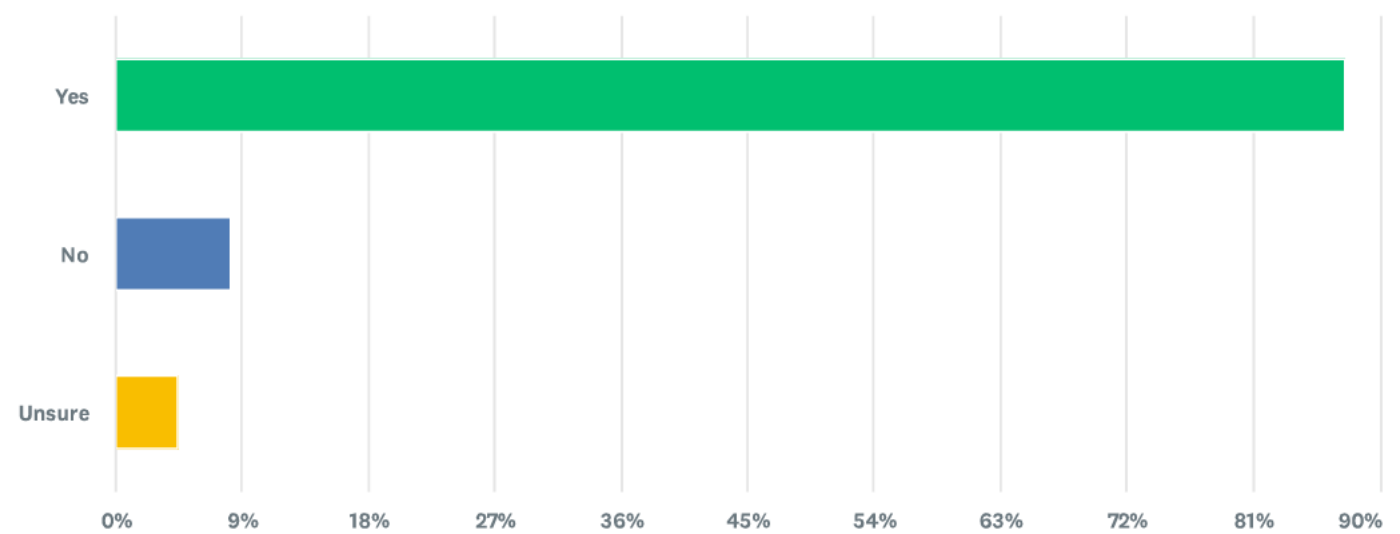


Q1 345 responses

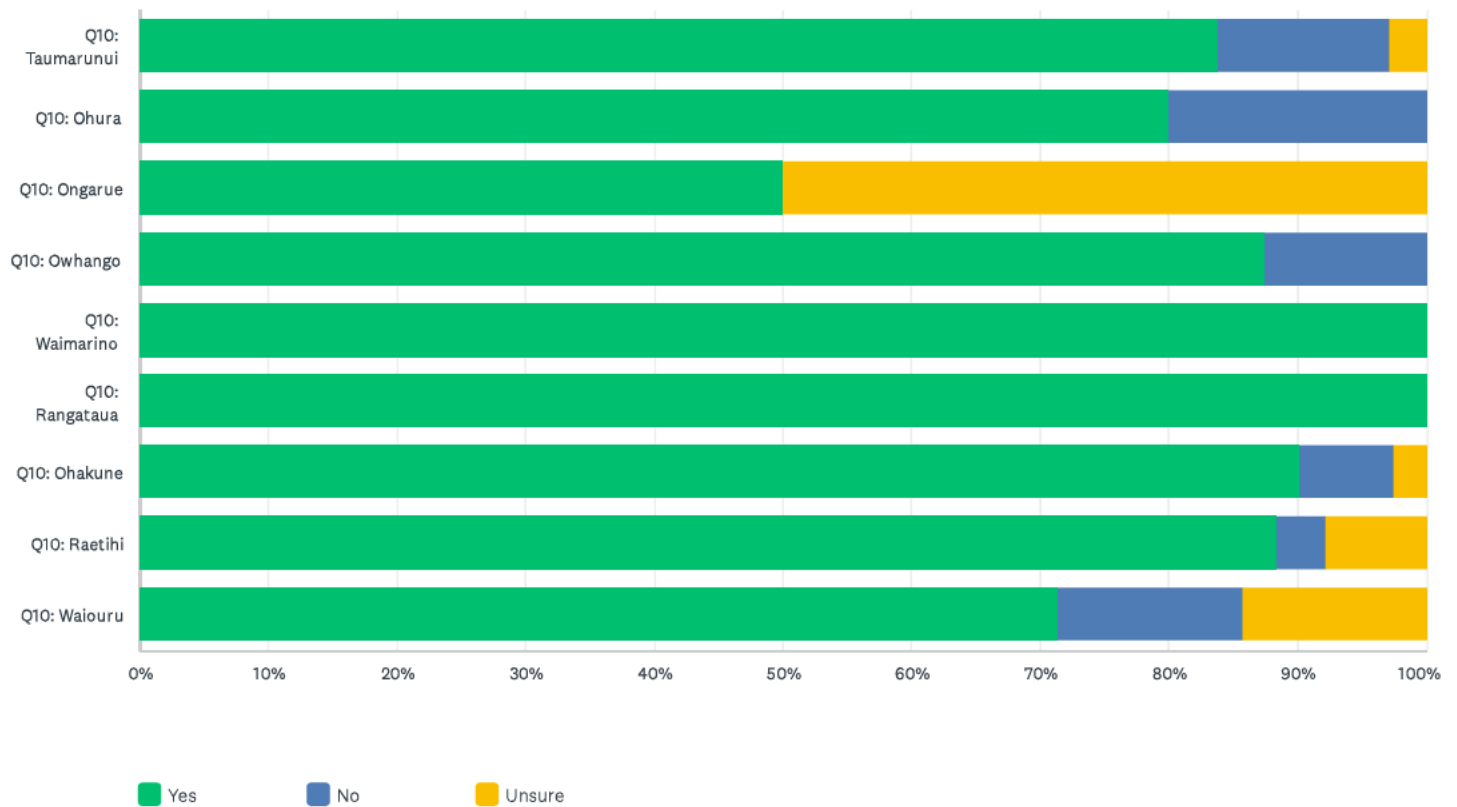
Do you think tourism promotion is important for the district?



Answer Choices	Percentage	Responses
Yes	87.54%	302
No	8.12%	28
Unsure	4.35%	15
Total		345

Q1 Do you think tourism promotion is important for the district?

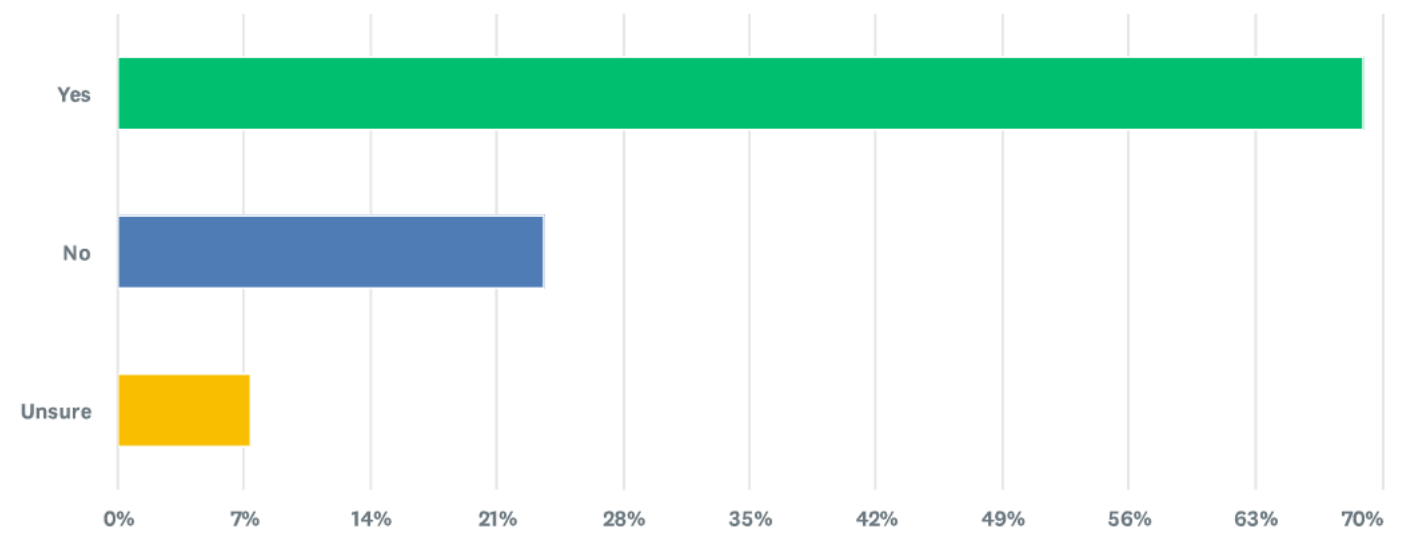
Answered: 310 Skipped: 0



	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	83,81% 88	13,33% 14	2,86% 3	33,87% 105
Q10: Ohura	80,00% 4	20,00% 1	0,00% 0	1,61% 5
Q10: Ongarue	50,00% 1	0,00% 0	50,00% 1	0,65% 2
Q10: Owhango	87,50% 14	12,50% 2	0,00% 0	5,16% 16
Q10: Waimarino	100,00% 10	0,00% 0	0,00% 0	3,23% 10
Q10: Rangataua	100,00% 7	0,00% 0	0,00% 0	2,26% 7
Q10: Ohakune	90,12% 73	7,41% 6	2,47% 2	26,13% 81
Q10: Raetihi	88,31% 68	3,90% 3	7,79% 6	24,84% 77
Q10: Waiouru	71,43% 5	14,29% 1	14,29% 1	2,26% 7
Total Respondents	270	27	13	310

Q2 339 responses

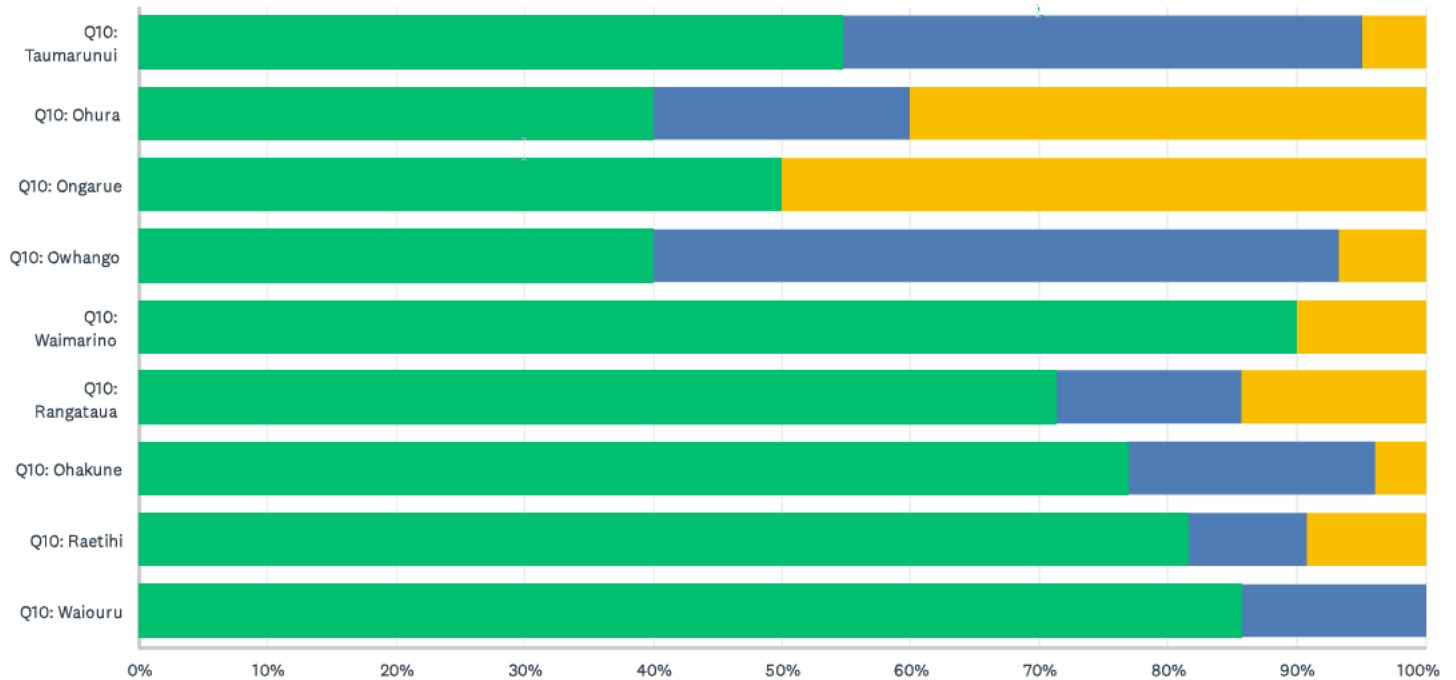
Should Council, through Visit Ruapehu, continue to support local tourism businesses and develop new visitor experiences?



