The Kapiti Coast Day Out
A lowering carbon pilot

August 2009

Technical Report
prepared by
the Hikurangi Foundation

In cooperation with

CONTENTS

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1. EXECUTIVE SUMMARY

How is New Zealand going to make its living in a world where carbon emissions must be limited in order to avoid dangerous climate change? This report aims to help answer this question by describing a pilot project on domestic tourism on the Kapiti Coast, Aotearoa.

Tourism is a major part of New Zealand's economy but also a significant source of greenhouse gas emissions. Domestic tourism is often over-looked but is responsible for more visitors and more turnover than international tourism. It is also responsible for 75% of the onshore emissions (excluding international flights) of the tourism sector. On the other hand domestic tourism has the opportunity to boost the local economy and help Kiwis lower their personal carbon footprint - if it can lower its emissions.

Within domestic tourism, transport is responsible for most of the carbon footprint (accounting for 96% of the domestic tourism sector's carbon footprinto yet most industry environmental initiatives are not focussed on this. Within transport most emissions are generated by internal air travel for business, and private and rental car journeys by kiwis (particularly on day trips from key urban centres).

The Hikurangi Foundation is a charity dedicated to helping Kiwis take smart action on climate change. It has set out to catalyse relevant research and practical projects to help boost domestic (or backyard tourism) while addressing the high proportion of tourism transport carbon emissions.

The Kapiti Coast district was identified as a suitable area for a pilot: key stakeholders in the region were already individually focussing on domestic tourism and reducing carbon Emissions; and transport infrastructure was in place but not optimally linked or promoted. In particular, there was no tailored service connecting the Wellington train to key local attractions. The main aim for the pilot project was to understand more about how to boost the benefit the Kapiti Coast receives from promoting domestic tourism while lowering tourism's carbon footprint. The pilot was designed to involve a partnership approach and create "learning through doing" that could be used both in Kapiti and other regions.

In practice, the pilot involved creating a day out where a sample of visitors from Wellington could experience the Kapiti Coast with potentially lower carbon means of transport that were not normally available. The pilot was promoted and delivered as a 'great day out' with the carbon side much less emphasised. The sample group were given free return train travel to Paraparaumu, low carbon travel options once they got there, free entry into three major tourist attractions, and advice on other activities. This included vouchers to eateries, a free shuttle service between venues, free bikes, and walking options. In return they agreed to participate in both a quantitative survey and a qualitative survey. A control group was also surveyed up to a month later. A group of key local and regional stakeholders worked on the design, delivery and review of the pilot and all of this fed into planning next steps.

The pilot demonstrated it is was possible to plan and deliver a more integrated transport service along with a more welcoming and personalised approach to help with travel planning for visitors. Local stakeholders cooperated to deliver a package that none of them could have delivered alone.

The pilot set out to see if there was potential to reduce to emissions. It compared three scenarios; visitors travelling to alternative destinations, the business as usual way to Kapiti by car, and the Kapiti Coast Day Out transport method using train and shuttle. Overall, based on our assumptions, the pilot emitted slightly more carbon than if visitors had travelled to an alternative destination, and significantly less than business as usual. The 59 parties in the pilot saved at least 844kg of C02e. If the pilot's transport options were adopted more permanently there is potential for ongoing carbon savings.

The project's quantitative OPUS survey results found:

- Completed surveys were received from 59 participants on the day and a further control group of 40 people visiting the Kapiti area from Wellington by car. There was no significant difference in the demographic make up of the two groups;
- Over 90% had been to Kapiti before and over 93% had come by car;
- In terms of attitude to travel by train in general, both groups were mildly positive with only 29% of the event group and 18% of the control group typically never using the train to access any destination;
- In terms of attitude to travel by train to Kapiti in particular, there was strong agreement in both groups that it is hard to get around activities in Kapiti without a car;
- The main perceived impediments to train travel were related to infrastructure rather than price or characteristics of the individual;
- The event group were more likely to agree that making connecting services available would ease the problem and that going to Kapiti by train is a fun, new experience;
- The experiences of the event were strongly positive and the fact that they were free was not a very strong motivator for their use. Over 90% of participants answered "yes" or "maybe" to using the shuttle service in future if permanent. Permanent bicycle services would be considered by 67% (although only used by 11% on the day). The main suggestion for improvement was around structuring timetables to maximise time at attractions;
- In terms of intentions for future travel, over one third of participants suggested that their next trip would be by train or bus; this is double the rate of those who did not participate in the event;
- When asked what would increase the likelihood of their future travel being by train over half suggested connecting services (such as those provided in the pilot) and cheaper tickets, while one third suggested more stops;
- From the control group sample, it was found that the destination of most trips is not as fixed as would be expected, visitors tend to visit more than one attraction across the region (56% of this sample).

The project's qualitative journalist/photographer interviews found:

Participants in the Kapiti Day Out

- Every participant from the day had Individual and unique reasons for participating in the day, and had their own limits and opportunities for having a holiday or short break away from home;
- Very few participants interviewed said that participating in a low carbon travel option was a main reason to participate. Most saw the day as an opportunity to visit the Kapiti Coast – something that was previously top of mind but not something they did as regularly as they wanted to;
- Everyone liked the idea of being involved in a new project and was generous with their responses;
- Visitors were happy to participate and gave permission for quotes and photography to be used to promote similar activity across any media by Nature Coast, the Hikurangi Foundation, and Kapiti Coast District Council.
- Some participants had concerns about travelling to Kapiti without a car. This included a family with young children who needed to take various provisions for the day, and people who were not familiar with the area and felt trusting the planning of their day to others was a risk. Both groups reported favourably to these concerns at the end of their day.

Overall it was identified that there is a potentially significant market for Wellingtonians to travel to Kapiti by train and leave their car at home. This market may want to come to the region for a day out - not just come for one attraction. This reinforced the importance of cooperation across the operators and local tourism promoters to provide integrated transport and other visitor facilities that deliver the experience the market wants and that could help reduce emissions as well.

The pilot led to decisions by project stakeholders to:

- Create a formal report of the pilot to spread the learning;
- Develop train travel promotions specific to the Kapiti Coast;
- Negotiate with Greater Wellington Regional Council on how local bus routes could accommodate these plans and investigate other options for a tourism shuttle service;
- Explore the potential for Paraparaumu railway station to be used to display signage for future promotions and travel information;
- Design cross-marketing opportunities where partner attractions refer visitors to each other, combined with information about smart travel choices;
- Provide information for cyclists regarding routes, times, etc at visitor centres. There could be an opportunity long-term to hire bikes too.
- Create an overall package promoted and supported by regional tourism promotion (Nature Coast) staff.

Overall the pilot met all of its objectives. It is clear that there is potential for Kapiti tourism stakeholders to help lower emissions caused by the tourism sector. This activity can have broader benefits for tourism and the local community through developing new products and marketing strategies for an under tapped market. Kapiti Coast Day Out saw tourist operators working cooperatively together for mutual benefit, and this region is now developing strategies and projects to continue the job that the pilot has begun.

This pilot has identified opportunities that could have relevance beyond the Kapiti Coast:

- A focus on **a new breed of** vibrant domestic tourism that helps the development of communities and local economies, and happens to be "decarbonised";

- A **focus on transport** and moving beyond existing initiatives on the environmental performance of visitor attractions and facilities. This will need to involve cooperation by stakeholders in the provision of transport infrastructure, both:
    * Hardware (for example trains and bus routes)
    * Software (personalised information, marketing that supports behaviour change);

- Implications for **national infrastructure planning**: The tourism sector depends on national, cross-sector initiatives (e.g. the modernisation and expansion of a rail network) and policies. On the other hand, tourism has an important role to play in terms of advocating for particular initiatives (e.g. bus routes, cycle networks), promoting tourism-specific technology (e.g. modern campervan fleets or innovative rental vehicles), and shifting perceptions of New Zealanders about sustainability and quality of life (e.g. slow travel). The fact that tourism is exposed to international trends, both as a result of international visitors using the same facilities as domestic travellers and because of international competition that forces operators to lift environmental standards, provides a real opportunity for tourism to become a leader within New Zealand's economy;

- A focus **beyond 'green marketing'** into smart mainstream: The project showed that the low carbon aspect does not have to be a major factor in visitor decision making for carbon savings to be made, provided there are real benefits to the users and no significant deep rejection of transport alternatives. Lower carbon tourism can be something for the mainstream rather than a niche market;

- Projects like this can motivate **cooperation across individual** operators to achieve something for their whole region. It is not only good marketing sense as it adds value to the domestic tourist experience, but it is required in order to encourage a change in tourist transport choices;

- The **pilot methodology** is innovative and can be adapted to the particular challenges in different localities – the key is looking through the lens of transport and trying to provide attractive and integrated transport alternative to visitors backed up by robust market research.

Next steps include:

- Continuation of the Kapiti Coast initiative;
- Distribution of results to practitioners and policy makers in transport and tourism;
- Trialling more low carbon trial days around the country to better understand visitor transport choices and potential for carbon reduction in domestic tourism. The Hikurangi Foundation is committed to co-funding two more pilots in 2009;
- Encouraging more initiatives by national transport agencies to focus on transport related to recreation and leisure;
- Building on initiatives that do integrate tourism and transport – such as a national cycle and walking network – to develop a new breed of 'decarbonising' infrastructure that has multiple benefits for New Zealand.

Hikurangi's first low carbon pilot location—
The Kapiti Coast

hikurangi Ko te kete aronui

2. INTRODUCTION

How is New Zealand going to make its living in a world where carbon emissions must be limited in order to avoid dangerous climate change? This report aims to help answer this question by describing a pilot project on domestic tourism on the Kapiti Coast, Aotearoa.

The scientific consensus tells us that climate change is already happening and that human activity is the very likely cause (a 90% chance). Experts around the world tell us that in order to curb the warming effect and its extremely serious impacts, humans need to decrease carbon emissions (here used as a shorthand term for all greenhouse gases, including carbon dioxide – CO2) by around 80% by 2050. New Zealand will have to do its fair share in that endeavour and in turn each sector in our economy will have to make its contribution. If one sector does not help meet the goal of decreasing carbon emissions there will need to be good reasons why other sectors should step in to do more than their share. While cutting carbon will involve changes in business as usual (both rapid and at significant scale), it can also bring big opportunities; cost reductions, new markets, and new products.

In New Zealand, tourism is an important sector and a major part of the New Zealand economy, contributing about 9.2% directly and indirectly to GDP and directly providing 108,100 jobs. Domestic tourism contributes $26 million in economic activity every day (*Tourism Satellite Account 2007)*. This is set out more fully in section 3.1. Boosting Backyard Tourism.

Tourism is a heavy user of energy, and as a result contributes to global greenhouse gas emissions. Worldwide, tourism has been estimated to constitute about 5% of global carbon dioxide emissions. Tourism also plays a significant role in creating carbon emissions in New Zealand - in the order of 6% of the total (excluding international aviation). Transport is the fastest growing sector in terms of emissions in New Zealand, (though tourism's recent share has been declining somewhat as a result of reduced tourist volumes and increased outbound travel). As research commissioned by the Hikurangi Foundation shows, domestic tourism plays a much overlooked and critical role in tourism's carbon footprint. Within this footprint transport is the greatest source of emissions. This is set out more fully in section 3.2 The Carbon Footprint of Domestic Tourism of this report.

The New Zealand Transport Strategy outlines a set of targets for reducing greenhouse gas emissions from transport, including three relevant targets that relate to tourism:

- Halve per capita greenhouse gas emissions from domestic transport by 2040 (relative to 2007);
- Become one of the first countries in the world to widely use electric vehicles;
- Reduce the rated CO2 emissions per kilometre of combined average new and used vehicles entering the light vehicle fleet to 170 grams CO2 per kilometre by 2015.

These targets were set under the previous Labour Government. The current National government, in its Government Policy Statement on Land Transport Funding 2009/10–2018/19, says of the strategy, "The government in general terms supports the overall intent of the New Zealand Transport Strategy, but considers that moving too quickly on modal shift will have a negative impact on environmental and economic efficiency."

Given the importance of tourism to the economy and the scale of the carbon reductions likely to be required, it is important to understand if and how a carbon lowering modal shift and maintaining and growing the value of tourism can be achieved simultaneously.

