



Streets Alive - Shaping our Future

Visitor Interviews - Analysis Report



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Prepared for:
Gore District Council
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Streets Alive - Shaping our Future

Visitor Interviews - Analysis

On 4 June 2021, McElrea Consulting Ltd interviewed 57 people who were visiting Gore during Tussock Country week. This was done on behalf of Gore District Council. The purpose of these interviews was to gain an understanding about visitor perceptions and experiences during their visit in Gore.

A total of 57 visitors to Gore were interviewed on 4 June 2021. The following report analyses the various aspects of the questions that were asked and provides feedback given by those interviewed.

Overall, the experience of visitors in Gore was either excellent or very good. There was no negative feedback to this question. When asked if they had been to Gore before, 96.5% of visitors said they had been to Gore before and only 3.5% said that it was their first visit. Of those that had been to Gore before, 55% had been to Gore within the last year and, of these visitors, 58% were from Southland, 35% were from Otago and 8% were from Canterbury. The visitors that had been to Gore more than a year ago were mostly from the South Island and those that had been to Gore over 5 years ago were from various parts of New Zealand.

Of the 55 visitors that had previously been to Gore, 94% suggested that their experience of Gore was better than previous times. The 4% that indicated that it was wasn't better suggested it was the same and gave a neutral response. There was no negative feedback regarding visitor experiences in Gore. Of those that commented, the most notable comments that attributed to the visitors enjoyment of Gore was the friendlies and hospitality of the locals. This was followed by the vibe and culture of Gore as well as the events and activities on offer.

When those interviewed were asked whether or not they would improve anything to enhance their experience, 86% said 'no' while 14% said 'yes'. The most notable suggestion made was to open up more parking for disabled or elderly people. Further suggestions were for there to be more activities, shops and restaurant options. Despite these 'improvement' suggestions the 'small town' vibe of Gore was a main reason as to why visitors were enjoying their visit.

The question regarding modes of transport used to get in and around Gore suggested that most people used walking and driving as their first choice, or a combination of both. The remaining visitors interviewed used various combinations of driving, walking, cycling, going on the bus or travelling as a passenger. Of the 55 visitors who were asked how they felt about travelling in and around Gore, 51 felt 'very comfortable' while 4 felt 'comfortable'. There was no negative feedback and visitors attributed their comfort levels to the friendliness and the welcoming Southern hospitality of Gore.

A rating scale was used to measure visitor responses on a scale of 1 (Very poor) to 5 (Excellent). This method was used to ask visitors a variety of questions on the destination features of Gore. These were namely, places for families to visit, visitor accommodation, shopping, restaurants/eating facilities, signposting, ease of getting around, parking facilities, general cleanliness and overall appearance.

When asked about places for families to visit, 74% gave an excellent response, 22% said it was good and 4% gave a neutral response. For visitor accommodation, 87% said it was excellent and 13% said it was good. The response giving for shopping was 65% excellent, 31% good and 4% neutral. When asked about restaurant and eating facilities, 71% said excellent, 27% said good and 2% were neutral. Most visitors responded that signposting was excellent with 92% indicating this and 8% saying it was good. 92% of visitors gave an excellent response to their ease of getting around Gore, while 8% said it was good. The parking facilities was excellent according to 86% of the visitors, while 14% said it was good. When asked about overall appearance, 71% said it was excellent and 29% said it was good. .

The overall analysis of this survey is that most visitors were having a good to excellent experience during their stay in Gore. While there was some feedback about improvements, the overall response was that visitors were enjoying their stay. It should be noted that Tussock Country was being held at the time of these interviews so this added to many of the responses about the vibe, music, culture and enjoyment of the various events on at the time. Nothing specific was brought up in regards to the Streets Alive trials.

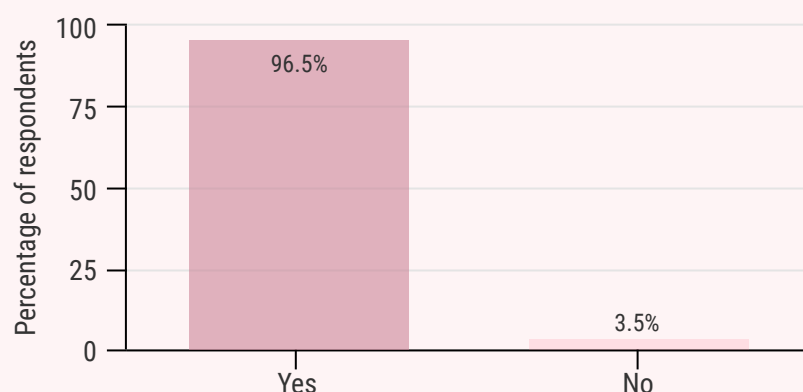
Following is an analysis of the 57 visitors interviewed.