Answer Choices	Percentage	Responses
Yes	69.03%	234
No	23.60%	80
Unsure	7.37%	25
Total		339

Q2 Should Council, through Visit Ruapehu, continue to support local tourism businesses and develop new visitor experiences?

Answered: 304 Skipped: 6

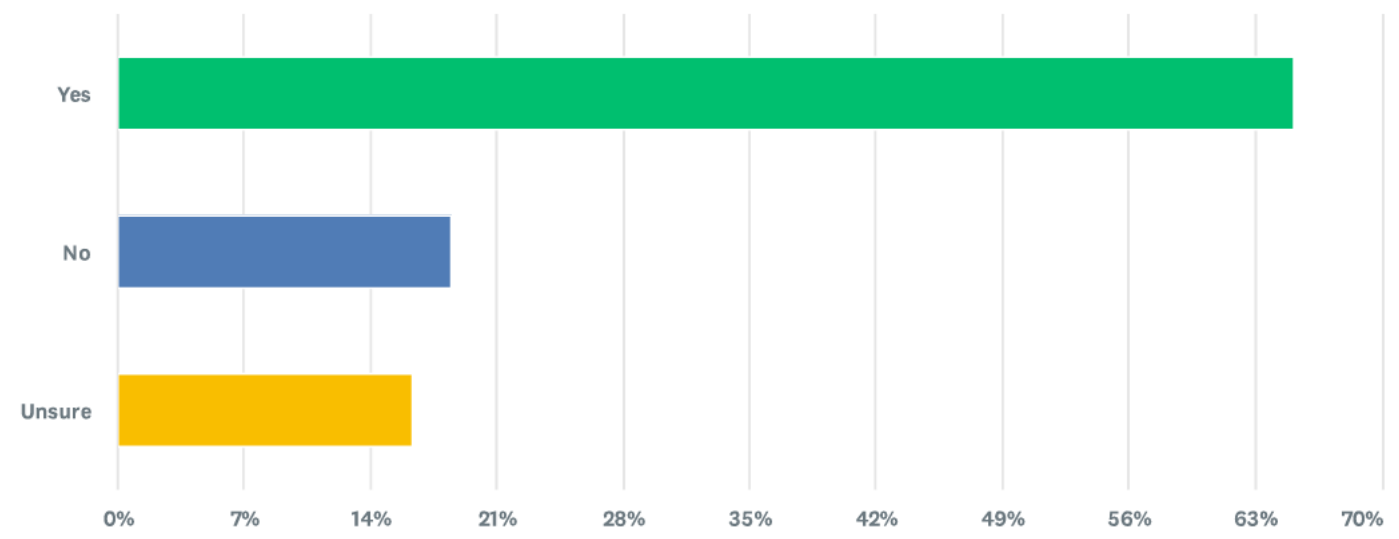


Yes No Unsure

	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	54.81% 57	40.38% 42	4.81% 5	34.21% 104
Q10: Ohura	40.00% 2	20.00% 1	40.00% 2	1.64% 5
Q10: Ongarue	50.00% 1	0.00% 0	50.00% 1	0.66% 2
Q10: Owhango	40.00% 6	53.33% 8	6.67% 1	4.93% 15
Q10: Waimarino	90.00% 9	0.00% 0	10.00% 1	3.29% 10
Q10: Rangataua	71.43% 5	14.29% 1	14.29% 1	2.30% 7
Q10: Ohakune	76.92% 60	19.23% 15	3.85% 3	25.66% 78
Q10: Raetihi	81.58% 62	9.21% 7	9.21% 7	25.00% 76
Q10: Waiouru	85.71% 6	14.29% 1	0.00% 0	2.30% 7
Total Respondents	208	75	21	304

Q3 342 responses

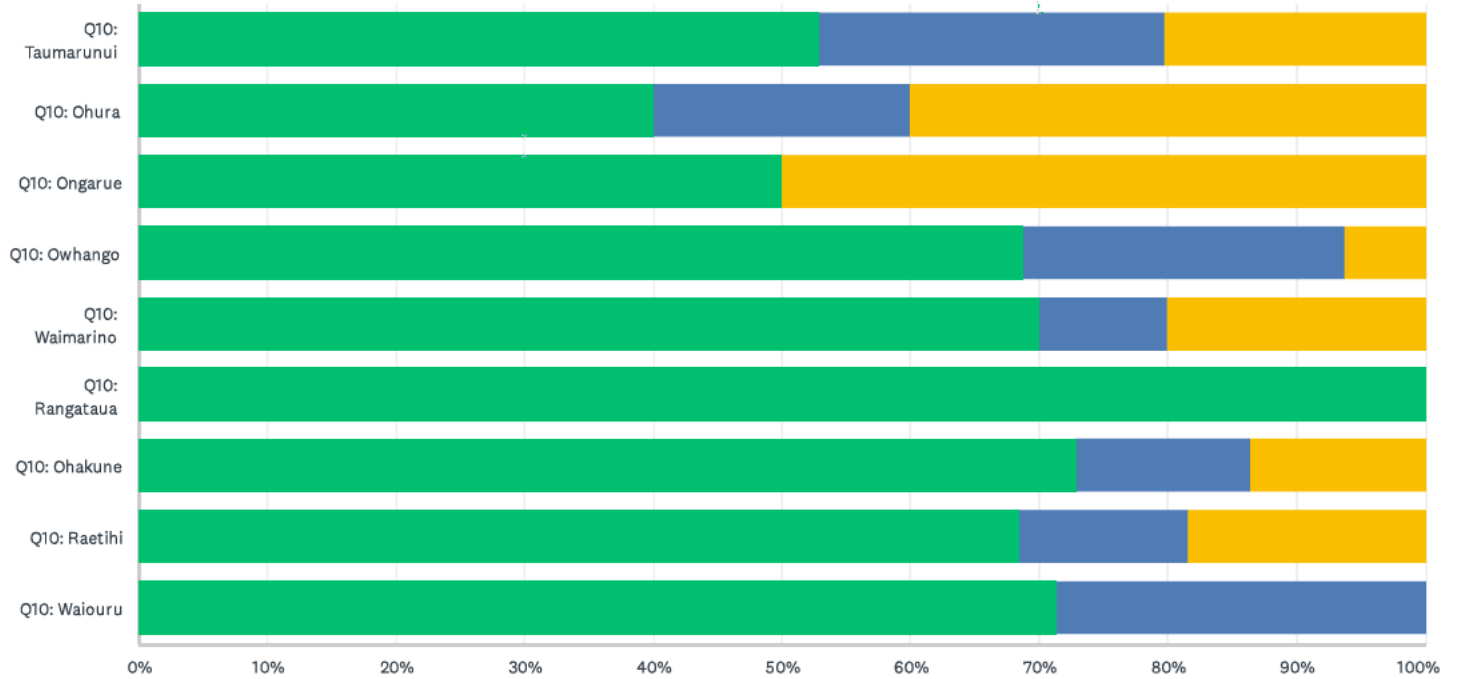
Should Visit Ruapehu continue to lead regional and national tourism partnerships on behalf of Ruapehu?



Answer Choices	Percentage	Responses
Yes	65.20%	223
No	18.42%	63
Unsure	16.37%	56
Total		342

Q3 Should Visit Ruapehu continue to lead regional and national tourism partnerships on behalf of Ruapehu?

Answered: 308 Skipped: 2

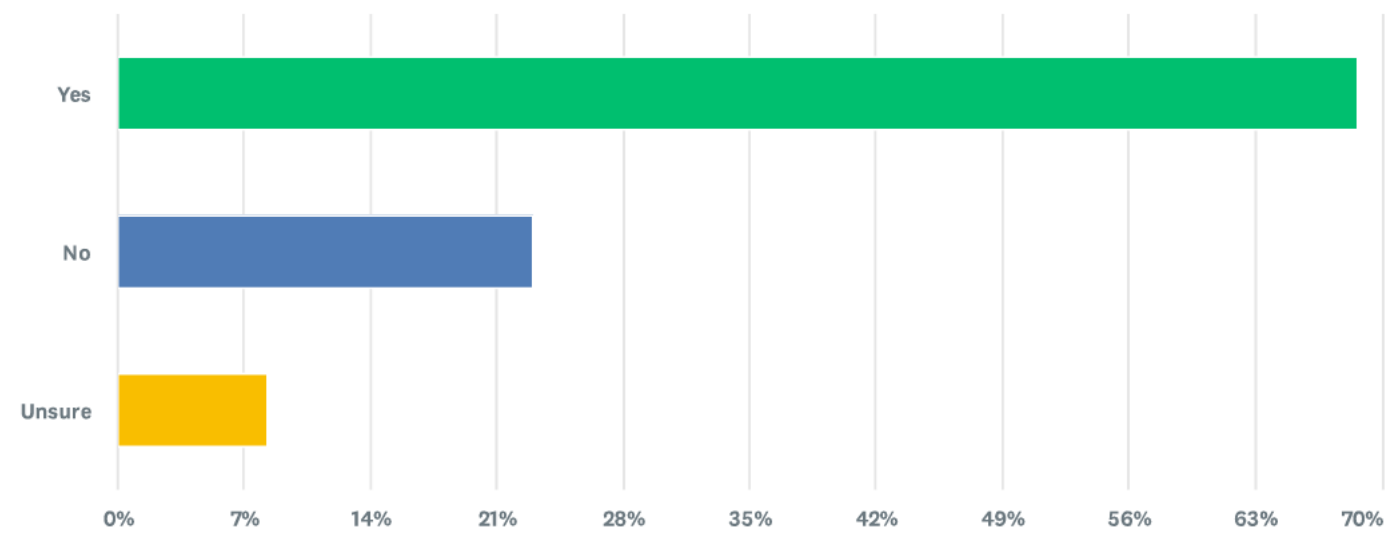


Yes No Unsure

	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	52.88% 55	26.92% 28	20.19% 21	33.77% 104
Q10: Ohura	40.00% 2	20.00% 1	40.00% 2	1.62% 5
Q10: Ongarue	50.00% 1	0.00% 0	50.00% 1	0.65% 2
Q10: Owhango	68.75% 11	25.00% 4	6.25% 1	5.19% 16
Q10: Waimarino	70.00% 7	10.00% 1	20.00% 2	3.25% 10
Q10: Rangataua	100.00% 7	0.00% 0	0.00% 0	2.27% 7
Q10: Ohakune	72.84% 59	13.58% 11	13.58% 11	26.30% 81
Q10: Raetihi	68.42% 52	13.16% 10	18.42% 14	24.68% 76
Q10: Waiouru	71.43% 5	28.57% 2	0.00% 0	2.27% 7
Total Respondents	199	57	52	308

