

Accommodation Providers Targeted – 2017

Tourism Industry Aotearoa and Hospitality NZ

FEEDBACK SUMMARY

The following information relates to feedback received and processed at 5pm 28 November 2017.

25 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

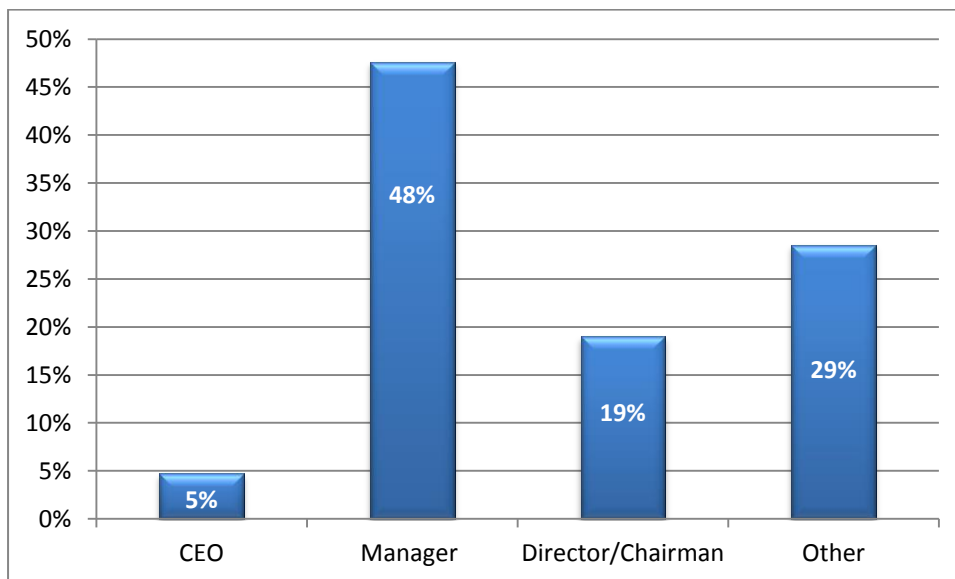
Accommodation Providers Targeted Report 2017 was informed by online survey that was sent out to Tourism Industry Aotearoa members and Hospitality NZ members. There were 21 responses received from Tourism Industry Aotearoa members and 4 from Hospitality NZ members.

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=21 responses).

Age	#	%
CEO	1	5%
Manager	10	48%
Director/Chairman	4	19%
Other	6	29%



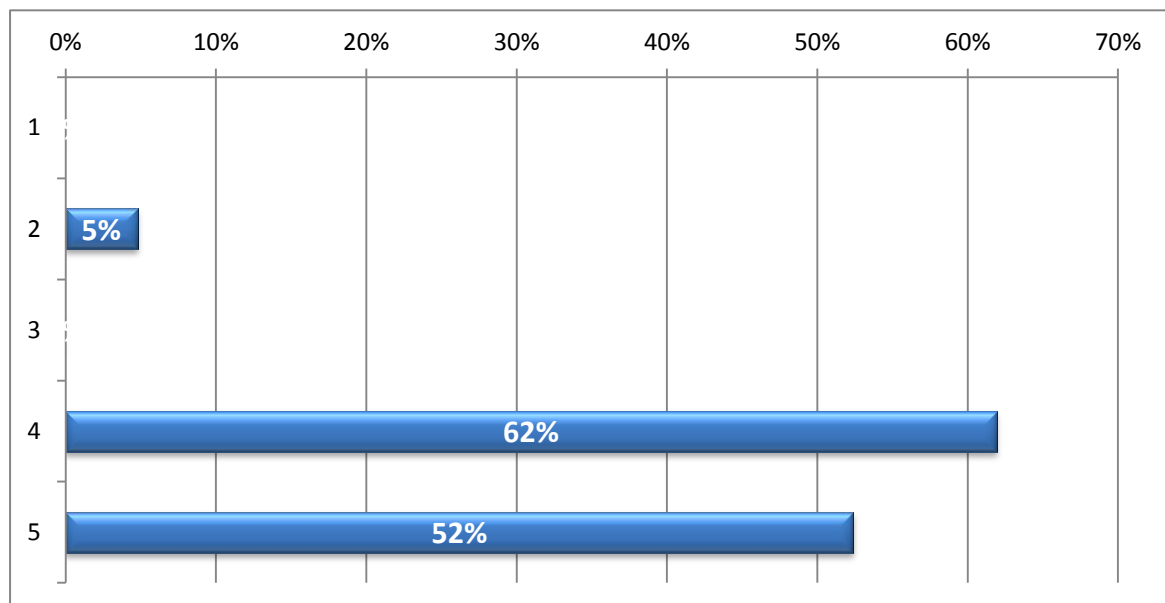
Feedback on the Consultation Questions

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 4 (62%) followed by option 5 (52%) followed by option 2 (5%). (n=25 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.	0	0%
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.	1	5%
Option 3. An advisory group of targeted rate payers which provides advice to either the council and/or ATEED.	0	0%
Option 4. An independent entity established by targeted rate payers with responsibility for how the targeted rate is spent.	13	62%
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.	11	52%
Total	25	100%



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 (9) followed by an independent entity (8). (n=21 responses).

