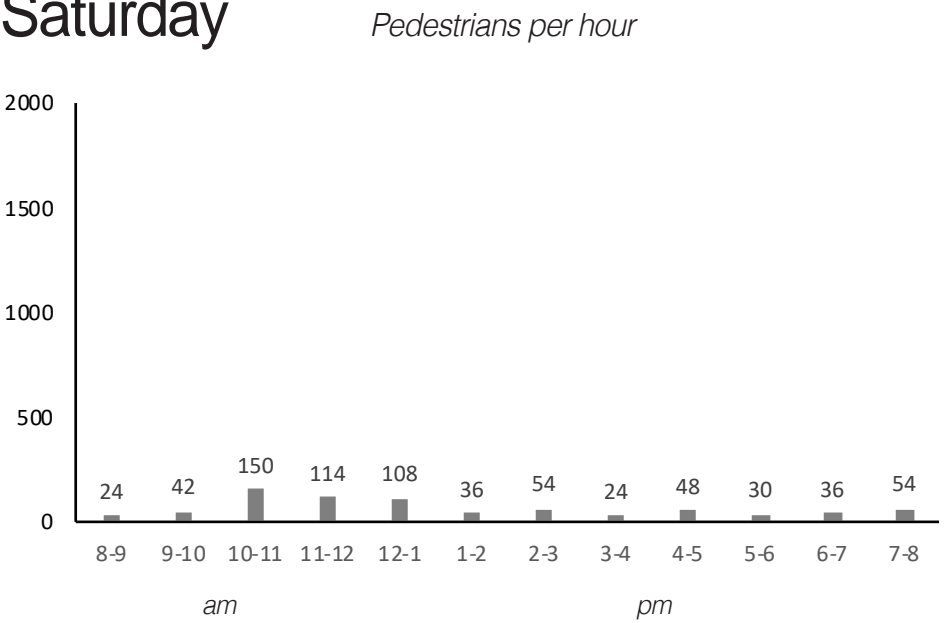
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

5.1 Pedestrian activity - 03 Cow Ln

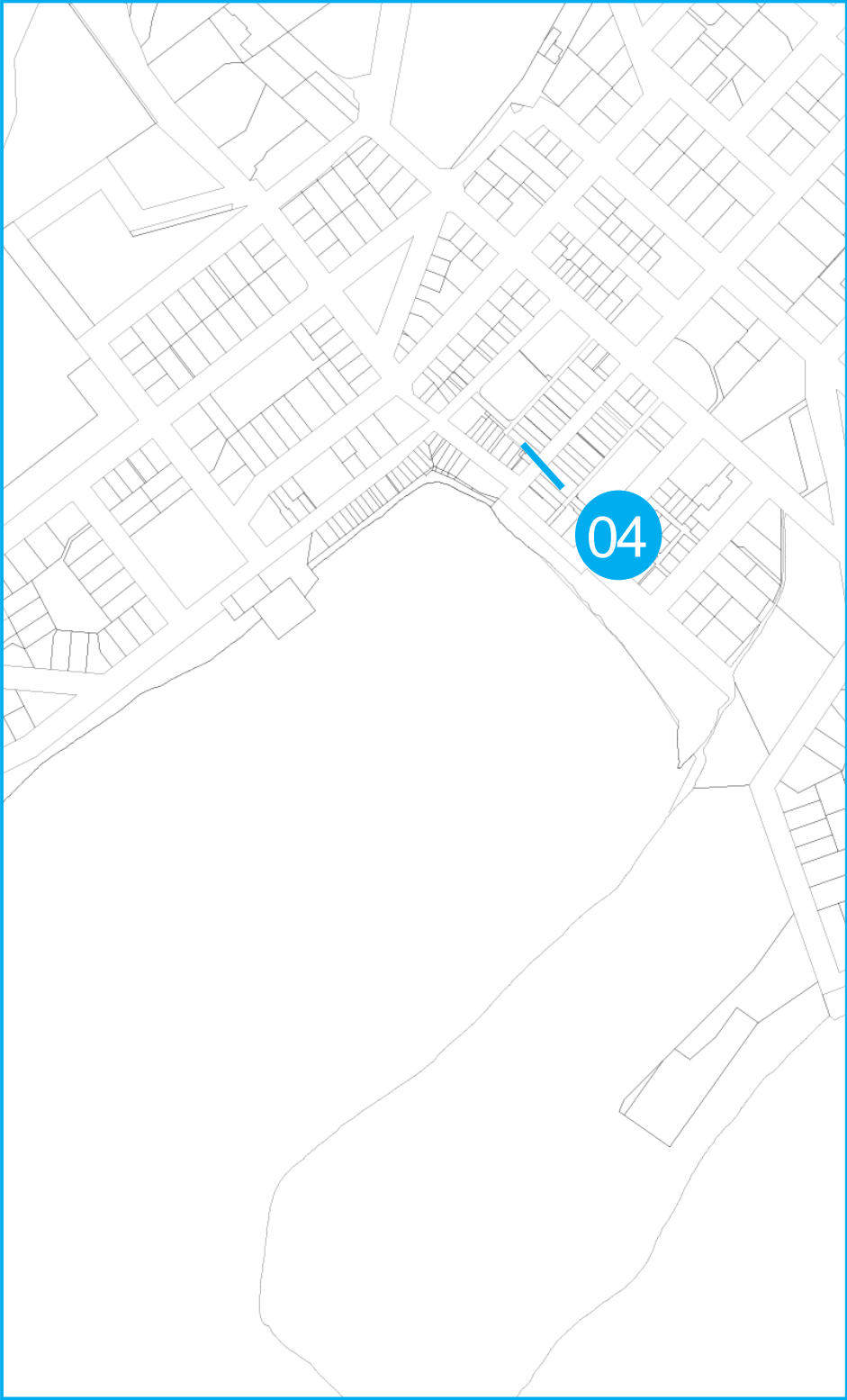
Weekday



Saturday

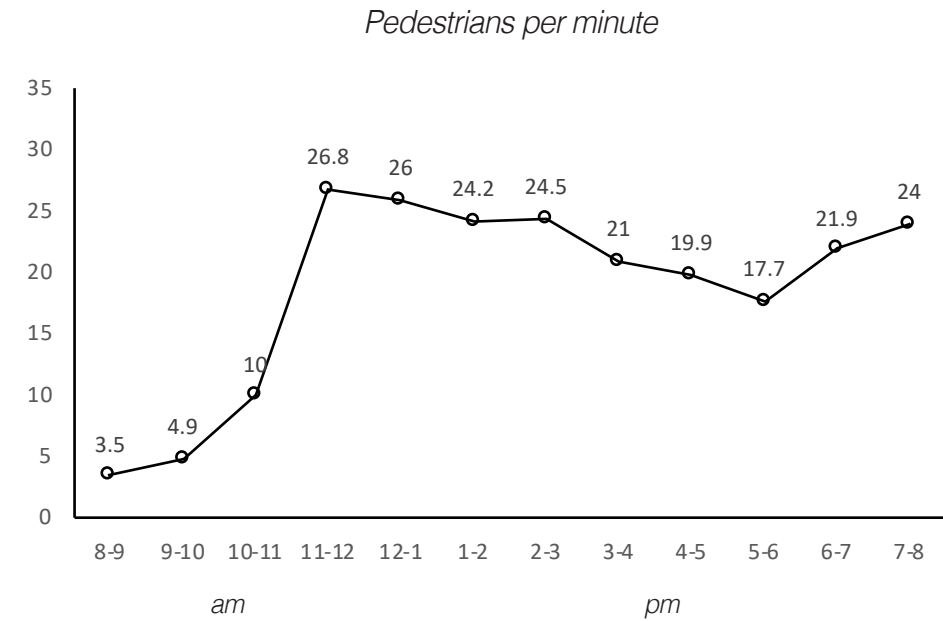
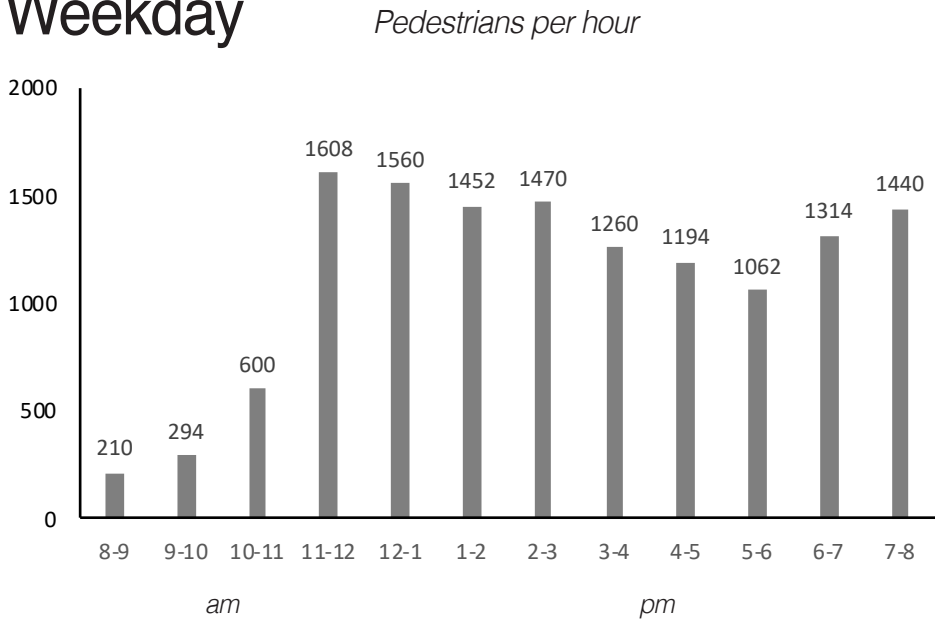


*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

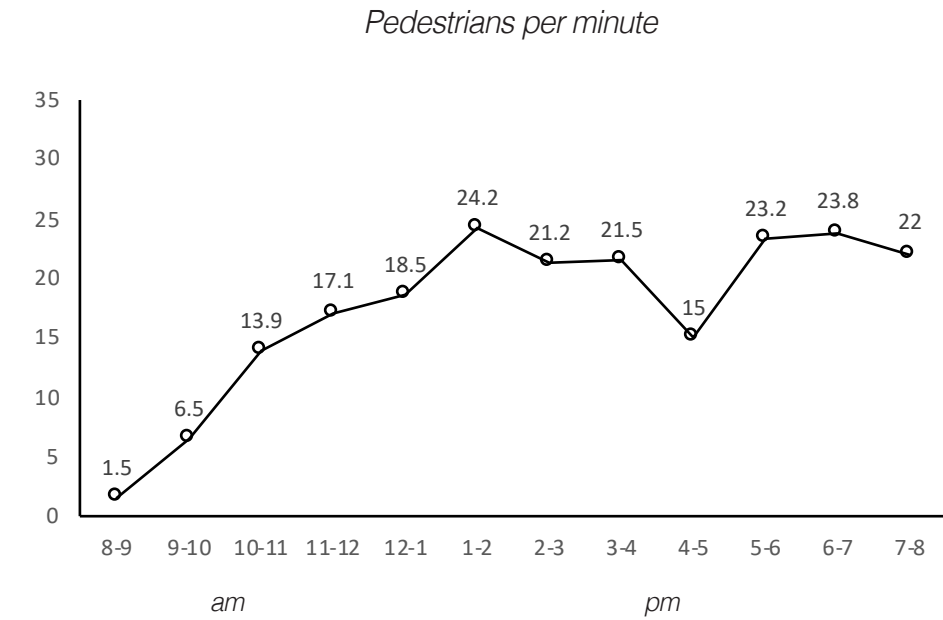
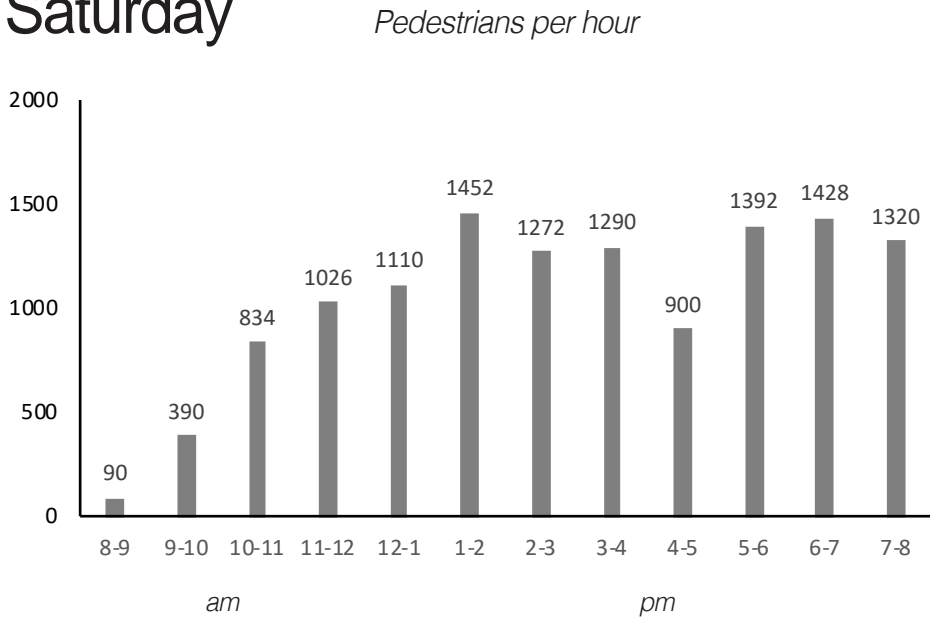


5.1 Pedestrian activity - 04 The Mall

Weekday

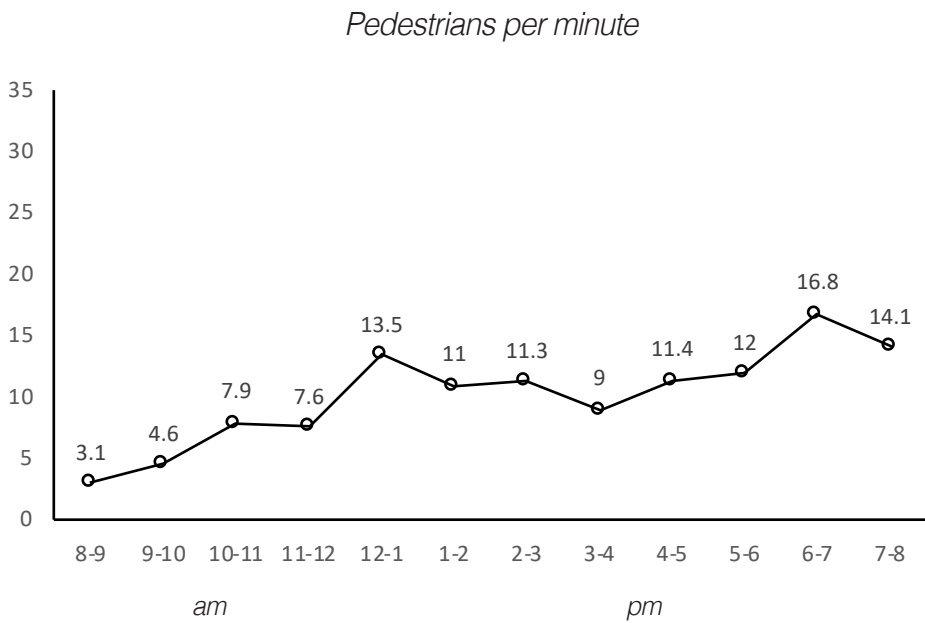
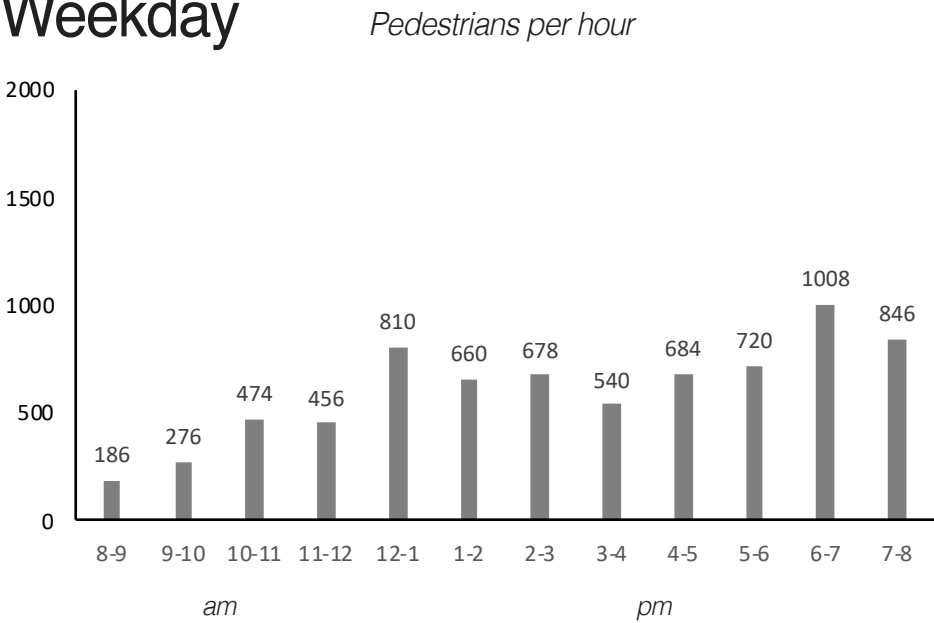


Saturday

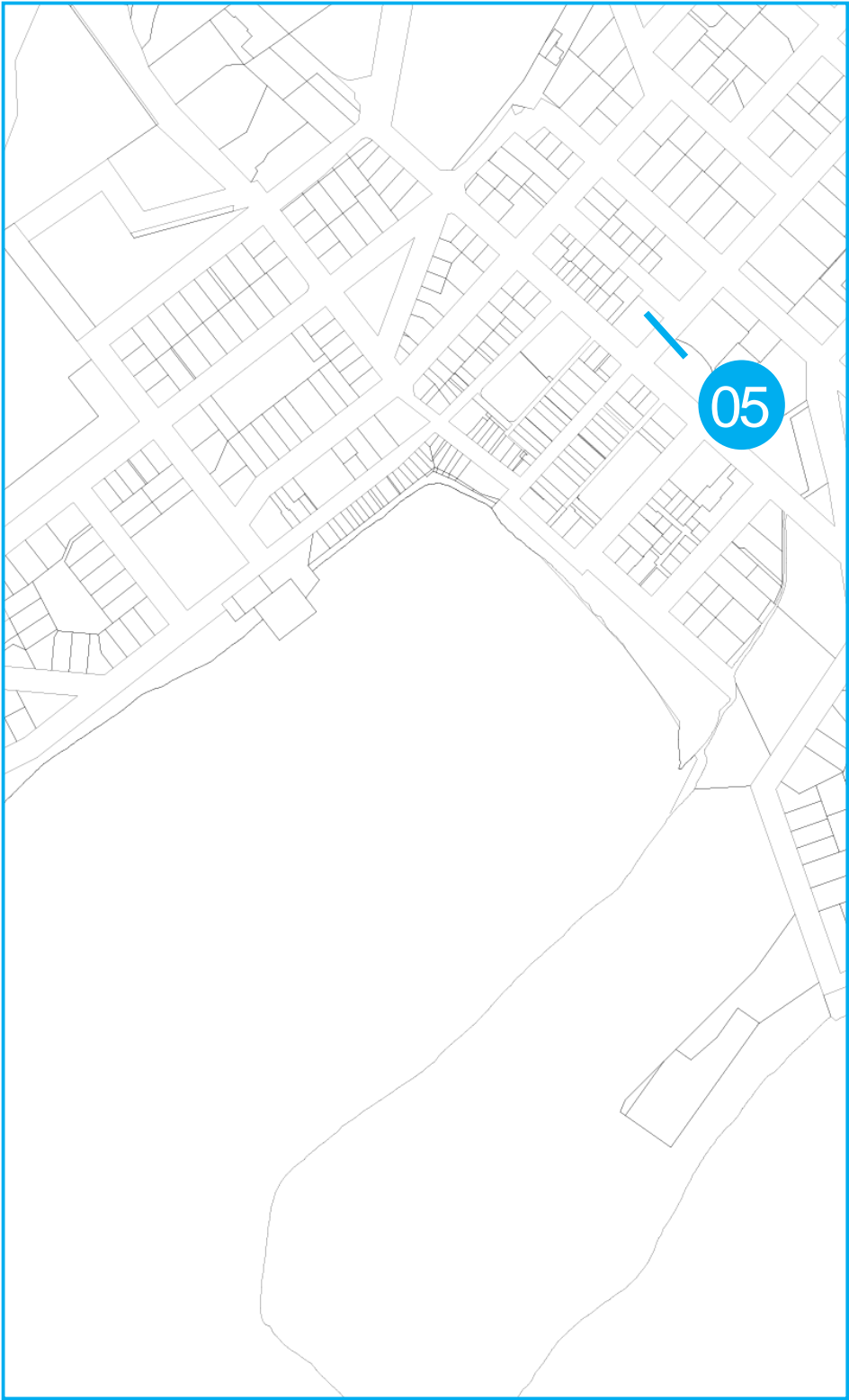
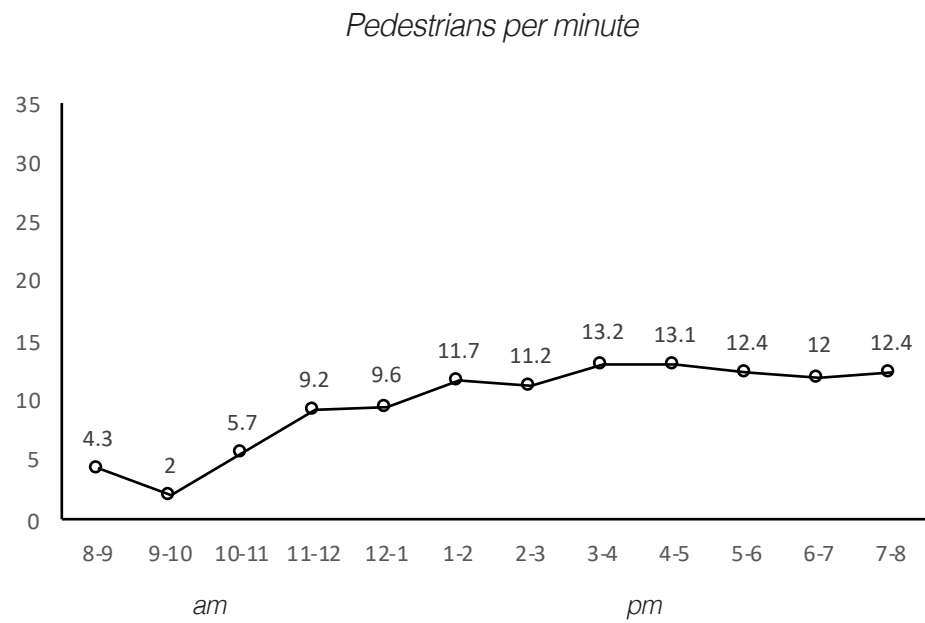
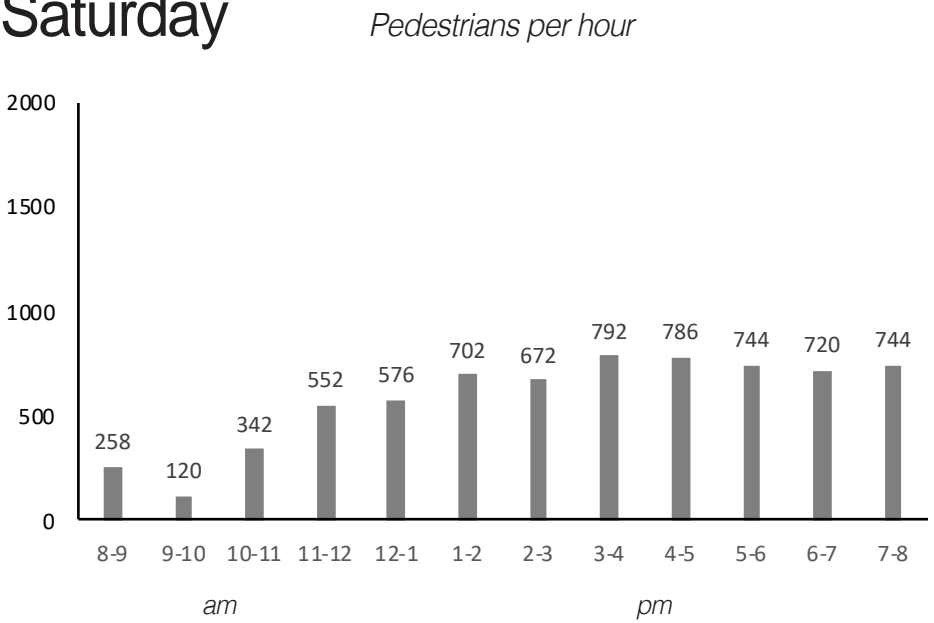


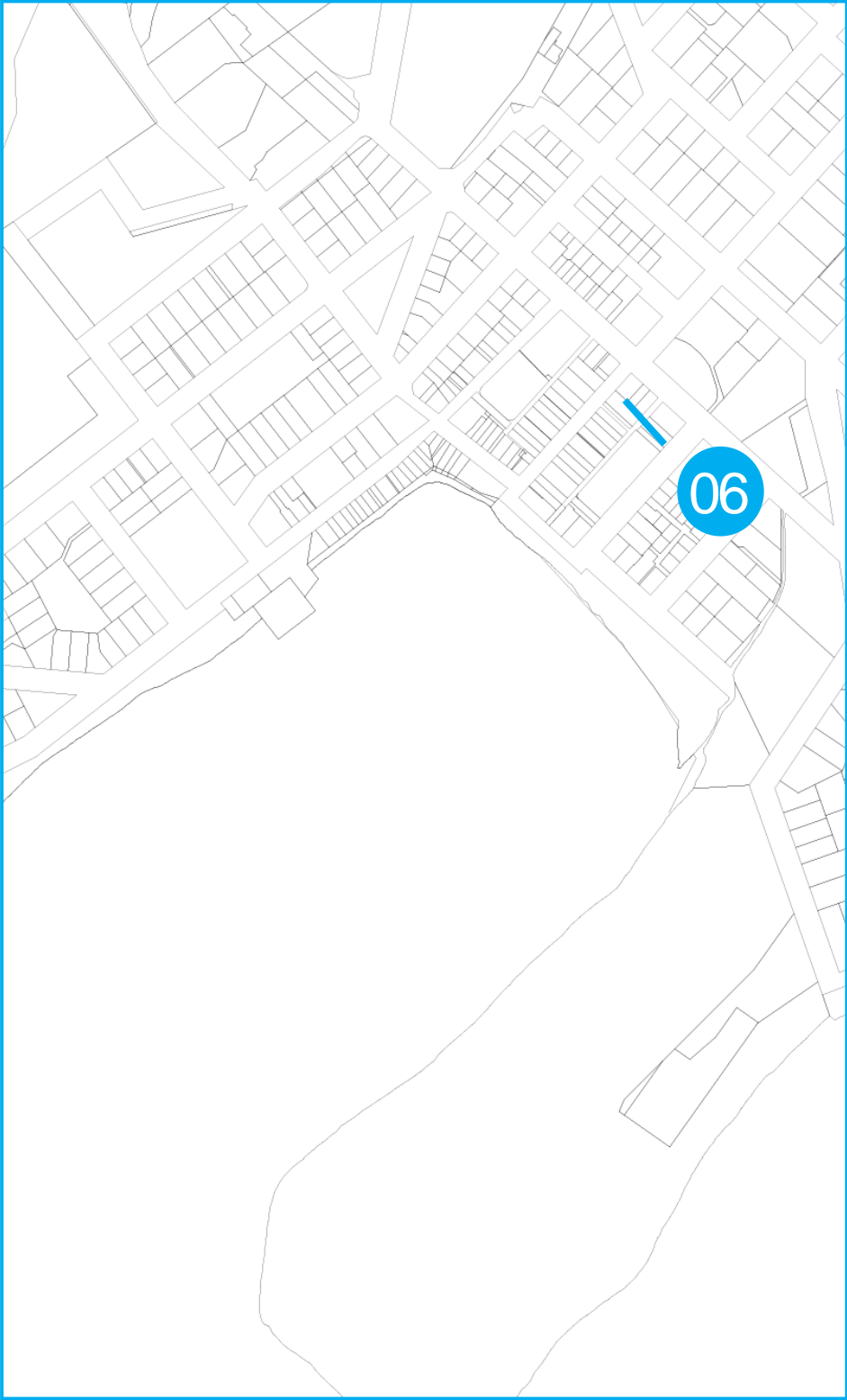
5.1 Pedestrian activity - 05 Ballarat St