Q4 339 responses

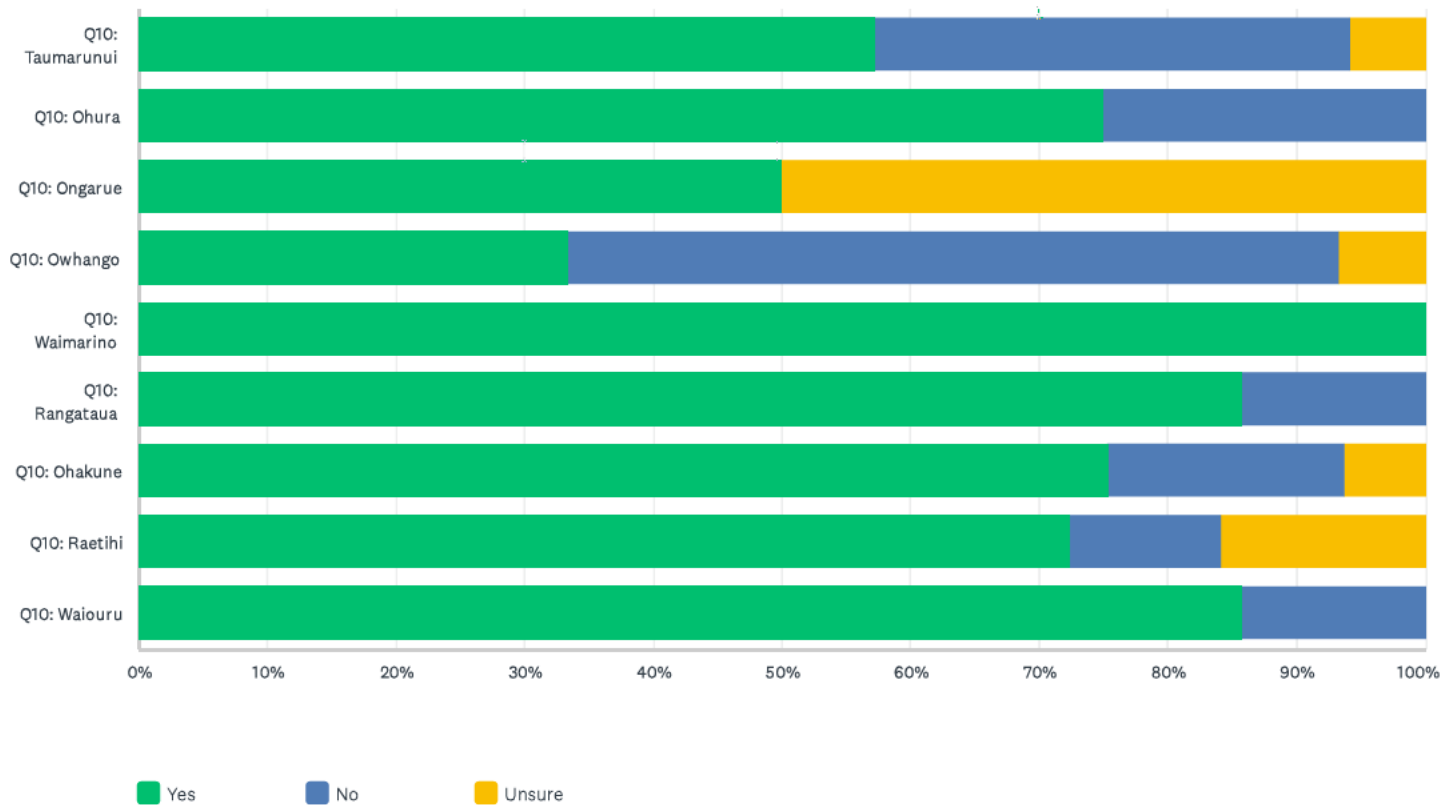
Do you think Council should continue investing in destination marketing to attract more visitors to Ruapehu?



Answer Choices	Percentage	Responses
Yes	68.73%	233
No	23.01%	78
Unsure	8.26%	28
Total		339

Q4 Do you think Council should continue investing in destination marketing to attract more visitors to Ruapehu?

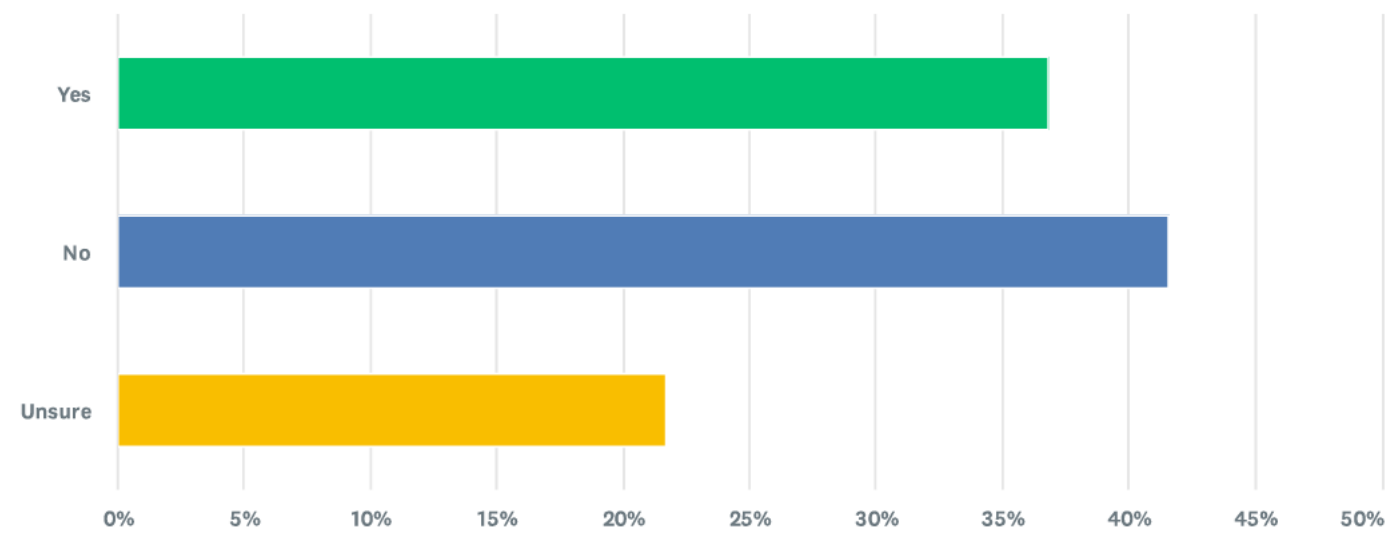
Answered: 305 Skipped: 5



	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	57.28% 59	36.89% 38	5.83% 6	33.77% 103
Q10: Ohura	75.00% 3	25.00% 1	0.00% 0	1.31% 4
Q10: Ongarue	50.00% 1	0.00% 0	50.00% 1	0.66% 2
Q10: Owahango	33.33% 5	60.00% 9	6.67% 1	4.92% 15
Q10: Waimarino	100.00% 10	0.00% 0	0.00% 0	3.28% 10
Q10: Rangataua	85.71% 6	14.29% 1	0.00% 0	2.30% 7
Q10: Ohakune	75.31% 61	18.52% 15	6.17% 5	26.56% 81
Q10: Raetihi	72.37% 55	11.84% 9	15.79% 12	24.92% 76
Q10: Waiouru	85.71% 6	14.29% 1	0.00% 0	2.30% 7
Total Respondents	206	74	25	305

Q5 337 responses

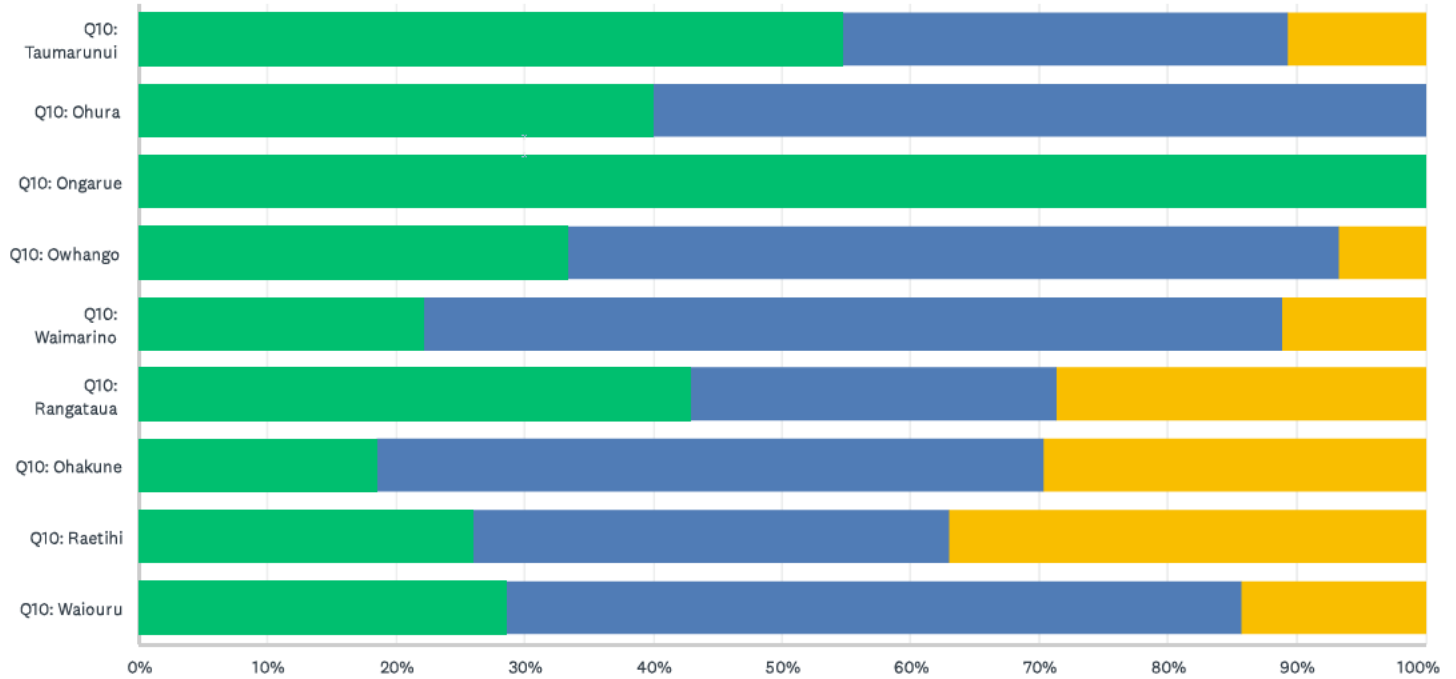
Given the low usage, should Council continue providing visitor information services in Taumarunui (at the current site or at an alternate location)?



Answer Choices	Percentage	Responses
Yes	36.80%	124
No	41.54%	140
Unsure	21.66%	73
Total		337

Q5 Given the low usage, should Council continue providing visitor information services in Taumarunui (at the current site or at an alternate location)?

