



Subject: Waters of National Importance for Tourism

Purpose of Report

The Ministry of Tourism is a member of the interdepartmental group that is leading a project to identify water bodies of national importance. This project is the first stage of furthering the Government's goal under the Sustainable Development Programme of Action where the desired outcome is that water bodies with nationally significant natural, social or cultural heritage values are protected. This report is in response to our agreement to contribute to the development of a framework for water bodies by identifying water bodies of importance to tourism.

Background Information

As New Zealand's number one export earner tourism is firmly established as a major sector of New Zealand's economy, and one that is important as a driver of future growth. The International Visitor Survey (IVS) measures the spending, travel patterns and activities undertaken by international visitors while they are in New Zealand. Survey results for the year ended December 2003 showed that foreign exchange earnings from visitor expenditure (excluding international airfares) was approximately \$6.38 billion, an increase of 4% on the previous year. This amounts to additional spending of \$243 million in the New Zealand economy in 2003.

The Tourism Satellite Account (TSA) shows that international visitor revenue for the year ended March 2003 was \$7.4 billion, placing tourism as the largest export earner ahead of the dairy sector. The tourism sector also supports directly and indirectly an estimated 172,000 full-time equivalent employees, or 10.3% of the total workforce (1 job in 10). The latest visitor forecast figures released by the Tourism Research Council New Zealand show that international visitor arrivals will increase by 6% per year, reaching 3.02 million by 2009. International visitor spend is growing significantly faster than visitor numbers and is expected to increase at 9.7% per annum reaching \$11.7 billion in 2009.

New Zealand lakes and rivers feature prominently as tourism attractions and the sustainable development of these natural resources is critical to the current and future success of the tourism industry. Tourism New Zealand, the agency responsible for marketing New Zealand as a destination offshore, currently markets New Zealand as "100% Pure." Promotional campaigns developed by Tourism New Zealand in recent years have used the slogans "100% Pure New Zealand" "100% Pure Adventure" "100% Pure Solitude" and "100% Pure Adrenaline." Campaigns have also featured pictures of

iconic freshwater bodies including the Southern Lakes, the thermal waters of Rotorua and most recently, Lake Rotorua. It is vital that New Zealand delivers on the 'promises,' made in these campaigns and the sustainable management of our freshwater bodies is part and parcel of this.

This report identifies locations with water bodies that are currently considered to be nationally important for tourism. It also provides a description of the methodology and criteria used to identify these areas. Nationally important encompasses water bodies and tributaries that are important for current tourism use. We have used current tourism statistics in writing this report and have not attempted to predict water bodies that might become important for tourism in the future.

National Waters of Importance to Tourism

Data Generation Methodology

The data produced is generated from both the International Visitor Survey (IVS) and the Domestic Travel Survey (DTS). The International Visitor Survey is a sample survey that includes responses from 5,000 departing international visitors each year. The questionnaire is wide ranging and covers demographics of visitors as well as activities conducted, transport use and accommodation venues used in their trip to New Zealand. The data from the interviews is weighted up to equal the number of international visitors aged 15 and over who departed from New Zealand in each reference period.

The Domestic Travel Survey measures the expenditure and behaviours of domestic travellers within New Zealand. The survey is conducted each year by a telephone interview of 15,000 residents in private households and information is collected about day and overnight trips taken over the recent past. A limited set of information is collected about each trip taken. One randomly selected trip is then questioned in more detail regarding the activities and attractions visited during the trip. Given the structure of the DTS data set it is not possible to fully integrate the outputs with the IVS, hence the results from each are reported separately.

The approach we have taken using the IVS and DTS data excludes freshwater bodies that are important for tourism in terms of purely their scenic value. In order to ensure these iconic water bodies are listed, a section is included at the end of this report on water bodies considered to be nationally important for tourism for their scenic value, (and which have not been captured using the Domestic Travel Survey or International Visitors Survey).

International Visitor Survey - 2002 Data Set

The data used for this analysis is based solely on the behaviour of international visitors for 2002. As part of the IVS questionnaire international visitors are questioned about the activities undertaken in each place they visited for one or more hours. In order to refine the data so that it related only to freshwater activities, where the activity could be either freshwater or seawater based, and occurred in a primarily sea based location (e.g. Scenic cruises in Auckland, beach visits to the Coromandel etc) that data was removed from the analysis. The activities directly linked to using freshwater bodies and used in this analysis include: scenic cruises, beaches, jet boating, glow worm caves, swimming,

caving, white water rafting, black water rafting, lake fishing, river fishing, sailing, river kayaking, water skiing and punting on the Avon.