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Visitor Interviews - Analysis

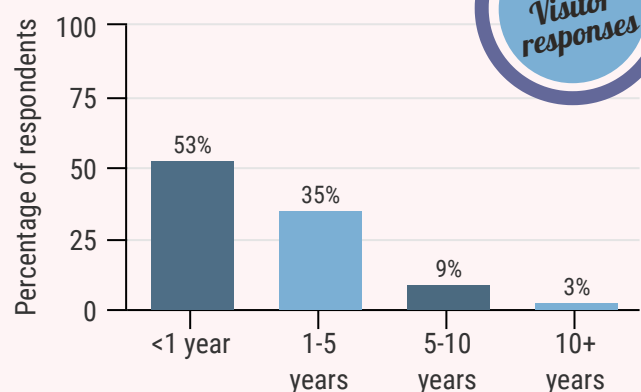
Have you visited Gore before?



Of the 57 visitors interviewed, 96.5% had visited Gore before while only 3.5% of the visitors had not been to Gore before.

57
Visitor
responses

How long ago since you visited Gore?



55
Visitor
responses

Of the **57 visitors interviewed**, 55 of the visitors had been to Gore before. Two of the visitors interviewed had not been to Gore before and were passing through at the time of the interview.

More than 50%, or 29 of the visitors interviewed, had been to Gore **within the last year**. Of those 29 visitors, 13 had been to Gore in the last 6 months.

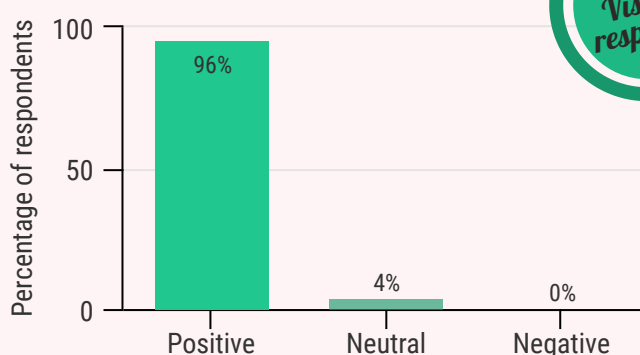
35%, or 19 of the visitors interviewed, have visited Gore in the last **1-5 years**. Of the remaining 7 visitors interviewed, **9%** or 5 of those interviewed had visited Gore in the last **5-10 years** and **3%** or 2 of those interviewed had been to Gore **more than 10 years ago**.

Of all those visitors that were interviewed and had been to Gore in the last year, **58% were from Southland, 35% were from Otago and 8% were from Canterbury**.

Those that had been to Gore within the last 5 years were all from around the **South Island**, with the exception of 1 visitor.

Visitors that had been to Gore more than 5 years ago came from both the North and South Island.

Experience of Gore compared to last visit?



55
Visitor
responses

The feedback from the 55 visitors interviewed was **mostly positive**. The 4% of visitors that gave neutral feedback reflected that their visit to Gore was enjoyable but they **didn't notice any changes** to make it more enjoyable than previous visits. There was no negative feedback.

The **remaining 96% of visitors** interviewed gave a wide range of positive responses to the question. Most of the respondents indicated that their experience in Gore was **better than previous visits and more enjoyable**. As many of the visitors were in Gore for Tussock Country, this was reflected in their feedback as they were **enjoying the festival**, the activities and the vibe. There were a few responses about **country feel** of Gore and how this contributed to them enjoying their stay. The **small town** aspect of Gore also made many of the visitors stay more enjoyable. Many of visitors also attributed their enjoyment of Gore to the **hospitality and friendliness of the locals**. Good weather and the relaxing way of life in Gore we also mentioned as reasons why some visitors were enjoying their stay in Gore.

Overall the visitors that were interviewed enjoyed their visit **more than previous years**.

