



## *What we do in the Shallows: Recreation in Mangawhai*

- Sustainable Mangawhai Project
- Research Note 2



### **Protecting our Environment, Sustaining our Community**

The Sustainable Mangawhai Project aims to assess the physical risks to the integrity of the harbour and distal spit, and the consequences for the environment and community of any damage to them. The objective is to provide a comprehensive information base so that the agencies responsible can cooperate in the preparation and implementation of harbour management guidelines.

The harbour and its protective spit support biodiversity, recreation, economic activity, and cultural, community, and personal well-being. When considering how we might best manage the harbour, all the services it provides need to be considered.

This Research Note is one of several that address the value of the harbour and environment to the community. It focuses on the recreational activities people pursue in Mangawhai.

*What we do in the Shadows: Recreation in Mangawhai*, Research Note 2, Sustainable Mangawhai Project  
Mangawhai Matters Inc.  
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For further information, visit [www.mangawhaimatters.com/sustainabilityproject](http://www.mangawhaimatters.com/sustainabilityproject)

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## Foreword

Mangawhai Matters is undertaking the Sustainable Mangawhai Project to develop a comprehensive information base which can support decision making for the future of our harbour. This report examines what the health of the harbour and coastline mean to the Mangawhai community.

We define that community to include permanent residents, the owners of second homes, those people who come here to holiday, and the people who just turn up to enjoy a day at the beach. The focus is mainly on the visitors, what they do when they are here, and what they think most important about Mangawhai.

The report is based on a survey Mangawhai Matters undertook during the summer and autumn months of 2023. Our survey faced challenges. This was a summer when excessive wind and rain dampened spirits, kept people away, and kept those who were here indoors. To counter this, we conducted a series of surveys from January through to March, all aimed at establishing what people do when they are here.

The results were consistent and unsurprising. In part they confirm what we already knew: people come here to enjoy a range of recreational opportunities in an attractive, natural setting. Swimming in the sea and harbour are major pastimes enjoyed by the majority. Walking the coast is another.

If we consider what visitors think is important about Mangawhai as well as what they do here, the harbour environment is clearly the key. This reaffirms the finding of our 2021 survey covering what people value about Mangawhai. In that survey: *“(c)onsistent with the value attached to the coastal environment, protection of the harbour is a priority for almost everyone”<sup>1</sup>*. The current survey, with its focus on what people do, extends the importance attached to the harbour to the coast and bush.

There are some revealing differences in the detail. People who camp are the most active, taking advantage of the range of recreational opportunities. They use beach and harbour for swimming and take to wind or muscle-powered watercraft. Bach owners are big users of the harbour, especially with powered craft in their case. In contrast, people here for the day focus on the surf beach, as do bach renters. Of course, the poor weather will distort the pattern of activity. Rain certainly acted against boating activity of all sorts. Wind favoured sail over muscle power and suppressed fishing.

Many people also take advantage of attractions that have been developed by volunteers, such as the bush walking tracks, the Mangawhai Activity Zone, and the museum. The markets are clearly a major destination for people when they are here, along with eating and drinking options. These elements of the “built environment” are fast becoming part of a distinctive tourism infrastructure. They have been particularly important in a summer when the elements often kept people away from nature.

There are other insights in this report that may be useful to people involved in the visitor industry. From the wider perspective of the Sustainable Mangawhai Project, it confirms the quality of the natural assets that define Mangawhai and their significance of their health and well-being of the permanent and visiting members of our community.

We would like to thank the 400 or so people who completed our questionnaires for their interest and contribution. We also acknowledge the fortitude of our volunteers who managed to get out between showers to conduct many interviews under challenging conditions.

Doug Lloyd  
Chairman  
Mangawhai Matters Inc.  
August 2023

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<sup>1</sup> Mangawhai Matters Inc. (2021) “About Mangawhai: Values and Priorities”

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## SUMMARY

This is the second research note in the Sustainable Mangawhai Project. It addresses why people visit and what is important to them about Mangawhai. It is based on surveys of visitors and residents undertaken in summer of 2022-23.

The surveys were compromised by poor weather. Visitor numbers were depressed and activities constrained, frustrating interviewing, and leading to a mix of surveys undertaken over the period February to April 2023. Despite these difficulties, clear and convergent views on the importance of different facets of Mangawhai emerged from different groups. While unsurprising, they highlight the distinctive environment and the diverse opportunities it offers for outdoor recreation.

**Origins:** The majority of visitors surveyed came from Auckland, 61% of those who stay for a night or more and 47% of day visitors. Another 39% of day visitors came from Northland.

**Accommodation:** The main accommodation identified comprised the Mangawhai homes (or second homes) of friends and relatives (39% of overnight visitors) over the summer and early period surveyed. The next categories were holidays in second homes by their owners (19% of visitors) or short-term renters (31%). Both exceeded camping ground holidays (11%). Poor weather, however, suppressed camping activity.

**How many?** Average group sizes were consistent, 4.2 people for both owners or renters and 4.0 for campers. Groups staying with friends and relatives were slightly smaller at 3.7 average.

**How long?** The average length of stay was again consistent, 3.4 nights for campers, 3.4 and 3.5 nights for both renters and owners, and 3.8 for visitors to friends or relatives.

**Why are they here?** There was a strong similarity in activity profiles between visitors and residents, and among visitors categorised by their accommodation arrangements. Swimming either in the surf or harbour (or both) were most popular, followed by walking on the coast. Recreation in the coastal environment is the obvious explanation for why people come to Mangawhai.

There are also some contrasts among groups which reflect the variety of opportunities available. Campers were most active, with participation in wind sports, fishing, and bush walking. Day visitors, renters, and people staying with friends or relatives favoured swimming and walking the ocean beach. Both owners leaned towards the harbour and watercraft use.

### **What is important about Mangawhai to the community?**

The harbour tops the list when respondents are asked what is important about Mangawhai, even though the coast (swimming at the surf beach and walking) was more popular in terms of what they did. The slight difference in the rankings of participation and popularity indicate that it is the combination of surf beach, open coastline, and a clean harbour environment that define Mangawhai for visitors (and residents, as confirmed by a parallel survey of people who live there).

Visitors enjoy a wide range of activities in an attractive natural setting. Accessible native bush adds to Mangawhai's appeal. In addition, visitors value the character of the settlement itself, the range of amenities, and the friendly and vibrant nature of the community. These things by themselves may not attract people to Mangawhai, but they are an important complement to the natural attractions and important component of the visitor industry (which, in turn, depends on the visitors' presence).

Given the strength and consistency of the appreciation and use of the coastal and harbour environments, it is reasonable to expect that if they are degraded by more volatile weather or inappropriate catchment development to the point of compromising the ability to enjoy them, the recreational and lifestyle benefits to visitors and residents would be reduced, with the local community also likely to suffer an economic setback from the subsequent fall in visitor numbers.

## 1 Introduction

This is the second Research Note dealing with the importance of the coastal environment to Mangawhai. The first (*A Summer Story: Visitors and Retail Spending in Mangawhai*) identified \$39m of spending by visitors in local retail stores in the year ending March 2023, over 40% of the total.

The value of visitors to Mangawhai to visitors raises the question “what is it that attracts them?” This note explores that question using responses to a survey asking what people do when they are in Mangawhai and what features of the location are important to them. This helps us understand why Mangawhai attracts the visitors whose spending helps sustain the incomes, employment, and amenities enjoyed by permanent residents.

## 2 The Survey

Visitors were surveyed in early 2023 to find out what they do when they are here.

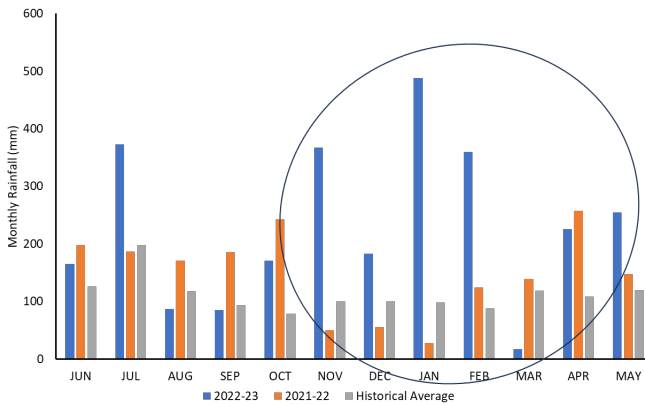
To encourage participation, the survey was kept to one page (Appendix 1) with questions on where respondents come from, what accommodation they use, how many people were in their group, and their length of stay (LoS). A multi-choice table invited respondents to identify the activities they had undertaken or would participate in during their visit (Figure 1). This was followed by a question on what is important to them about Mangawhai.

**Figure 1 The Survey activities table**

<i>Activity</i>	<i>Tick</i>
<i>Swimming in the harbour</i>	
<i>Swimming at the surf beach</i>	
<i>Canoeing or paddle boarding</i>	
<i>Wind or kite surfing or sailing</i>	
<i>Water skiing or jet skiing</i>	
<i>Surfing</i>	
<i>Coast Walk</i>	
<i>Bush Walk</i>	
<i>Ocean fishing</i>	
<i>Harbour fishing</i>	
<i>Golf</i>	
<i>Visiting Mangawhai Activity Zone (MAZ)</i>	
<i>Cycling</i>	
<i>Visit the Museum</i>	
<i>Visiting a pub, café, or restaurant</i>	
<i>Visiting the market/s</i>	

It was intended to conduct the survey at busy localities in the January holidays using self-completion surveys. Similar questionnaires were distributed to patrons of the Mangawhai Heads Holiday Park (MHHP). In the event, poor weather kept the numbers of visitors down. For a good deal of the time, those that were here were confined by the weather indoors (See Box 1). This meant that the few who were out and about people wanted to stop to fill in self-complete questionnaires.