The following queries were run to provide information on water use by visitors to New Zealand:

a) Top Freshwater locations

The total number of people who reported doing any of the freshwater activities in each location were summed to provide the top eight destinations of importance for international visitors. This data is based on national classifications of New Zealand's regions.

b) Top Freshwater Activities

From the same data set the total number of visitors who reported doing any of the freshwater activities at least once in each location were then summed and ranked to identify the top 10 freshwater activities undertaken by international visitors in New Zealand.

Domestic Travel Survey – 2001 Data

This data is based solely on the behaviour of domestic visitors for 2001. Data for 2002 is still awaiting statistical verification before it can be used. As for the international data, any activities that were likely to be sea based such as swimming and sitting on the beach and which occurred in a predominately coastal location were excluded. The activities for New Zealanders linked to freshwater bodies include: rafting, swimming, sitting on the beach, fishing, kayaking, jet boating, visiting glow-worm caves, sailing/boating, and visiting Huka falls.

The following queries were run to provide information on water related activities undertaken by New Zealanders:

a) Top Freshwater locations

The total number of people who reported doing any of the freshwater activities in each location were summed and the top 10 locations ranked.

b) Top Freshwater Activities

From the same data set the total number of domestic visitors who reported doing any of the freshwater activities in each location was summed and the data set, when ranked identified the top 10 freshwater activities. As indicated earlier, only one randomly selected trip of the total number of trips taken by each person interviewed is analysed in terms of the activities undertaken during that trip. This means that the number of times a particular activity is recorded in the DTS is only a small segment of the actual number of times that the activity is undertaken. It is impossible to present the number of times an activity is conducted within New Zealand by New Zealand residents – this data is not collected and the data is not weighted to create these numbers. However, the data can be presented in percentage terms, to show the number of times an activity was undertaken as a percentage of the total activities recorded.

Results: Significant Visitor Destinations and Freshwater Based Activities

Map 1 illustrates the top eight locations of importance for freshwater based activities undertaken by international visitors in New Zealand. We have included those locations where more than 20,000 visitors participated in the activity in 2002. The regions in decreasing order of importance are:

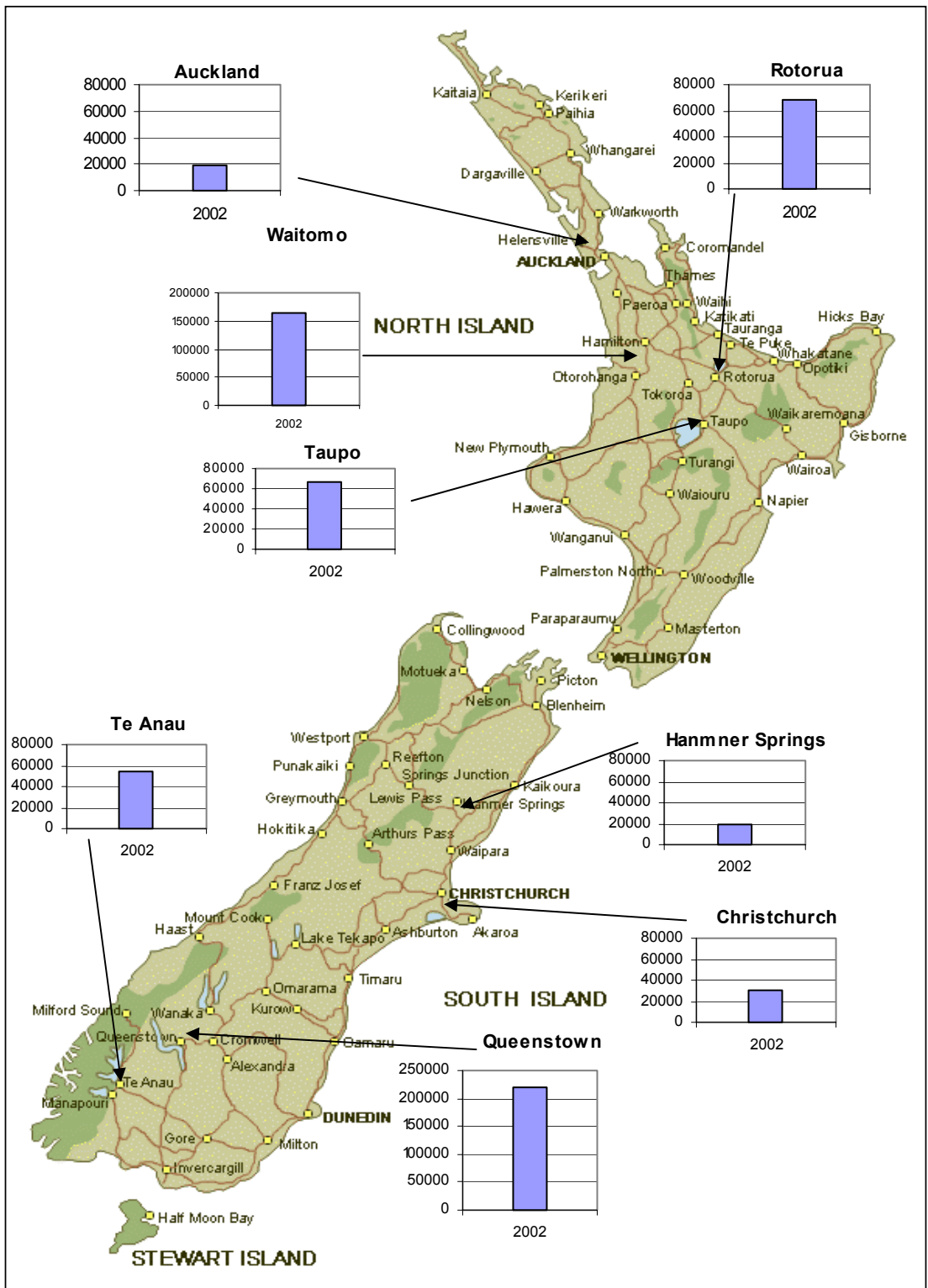
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|---------------|-------------------|
| 1. Queenstown | 5. Te Anau |
| 2. Waitomo | 6. Christchurch |
| 3. Rotorua | 7. Hanmer Springs |
| 4. Taupo | 8. Auckland |