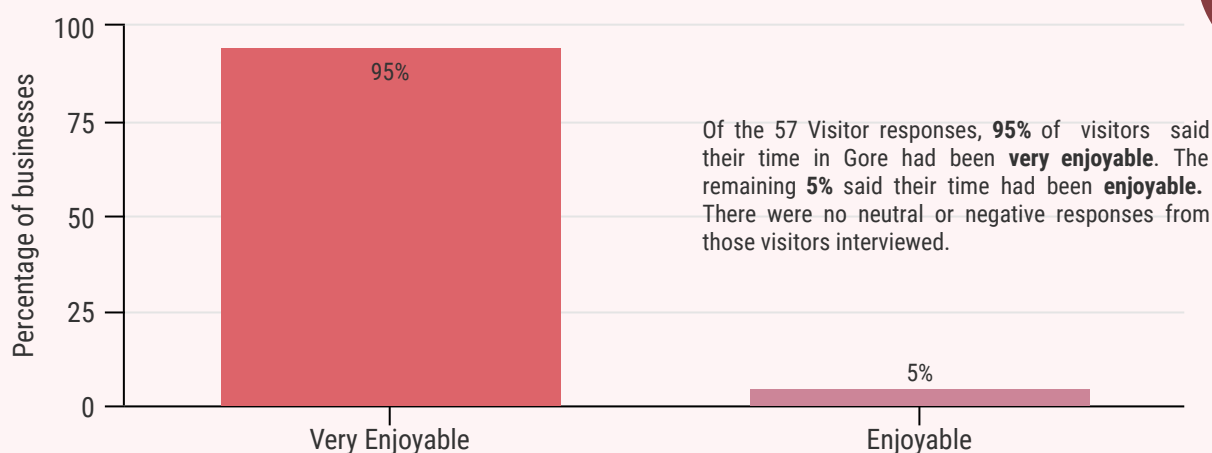


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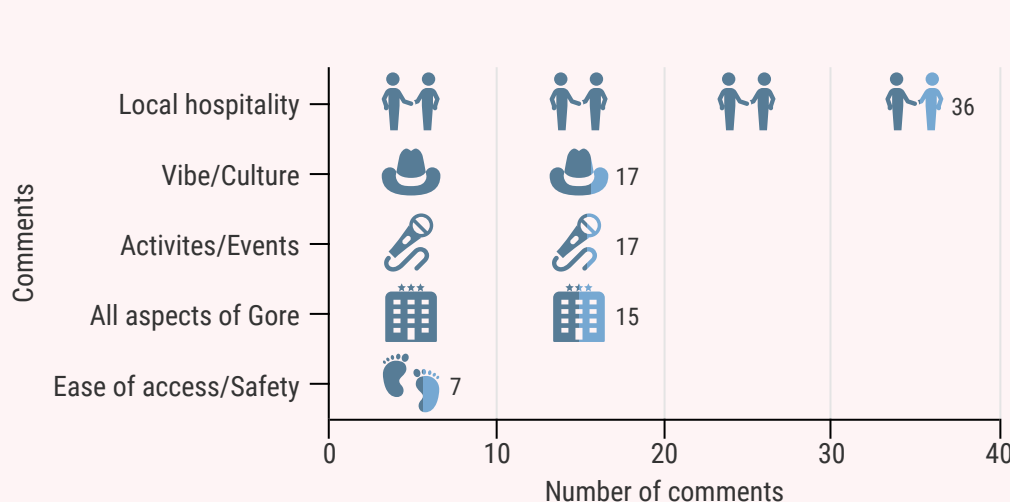
Visitor Interviews - Analysis

How have you enjoyed your time in Gore so far?

57
Visitor
responses



What are the things about Gore that has made this an enjoyable experience for you?



92
Visitor
Comments

All the feedback given during the visitor interview survey was positive. Many of the respondents gave **multiple answers** and were enthusiastic to provide positive responses.

Of the **53 visitors** who provided comments, **36** responded that Gore's **local hospitality** was one of the reason they found their stay in Gore enjoyable. Many of these visitors made specific comments about the **friendly and welcoming nature** of the people in Gore.

Gore's culture and relaxed vibe was mentioned 17 times as the main reason for visitors enjoying the stay. This was partly due to Tussock Country being held at the time of the interview and partly due to Gore's **small town and country feel**. The **current events and activities** on offer in Gore was also mentioned 17 times as the reason visitors found their stay enjoyable. Quite a few of the visitors specifically mentioned the music and the atmosphere as a positive.

Of those interviewed, 15 people mentioned that there wasn't a specific reason they found Gore enjoyable but rather they enjoyed **'everything'** about Gore. The comments about the town of Gore ranged from, **"great place to visit"** to **"Great town"** and **"I enjoy everything about it."**

7 people commented on the fact that they enjoyed that Gore was a town that was **easy to get around** and that it was **safe to walk around at night**.