Weekday



Saturday

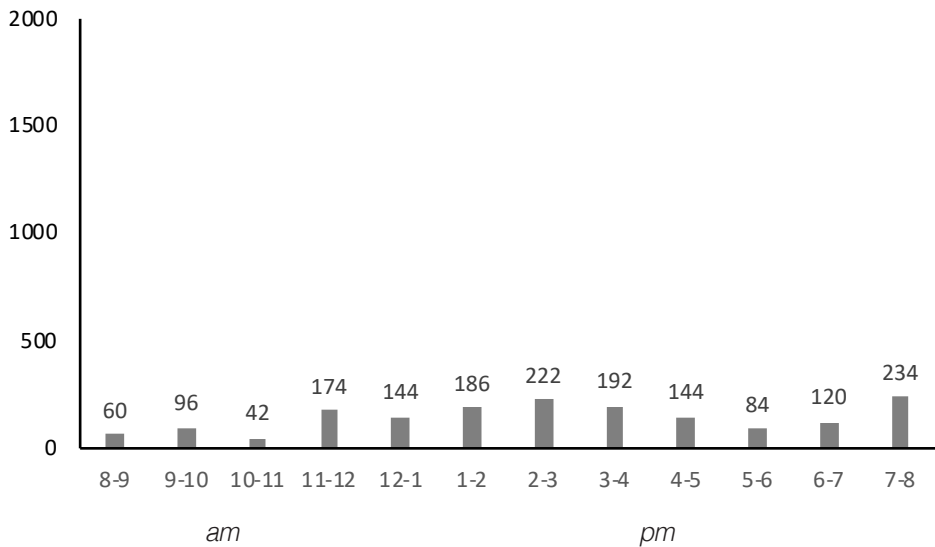




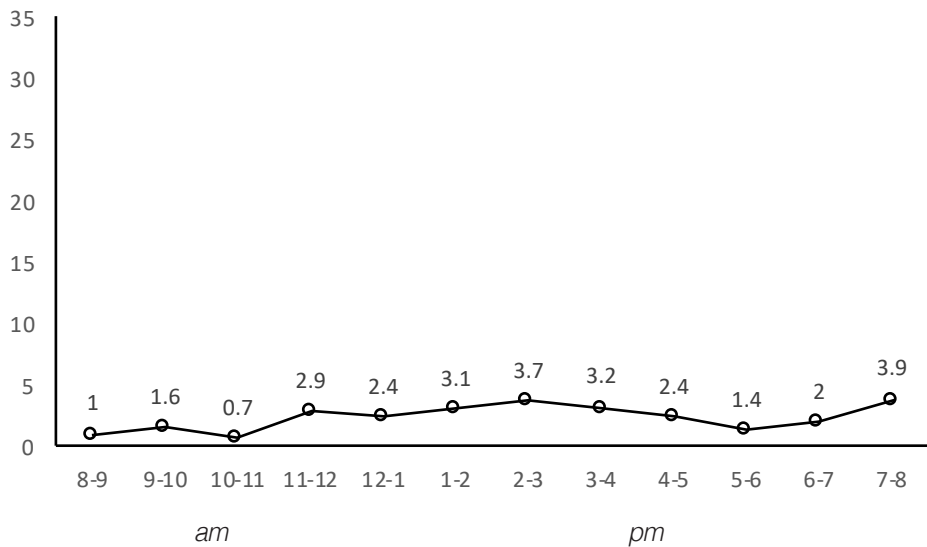
5.1 Pedestrian activity - 06 Searle Ln

Weekday

Pedestrians per hour

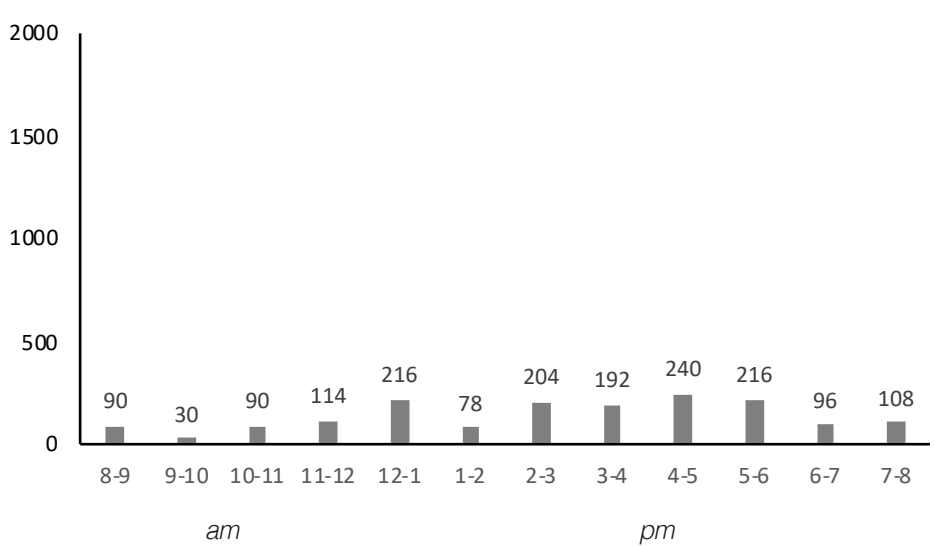


Pedestrians per minute

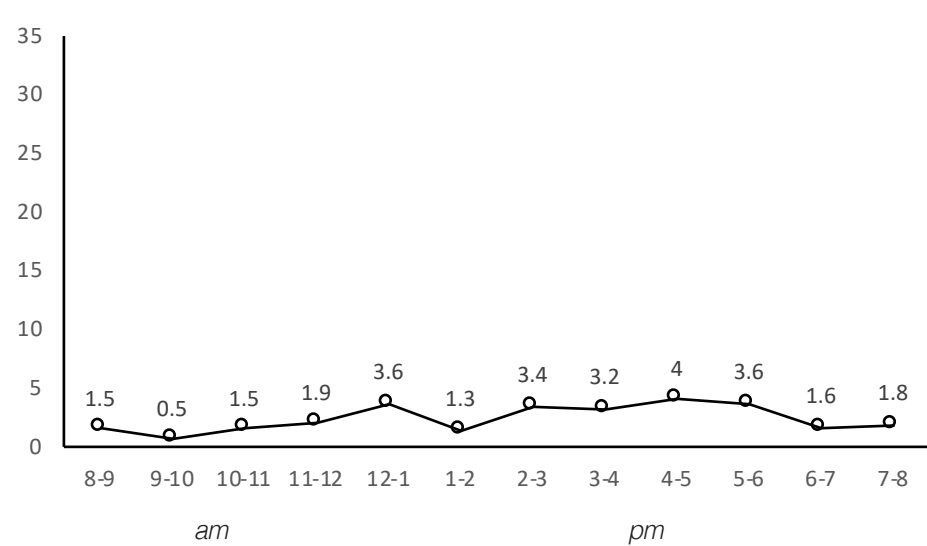


Saturday

Pedestrians per hour

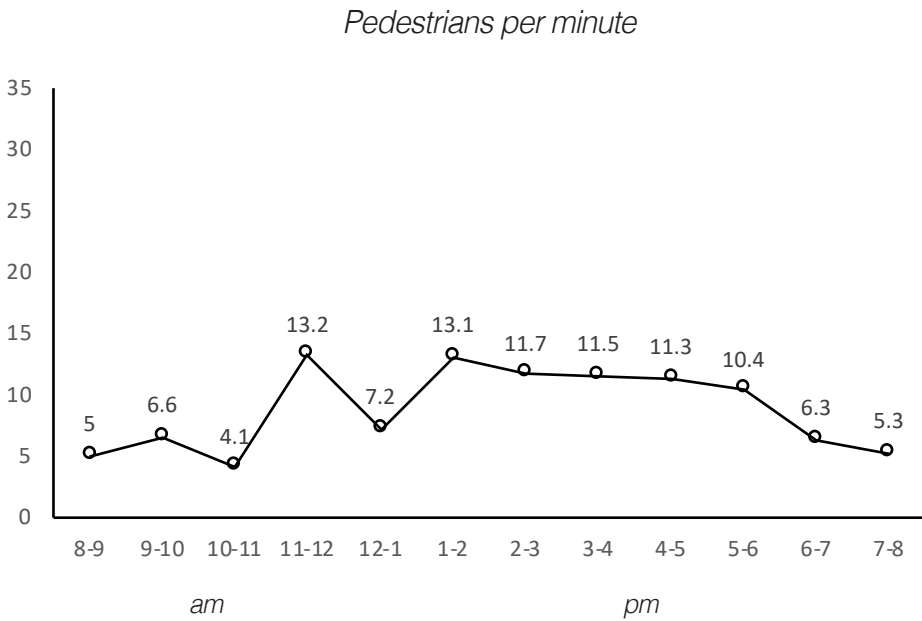
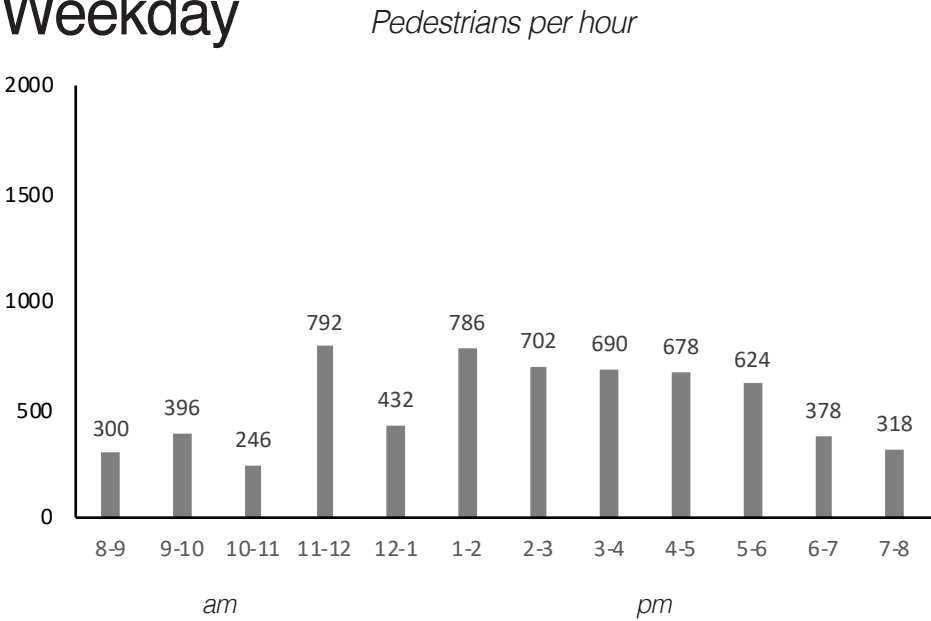


Pedestrians per minute

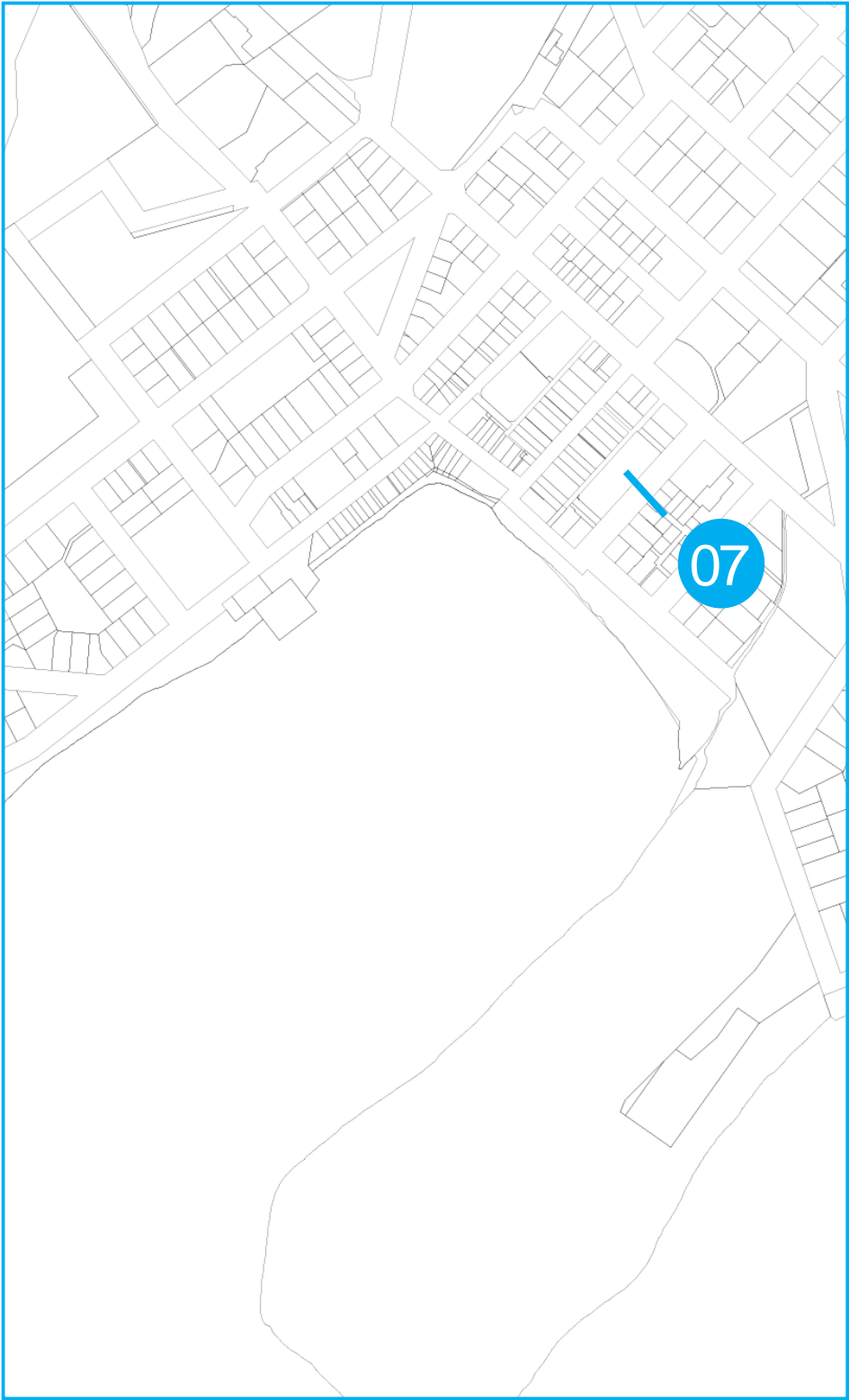
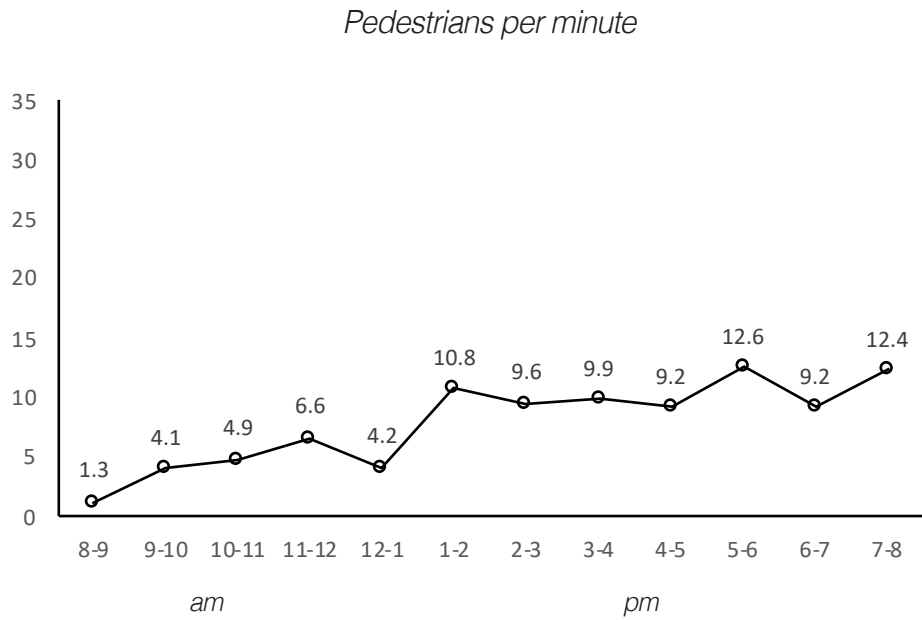
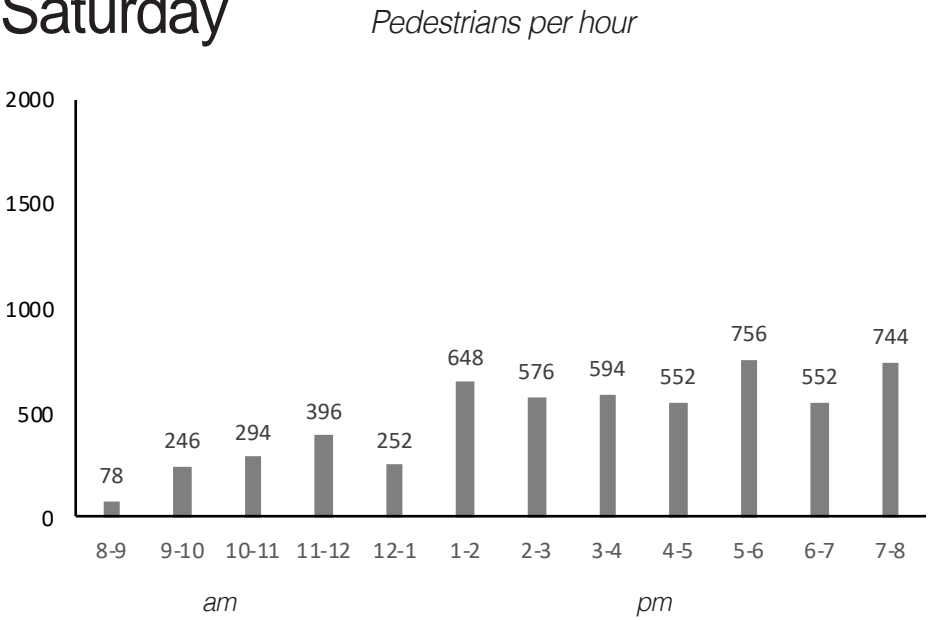


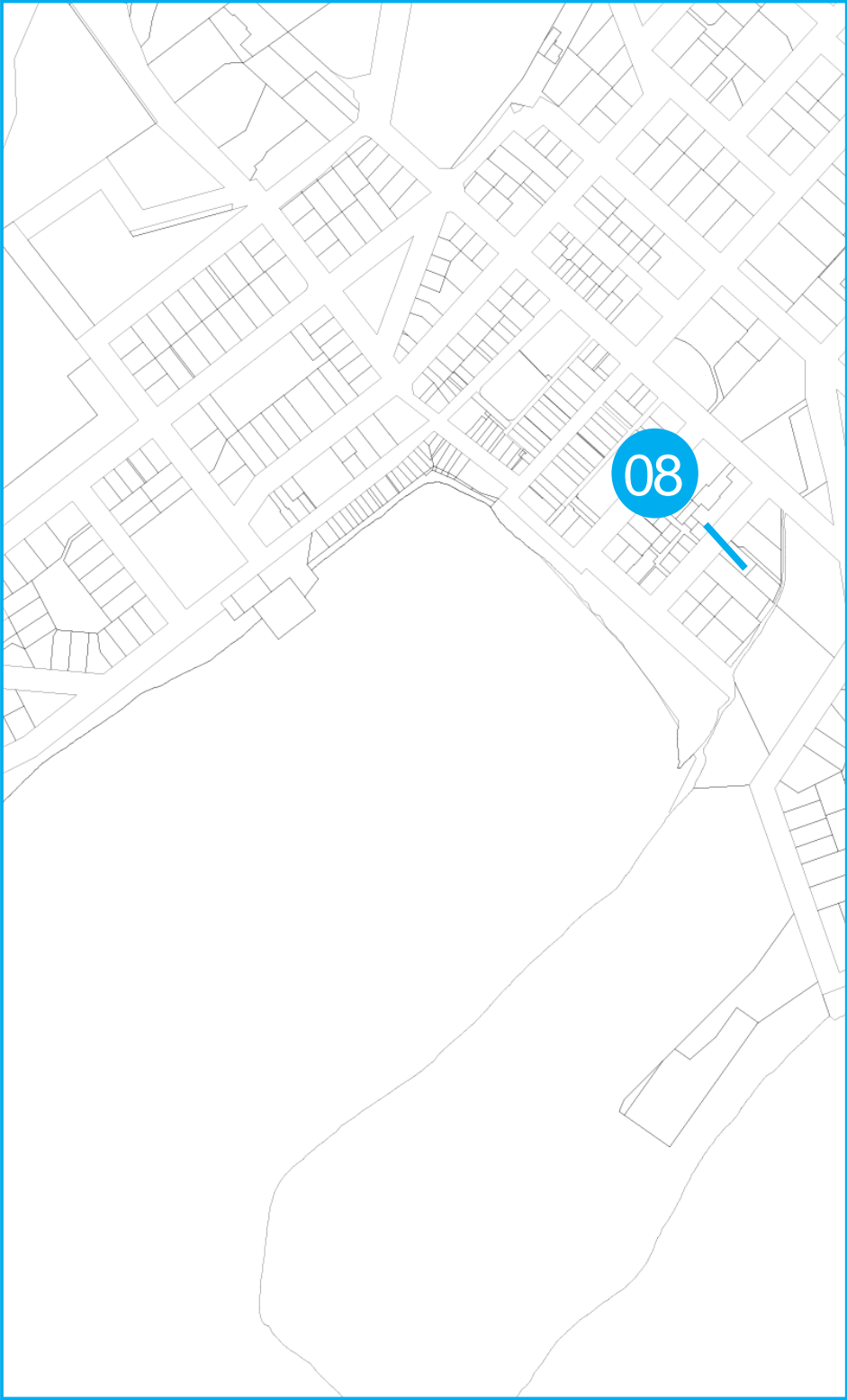
5.1 Pedestrian activity - 07 Church St

Weekday



Saturday

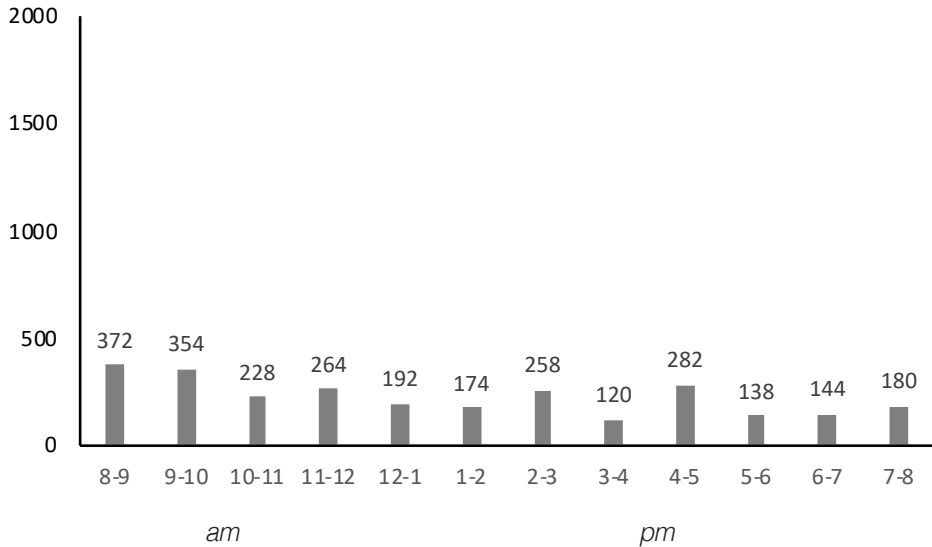




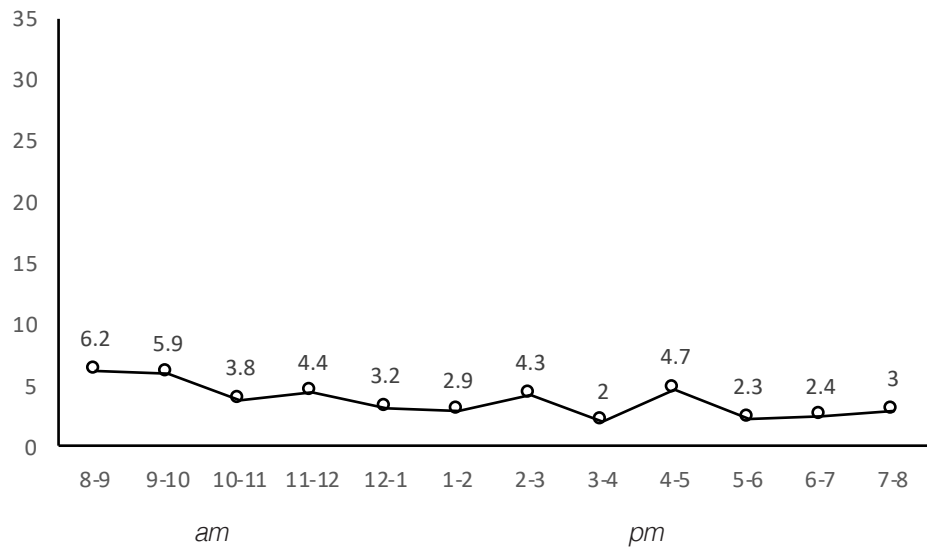
5.1 Pedestrian activity - 08 Earl St

Weekday

Pedestrians per hour

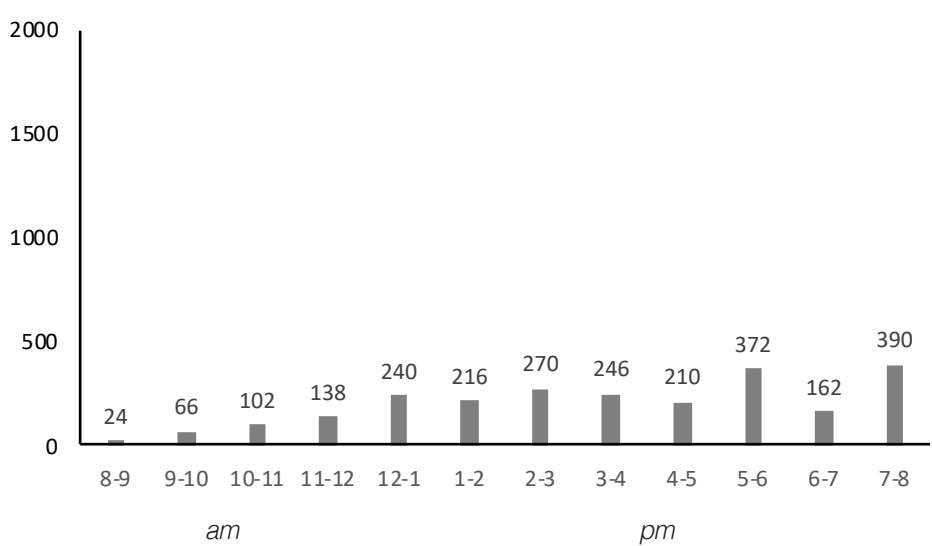


Pedestrians per minute

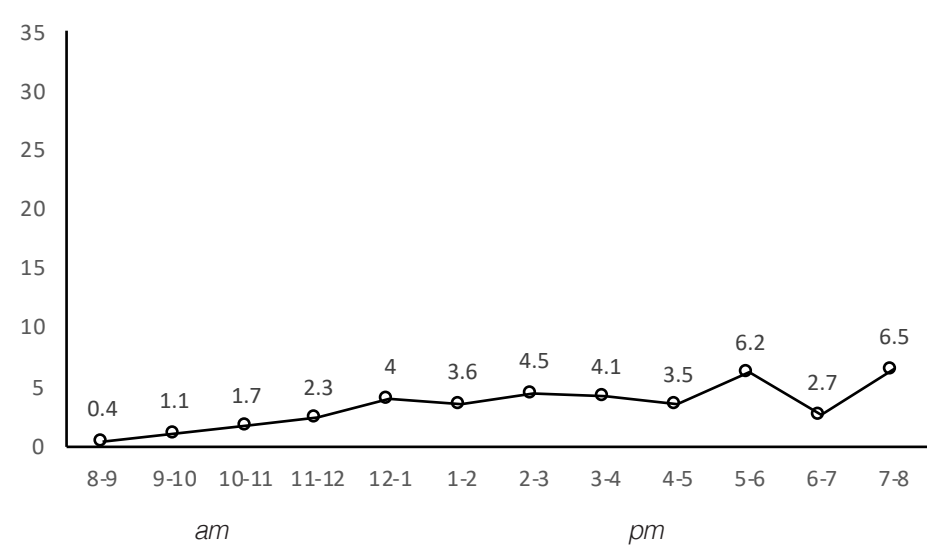


Saturday

Pedestrians per hour

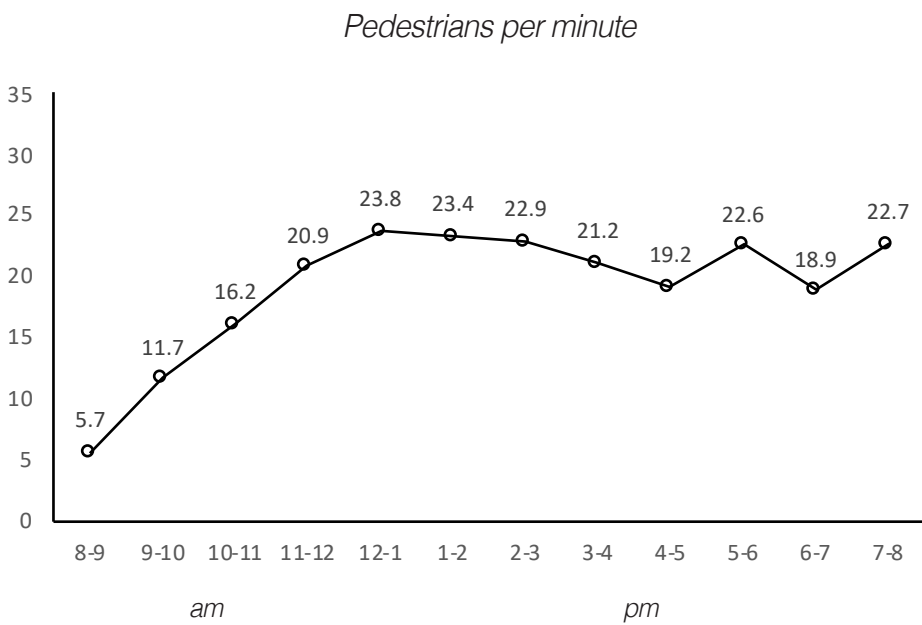
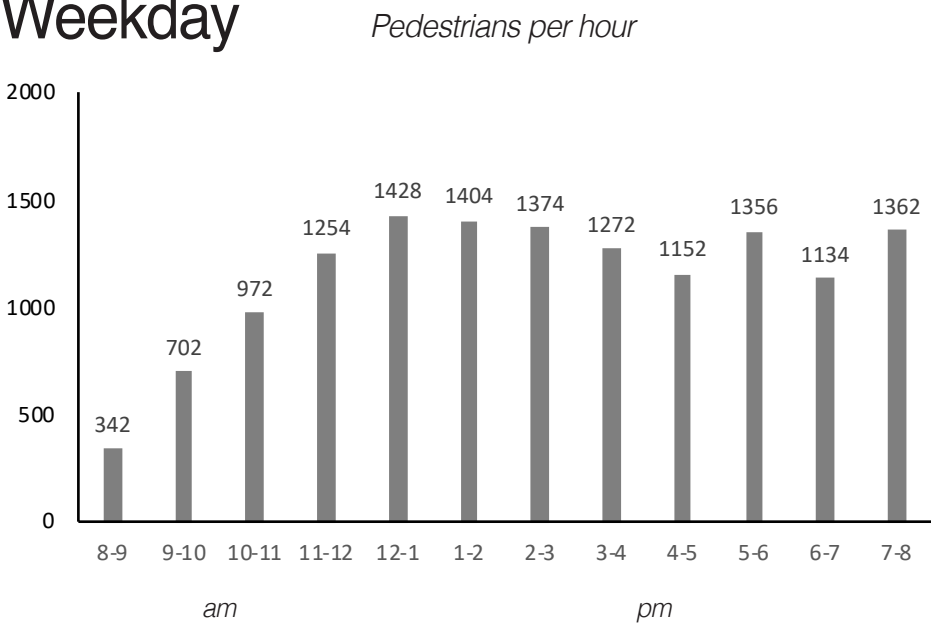