The data from the Domestic Travel Survey (DTS) shows some parallels between international and domestic visitors and their preferred freshwater locations. We have selected the top four locations from the DTS data as these were the only statistically significant locations. The top locations for freshwater activity by domestic tourists are:

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|---------------------|-------------|
| 1. Taupo | 3. Auckland |
| 2. Hamilton/Waikato | 4. Rotorua |

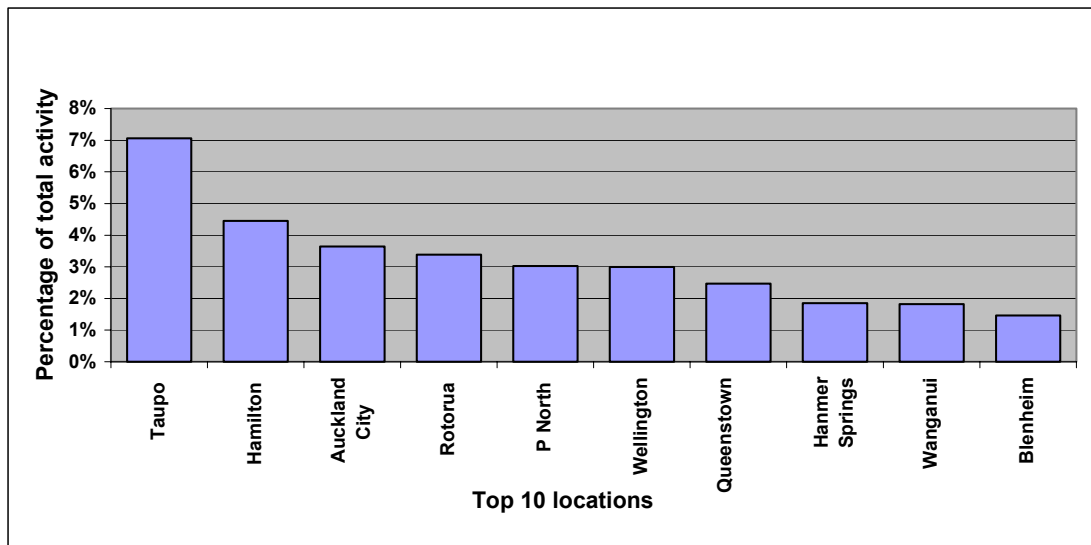
Three of the top international visitor locations were also popular with domestic tourists – Taupo, Auckland and Rotorua. However, Hamilton is also a location of significance for domestic visitors, and did not stand out as significant for international visitors. This information is portrayed in Graph 1 – Freshwater Locations of Importance for Domestic Visitors.