While there was mention made to the how easy it was to move around Gore and that the vibe within the town was a positive, there was **no specific mention** made to the recent changes and/or additions to specific streets in Gore. These changes and/or additions **did not come up** as a reason that visitor were enjoying Gore or that they had seen notable changes or improvements.



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Visitor Interviews - Analysis

Is there anything that could be done to improve your experience when visiting Gore?

86%

No

14%

Yes

57
Visitor
responses

Of the 57 Visitor interviewed **86%** indicated that there was nothing they would change or add to Gore to improve their experience. **14%** of those visitors interviewed indicated there were changes they would make to improve their experience in Gore.

The response to this question was **mostly positive** as most of the visitors interviewed indicated there was nothing they would change about Gore to enhance their experience. This is reflected by **86%** giving a positive response.

There was, however 14% of the visitors interviewed that indicated there were some **notable improvements** that could enhance their experience of Gore. It should be noted that all the visitors had indicated that they were having an **enjoyable experience in Gore**, and these suggestions are therefore presented from the view of improving an already good experience.

The most notable comment mentioned was that there was **not enough parking for the disabled and the elderly**. This is a significant comment as it does effect this group of people **quite acutely**. This group do not have any alternatives if they cannot find parking close to where they desire to be. Additionally, there was also further mention of there not being enough spaces available.

Further comments suggested that there was an interest in having **more events available** to enhance and improve the visitors experience in Gore.

Additional comments suggested there was a desire to have more **shopping options available** for visitor to enjoy during their stay in Gore. **More restaurants** was also brought up as a suggestion for improving visitor experiences. One person mentioned that they did not have a good meal experience and that this could be improved upon. This however, did seem to be an isolated comment regarding restaurant experiences.

The weather was also mentioned as an desired 'improvement' to enhance visitor experiences.

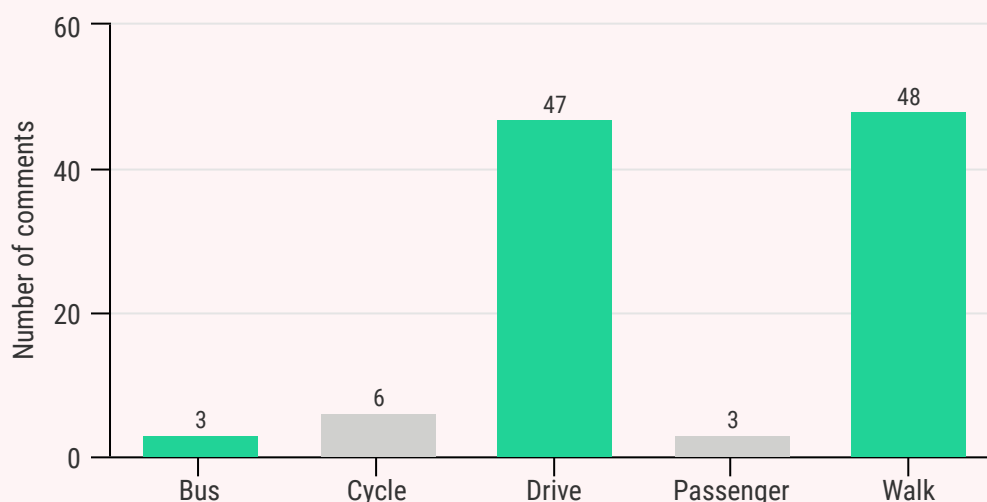
While some of these improvements or suggestions indicate the desire for the town of Gore to grow and offer more options for visitors, such as more shops and restaurants, these suggestions are **balanced quite significantly** by the majority of visitors interviewed who suggested they enjoy the town of Gore and their experience **without any need** for changes or improvements.



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Visitor Interviews - Analysis

What are the transport modes you have used to move around Gore?



107
Visitor
Comments

Of the 107 comments made by visitors on their method of transportation. The majority of them either drove or walked around town.

Many of those interviewed used a combination of transport means to get in and around Gore.

How comfortable have you been moving in and around Gore?



4 Comfortable



51 Very Comfortable

55
Visitor
Responses

All visitors interviewed felt either **comfortable or very comfortable** moving in and around Gore. Of those interviewed **54% were walking or driving** around Gore during their visit. Those that **only drove** were **16%** and those that **only walked around** were **12%**. The remaining visitors interviewed used various **combinations** of driving, walking, cycling, going on the bus or travelling as a passenger.