Answered: 303 Skipped: 7

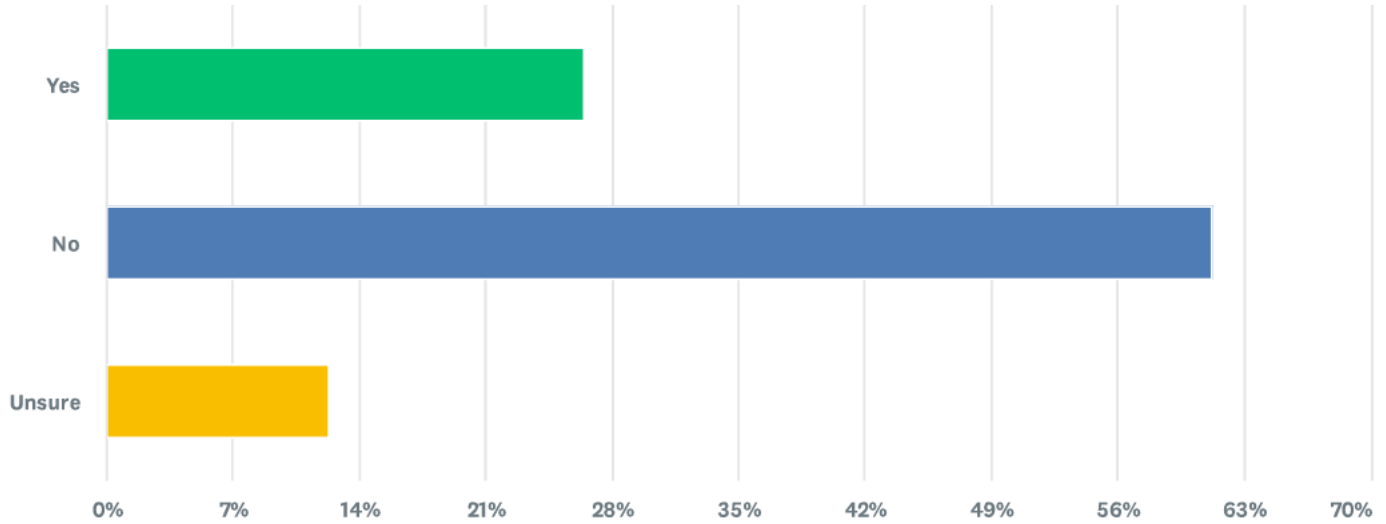


Yes No Unsure

	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	54.81% 57	34.62% 36	10.58% 11	34.32% 104
Q10: Ohura	40.00% 2	60.00% 3	0.00% 0	1.65% 5
Q10: Ongarue	100.00% 2	0.00% 0	0.00% 0	0.66% 2
Q10: Owhango	33.33% 5	60.00% 9	6.67% 1	4.95% 15
Q10: Waimarino	22.22% 2	66.67% 6	11.11% 1	2.97% 9
Q10: Rangataua	42.86% 3	28.57% 2	28.57% 2	2.31% 7
Q10: Ohakune	18.52% 15	51.85% 42	29.63% 24	26.73% 81
Q10: Raetihi	26.03% 19	36.99% 27	36.99% 27	24.09% 73
Q10: Waiouru	28.57% 2	57.14% 4	14.29% 1	2.31% 7
Total Respondents	107	129	67	303

Q6 340 responses

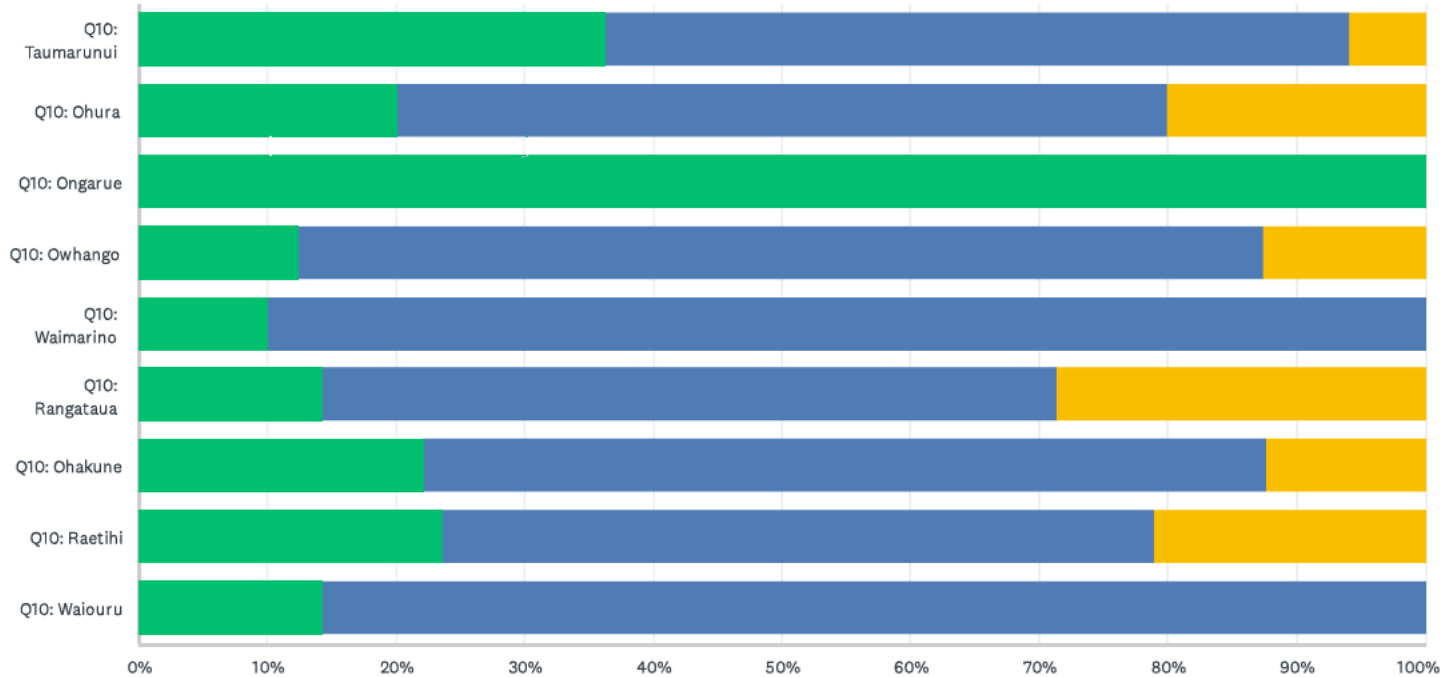
Should Council provide public shower facilities in Taumarunui (either as a part of the i-SITE or separately)?



Answer Choices	Percentage	Responses
● Yes	26.47%	90
● No	61.18%	208
● Unsure	12.35%	42
Total		340

Q6 Should Council provide public shower facilities in Taumarunui (either as a part of the i-SITE or separately)?

Answered: 306 Skipped: 4

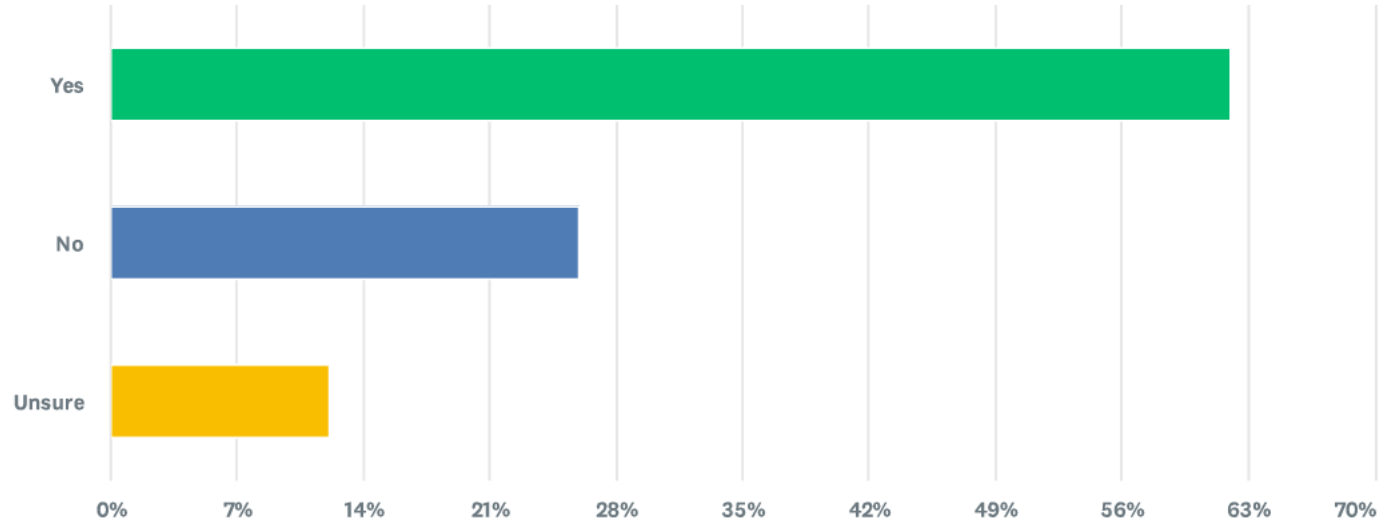


Yes No Unsure

	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	36.27% 37	57.84% 59	5.88% 6	33.33% 102
Q10: Ohura	20.00% 1	60.00% 3	20.00% 1	1.63% 5
Q10: Ongarue	100.00% 2	0.00% 0	0.00% 0	0.65% 2
Q10: Owhango	12.50% 2	75.00% 12	12.50% 2	5.23% 16
Q10: Waimarino	10.00% 1	90.00% 9	0.00% 0	3.27% 10
Q10: Rangataua	14.29% 1	57.14% 4	28.57% 2	2.29% 7
Q10: Ohakune	22.22% 18	65.43% 53	12.35% 10	26.47% 81
Q10: Raetihi	23.68% 18	55.26% 42	21.05% 16	24.84% 76
Q10: Waiouru	14.29% 1	85.71% 6	0.00% 0	2.29% 7
Total Respondents	81	188	37	306

Q7 340 responses

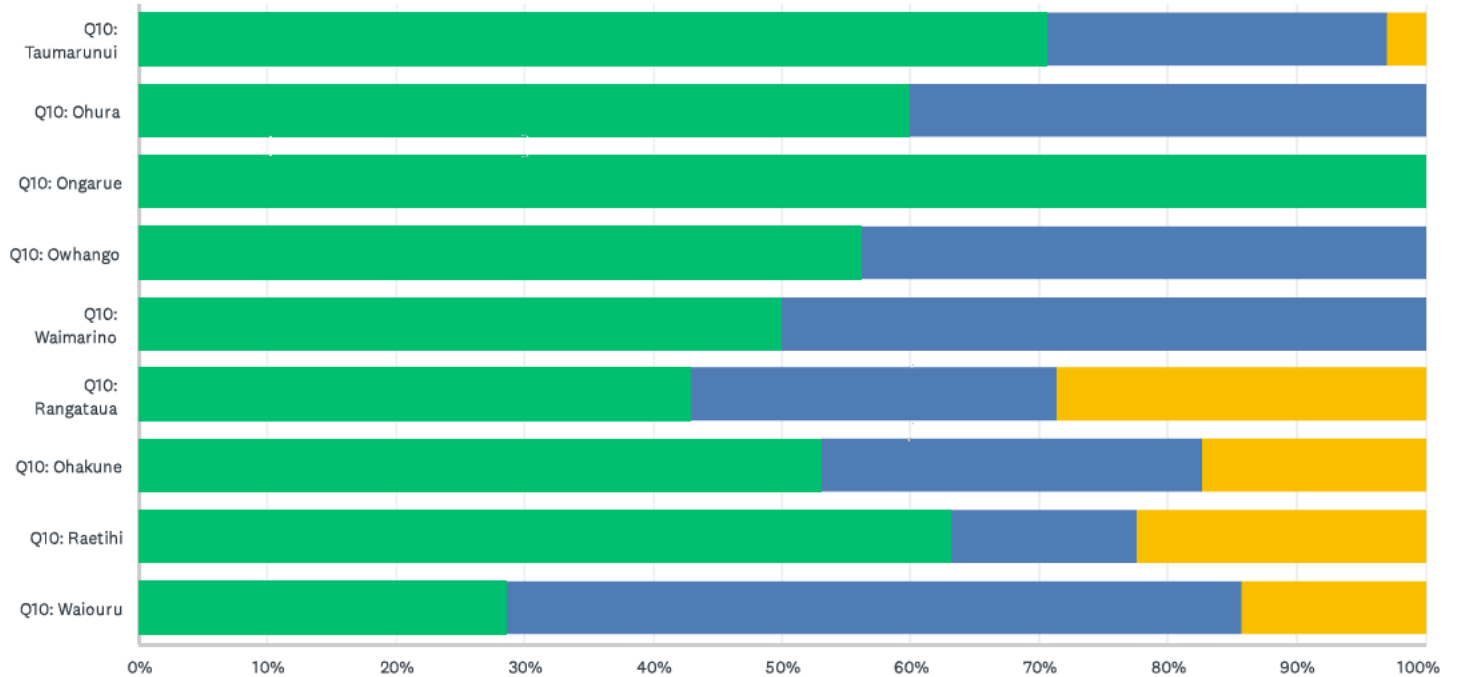
Should Council retain bus booking services in Taumarunui (at the current site or at an alternate location)?