Map 1 –Freshwater Locations of Importance for International Visitors



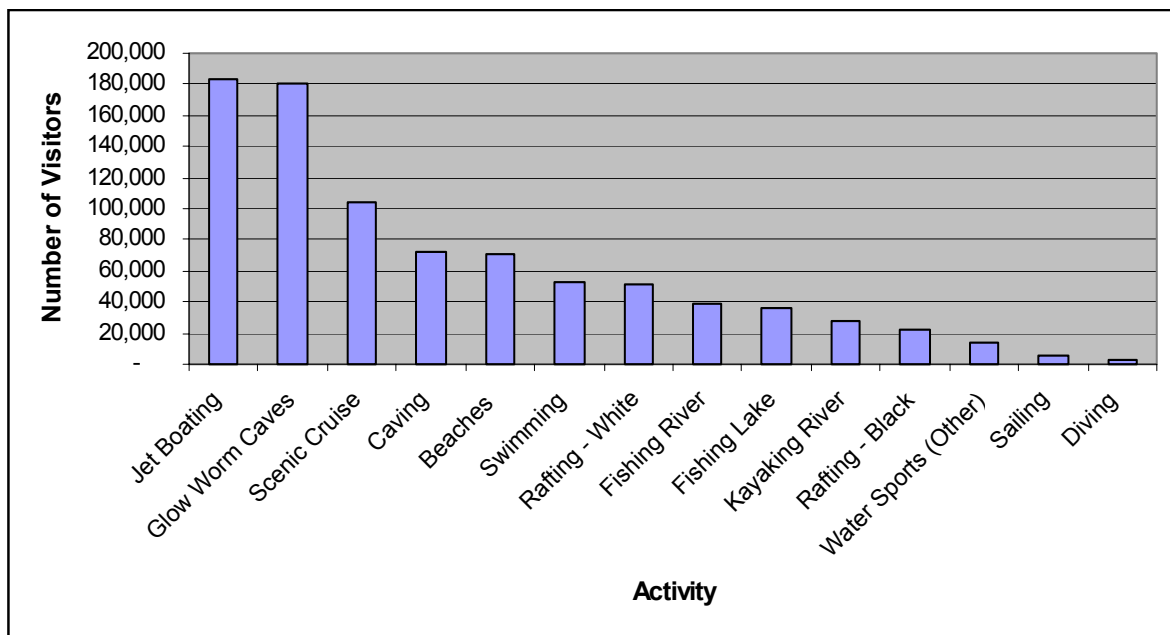
Note: Information based on International Visitor Survey data for 2002 and numbers refer to total number of international visitors