Many visitors expressed the reason they were comfortable moving and around Gore was because Gore offered them **lots of space** to move around. Several visitors commented on their enjoyment of Gore as a **small town** and how this contributed their experience of enjoying their stay.

Some visitors mentioned that what made them comfortable moving around Gore, was their ability to find **parking** fairly easily.

It was also mentioned that Gore is a **campervan friendly town** and this added greatly to the experience of their visit in Gore.

Southern hospitality and the friendly nature of the locals in Gore was mentioned **many times** by visitors as the reason they felt comfortable moving in and around Gore. This significantly contributed to the enjoyment of their stay.

Overall those interviewed were enjoying their visit to Gore, with one visitors commenting that Gore was the "Best town in New Zealand," and another saying they "loved everything" about being in Gore.



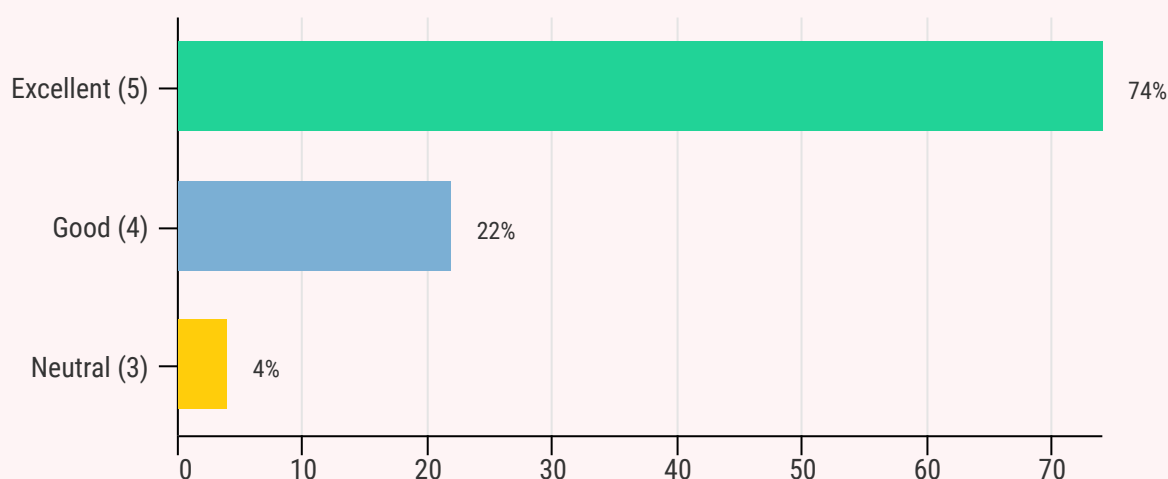
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Visitor Interviews - Analysis

Destination Features rated from 1 (Very poor) to 5 (Excellent)

A rating scale was used to measure visitor responses on a scale of 1 (Very poor) to 5 (Excellent). This method was used to ask visitors a variety of questions on the destination features of Gore. These were namely, **places for families to visit, visitor accommodation, shopping, restaurants/eating facilities, signposting, ease of getting around, parking facilities, general cleanliness and overall appearance.**

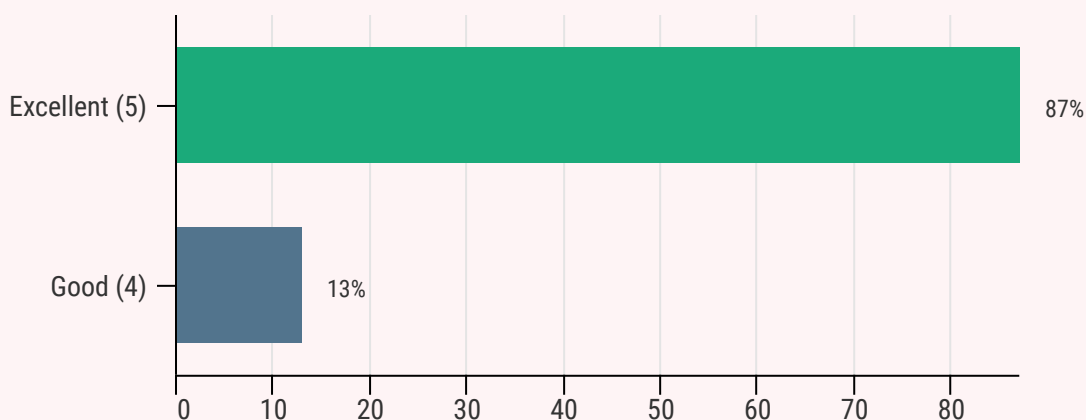
Places for families to visit



49
Visitor
Responses

Of those 49 visitors interviewed 74% indicated that they found that Gore had an excellent selection of places for families to visit. 22% of those visitors interviewed indicated that Gore had a good selection of places for families to visit and 4% responded neutrally to the question. There was no negative feedback.