There is a case that decreasing carbon emissions is very likely to be to New Zealand's advantage. Aside from reducing the risk of dangerous climate change at lowest cost, smart early action could consolidate and grow New Zealand's clean green image which is portrayed to the world, and provides the basis for much of our tourism marketing. There is also potential that within the tourism sector climate action can strengthen local economies and help them become more resilient to inevitable changes in fuel prices and travel patterns. Even in the short-term there are cost savings and market share gains to be made through incorporating carbon thinking into business practices.

The Hikurangi Foundation is a national charity with the mission to catalyse effective and positive climate action for all Kiwis. Hikurangi works with individuals and organisations to innovate and spread change that can help the lives of New Zealanders, now and in the future. Hikurangi has identified 'backyard tourism' as one of the themes to direct its work.

In order to make a constructive contribution to practice in New Zealand, the Hikurangi Foundation catalysed a project to learn more in practice about the opportunities in domestic tourism. The Kapiti Coast Day Out, on which this report is based, was a project created to pilot solutions to both boost domestic tourism and address carbon footprint problems. It has a philosophy of partnership and working and learning through action.

This report is for readers interested in the full details of the project (so far) and its implications for policy and practice – including those working in the tourism and transport sectors as well as those interested in community and economic development and climate change. A separate shorter summary report is available for those with a more general interest. Please visit www.hikurangi.org.nz

3. BACKGROUND

This section briefly summarises the two complementary challenges this report seeks to address: how to develop an economically resilient and lower-carbon tourism industry in New Zealand. It covers the basics on domestic tourism in New Zealand, the basics on the carbon footprint of domestic tourism and the potential for reducing it, and the situation in the study area - the Kapiti Coast - prior to the project.

Prior to the project the Hikurangi Foundation took a strategic look at carbon and the tourism sector. It identified that domestic tourism is a relatively neglected area that has potential to have a positive effect on New Zealand's economy and climate change emissions. Recently, in response to the economic downturn, the tourism sector too has begun to focus on the potential of 'backyard tourism'. But if domestic tourism was to grow based on the existing model there will also be an increase in the negative affect on the environment. Clearly it is important to understand what drives the carbon footprint of domestic tourism in New Zealand more fully and to experiment with ways to make some positive changes.

3.1 Boosting Backyard Tourism

Tourism contributes close to 10% of Gross Domestic Product (GDP) for New Zealand, and directly and indirectly employs nearly one in ten New Zealanders (this includes 108,100 full time equivalent (FTE) directly and 73,100 FTE indirectly). This sector is a $50 million per day industry and delivers $24 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another $26 million in economic activity every day (*Tourism Satellite Account 2007*).

In terms of the breakdown of income generated from tourism spending, 56% of the total spend is from the domestic tourist, and 44% is from the international tourist (*Tourism Satellite account 2007).*

The figures for the positive economic outcome tourism has on the country are easily accessible. But figures on the environmental impact tourism has are less accessible. However, the Ministry of Tourism is currently compiling a report which looks at the environmental indicators in the tourism sector. It includes looking at how energy efficient the sector is, including vehicle fleets on a national level.

Most of the industry focus (i.e. research, marketing etc.) is on the international tourist, while the potential of and capacity for serving the domestic (and regional market) is often ignored. Those that are promoting it (AA, Regional Tourism Organisations and some local authorities) are not sufficiently resourced to build a strong and sustainable domestic tourism market.

Given the lack of research on domestic tourism, little was known about the motivation, experience and potential of domestic travel (more than just the numbers of people and how much they spend). Much of the domestic tourism sector is small operators that have big hurdles to gain new knowledge and little spare cash to invest in thinking about the future, not least the kind of infrastructure planning that may be needed.

Tourism has the potential to boost local and regional economies. As the New Zealand Tourism Strategy 2015 says, "Tourism helps drive regional economic growth and supports the revitalisation of towns and communities. This helps build regional pride and creates employment opportunities." (*http://www.nztourismstrategy.com/tourismnz.htm*).

There is some evidence that a significant percentage of every tourism dollar is then respent in the local economy on wages and supplies, creating a second round of money circulating through the economy after the first round of business expenditure. In a place like Kapiti where many of the businesses are locally owned or operated by trusts a there is further benefit from profits residing in the community.

The Tourism Strategy also notes that tourism can drive infrastructure development. "Tourism has helped drive local government investment in infrastructure and leisure facilities, such as museums, art galleries, and convention centres. It has also encouraged urban renewal. This investment helps meet the needs of residents and visitors alike."

This study wanted to learn more about what was possible when the local community and tourism stakeholders worked together to identify transport infrastructure needs.

3.2 The Carbon Footprint of Domestic Tourism

The Hikurangi Foundation commissioned the report The Carbon Footprint of Domestic Tourism by Dr Susanne Becken, a world expert on tourism and climate change based at Lincoln University (available at www.hikurangi.org.nz). This report identified the potential that tourism, particularly domestic tourism, has for lowering carbon emissions. The report recommended ways to lower carbon emissions while growing the potential for backyard tourism in New Zealand, focussing on two areas initially: Car travel by domestic holiday and visiting friends/relatives tourists, and air travel by business tourists.

Pilot participants enjoying Paraparaumu Beach

The salient points about the domestic tourism carbon footprint are:

- The focus of the report was on the footprint of the tourism sector in New Zealand (the footprint that New Zealand is accountable for under the international Kyoto agreement). This is not the same as the personal footprint for individual visitors. For international visitors, the flight to and from New Zealand accounts for 90% of the 'personal' carbon emissions generated by their visit. These emissions are currently outside Kyoto and are not attributed to any country (they still make a significant difference to the climate though);
- The tourism sector generates about 6% of New Zealand's greenhouse gas emissions;
- Within New Zealand, transport emissions dominate the industry's carbon footprint. They account for 96% of the domestic tourism's carbon footprint, most of which are generated by internal air travel, private and rental vehicles, and coaches. To quote one expert, "The sector is so energy inefficient it is not funny";
- Domestic tourism makes up three quarters of tourism energy demand in New Zealand and international tourists only one quarter;
- Due to continuing technological innovation, aviation will be more fuel efficient in the future. But possibilities are limited and will probably not reverse the trend of increasing overall emissions of tourism air transport. With respect to lifestyle, it is shown that only a small number of tourist trips cause the main impact. Political innovation may concentrate on financial instruments like tax on international travel, levies on emissions, or emission trading. The main challenge may well be more product innovation within tourism directed at tourism with a smaller air transport component;
- This needs serious investigation into the balance of the mix of long-haul visitors versus more local tourism;
- Initiatives by transport agencies (e.g. the Ministry of Transport) often focus on commuter transport or inner-city traffic. Very little work has been done on under standing transport related to recreation and leisure, even though it is assumed to be substantial;
- There was little understanding of what the trends of rising fuel prices might mean for Kiwis not going overseas;
- Investing in understanding the challenges and opportunities for domestic (and wider regional) tourism could help build the bridge to a future economy, create a ready-to-go 'managed retreat' as the world market changes;

- There are already a number of successful initiatives and programmes that have dealt with and continue to deal with the sustainability or more specifically the carbon intensity, of tourism in New Zealand. Examples include Qualmark Green (which will soon include a tool where tourism operators can access their own carbon footprint), Green Globe 21, carboNZero, the Ministry of Tourism's STAR (Sustainable Tourism Advisors in Regions) programme and the soon-to-be released Environmental Indicators in the Tourism Sector Report. The Tourism Industry Association also has several initiatives on energy efficiency;
- However, these often focus on the very 'visible' parts of tourism, for example, tourism specific businesses (e.g. hotels or ecotourism operators). The Carbon Footprint of Domestic Tourism report demonstrated that what dominates the emission profile for domestic tourism is in fact the personal vehicle choice that tourists make.

Figure 1. Contribution of different transport modes to total domestic tourism transport CO_2-e emissions.

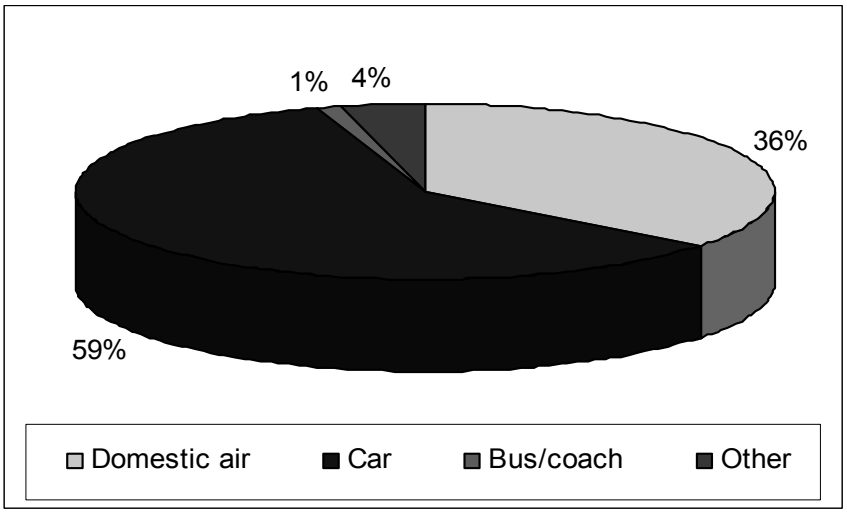


Figure 2. Contribution to total emissions by domestic and international tourism.

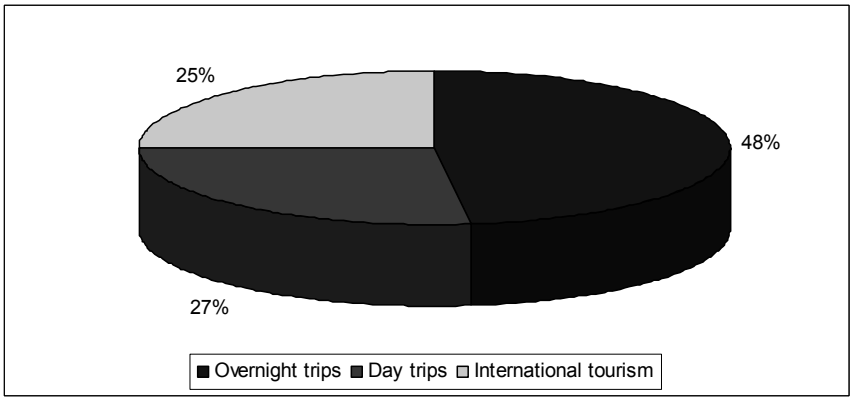


Table 1. Emission profile for domestic and international tourism in 2007

	DOMESTIC TOURISM ($t CO_2$-e)	INTERNATIONAL TOURISM ($t CO_2$-e)
Domestic air	657,456	211,490
Car	1,098,675	215,905
Bus / coach	21,774	34,410
Other transport	73,004	54,616
Hotel	10,113	43,855
Motel	486	8,895
Hostel	8,908	9,676
Camping	7,719	-
Hosted/B&B	176	-
Private	1,940	44,853
Other	38,686	14,117
TOTAL	1,918,937	637,820

* For domestic tourism the 27.3 day trips were added to the 42.6 million 'nights' spent by domestic tourists; and for international tourists the total number of 49.0 million nights was used in the calculation.

Table 2. Summary of carbon emissions related to domestic and international tourism, using a range of Metrics

METRIC	DOMESTIC TOURISM	INTERNATIONAL TOURISM
Total CO_2-e emissions (tonnes)	1,918,937	637,820
CO_2-e emissions per tourist trip (kg)	45.7	258.2
CO_2-e emissions per tourist day* (kg)	27.5	13.0

* For domestic tourism the 27.3 day trips were added to the 42.6 million 'nights' spent by domestic tourists; and for international tourists the total number of 49.0 million nights was used in the calculation.

3.3 The Kapiti Coast Study Opportunity

The Hikurangi Foundation wanted to both commission academic research and instigate practical action and learning. A number of potential study areas and study models were investigated. The handful of representative regions and organisations Hikurangi approached all agreed that tourism and carbon emissions was an issue that needed to be addressed but were not all in a position to pilot action.