Graph 1: Freshwater Locations of Importance for Domestic Visitors

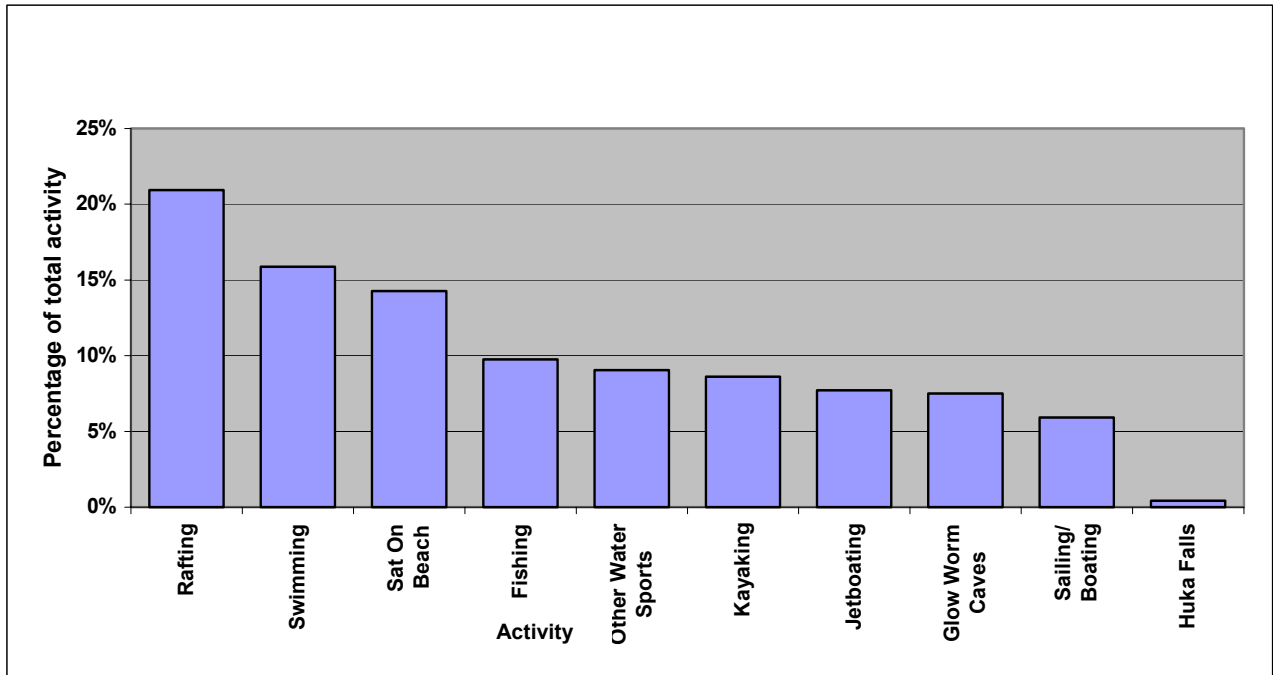


In terms of freshwater activities undertaken by international visitors, the data shows that the most popular activities for these visitors include jet boating, visiting Glow Worm caves and going on scenic cruises, while for New Zealanders rafting, swimming and sitting on the foreshore/beach were the three most popular. See Graphs 2 and 3.

Graph 2: Most Popular Freshwater Activities for International Visitors



Graph 3: Most Popular Freshwater Activities for Domestic Visitors



Specific Water Bodies of National Importance for Tourism in New Zealand

From the data collected by the International Visitor Survey and Domestic Travel Survey it is impossible to determine the particular water bodies of significance for tourism for each popular freshwater location. This is because the data only shows which locations are popular for freshwater activity, and does not specify which water bodies are being used for the various activities. However, it is possible to make assumptions about individual water bodies based on the type of activity and location. To confirm these assumptions and to identify potentially other important water bodies for visitors, a range of agencies in the top nine locations were contacted including:

- Environment Waikato
- Environment Canterbury
- Hanmer Springs Thermal Reserve
- Hanmer Springs Visitor Information Centre
- Polynesian Spa, Rotorua
- Taupo Hot Springs and Spa
- Destination Lake Taupo (Regional Tourism Organisation)
- Christchurch and Canterbury Marketing (Regional Tourism Organisation)
- Hurunui District Council
- Hurunui Tourism (Regional Tourism Organisation)
- Tourism Rotorua (Regional Tourism Organisation)
- Rotorua District Council
- Destination Queenstown (Regional Tourism Organisation)
- Destination Fiordland (Regional Tourism Organisation)
- Venture Southland
- Tourism Waikato (Regional Tourism Organisation)
- Waitomo Museum of Caves
- Black Water Rafting Company, Waitomo
- Waitomo Visitor Information Centre
- Tourism Auckland (Regional Tourism Organisation)

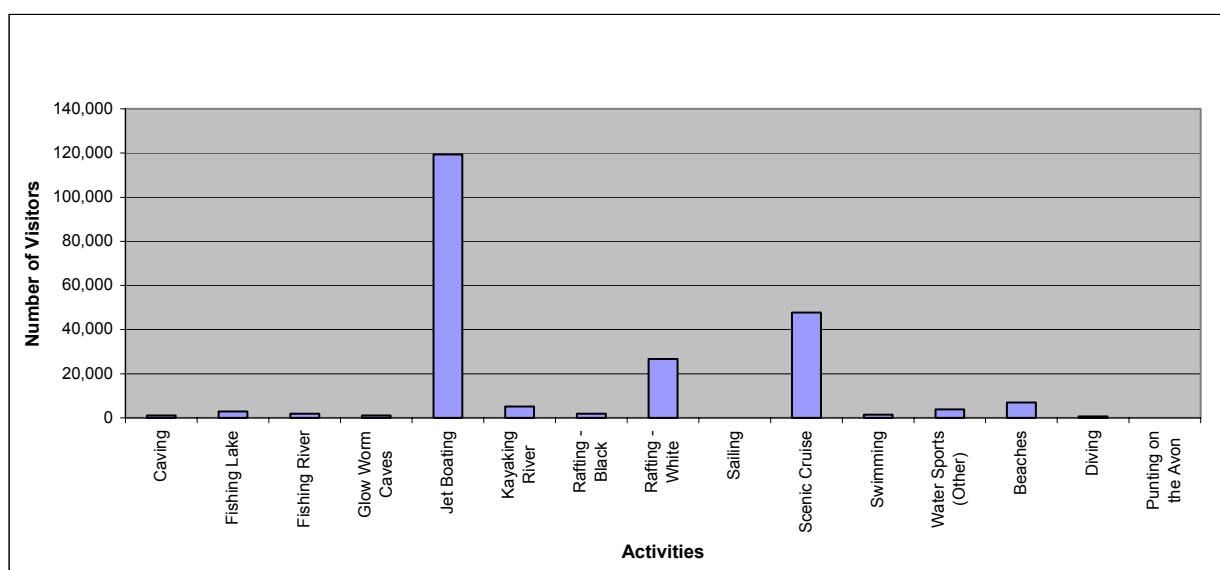
Regional Tourism Organisations (RTOs) are organisations funded by their local territorial authority and are responsible for marketing the region as a tourist destination to both domestic and international tourists. There are 26 RTO's in New Zealand, of varying sizes and financial capacity. RTOs hold information about water bodies and activities marketed for tourism within their region, and are generally aware of the various tourism operators and their product.