Visitor Accommodation



48
Visitor
Responses

Of the 48 visitors that responded to this questions, 87% of them found their visitor accommodation excellent. The remaining 13% indicated that their visitor accommodation was good. There was no negative feedback.



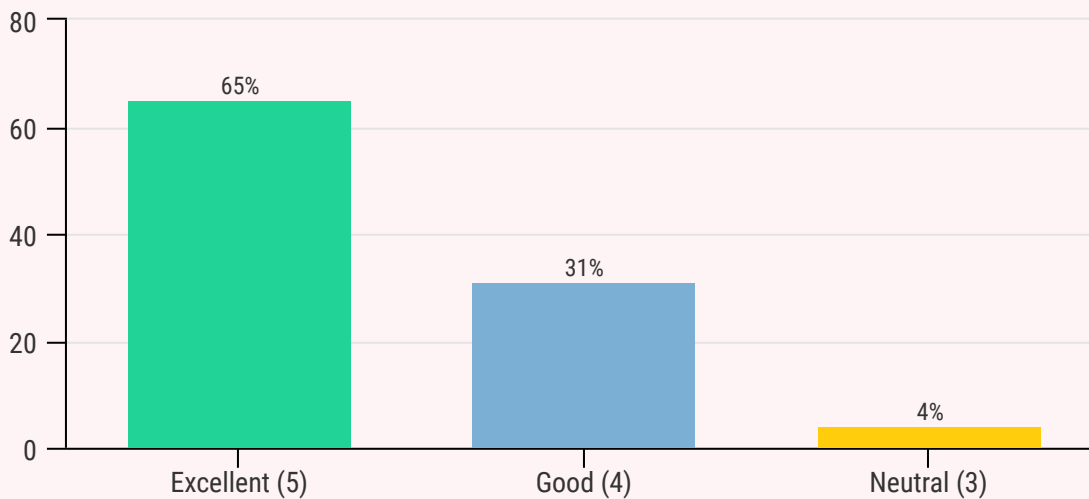
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Visitor Interviews - Analysis

Destination Features rated from 1 (Very poor) to 5 (Excellent)

49
Visitor
Responses

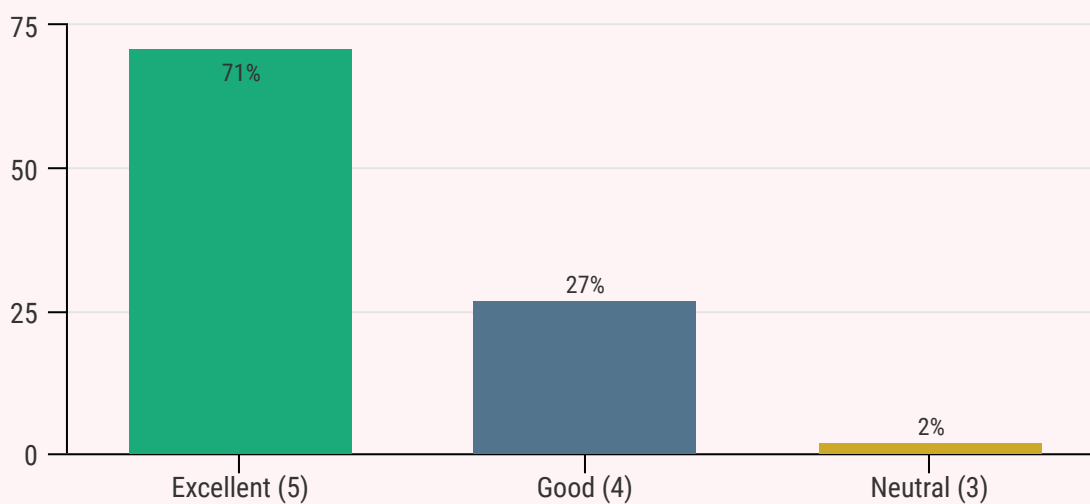
Shopping



65% of visitors interviewed said that the shopping options was excellent. The remaining 31% said the options were good and 4% gave a neutral response. There was no negative feedback to this question.