The Kapiti Coast emerged as the prime candidate as a study area for a number of reasons:

- It is a region close to an urban centre, where there is a significant flow of domestic tourism car journeys;
- Key infrastructure, such as the commuter train line was in place, but not achieving their potential in terms of tourism or carbon savings;
- There were already a group of proactive stakeholders who individually had begun to instigate their own action when it came to promoting action for change. Kapiti Coast District Council was looking at ways to make Kapiti more climate resilient, and Nature Coast (the region's economic development and tourism agency) had already implemented their own domestic tourism campaign, The Nature Coast Project. Local tourism operators had already begun cooperating to deliver common benefits for themselves and the region;
- The scale for a first pilot was likely to be manageable.

The total visits by tourists to Kapiti-Horowhenua are forecast to rise from 1.88million in 2007 to 2.01m in 2014 – an increase of 7.3% (137,000) or 1.0% per annum. Domestic visitors are expected to increase from 1.80m in 2007 to 1.92m in 2014, representing 116,100 or 6.4%. Over 60% of these visitors will come from Wellington, and just over 25% from neighbouring Manawatu.

The Kapiti Coast wants to grow the benefits that tourism brings to its community, but it also has ambitions to reduce the carbon footprint of the wider community. Tourism to the Kapiti Coast by Wellington region visitors has the potential to displace visits further afield which could lower a visitor's carbon footprint. Nature Coast Enterprise is already working on promoting this kind of close-to-home holiday with their Nature Coast Project initiative (a domestic tourism marketing campaign involving 45 tourism operators in the Horowhenua and Kapiti area).

But the problem is that transport infrastructure and services, other than the private car, are not yet there to allow the visitors to have a seamless journey from door-to-door. Attractions are only accessible by private car. While some operators will offer to pick-up visitors, this does not help the visitors travel around within the district nor give them a reason to stay longer. More fundamentally, there is not much known about the factors that would encourage the target visitors to make climate-beneficial choices or to stay longer.

According to staff at Paraparaumu Visitor Centre, 20-30% of all visitors who currently catch the train from Wellington to Kapiti often feel let down when they arrive in Paraparaumu because access to tourist attractions via public transport is limited. For example, to get to Nga Manu Nature Reserve, visitors can catch a train from Paraparaumu railways station to Waikanae Pools, but then would have to walk the two kilometres to Nga Manu. This is especially the case for visitors who are encouraged here by existing train promotions such as $2 Thursdays.

One key potential solution to this lies in plugging the transport gaps. If better links could be provided either end of the existing train line, and a significant proportion of the visitors expected on the coast could be convinced to take up that transport option, then it was felt there is potential to lower the carbon foot print while raising visits.

There is also a window of opportunity to influence local government and other government agencies for crucial infrastructure decisions, like the future of rail services and local transport decisions. Kiwi Rail, trading as Tranz Metro, Kapiti Coast District Council, Nature Coast, Greater Wellington Regional Council are all key players.

Wellington Tramway Museum was one of the tourist operators who participated in the Kapiti Coast Day Out

4. THE KAPITI COAST DAY OUT PILOT

This section describes the aims and objectives of the pilot, the methods that the pilot used, the results of the pilot, and the follow-up actions that have been and are planned to be taken.

4.1 Aim

The aim of the pilot was to understand more about how to boost the benefit the Kapiti Coast receives from tourism while lowering tourism's transport carbon footprint, looking at both the supply side (practicalities of delivering transport alternatives) and demand side (attractiveness of the offer to visitors). In addition, the pilot set out to involve partners and create learning that could be used both in Kapiti and in other regions.

4.2 Objectives

1. To achieve a lower carbon footprint than business as usual;
2. To achieve a positive response from visitors about a day out in Kapiti;
3. To achieve positive recognition of the promotion from the Kapiti Coast community;
4. To involve a significant proportion of tourism operators in the project;
5. To extract clear learning points about the visitor attractiveness, carbon footprint, and value of the transport options provided;
6. To understand more about what the target visitors would need to make lower carbon transport choices;
7. To understand what it would take for Kapiti Coast to provide lower carbon transport choices;
8. To make recommendations and plans for future work to promote the overall aim;
9. To achieve the project objectives within the budget.

Bikes were offered to participants as a lower carbon transport alternative

4.3 Methods

The pilot consisted of creating one day when a sample of visitors could choose to come to and travel around Kapiti Coast using alternatives to the private car and have a great day out. The choice of this method for the pilot was based on the following considerations:

- The desire to learn practically through doing, rather than just through desk research or modelling;
- The desire to avoid the type of market research that only asks respondents to theoretically choose between two alternative 'products'. Instead, the pilot sought to let participants learn by action, and involve them in an experience that would help them see, feel, and hear what the alternatives could be like, and give them wider means of responding to that experience;
- The desire to ensure that the learning was directly gained by stakeholders through their participation in the design and delivery of the pilot. It was hoped that this would optimise the usability of the results and boost the levels of cooperation on sustainability amongst stakeholders in general;
- The desire to control the quality of the participant experience and create a controlled environment for quantitative surveying meant the pilot was for one day and up to 150 people;
- The desire that the pilot did not just focus on promoting the choice of travel. It was recognised that the project's value lay in identifying options for increasing the overall attractiveness of backyard tourism with a low carbon outcome being a 'bi-product' of that;
- The desire to get inside the hearts and minds of visitors when they are making choices about their holidays, in particular their transport choices led to the decision to implement both quantitative and qualitative surveying;
- The opportunity to draw on best practice from behaviour change theory and social marketing. In particular, the importance of being able to try an innovation, the importance of innovation being tried in a socially relevant context, and the importance of there being benefits that are relevant to the participants rather than just to the aims of the project.

The methods used were:

- Convening a stakeholder group to develop and approve the design of the pilot and help deliver it;
- Formation of a steering group to ensure the management and delivery;
- Recruitment of visitors;
- Delivery of transport and other parts of the day's experience;
- Quantitative survey of visitors and a control group;
- Qualitative interviews with visitors;
- Joint stakeholder analysis of the results and action planning.

4.3.1 Convening of Stakeholders

The project identified the need to involve key stakeholders in the region and to work towards the genuine aims of each of these stakeholders to ensure that the outcome of the project would be of mutual benefit.

Below are the stakeholders and their reasons for being involved in the project.

Nature Coast Enterprise

Nature Coast is the Kapiti and Horowhenua regional tourism and economic development agency. The Nature Coast region, especially the Kapiti Coast, is in a unique position. Some 95% of the region's $180m pa visitor industry is generated through domestic tourism and the largest domestic market is Wellington city. The fact that they have one of the best public transport links in New Zealand to our key market (the Tranz Metro Service) and also are conducting a major marketing project in that market, meant the Kapiti Coast Day Out was an appropriate activity to participate in.

Nature Coast admitted they would not have embarked on such a project on their own. They also saw the PR opportunities for the region in being part of such a unique pilot, as well as taking advantage of good quality research into both their domestic visitor market as well as the decision-making process associated with the use of public transport, bikes, and walking options.

Establishing a relationship with the Hikurangi Foundation was seen as a positive move, and also the opportunity to build on their existing relationships with the local council, tourist operators, and the Kapiti Coast public.

Kapiti Coast District Council

The Kapiti Coast Day Out was consistent with Kapiti Coast District Council's (KCDC) tourism and economic development plans and is also supported by its Sustainable Transport Strategy. The saw the project as a bold effort to put into practice the concept of multi-modal integration (which has been identified as effective for encouraging sustainable travel planning Integration), by working towards one ticket for train, bus, cycle and entry to tourist attractions.

KCDC saw some major benefits for participation in the project. Traffic congestion on SH1 on the weekends to and from Kapiti is an ongoing problem for the region and any potential for encouraging train travel to alleviate this was seen as a positive outcome. The Kapiti Coast is only an hour's drive away from Wellington with the potential for tourists to access the attractions available. KCDC saw that encouraging a niche market of low carbon tourism is a point of difference and also makes sense at a time of recession. They felt the project introduced people to a different way of accessing Kapiti and also provided a number of insights into why and how people feel about it.

Tranz Metro

Tranz Metro saw the potential to increase the amount of visitors to Kapiti and were happy to participate in discussions around activity that would help realise this.

Tourist Operators

Three major tourist operators were involved in the Kapiti Coast Day Out primary stakeholder group - Nga Manu Nature Reserve, Southward Car Museum, and Wellington Tramway Museum. They are all family-orientated attractions that already appear on the Kapiti Coast tourist map. They are all proactive organisations that continually seek to raise their profile and attract visitors.

Many other local operators and businesses were involved in delivery of the pilot, including Nyco Chocolates, Paraparaumu Visitor Information Centre, Lembas Café, Waterfront Bar & Kitchen, Coastlands, and Lindale Farm Walk. These operators provided discounts or free gifts to participants. Local musicians Fig Jam were hired to perform outside the Visitor Information Centre as guests arrived.

Steering Group

A steering group was formed with representatives from KCDC, Nature Coast Enterprise, Kiwi Rail (trading as Tranz Metro) and the Hikurangi Foundation. The group recruited a part-time project coordinator and five months later, the Kapiti Coast Day Out was delivered.

4.3.2 Recruitment of visitors

The pilot aimed to recruit a genuine sample of domestic tourists for the Kapiti trial. These tourists were needed to participate in surveys, both on the day and after the day if required. An additional benefit of raising the profile of Kapiti Coast amongst the potential participants was also identified.

The Pilot focussed on recruiting those who already fitted the Nature Coast target demographic (Greater Wellington residents). An advertisement was placed in the Dominion Post newspaper in Wellington (see appendix 8.D), inviting participation in the trial day. The inducement was that the day would be 'free'. A media release was also distributed (see appendix 8.C). People were required to respond and register for the Kapiti Coast Day Out.

The pilot was promoted in a way that was attractive for the visitors. The fact it was a low carbon trial was given a lighter hand than the fact it was a free, fun way to explore the Kapiti Coast.

The participants were sent free Day Rover train tickets and relevant practical information before the day. Low carbon transport choices were lightly offered as an alternative, but this part of the communication held no more weight that the range of activities possible for their day out. Suggested itineraries were given, but the day was offered as a chance for visitors to make their own choices about how they spent their time.

Practically, the response from advertising the pilot day in the Dominion Post was positive (150 initial registrations were taken – a 50% increase from initial expectations). Some 59 'parties' turned up on the day (an exact head count of individuals was not made.)

4.3.3 Delivery of the day

The day was designed to offer a quality visitor experience as well as an attempt to be lower carbon than a standard car-based journey.

Visitors had to find their own way on to Wellington train station. They were greeted off the train at Paraparaumu and guided from the railway station by hand-painted pukeko steps provided by Kapiti Coast District Council to the visitor centre in Coastlands. They were met by local musicians and welcomed into the visitor centre by staff and were given a pack of additional information for their day including:

- A welcome chocolate from a local business;
- Routes of the north bound and south bound shuttles;
- Activities, sights, and places to eat;
- A help-line 0800 number created specifically for the day in case visitors needed assistance;
- Details of other low carbon travel options. These options included free bikes which were set up alongside the Visitor Centre, and walking routes;
- A book of discount/free vouchers for participating local attractions;
- The OPUS quantitative survey form.

Paraparaumu Visitor Centre—the starting point for the Kapiti Day Out

Visitors then decided on their destinations and their chosen mode of transport.

Two separate shuttle services were offered that allowed easy access to various attractions around the Kapiti region as far north as Waikanae. These services departed from the information centre every half an hour on a predetermined circuit. A north-bound route transported visitors to three main tourist attractions, and a south-bound route (which simultaneously went in opposite directions along the rouTe) did the same for the other main attraction, plus stopping at Paraparaumu Beach, Queen Elizabeth II Park, and Lembas Café. Shuttles left every hour and repeated the route. Shuttle stops were created outside each drop-of/pick-up point with signage.

The individual tourism operators were responsible for their own visitor experiences for the day. Lembas Café offered a coffee discount and was happy to be involved in the project. Lembas' owner said cross-marketing activities are good for business because they increase the profile of her café, and if a new visitor discovers her café they are likely to discover other places in the area. She also said being a small business meant she has limited marketing resources and the more organisations who work together to ease the marketing load the better.