Answer Choices	Percentage	Responses
● Yes	62.06%	211
● No	25.88%	88
● Unsure	12.06%	41
Total		340

Q7 Should Council retain bus booking services in Taumarunui (at the current site or at an alternate location)?

Answered: 306 Skipped: 4

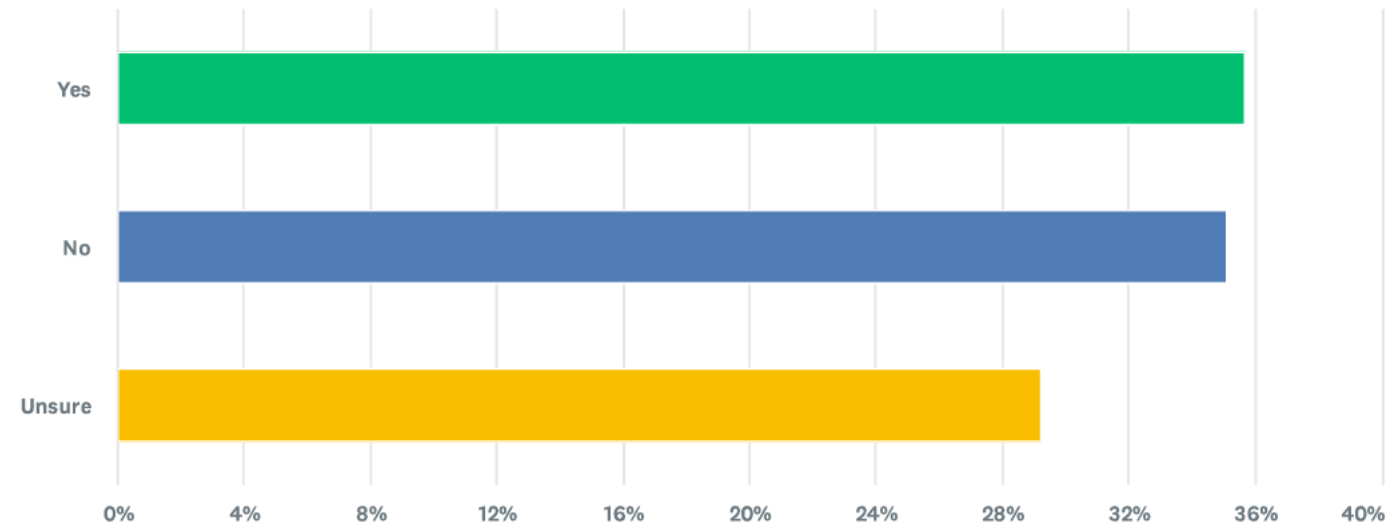


Yes No Unsure

	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	70.59% 72	26.47% 27	2.94% 3	33.33% 102
Q10: Ohura	60.00% 3	40.00% 2	0.00% 0	1.63% 5
Q10: Ongarue	100.00% 2	0.00% 0	0.00% 0	0.65% 2
Q10: Owhango	56.25% 9	43.75% 7	0.00% 0	5.23% 16
Q10: Waimarino	50.00% 5	50.00% 5	0.00% 0	3.27% 10
Q10: Rangataua	42.86% 3	28.57% 2	28.57% 2	2.29% 7
Q10: Ohakune	53.09% 43	29.63% 24	17.28% 14	26.47% 81
Q10: Raetihi	63.16% 48	14.47% 11	22.37% 17	24.84% 76
Q10: Waiouru	28.57% 2	57.14% 4	14.29% 1	2.29% 7
Total Respondents	187	82	37	306

Q8 339 responses

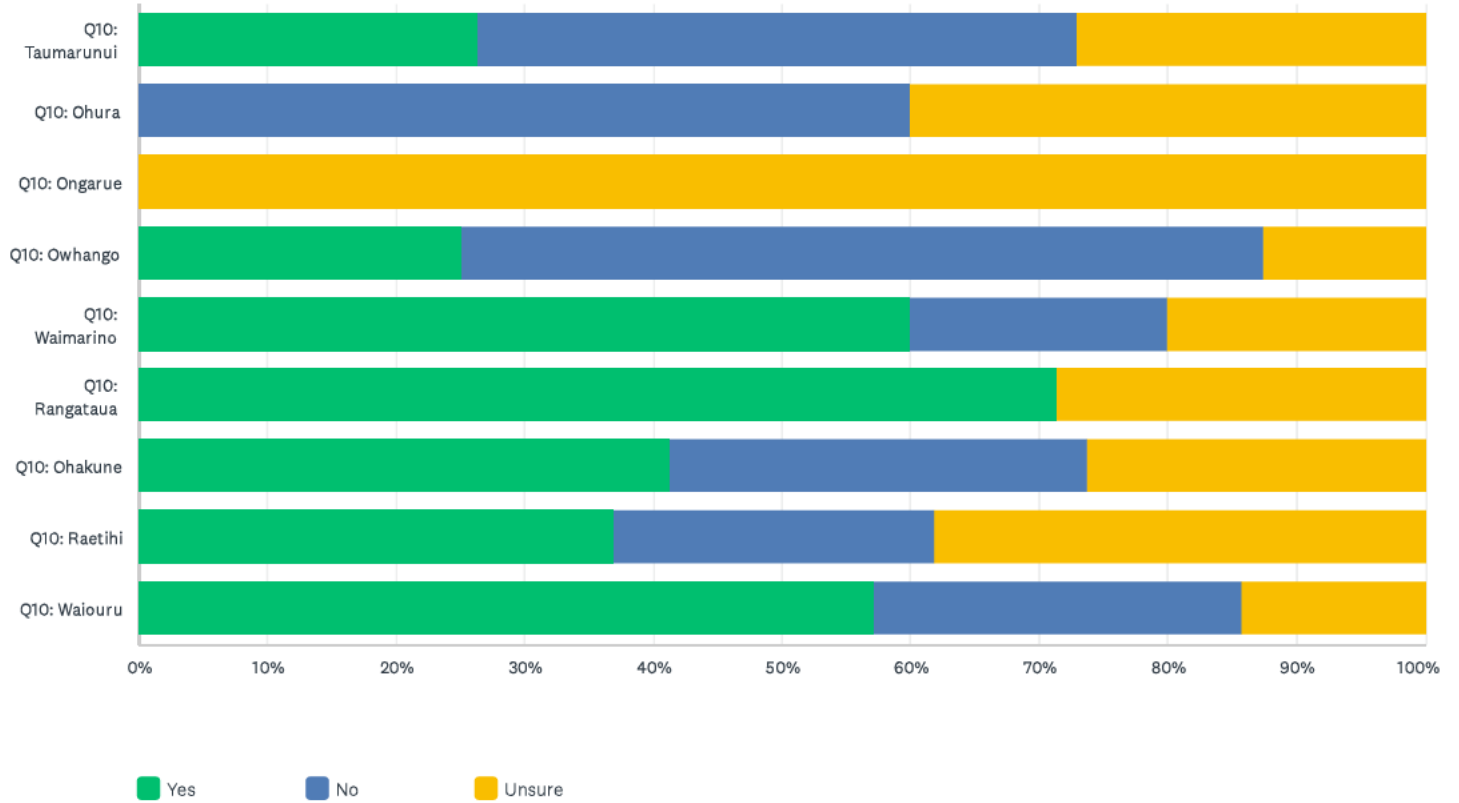
Should Council retain the mobile i-SITE?



Answer Choices	Percentage	Responses
Yes	35.69%	121
No	35.10%	119
Unsure	29.20%	99
Total		339

Q8 Should Council retain the mobile i-SITE?

Answered: 306 Skipped: 4



	YES	NO	UNSURE	TOTAL
Q10: Taumarunui	26.21% 27	46.60% 48	27.18% 28	33.66% 103
Q10: Ohura	0.00% 0	60.00% 3	40.00% 2	1.63% 5
Q10: Ongarue	0.00% 0	0.00% 0	100.00% 2	0.65% 2
Q10: Owhango	25.00% 4	62.50% 10	12.50% 2	5.23% 16
Q10: Waimarino	60.00% 6	20.00% 2	20.00% 2	3.27% 10
Q10: Rangataua	71.43% 5	0.00% 0	28.57% 2	2.29% 7
Q10: Ohakune	41.25% 33	32.50% 26	26.25% 21	26.14% 80
Q10: Raetihi	36.84% 28	25.00% 19	38.16% 29	24.84% 76
Q10: Waiouru	57.14% 4	28.57% 2	14.29% 1	2.29% 7
Total Respondents	107	110	89	306

Q9 Do you have any other feedback about Tourism and Visitor Services?

Answered: 129 Skipped: 216

#	RESPONSES	DATE
1	No tourism promo = businesses closing and no option to recover	8/11/2026 9:29 AM
2	The shower (and specifically toilet) in Taumarunui isite is not of a good standard (smelly and in poor condition) difficult to keep in an appealing state. Why do they not have a purpose built traveller's toilet and shower like the Owango toilets that would be more serviceable, safer and more practical for unisex use? If facilities were of a high standard they might get used more! In the busy summer months there are many thru hikers/cyclists who would appreciate a clean modern facility. It reflects on Taumarunui that one is not available. Many travellers are prospective residents and will gauge the town on its toilet facilities.	8/10/2026 10:32 PM
3	4. What visitor numbers have been attracted 7. alternative site 8. cost	8/10/2026 10:29 PM
4	Again a necessity for locals, visitors and many surrounding districts.	8/10/2026 10:28 PM
5	Use alternative location maybe put in a kiosk in new world or other business location	8/10/2026 10:27 PM
6	Do a far better job at reinstating the Hamilton bus	8/10/2026 10:25 PM
7	Isite has wrong atmosphere. Isite could be a vibrant centre with local young people as hosts. Broader art 4 sale and other local focused info. Local to community arts hall by the toy library could be an exciting local attraction, only limited by imagination. Change name tmn cultural centre - not just Maori culture either.	8/10/2026 10:24 PM
8	They should also write / promote in local newspaper - not all houses are locals or have been here for long time.	8/10/2026 10:19 PM
9	Move Taumarunui isite and share with library. Work with Ngāti Haua:- awa tours - guided trips; mountain, river trails, mountain biking tours etc. etc. town tours!	8/10/2026 10:17 PM
10	It appears to cost very little in reality so possibly could be kept on. Central Govt should stump up with a tourist levy and give RDC or Council a % of the fees collected nationally. Depending on numbers coming through and to our area. The Chateau should be fixed up and used as it's an iconic building and back in the day a tourist hot spot and locals used it as well of course.	8/10/2026 10:15 PM
11	DOC does not provide visitor services in Taumarunui. Taumarunui isites carry out some functions for DOC e.g assoc with Whanganui River Journeys, PLB hire. Without the isite, these attributes that enable and enhance trips and conservation initiatives may not happen - can't see DOC picking up with functions again.	8/10/2026 10:12 PM
12	It is 2026 - most people are capable of doing their own research and bookings on their phones.	8/10/2026 10:10 PM
13	Busy bus and train station / interchange,	8/10/2026 10:09 PM
14	The mountain opens and closes every year at the same time, yet tourists have to go to Taupo to an indoor ... tubing in fake snow, we should be capitalising on this by creating better off the mountain activities for families / and a people alike.	8/10/2026 10:07 PM
15	One in Raetihi good. Ohakune handy for geo locators.	8/10/2026 10:04 PM
16	Re the I-SITE showers; raise the fee to cover current cleaning etc and if usage drops further close them. #8 depends if mobile site is costly when not in use?	8/10/2026 10:03 PM
17	Our money should not be spent on tourism. This is a different entity and Council is for ratepayers and infrastructure and make sure that towns aren't paying for outsider.	8/10/2026 9:58 PM
18	Raetihi has an info centre: run by volunteers. Also does bookings for intercity buses. This has not been mentioned at all. Raetihi is operational 7 days a week.	8/10/2026 9:54 PM
19	I think Council could lead community groups that rely on tourism to coordinate their tourism promotions, and coordinate signage at street level. I have been involved in a tourist-supported	8/10/2026 9:49 PM

Tourism and Visitor Services

business and we did our own marketing to attract tourists. We found other businesses nearby a bit unhelpful.