Pedestrians per minute

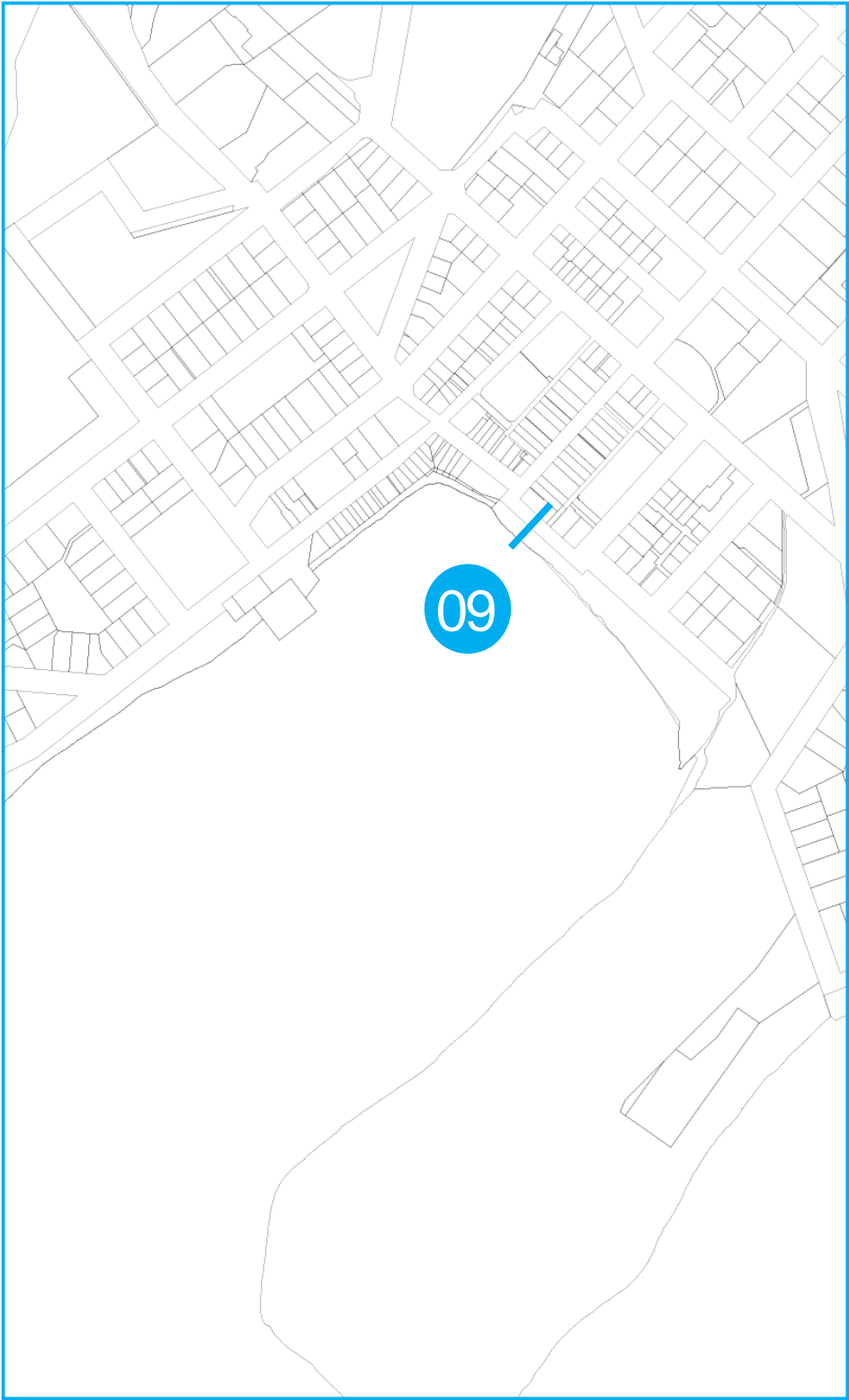
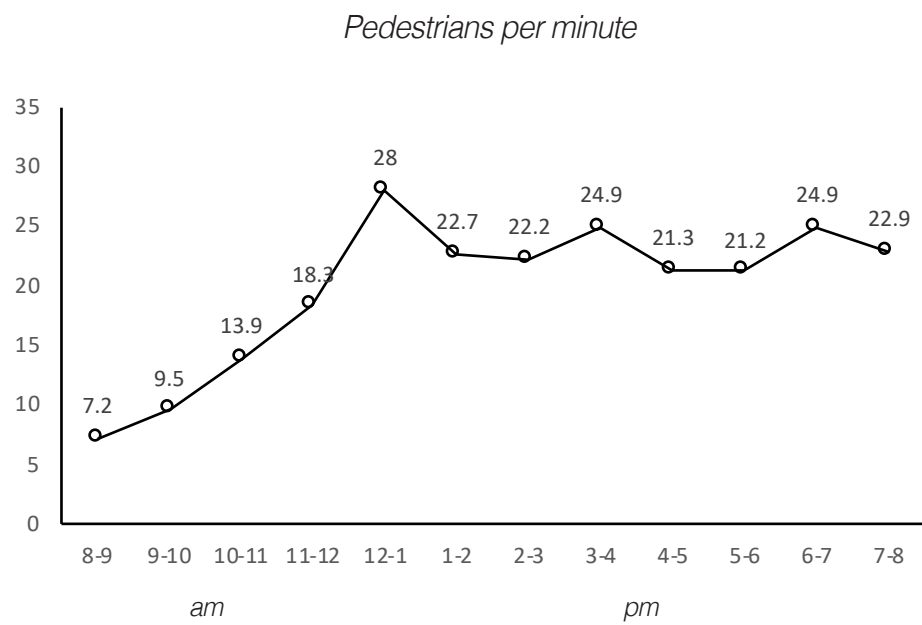
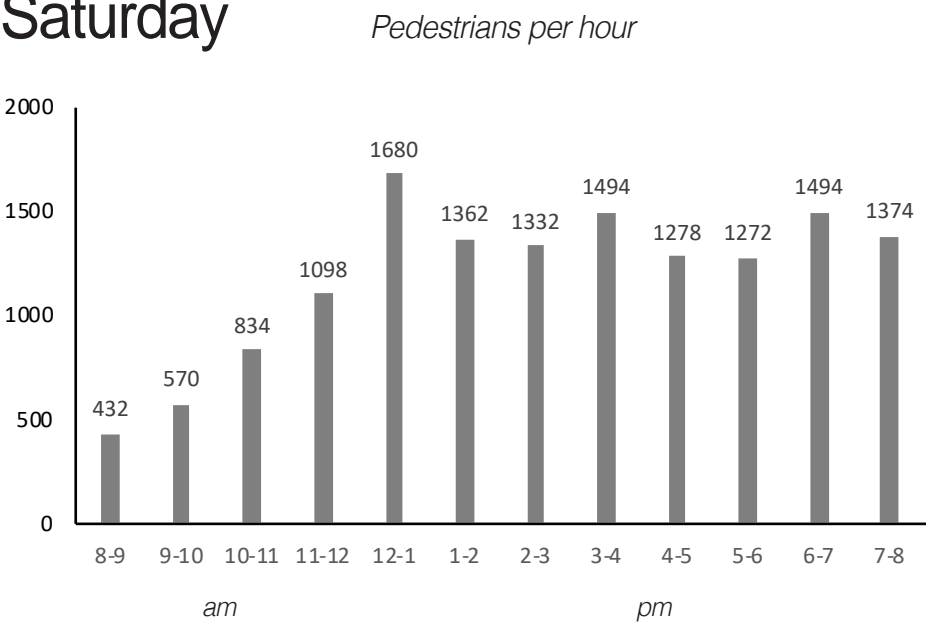


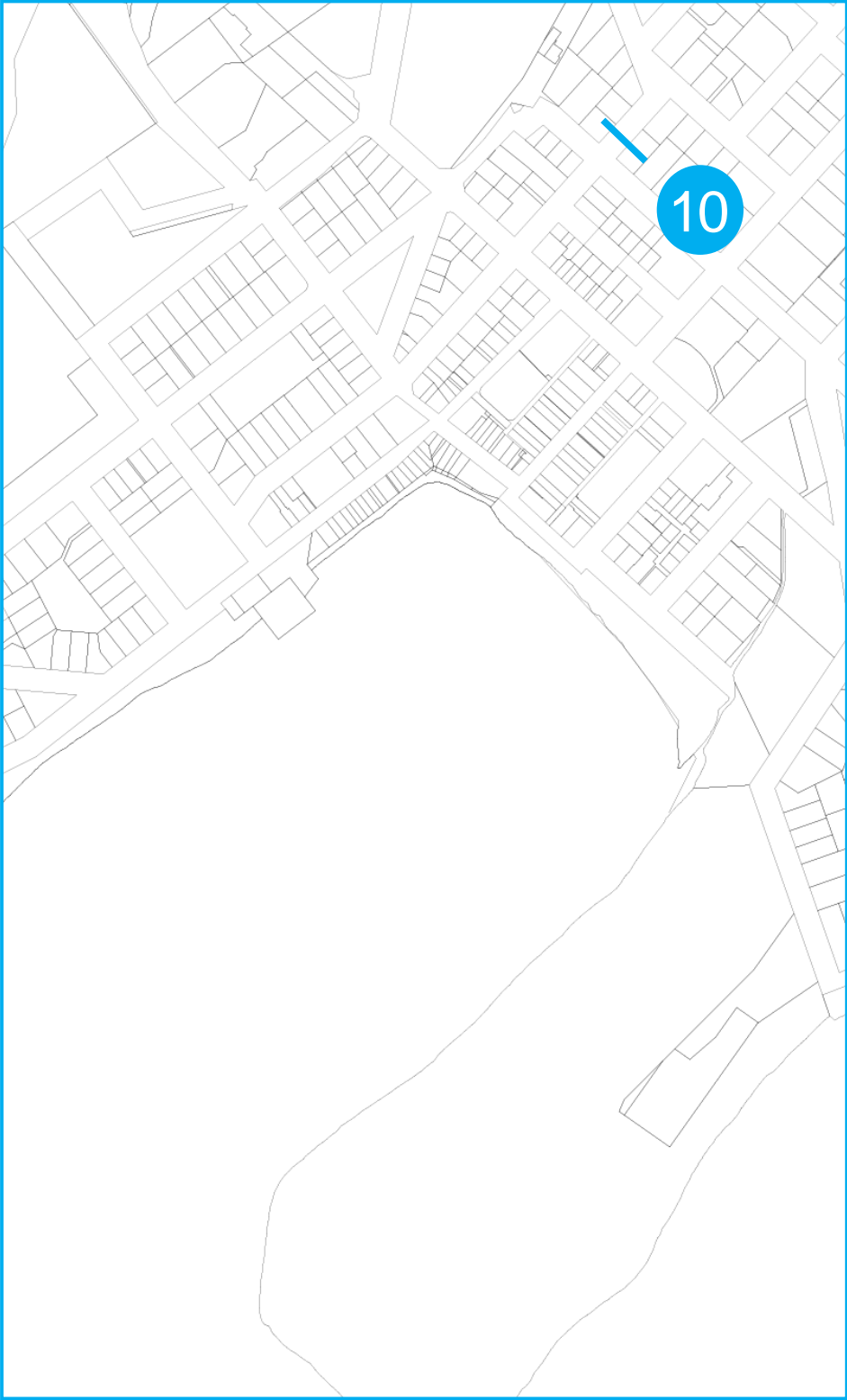
5.1 Pedestrian activity - 09 Marine Parade

Weekday



Saturday

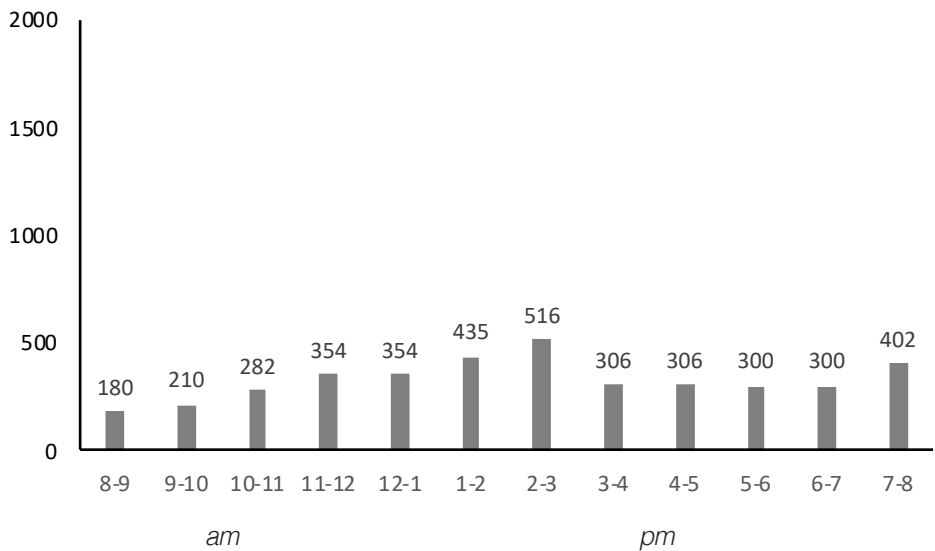




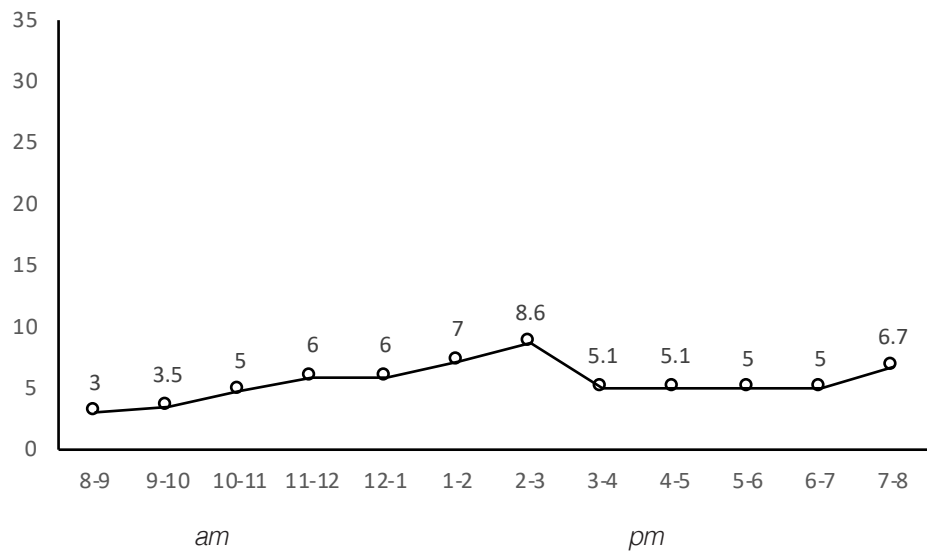
5.1 Pedestrian activity - 10 Gorge Rd

Weekday

Pedestrians per hour

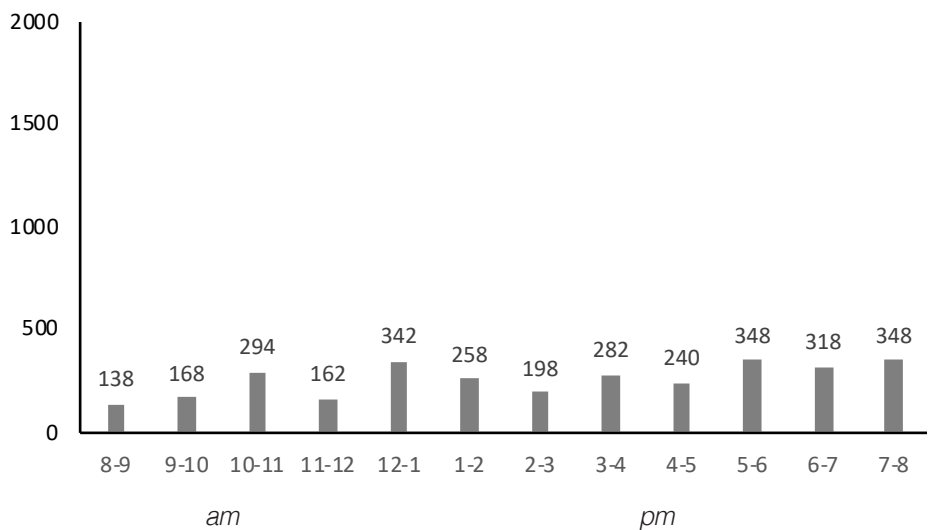


Pedestrians per minute

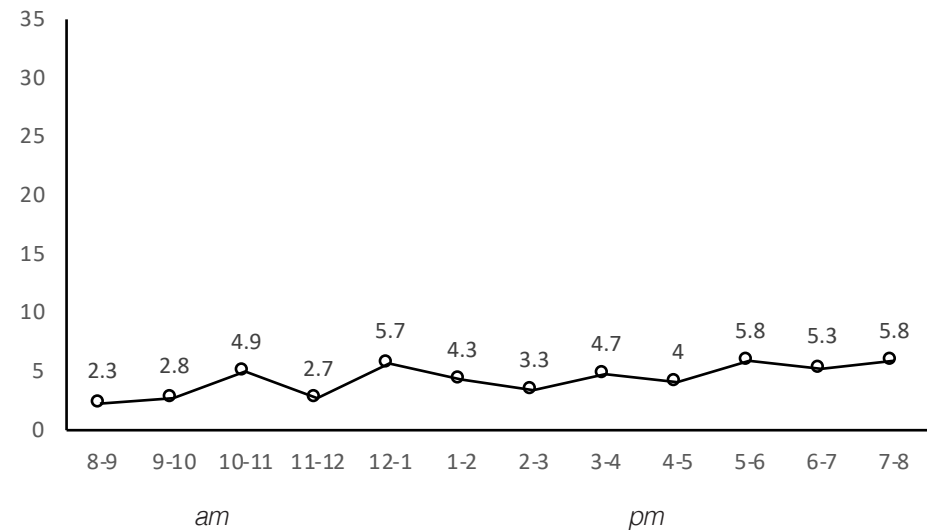


Saturday

Pedestrians per hour



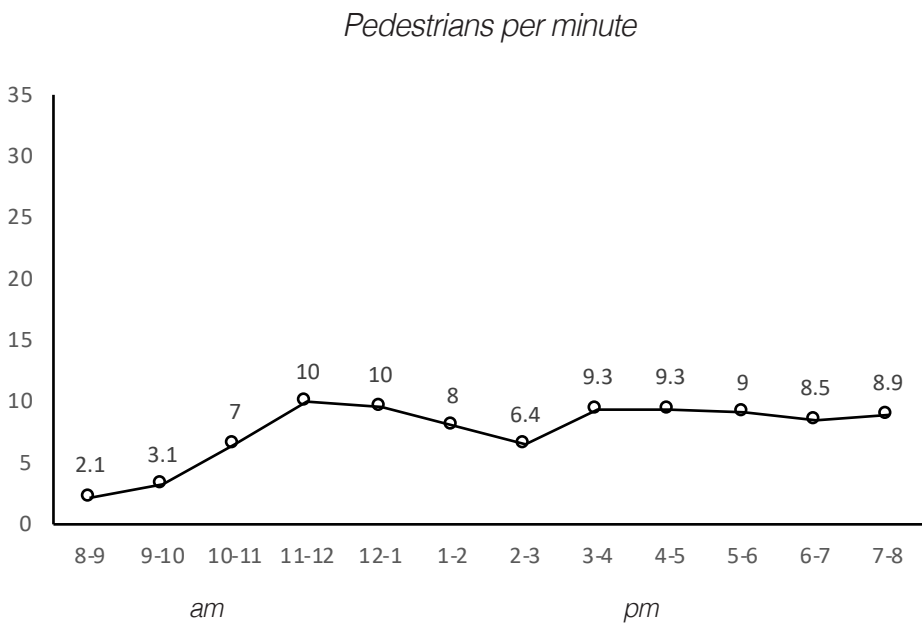
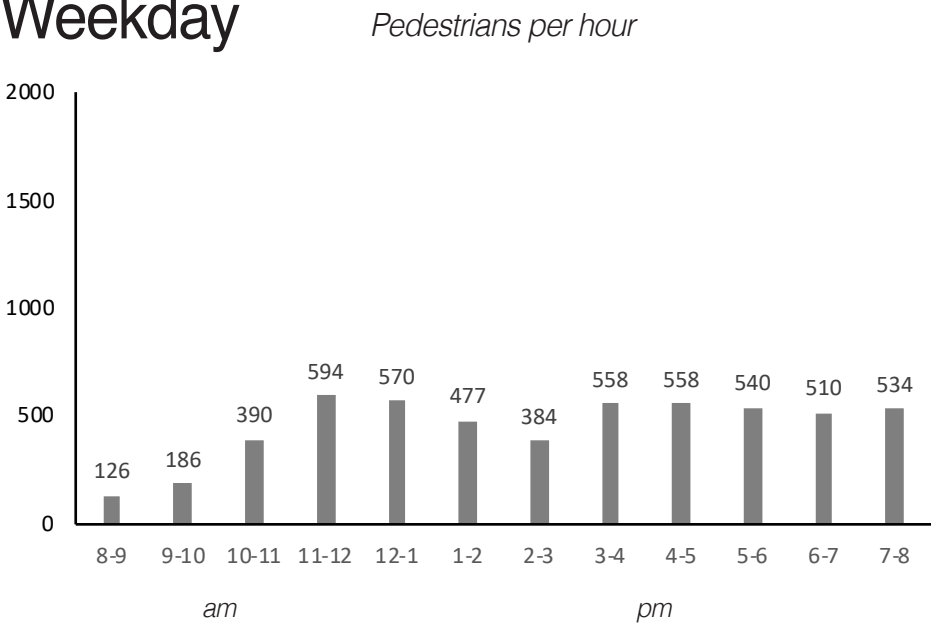
Pedestrians per minute



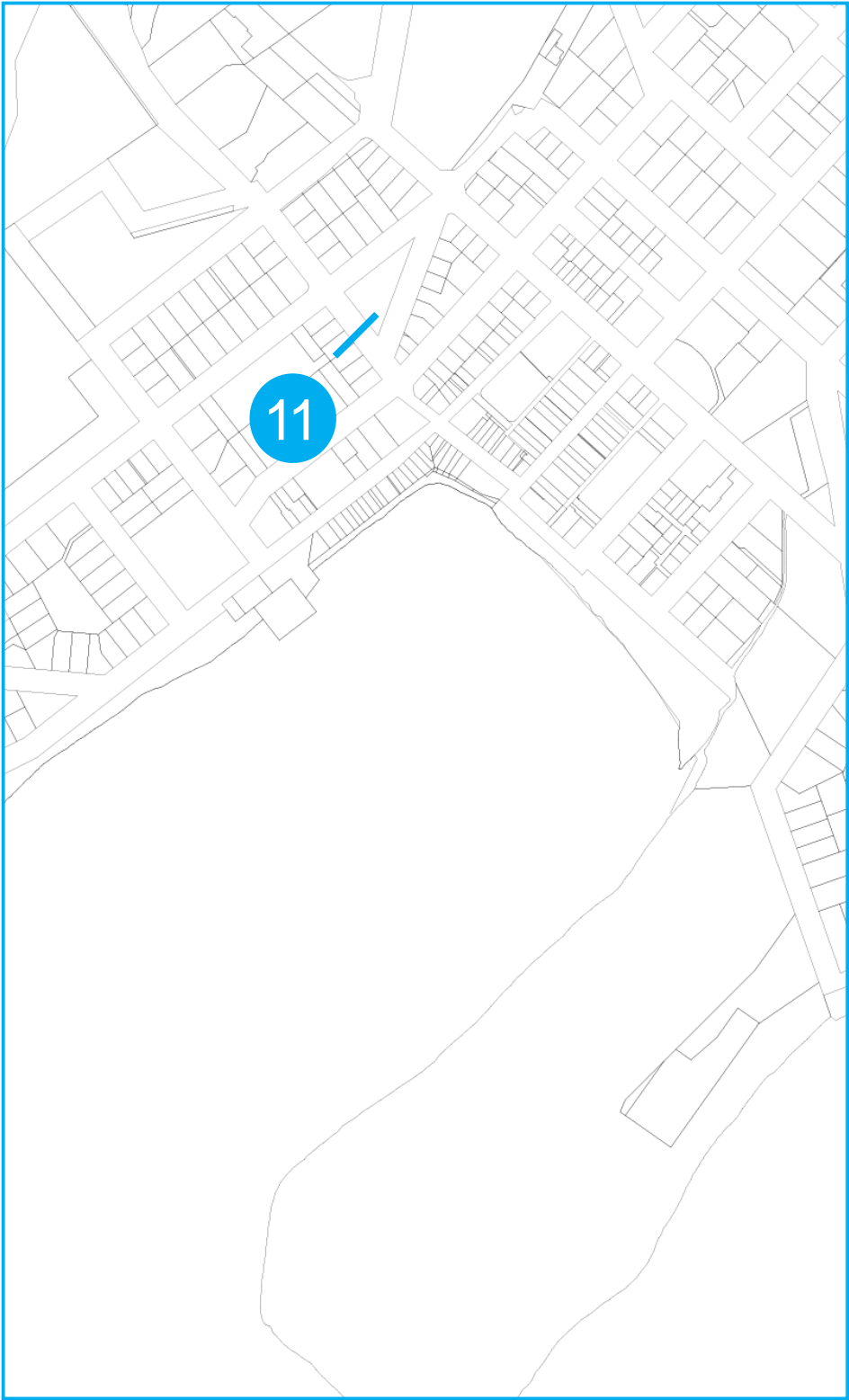
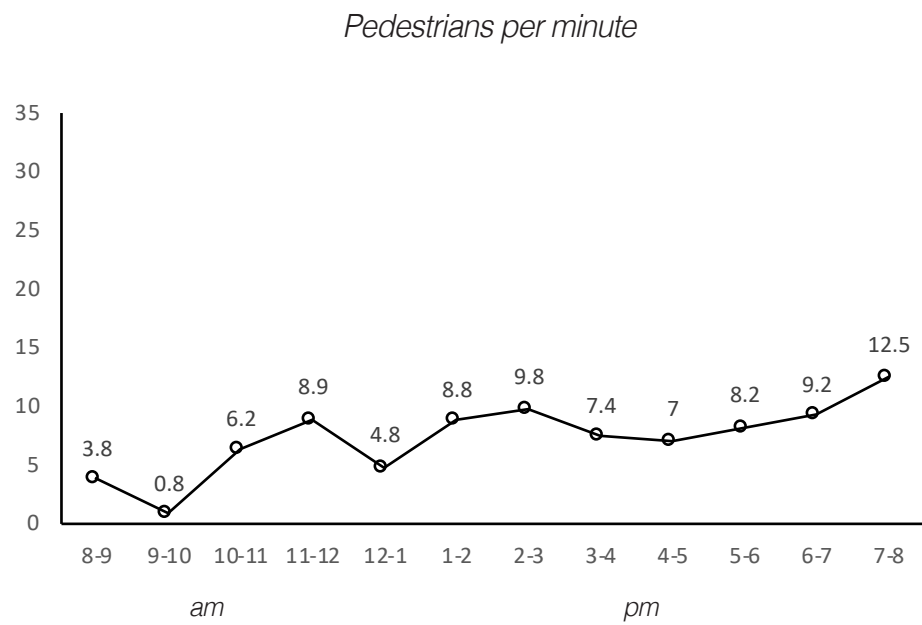
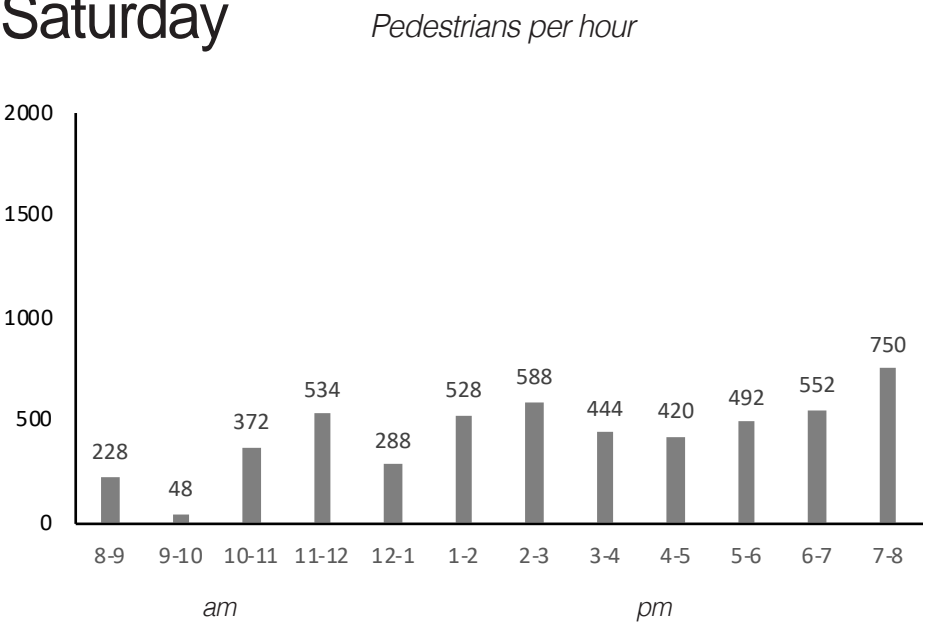
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