**Box 1: A Summer to Forget**



Summer 2022-23 was atypical. An intense La Nina delivered high winds, cloud, mist, and rain. According to MetService data, rainfall recorded at Whangarei Airport in November was nearly four times the historic average. In December it was twice as high, in January almost five times higher, and in February four times.

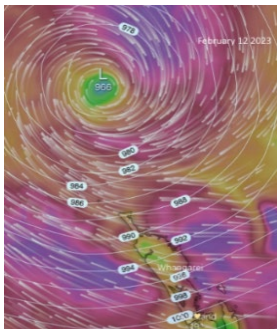
**Monthly Rainfall, 2022 and 2023**

Most weekends in January were rainy, frustrating questionnaire administration in open spaces. Hence, recourse later in the summer to web-based interviews.

	Jan	Feb	Mar	Apr	May	Jun
Mean Wind Speed	3.4	3.2	3.1	2.8	2.8	2.9
% Above Average	143%	130%	95%	163%	156%	102%
Rainfall mm	489	358	17	236	NA	183
% Above Average	515%	339%	15%	216%	NA	123%
Wet Days	17	11	4	18	NA	15
% Above Average	244%	144%	45%	174%	NA	103%
Rainfall/Wet Day	12.0	13.1	12.2	9.8	10.3	10.3
% Above Average	240%	248%	34%	134%	NA	118%

Wind speeds, rain days, and rainfall were all well above the 20-year average from January to June 2023 (except March).

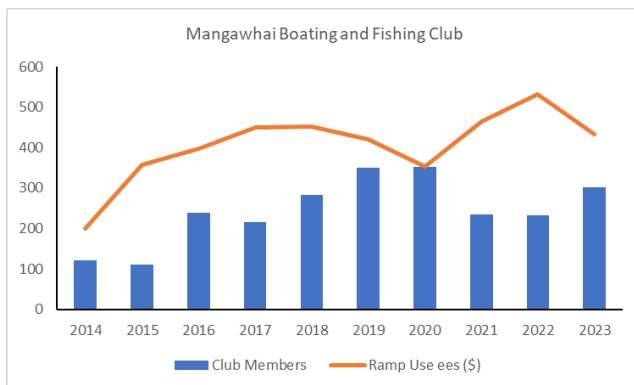
**2023 Wind and Rain, Whangarei Weather Station**



Poor weather was not just a barrier to surveying. It also substantially lowered activity on the harbour and beach relative to previous years. Consequently, the responses received are also likely to be atypical. Not only were visitor numbers down, but the activities they could undertake were constrained.

Leisure boating, water skiing, paddle boarding, and canoeing on the harbour were much reduced. Beach conditions were frequently unsuited to surf swimming or even to walking. Consequently, the harbour and coastal activity that did take place was limited for many days to wind and kite surfing and jet-skiing.

Unusually prolonged periods of swell and onshore winds meant the bar was frequently impassable, limiting fishing and seeing the usual fishing competitions cancelled.



**Mangawhai Boating and Fishing Club, 2022-23**

A decline in activity despite a rise in membership.

There was a 20% fall in paid boat ramp use in 2023 following a post-Covid recovery. However, membership numbers made a modest recovery in 2023 following the downturn associated with Covid in 2020.

Consequently, it was decided to undertake intercept interviews, primarily at the Saturday markets (two localities) and Wood Street shopping centre. Self-completion questionnaires continued to be presented at the Mangawhai Activity Centre (MAZ) and the Museum (see Section 3.2.4).

Residents were also surveyed for comparative purposes, also through intercept interviews. Poor weather again limited returns (to 44 completed questionnaires) and led to the decision to place the questionnaire on the Mangawhai Matters web site. This yielded a further 188 returns.

The same approach was adopted for second homeowners. While a number had responded to the visitor survey, it was decided to lift the numbers through a web-based questionnaire. Respondents were recruited through local Facebook pages and through flyers promoting the surveys delivered to residences with letter boxes throughout Mangawhai Heads and Village. The surveys were also promoted through notices in the local newspaper (*Mangawhai Focus*) and community notices on radio station *Heads FM*.

The 233 responses to the paper-based Summer Visitor Survey covered all accommodation categories (Table 1). The visitor survey was complemented by the MHHP self-completion survey for campers and the web-based survey of bach owners, resulting in a total sample of 394 visitors to Mangawhai.

**Table 1 Number of visitors surveyed by method**

	Day Visitors	Campers	Renters	Bach Owners	VFR	TOTAL
Visitor Survey*	43	20	58	36	73	233
Camp Ground Survey		65				65
Generic Web Survey				66		66
Targeted Web Survey				30		30
<b>TOTAL</b>	<b>43</b>	<b>85</b>	<b>58</b>	<b>132</b>	<b>73</b>	<b>394</b>

\* Includes three without known accommodation

It was intended to complement the surveys with direct observation on the level of activity on the harbour to indicate how it is used, by whom, and what for. Again, observation was dogged by poor weather. In the end, observation and limited surveying was undertaken by volunteers over the Easter holiday break as weather permitted. This, too, was complemented by web-based survey of watercraft users utilising the flyer drop as the principal recruitment method.

Sections 3 and 4, following, set out the main results of the survey, organised mainly by mode of accommodation of respondents. Additional information is included in the appendices. How the harbour is used is discussed in more detail in Section 5.



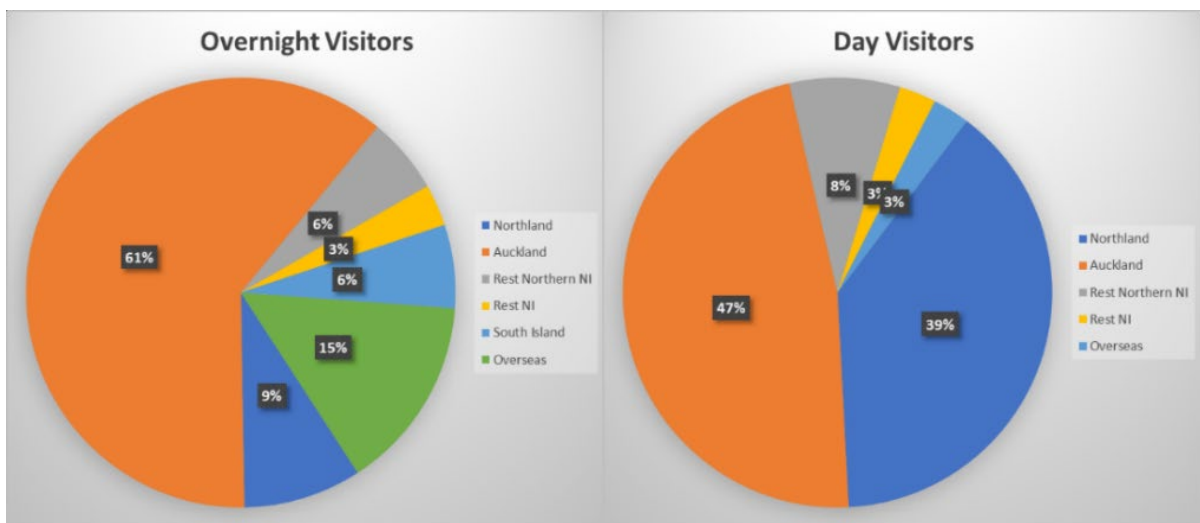
### 3 What People Do in Mangawhai – The Big Picture

#### 3.1 Who is Visiting?

The paper-based Visitor Survey (Appendix 1) indicates where people are coming from to visit Mangawhai, where they stay, and for how long.

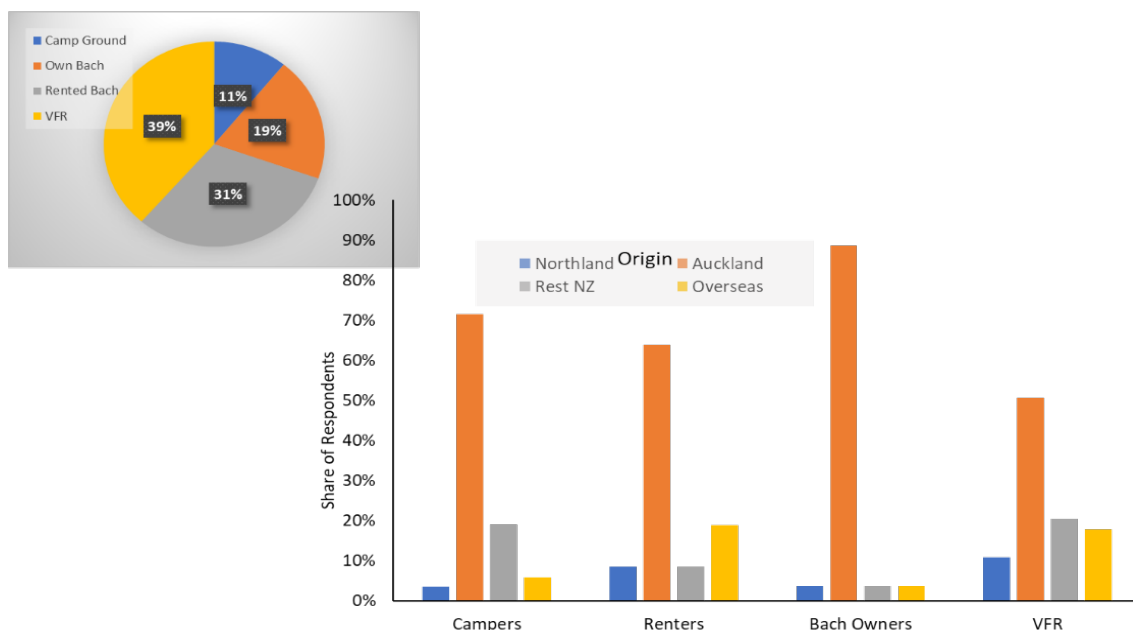
Proximity appears to be the key: Auckland is by far the most significant origin, accounting for 61% of overnight visitors (Figure 2). Overseas visitors account for another 15%. Visitors from Auckland and elsewhere in Northland dominated day visitors, most from south of Whangarei and north of Auckland harbour bridge (mainly the Rodney area).