20	Budget should only increase at inflation rate or less	8/10/2026 9:47 PM
21	Raetihi also has a information site which is running solely by volunteers. Also has a lot of books on history	8/10/2026 9:42 PM
22	Living in Raetihi we aren't willing to make decision for another town. We don't live there fulltime so don't know what they require.	8/10/2026 9:40 PM
23	Visit Ruapehu seems to focus on Taupo	8/10/2026 9:39 PM
24	I think tourism business is a risky investment / stake in the ground for a council to be investing in.	8/10/2026 9:38 PM
25	Required service	8/10/2026 9:36 PM
26	Tourism has become integral in Taumarunui with increases in Te Araroa walkers and cyclists using Taumarunui as a 2-3 day layover base, going to Tongariro and Whanganui River from here. We are on the route for Forgotten Highway and Timber Trail. Transport is important to hold onto for Taumarunui we have Great Journeys NZ stopping here as one of the stations and Intercity buses. We also have ferry bookings. Taumarunui is the main service town for this district, we need to keep these services here.	8/10/2026 9:36 PM
27	We have a lot of great things in our district with many tourists that come to town. When getting my train ticket they ladies were very good and welcoming to the different tourist that were in the isite. Great assets promoting our town and what we have for them to do.	8/10/2026 9:34 PM
28	Taumarunui should be able to promote this area and town without the main office being in Ohakune. Taumarunui needs more publicity for this town and the people.	8/10/2026 9:32 PM
29	Regarding question 5, visitor information pamphlets can be distributed to cafes for display. Regarding question 2, Council should not financially support local tourism businesses other than through advertising. However, new visitor experiences such as an art trail are welcome. Please consider an accommodation levy to allocate some of the rate burden to tourists.	8/10/2026 9:30 PM
30	Council should fund more ways of achieving cost recovery e.g. showers and from groups benefiting from visitors, not general ratepayers.	8/10/2026 9:28 PM
31	Spell isites correctly	8/10/2026 9:22 PM
32	Well signposted visitor centres with maps and info, keep the visitors here longer / younger tourists find all they need to know about anywhere / thing on their phones.	8/10/2026 9:22 PM
33	Combine isite with library or other council facilities.	8/7/2026 6:56 PM
34	I think our rate payers need things for us. Not so much the tourists, I think they will come anyway. We need things like opportunities for our youth, soft plastic recycling, less chopping trees down, the cameras in town needs fixing. Fix our river walking tracks. Get more cameras to protect the James Cannon carved birds along Mansens gardens plus more lighting in the whole Mansens gardens. And buy one good quality set of solar lights to light up Mansens gardens every year to build the collection up as a permanent low cost installation for the towns people. We matter most seen as we are paying for it. Plus I never got the opportunity to say in the other surveys. [REDACTED]	8/7/2026 5:40 PM
35	Visit ruapehu [REDACTED] For the money you pay them you'd expect them to put a lot more effort into promoting our amazing back yard.	8/7/2026 4:46 PM
36	Raetihi I-site does an amazing job and is not fully funded	8/7/2026 2:54 PM
37	There is no need for any of this in Taumarunui, people don't fly in here they have already done their research when they arrive or pass thru.	8/7/2026 1:18 PM
38	Our 1st or 2nd greatest GDP regional contributor, mmm you haven't seemed to mention that but happy as to shout it from the roof tops when the ski fields and Chateau are a media conversation? Again heavily loaded and biased questions! How many whānau even know you	8/7/2026 10:37 AM

Tourism and Visitor Services

own a mobile I-Site that is currently furlonged because of the cost of repairing the leaks? Let alone why would average residents actually care about something they know nothing about?

39	They should be privately run through contractors	8/7/2026 9:22 AM
40	Businesses look after their own marketing. Ruapehu is farming and forestry primarily. These industries employ more staff than tourist operators. These properties pay the most rates.	8/7/2026 9:18 AM
41	I think an isite in the main street of Taumarunui is vital. I know of plenty of visitors who use it, and there is additional benefits from the intercity bus that uses Taumarunui as a stop point.	8/7/2026 8:36 AM
42	Tourism, both domestic and international, is a huge revenue earner that flows right through the community in a positive way for almost all residents - albeit indirectly and not in an obvious way for many.	8/7/2026 7:46 AM
43	Love the Visit Ruapehu mahi. Loved the Tim Roxborough collab recently. Good work!	8/6/2026 8:57 PM
44	let our business on wheels have a location down at the isite to sell food and drinks to our visitors who come on/off buses	8/6/2026 1:45 PM
45	Our family believe the library should be used in the same location as the i-SITE	8/6/2026 11:45 AM
46	Put the prices up on the showers	8/6/2026 9:53 AM
47	The Taumarunui isite provides valuable information to visitors. I would suggest that further investment is need to clean up station. Eg replace those hideous planters on the platform with some good quality modern ones. Remove those hideous billboards beside the isite or alternatively increase the rentals for advertising to market rates.	8/5/2026 12:29 PM
48	Pretty sure the homeless in town need the public shower service.	8/5/2026 11:08 AM
49	I think the location of the Taumarunui i site is the problem. Perhaps the i site services could be contracted to REAP.	8/5/2026 10:44 AM
50	Keep the main sites and work with your local Iwi partnerships within the rohe to co lead and work together what these spaces look like. Create employment rather than reduce your obligated service to service Ruapehu District Council	8/5/2026 9:13 AM
51	The Taumarunui I site is unattractive and does not represent the town and its tourism well.	8/5/2026 9:10 AM
52	Suppoet local community and the local children, not tourists. Honeslty the kids miss out because you all think this is a tourist destination, but you cannot even provide for locals and most local businesses dont serve on tourism, only a small amount do. We are a farming region always have been. Faemwes payed for the carrot park.	8/5/2026 8:18 AM
53	Stop wasting our money	8/4/2026 9:44 PM
54	Visit Ruapehu do an incredible job considering there's just a handful of staff. They're known throughout the national tourism industry as punching well above their weight.	8/4/2026 6:49 PM
55	Charge visitors to help cover their toilet rubbish and road use	8/4/2026 6:25 PM
56	There was always ment to be an exit strategy from rate payers paying for RTO, but it never happened. The questions in this survey are too narrow as a yes or no is not the answer. Tourism marketing needs to be funded by those who benefit financially. I focus for destination markets should be in social media and not employing all these staff or wasting money on separate buildings. I Sites should incorporate the marketing of tourism.	8/4/2026 3:04 PM
57	Brighten up the isite combine with trac and turn the isite into an attraction	8/4/2026 12:45 PM
58	Visit Ruapehu do an amazing job. Jo, Mahalee and Catherine produce similar results to councils with dozens of staff. Amy and the team at Taumarunui i-Site beautifully represent Taumarunui and Ruapehu hospitality. The Ohakune i-Site performs well because it's a distinctive building that stands out and catches visitors' eyes. The Taumarunui location is convenient but practically invisible being part of an unattractive building. The lack of obvious level access is a huge deterrent. It's essential to retain a Taumarunui i-Site as Taumarunui is the gateway to the Ruapehu, but it needs to be in a building that is noticeable, convenient and distinct - like the pizza-k-more building or Masonic Lodge are.	8/4/2026 9:33 AM
59	It is essential for our district?	8/4/2026 9:24 AM

Tourism and Visitor Services

60	Better bus services. Taumarunui to Waimarino Taumarunui to Ohakune Ohakune to Raetihi Isites open in the weekend and public holidays	8/4/2026 8:51 AM
61	This i-site could be moved to a location down-town, reduce costs but I still think is it necessary to retain. Make it more visible within the town, spruce it up a little.	8/4/2026 8:43 AM
62	To lower cost .invite naming rights for sponsorship of council sites ie library. pool etc	8/4/2026 8:29 AM
63	You can't reduce spending if it's one of the biggest income earners, that would be insane Also be good to know the numbers of how many people use the Isite's as it's hard to make decisions with no facts.	8/4/2026 3:25 AM
64	As a tourism operator and café owner in Taumarunui, I can say with certainty that Visit Ruapehu brings much more than visitors into our town. Its work gives small businesses valuable exposure, brings customers into our shops and cafés, and encourages people to use local services and facilities. If Council believes it is necessary to reduce resources for Visit Ruapehu, it must recognise the likely consequence: more locally owned businesses will struggle and more shops may close. Taumarunui needs greater investment in economic recovery—not Council retreating from it. Otherwise, the town risks being brought to a standstill, much like our broken town clock. The merger involving the i-SITE was intended to provide financial relief, but without transparent figures the community is left guessing about whether those savings have been achieved. In any case, the i-SITE should not be judged only by whether it makes money. Its purpose is also to provide a public service, connect visitors with local businesses and places, and support smaller operators who cannot market themselves on a large scale. Our Taumarunui i-SITE has improved dramatically and has become an important link between visitors, businesses and local experiences. If Council does not support services such as Visit Ruapehu and the i-SITE, who will? Council should spend more time, staff resources and energy supporting Taumarunui and its locally owned, ratepaying businesses. Major regional projects may attract attention, but Council must not overlook the businesses that are already here, employing local people, paying rates and keeping our town alive. My message is simple: * Keep Visit Ruapehu pumping. * Invest in and strengthen the Taumarunui i-SITE. * Prioritise locally owned businesses. * Clean the streets. * Paint and brighten the town. * Repair and illuminate the town clock. * Bring music, activity and life back into our public spaces. * Celebrate Taumarunui's people, culture, history and businesses. Taumarunui does not need managed decline. It needs confidence, visibility and investment. Council should be helping us create a town where visitors want to stop, locals want to spend, and businesses have a genuine chance to survive and grow. [REDACTED]	8/3/2026 10:35 PM
65	If showers are required get a similar set up to Waimarino with KiwiCamp or whatever it's new name is.	8/3/2026 9:43 PM
66	We should have signs in Ohakune advertising events in Raetihi and pipiriki as well as ohakune like a notice billboard for cars passing by to show there's more than ohakune that the surrounding towns have way more use local sign writers too	8/3/2026 9:37 PM
67	No point promoting if your only doing ohakune and forgetting other towns and small businesses in Raetihi	8/3/2026 8:29 PM
68	Paying for services in towns that have nothing to do with me or where I live, while nothing is provided for my town.	8/3/2026 7:42 PM
69	NA	8/3/2026 4:30 PM
70	Increase the cost of the showers to \$3 to help cover the costs better	8/3/2026 1:50 PM
71	I didn't even no about the mobile i-site.	8/3/2026 12:48 PM
72	I don't want to comment on Taumarunui services as do not live there but I would have thought that booking buses benefits members of the community who have less resources and need more support (ie maybe do not have smart phone/IT) so is important community service.	8/3/2026 12:15 PM
73	How often is the mobile i-site used/visited? That should be the indicator on whether it is financially variable	8/3/2026 10:40 AM
74	Perhaps the ISITE (or similar) should be advertised that it is at the council building on Huia St, and staff there would give the information required, one stop shop, that would decrease costs on building and staff wages, cleaning etc, and bus booking could be done there if the bus services wish.	8/3/2026 8:48 AM