5.1 Pedestrian activity - 11 Brecon St

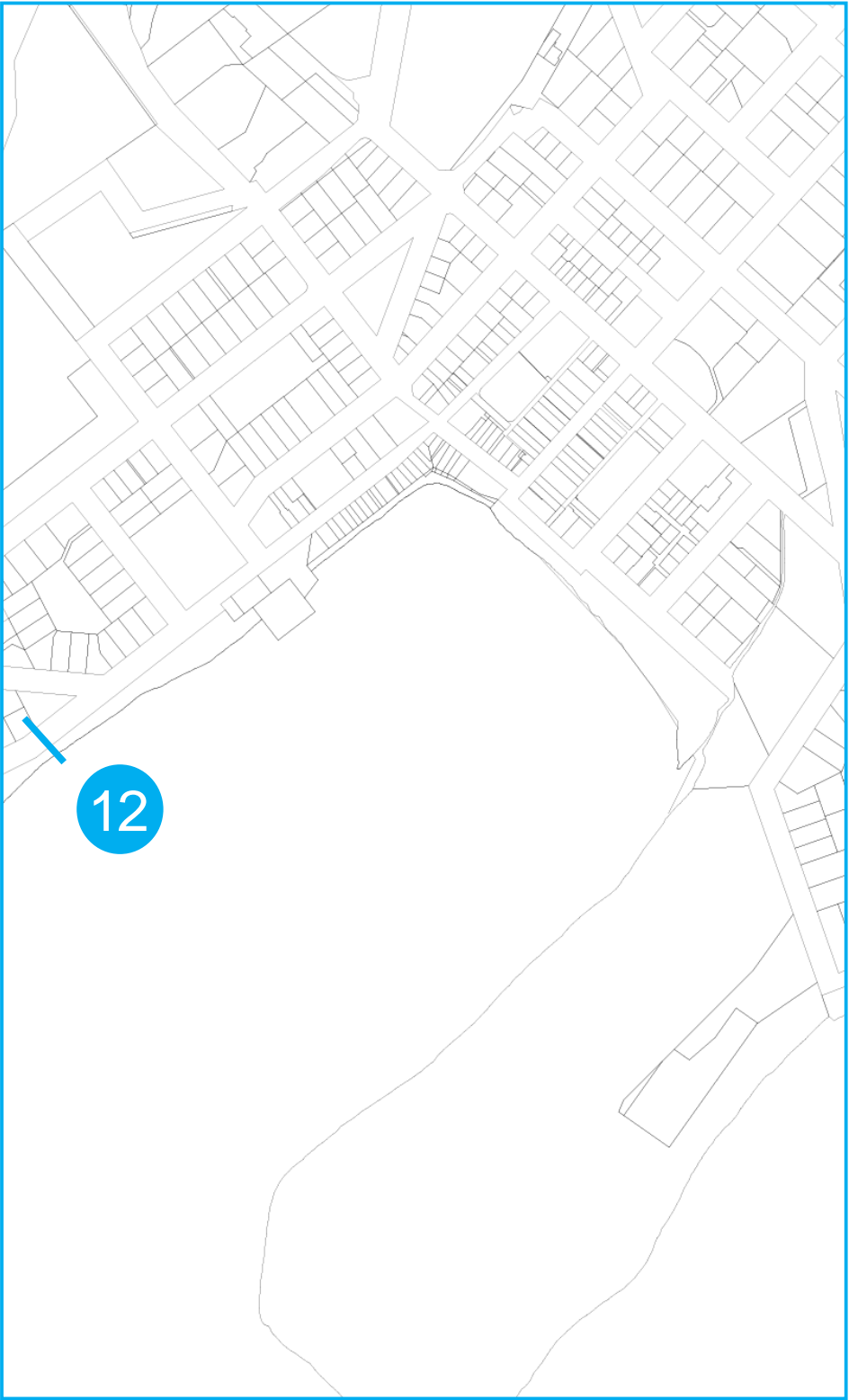
Weekday



Saturday



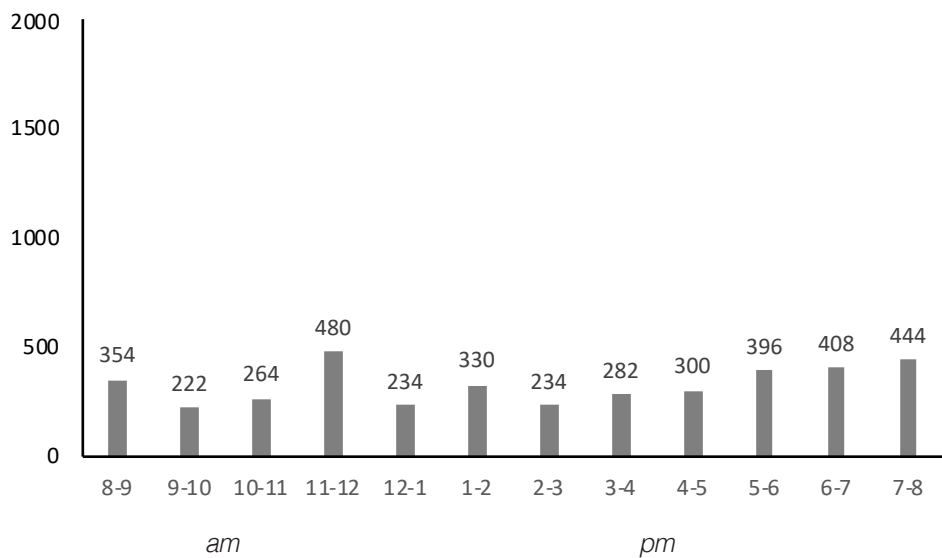
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.



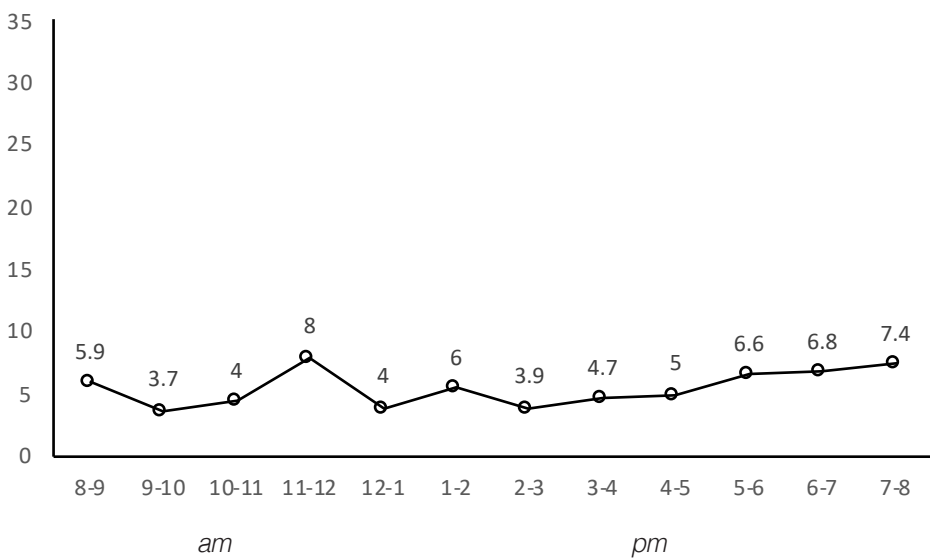
5.1 Pedestrian activity - 12 Lake Esplanade

Weekday

Pedestrians per hour

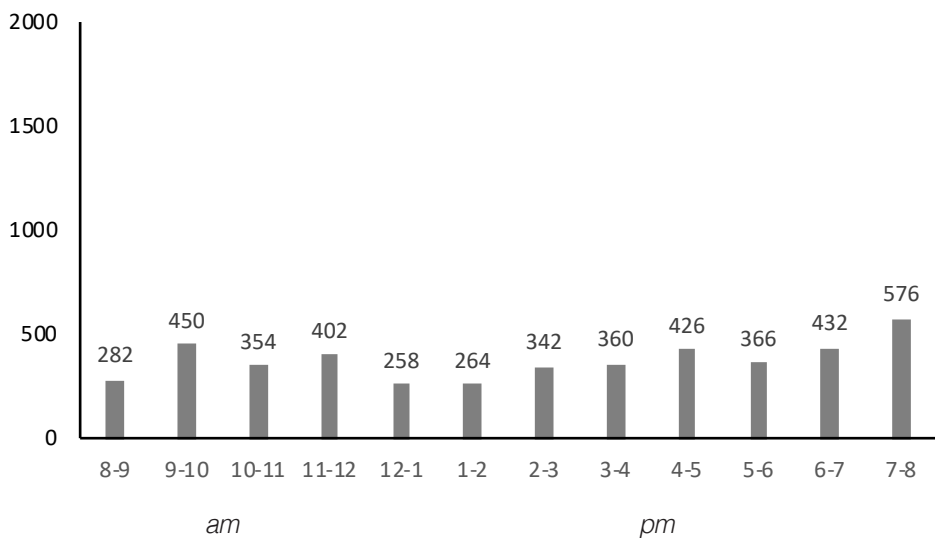


Pedestrians per minute

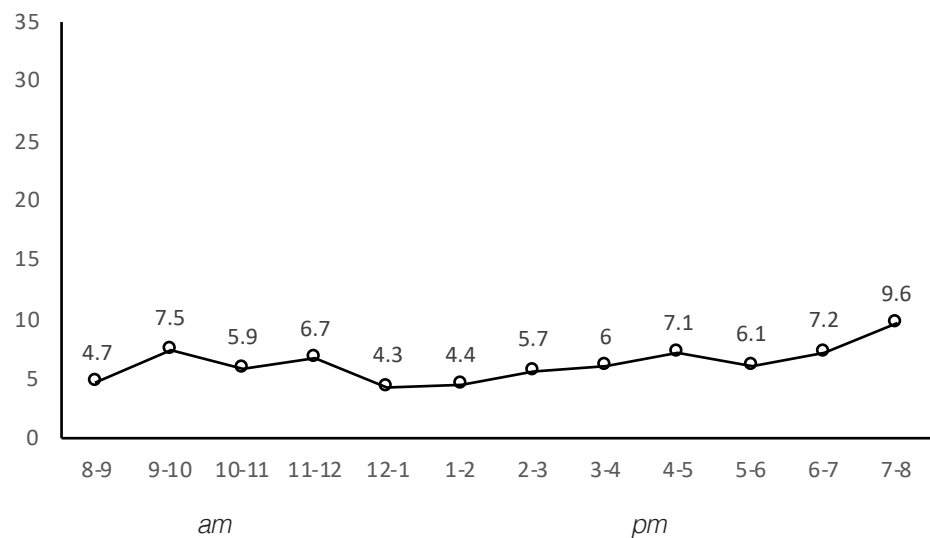


Saturday

Pedestrians per hour

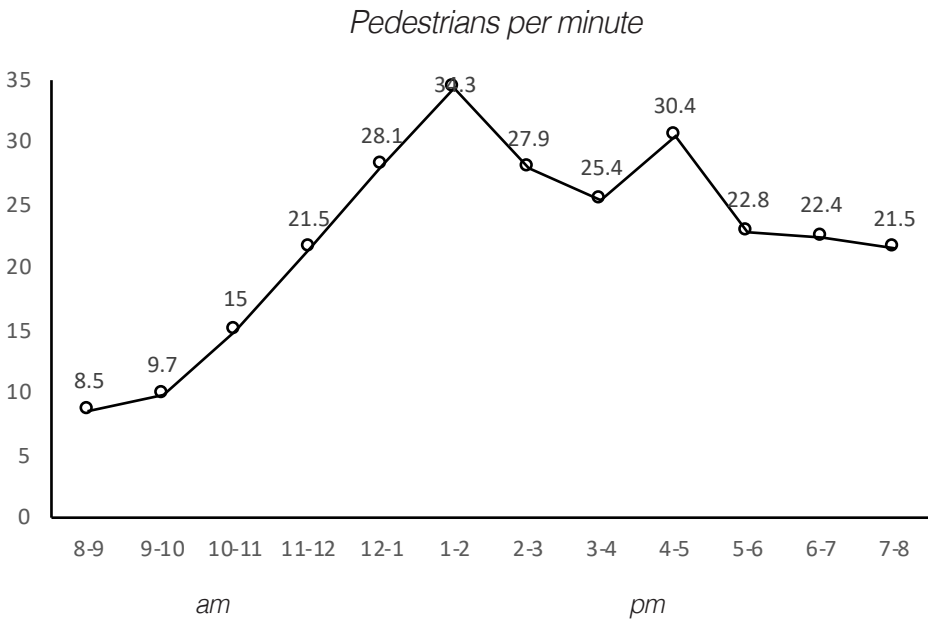
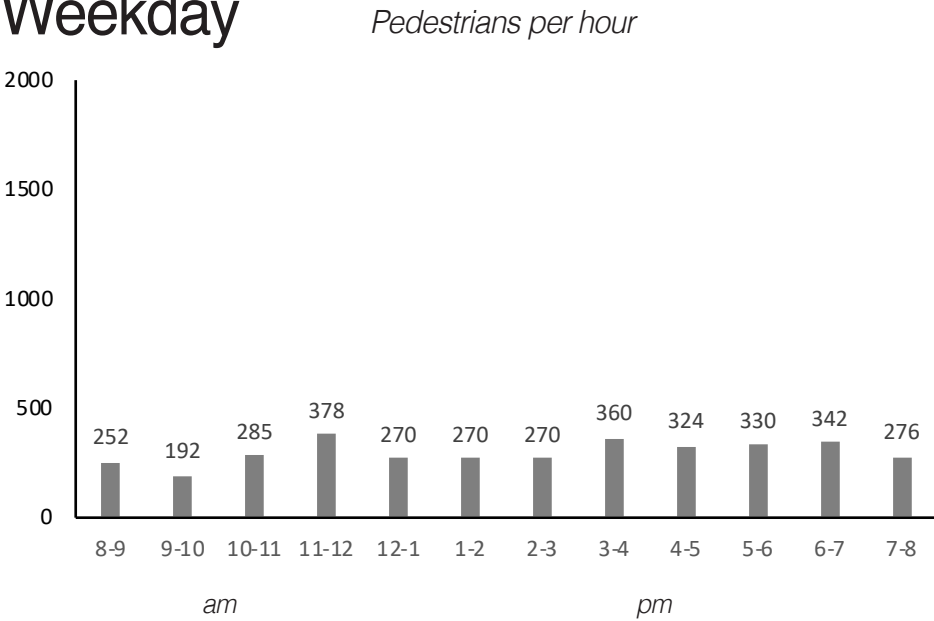


Pedestrians per minute

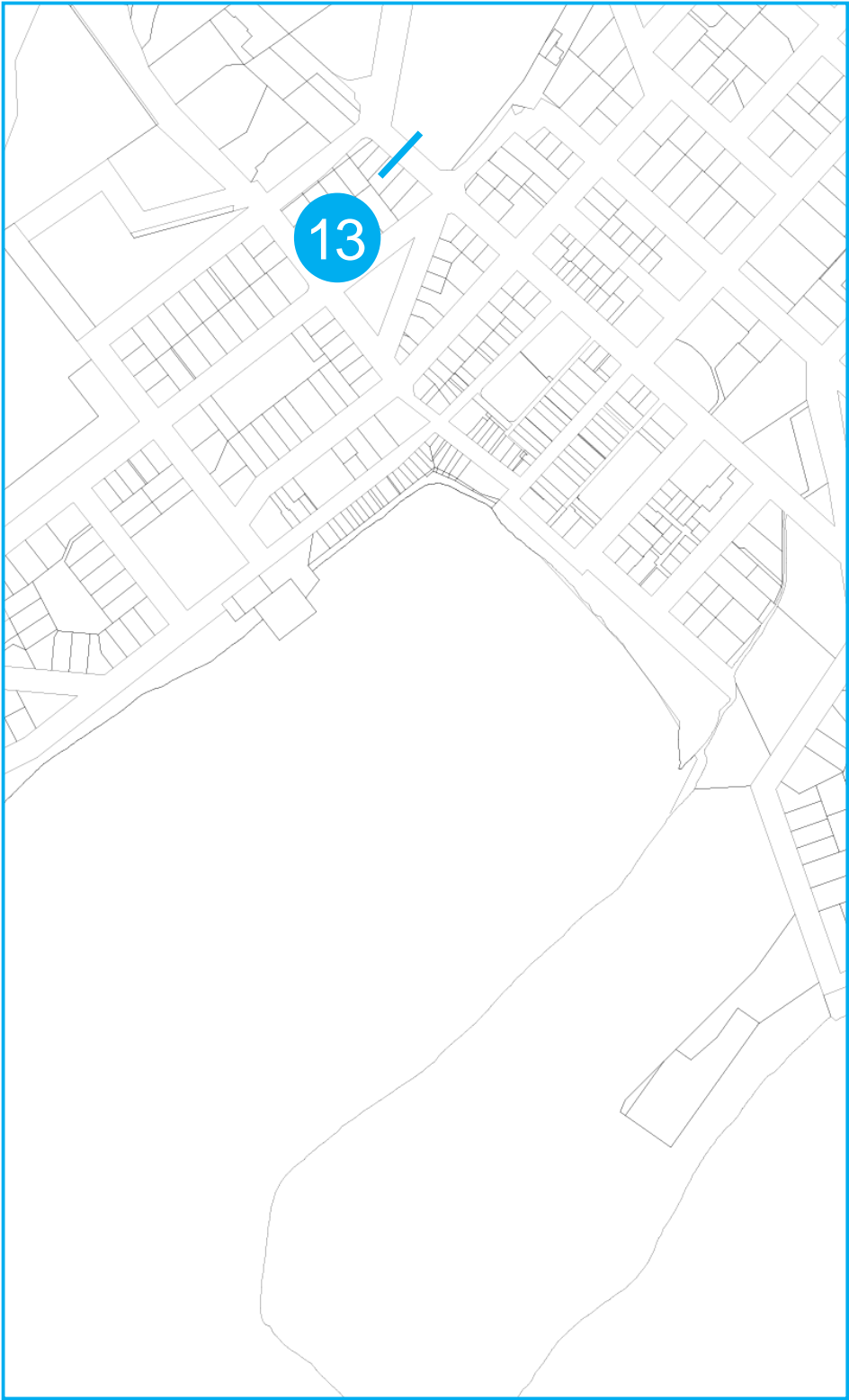
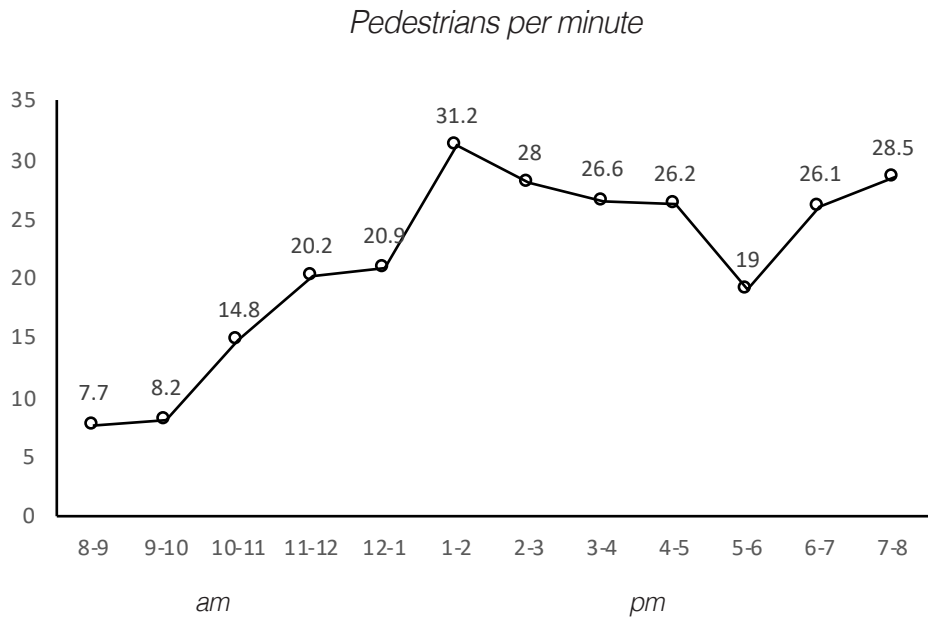
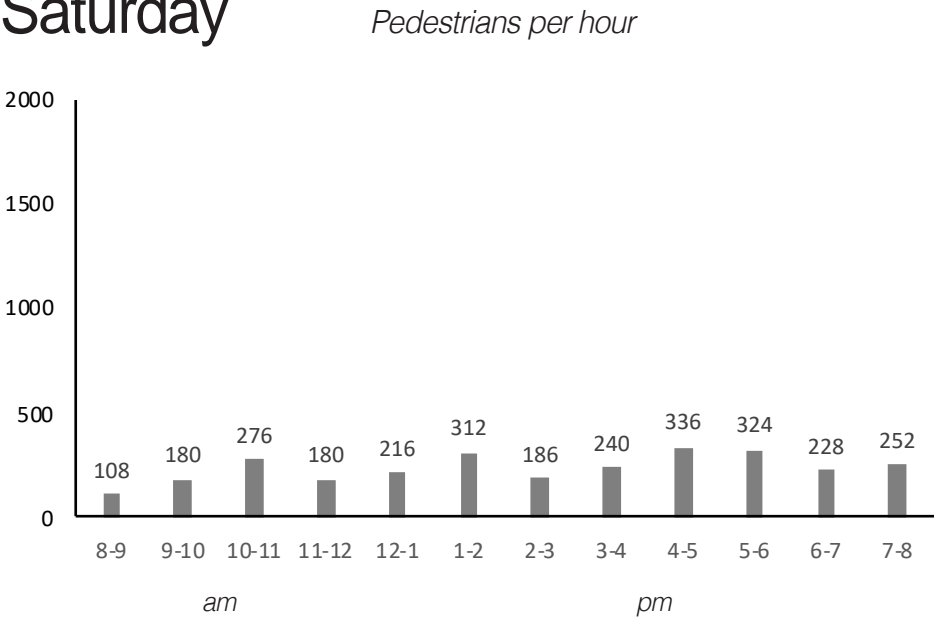


5.1 Pedestrian activity - 13 Camp St

Weekday

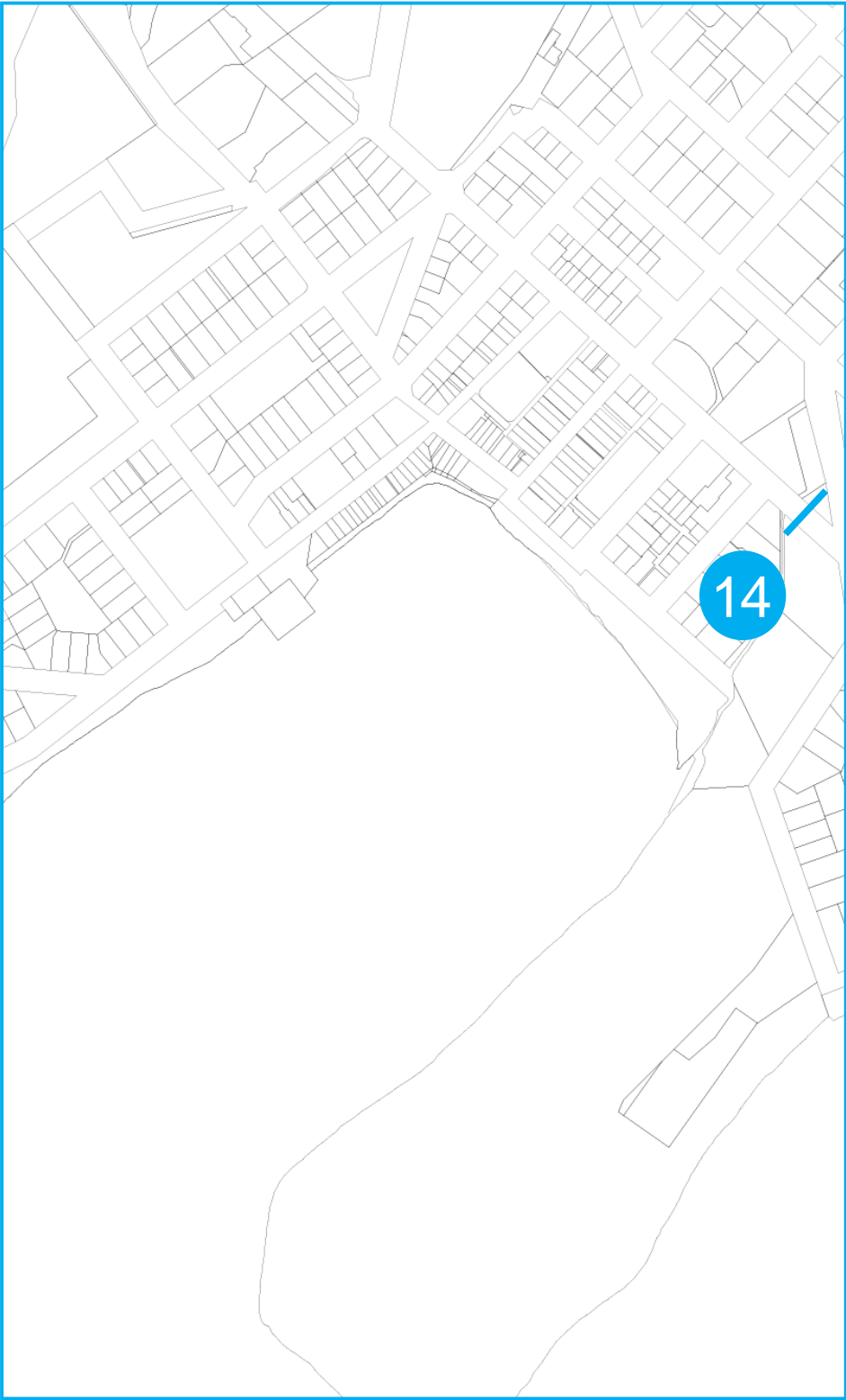


Saturday



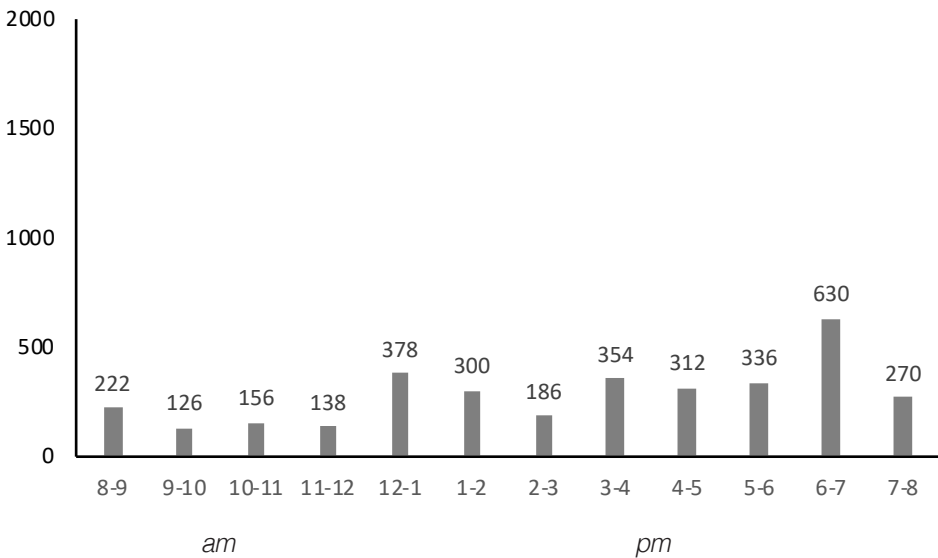
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

