

# Accommodation Providers Targeted - 2017

## FEEDBACK SUMMARY

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The following information relates to feedback received and processed at 5pm 9 November 2017.

67 surveys have been processed and included for analysis.

### **Purpose**

This survey's purpose was to explore options on how decisions are made on visitor attraction and major events activities funded by the accommodation provider targeted rate. Those activities are delivered by the council-controlled organisation, Auckland Tourism Events and Economic Development (ATEED).

### **Methodology**

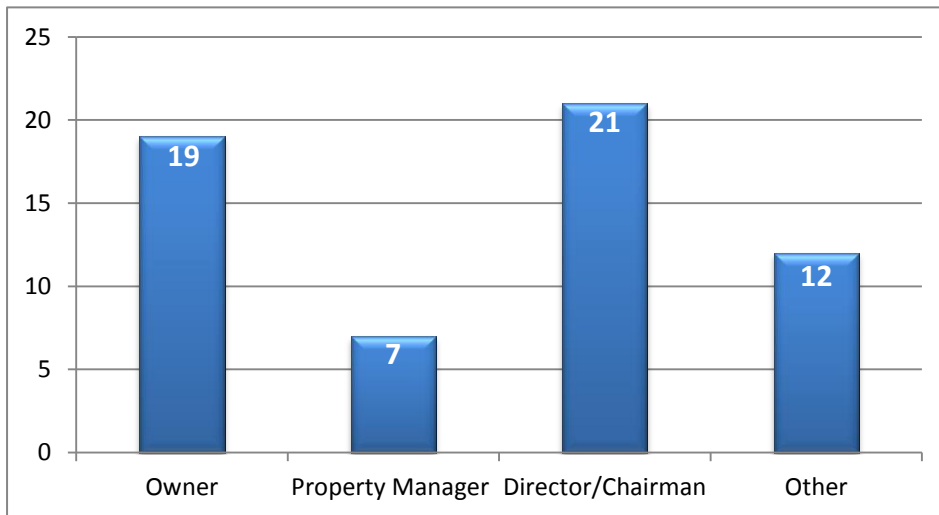
Accommodation Providers Targeted Report 2017 was informed by online survey that was sent out to a database of 626 rate payers. The list came from the mailing list of those who will pay the targeted rates. Those who had email addresses were emailed the survey invite, deduping on email address as per standard practice. 572 out of 626 were delivered successfully. Bounce backs were checked for errors – any that had fixable errors were corrected on the database and sent invites in the next mailout. Two bounce backs were corrected from this process. There were two reminders following the initial mailout. Those who did not have email addresses on file, were posted the invite instead, deduping on name. There were no duplicate names. There were 55 posted invites. We excluded nine who had an overseas address listed as there was a limited time frame.

Survey data was collated on Excel spreadsheets. Where possible, data was analysed quantitatively and put into a graph. When analysing the qualitative data from open-ended questions, attention was given to the variety of responses, as well as giving a ranking of popularity of responses (through counting responses of a similar theme). When analysing the qualitative data from open-ended questions, attention was given to the variety of responses, as well as giving a ranking of popularity of responses (through counting responses of a similar theme).

### Respondents role

The graph below indicates what role categories people identified with. This information only relates to those submitters who provided the information. (n=59 responses).

Age	#	%
Owner	19	32%
Property Manager	7	12%
Director/Chairman	21	36%
Other	12	20%



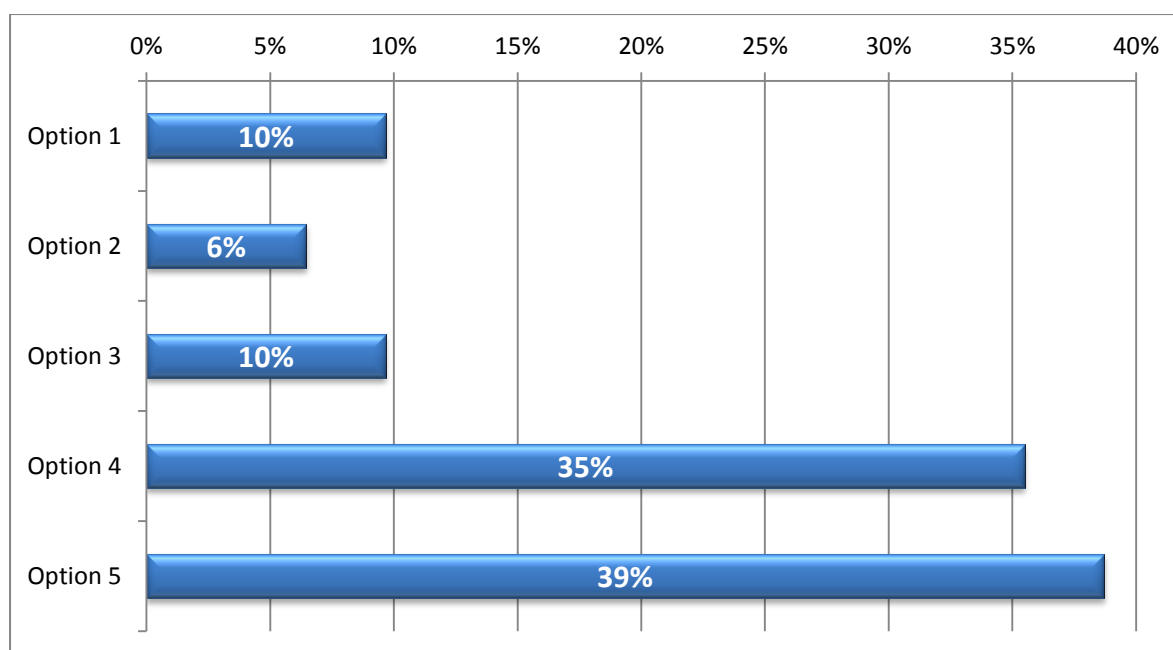
## Feedback on the Consultation Questions

The graphs below give an illustration of responses to the consultation questions.

### Most preferred option for decision making on the targeted rate.

Respondents were asked to choose their most preferred option for decision making on the targeted rate see options below. A small majority of respondents chose option 5 (39%) followed by option 4 (35%) and option 3 (10%). (n=62 responses).

Option	#	%
Option 1. Appointment of an ATEED director with accommodation sector expertise. This would follow council's existing policy and process for appointing directors. It could include further input from targeted rate payers.	6	10%
Option 2. Representatives sitting on a sub-committee of the ATEED board. The sub-committee would make recommendations on visitor attraction and major events activities to the ATEED board.	4	6%
Option 3. An advisory group of targeted rate payers which provides advice to either the council and/or ATEED.	6	10%
Option 4. An independent entity established by targeted rate payers with responsibility for how the targeted rate is spent.	22	35%
Option 5. Appointment of an ATEED director with accommodation sector expertise and representatives sitting on a sub-committee of the ATEED board. The director appointment would follow council's existing policy and process for appointing directors. It could include further input from targeted rate payers. The sub-committee would make recommendations on visitor attraction and major events activities to the ATEED board.	24	39%
<b>Total</b>	<b>62</b>	<b>100%</b>



## Why this is your preferred option

Respondents were then asked why they preferred the option they chose. The majority of respondents wanted more representation of targeted rate payers (34) followed by an independent entity (11) and no targeted rate should be imposed (8). When broken down by options the majority of respondents who chose option 3 and option 5 said wanted more representation of targeted rate payers. Most respondents who chose option 4 reiterated that there was an independent entity needed. (n=62 responses).