Restaurants/eating facilities

49
Visitor
Responses



According to 71% of visitors interviewed the restaurants and eating facilities in Gore were excellent. 27% of visitors indicated they were good and 2% said they were neutral. There was no negative feedback.

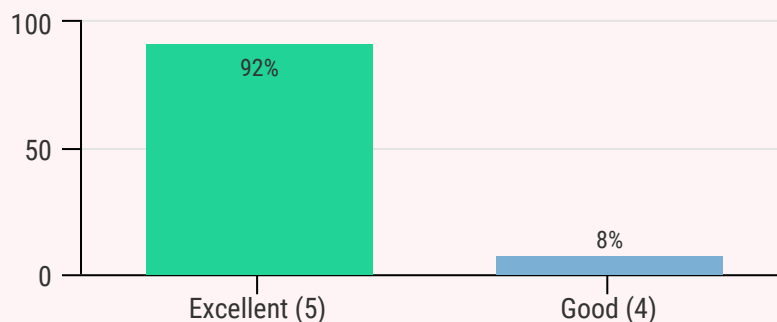


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Visitor Interviews - Analysis

Destination Features rated from 1 (Very poor) to (5) Excellent

Signposting



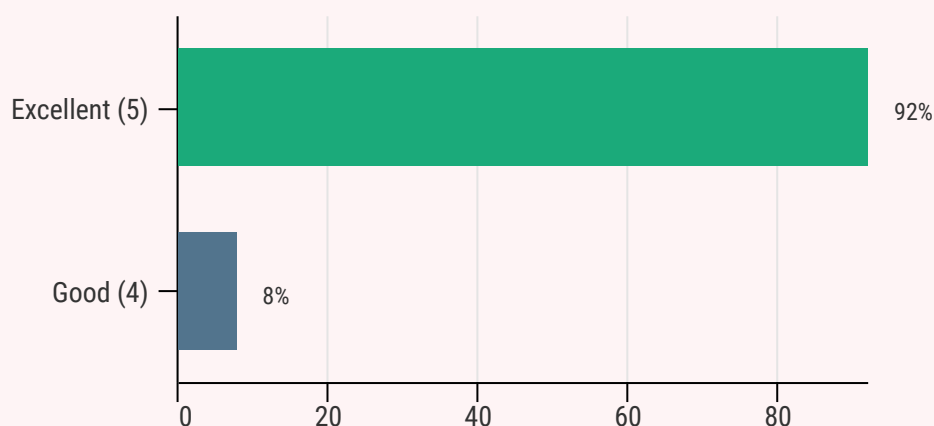
Of the 49 visitors interviewed, 92% said the signposting was excellent and 8% said it was good. There was no negative feedback to this question.

49
Visitor
Responses

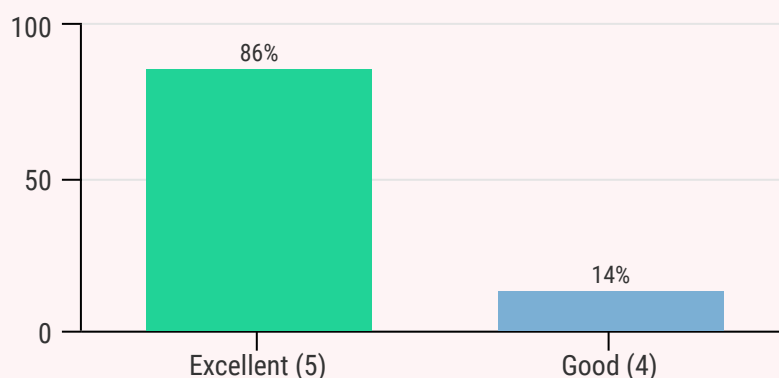


92% of people indicated that they found it easy to get around Gore and they rated the ease of access as excellent. 8% of the visitors said it was good. There was no negative feedback.

Ease of getting around



Parking facilities



86% of the visitors interviewed said that the parking facilities were excellent while 14% said they were good. There was no negative feedback.