5.1 Pedestrian activity - 14 Coronation Dr Walkway

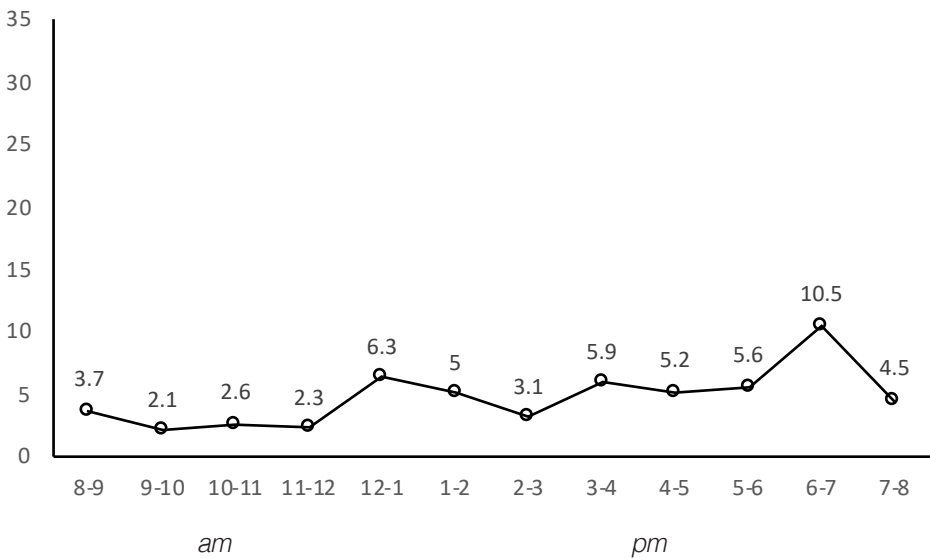


Weekday

Pedestrians per hour

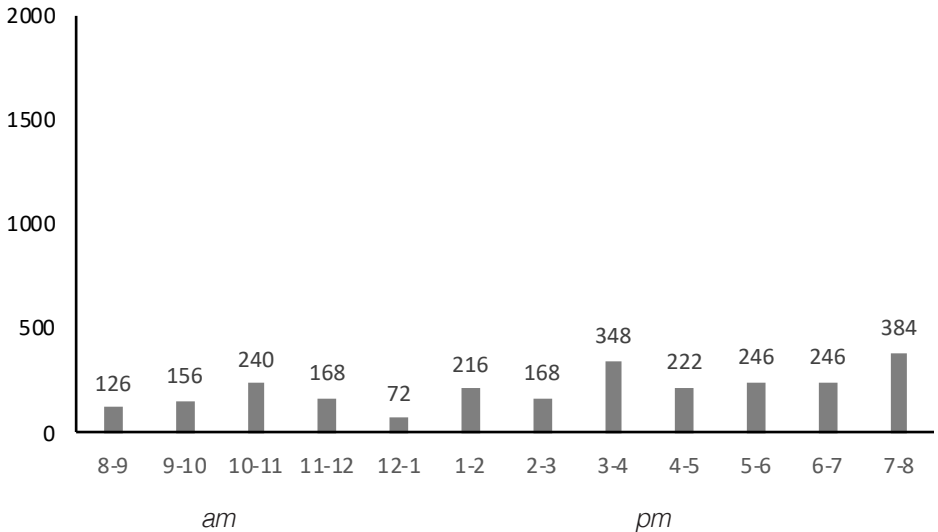


Pedestrians per minute

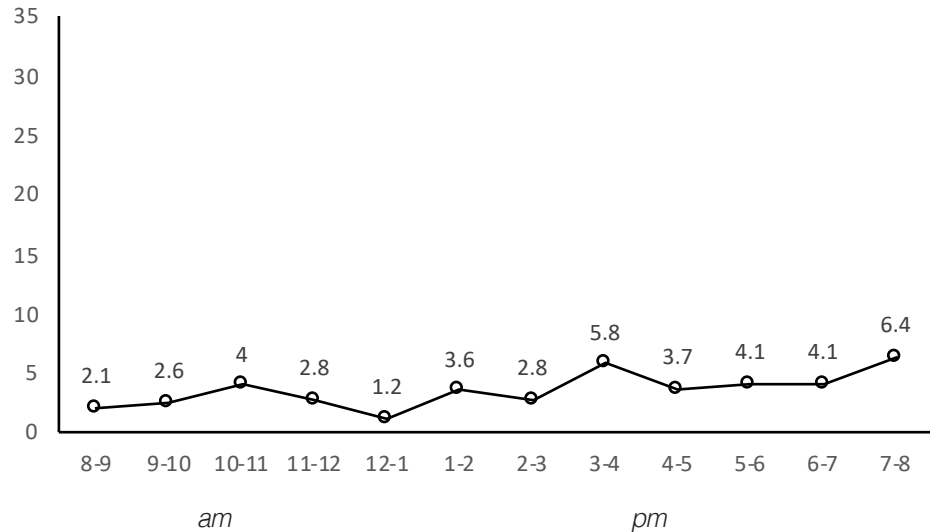


Saturday

Pedestrians per hour

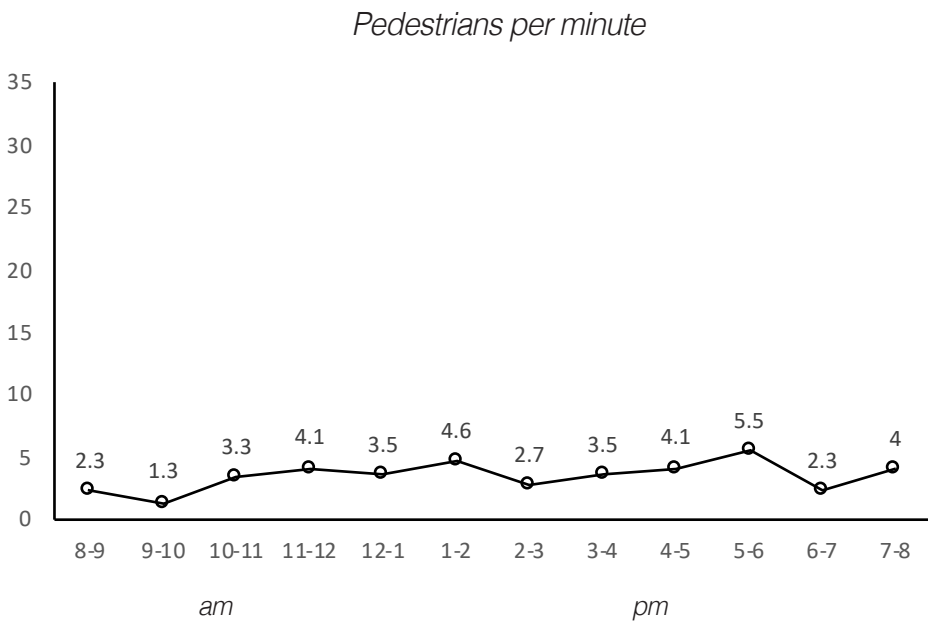
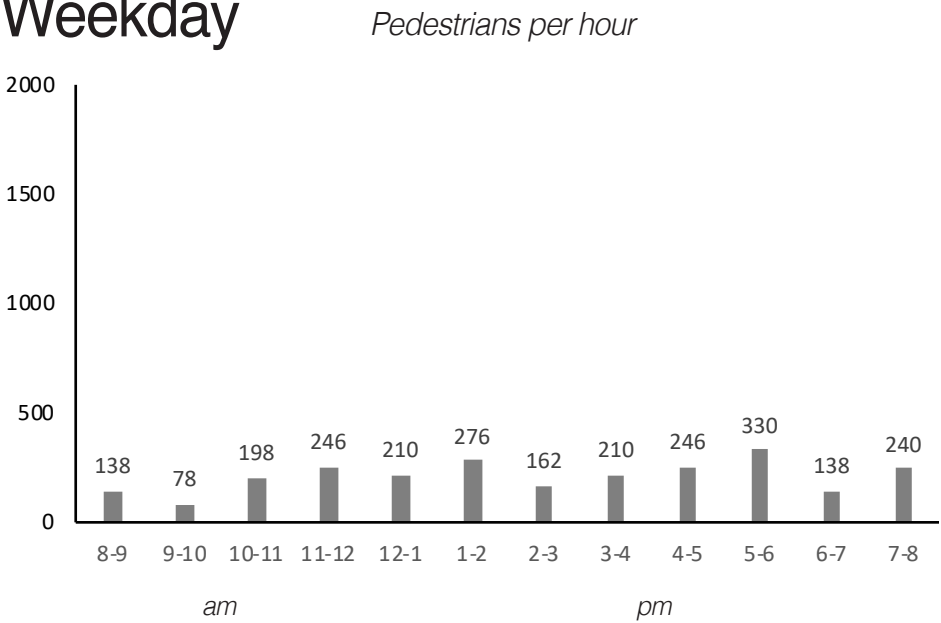


Pedestrians per minute

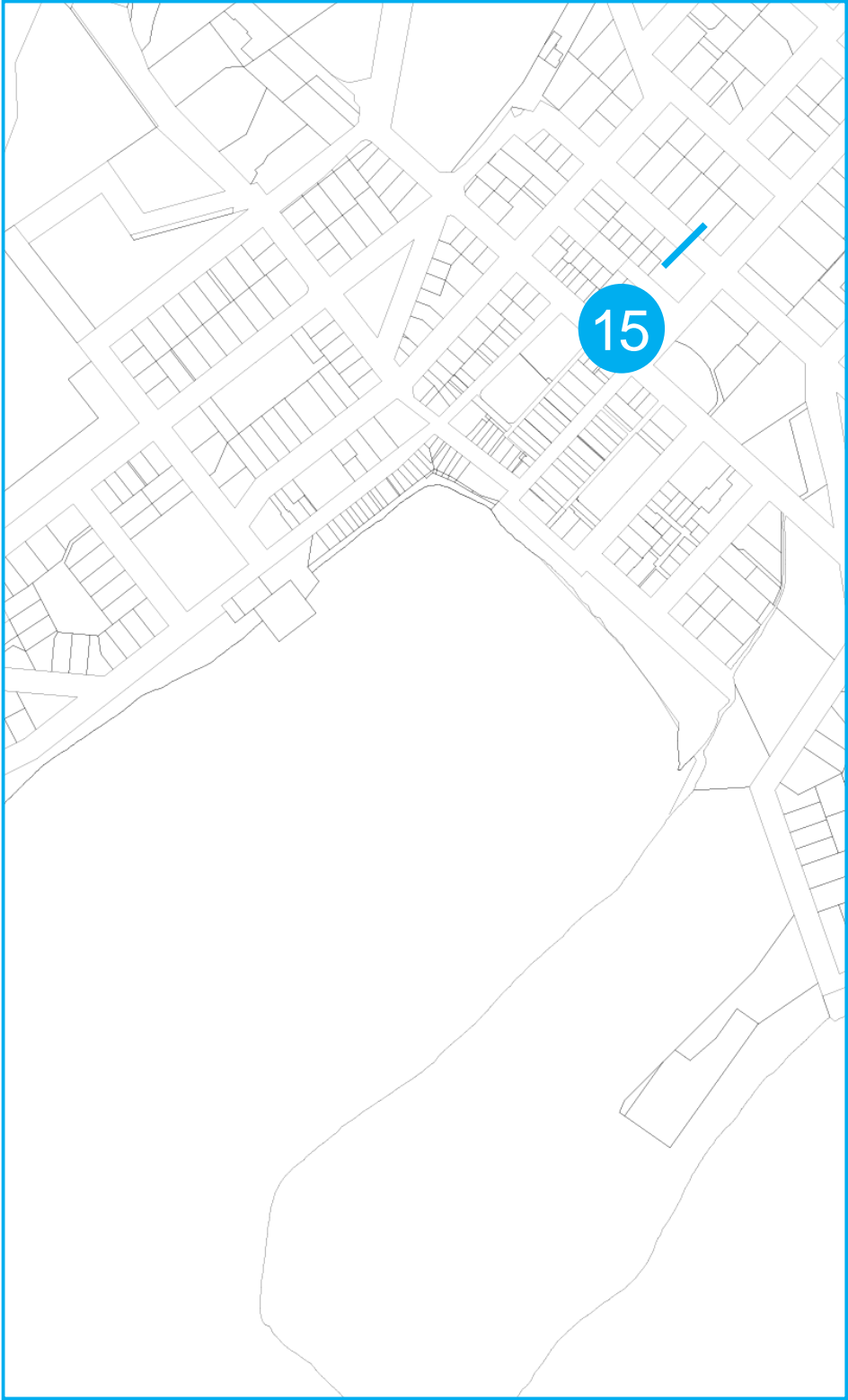
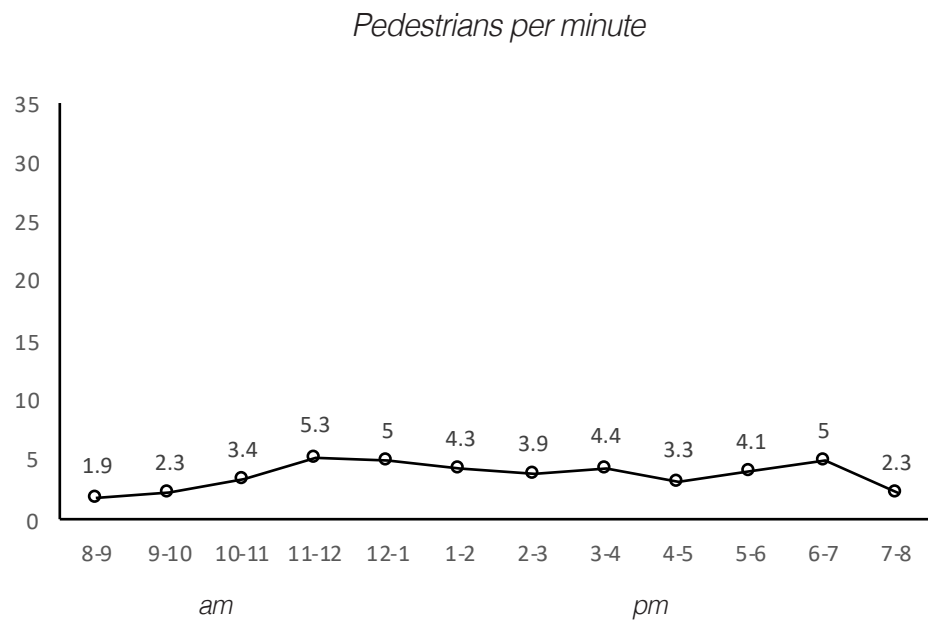
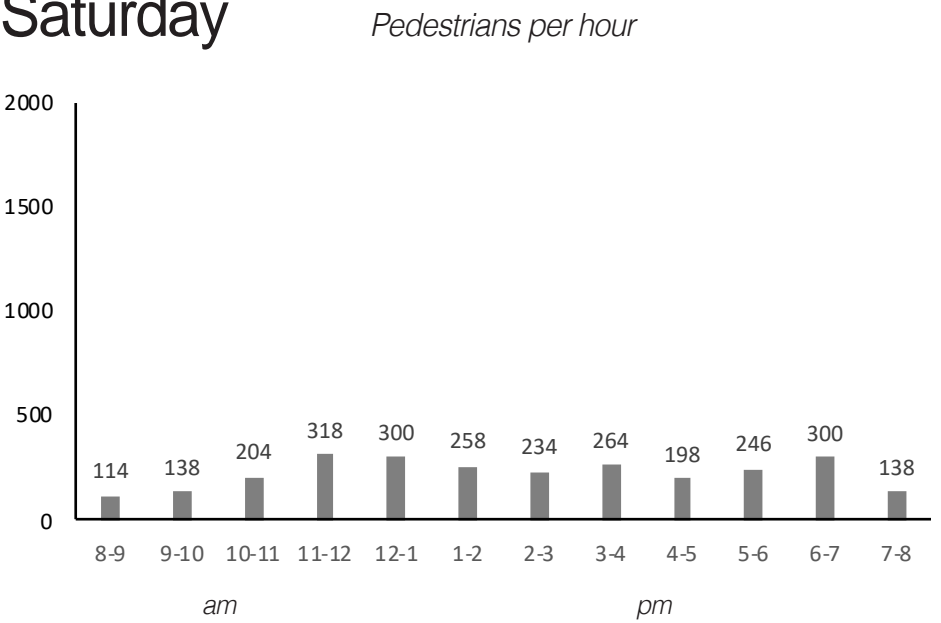


5.1 Pedestrian activity - 15 Stanley St

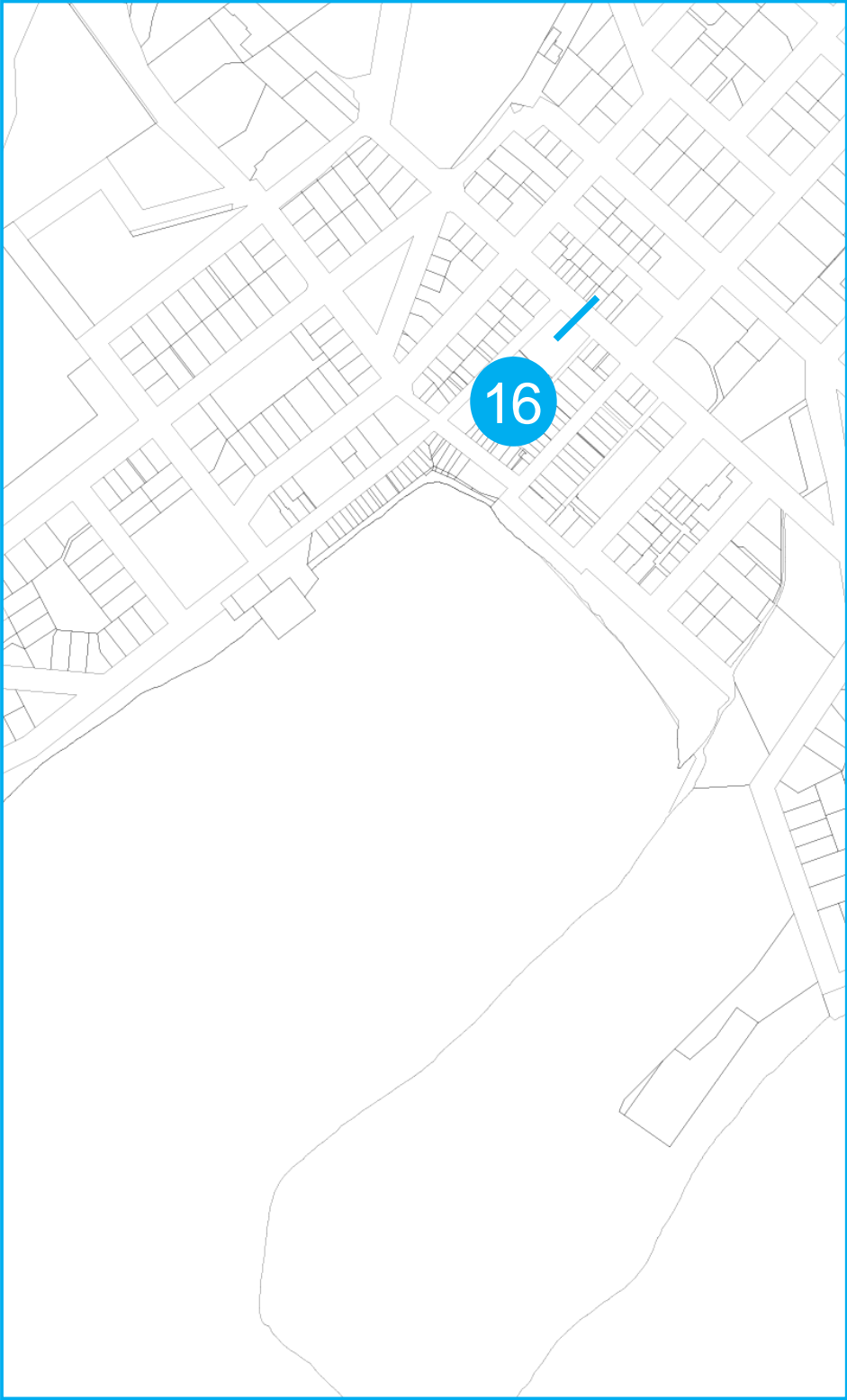
Weekday



Saturday

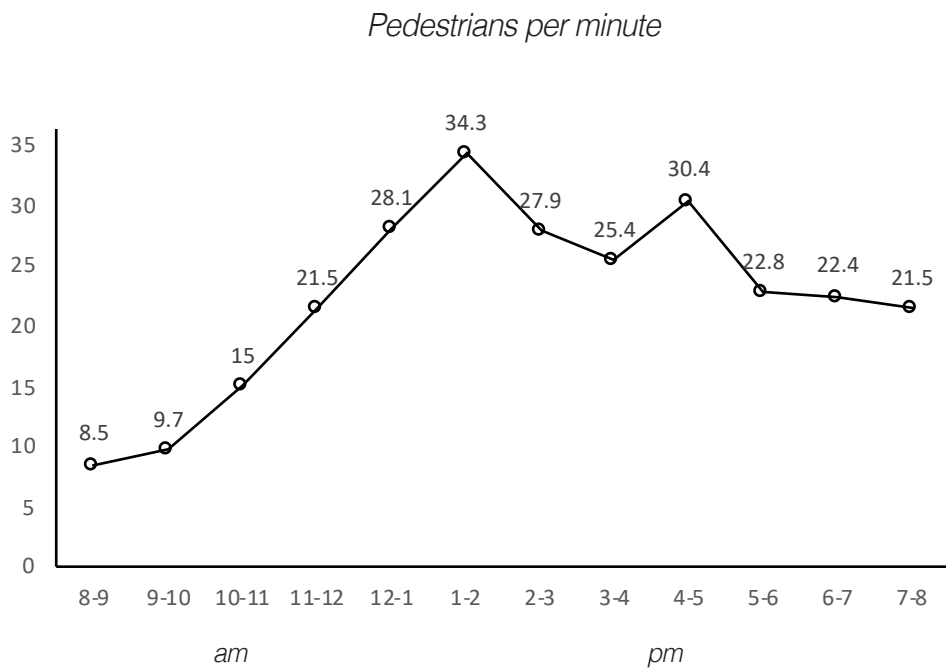
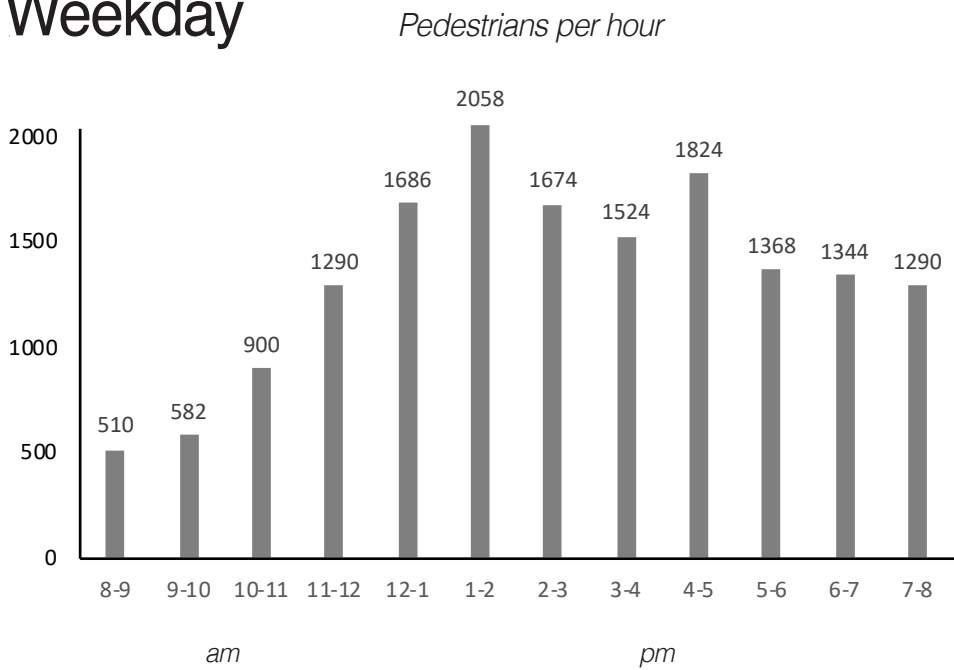


*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

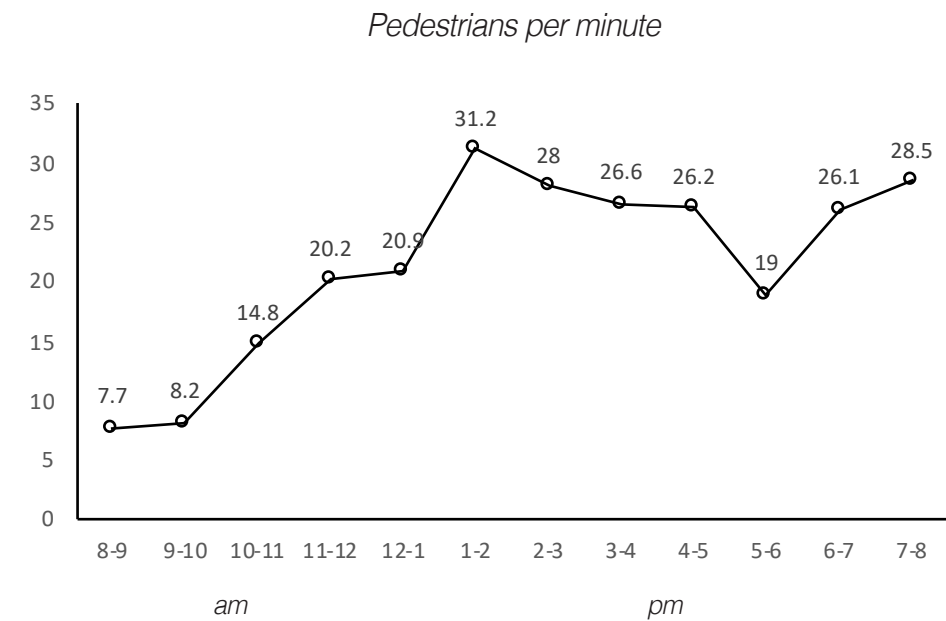
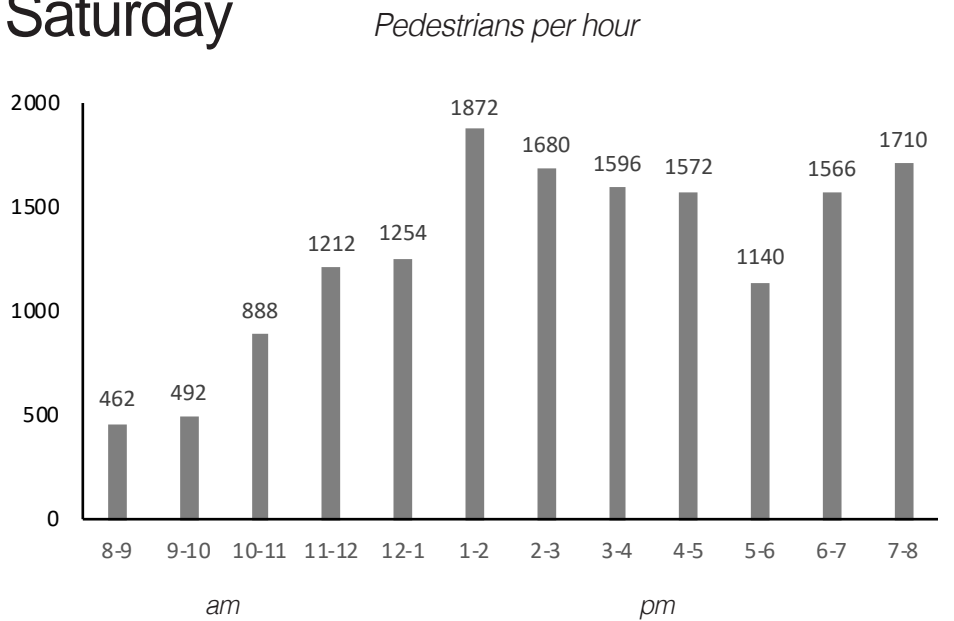