Tourism and Visitor Services

75	the funding thru the Economic Rate is grossly unfair as it only targets businesses that have premises and misses a very large number of businesses who have their home as base.	8/2/2026 10:25 PM
76	If you choose to operate the shower facility the price needs to rise to cover expenses, otherwise it is not viable. All the services regarding buying and booking bus tickets can be done online. All information regarding tourist destinations can also be found online. If the benefits do not justify the costs, then it is not viable and should be discontinued. Rate payers should not pay for this.	8/2/2026 4:25 PM
77	Our community needs the tourism. Without the i-site a lot of people cannot use the public transport. Reduce the staff in the council offices instead of i-site.	8/2/2026 1:27 PM
78	Investment and bringing visitors to the area is important for the economic value. We'd made previous comments about the public toilets and if you could add a shower service. We're regular visitors to the area, but we didn't even know that there was a shower service in Taumarunui.	8/2/2026 12:27 PM
79	VR have done a great job	8/2/2026 12:19 AM
80	Develop cycling tourism and promote Cherry Grove pathway to passing visitors. Dog toileting facilities (dog park) in town center	8/1/2026 8:24 PM
81	Keeping an eye on staffing levels so that staff are busy in their roles with staff or projects	8/1/2026 4:41 PM
82	Public showers should either be user-pays or funded by the Government International Visitor Levy.	8/1/2026 3:10 PM
83	Tourism services should be paid for by those who benefit - business, govt. and not the rates payer. Most ratepayers get no benefit from tourists, yet we sre paying for all the facilities they use, and to vlean up after them - for zero benefit to me, a pensioner.	8/1/2026 12:33 PM
84	Taumarunui i-SITE should only continue if co-located with another tourism-sector business. Does Council make money from providing bus ticketing services? Does that revenue offset an FTE? If not, then let another Taumarunui business be ticketing agent.	8/1/2026 12:10 PM
85	No	8/1/2026 9:22 AM
86	Councils own Economic Briefing Notes demonstrate that this industry is most likely to enable population growth through employment while our primary sector is our founding economy.	8/1/2026 6:52 AM
87	Visit Ruapehu needs to step up and do what they're being funded to do. There is a lot of money going into VR and no clear outcomes. Sharing business's posts on Facebook is not what an RTO's only role is. What 'new visitor experiences' has VR created? Stop taking credit for the work of others.	7/31/2026 8:17 PM
88	Yep so when you ask "Should Council, through Visit Ruapehu, continue to support local tourism businesses and develop new visitor experiences?" When have Visit Ruapehu done that? They are mandated to promote the region and we have seen very little business support and Visit Ruapehu has certainly never developed new visitor experiences! This is what VR should be doing more of!	7/31/2026 7:57 PM
89	n/a	7/31/2026 6:55 PM
90	Tourism operators should pay for tourism promotion not council. I site services could be provided more cheaply through an existing business in Taumarunui if visitor numbers are low similar to NZ Post	7/31/2026 6:51 PM
91	Does Taumarunui need showers at the i-site? What might be implications if removed? Would it stop people stopping? probably not. Who are the showers actually serving? Freedom campers who might not spend money in the town anyway?	7/31/2026 5:45 PM
92	Which factories and many businesses enterprises closing down in recent years, tourism is the only hope for the region, it should be promoted adequately	7/31/2026 5:31 PM
93	\$2.00 is way too cheap \$5.00 would be a better price and still reasonable	7/31/2026 5:21 PM
94	Most of the services are on line. when visitors come they all seem to use phones for information	7/31/2026 5:11 PM
95	We need to provide Tourism and Visitor Services so our town remains on the map and relevant	7/31/2026 5:07 PM

Tourism and Visitor Services

96	Tourists use the internet! Let them google and scroll	7/31/2026 5:06 PM
97	If some services can be transferred to the council office do that. The mobile isite should be used for all council services including community engagement - would need to change the imagery but must have a wider use.	7/31/2026 11:54 AM
98	Tourism is our 2nd biggest economic activity so Visit Ruapehu and the Ohakune isite are important. Taumarunui isite is more about locals than visitors. Should keep the mobile isite for use at events, etc - change the branding so it is a council services/bsite services cross and can be used more widely. It was rebranded during COVID and used by Council and local iwi to great effect. Could support civil defence	7/31/2026 9:35 AM
99	Put as much as possible on-line, and improve the offerings by diverting funding from underused programmes to an enhanced on-line portfolio	7/31/2026 2:16 AM
100	Stop the funding as Covid told us it didn't brings the visitors after the pandemic lockdowns. Most people are booking online now so we don't need I site as they are so last century. Keep the park n ride facility at National Park	7/30/2026 8:59 PM
101	Should be beneficiary pays, not publicly funded.	7/30/2026 1:27 PM
102	Move Taumarunui i-Site to smaller premises across the road in. and user pays for the showers	7/30/2026 1:11 PM
103	Couldn't these services be run out of the council building it self? We do not need public showers	7/30/2026 9:48 AM
104	Did not know there was a mobile sure, never seen or heard of it	7/30/2026 8:28 AM
105	Tourism can be managed by government higher or private companies	7/30/2026 1:42 AM
106	Taumarunui benefits from all the different tourist operators. As an accommodation provider I am delighted at the number of international tourist we host mostly over the summer. I'm sure many businesses benefit from Tourism which also provides jobs.	7/29/2026 10:01 PM
107	Why do isites need a separate entity/ location? Bookings etc good surely be done similar to the post shop or kiwi bank model? Combine w other open facilities/ businesses, e.g. Turoa HQ in Ohakune.	7/29/2026 8:47 PM
108	the isote tmn is not in the best place. what about memorial hall doubling as an isite venue. however, what about a shop on hakihaa dtreet swap reduced rates for free rent for isite. as well i think it could become a tourist venue itself. instead of the same [REDACTED] staff in there use your employment scheme to place young people in there as guides/ambassadors. make sure they are well presented and knowledgeable (training in comms and the local history etc). what about the community arts centre (just a suggestion) or the toy library. the arts centre could sell a range of arts and crafts to appeal to a range of pocket sizes. painted stones with different maori symbols to more expensive art pieces plus a mailing service. the shower facility is not widely known about but is a very good facility.	7/28/2026 9:59 PM
109	80/20 rule applies. Put the money where 80% of the interest is. Changing methods of booking online means really you dont need to book tickets at a face to face option. Are you working for intercity? No. If they want a human tickets agent, they can fund it. These are really basic business 101s	7/28/2026 9:40 PM
110	Why is council involved in all this tourist activity if Visit Ruapehu is funded for such? Council should be focussing only on core business and tourism and tourist information and facilities is not core.	7/28/2026 8:55 PM
111	There was no free text box in the community and business development survey - is Council uninterested in further feedback in this area? There is very little information on specifically how Council supports this area, so I do not have enough knowledge to say 'yes' or 'no' to these questions. Supporting community projects is important however.	7/28/2026 8:50 AM
112	The booking of tickets etc in Taumarunui can be moved to the library. Visit Ruapehu should be funded through a visitor levy through accommodation providers and tourism operators. e.g Turoa, Whakapa, Forgotten highway adventures, shuttle providers etc. user pays, not rate payers	7/27/2026 5:14 PM
113	Raetihi visitor centre / I site / gift shop is a waste of time .. and \$15k a year to run that place is ridiculous. It needs to be owner operated or closed	7/27/2026 5:12 PM

Tourism and Visitor Services

114	User pay	7/27/2026 9:53 AM
115	Move service into council building.	7/25/2026 7:14 AM
116	Our local i-site in Taumarunui is a vital piece of our towns tourism, information and access to the bus and train tickets. This service is a must to be kept.	7/24/2026 2:43 PM
117	I suggest having visitor information pamphlets available through local cafes, restaurants and/or service stations, especially relevant for Taumarunui.	7/24/2026 10:13 AM
118	Retain the mobile i-SITE where the numbers justify it. Bus ticket booking is a private service and should be funded by the operators.	7/24/2026 9:45 AM
119	Plenty of information available via google, businesses should do their own marketing	7/24/2026 5:34 AM
120	Taumarunui should close and ohakune stay open at reduced services	7/23/2026 7:23 PM
121	I lived here all my life but this survey is the first time I've heard about the shower facility - how/ where is it promoted? i site staff helpful but requiring double staffing (presume for staff safety?) must make it expensive. Central location but not attractive. Exterior and surroundings neither attractive nor welcoming. Could we have informative signage where walkers would most easily see it e.g. by NW?	7/23/2026 7:09 PM
122	In this day and age bus tickets can be booked online so why the bus booking service.	7/23/2026 9:41 AM
123	Visit Ruapehu is doing a poor job. [REDACTED]	7/22/2026 6:55 PM
124	charge all holiday homes that are let out for short term rentals, business rates and make sure they need to comply with the same regulations that an accommodation provider has to have in place	7/22/2026 3:15 PM
125	Council should continue to run the i-SITES as they currently do. It would be a mistake to get rid of the Taumarunui i-SITE, as many older residents rely on it for services such as purchasing bus tickets and accessing local information. Visitors who are unfamiliar with the area also naturally look for an information centre when they need help, directions or advice about what to see and do. As for the showers, I have lived in the district for over 15 years and did not even know they were available. This suggests that perhaps more could be done to promote the service rather than getting rid of it.	7/22/2026 2:46 PM
126	I believe more information is needed before making an informed decision on these proposals. For example, is Visit Ruapehu delivering good value for money? What performance measures or key performance indicators (KPIs) are being used to assess its success? If it is achieving positive outcomes for the district, then it should continue to be supported. However, if it is not meeting expectations, Council should consider alternative options. It would also be useful to understand whether a different approach would reduce costs or provide better results. I support closing the Taumarunui i-SITE. The building is ageing, requires significant maintenance, and appears to be nearing the end of its useful life. Many of the services currently provided could potentially be delivered through existing organisations and facilities, such as REAP, Work and Income, or the Taumarunui Library, which is also owned by RDC. I also believe the public shower facilities should closed. If they are not generating enough revenue to cover cleaning costs, their long-term viability should be questioned. Council should also consider whether the fees collected cover the associated water, electricity, maintenance and administration costs. If they do not, they may no longer represent good value for ratepayers. The mobile i-SITE is a good initiative and appeared to be very popular in its new location on State Highway 4 over the summer period. Having it based in Waimarino was a positive step, making visitor information more accessible and visible to travellers passing through the district. However, as with any Council-funded service, its future should be guided by evidence. If the mobile i-SITE is achieving its objectives, attracting visitors and providing measurable benefits to local businesses and tourism operators, then it should continue. If the costs outweigh the benefits and the performance targets are not being met, then Council should consider whether those funds could be used more effectively elsewhere.	7/22/2026 2:15 PM
127	User pays. Start looking at what the hundreds of walkers and cyclists need. Look at levies from businesses that profit from tourism. This should not be paid from general rates.	7/22/2026 1:02 PM
128	Tourism is one of our biggest money makers in Ruapehu. Getting rid of any services to do with tourism would be detrimental to our local economy.	7/22/2026 12:30 PM
129	These questions are very leading and misleading with double questions in them. As a toursim	7/22/2026 12:00 PM

Tourism and Visitor Services

operator the Isites are pretty much redundant given the amount of online use. Vist Ruapehu has also failed to deliver in many aspects but for Mountain Shuttles they have been an important mostly neutral provider of information. A complete overhaul is needed [REDACTED]
[REDACTED]

Q9 Do you have any other feedback about Tourism and Visitor Services?