Figure 2 Origins of visitors



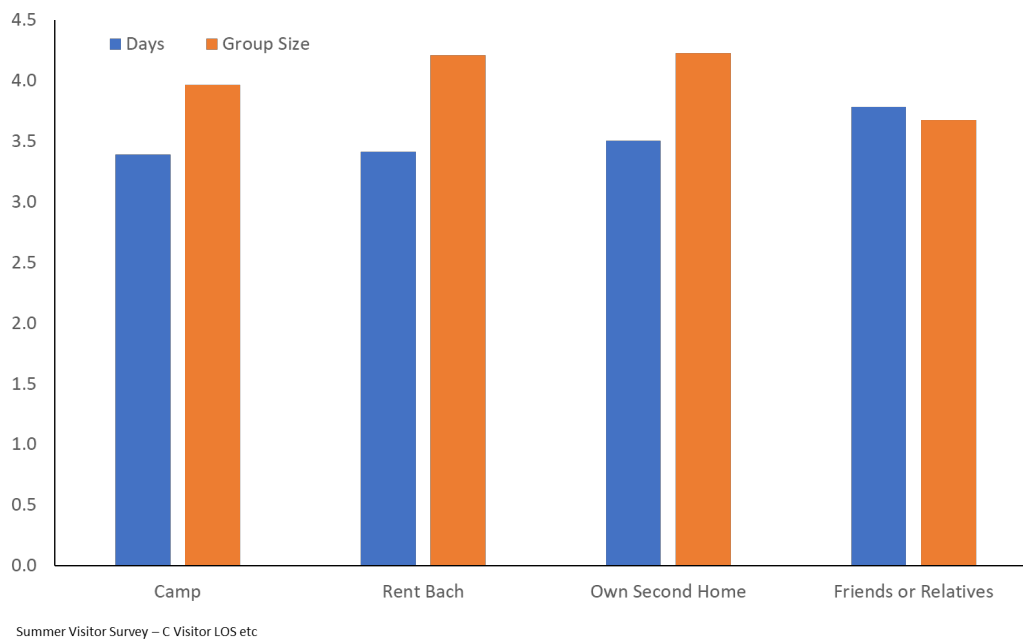
The largest share of overnight visitors stayed with friends or relatives (VFR), followed by bach renters (Figure 3). The smallest share comprised campers (11%). People from Auckland dominate all four categories, and especially second home (or bach) owners. Visitors to friends and relatives have the widest geographic spread, with significant numbers from throughout New Zealand and overseas.

Figure 3 Overnight visitor accommodation and origins



There were minor differences in group size and how long people stayed (Figure 4). The relatively small size of camping groups and their short length of stay probably reflects unfavourable weather conditions, both discouraging arrivals and leading to short stays. MHHP experienced significant vacancies at a time when it would normally be at capacity.<sup>2</sup> Holiday homes were not impacted the same way, as they provide respite from the weather and, in the case of renters, a more significant expenditure that would be written off by cancellation or early departure.

**Figure 4 How many and for how long?**



Groups in baches tended to be larger than those camping or staying with friends or relatives, who also stayed longer on average. For them, companionship no doubt provides an attraction over and above the outdoor recreation activities which, 2023, were so compromised by poor weather.

### 3.2 What People Do – The Attractions of Mangawhai

The aim of the survey was to establish what people do when in Mangawhai. A residents’ survey was also conducted to compare visitor and resident recreational demands. The activities used to elicit responses (Figure 1, above) were based on team discussion and detailed knowledge of local options. They can be grouped into: harbour-based activities (swimming and activities like launching boats for harbour or ocean fishing), coastal activities (swimming, surfing, and walking<sup>3</sup>), and “developed” amenities. Bush tracks fall into both natural and built environments, closer to the former, although subject to ongoing development (mainly by the Mangawhai Tracks Charitable Trust).

Visitors were asked to nominate the activities they had done, or planned to do, while in Mangawhai. Adjustments were made in the wording to reflect the different timeframes of different visitor groups. Hence, while the number of mentions indicates the popularity of an activity and, by implication, its role in attracting visitors, they do not indicate the *intensity* of its use.<sup>4</sup>

<sup>2</sup> Data supplied by MHHP (Research Note 3) showed average group size 3.4 people January-March, the same as surveyed but 8% down on 2022.

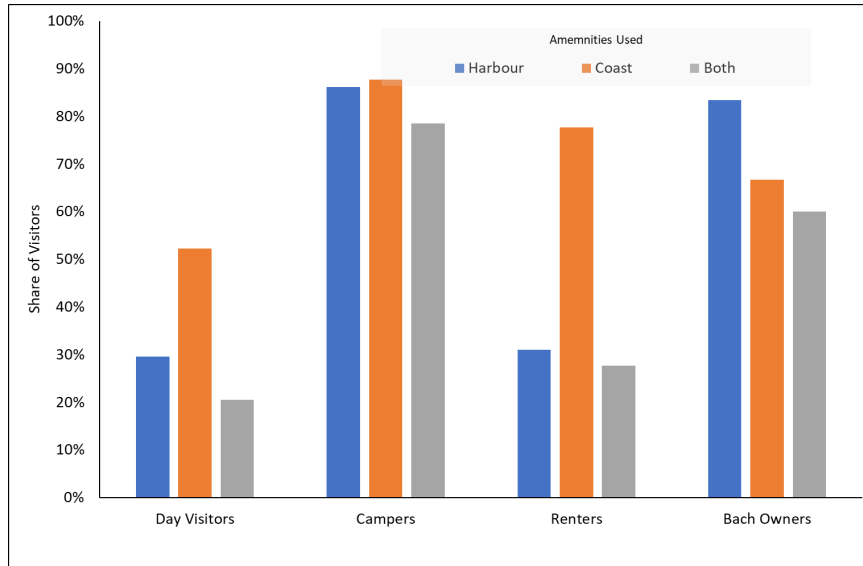
<sup>3</sup> Included primarily to reflect the significance of the DoC cliff walk, but recognising also the supplementary local tracks, the 1.6km beach to the north, and the ocean coast from the spit through to Te Arai.

<sup>4</sup> Attempts to record activity by time lapse photography were stymied by bad weather (which, in any case, suppressed activity). The use of harbour side observers over Easter provided some insights but these are not considered definitive. See Section 50.

### 3.2.1 Use of the marine environment

All respondents who nominated one or more activities on the harbour or coast, or both, were identified and their numbers summed by visitor category (Figure 5). This shows that day visitors with limited time favour the open coast, although undertake activities across both beach and harbour.

**Figure 5 Visitor use of harbour and coastal recreation resources, summer 2022-23**



The same pattern is stronger among bach renters: 78% used the surf beach compared with 31% using the harbour. Only 28% used both despite having longer in Mangawhai than day visitors. This contrasts somewhat with campers, with 86% of them undertaking harbour-based activities, 88% coastal activities, and 78% using both harbour and coast. Bach owners favour the harbour, most likely because having a property enables them to utilise boats and other watercraft more readily.

### 3.2.2 Activity profiles

Two measures describe how recreational resources are used. The first is **participation by visitors**, defined as the share who say they undertake a particular activity. The higher the share, the higher the participation, and the more important the attraction assumed to be as an attraction to them.

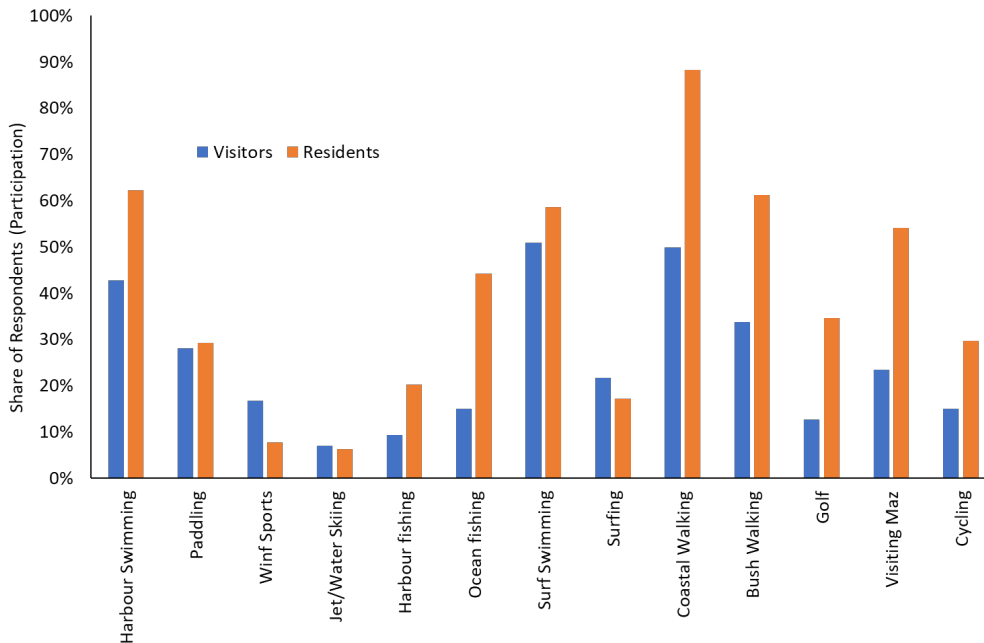
The second is the **popularity of activities**, based on the share of mentions assigned to each activity (summing to 100% across all activities). This identifies the relative popularity of different activities.

These measures are interpreted in slightly different ways. This can be illustrated with reference to the profiles for overnight visitors (holidaymakers) compared with the profiles of residents. Turning first to people’s participation, the broad profiles are similar (0). Given the longer time frame available to residents<sup>5</sup>, they unsurprisingly appear more active with higher participation scores.