5.1 Pedestrian activity - 16 Camp St (S)

Weekday



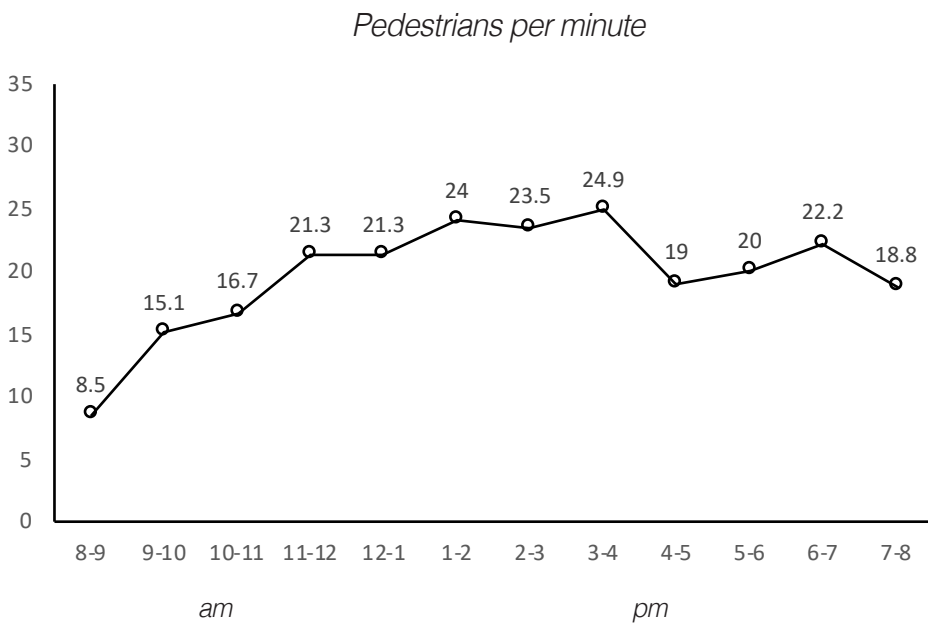
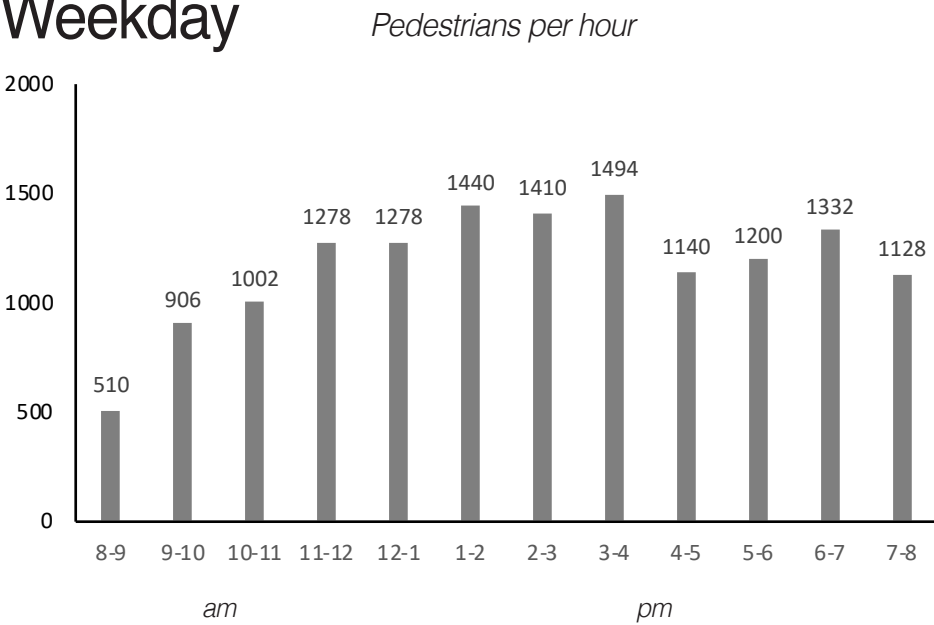
Saturday



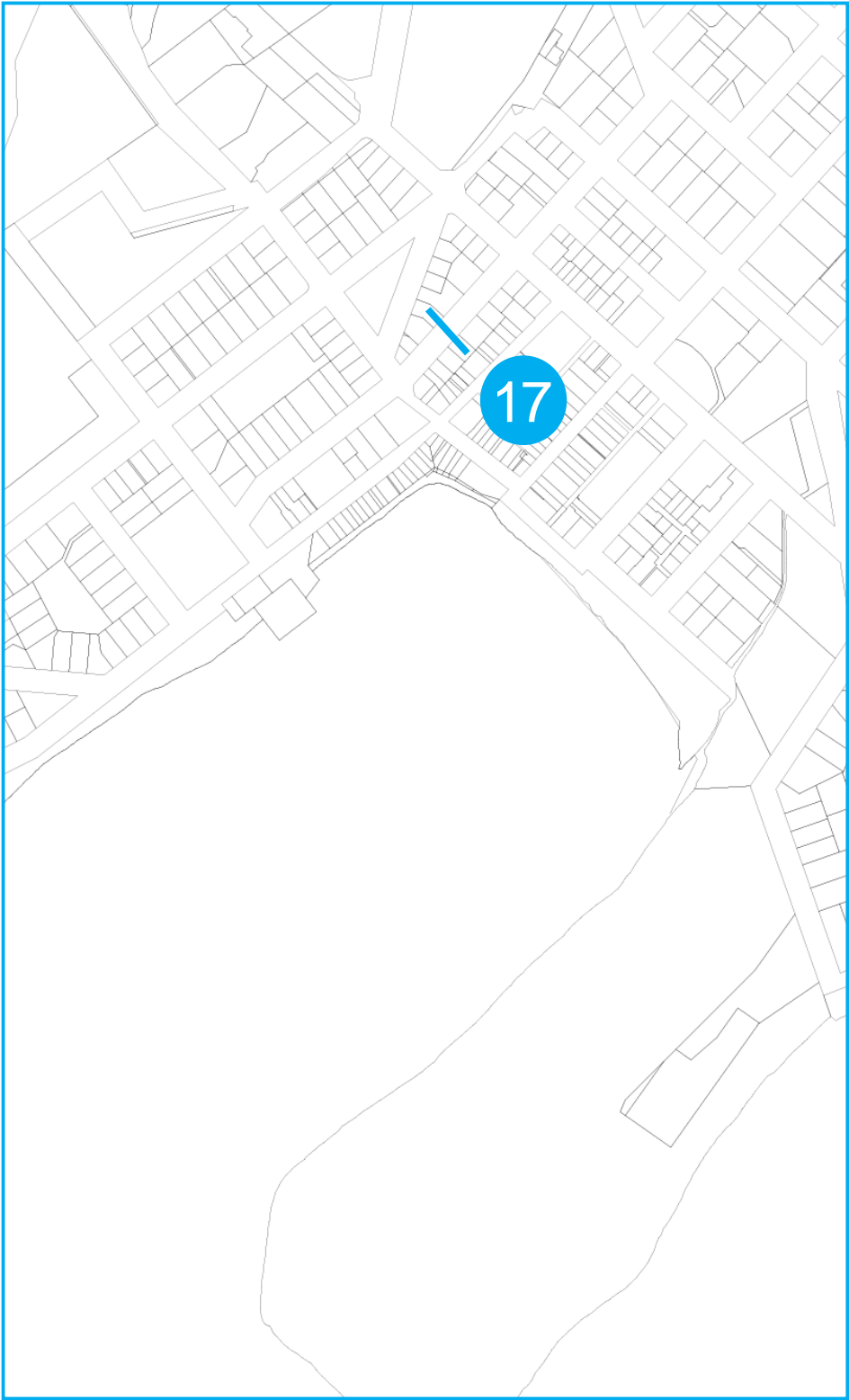
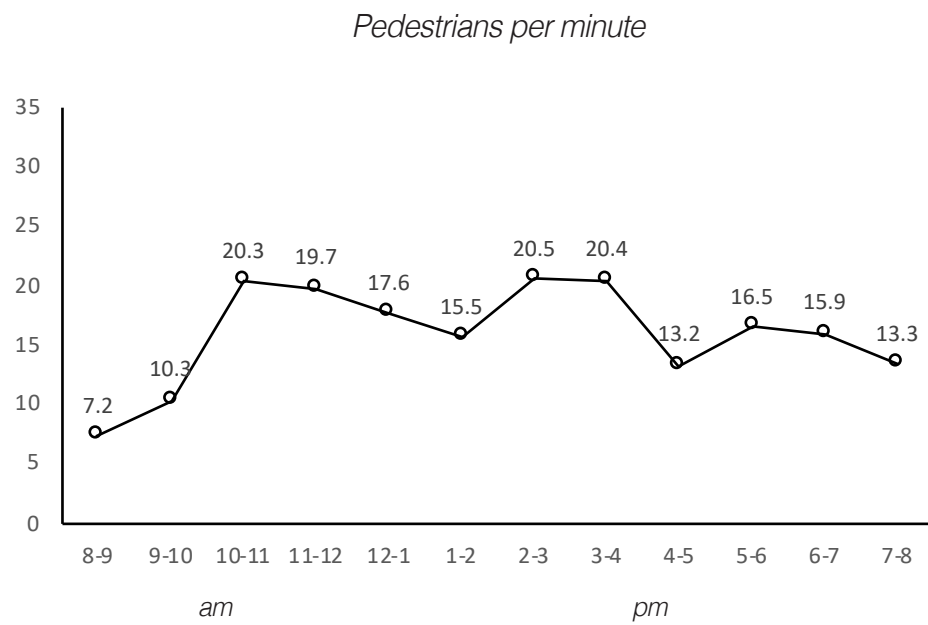
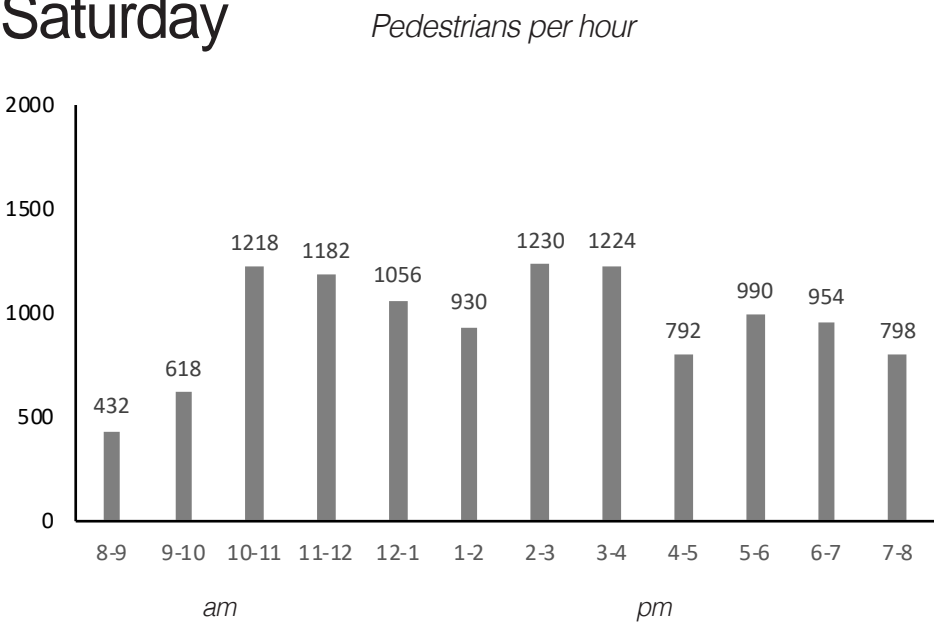
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

5.1 Pedestrian activity - 17 Shotover St A

Weekday

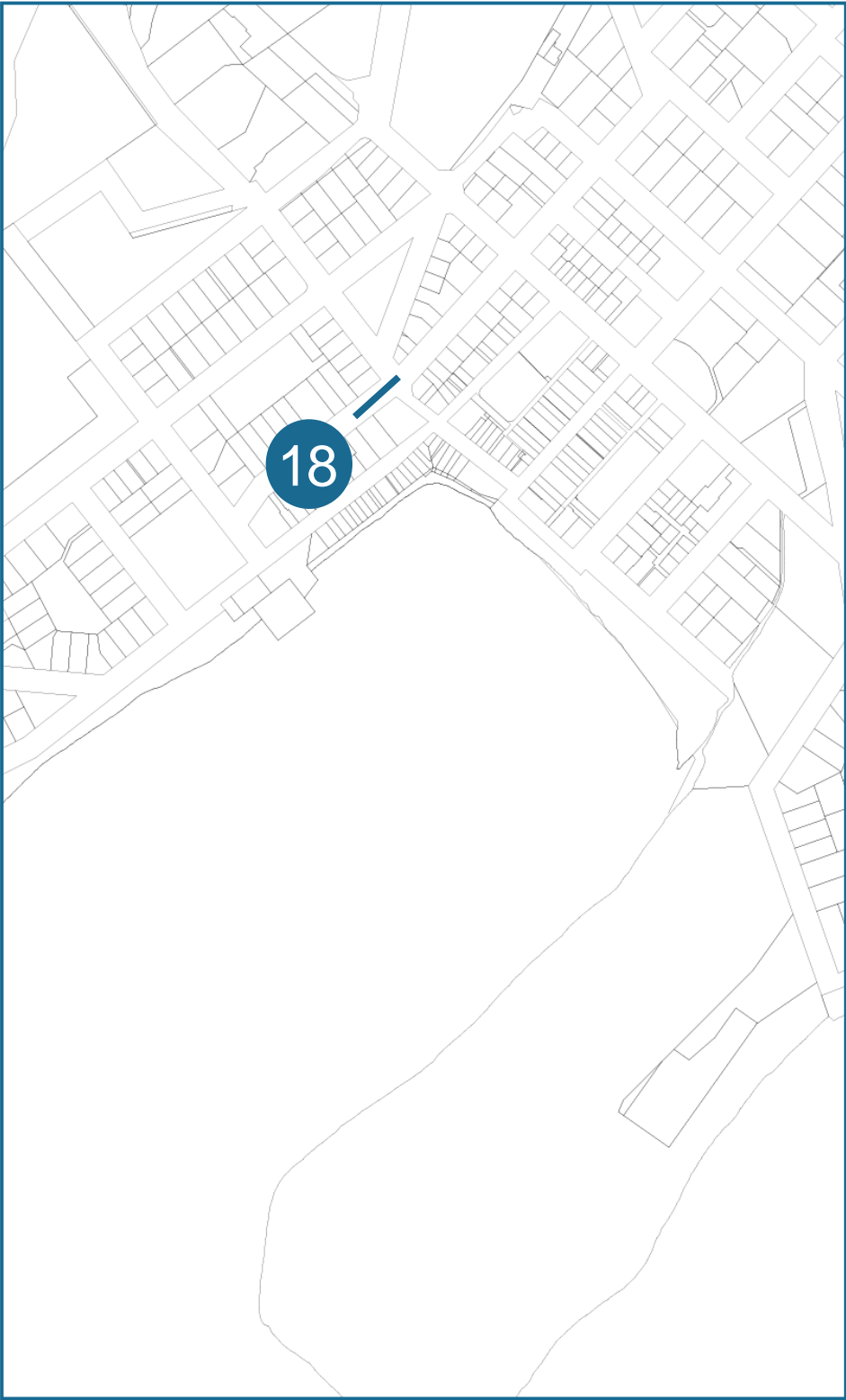


Saturday



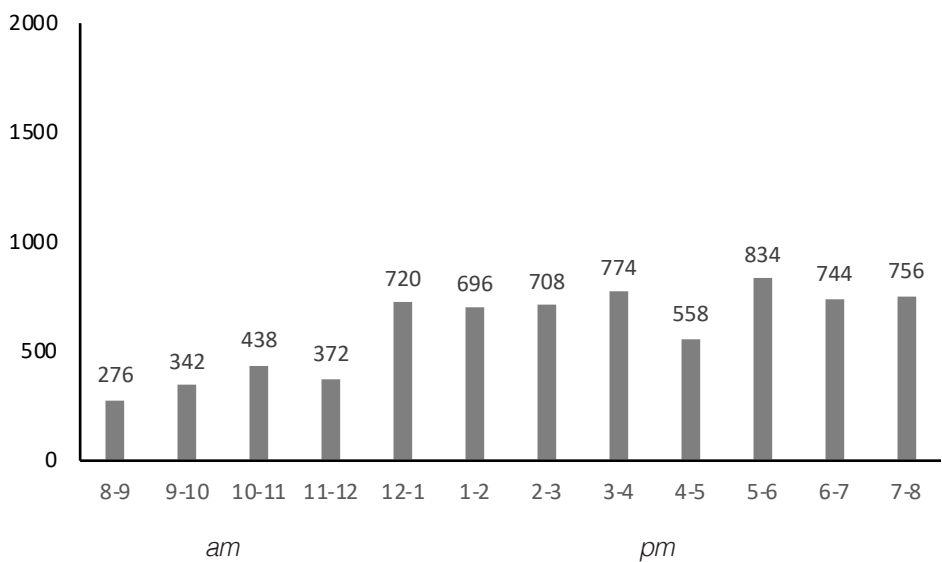
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

5.2 Pedestrian crossings activity - 18 Shotover Street B, formal roundabout crossing (Quicksilver)

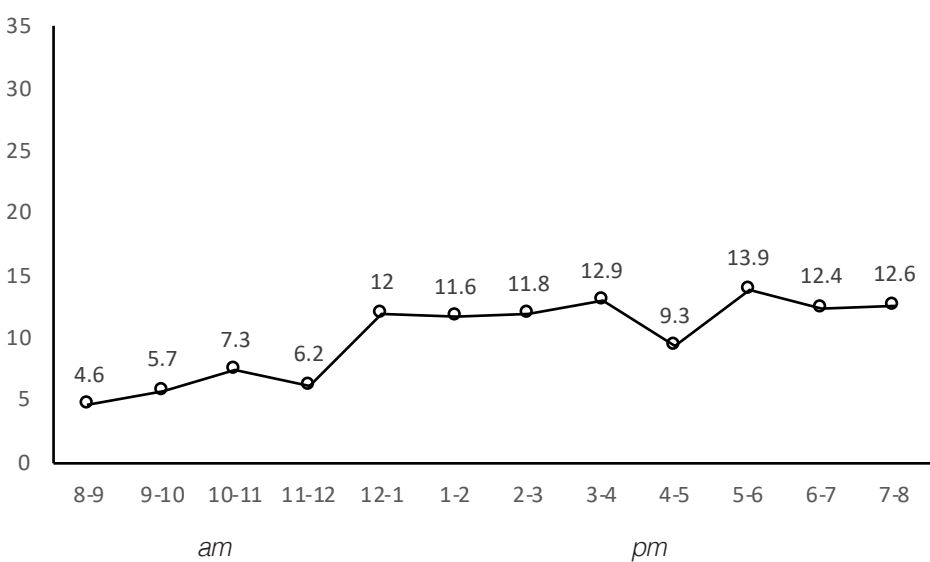


Weekday

Pedestrians per hour

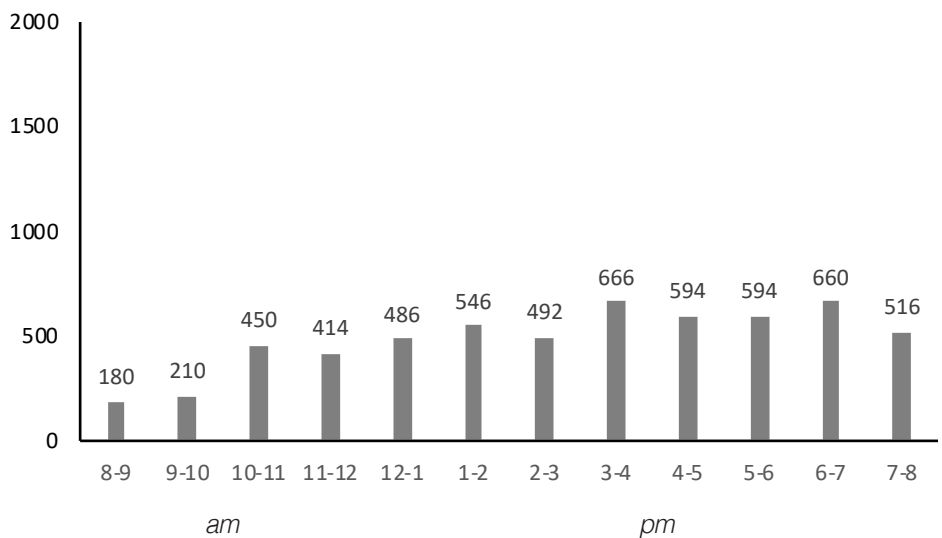


Pedestrians per minute

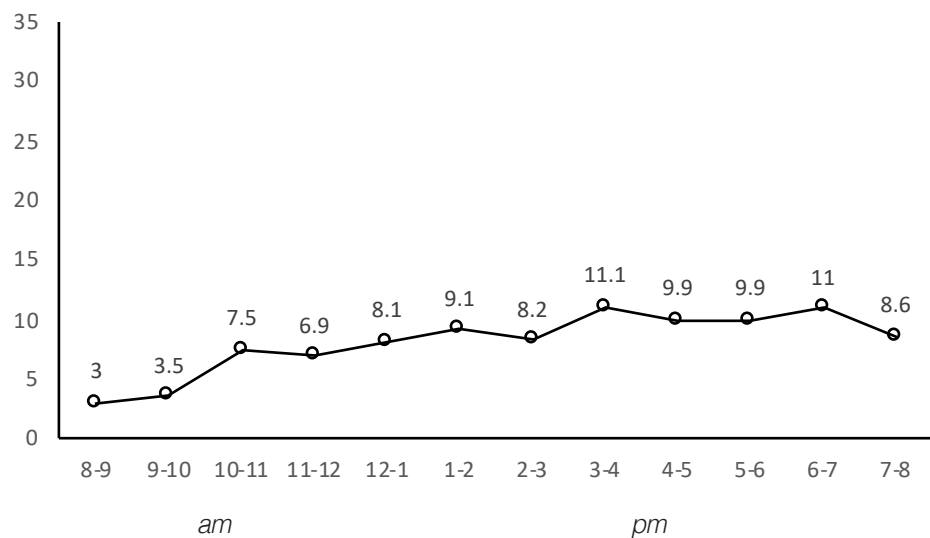


Saturday

Pedestrians per hour

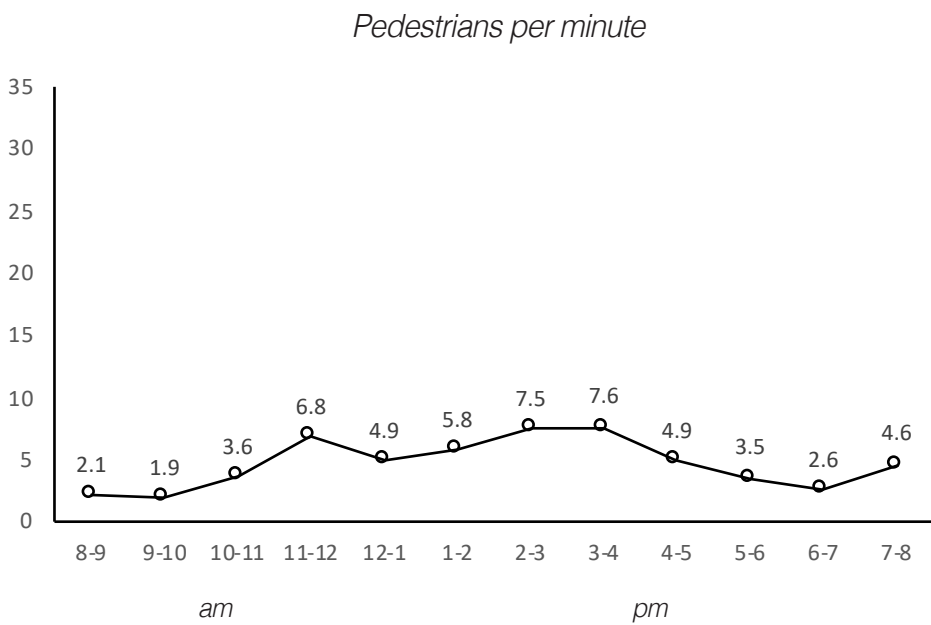
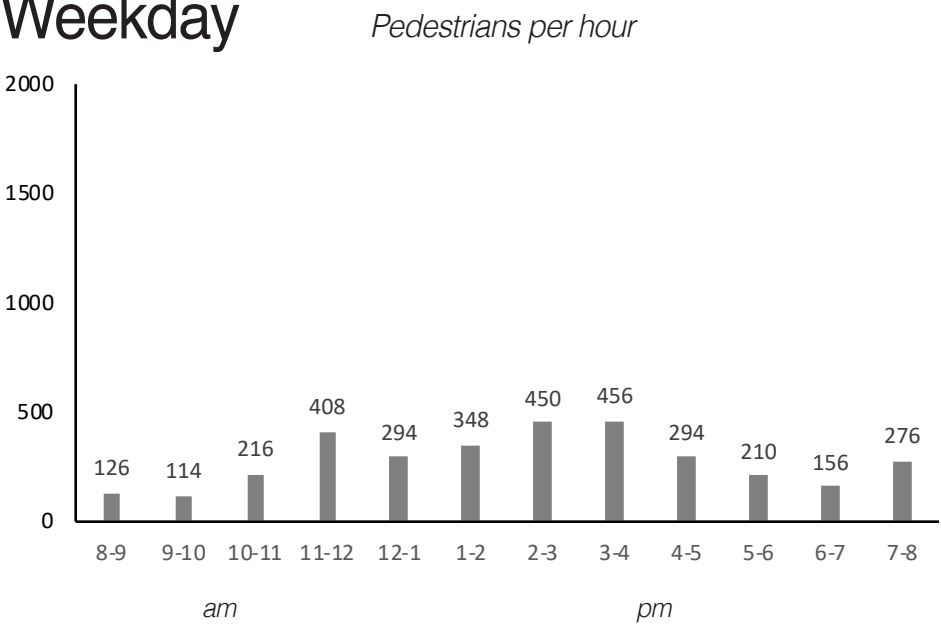