49
Visitor
Responses



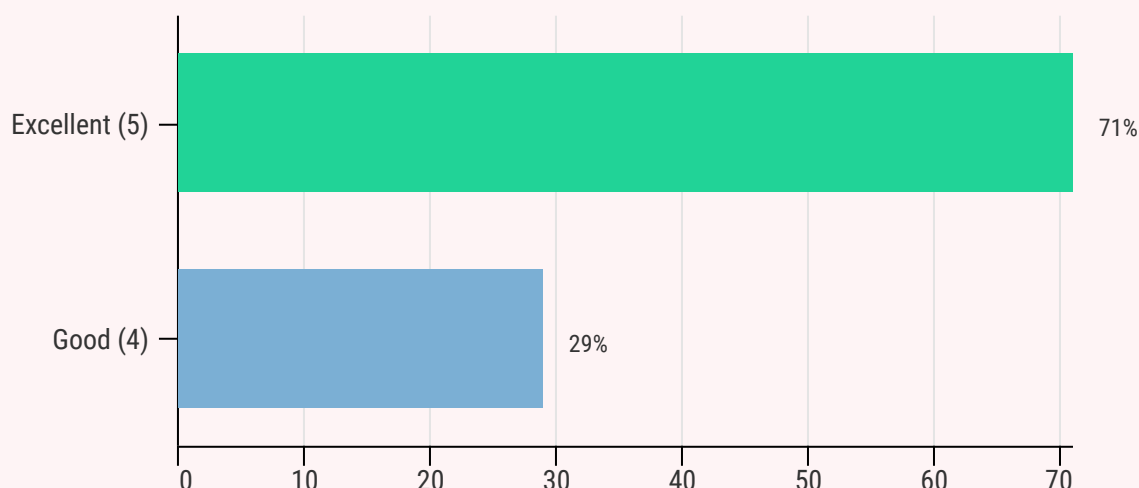
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Visitor Interviews - Analysis

Destination Features rated from 1 (Very poor) to 5 (Excellent)

49
Visitor
Responses

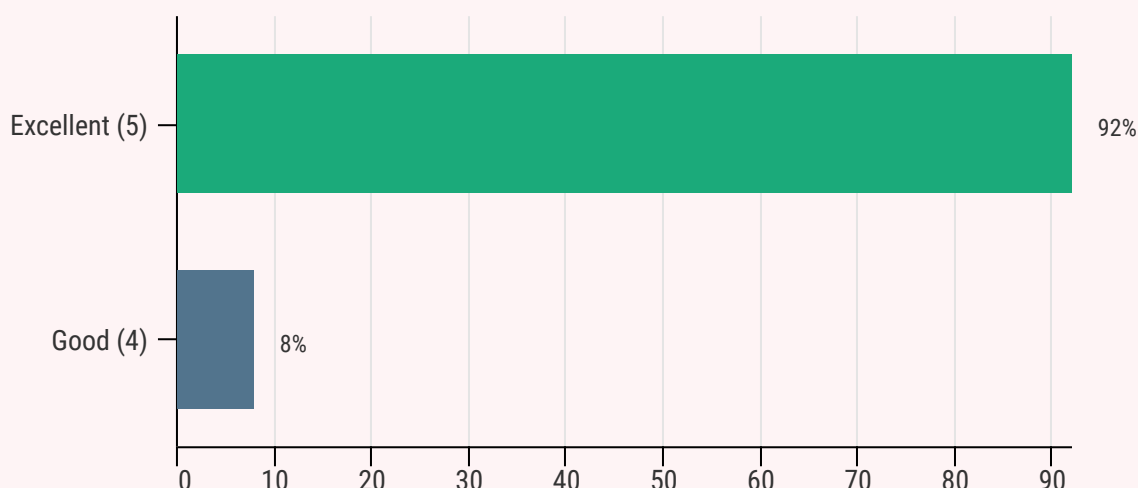
Overall appearance



Of the 49 visitors interviewed 71% indicated that the overall appearance of Gore was excellent, while 29% said that it was good. There was no negative feedback for this question.

General cleanliness

48
Visitor
Responses



Of the 48 visitors that responded to this question it was indicated that 92% of them found the general cleanliness of Gore to be excellent while 8% found it to be good. There was no negative feedback.



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Visitor Interviews - Analysis

Comments from visitors interviewed

Best Town in New Zealand
Better every year
Always love coming to Gore Small town feel
Lovely place Vibrant Everyone helpful
Been amazing Awesome Small Country Town
Safe Lovely township Love everything about it
Its great Love it Country vibe
Big friendly town Exciting Fun Lots of Space
Great Vibe Love the people Great music
Southern Hospitality Realxing Pretty awesome Friendly People
Relaxing vibe Love Everything about Gore
Great atops here
Everything is amazing