Visitors were asked to return to the Paraparaumu Visitor Centre by 4pm to hand in their surveys. They then made their way back to the railway station. At least one family opted to stay in Kapiti for dinner.

The shuttle service ran smoothly and there were no difficulties in visitors getting around. All surveys were completed (either on the day or posted after). There were no visitor problems identified by organisers.

Due to local coverage in the Kapiti Observer, it was hoped that locals would be aware of the promotion and were encouraged to take on the role of informal host if they saw people looking lost.

This family took full advantage of the free shuttles offered on the day.

5. RESULTS

5.1 Quantitative Survey

5.1.1 Project background

As part of this pilot, Opus International Consultants was invited to conduct an evaluation of participants' experience with and attitudes towards domestic travel to the Kapiti Coast. The survey looked to determine what factors prevent the use of sustainable transport modes for domestic tourism. It compared the opinions of participants to other visitors to Kapiti, as well as any changes seen in these opinions after participating in the event.

5.1.2 Participants

Fifty-nine completed surveys were received from participants on the day (known here as the 'event' group), see Appendix 8.A. Of those that completed the survey on behalf of their group, 64% were female and 36% male with a median age of 40 years. The majority fell into two household living situations: 39% were from a family with children, and 24% were part of a married or de facto couple. Most were in full time (59%) or part time (21%) employment.

A second control group of 40 people visiting the Kapiti area from Wellington by car was recruited from the key attractions on the day and across two weekends up to a month later (known here as the 'control' group, see Appendix 8.B for survey). Participants were rewarded with entry into a prize draw.

Fifty-six percent of this group were planning to visit other attractions in the Kapiti area on the day they were surveyed, so it was ensured that each participant only completed the survey once. Of the 60% of this group that indicated their gender, 38% were female and 23% male with a median age of 40 years. The majority fell into three household living situations; 48% were from a family with children, 13% from a family with adults only, and 23% were part of a married or de facto couple. Most were in full time (60%) or part time (20%) employment. Chi-square analyses were conducted that revealed no significant differences in the demographic make-up of the two groups.

Ninety percent of the event group had been to Kapiti before. Of these, 93% have most often come by car in the past and 80% did so the last time they visited. Prior to the event, 29% of the participants said they never typically use the train to access any destination. When asked how they would travel next time however, 33% suggested they would go by train and 3% by bus.

Ninety-five percent of the control group had been to Kapiti before, 97% of which most often came by car in the past and 90% of which came by car the last time they visited. Eighteen percent of this group said they never typically use the train to access any destination. Ninety-three percent of this group suggested they would come by car in future with only 7% suggesting they would choose another form of transport.

5.1.3 Data Analysis

5.1.3.1 Attitudes to the train as a mode of transport

Prior to the analysis of attitudes to using the train for this specific trip, perceptions of train use in general were examined between the two groups. Attitudes to five questions were measured on a 1 (strongly disagree) to 5 (strongly agree) scale. Independent samples t-tests were used to identify any significant differences.

Table 3. Comparison of mean attitudes to train transport of the event and control groups

Item	Event M (SD)	Control M (SD)	*p<.05
Train journeys are slow and therefore reduce my recreational time	2.44 (.79)	2.79 (.99)	ns
Other people have told me about train trips they have enjoyed	3.78 (.56)	3.41 (.99)	*
I might take the train once or twice, but not every time I make a trip for recreation	3.82 (.81)	3.85 (.78)	ns
The journey to a destination is half the fun	3.79 (.87)	3.77 (.78)	Ns
I've had a bad experience with public transport in the past	2.72 (1.18)	2.92 (1.11)	ns

As can be seen in Table 3, there was only one significant difference between the groups in their evaluation of train services in general. This significant difference is on the item that relates to the experiences of others, which suggests an effect of social norms or Influences often seen in psychology literature *(Sherif, M. (1936/1966) The Psychology of Social Norms. Harper & Row, New York)*. It is suggested that the earlier finding of an increase in future use for those who participated in the event is not due to this group holding more positive attitudes to the train as a mode of transport.

5.1.3.2 Attitudes to travelling to Kapiti by train

Those participating in the event and those in the control group were asked for their opinions of making a trip to Kapiti by train-based on either their prior experience or their perception of such a trip. Again, attitudes to the eight questions were measured on a 1 (strongly disagree) to 5 (strongly agree) scale. Independent samples t-tests were then conducted to determine if there were any differences between the two groups.

Table 4. Comparison of mean attitudes to travelling to Kapiti by train of the event and control groups

Item	Event M (SD)	Control M (SD)	*p<.05
It is too expensive to get to Kapiti by train	2.95 (.92)	2.89 (.85)	ns
It is hard to get around to activities in Kapiti without a car	4.18 (.74)	3.87 (.70)	*
It is much easier to organise a trip to Kapiti by car	4.02 (.81)	4.25 (.54)	ns
It is more convenient to have a car when in Kapiti	4.21 (.56)	4.35 (.53)	ns
If the weather is bad, I can't get around Kapiti without a car	3.82 (.89)	3.81 (.85)	ns
If I could easily get transport from the station to attractions I would use the train to visit Kapiti	4.14 (.85)	3.21 (1.01)	*
Going to Kapiti by train is a fun, new experience	4.28 (.72)	3.47 (.98)	*
There are members of my group that make taking the train difficult (e.g. children)	2.16 (.84)	2.51 (1.07)	ns

As can be seen in Table 4 only three significant differences were found. Those participating in the event agreed significantly more that transport from the station to attractions would increase their use of the train to get to Kapiti, and that taking the train for a trip to Kapiti would be a fun, new experience. This group also agreed more strongly than those in the control group that getting around Kapiti without a car is difficult. These results are perhaps not surprising as this group had registered to take part in the event that included such experiences and aimed to overcome these barriers.

It is also noticeable that the items that show significant differences are related to infrastructure, rather than individual impediments. This suggests that it is not any characteristic of the individual that may have stopped them travelling by train in the past, but rather in their perception of the transport infrastructure available to them for a trip to Kapiti.

Participants from both groups were asked what would increase the likelihood of them taking the train to Kapiti in future (in some cases, participants indicated more than one choice, so percentages do not total 100). As can be seen in Table 5, connecting services and cheaper tickets were the most common suggestions. Notably, for the control group one third suggests none of the measures would increase their likelihood.

Table 5. Percentage of participants in each group selecting each measure as increasing likelihood of future train travel

Measure	Event	Control
Connecting services	59%	40%
Cheaper tickets	56%	43%
More stops (e.g. QEII Park)	34%	20%
None of these	12%	33%

5.1.3.3. Experiences of the event

A number of survey items were only relevant for those who participated in the event, therefore the control group was removed from the following analyses.

The two shuttle services provided for the event were evaluated by all participants that used the service. Average scores on each item are included below for each service. Again, attitudes to the six questions were measured on a 1 (strongly disagree) to 5 (strongly agree) scale. Participants were also asked whether they would consider using the service if it was made permanent.

Table 6. Average ratings of the two shuttle services provided

Item	South bound route M (SD)	North bound route M (SD)
This service was well-scheduled to allow me to do the things I wanted to do	3.93 (.83)	3.87 (.78)
I only used this service because it was free	3.35 (.75)	3.28 (.85)
The stops on this service were convenient to where I wanted to go	4.19 (.39)	4.34 (.52)
This service ran on time	3.81 (.62)	4.00 (.56)
I would still rather drive than use a service like this one	2.60 (.91)	2.68 (.94)
I would prefer to walk or cycle this trip than take a shuttle service	1.96 (.81)	2.15 (.72)
% that answered 'yes' or 'maybe' to using this service in future if permanent	**90%**	**93%**

As can be seen in Table 6, the two services were popular with users and there was little difference in the rating of each. Most importantly, the vast majority of participants suggested they would consider using such a service if it was provided permanently.

The statement that showed the lowest agreement regarded the participant's preference to walk or cycle rather than use a shuttle. A free bicycle service was provided on the day, and only 11% of those surveyed indicated that they had used it. However, 67% suggested they would in future if it was made permanent, which would seem to contradict these other findings.

While not specifically analysed here, the majority of comments received about the day were positive and a large number of participants in the event suggested they would return for similar events in future. Key areas for improvement appeared to be around having a more set timetable for shuttle services to make the most of the time available, which some suggested was not long enough to get to all the attractions they wanted to visit. Perceived reliability of timetabling has been found in past transport literature to be a key influence on public transport uptake (*Bates, J., Polak, J., Jones, P., Cook, A. 2001. The valuation of reliability for personal travel. Transportation Research E 37(2--), 191–229).*

5.1.4 Key Findings

- From the driver sample, we found that the destination of most trips is not as fixed as would be expected; as the majority of trips to Kapiti would be classed as recreational, visitors tend to visit more than one attraction across the region (56% of this sample);

- The majority of participants from both groups had made a trip to Kapiti before, and most of this travel was by car. However, after their experience of the event, over one third of participants suggested that their next trip would be by train or bus; this is double the rate of those who did not participate in the event;

- The difference observed between those in the event group and the control group in future travel preferences can not simply be explained by participants in the event having more positive attitudes to train travel in general as only one significant difference was found on this measure. This difference was based on the social influence of others, fitting with previous research that other people's opinions Influence one's own and that this may be applicable to transport choices;

- The difficulty of getting around to attractions in Kapiti without a car was acknowledged by both groups studied and was of particular concern to those who participated in the day. However this group in particular agreed that by making connecting services available, this problem would be eased and that taking the train to Kapiti would be a positive experience;

- When asked what would increase the likelihood of their future travel being by train, over half of those attending the event suggested connecting services (such as those provided on the day) and cheaper tickets, while one third suggested more stops, such as at QEII park. These measures were also noted by those in the control group, how ever almost one third also suggested that none of the measures would have any effect;

- The shuttle services provided on the day were evaluated positively by those who used them and it also appears that the fact they were free is not a highly motivating factor in their use;

- Perceptions and use of the free bicycle service showed contradictory results. While its use was low on the day, two-thirds of participants suggested they would use such a service in future if available. However, participants also showed a preference for the shuttle service over walking and cycling which suggests its popularity would be limited;

General feedback was positive and many participants would return to Kapiti for a similar event in future. The key improvement suggested, however, was to structure timetables more strictly to allow the maximum amount of time for visiting attractions. This fits with past research that suggests that punctuality and reliability of services is very important to public transport users (*Bates, J., Polak, J., Jones, P., Cook, A. 2001. The valuation of reliability for personal travel. Transportation Research E 37(2--), 191–229).*

5.1.5 Limitations

- The samples used were those who were recruited to participate in the event or those found in a convenience sample at one of the key attractions in the event over three weekends. For future research it would be desirable to recruit samples matched on further demographic variables such as income, the size of their group and home location;
- It was also not controlled when in the day participants completed their survey. There fore, there could have been other influences on participants' responses. For example, the evaluation of past experiences with trips to Kapiti may have been influenced by the experience of the day, or experiences of the day may have been based on only some of the day. Ideally, future surveys would include a pre and post-event survey.

5.1.6 Future Research

- Further research into New Zealanders' preferences for domestic travel is advised. Of particular interest is the observed tendency to visit regions rather than specific destinations, as evidenced by the majority of the driver sample visiting more than one destination in the region, rather than just a single attraction. This type of travel is particularly relevant for a large region such as Kapiti, and is potentially more difficult using sustainable transport modes;
- Related to the last point, further research could examine whether there is a preference to plan journeys to specific attractions in the region, or whether people prefer to find these themselves in their own exploration of the region. This distinction would be useful to examine for a region such as Kapiti, as attractions could work together to direct travellers to others nearby, potentially reducing some of the travel impact of visitors backtracking around the region looking for new attractions;
- Participants' knowledge of the attractions of the area could also be further studied. In particular, whether people in Wellington know about the range of activities across the region, and whether they would know how to access them from the railway station;
- More study comparing people's perceptions of Kapiti and other similar destinations (in terms of characteristics, size and distance from Wellington city) would identify further ways to increase tourism in the area;
- A direct comparison of the travel barriers of people from different areas of the Wellington region would also be of benefit. For example, whether the train infrastructure in the region is a significant barrier to those in the Hutt Valley using the train to access Kapiti due to no direct route being available to Paraparaumu, compared to a relatively direct access road option;
- Further evaluation of other alternative transport modes such as walking and cycling is also needed. In particular, further study is needed to see if initiatives to promote cycling are only taken up by those who are already enthusiastic about cycling.