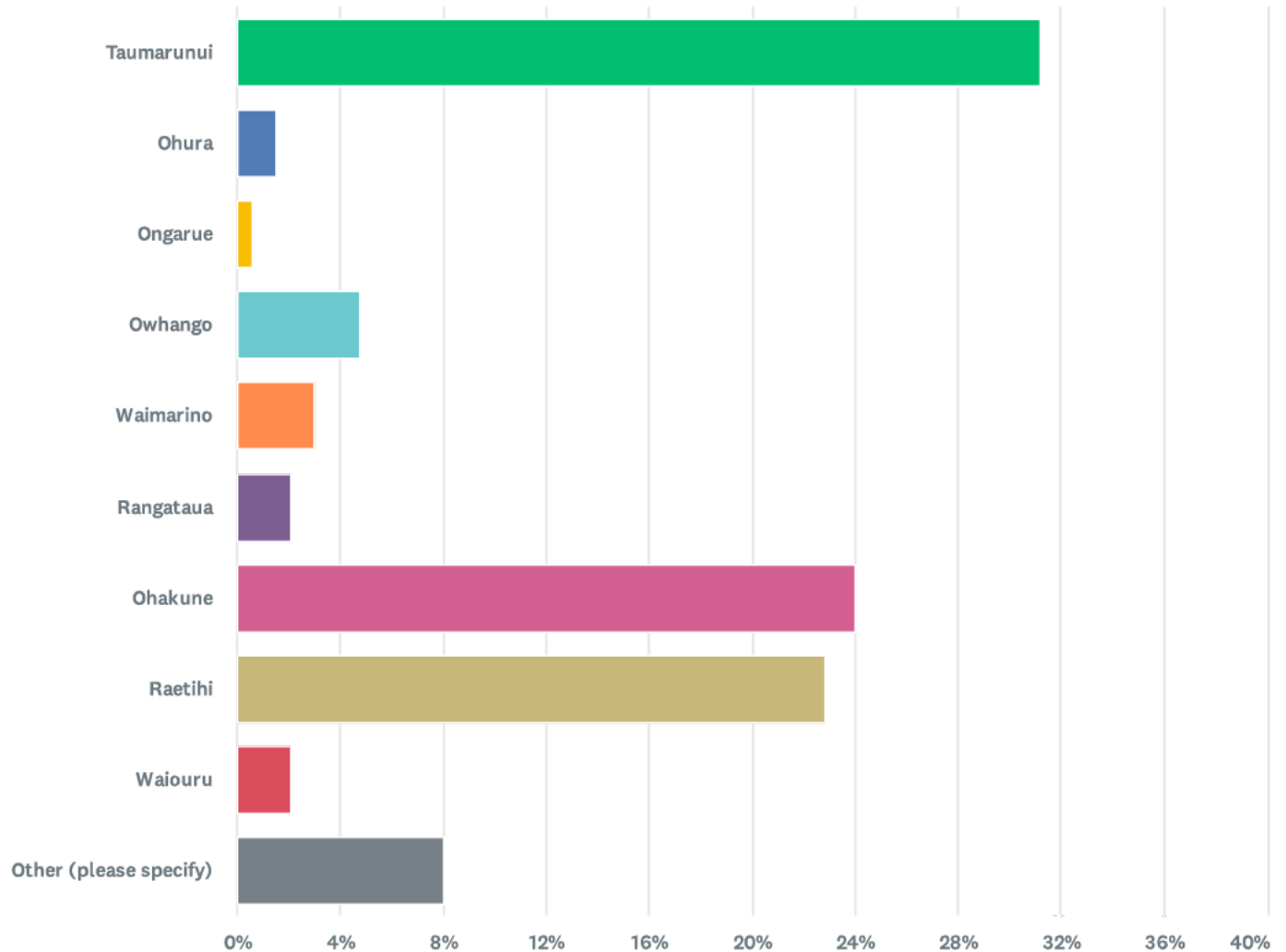
Answered: 111 Skipped: 199

	DO YOU HAVE ANY OTHER FEEDBACK ABOUT TOURISM AND VISITOR SERVICES?	TOTAL
Q10: Taumarunui	100.00% 52	46.85% 52
Q10: Ohura	100.00% 2	1.80% 2
Q10: Ongarue	100.00% 1	0.90% 1
Q10: Owhango	100.00% 8	7.21% 8
Q10: Waimarino	100.00% 7	6.31% 7
Q10: Rangataua	100.00% 1	0.90% 1
Q10: Ohakune	100.00% 19	17.12% 19
Q10: Raetihi	100.00% 19	17.12% 19
Q10: Waiouru	100.00% 2	1.80% 2
Total Respondents	111	111

Tourism and Visitor Services

Q10 337 responses

Where do you live?



Answer Choices	Percentage	Responses
● Taumarunui	31.16%	105
● Ohura	1.48%	5
● Ongarue	0.59%	2
● Owango	4.75%	16
● Waimarino	2.97%	10
● Rangataua	2.08%	7
Total		337

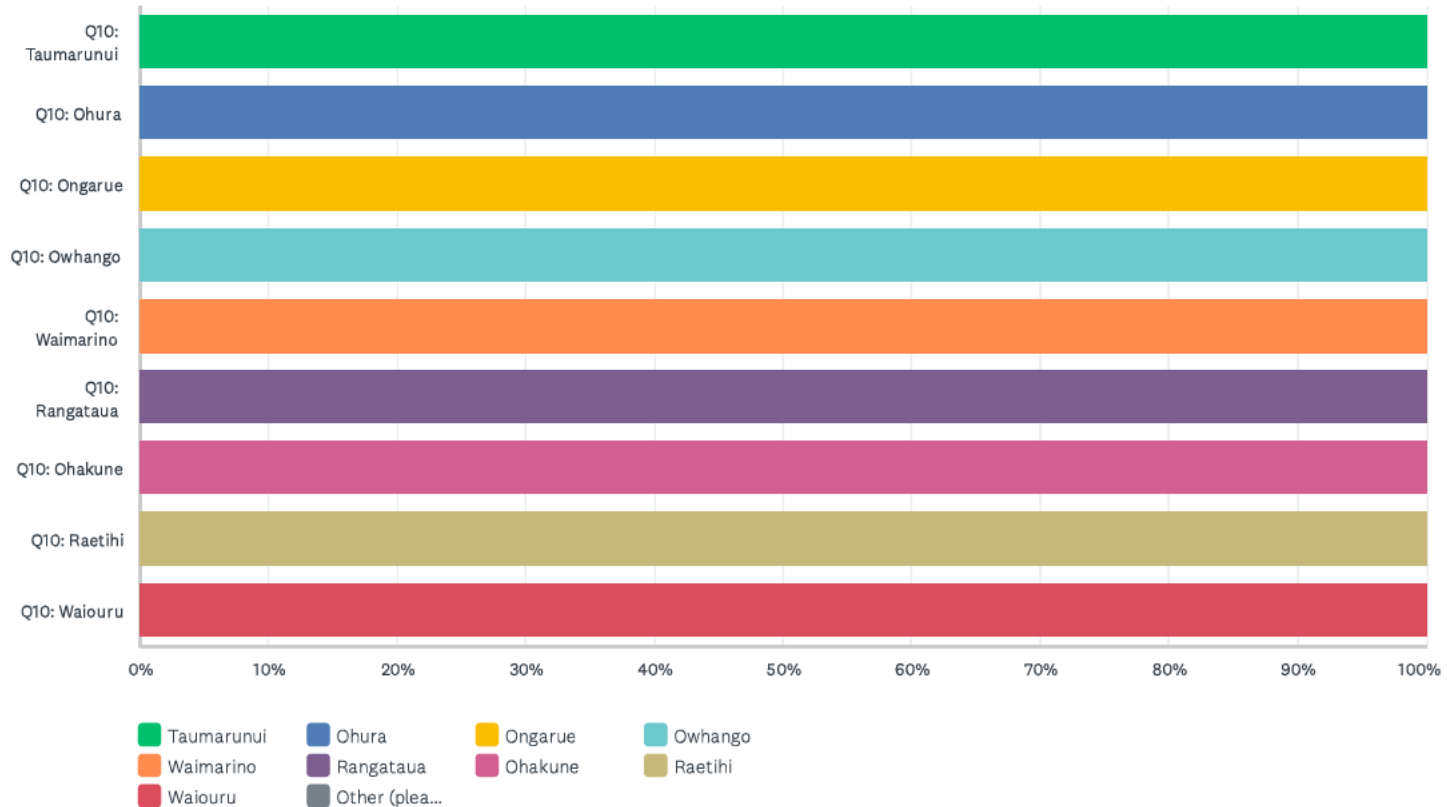
Tourism and Visitor Services

Answer Choices	Percentage	Responses
 Ohakune	24.04%	81
 Raetihi	22.85%	77
 Waiouru	2.08%	7
 Other (please specify)	8.01%	27
Total		337

#	OTHER (PLEASE SPECIFY)	DATE
1	Kakahi	8/10/2026 10:26 PM
2	.	8/10/2026 10:01 PM
3	Horopito	8/10/2026 9:56 PM
4	Orautoha	8/10/2026 9:40 PM
5	Pipiriki	8/5/2026 5:58 PM
6	Piriaka	8/5/2026 11:08 AM
7	Piriaka	8/5/2026 10:44 AM
8	Rural Taumarunui	8/4/2026 6:49 PM
9	Rural Taumarunui	8/4/2026 9:33 AM
10	Horopito	8/4/2026 8:51 AM
11	Piriaka	8/4/2026 8:29 AM
12	Kākahi	8/3/2026 10:35 PM
13	Ohakune ratepayer who lives out of area	8/3/2026 12:15 PM
14	Auckland, bach in Raetihi	8/3/2026 8:20 AM
15	Raurimu	8/2/2026 12:27 PM
16	Papakura (we own land at Horopito)	8/1/2026 12:10 PM
17	Coromandel	8/1/2026 11:42 AM
18	Auckland	8/1/2026 10:58 AM
19	Pipiriki	7/31/2026 8:06 PM
20	Kaitieke	7/31/2026 6:55 PM
21	Raurimu	7/31/2026 5:21 PM
22	Horopito	7/31/2026 2:16 AM
23	Matiere	7/30/2026 8:28 AM
24	Horopito	7/29/2026 10:04 AM
25	Ruapehu	7/27/2026 5:14 PM
26	Raurimu	7/23/2026 3:08 PM
27	family visiting	7/23/2026 12:39 PM

Q10 Where do you live?

Answered: 310 Skipped: 0



	TAUMARUNUI	OHURA	ONGARUE	OWHANGO	WAIMARINO	RANGATAUA	OHAKUNE	RAETIHI	WAIOURU	OTHER (PLEASE SPECIFY)	Total
Q10: Taumarunui	100.00% 105	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	310
Q10: Ohura	0.00% 0	100.00% 5	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	105
Q10: Ongarue	0.00% 0	0.00% 0	100.00% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	105
Q10: Owhango	0.00% 0	0.00% 0	0.00% 0	100.00% 16	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	105
Q10: Waimarino	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 10	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	105
Q10: Rangataua	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 7	0.00% 0	0.00% 0	0.00% 0	0.00% 0	105
Q10: Ohakune	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 81	0.00% 0	0.00% 0	0.00% 0	287
Q10: Raetihi	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 77	0.00% 0	0.00% 0	287
Q10: Waiouru	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	100.00% 7	0.00% 0	105
Total Respondents	105	5	2	16	10	7	81	77	7	0	