In terms of choice of activity, visitors participate more in “wind sports”, notably wind and kite surfing, whereas a much larger share of residents use the harbour for fishing, particularly ocean-based fishing. (The harbour offers launching facilities and quick access to Bream Bay). Visitor participation in swimming and surfing at the beach, however, virtually matches that of residents.

<sup>5</sup> Residents were asked to recall the activities they had participated in over the past month. Respondents in the visitor survey were asked to identify activities done or anticipated in their current stay.

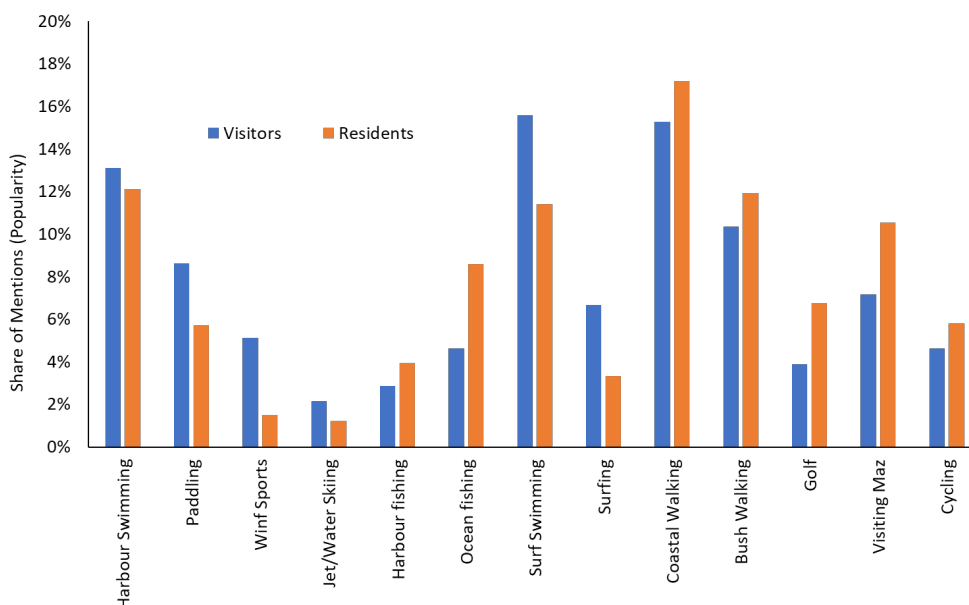
**Figure 6 Participation profiles, visitors and residents, summer 2023**



It is more straightforward to compare the popularity profiles of activities. This is based on the share of total mentions received by each activity (Figure 7). Activity profiles are broadly similar for residents and visitors. Both highlight the popularity of swimming and walking. There are contrasts, however. Coastal walking is the most popular activity for residents, popular in the sense that it accounted for 18% of the activities nominated compared with 12% undertaking surf swimming and 12% coastal walking, the next most popular activities.

Among visitors, surf swimming was most popular (16%), followed by coastal walking (15%) and harbour swimming (13%). Harbour-based activities other than fishing are more popular among visitors; developed amenities (bush walks through to cycling) among residents.

**Figure 7 Popularity profiles, recreational resources, Summer 2023**



Summarising, Mangawhai’s natural environments - its coast, harbour, and bush - cater for a range of activities that are well used by both visitors and residents. Unsurprisingly, harbour and coastal resources are marginally more popular with visitors and developed amenities marginally more popular with residents (Table 2). Significantly, the popularity of basic coastal recreational activities - swimming and walking – is common to both groups. Beyond that, more visitors enjoyed being on the harbour generally, although more residents used boats.

**Table 2 Where respondents go**

Environments	Visitors	Residents
Harbour	36%	33%
Coast	38%	32%
Bush	10%	12%
Developed	16%	23%

### 3.2.3 Comparing visitor categories

The different visitor groups generally conform to activity profiles distinguished first and foremost by swimming and coastal walking. However, there are differences in the detail. Greater levels of activity among campers are evident in the more diverse activities they pursue in the coastal and harbour environments. This covers use of varied watercraft (padding, sailing, and powered). They also participate more in activities at MAZ and have a greater propensity to cycle (Table 3).

Bach owners were asked about participation in the last month, the other categories about participation during their current visit. Given this, it is not surprising that, bach owners have a wide spread of activities they participate in, with swimming in the harbour and sea and coastal walking all the main areas of activity. The range of activities enjoyed by visitors to friends and relatives participated most in were coastal walking and surf swimming, a pattern echoed by bach renters although their levels of participation were generally lower. Bach owners are more significant users of the harbour and surf beach while renters participate much less in harbour activities.

There is also a contrast between renters and campers: the former participates in fewer activities than the latter, despite a slightly long average length of stay.

**Table 3 Participation profiles by category (Shares of Visitors)**

	Day Visitors	Overnight Visitors				TOTAL
		Campers	Renters	Bach Owner	VFR	
Harbour Swimming	21%	52%	24%	39%	26%	45%
Paddling	9%	49%	12%	20%	12%	29%
Wind Sports	0%	46%	2%	6%	3%	16%
Jet/Water Skiing	2%	6%	2%	8%	5%	7%
Harbour fishing	0%	13%	7%	7%	5%	9%
Ocean fishing	7%	22%	9%	13%	10%	17%
Surf Swimming	23%	54%	41%	33%	53%	53%
Surfing	5%	44%	12%	13%	7%	22%
Coastal Walking	40%	25%	57%	35%	67%	54%
Bush Walking	23%	27%	41%	23%	33%	36%
Golf	5%	11%	3%	12%	15%	13%
Cycling	9%	27%	7%	10%	7%	16%
Visiting Maz*	14%	25%	12%	23%	16%	20%
Vising Museum*	9%	11%	14%	14%	33%	17%
Visitng Markets*	30%	54%	0%	48%	84%	30%
Activities/Respondent	2.0	4.6	2.4	3.0	3.8	3.4

Note: Overestimation of MAZ, museum, and markets. See Table 6



Coastal activities, surfing, surf swimming and coastal walking are popular across all groups (Table 4), especially evident among day visitors, and visitors to friends and relatives and renters, supplemented by bush walking.

**Table 4 Popularity of activities by visitor category (Shares of mentions)**

	Day Visitors	Overnight Visitors				TOTAL
		Campers	Renters	Bach Owners	VFR	
Harbour Swimming	15%	14%	11%	18%	11%	14%
Paddling	6%	13%	6%	9%	5%	9%
Wind Sports	0%	12%	1%	3%	1%	5%
Jet/Water Skiing	2%	2%	1%	4%	2%	2%
Harbour fishing	0%	3%	3%	3%	2%	3%
Ocean fishing	5%	6%	4%	6%	4%	5%
Surf Swimming	16%	14%	19%	15%	22%	17%
Surfing	3%	12%	6%	6%	3%	7%
Coastal Walking	27%	7%	26%	16%	28%	17%
Bush Walking	16%	7%	19%	10%	13%	11%
Golf	3%	3%	2%	6%	6%	4%
Cycling	6%	7%	3%	4%	3%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: Omitting MAZ, museum, and markets. See Table 5

However, when we sum the various activities according to where they take place, harbour, coast, or bush, significant differences in behaviour are revealed. Again, the preference of day visitors and renters, and people staying with friends or relatives for the coast is evident, along with the multiple uses of both harbour and coast made by campers. Campers and bach owners both contrast with the other categories in their greater leaning towards harbour-based activities.

**Table 5 Which environments do visitors favour?**

Environment:	Day Visitors	Overnight Visitors				Total
		Campers	Renters	Bach Owners	VFR	
Harbour	40%	188%	55%	94%	62%	92%
Coast	67%	122%	110%	80%	127%	93%
Bush	23%	27%	41%	23%	33%	26%

### 3.2.4 Out and about

Three of the developed amenities included in the activity table were also venues for surveying. This results in overstated participation rates for the relevant activities: visiting the Mangawhai Activity Zone, the museum, and markets. To assess this, participation rates have been estimated for only those respondents not interviewed at each relevant location. This provides low estimates to compare with high estimates of participation (Table 6). The true rate will lie between the two.

The exaggeration will be greatest for the markets – where the most interviews were conducted – although the adjusted figure of nevertheless over a third of visitors attend the markets.

**Table 6 Adjusted participation rates for visitor survey sites**

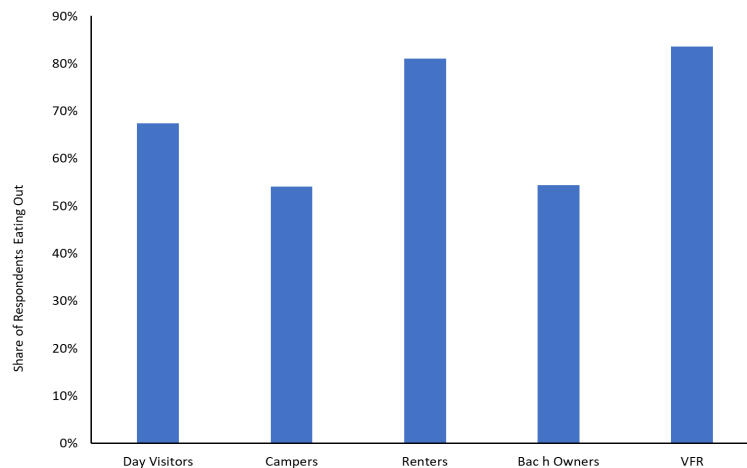
Activity:	All Respondents*	Adjusted Rate	Sample Size
Visited MAZ	23%	14%	181
Visited Museum	29%	17%	210
Visited Markets	43%	34%	90

\* 298 respondents based on visitor survey and MHHP survey

Regardless of the correct rate of visiting, significant participation in MAZ and the museum and attendance at the markets indicate how built amenities comprise resources that add depth to the visitor experience. At the same time, visitors, by contributing to demand for them, support the facilities enjoyed by residents.