5.2 Qualitative Survey

A freelance writer and photographer was commissioned to make an independent story about the pilot day – recording the experiences of visitors, good and bad, and making a photographic record of what the visitors chose to do.

5.2.1. Individual Stories

The following stories provide a qualitative 'snapshot' of the variety of participants and their reactions to the day out.

Three generations of the Lee family came off the train from Wellington. They were well packed. Mum Karen wasn't used to travelling without a car and didn't know what to bring; so she brought the lot. Karen said they visit Kapiti often, but not usually for the whole day. Usually they're just passing through in a hurry as they travel further up north so stopping doesn't make much sense. "Time is slower today because we don't have to worry about driving and find parks," she said. "We're relaxing and hanging out more. I like that."

This young family wanted a day where their daughter could really enjoy herself. They'd planned and did go to Lindale and Southward Car Museum. They visit the coast every three or four months, always having lunch somewhere. "We know the area but there are places we haven't been to yet. Today's a good day to discover them." They loved the idea of taking bikes and suggest there are kid's seats provided next time.

Vicki saw the advertisement in the Dominion Post and was really looking forward to the day. The idea of being part of a trial really interested her as she lives her life with awareness of the environment. Jo was roped in at the last minute. They decided to cycle along Wharemauku Stream first and then would decide what to do next.

Gertrude had never seen a pukeko before. Even the ducks at Nga Manu Nature Reserve fascinated her. She was travelling on her own and said this was her first time to the Kapiti Coast. As she talked a duck waddled past and lifted its wing to reveal a bright blue feather. Gertrude almost squealed and rummaged through her bag to share some of the bread she'd brought for her own lunch. As she fed the ducks she said, "There. I've had a duck experience."

Sue came with her mother and son. She hasn't been to the Kapiti Coast since she was a kid when they came for Sunday drives. They'd go down to the beach and the playground. She hadn't thought much about the low carbon thing—it was just a chance to show Matthew around.

Heather and Owen are from the UK and have lived in Wellington for six months. They'd heard about Kapiti but have never been here, as people said they needed a car to see anything. "It would have been annoying getting around," said Heather. The low carbon aspect of the day didn't initially motivate them into coming, but as travel agent Heather thought about it, the more she realised that carbon miles is not only a part of her work, but could be a part of her personal life too. They thought the shuttle idea was good, and would even pay $5 for an all-day shuttle service in the future. "I like the freedom of being able to get on and off. It gives you the chance to take in a bit more."

Rhys and Charmaine ventured this way for our Kapiti ice cream. Even knowing that it's is no longer made on the Kapiti Coast didn't spoil their intentions. The low carbon idea didn't play much of a part. Charmaine doesn't like driving on the state highway, so the opportunity to catch the train was a good one. "You don't need to worry when you're on the train," she said. They don't venture out of Wellington much and in a way, coming here was to return to a childhood sense of adventure.

This was Arun, Revathi, Sauvaghi and Shweta's first time on the Kapiti Coast, even though they've lived in Wellington for some time. They didn't know about the low carbon day but when they made general enquiries at the Visitor Information Centre, they agreed to take part. Feeling part of an organised structure made them feel more confident to venture out.

It was her sister that encouraged Jane to take the trip up the coast. She came with her nephew, Kruz, and partner Darren. They live in Newtown and regularly catch public transport . They thought it was a great day to use the bikes at the Visitors Information Centre but there wasn't one small enough for Kruz. "We don't drive," said Darren. "So this is right up our alley." Jane remembers coming to QEII Park when she was a kid," said Jane. "We'd play spotlight when it got dark."

Jutta is thinking of making a permanent move from Wellington to Kapiti. Daughter Nicki came up with her, making it a neat mother-daughter day out. Nicki thought the low-carbon day idea was convenient, fun, and free. If it was offered again she'd use the bikes. In fact she thinks the Visitor Information Centre should offer bikes for hire all the time.

Getting out and about and being active is something Harvey and Kyla-Jayne support. They live in Petone and were particularly interested in the bike option. "We were keen to at least ride for part of the day," said Harvey. But they got lost on their journey which meant they spent most of the day cycling around. "We were going to Lembas Café but somehow ended up along Wharemauku Stream," said Kyla-Jayne. "It was stunning. We wouldn't have known about it if it wasn't for this day.

Dave and Shelley brought their three kids and headed for the beach. Fletch (3), Maya (5) and Brynn (7) didn't need any props for play other than the waves, sand, and some sticks. Not having to spend money on petrol was an attraction. "It's a big saving for us," said Shelley. "And we wouldn't have been able to get around so many activities if we'd had to drive." Young Fletcher liked the transport part of the day—the train, the shuttle, the tram. "He's not just stuck in a boring car seat," said Shelley. When they think of Kapiti they think of Lindale and beaches. "We're always trying to find days out. And we can only go north."

5.2.2 Overall impressions

Every participant had individual and unique reasons for participating in the day, and had their own limits and opportunities for having a holiday or short break away from home;

- Very few participants interviewed said that participating in a low carbon travel option was a main reason to participate. Most saw the day as an opportunity to visit the Kapiti Coast – something that was previously top of mind but not something they did as regularly as they wanted to;
- Participants gave useful feedback on things like the need for childseats for bikes, and the importance of the hospitality factor in the drivers and other facility staff;
- Everyone liked the idea of being involved in a new project and was generous with their responses; Visitors were happy to participate and gave permission for quotes and photography to be used to promote similar activity across any media by Nature Coast, the Hikurangi Foundation, and Kapiti Coast District Council;
- Some participants had concerns about travelling to Kapiti without a car. This included a family with young children who needed to take various provisions for the day, and people who were not familiar with the area and felt trusting the planning of their day to others was a risk. Both groups reported favourably to these concerns at the end of their day.

5.3 Stakeholder Analysis and Action Planning

The stakeholder group meet to review the results of the surveys, share experiences and plan actions together. This meeting identified the following areas of action:

- Create a formal report of the pilot and communications plan to spread the learning;
- Develop train travel promotions specific to the Kapiti Coast, ie a Kapiti Train Pass;
- Negotiate with Greater Wellington Regional Council how local bus routes could accommodate a Kapiti Train Pass and investigate other options for a tourism shuttle service within the region;
- Explore potential for Paraparaumu Railway station to be used to display signage for future promotions and travel information;
- Investigate potential to provide bikes for hire at visitor centres;
- Develop cross-marketing by operators – in terms of referrals on to partner attractions combined with information about smart travel choices;
- Build an overall package supported by Nature Coast staff.

6. CONCLUSIONS

This section considers whether the pilot met its objectives (refer to section 4.2 Objectives) and evaluates the results and makes recommendations for the future.

6.1 The potential to reduce emissions

The pilot set out to discover there was potential to reduce carbon emissions of greenhouse gases such as carbon dioxide ('to save carbon'). A fully quantified and verified carbon footprint assessment was beyond the scope of this study. Instead this section makes some estimates and discusses the likelihood of carbon savings. Estimating carbon footprints is complicated and requires making a variety of assumptions. This section outlines the assumptions we have made. It is acknowledged that other assumptions could have been made, and the pilot steering group welcome feedback on this.

Two comparisons have been made:

- The Kapiti Day Out visit versus claimed alternative destinations for that day;
- The Kapiti Day Out visit versus a business as usual Kapiti visit.

Alternative destination:
All participants in the event were asked where they would have travelled on the day of the event if they had not been included. This allowed an estimate of the number of vehicle kilometres to alternative destinations.

Using QuickMap software, shortest path analyses of the approximate distance from each participant's home suburb to the general area they said they would have travelled to were conducted. For this analysis only participants who said that they would have driven to the destination were included.

Table 7. Summary of estimated emissions (kgs C02e) for alternative destinations

	Alternative Trips
Distances Reported	537.00
Number	47.00
Distances	10.96
Adjusted Totals	646.59
Returned Journeys	1293.18
Estimated C02e kg	311.66

The reported average trip distance to an alternative destination to Kapiti is 10.96km. When extrapolated to the total group (i.e. the average trip distance is used for those 12 participants who did not report alternative travel destination) the total distance for return journeys for the alternative destinations is 1293km (i.e. twice the 646.6 km from the adjusted total kilometres required for travel to alternative destinations). Using emission factors from carboNZero of 0.241 kg of C02e per vehicle kilometre, the estimated footprint for alternative destinations is 311.66 kg of C02e.

There are limitations to this method:

- While the study was able to provide an estimate of the vehicle kilometres saved by the event, this was a rough approximation based on the distance from a main street in the participant's home suburb and a main street in the suburb they intended to travel to, rounded to the nearest kilometre and based on the shortest path provided by QuickMap software. It is possible that in future the distance and likely route chosen by participants could be recorded;
- In evaluating the fuel saving, participants were able to suggest any destination, rather than being limited to places that shared characteristics with Kapiti (i.e. where they would go to a beach). This led to the selection of locations closer to home that were not similar in any characteristics and therefore decreased this overall estimated distance. There was also no comparison of the perceived convenience or liking of these alternative destinations.

Business as Usual Kapiti visit:

The Business as Usual visit (BaU) consists of a car journey to Kapiti and then car journeys within Kapiti. Using the same QuickMap shortest path analyses the average trip distance to Kapiti is 45.29km. The adjusted total distance travelled to Kapiti is 5344km and estimated footprint is 1288 kg C02e.

Estimates of the BaU within Kapiti car journeys are more difficult. Records of the exact trips that pilot event visitors made were not recorded. It is therefore not possible to make an exact calculation of the car journeys within the district that could have been made if participants had followed the same itinerary by car.

Assuming, very conservatively, that each party travelled only one 6 km loop (a mid way assumption between the two extremes of a 22 km loop north to Nga Manu, and a 'minus 16 km loop south to Tramway at QEII Park – because in practice these visitors might not have driven north to Paraparaumu first) the 59 parties would have used 85.31 kg C02e. However, anecdotally, most parties used the shuttles to cover far greater distances than 6 km and went to more than one location so this estimate is very likely to be too low.

This makes a total BaU footprint of 1371.31 kg C02e.

Table 8. Summary of estimated emissions (kgs C02e) for Business as Usual Kapiti visit

	By car to Kapiti	By car within Kapiti	Total
Distances reported	2174.00		
Number	48.00	59	
Distances	45.29	6	
Adjusted Totals	2672.21		
Returned Journeys	5344.42		
Estimated C02e kg	1288.00	85.31	1373.31

The Kapiti Day Out

The Kapiti Day Out involves a train journey to Kapiti and shuttle journeys within Kapiti (assuming walking and cycling options did not count):

To estimate the Wellington and Paraparaumu leg by train there are a number of options:

- One is to assume that the train was a scheduled service that would have run anyway and therefore the pilot created only marginally extra emissions due to extra loading on the train (which are probably insignificant);
- Alternatively, the train emission factor available of 0.03kg C02e per passenger km travelled can be used. Assuming a distance of 45.29km, and 59 parties of three people each (a likely over-estimate) the calculated train emissions are 240.5 kg C02e;
- Also it is questionable whether the train emission factors used are appropriate for a lower emissions electric commuter line (as compared to long distance diesel).

The total distance travelled by the pilot day mini van shuttles was 722 km (recorded on the trip meters) and assuming (conservatively) 400gm per km for an average minivan, this equates to total emissions of 288.8 C02e.

The total footprint for the Kapiti Day Out was 529.3kg C02e.

Table 9. Summary of estimated emissions (kgs C02e) for the Kapiti Day out

	By train to Kapiti	pkm shuttle within Kapiti	Total
Distances	8016.3pkm	722km	
Estimated C02e kg	240.5	288.8km	529.3

Comparisons

Overall, using assumptions which were most likely to have over estimated The Kapiti Day Out footprint, the pilot Kapiti Day Out appears to be 217.6 kg more than the alternative destination (bearing in mind the limitations above). Compared to Business as Usual the pilot appears to have saved at least 844 kg. This is a greater than 60 per cent saving.