Pedestrians per minute

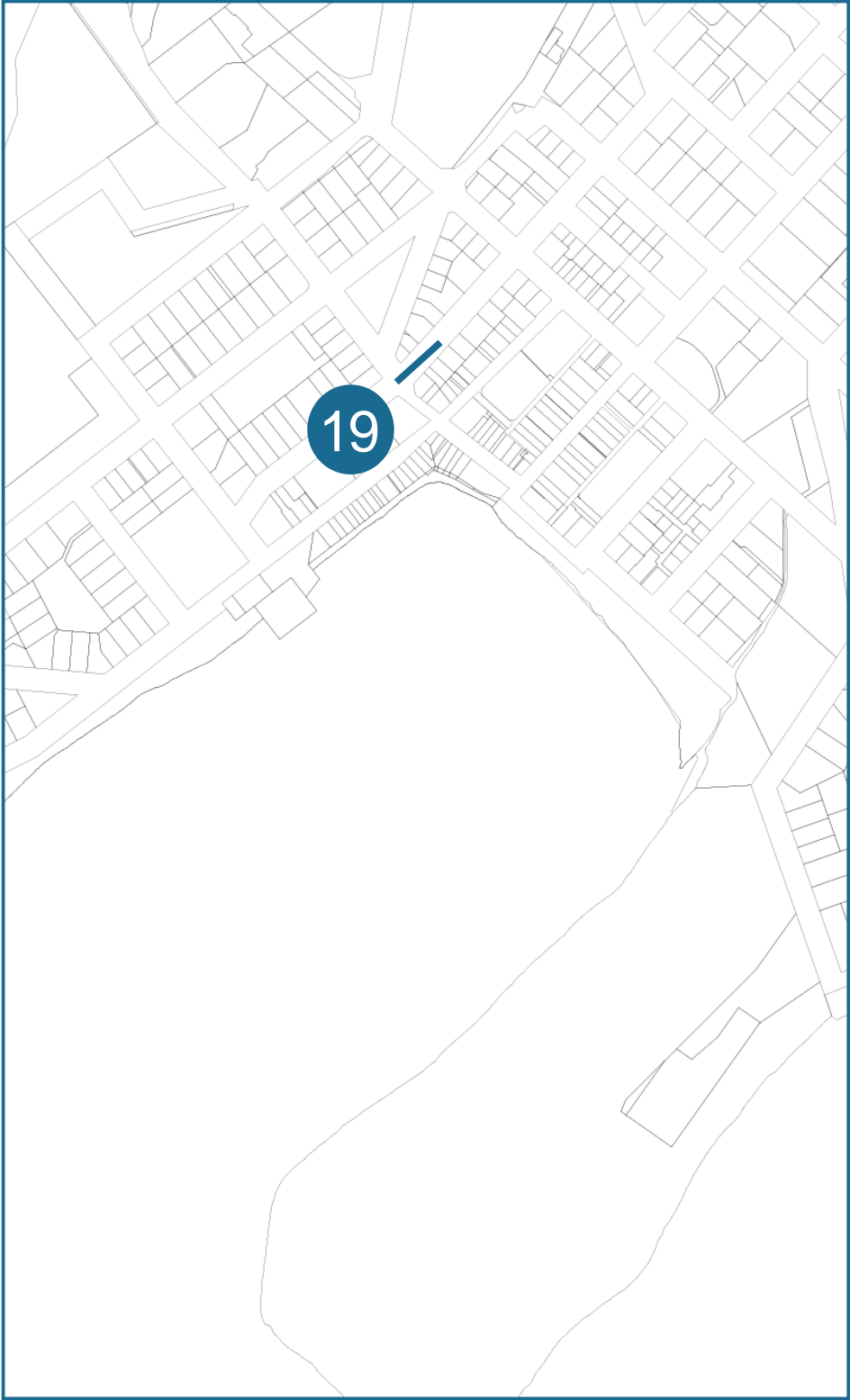
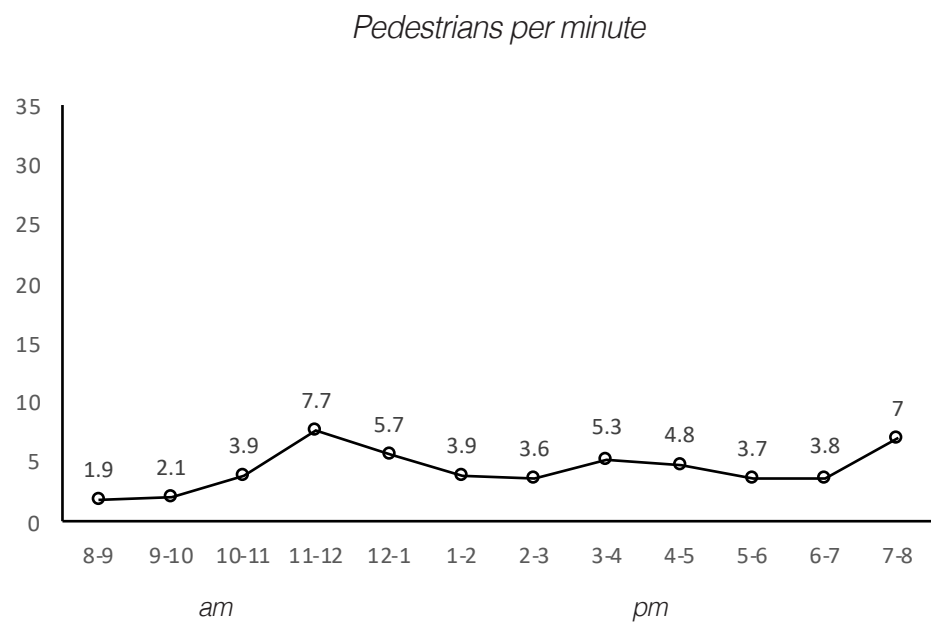
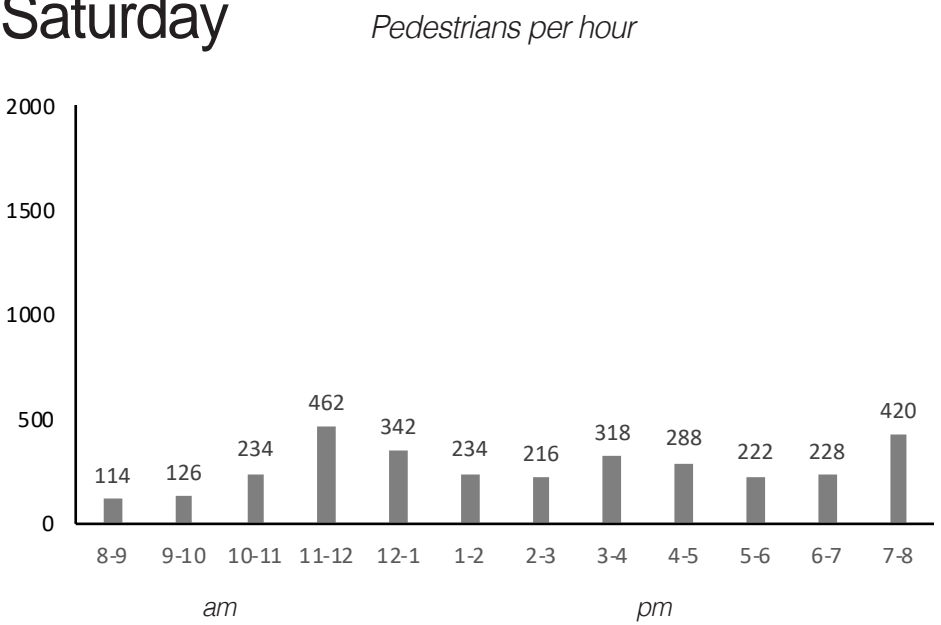


5.2 Pedestrian activity - 19 Shotover Street C, informal roundabout crossing (Ferg Burger)

Weekday

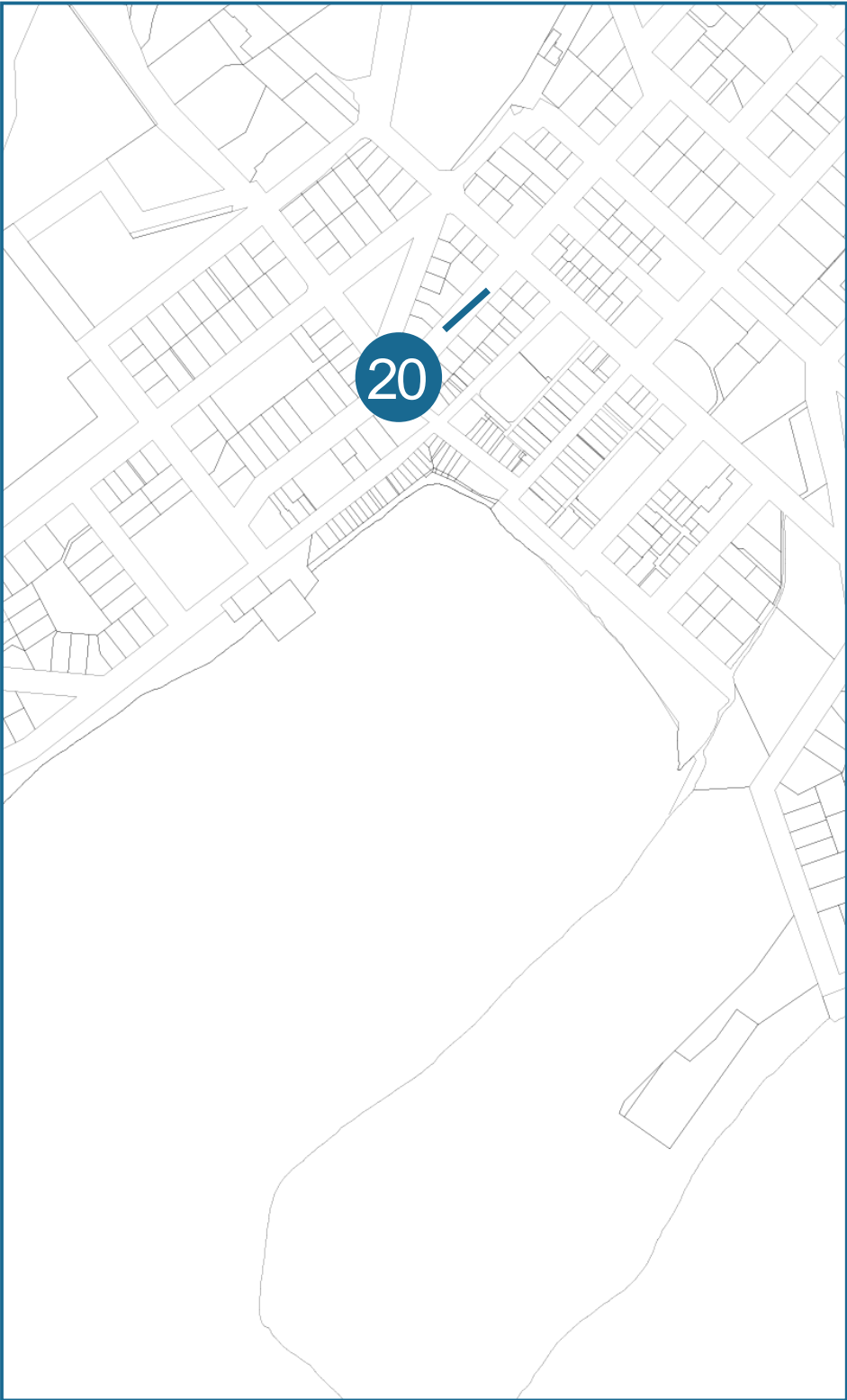


Saturday



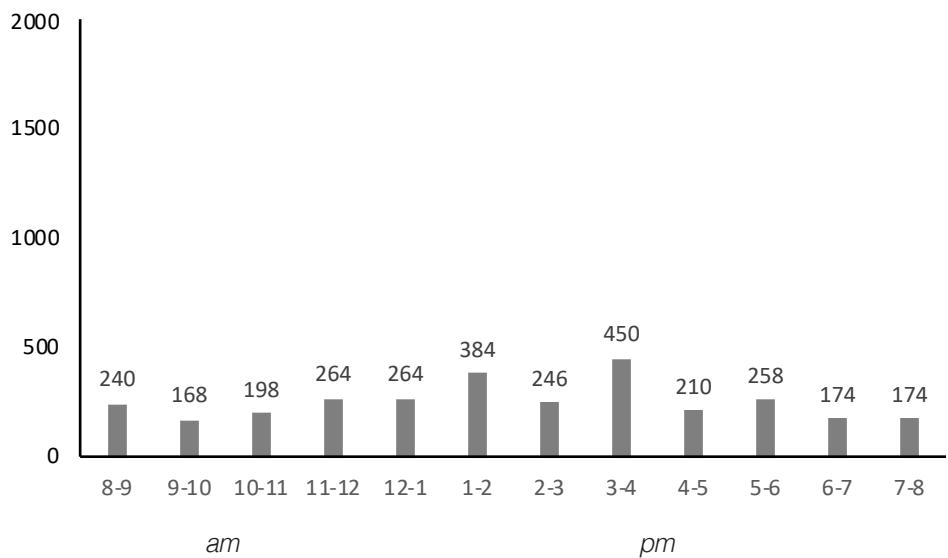
*Saturday counts between 4 and 8 pm. are estimates based on Wednesday counts and the difference between the remaining counts.

5.2 Pedestrian crossings activity - 20 Shotover Street D, formal mid-block crossing (The Bakery)

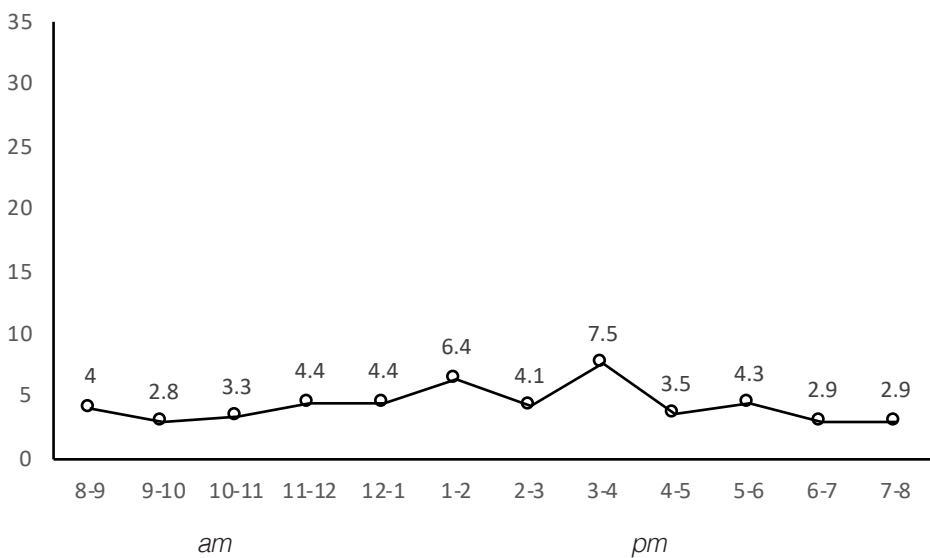


Weekday

Pedestrians per hour

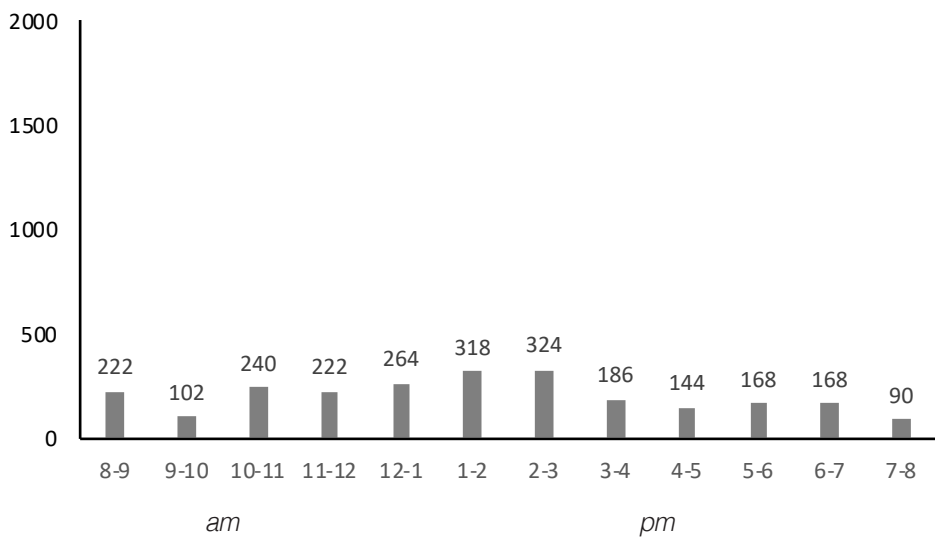


Pedestrians per minute

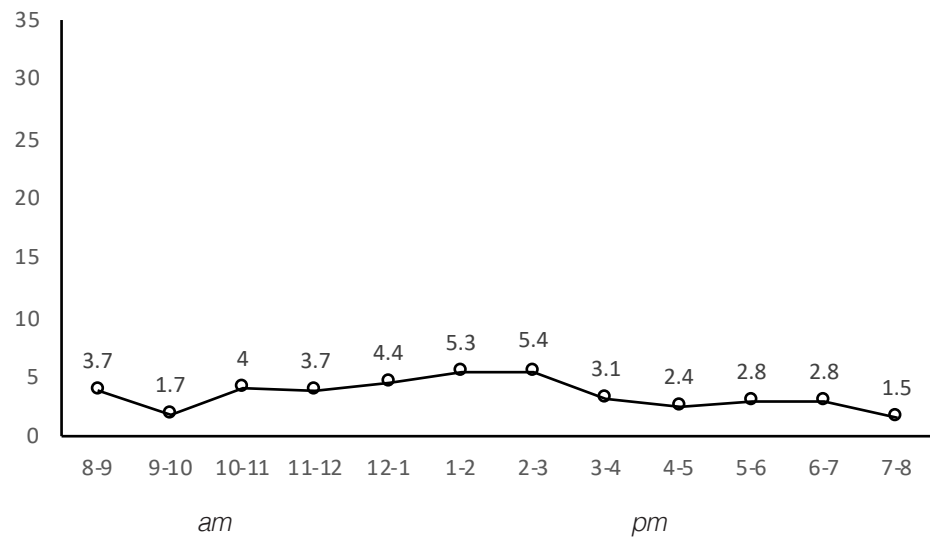


Saturday

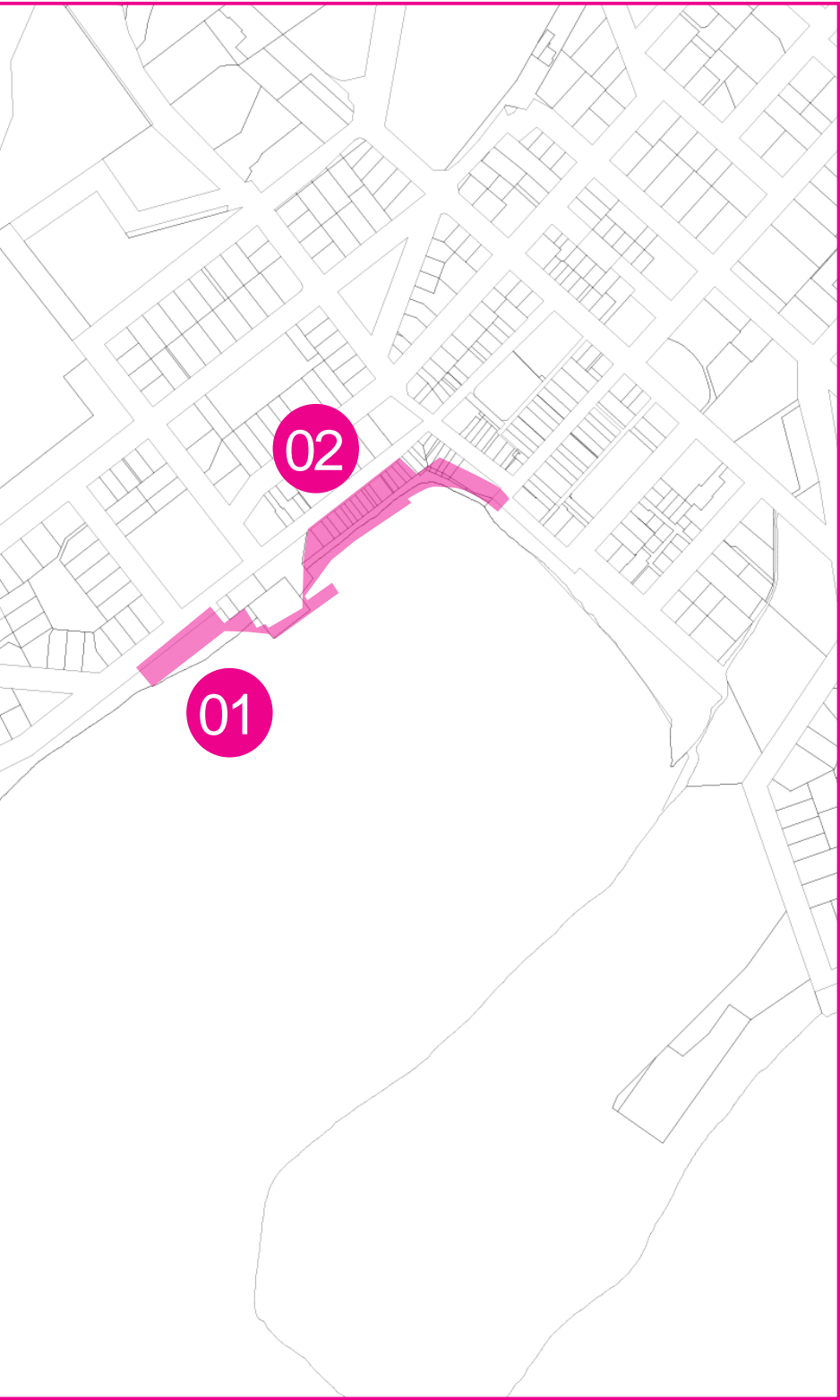
Pedestrians per hour



Pedestrians per minute



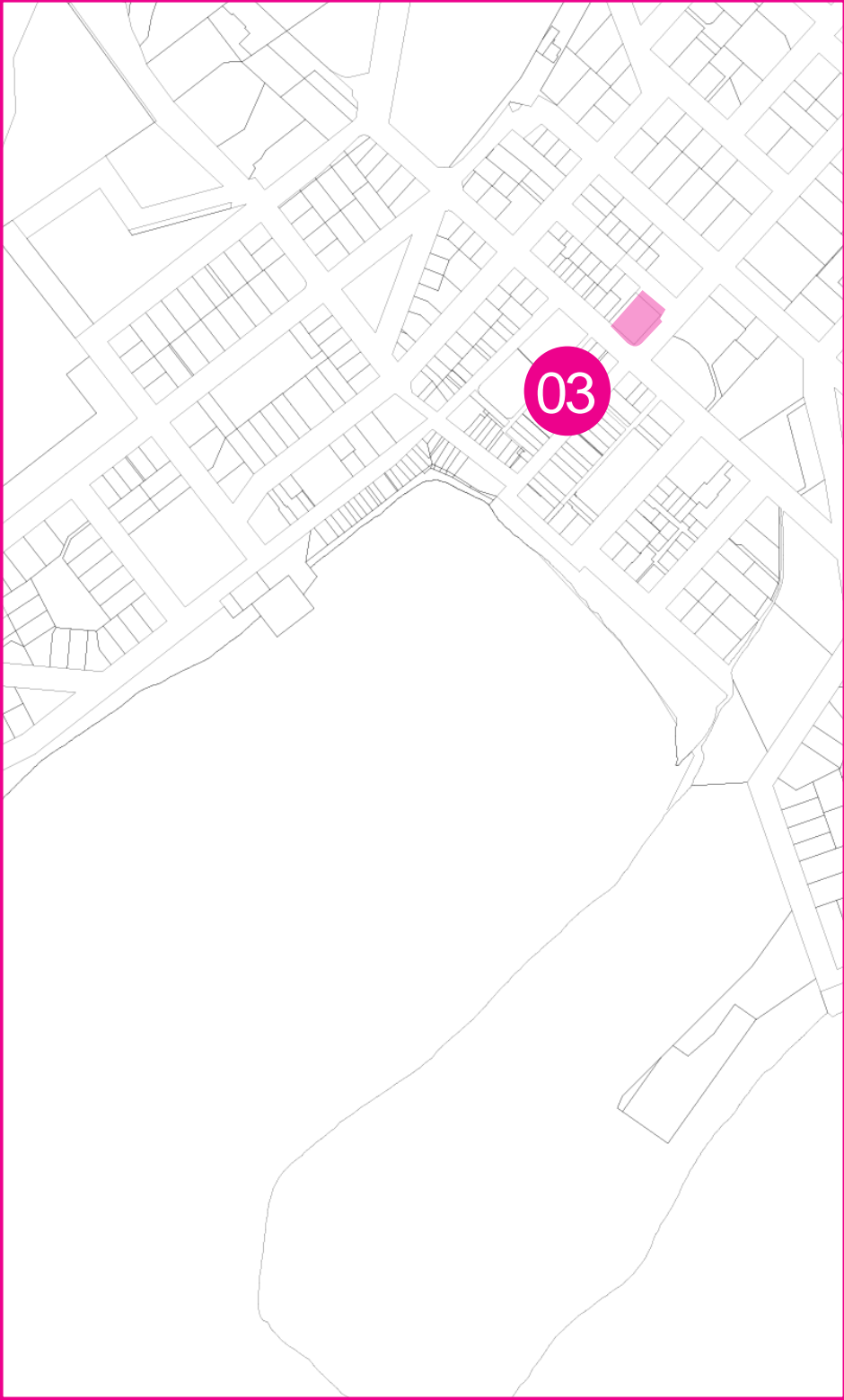
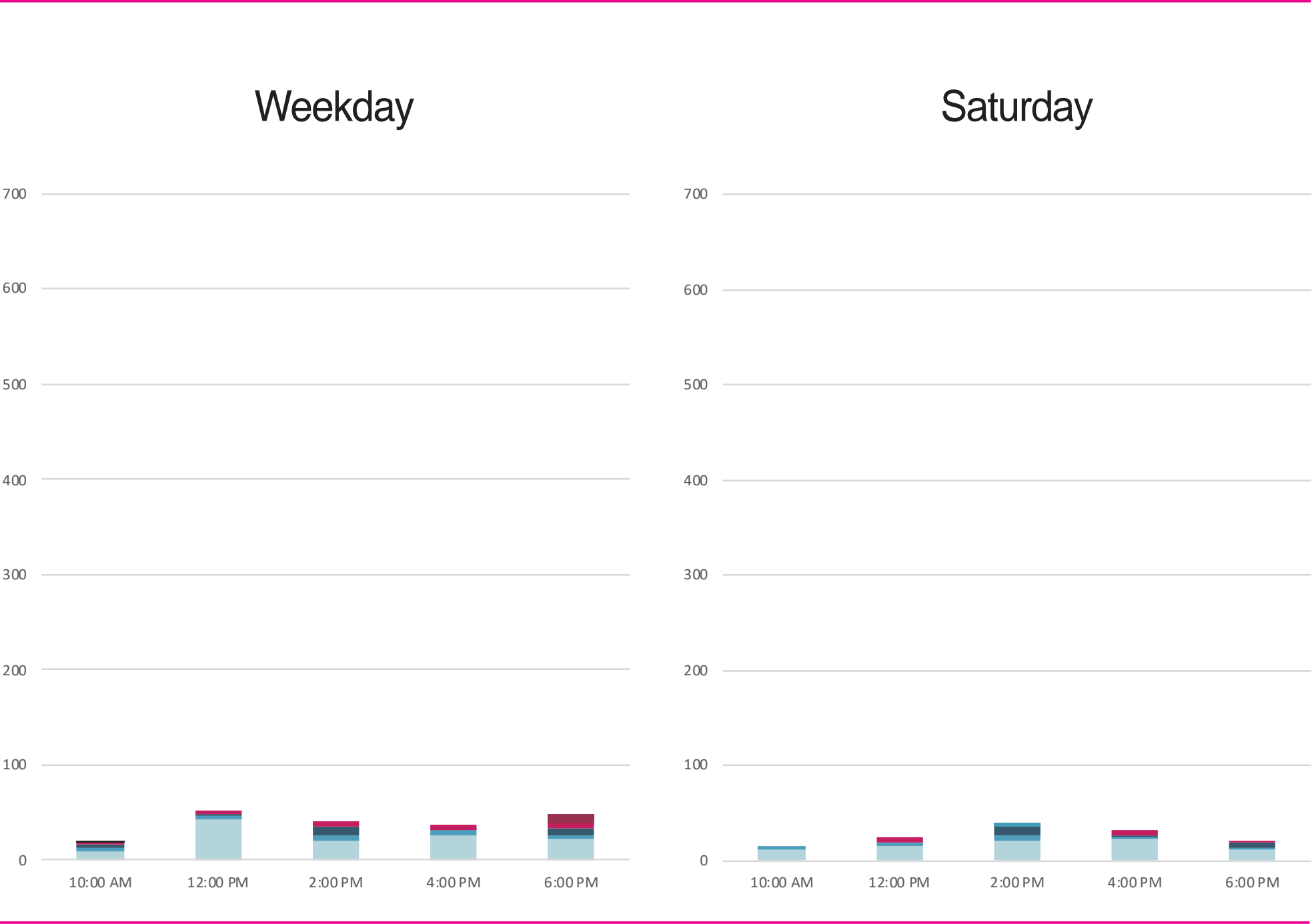