This relationship between visitors and commercial or developed facilities is perhaps best illustrated by the hospitality sector. Research Note 1 (page 6) noted that visitors accounted for 58% of spending in the Restaurant, Bars, and Takeaways sector in 2023. Overall, 67% of surveyed visitors had visited “a pub, restaurant, or café” (or intended to do so). Among holiday makers, campers were least likely to eat out (54% based on the definition provided) compared with 84% of visitors to friends and relatives and 81% of renters (Figure 8).

**Figure 8 Visitors eating out**



**Conclusion, Section 3**

This section provides insights into visitor behaviour, which is dominated by recreation in the coastal and harbour environments. In a difficult summer, coastal and harbour swimming and walking were the main activities pursued, with casual visitors enjoying some sailing and jet skiing activities, and regular visitors (bach owners), like residents, leaning towards powered boating and fishing.

Yet, while the natural environments dominate visitors’ (and residents’) activities, many are also active participants in the recreational, cultural, and hospitality services provided. Whether these services are of sufficient quality and variety to act as attractions in their own right is something that the following discussion of people’s views on the importance of different elements can consider.

It can be reasonably inferred from this section, though, if the coastal and harbour environments were degraded by more volatile weather, inappropriate catchment development, or loss of protection by the spit to the point of compromising the ability to enjoy them, the benefits to visitors and community alike would be reduced.

## 4 What is it that Appeals to Visitors?

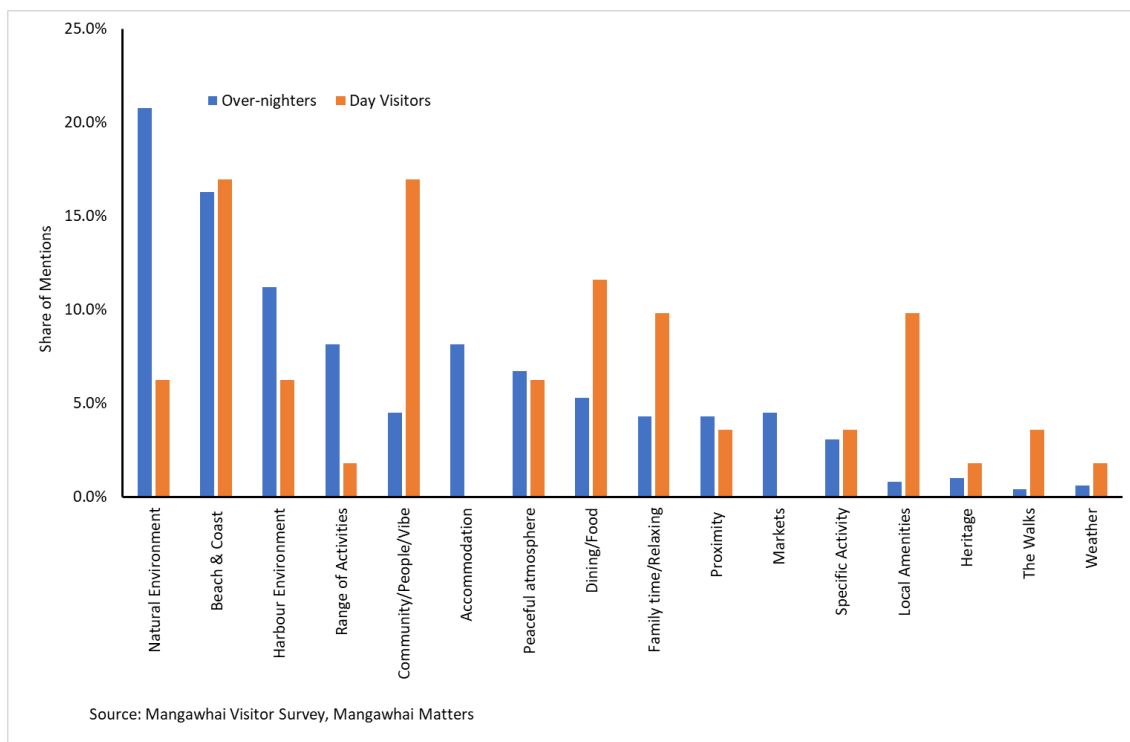
To gain insights into views about the qualities of Mangawhai-as a destination or place to live respondents were asked about the importance of different attributes. In the paper surveys, visitors and campers were asked to identify “*the three things [they] most value about Mangawhai*”.

Comments were allocated into 16 categories to capture the key themes among them. These are presented in descending order of mentions by the largest group, the overnight visitors, in Figure 9. The original comments are set out in Appendix 2.

The majority dealt in some way with the natural environment. For present purposes they can be considered in terms of (1) those that deal with the environment generally; including non-specific references to the aesthetic, peaceful, and other qualities of the environment; (2) those highlight the coastal setting; and (3) those that refer to the harbour environment.

Another set of attributes refers to activities, some to specific, largely activities in the built environment, such as golf and cycling, walking, attending the markets and the like. Yet others dealt with the range of activities available.

**Figure 9 Most popular attributes of Mangawhai – visitor survey**



Holidaymakers (people staying one or more nights) clearly value the natural environment ahead of all else, with the coast and harbour specifically second and third most important attributes.

For overnight visitors the complementarity of the harbour and coast stands out. By comparison, day visitors highlight the surf beach alongside the quality of the community. Day visitors signal that Mangawhai is good place to go – a day at the beach in a setting with good local amenities. The quality and range of cafes and bars may well add to Mangawhai’s attraction for a day’s outing.

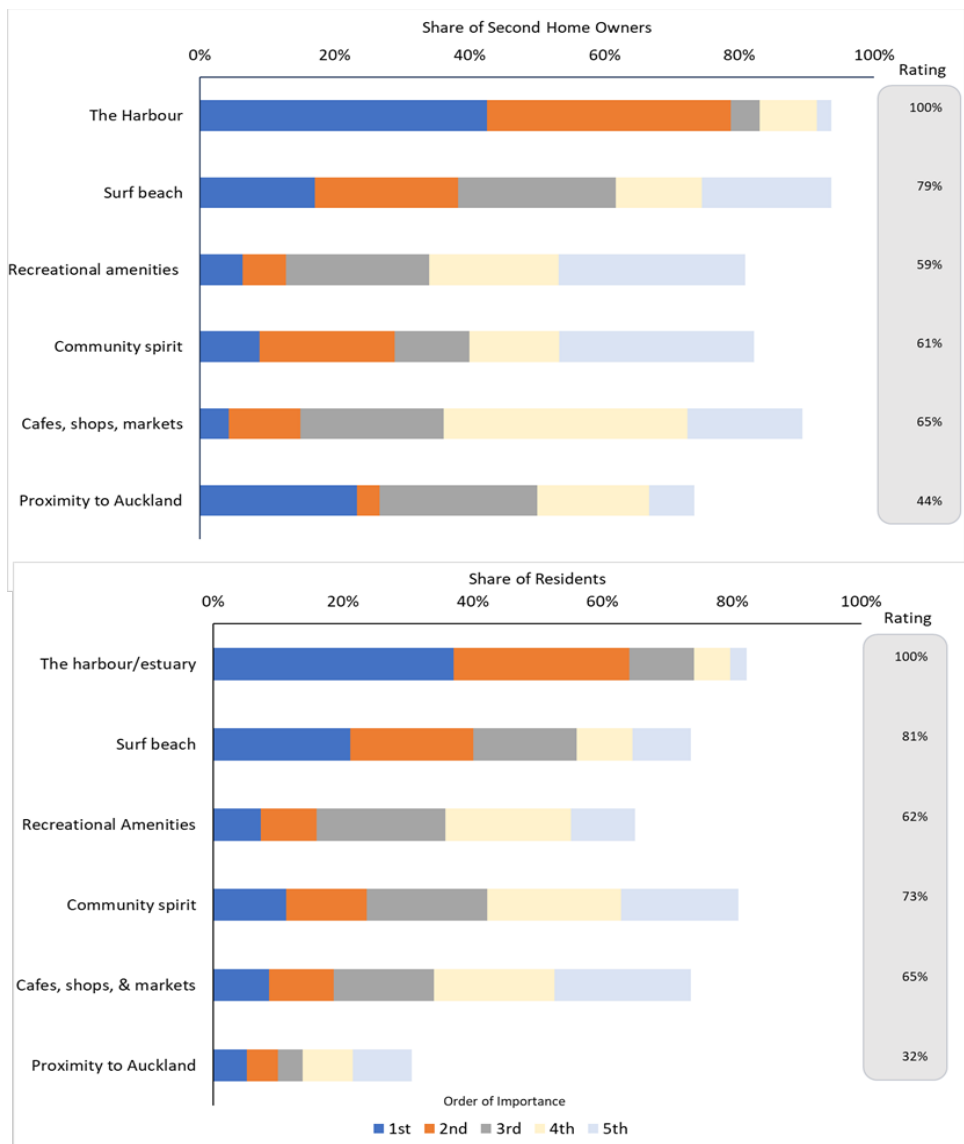
Unsurprisingly, the range of activities available is more important to overnight than single day visitors. The high score for accommodation was influenced by people endorsing the holiday park, and its proximity to the harbour. While well used by holidaymakers, markets’ lower importance suggests they are not so much an attraction as a place to visit when they are here.

The same goes for lower value given to “the walks”. Their importance as part of the visitor “infrastructure” is reflected in the high levels of participation but walking is not a major reason people come go to Mangawhai. Rather, it offers an important experience when they are here and enables them to the access the environments that attract them in the first place.

In the direct surveys of bach owners and residents, the open-ended question on the importance of Mangawhai was changed to one asking respondents to rank five attributes that capture the qualities identified in the open question used in the paper questionnaires: the harbour, the surf beach, the recreational amenities, community spirit, and the cafes, shops, and markets (as one attribute). Proximity to Auckland was also included as the visitor survey indicated it was an influence for some people and recognises the significance of Auckland as a source of visitors.