Table 10. Summary of estimated emissions (kg C02e) for all travel options

Alternative destination	Business as usual Kapiti	Kapiti Day Out train and shuttle
311.66	1373.31	529.3

In practice the pilot did use more carbon than stated here. The carbon emissions involved in the developing and management of the pilot (for example transport emissions from journeys made by the stakeholders and steering group) have not been included. Nor were we able to include the footprint of the journey from home to the railway station for visitors.

In practice a more permanent Kapiti Day Out should be able to make more savings through a number of measures including:

- Verification of emissions factors for journeys (train and minivan in particular);
- Optimisation of shuttle timetables and occupancy;
- Choice of fuel for shuttles;
- Public transport to the station;
- Enabling more walking and cycling;
- Understanding more about the comparability of alternative destinations.

If the surveyed population can be proven to represent the wider group of Wellington visitors, it could be assumed that there is potential to attract all those who currently visit and did not reject the train option (some 77%). Conservatively estimating there are one million visitors from Wellington this year (there were over 60% from Wellington out of 1.8 million domestic visitors in 2007) and they are in parties of three – this adds up to 256667 visits.

The pilot saved 14.3 kg c02e per party (844kg over 59 parties). Applying this factor to 256,667 potential visitor parties could imply 3670 tonnes saved.

Overall his indicates that there is potential for ongoing savings if the pilot transport options could be provided and supported on a permanent basis (provided the options also provide an attractive visitor experience). More detailed work is required to establish and verify the level of savings that could be obtained.

6.2 Meeting the project objectives

The pilot did achieve a strong **positive response from visitors** about visiting Kapiti. The offer of a whole day experience appealed, and the ease of getting around the various attractions, especially for those with children, played a major part in the seamlessness of visitor travel experiences.

Because the day was free for participants, questions may arise about the applicability of the positive response to normal circumstances; did participants feel obliged to answer positively? The chances of this were reduced in the case of the quantitative survey as participants responded to the survey independently and anonymously. The survey results did not show price as a strong influence. The qualitative survey and observations were made by an independent journalist who had not been involved in the project up to that point and who had free reign to record positive and negative responses. As the pilot was based on an action research model it was not possible, or desirable, to completely isolate the effect of the experimentation. In fact, a key co-benefit of doing the pilot was to build a cohort of people who had a positive experience of Kapiti and non-car transport and who could help spread the word about their experience.

Positive **recognition of the promotion from the Kapiti Coast community** was achieved with editorial in local press and coverage on local radio.

In terms of **involvement of tourism operators** in the pilot, a total of seven major operators participated in some way in its delivery, representing a significant proportion of key attractions in the Kapiti district. Other associated businesses provided fee gifts/discount offers in the information pack visitors received on arrival. The quality of involvement by key attractions led to their commitment to action as a result of the findings – for example in agreeing to participate to explore integrated train ticketing (see below). The three major tourist attractions involved in providing free visitor entry for the day all saw the benefit in working together in the future. The three tourist operators who are working together to instigate cross-marketing opportunities say that the potential for a special Tranz Metro Kapiti train pass could be one of the best opportunities the district has had for some time.

The project set out to extract clear **learning points about the visitor attractiveness**, and the carbon footprint and value of the transport options provided. This was achieved. The option of non-car journeys does appear to be attractive – particularly if facilities such as a shuttle are provided to facilitate travelling around attractions on the Coast. The study found that the visitors on the pilot were not significantly different from the control group of car drivers and that they in turn could represent a significant proportion of the customer base for Kapiti. After their experience of the event, over one third of participants suggested that their next trip would be by train or bus; this is double the rate of those who did not participate in the event. Another key learning was that visitor attractiveness of the district could be related to the ability to be able to visit multiple attractions in one day. In practice, is was possible to plan and deliver a more integrated transport service along with a more welcoming and personalised approach to help with travel planning for visitors

The objective to understand more about what the target visitors would need to make **lower carbon transport choices** was achieved. The project showcased how a lower carbon approach could give multiple benefits for visitors, tourism business owners, and the Kapiti Coast community. In particular, It was identified that there may be a potentially big market for people to travel to Kapiti by train and leave their car at home, and that this market may want to come to the region for a day out - not just come for one attraction. Providing an attractive opportunity to try different transport modes was related to a doubling in the reported intention to try the train the next time; an integrated and well scheduled provision of transport that allowed travel to multiple destinations as part of a day out seems to be important, whereas price may not be such a deciding factor. The pilot reinforced findings from other transport studies which indicate that timetabling and personally tailored help with travel planning (particularly for the first time) are important in determining actual behaviour change and use of transport provision.

On the **supply side** the project led to new understanding about what it would take for the Kapiti Coast to provide lower carbon transport choices. In particular, the shuttle idea got positive feedback and was tested in practice. Factors for that feedback included routes, timings, and apparent importance of the hospitality factor in the drivers and other facility staff. The stakeholders identified the importance of working together in order to achieve some of the potential tourism gains for the district from lower carbon travel; there's potential for an integrated train and attraction ticket and this is in development, an option that would not be viable if operator cooperation was not present. Barriers to potential solutions were identified such as the policy of Greater Wellington Regional Council to look at altering existing routes. More work needs to be done on costing out the economics of the provision of an independent shuttle for visitors, both in terms of the return to a potential private business and also in terms of the case for public investment in order to realise benefit for the district as a whole.

The project **objectives were achieved under budget**. Hikurangi helped construct a project where all partners contributed in different ways: some in time, some in kind and some in cash. Hikurangi contributed the time of the Executive Director as a project catalyst and donated cash for expenses of $3,409. In-kind expenses from Nature Coast and Kapiti Coast District Council are estimated at $3,365. These figures do not include GST, train passes from Wellington to Kapiti donated by Tranz Metro worth over $2000, steering committee time and expenses prior to the day, and creation of this report. In addition, Hikurangi had negotiated an arrangement with OPUS whom undertook the quantitative survey at no cost (the survey came under their OPSX402 project: Reduced CO2 Through Sustainable Household Travel, funded by theFoundation for Research, Science and Technology.

The pilot was successful in meeting its objective to **seed ongoing work** on finding new solutions and products for Kapiti Coast tourism, in particular:

- Kapiti Coast District Council will continue to support the development of this tourism initiative. They stated in their report of the Kapiti Coast Day Out that "with the cooperation of public transport operators this initial pilot project could lead on to a new brand of tourism for the Kapiti Coast that is well suited to the economic and environmental conditions that are prevalent";
- The research suggests that promotion needs to focus more on customers' desire to do more than one activity on their trip;
- Potential has been identified for Kapiti to promote to their target market (Wellington) in a way that encourages the use of public transport. The key will be in having reliable links that operate to timetables that customers are aware of;
- Nature Coast, tourism operators and Tranz Metro are developing train travel promotions specific to the Kapiti Coast such as a Kapiti Day Pass involving Tranz Metro and the three tourist operators involved in the Kapiti Coast Day Out. The pass would represent a 30-45% saving on standard admission charges;
- Negotiation with Greater Wellington Regional Council on how local bus routes could accommodate this pass is in progress. This includes a 'tourist route' added to extend existing local bus services that includes tourist attractions; this would not only allow for better access for tourists, but also allow for staff at the various tourist locations to chose to use the bus to get to and from work. A similar model in Wellington, the buses could be branded to promote the new initiative. Sustainable Transport at Greater Wellington Regional Council and Mana Coach Services who provide the local bus service are now involved in discussions regarding changes to public transport.
- The idea of providing a private tourism shuttle service within the region has potential;
- Potential for Paraparaumu Railway station to be used to display signage for future promotion;
- Stronger contacts between project participants and potential for future cross-marketing – in terms of referrals on to partner attractions combined with information about smart travel choices.

Chris Barber, shuttle driver and Nature Coast's Tourism Manager, thought it was an important day. "In this industry you set up experiences like this for people but you never get to hear how they really feel about it. Often tourism people burn out because of that I think. Today is different. Everyone comes together and you realise you're proud to show off your own backyard.

6.3 Wider Implications

This pilot has identified opportunities that could have relevance beyond the Kapiti Coast:

- A focus on designing a **new breed of tourism** that is well suited to the current economic and environmental conditions: vibrant domestic tourism that helps the development of communities and local economies, and happens to be 'decarbonised';

- A **focus on transport** as the key component of tourism's carbon footprint (and moving beyond existing initiatives on the environmental performance of visitor attractions and facilities). In a small way the Kapiti Coast Day Out did show that there is potential for the carbon footprint of domestic tourism transport to be reduced. But this will involve cooperation by stakeholders and cooperation of provision of transport infrastructure; including;

    * 'Hardware' as in trains, buses and routes;
    * 'Software' information, tailored and personal advice and help, and behaviour change techniques that provide alternative opportunities to try it in a controllable and socially reinforcing way.

- Implications for **national infrastructure planning**: Clearly, tourism is embedded in the wider context of infrastructure planning, technological development and societal trends in New Zealand. As such, initiatives in the tourism sector depend to some degree on national, cross-sectoral initiatives (e.g. the modernisation and expansion of a rail network) and policies, for example in relation to vehicle fuel efficiency. It is very important for New Zealand tourism that the country improves sustainability as a whole and reduces emissions through a broad range of measures. On the other hand, tourism has an important role to play in terms of advocating for particular initiatives (e.g. bus routes, cycle networks), promoting tourism-specific technology (e.g. modern campervan fleets or innovative rental vehicles), and shifting perceptions of New Zealanders about sustainability and quality of life (e.g. slow travel). The fact that tourism is exposed to international trends (both as a result of international visitors using the same facilities as domestic travellers and also because of international competition that forces operators to lift environmental standards) provides a real opportunity for tourism to become a leader within New Zealand's economy;

- A focus **beyond 'green marketing'** into 'smart mainstream'. The project showed that promoting tourism growth could go hand-in-hand with lower carbon emissions, and that lower carbon travel options need to be available and attractive to tourists. The low carbon aspect does not have to be a major factor in visitor decision making for savings to be made. There may be instincts that lower carbon initiatives should be marketed as such, or to those expressing green preferences, however, this project suggests that these are not the only options. Marketing the low carbon as a side benefit, or not at all, may be just as or even more effective, provided there are real benefits to the users and no significant deep rejection of transport alternatives. This has real potential because it shows a potential route to lower carbon tourism being something for the mainstream rather than a niche - this is important given the scale of carbon cuts the science suggests society may need to make;

- **Partnership approach** and stakeholder involvement: Projects like this can motivate cooperation across individual operators to achieve something for their whole region. It is not only good marketing sense as it adds value to the experience of domestic tourist, but it is this kind of cooperation that is required in order to encourage a change in tourist transport choices. As one tourist operator in the trial said, "Individually the savings are small, collectively they are huge";

- The **pilot methodology**: By combining a 'learning through doing' approach, combined with complementary qualitative and quantitative marketing research, the project was able to achieve multiple benefits. It gave Hikurangi a project model that can be applied to two other regions in New Zealand, and the confidence to support such projects. The lower carbon pilot approach can be adapted to the particular challenges in different localities – the key is looking through the lens of transport and trying to provide and attractive and integrated transport alternative to visitors backed up by robust market research.

7. RECOMMENDATIONS AND NEXT STEPS

The learning from this project suggests a number of key next steps:

- Continuation of the Kapiti Coast initiative – the project partners are committed to doing this. Further research work may be needed on:

    * Testing what it would take for day visitors to stay for the night;
    * Developing deeper understanding about segments that are disposed to use walking and cycling options and how to encourage them to help create new tourism transport behaviour norms in Kapiti;
    * Establishing and verifying the level of carbon savings that could be obtained and the economics of doing so;
    * Attaining evidence and developing strategies to change polices and practices of transport providers.