From the tourism data and the further investigations undertaken, several important water bodies within each destination have been identified. A summary of the types of activities and analysis of the freshwater bodies used for these activities are outlined in the following pages.

Queenstown

Queenstown is currently the most popular destination for international tourists holidaying in New Zealand who undertake freshwater associated activities. The vast majority, 73% of those who undertake freshwater activities in Queenstown participate in jet boating, while the next most popular activities include going on a scenic cruise and white water rafting. See Graph 4.

Graph 4: Popular Freshwater Activities for International Tourists in Queenstown



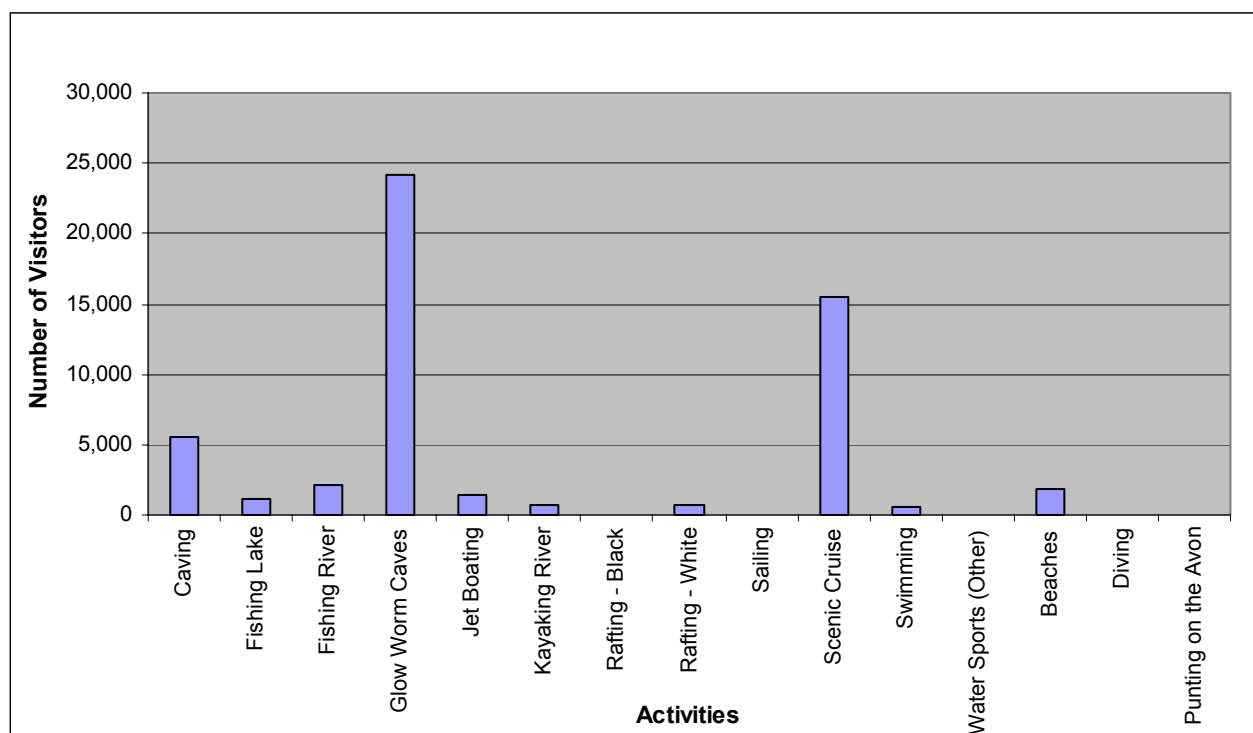
The water bodies identified as nationally significant for tourism in Queenstown are:

- **Lake Wanaka** - predominately for scenic cruises and sitting on the foreshore
- **Lake Wakatipu** - predominately for scenic cruises and sitting on the foreshore
- **Lake Hayes** – important for its photographic value, fishing, sailing and swimming
- **Lake Hawea** –predominantly used for jet boating, swimming and fishing
- **Shotover River** - predominately used for jet boating and white water rafting
- **Kawerau River** - predominately used for jet boating and white water rafting
- **Clutha River** – predominantly used for jet boating and fishing

Te Anau

As Graph 5 shows, the freshwater bodies most important for tourism in Te Anau are those used predominately for glow worm caving, caving, and scenic cruises. There are a number of surrounding lakes and rivers also important for freshwater activities including those within the Fiordland National Park.

Graph 5: Freshwater Activities Important for International Tourists in Te Anau



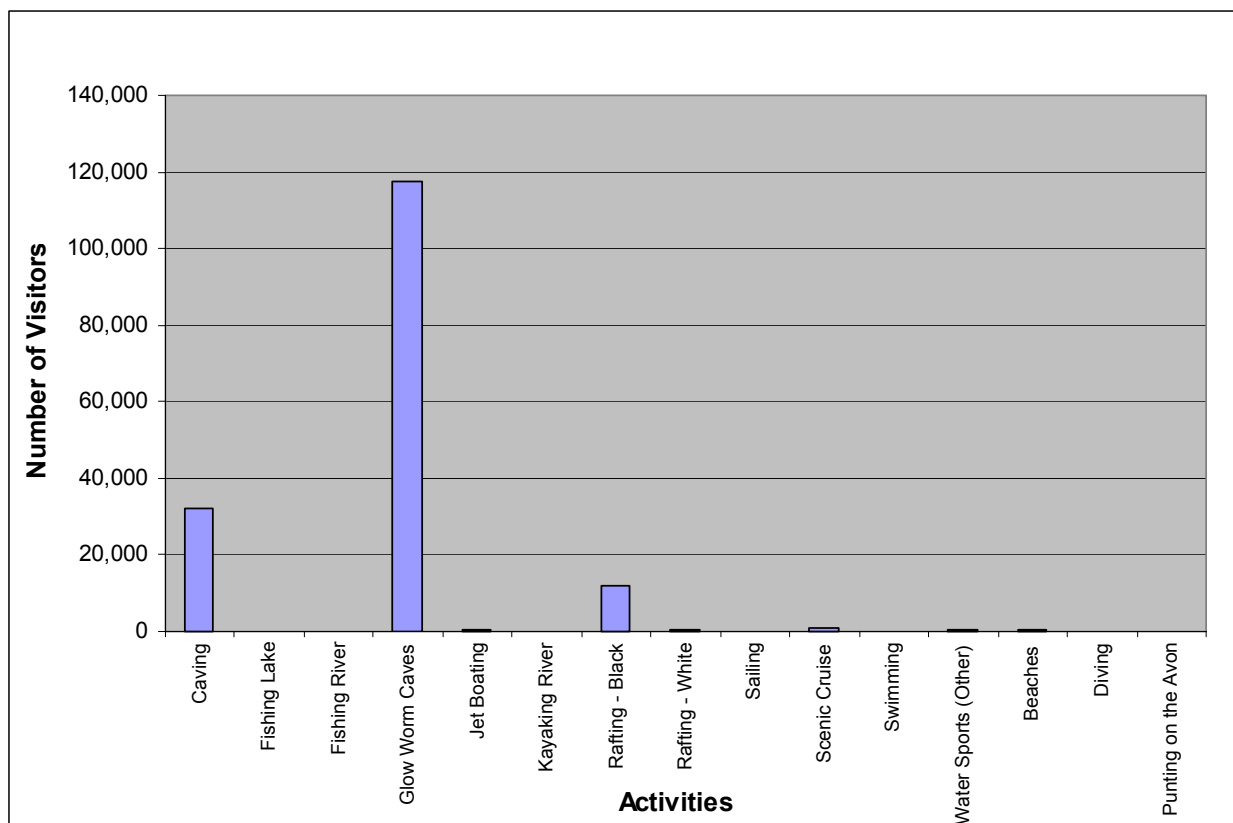
The water bodies identified in Te Anau that are important for tourism are:

- **Lake Te Anau** –popular for scenic cruises, with cruises often transporting passengers from Te Anau to the caves and to the Milford Track. Approximately 70,000 people visit the Te Anau Glow-worm caves each year.
- **Tunnelburn River** – a tributary to Lake Te Anau that flows through the caves.
- **Arthur River** – flows into Milford Sound and is used predominately for fishing & jet boating.
- **Clinton River** – flows alongside the Milford Track, popular for fishing and other recreational uses.
- **Hollyford River** – popular for jet boating and fishing.
- **Lake Hauroko**
- **Wairarahiri River**
- **Waiau River**
- **Mavora Lakes**
- **Lake Manapouri**

Waitomo

Freshwater based tourist activities in Waitomo are predominately based around the extensive 50km cave system underneath Waitomo. As shown in Graph 6 the most popular activities include viewing the glow worms, black water rafting, and caving. The freshwater bodies identified as important to tourism for the Waitomo area therefore focuses on those that flow through the cave system.