Figure 12 shows the share of respondents ranking attributes from most important (1<sup>st</sup>) to least (6<sup>th</sup>). It can be interpreted as follows: 43% of second homeowners ranked the harbour as most important (blue) and 36% ranked it second (orange). 6% ranked it 6<sup>th</sup> (the residual -- no colour). The harbour was slightly less important among residents, 37% ranking it first and 27% ranking it second. Proximity to Auckland was the most important attribute for 23% of bach owners.

**Figure 10 What’s important to second homeowners and residents**



The scores on the right of the graph rate each attribute's importance relative to the leading attribute, the harbour in each case.<sup>6</sup> The harbour and surf beach stand out. The weight given to community spirit (the vibe, the people, the town – see Appendix 2) by second homeowners shows it is an attractive feature to them. Second homeowners also give weight to commercial outlets (cafes, shops, and markets) and proximity to Auckland. Residents see community spirit, recreational. and commercial amenities as moderately important but proximity to Auckland far less so.

**Conclusion, Section 4:**

To extent that the two approaches to the importance people attach to individual attributes capture their absolute and relative appeal to visitors and residents, the harbour and beach emerge as the ones that most define Mangawhai. Their activities in Mangawhai and why they are here can be assumed to be based on the importance they attach to its natural coastal features. It is concluded that the combination of harbour and coast is what attracts people, *supported by* the character of the community and the recreational and commercial infrastructure.

Degradation of either harbour or coast to the point that people's activities or enjoyment of the natural environment is diminished would lower the likelihood of their visiting regardless of the built amenities. While perhaps an obvious conclusion, the voice of residents and visitors alike makes it a compelling one.

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<sup>6</sup> The rank each attribute received (1 – most important - through to 6 – least important) was multiplied by an “inverse” weight (6 to 1). The resulting scores across all respondents were summed and the total by each attribute expressed as a percentage of the total achieved by the highest scoring attribute, the harbour.



## 5 Activity on the Harbour

### 5.1 Observation

One aim of the analysis was to establish how intensely people use the harbour. Survey responses confirm that a large share use it, most in a quasi-passive manner by walking or more actively through swimming and various forms of watercraft use. Systematic observation and time lapse photography were planned to show how this attraction translates into harbour use. The weather frustrated that objective, although some limited observations are provided in this section.

Poor weather did not altogether preclude harbour use, but certainly depressed and changed it. While waterskiing from runabouts was limited, jet-skiing continued. When the wind was too strong for sailing a yacht or paddling a canoe or stand-up surfboard (which was often), wind, foil, and kite surfing came into their own. When the surf conditions limited the opportunities for crossing the bar, fishing stopped and board riding, sometimes accompanied by jet skis, became the go.

Diversity and intensity of use are features of the harbour on good days (Figure 11), of which there were few in the summer of 2022-23. In the absence of sustained good weather, plans for systematic monitoring were abandoned. Instead, harbour-side observation and subsequently web-based surveying were undertaken to try to establish some parameters around harbour use.

**Figure 11**      **28 December 2022 – a good day**



Direct observation of use took place at Easter 2023 under cloudy and wet conditions interspersed with bright periods and lighter winds. Observers spent around 20 hours over four days at the main boat ramp, four hours at the Alamar St reserve with its beach launching facility, and 12 hours at Lincoln St Reserve. In all cases, the observers asked people launching or retrieving watercraft to answer a few questions. In the event, 203 interviews were conducted in often difficult conditions.

This yielded information regarding what people were doing but was insufficient to provide any insight into total harbour use. Given that different conditions favour different craft and activities, it would be difficult to reach precise conclusions about the underlying mix of users and uses, and the temporal and spatial patterns of use.

The origins of users interviewed were reflected in the nature of the short Easter break: 62% were from Auckland and 33% Mangawhai. Some 22% were camping, although the majority (62%) were in baches. A smaller share (17%) was with friends and relatives. This contrasted with the mix of respondents encountered during the summer visitor survey but is consistent with their activity profile which was focused on the coast and walking.

Of the 203 watercraft involved, almost 50% were runabouts or similar, 20% were jet-skis, and 26% paddled craft – paddle boards, canoes, and small dinghies. The powered boats favoured the boat ramp, paddled craft made greater use of the direct launching facilities of the two reserves (Table 7).

**Table 7 Activity on the harbour, Easter 2023**

	Boat Ramp	Reserves	Total
Powered Boat	56%	40%	49%
Jetski	17%	24%	20%
Sail	4%	6%	5%
Paddle	23%	30%	26%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Fishing	36%	23%	30%
Cruising	24%	19%	22%
Skiing	23%	29%	26%
Paddling	15%	23%	19%
Sailing	2%	6%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Despite mixed weather, fishing was the major past-time, followed by jet-skiing, and cruising, which included the spit. Whether the fishing was at sea or on the harbour was not established, although generally ocean fishing dominates. Many boats often head into Bream Bay under fine conditions. In contrast, rarely more than ten craft were committed to fishing on the harbour. The ski lane in the mid harbour has been attracting increasing attention from jet skis, while the wider harbour including upper reaches accommodates a range of sailing, paddling, and lately, foiling craft.

The average time spent on the harbour (or at sea) and the average group size as reported by consultants are shown in Table 8. Power boats tended to spend the longest time out with the biggest groups, often on family sightseeing cruises. Fishing groups were smaller than expected, most likely reflecting the increasing number of fishing trips are being undertaken on jet skis.

**Table 8 Time spent on the harbour**

	Groups	Time (Hr)
Fishing	3.1	2.6
Cruising	4.6	2.1
Skiing	3.8	2.2
Paddling	1.8	2.1
Sailing	1.5	2.0
Power	4.4	2.4
Jet Ski	2.6	2.4
Paddle	2.2	2.3
Sail	1.9	2.1
All Activity	3.3	2.2

## 5.2 Web survey of watercraft users

Flyers were distributed after Easter asking watercraft users to complete a web-based survey. Only 46 responses completed questionnaires were received. Most (78% or 36 responses) were from Mangawhai residents, contrasting with the user survey over the Easter break. Respondents were asked about their most recent outing. These involved 27 powered craft (65%), including just one jet-ski, 13 paddleboarding or canoeing, one jetfoil, and two sailing.

Some 40% of outings (21) involved ocean fishing and eight harbour fishing (15%). Fishing trips were generally longer than reported over the Easter holiday period with fewer onboard participants. These differences presumably reflect the greater choice of conditions for local fishers and the smaller groups of friends or couples involved compared with larger family groups on holiday.

The parameters for non-powered craft were more in line with those recorded at Easter (Table 9): an average of 1.7 people compared with 1.8 and 2 hours compared with 2.1 hours. This convergence suggests that these are reasonable parameters for quantifying harbour use.

One question asked through the web-based survey only was how often the respondents estimated taking their craft out over the last twelve months. The result suggest that unpowered craft may be taken out equivalent to once a month, with powered boats used more often.

**Table 9 Boating parameters, web survey**

	People	Time (hrs)	How Often
Powered Boat	2.8	4.1	16.2
Other Craft	1.7	2.0	12.4
All Craft	2.4	3.3	18.6

### 5.3 Organised users

The longest established and largest organised user of the harbour is the Mangawhai Fishing Club. In 2022-23 it had 300 members, 150% up from 10 ten years earlier (although not back to the pre-Covid peak). The club is responsible for the boat ramp, for which it collects annual fees. It organises at least three significant fishing competitions a year, weather permitting, with between 80 and 150 competitors an event (paying \$40/head, with concessions for club members).

Following 19 competitions in 2019, numbers were down to two in 2020 and just one in 2022 due to Covid. They recovered to five in 2022 and one cancellation due to poor weather. Weather was the winner in 2023 with just one competition managed (in June).

A recent comer is the Mangawhai Waka Ama club, established in 2017 with 40 members. Today it has between 50 and 60 members and 15 youth members with two or three crews regularly training one or two times a week. Current members pay around \$27,000 in annual fees.

In 2021 the Mangawhai Rotary Club established the Mangawhai Sailing Club to encourage young people to learn sailing competence and skills. It has put around 50 children through a programme that runs over eight to twelve weeks. Two sessions are conducted a week by qualified volunteer trainers. All equipment has been donated, including 13 P-Class and Optimus yachts and life jackets, by private donors, along with the Mangawhai Opportunity Factory and the district council.

These activities indicate the significant growth after the past ten years of organised harbour-based significant growth years. Waka ama and sailing tuition indicate not just an increase in harbour use, but also – along with other less formal pursuits – increasing diversity of use.

#### **Conclusion Section 5:**

This section offers little new knowledge about harbour use. However, it provides compelling evidence of the role and significance of Mangawhai’s coastal environment in meeting the informal and formal recreational needs of growing resident and visitor populations.

The diverse opportunities the harbour offers as well as its aesthetic appeal play a large part in sustaining both. But this is in the context of the surf beach and open coast complementing the harbour. In the minds of visitors and residents the harbour is the most important element of the Mangawhai experience, the pattern of activities suggests that the distinctive combination of surf beach, open coastline, and a generally calm and benign harbour close to Auckland makes Mangawhai an important regional recreational asset. Despite poor weather in 2022-23, harbour use is clearly increasing and diversifying. Accessible native bush adds to its recreational value. Visitors and residents alike highlight this combination of natural features while also acknowledging the pleasant character of the settlement, the range of amenities, and the qualities of the community.