- Distribution of results to practitioners and policy makers in transport and tourism at local, regional and national level – the Hikurangi Foundation is committed to doing this;

- Trialling more low carbon trial days around the country to better understand visitor transport choices and potential for carbon reduction in domestic tourism. The Hikurangi Foundation is committed to co-funding two more pilots this year;

- Encouraging initiatives by national transport agencies (e.g. the Ministry of Transport) beyond a focus on commuter transport or inner-city traffic. Very little work has been done on understanding transport related to recreation and leisure, even though it is a substantial factor;

- Building on initiatives that do integrate tourism and transport—such as the national cycle way – to develop a new breed of infrastructure that has multiple benefits for New Zealand, including in domestic tourism and addressing carbon emissions. The Hikurangi Foundation is committed to supporting the development of a national cycle (and walking) network.

8. APPENDIX

8.A OPUS Survey questionnaire

8.B OPUS Survey questionnaire – control group

8.C Media release

8.D Newspaper advertisement

8.E Newspaper editorial

8.F Shuttle map – north bound

8.G Shuttle map – south bound

8.H Contacts

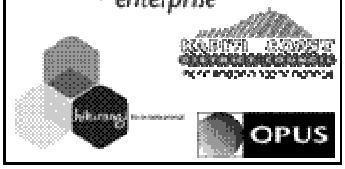
8.A OPUS Survey questionnaire

This survey asks questions about travel to the Kapiti region and what can be done to make alternative forms of transport as easy and enjoyable as taking a car.

Please try to answer all questions, but leave any questions you have trouble with blank. Your answers to this survey are completely anonymous. Please leave out any information that you do not feel comfortable providing.

We really appreciate your help.

Nature Coast enterprise



For further information, please contact Darren Walton, Opus Central Laboratories
Darren.Walton@opus.co.nz

First we would like to ask you a few questions about travel to Kapiti and other similar locations, as well as your general travel preferences

1. I have been to Kapiti...

Many times before ☐	A couple of times ☐	Once ☐	I have never been to Kapiti ☐

2. In the past I have mostly travelled to Kapiti by...

Car ☐	Train ☐	Bus ☐	Other (please specify) _____

3. Last time I went to Kapiti I travelled by...

Car ☐	Train ☐	Bus ☐	Other (please specify) _____

4. I travelled to Kapiti from (name suburb) _____

5. I travelled with...

1 other person ☐	2-3 other people ☐	4-5 other people ☐	More than 5 other people ☐	I was alone ☐

6. This group included _____ **people over 16 and** _____ **people under 18**

7. How often do you make recreational trips of a similar distance as going to Kapiti?

More than once a week ☐	Once a week ☐	Once a month ☐	Once a year ☐	Less than once a year ☐

8. Please complete these details on where you would have gone today if this event was not happening

I would have travelled to _____

from (name suburb) _____

I would have travelled by...

Car ☐	Train ☐	Bus ☐	Other (please specify) _____

and would have travelled with...

1 other person ☐	2-3 other people ☐	4-5 other people ☐	More than 5 other people ☐	I would have been alone ☐

Compared to going to Kapiti, this trip would be...

Much harder | Harder | Same | Easier | Much easier

9. Please indicate your agreement with the following statements about a trip to Kapiti

- If you have been to Kapiti before, please answer based on your past experiences
- If you have not been to Kapiti before, please answer on what you expected

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is too expensive to get to Kapiti by train					
It is hard to get round to activities in Kapiti without a car					

It is much easier to organise a trip to Kapiti by car	Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree
It is more convenient to have a car when in Kapiti	Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree
If the weather is bad I can't get around Kapiti without a car	Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree
If I could easily get transport from the station to attractions I would use the train to visit Kapiti	Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree
Going to Kapiti by train is a fun, new experience	Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree
There are members of my group that make taking the train difficult (e.g. children)	Strongly Disagree / Disagree / Neutral / Agree / Strongly Agree

10. How often do you typically use the train?

Every day ☐	Regularly ☐	Sometimes ☐	Never ☐

11. How often do you typically use other alternative forms of transport (e.g. bicycles)?

Every day ☐	Regularly ☐	Sometimes ☐	Never ☐

12. If I came to Kapiti again, I would travel by...

Car ☐	Train ☐	Bus ☐	Other (specify) _____

13. Would any of the following increase the likelihood of you travelling to Kapiti by train?

Connecting Services ☐	More stops (e.g. QEII park) ☐	Cheaper tickets ☐	None of these ☐

We are now going to ask you about the bus services today in a little more detail
Please only answer questions about the specific bus services you used today

South Bound (Orange) Route

I first used this service around _____ **am/pm**

This service was well-scheduled to allow me to do the things I wanted to do	Strongly Disagree / Disagree / Neutral / Agree / Strongly agree
I only used this service because it was free	Strongly Disagree / Disagree / Neutral / Agree / Strongly agree
The stops on this service were convenient to where I wanted to go	Strongly Disagree / Disagree / Neutral / Agree / Strongly agree
This service ran on time	Strongly Disagree / Disagree / Neutral / Agree / Strongly agree
I would still rather drive than use a service like this one	Strongly Disagree / Disagree / Neutral / Agree / Strongly agree
I would prefer to walk or cycle this trip than take a shuttle service	Strongly Disagree / Disagree / Neutral / Agree / Strongly agree
What activities did you access from this service?	_____
If it was made permanent, would you use this service again?	Yes ☐ / Maybe ☐ / No ☐ / Don't know ☐

North Bound (Yellow) Route					
I first used this service around ☐ **am/pm**					
This service was well-scheduled to allow me to do the things I wanted to do	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I only used this service because it was free	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
The stops on this service were convenient to where I wanted to go	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
This service ran on time	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I would still rather drive than use a service like this one	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I would prefer to walk or cycle this trip than take a shuttle service	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
What activities did you access from this service?	_____				
If it was made permanent, would you use this service again?	Yes ☐	Maybe ☐	No ☐	Don't know ☐	

14. Please indicate your agreement with the following statements about train journeys in general					
Train journeys are slow and therefore reduce my recreational time	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
Other people have told me about train trips they have enjoyed	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I might take the train once or twice, but not every time I make a trip for recreation	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
The journey to a destination is half the fun	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
I've had a bad experience with public transport in the past	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

15. Which of the following situations best describes your main weekly activity?					
Work (full time)	☐	Education	☐	Social/recreational activities	☐
Work (part time)	☐	Caregiver to children	☐	Other (specify) _____	
16. Please select the household living situation that best describes you					
Family with children	☐	Single adult with children	☐	Person living alone	☐
Family with adults only	☐	Single adult with other adults	☐	Other (specify)	
Married/de facto couple	☐	Other with only adults	☐	_____	

17. Age				18. Gender	
16-24	☐	45-54	☐	Male	☐
25-34	☐	55-64	☐	Female	☐
35-44	☐	65 +	☐		

19. Please rate your experience of the activities you participated in today		Would you return?	
Activity: _____	Very Poor — Poor — Average — Good — Very good	Yes ☐	No ☐
Activity: _____	Very Poor — Poor — Average — Good — Very good	Yes ☐	No ☐
Activity: _____	Very Poor — Poor — Average — Good — Very good	Yes ☐	No ☐
Activity: _____	Very Poor — Poor — Average — Good — Very good	Yes ☐	No ☐
Activity: _____	Very Poor — Poor — Average — Good — Very good	Yes ☐	No ☐

20. Did you use the free bicycle service today?		Yes ☐	No ☐
21. If it was made permanent, would you use this service again in future?	Yes ☐	Not sure ☐	No ☐

Comments

22. What did you most enjoy about today?

23. What could be improved if we ran a similar event in future?

Please include any general comments you may have abcut environmentally-friendly travel

Please include any general comments you may have abcut today's event and your experience

Please include any general comments you may have abcut this survey

Please include any other comments you may have

Thank you for your time in completing this survey

8.B OPUS Survey Questionnaire – Control Group

Nature Coast enterprise
KAPITI HOROWHENUA

This survey asks questions about travel to the Kapiti region and what could be done to make alternative forms of transport as easy and enjoyable as taking a car.

IMPORTANT POINTS

Please try to answer all questions, but eave any questions you have trouble with blank
Your answers to this survey are completely anonymous
Please feel free to skip any questions you do not feel comfortable answering
You are free to withdrew your participation at any time

We really appreciate your help and thank you for your participation

If you don't want to complete it now, please ask for a freepost envelope and post it back to us when convenient

For further information, please contact
Darren Walton
Opus Central Laboratories
Darren.Walton@opus.co.nz

Is this the first and only time you have completed this survey today?	Yes ☐	No ☐
Please list any other activities you have undertaken/intend to undertake in Kapiti today _____		I am only doing this ☐

First we would like to ask you a few questions about your past travel to Kapiti and other similar locations

1. I have been to Kapiti...			
Many times before ☐	A couple of times ☐	Once ☐	I have never been to Kapiti before ☐
2. In the past I have mostly travelled to Kapiti by...			
Car ☐	Train ☐	Bus ☐	Other (please specify) _____
3. Last time I went to Kapiti I travelled by...			
Car ☐	Train ☐	Bus ☐	Other (please specify) _____
4. I travelled to Kapiti from (name suburb)			_____
5. I travelled with...			
1 other person ☐	2-3 other people ☐	4-5 other people ☐	More than 5 other people ☐ / I was alone ☐
6. This group included _____ **people over 18 and** _____ **people under 18**			

7. How often do you make recreational trips of a similar distance as going to Kapiti?

More than once a week ☐	Once a week ☐	Once a month ☐	Once a year ☐	Less than once a year ☐

8. Today I am travelling with…

1 other person ☐	2-3 other people ☐	4-5 other people ☐	More than 5 other people ☐	I am travelling alone ☐

9. This group includes _____ **people over 18 and** _____ **people under 18**

10. Please indicate your agreement with the following statements about a trip to Kapiti

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
It is too expensive to get to Kapiti by train					
It is hard to get round to activities in Kapiti without a car					
It is much easier to organise a trip to Kapiti by car					
It is more convenient to have a car when in Kapiti					
If the weather is bad I can't get arcund in Kapiti without a car					
If I could easily get transport from the station to attractions I would use the train to visit Kapiti					
Going to Kapiti by train is a fun, new experience					
There are members of my group that would make taking the train difficult (e.g. children)					

11. How often do you generally use the train?

Every day ☐	Regularly ☐	Sometimes ☐	Never ☐

12. How often do you generally use other alternative transport (e.g. bicycles)?

Every day ☐	Regularly ☐	Sometimes ☐	Never ☐

13. If I came to Kapiti again, I would travel by…

Car ☐	Train ☐	Bus ☐	Other (please specify) _____

14. Would any of the following increase the likelihood of you travelling to Kapiti by train?

Connecting Services ☐	More stops (e.g. QEII park) ☐	Cheaper tickets ☐	None of these ☐

15. Please indicate your agreement with the following statements about train journeys in general

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Train journeys are slow and therefore reduce my recreational time					
Other people have told me about train trips they have enjoyed					

I might take the train once or twice, but not every time I make a trip for recreation	Strongly Disagree — Disagree — Neutral — Agree — Strongly agree
The journey to a destination is half the fun	Strongly Disagree — Disagree — Neutral — Agree — Strongly agree
I've had a bad experience with public transport in the past	Strongly Disagree — Disagree — Neutral — Agree — Strongly agree

16. Which of the following situations best describes your main weekly activity?		
Work (full time) ☐	Education ☐	Social/recreational activities ☐
Work (part time) ☐	Caregiver to children ☐	Other (specify) _____

17. Please select the household living situation that best describes you		
Family with children ☐	Single adult with children ☐	Person living alone ☐
Family with adults only ☐	Single adult with other adults ☐	Other (specify)
Married/de facto couple ☐	Other with only adults ☐	_____

18. Age		**19. Gender**
16-24 ☐	45-54 ☐	Male ☐
25-34 ☐	55-64 ☐	Female ☐
35-44 ☐	65 + ☐	

Comments
Please include any general comments you may have about environmentally-friendly travel
Please include any general comments you may have about this survey
Please include any other comments you may have

8.C Media Release

Media Release: Tuesday 14 April 2009
Low-Carbon Pilot Day on the Kapiti Coast exceeds all expectations

On Monday 6 April an advertisement went into the Dominion Post asking for 100 volunteers to trail a potentially low-carbon day on the Kapiti Coast. Organisers of the event (Nature Coast, The Hikurangi Foundation and KCDC), didn't get their 100 volunteers. They got more than 170 applications!