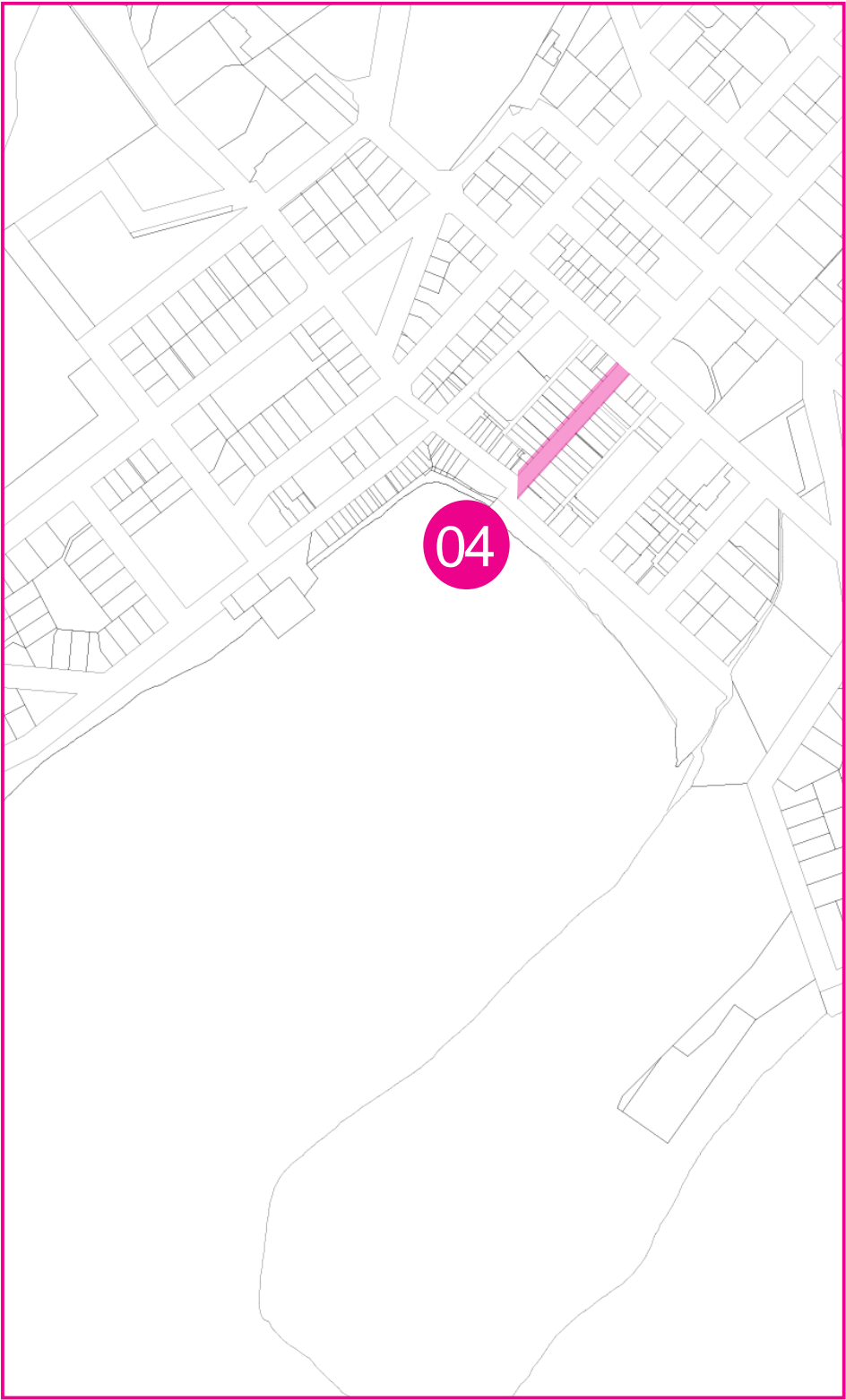


5.3 Stationary activity - 01 Beach St + 02 Earnslaw Park

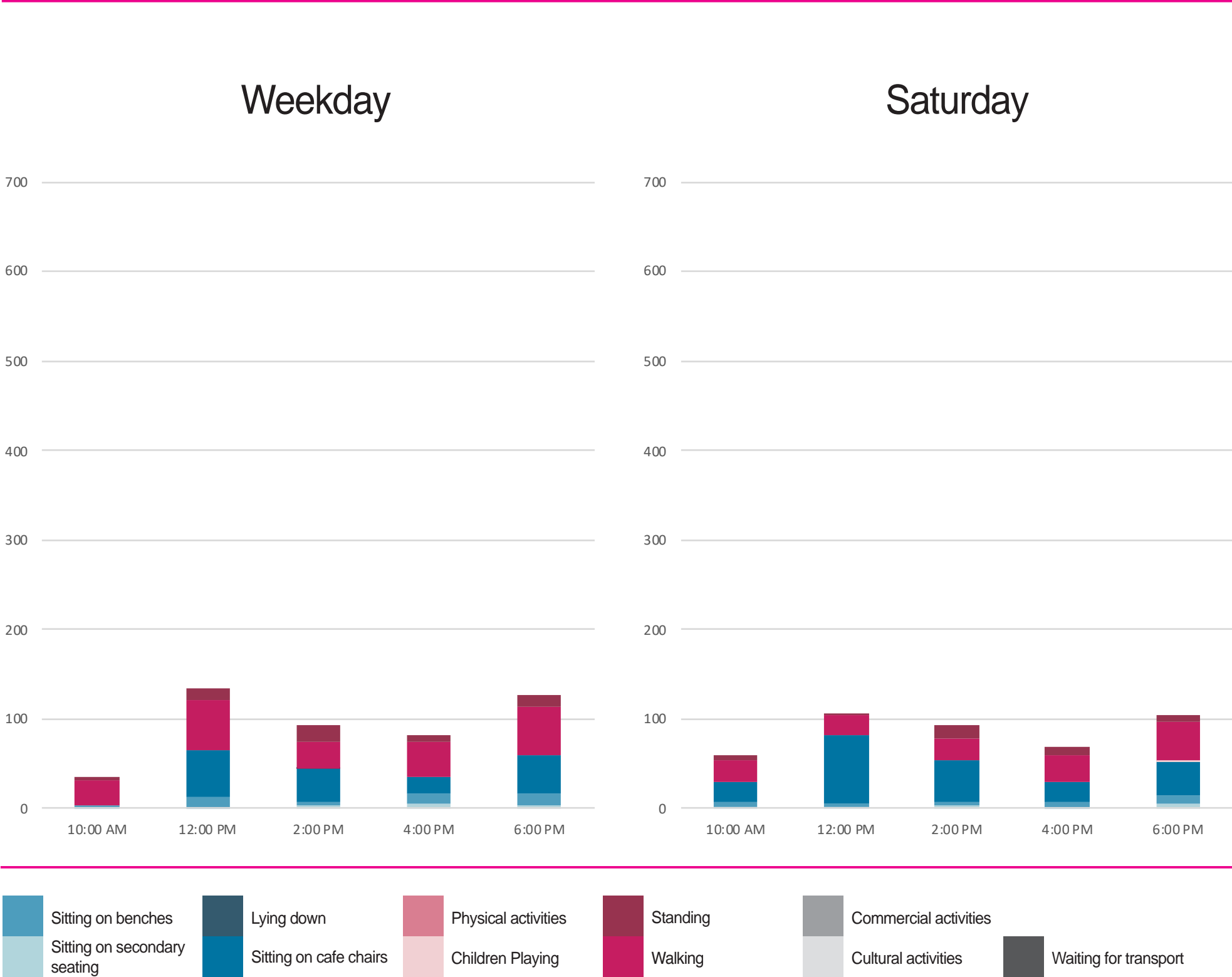


5.3 Stationary activity - 03 Village Green

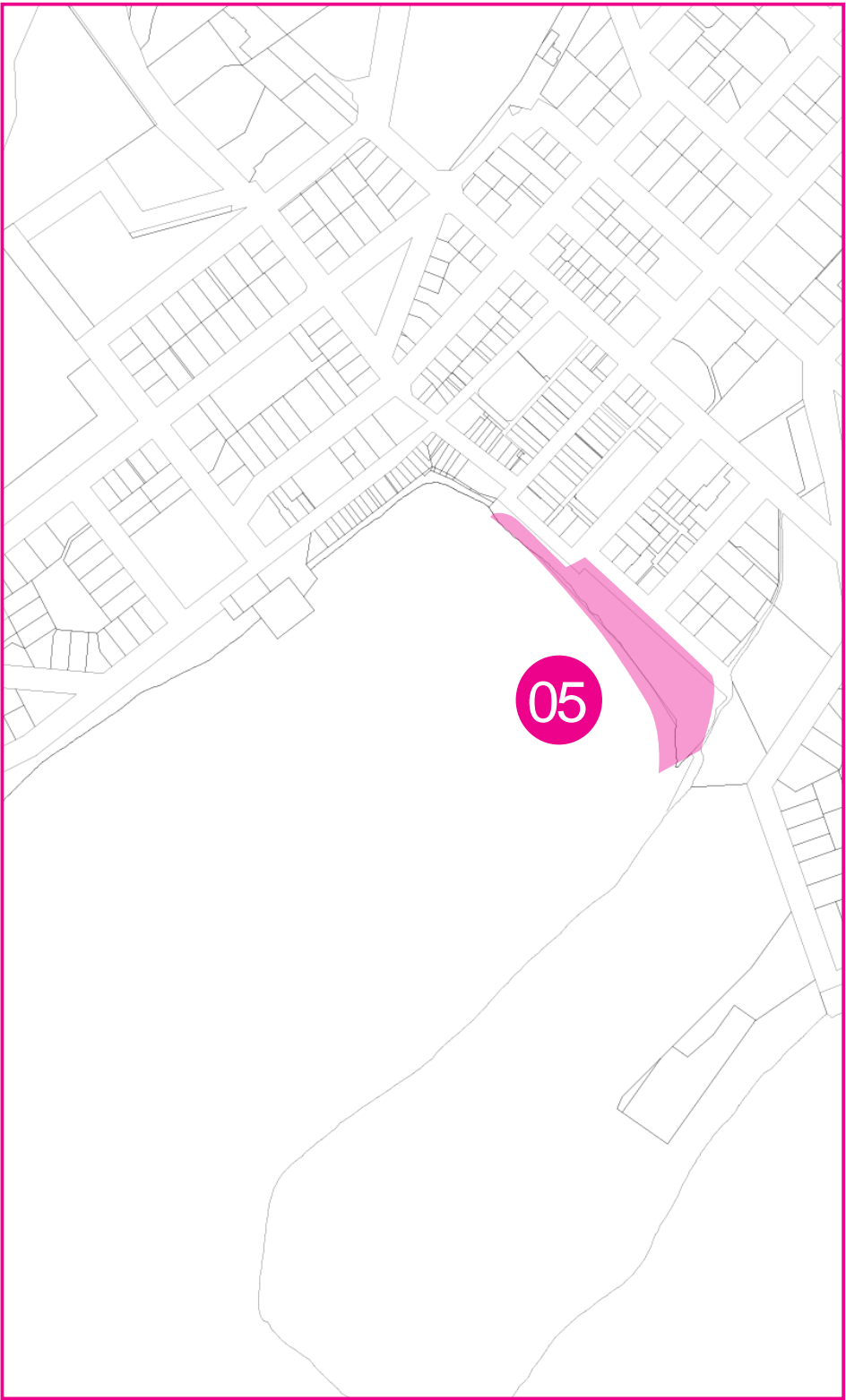


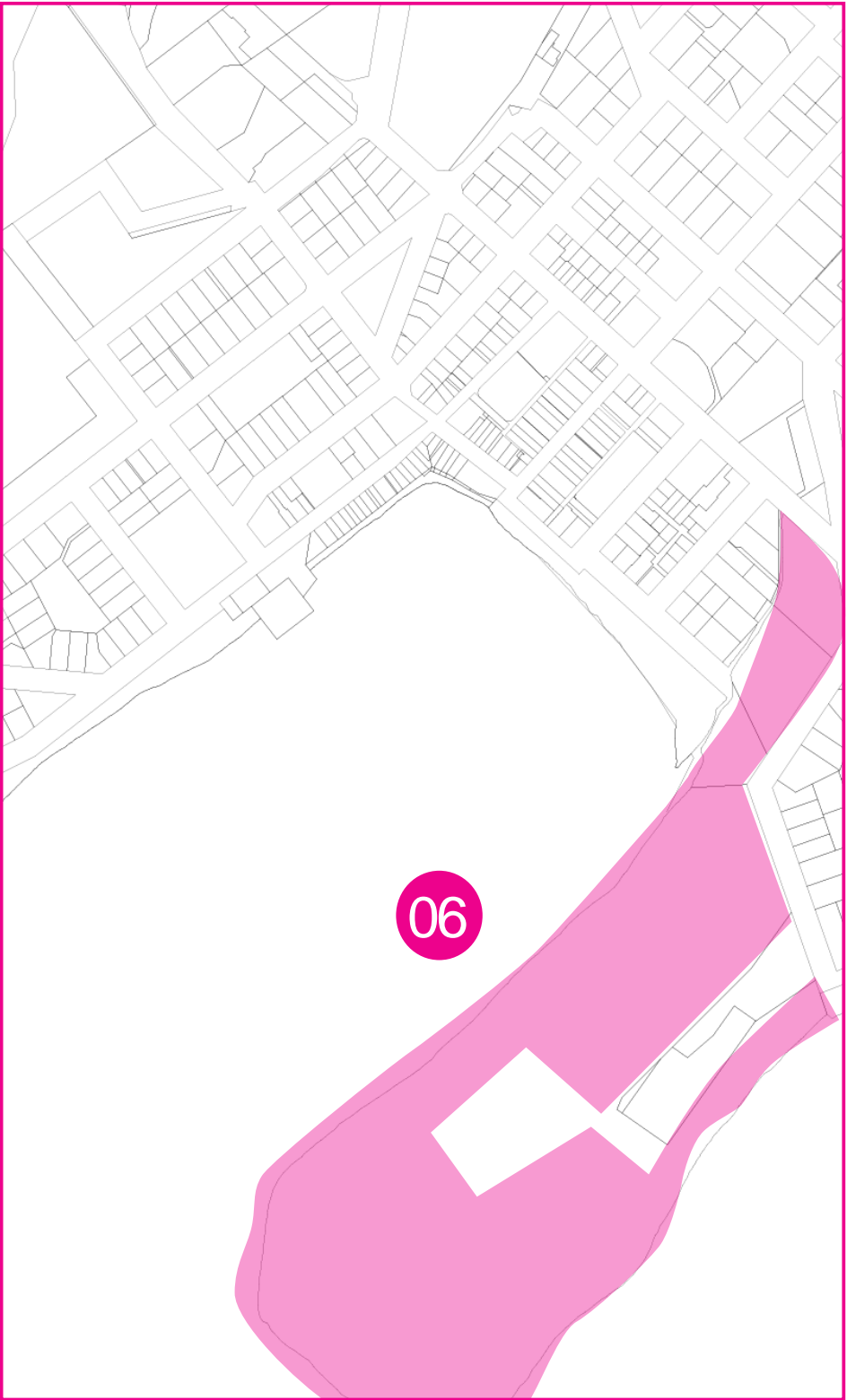


5.3 Stationary activity - 04 The Mall

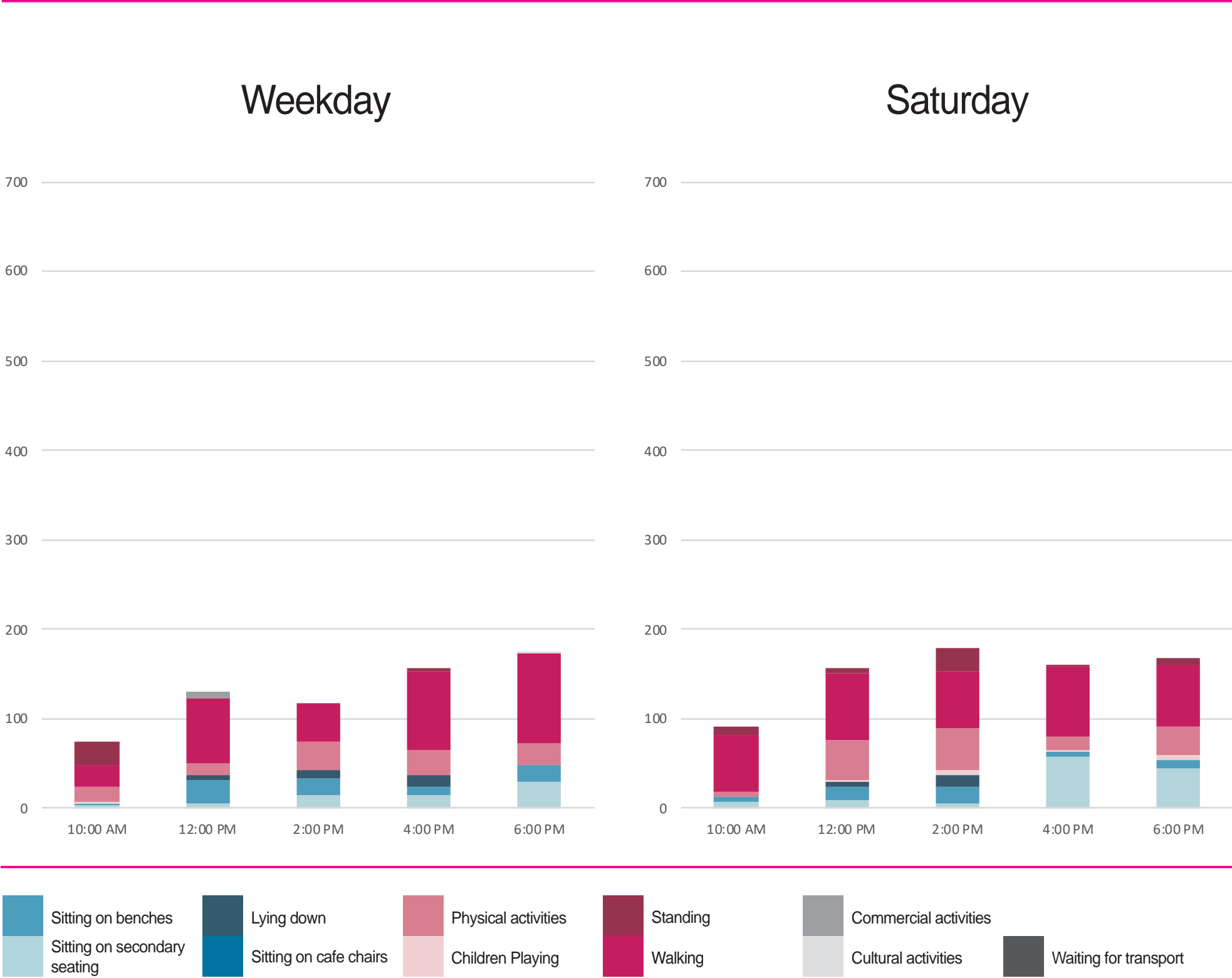


5.3 Stationary activity - 05 Queenstown Bay





5.3 Stationary activity - 06 Queenstown Gardens





URBÅN TRIBE
ACCESSORIES & BODY PIERCING

Kebabs
Lamb
Chicken
Chilli Lamb
Vegetarian
Falafel
Burgers
Cold Drinks
Ice Cream
Milk Shakes
Fruit
Shakes

Turkish Kebabs
Kebabs
Lamb Chicken Mixed
Chilli Lamb
Vegetarian Falafel
Burgers
Ice - Cream
Milk Shakes
Fruit Smoothies
Thick Shake

stitch n time
03 442 9967

Turkish Kebabs

Turkish Kebabs

TORO

BASE

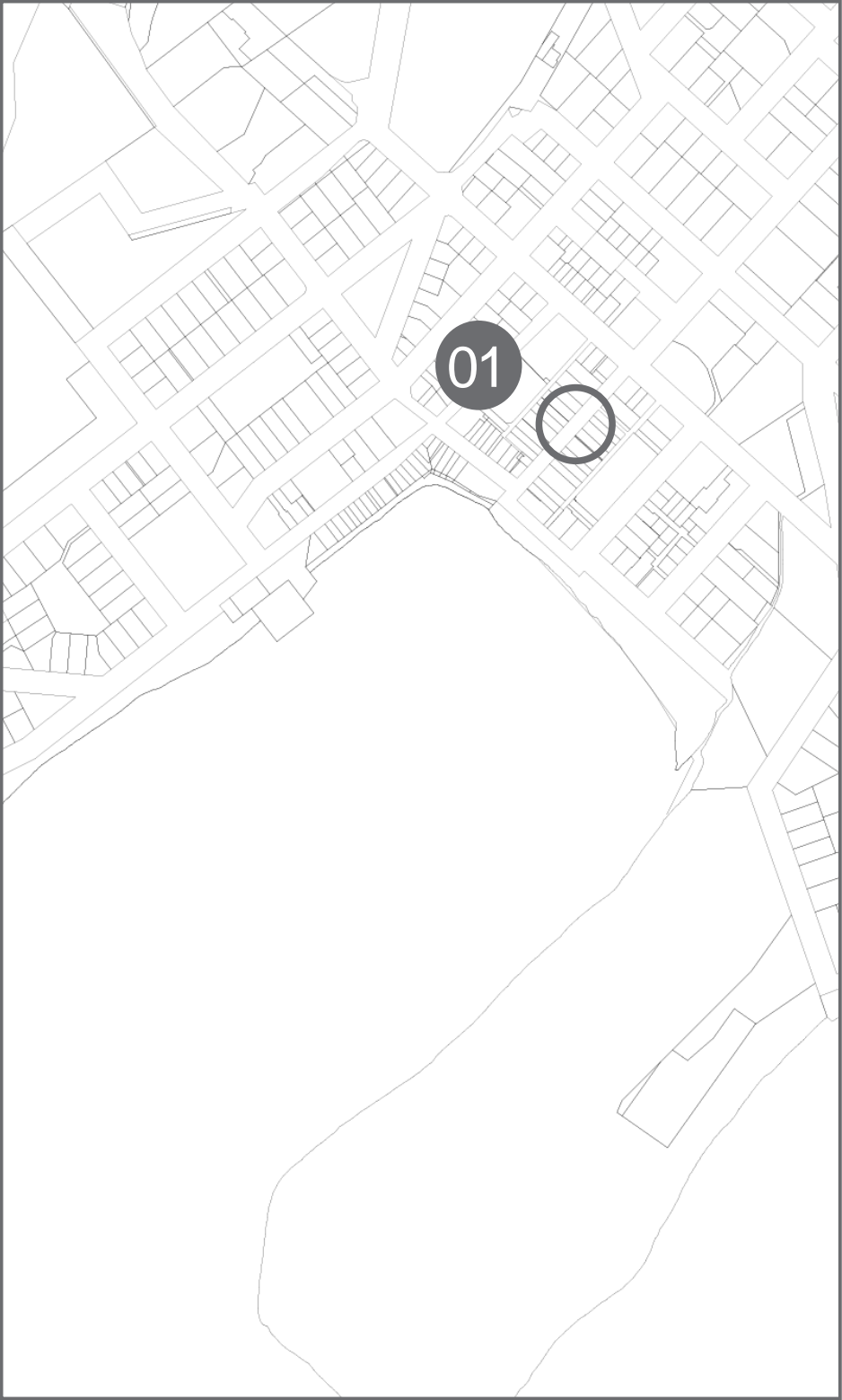
BASE

RESTAURANT & BAR
UPSTAIRS
OPEN FROM 4PM

RES
VT
Coalfire
QUEENSTOWN NZ

Coalfire

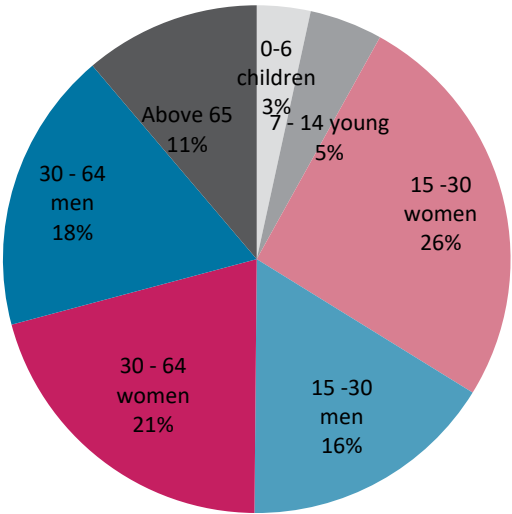
5.4 Age and gender



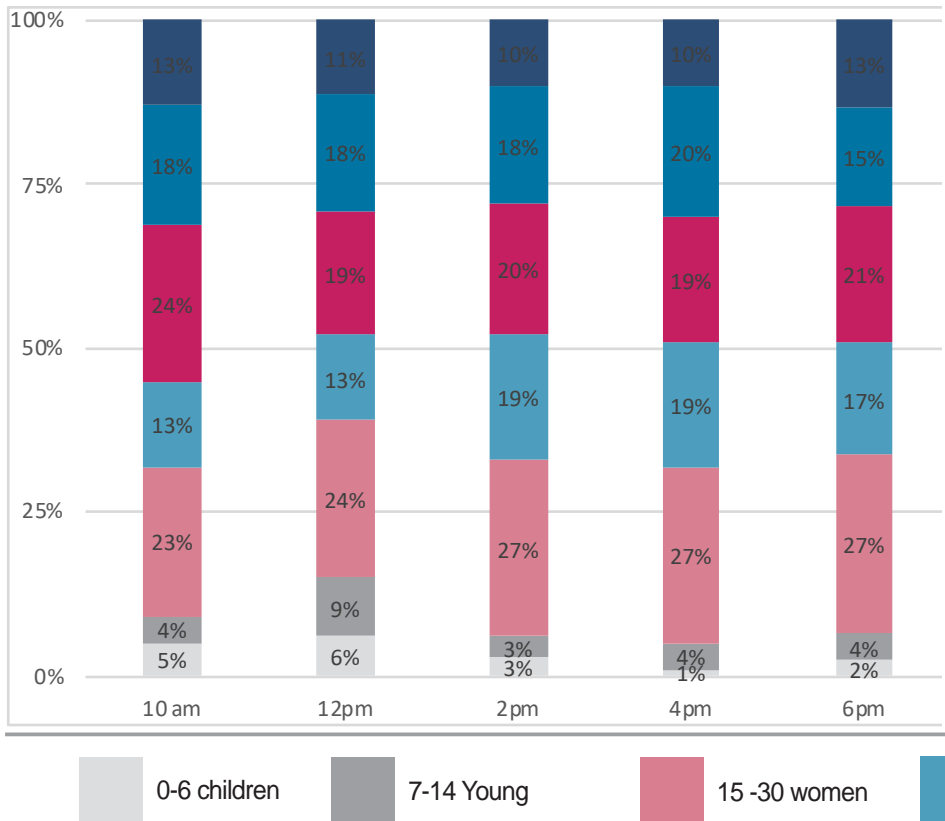
Weekday

Survey sample size: 1,053

Total distribution



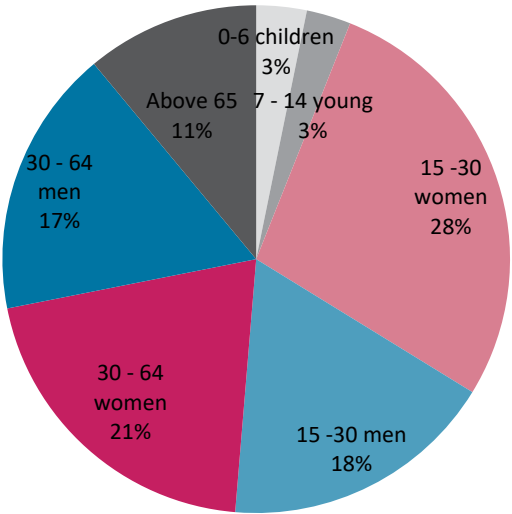
Hourly distribution



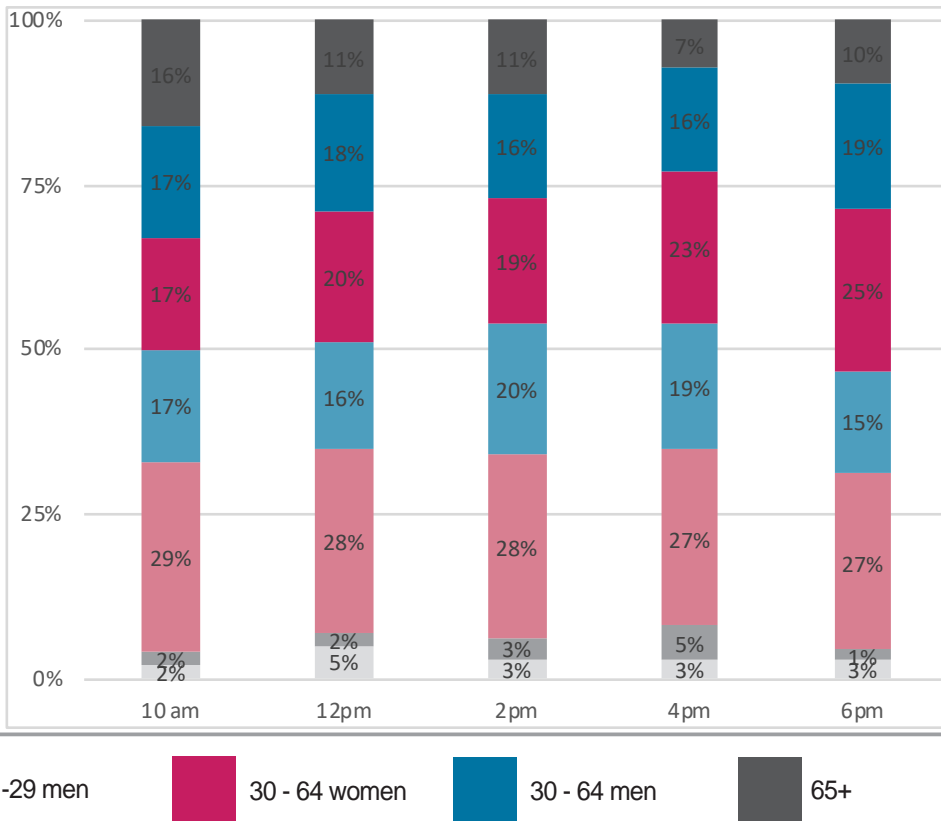
Saturday

Survey sample size: 1,060

Total distribution



Hourly distribution



2018 QUEENSTOWN PUBLIC LIFE SURVEY - SUMMER