## Appendix 1: Visitor Survey Questionnaire

### Survey of Visitors to Mangawhai

*Mangawhai Matters represents the interests of residents and visitors. We want to know how people use the harbour, beaches, and amenities to help plan for future activity. Could you please complete this one-page questionnaire?*

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1. Where do you normally live (town or suburb) \_\_\_\_\_
2. Tick One -Are you *holidaying in Mangawhai*  **Go to question 3**  
or are you *just here for the day*  **Go to question 5**
3. How many days are you staying Mangawhai? \_\_\_\_\_
4. Where are you staying? (Circle one):  
*Camp ground*      *Own Bach*      *Rented Bach*      *With friends/relatives*
5. How many people are there in your visiting group? \_\_\_\_\_
6. Please indicate below the activities you personally have undertaken or will undertake while here,

<b>Activity</b>	<b>Tick</b>
<i>Swimming in the harbour</i>	
<i>Swimming at the surf beach</i>	
<i>Canoeing or paddle boarding</i>	
<i>Wind or kite surfing or sailing</i>	
<i>Water skiing or jet skiing</i>	
<i>Surfing</i>	
<i>Coast Walk</i>	
<i>Bush Walk</i>	
<i>Ocean fishing</i>	
<i>Harbour fishing</i>	
<i>Golf</i>	
<i>Visiting Mangawhai Activity Zone (MAZ)</i>	
<i>Cycling</i>	
<i>Visit the Museum</i>	
<i>Visiting a pub, café, or restaurant</i>	
<i>Visiting the market/s</i>	

7. In a few words, what **three** things do you most value about Mangawhai?

1)
2)
3)

## Appendix 2: Visitors' Comments

Each line below comprises a respondents' answer to the following question:

*"In a few words, what three things do you most value about Mangawhai?"*

### Visitor Survey

Natural beauty, clifftop walk, lagoon, surf beach	Community spirit (Big Dig)	High standard of amenities
Coastal Camp Site	Nice Restaurants	Friendly hospitality staff
Beauty	Estuary	Village atmosphere
Beaches	Shops, cafes	Markets
Friendly	Good Facilities	Close to Home
Waterfront (Harbour)	Camp Ground	Dunes
Scenery	Walkways	Lovely people
Scenery	Local shops	Beach/water
Quiet, smallish seaside town	Local business well supported	
Easy access from Auckland	Good places to eat & drink	Dog friendly
Peace & quiet	Community Feel	Beach
Vibe & Community	Small Village Feel	Beach
Small Town Feel	Surf & country surrounds	Friendly
Great camping ground	Good & safe swimming	Golf, tennis bowls.
Museum Great		
Museum		
MAZ	Able to relax	Walking & Cycle Track
The Markets	MAZ	Friendly cafes
The Museum	Coast Walk	Bush Walk
Little town feel		
Quiet	People	Pub Market
Harbour Activities	Sandy on beach at pontoon	Fantastic walks
Clean harbour	Sandy harbour Beaches	Fewer jet skis
The Beaches	Estuary	People
Nature	Ocean	Community
The people	The Beach	Surrounding Nature
Beach	Community	Food
The Beach	Family Time	The Walks
Beach	Market	Sting Ray Matt
Nice Beaches	Markets	Nice Community
Small town	Beach	Walks
Space	Peace	Friendly
Swimming in harbour - jumping off pontoon	Surf beach & Boogie boarding	MAZ
The Markets	The Beaches	The culture and vibe
Nature	Clean	Family Fun
Estuary & Harbour	Sand Dunes & Beach	MAZ & Community
Ocean	People	Close to Home
Golf	Walks	
Estuary Views	Peaceful	Beach
Proximity to Auckland	Vibe	Unique Shops
Community spirit	Activities	Vibes
Away from Auckland	Nice Place	
Closeness to Auckland	Friendly Locals	The Beach
Beach Location	Markets	People
The vibe	Natural - beaches, walks	Lots to do - cafes, bars
Easy to get to	Relaxing	Peaceful
The quiet atmosphere, peaceful	The beautiful beach, clear water	Accessibility to new year activities
Moana	Oneone	Taiao
The safe Estuary	Beaches & Walks	Relaxing Environment
Estuary for swimming, pontoon	Excellent variety of food	MAZ
MAZ	Swimming	The Community
Beach	Natural Environment	Relaxed atmosphere
Beach	Nature	Café/Takeaways
The beach	The lovely community	The surf



Excellent Museum	The Club	The Beach
Water	Balance of everything, not too much, just enough	Relaxing
Beach	People	Community
Beaches	Serenity	Market/community
Beautiful scenery, trees, beach	People Distance from city	Cafes Restaurants
Chocolate Brown Beach	Ocean Beach	
Beautiful Beaches	Views	Sunny Weather
Good Vibe	Surf Beach	Market
Market	The Beach	Shops
Beautiful Scenery	Pub	Community
Surf Beach	Markets	Local food & drinks
Scenery	Views	Tracks
Beach	Relaxed lifestyle	People
Beaches	Proximity to Auckland	Lovely people
Outdoors & Scenery	Water	The Vibe!
Beauty	Bush	People
Beaches	Holiday Feeling	People/Markets
Lovely Views	The Beaches	The people
The locals!	Beach	
Position from Auckland	Distance from Auckland	
Views & Services	The markets	
The Walks	Nature	
Secluded		
Clean beaches & Town		
Nature	Beach	Community
The Vibe	The walks	The people
Peaceful		
Friendly	Nice town	Markets (and locals)
Cycle Lanes coming	Close to Auckland	Nice restaurants & galleries
Beach	Markets	Facilities (shops etc)
Natural Beauty	Local Identity	
Chilled	Beach	
Beautiful beaches & Hikes	Slow pace of life	Great Museum
Convenience - Not too far away	Landscape & Natural walks	Amenities - nice accommodation, eating & shopping options
Great Walks - coastal & forest	Lovely beaches	Great museum
Beautiful Scenery	Beaches	Dog Friendly
Relaxed, community feel	Beautiful coastline	Friendly People
Good amenity	Beautiful matorral environment	Good places to eat
Beach village, vibe	Amazing scenery	Great golf destination
Good community	Local	Awesome market, shops, walking
How homely it feels	The beaches, nature	The people - how kind and friendly everyone is
Nature	People	Markets
How Quiet it is	Everyone is super friendly	Strong sense of community
Estuary	Walks	Friendly People
Estuary	Cafes	Walks
The beauty of the surroundings	Gathering kai moana & fishing	Relaxing
Where family comes from	The friendliness of the people	The Museum - amazing for small population
Quietness	Sea & views	Friendly people
Museum - love seeing all the things	Biking	That its not too long a drive
Surf club spirit	Museum	Beaches
Very pretty area		Good place to stay heading south
Picturesque	Close to home for quick weekend getaway	Outside activities
Peaceful	Isolation	Look at shops
Beach	Nature	People
Cafes	Walks	People

Everything	Easy Drive	Vibe
Family	Weather	Village seaside feel
Beautiful Beach	Market	Great Choice Dining out
Beautiful trees, old gardens	Nice ambience	Old pub, restored batches
Bennetts	Beaches	People
Laid back feel on estuary	Surf beach swimming	Close to Auckland
New cycle paths	Good community feeling	Fairy terns & other birds
Estuary, beaches, birds	Keep mangroves	
Beautiful, hospitable people	Shops & Markets	Beach
Close to home	Safe beach for kids	Sun, good vibes
Clean sea - bush walk	Markets	Time out in nature
Beach	People	History
Peace & Quiet	Scenery	Proximity
Beautiful Beach	Markets	Variety of activities
Ability to walk dog	Local vibes	Peaceful
Friendly	Increased community facilities	Great Estuary
Beaches	Markets	Skatepark
Friendly, Safe Town	Plenty to do	Lovely Beaches & Coastal Walks
Harbour View	Small community	Bird Life
Ocean	History	Environment
Great Surf Beach	Easy Access to restaurants & Shops	Restful Ambience
Green nature	Estuary	Surf
Seeing family & friends	Coastal Walks/Visiting Beaches	Quiet
Friendly, Approachable	Nice Environment, Clean	Amenities - Playground, Ship (Daring ) is cool
Beach	Market	Walkways
Oceanside	Golf Course	Markets
Rural Atmosphere	Golf	Good food & drink
The facilities	Friendliness	Market
Love the local village feel	Grandfather used to own the pub	Love the Harbour
The Markets	Beautiful City	My Family
Beautiful	Peaceful	wonderful
The beach	The markets	The walks
Scenery	Coastal Vibe	Friendly People
Relaxation	Company	Views
On a fine day with the tide in what in the world would be sitting in the tavern garden bar		
Proximity to Auckland	Holiday atmosphere	Not too far from Auckland
	Relaxed atmosphere	Great scenery
Size of the place just great	Lovely vistas, walks	People most hospitable, hospitality options great, Links, market
Beautiful Scenery	Friendly People	Relaxing Lifestyle
Amazing Fishing	Great fun in estuary	Love bowling over to sand dunes
Natural Beauty	Community	Place
Walking	Golf	Café
Peaceful	Amazing views	Friendly Locals
The beach	The style of the township	wonderful
Weather, Interesting Beaches	Nice Homes	
Close to Home	Lots for kids to do	friendly people
Friendly people	Amazing scenery	Things to do
The pace	The community	Proximity to work
Beach areas	Markets, Friendly people	Scenery, village atmosphere
The people	The ocean	The bush
The community feeling	Scenery	My Friends
Nature	Coastline	Quiet
Friendly		
Peaceful	Beachside	
Sea Views	Markets	Beach
Beach	Market	People
Friendly locals	Fun Activities	Yummy Food
Chilled vibe	Weather & Beach	
Beaches	Nice people	Peaceful