This Saturday 18 April will see 150 visitors from Wellington explore the Kapiti Coast, some for the first time. Many know about the region but haven't spent much time here. Feedback so far has shown that connecting environmental awareness and Kapiti's domestic tourism could prove a winning combination.

Hikurangi is a charity that helps Kiwis take action on climate change for a better way of life. Their involvement on 18 April is to pilot and showcase how a lower carbon approach to tourism could give multiple benefits for visitors, tourism business owners and the Kapiti Coast community. Visitors will complete surveys created by Opus International which will go towards accessing the success and future of initiatives like this.

Chris Barber form Nature Coast says it's a great chance for locals to welcome these visitors. "If locals see someone on Saturday looking lost or needing a hand, they can just say 'gidday'. They might be making someone's day all the happier which could have good consequences for Kapiti's growth in the future."

Barber is getting behind the project, so much so he's volunteered to be one of the shuttle bus drivers. "You've got to do it," he says. "Project s like this that link domestic tourism, environmental awareness, and locals sharing they own backyards so to speak, is an opportunity not to be missed."

The 150 visitors will be given return train passes to Paraparumu, free bikes and shuttle rides, and suggestions for spending their low-carbon day on the coast. Some local businesses have got right behind it offering free entry or discount vouchers.

"People really want to come to Kapiti," says Barber. "They just need something like this to inspire them to do it."

For more info contact Chris Barber at Nature Coast. Ph 04 298 6611.
Email chris@naturecoast.co.nz

8.D Newspaper Advertisement

8.E Newspaper Editorial

KAPITI OBSERVER, APRIL 6, 2009 9

100 winning tourists flooding in

By K GURUNATHAN

Wellington residents will have a chance to put their hands up to win one of 100 free passes for a day trip to enjoy the best Kapiti has to offer.

The low-carbon tourism project would include a free train ride to Kapiti – compliments of Transmetro – connecting transport on shuttles and bicycles, and free entry to Nga Manu Southward Museum and other attractions supported by local businesses.

The project to promote the Kapiti region, backed by the Hikurangi Foundation, was being managed by Nature Coast, the Kapiti Horowhenua tourism agency.

"We were looking for a project to promote what we call backyard tourism where locals take holidays locally and so help reduce carbon emissions. A project that's good for the local economy and the local environment. The Kapiti project is a catalyst, a template to see how well it works and if it can be replicated elsewhere," said Hikurangi Foundation executive director Liana Stupples. The lucky 100, arriving on April 18, had to fulfil one requirement – be part of a survey undertaken by consultancy firm, Opus International.

project was another step in Nature Coast's strategic decision to concentrate on marketing Kapiti and Horowhenua to New Zealanders, especially those in the Wellington region. "In the prevailing economic climate it is the absolutely right thing to do. It's already paid dividends. The latest accommodation figures from Statistics New Zealand show Kapiti Coast had a 5.6 per cent increase in guest nights during January, compared to the national average of 3.4 per cent," he said. Compared to Kapiti's positive performance, Wellington City figures dropped 7.6 per cent, Porirua City was down 3.8 per cent, Lower Hutt, down 13.1 per cent and Carterton and South Wairarapa, down 7.3 per cent. "We would not have been able to achieve Kapiti's results without the support of our 60-odd local businesses," Mr Barber said. "We need the wider community's support. When our special visitors arrive on April 18 let's give them a good welcome."

"The offer will be advertised in Wellington and people will be asked why they want to be part of the project and why they should be chosen. So from the start the project is a promotion of the Kapiti region and the data we get from the 100 chosen to participate would help develop our tourism strategy for the region," said Nature Coast tourism manager Chris Barber.

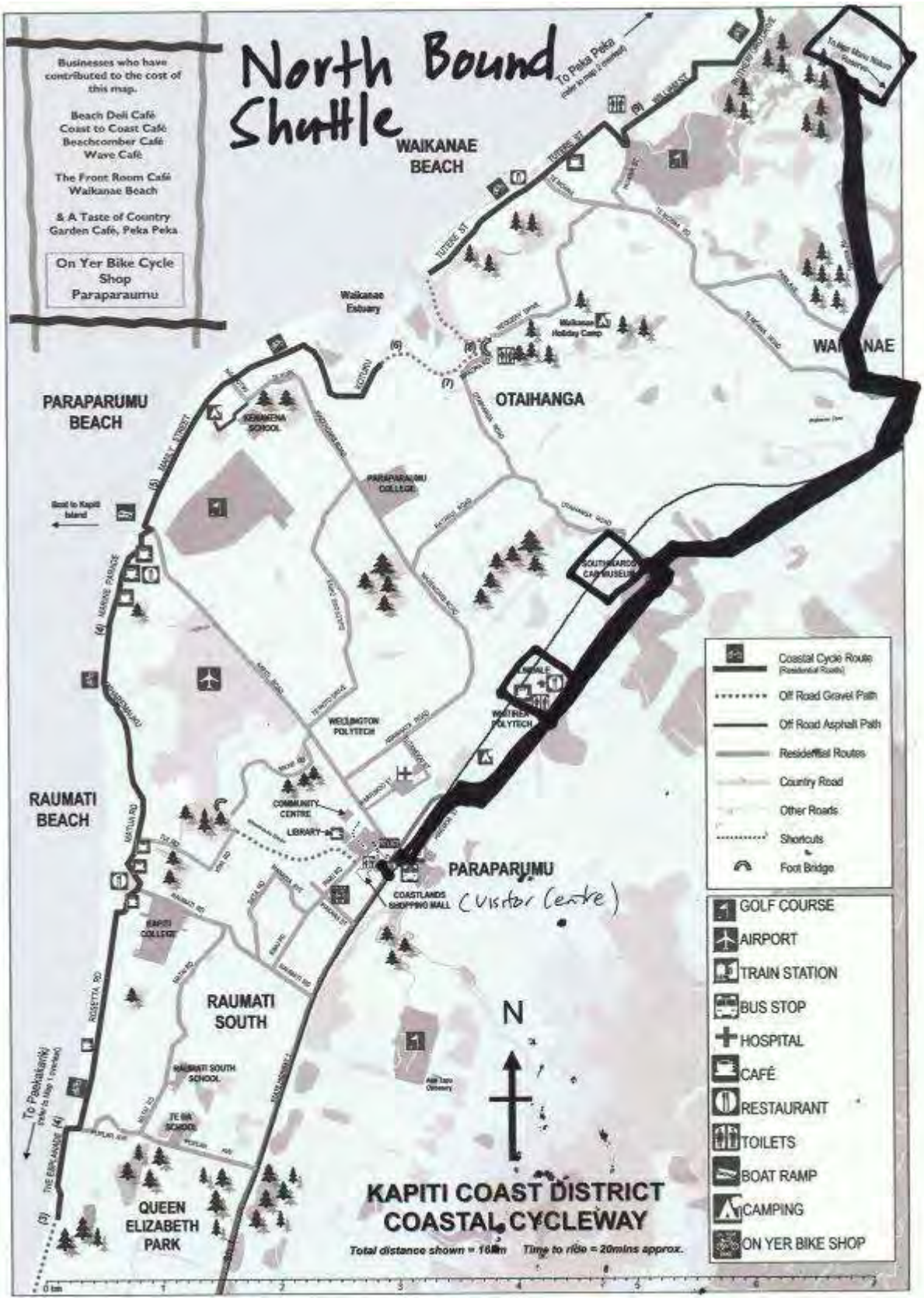
The Hikurangi Foundation, a national charity, was formed in February 2008. "Our mission is to catalyse positive and effective action on sustainability and climate change in New Zealand. We provide financial and logistic backing to people and projects that make good things happen," said Ms Stupples.

"Local transport to support backyard tourism is one critical area. We know of instances where people have come by train to Kapiti only to find they have to catch a taxi to get to Nga Manu and other local places of interest. This project will show whether an integrated local transport service hooked to local tourism sites is mutually beneficial and at the same time help reduce carbon emission and energy use," she said.

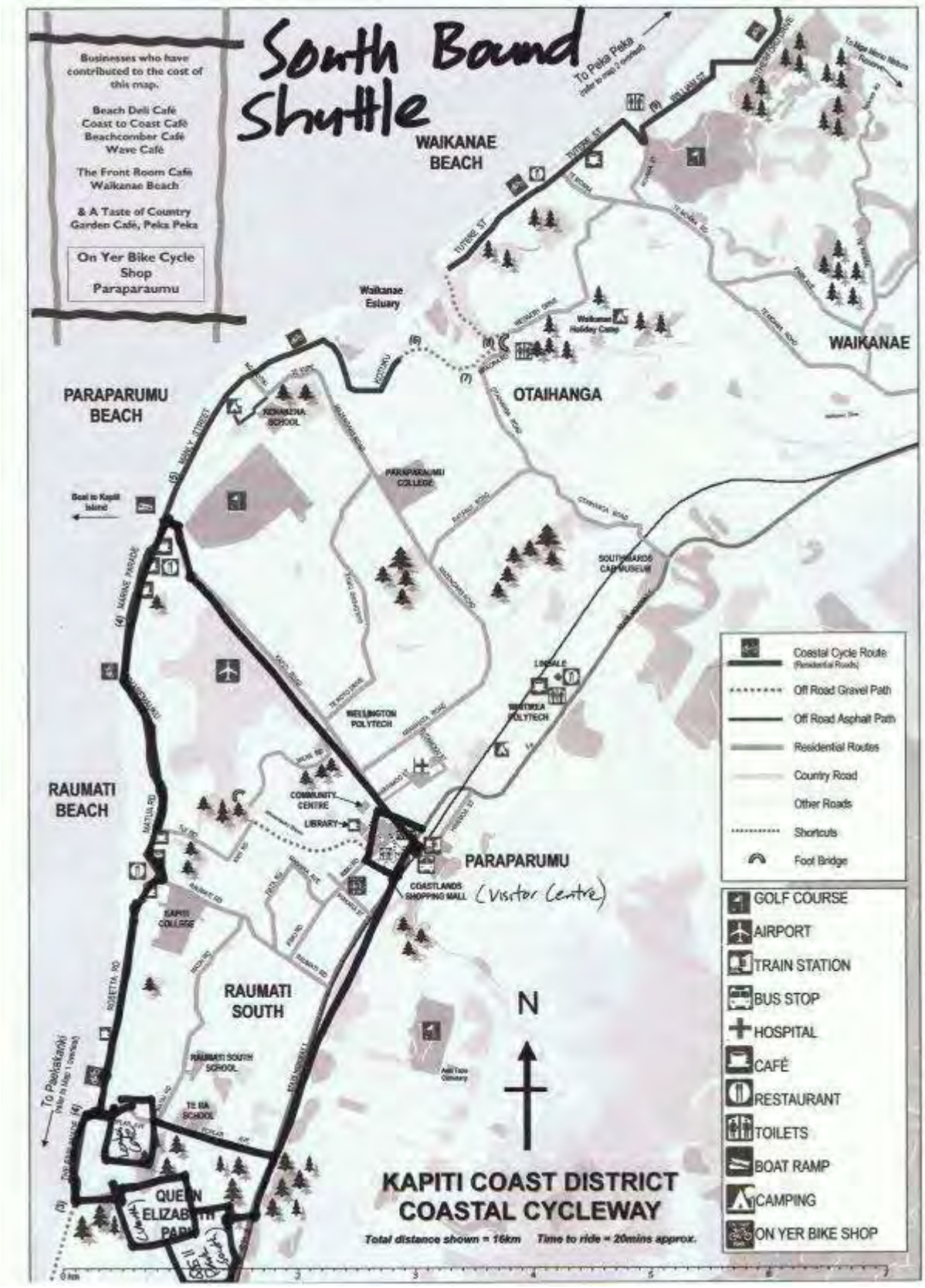
Kapiti would be a test case for other communities to follow, Mr Barber said the

ECOLOGICAL TOURISM: Nature Coast project manager Asa Patterson shows Hikurangi Foundation executive director, Liana Stupples, how it can be done.

8.F Shuttle Map - North Bound



8.G Shuttle Map – South Bound



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