Beauty	Beaches	Friendly community
Friendly Locals	Chocolates	Beautiful Beach
Museum very interesting	Beaches are wonderful	Friends are brilliant
The beautiful beaches	The history	The Climate
Pace of Life	Beaches - Surf	
The Beach	The Tavern	Cliff walk
Water	People	Market
Beautiful Beaches	Fantastic flora & fauna	Sense of community
Catching up with family	The beach	
Beautiful Scenery	Great community spirit	Excellent Golf Club
Family living in Mangawhai	Scenic setting - harbour and beach	Tara Iti golf course & surroundings
Family	Beach	Skate Park
Friendly atmosphere	easy walks	nice restaurants
Awesome community	Great Play Ground	Ken's coffee and breads
Cleanliness	Food	People
Laid back		
Clean	Friendly	Market
Beauty	Water access	Good people
Friendliness	Sense of C community	Increase in faculties' over 35 years
Variety of crafts, art, environment	friendly people, great atmosphere	Caring for sustainability
Beach	Market	Climate
Quiet	Scenery	Friendly
Beautiful Beach	Friendly People	Awesome Skate Park
The Beach	Bush Walks	Cliff top walk
Amenities (cafes)	Heritage (Natural & Human)	Access to the water
Beach	General Vibe	
A nice laid-back town		
The Beach	Bennetts	Market
Atmosphere	Food	
Country feel	Harbour	Clearing Mangroves
Markets	Beach	Bennetts
Markets	Beach	Bennetts
The walks	The Beach	The Estuary
MAZ	Picnic spots at estuary	
Location	Weather	Close to shops
Markets	People	Atmosphere
The beach	The style of the township	Great place for kids
Markets	Beaches & Water	Proximity
Community	The beach	New World & Bunnings
Walks	markets	Fishing/Boating
Close to Whangarei	Great Atmosphere	Plenty of parking
Quietness compared with Auckland	Mangawhai Heads Boat ramp beach	Lovely Community feel
Beach	Proximity to Waipu	Variety of things on offer
Scenery	Beaches	People
Markets	Toilets	Ease of getting round
Markets	Shops & Cafes	Tavern
Surf Beach	Market	
		Great scenery - one of best anywhere in world
Beautiful part of NZ	Makes me instantly relax	Friendliness
Relaxed Pace	Beautiful Harbour	Friendly people
Lovely scenery	Relaxed atmosphere	History/walks/museum
Scenery/landscapes	Markets/craft shops	Hospitality
Nature	Markets	Beautiful scenery
Very Quiet	Close to everything	The Views
The Beach	The Markets	Lots of amenities
Brach/Swimming	That its Thriving	Cafes
Young, growing community	Ocean & bird life	
Coast walks	Variety of things to do	

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**Mangawhai Heads Holiday Park**

Community	Beach	Fishing
Safe	Family Friendly	
Cycle trail	Calm for canoe	Great Dining
Calm Water	Accessible	Organised
Cycling		
Beauty	Wildlife	Amenities
Campground	Clean Beaches	Plenty to do
Combined surf & Harbour Beach	Campground location	Close to Auckland
Surf Beach	Estuary	Access from home
Beaches, environment, atmosphere	Accessibility to everything	Local amenities - food, shops, pubs, love it
Beach	Fishing	Camping
Beachfront camping	Proximity Auckland	MAZ for kids
Relaxed beach community	Harbour	Outdoor activity options
Proximity Auckland	Family friendly	Surf Beach
Campground	Markets	
Welcoming	Natural	Clean
Accessibility from Auckland	Local Amenities	Beautiful environment
Surf	Views	People
Campground	Markets	Beaches, water activity
Friends	Fishing	Food
Surfing		
Gorgeous beach & clean water	The coastal walk	The casual atmosphere
Surf Beach	Coast walks	
Peace & Quiet	Catching up with friends	The Beach
Surfing	Markets	
	Amenities - restaurants, township (heads), bars, campground	Location close to Auckland
Environment - beaches, harbour, bush, sea		
Able to stay in the best campground - Mangawhai Holiday Park	The fabulous estuary for swimming	Close proximity to home
Local Celebs	The Market	The Beach
Clean facilities	Great little town (markets)	The view
Time away	Lovely people	The market
		Variety of beaches & swimming spots, boating & fishing
Clean water, dunes & estuary	Proximity to Auckland	The café options
The estuary & surf beach	The walking tracks	Safe water access
Great beach	Neat & Tidy Facility	Great Beach
Neat & tidy facility	Safe lagoon & Access to water	Swimming
Freedom for kids to play	Biking	Fishing/surfing/walks
Close to Auckland	Access to ocean	Camping Ground
Family Holiday Destination	Harbour Shelter	Variety of shopping, restaurants within close vicinity
Camp facilities, clean and tidy, close to everything	Friendly people in and outside campground	
	Variety of walking routes, especially beach & cliff top	Quality clothing & homeware shops
Swimming, camping ground at waterfront	Not that far to get to from home	That it's not Pauanaui
Beach, Estuary	Activities	Ocean
People	Eateries	Coastal Community
Estuary	Biking	Swimming
Freedom to play for kids	Swimming	Freedom for kids to play
Great Beach	Beaches & Lagoons	Clean facilities
Clean & Tidy	Caravan Park	Fairy tern presentation
The Stunning Beach	Nice & Quiet	Good escape from Auckland
The beach & surf	Safe for kids to play	Quiet & peaceful
Amazing beaches & access	Freedom for kids	Amazing beach
Neat facilities	Clean nice environment	Awesome camp site
Safe family friendly	Beautiful environment	Lots of things to do
Family Friendly	Close to home	Lots to do - good balance for families
Not big city, small coastal feel		Great community feel at Holiday Park where we have a caravan
Variety of activities suitable for all the family	Beautiful beach & estuary	
Clean	Quiet	

Nature walks, bush walks  
Sandy Beach  
Close to Auckland so easy to get to  
Campground  
A lot less fishing boats compared to other places  
Campground close to water  
Safe swimming  
Safe area for kids to kayak  
Great weekend markets  
Beaches

Estuary & Ocean swimming, boating & kayaking  
Lots of things to do  
Restaurants & markets  
Markets  
  
Lots to see and don't require a car  
The local markets  
Easy drive from home  
Beautiful scenery  
Activities for kids, parks  
Shops

Activities at MAZ and utilising local businesses to support their growth  
Friendly  
Great campsite  
Beach  
  
Activities and walks close to the camp site  
Eating places  
Great campsite  
Safe swimming & surf beach  
Markets

## Appendix 3: Survey Parameters

### Group Size and Length of Stay:

Accommodation	Average	
	Group	Nights
Campers	4.0	3.4
Bach Renters	4.2	3.4
Bach Owners	4.2	3.5
Friends & Relatives	3.7	3.8

### Households hosting friends or relatives:

	Households			Visitors	
	Number	Hosting	Share	Number	Per H'hold
Residents	122	116	95%	190	1.6
Second Homes*	66	37	73%	277	7.5
Total Visitors	188	153	81%	467	9.1

Only 47 respondents provided data on visitor numbers

### Participation in activities:

Participation - Share of Respondents							
	Day Visitors	Campers	Renters	Bach Owner	VFR	TOTAL	Day Visitors
Harbour Swimming	21%	52%	24%	39%	26%	35%	45%
Paddling	9%	49%	12%	20%	12%	23%	29%
Winf Sports	0%	46%	2%	6%	3%	13%	16%
Jet/Water Skiing	2%	6%	2%	8%	5%	6%	7%
Harbour fishing	0%	13%	7%	7%	5%	7%	9%
Ocean fishing	7%	22%	9%	13%	10%	13%	17%
Surf Swimming	23%	54%	41%	33%	53%	41%	53%
Surfing	5%	44%	12%	13%	7%	17%	22%
Coastal Walking	40%	25%	57%	35%	67%	42%	54%
Bush Walking	23%	27%	41%	23%	33%	28%	36%
Golf	5%	11%	3%	12%	15%	10%	13%
Cycling	9%	27%	7%	10%	7%	12%	16%
Visiting Maz*	14%	25%	12%	23%	16%	19%	20%
Vising Museum*	9%	11%	14%	14%	33%	16%	17%
Visitng Markets*	30%	54%	0%	48%	84%	46%	30%
Activities/Respondent	2.0	4.6	2.4	3.0	3.8	3.3	3.4

Note: Overestimation of MAZ, museum, and markets. See Table 3

### Popularity of Activities

Popularity - Share of mentions							
	Day Visitors	Campers	Renters	Bac h Owners	VFR	TOTAL	Without Day Visitors
Harbour Swimming	15%	14%	11%	18%	11%	14%	14%
Paddling	6%	13%	6%	9%	5%	9%	9%
Winf Sports	0%	12%	1%	3%	1%	5%	5%
Jet/Water Skiing	2%	2%	1%	4%	2%	2%	2%
Harbour fishing	0%	3%	3%	3%	2%	3%	3%
Ocean fishing	5%	6%	4%	6%	4%	5%	5%
Surf Swimming	16%	14%	19%	15%	22%	17%	17%
Surfing	3%	12%	6%	6%	3%	7%	7%
Coastal Walking	27%	7%	26%	16%	28%	17%	17%
Bush Walking	16%	7%	19%	10%	13%	11%	11%
Golf	3%	3%	2%	6%	6%	4%	4%
Cycling	6%	7%	3%	4%	3%	5%	5%
	100%	100%	100%	100%	100%	100%	100%

## Appendix 4: Letter of Endorsement, Nexus Research and Planning



6<sup>th</sup> August 2024

Kia ora Phil,

Thanks for sending through your research report of surveys conducted in Mangawhai. I understand that this is one of a series of reports that review the contribution made to the local economy by the harbour but also covering other attractions.

I believe that the survey is well designed for the purpose, and hearing from 400 people who visit the area for one reason or another is a valuable contribution to the study.

Designing a sampling methodology for visitors is always difficult because you really need to know how many people visit the locations where the surveys are conducted as well as the opinions and attitudes and behaviours of the visitors surveyed at those locations. There is no data available about the number of visitors to the different locations, so we have to accept that the sample represented in this survey is a "convenience sample" being representative only of those that answered. Taking this approach, I see no problem with combining data from the web survey as well as the site-specific surveys.

The results highlight the importance of the harbour both as an activity centre and as a reason for visiting (expressed as "importance"). I would expect similar conclusions from a more conventional survey design (were the resources to be available).

The harbour is a focal point of the area and is an important reason for visiting. I agree with your interpretation that it is the combination of the surf beach, open coastline and clean harbour environment that define Mangawhai for visitors and residents.

Ngā mihi

Richard Dunbar

Richard Dunbar FRANZ MNZPI

Director

Nexus Planning and Research (NZ) Ltd.