Graph 6: Freshwater Activities for International Tourists in Waitomo



The freshwater bodies that have been identified are:

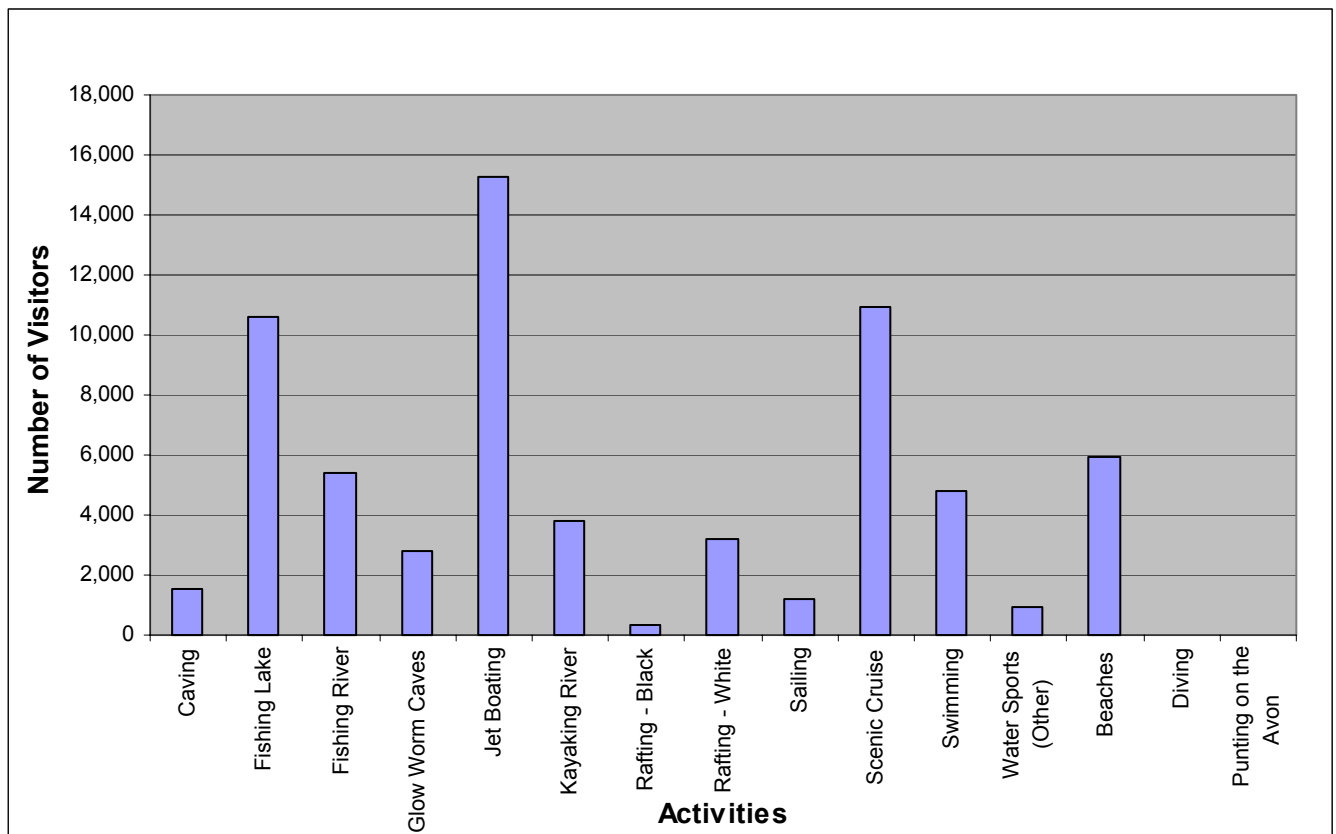
- **Waitomo Stream**, which flows through Waitomo Glow Worm Cave.
- **Okohua Stream**, which flows through Ruakuri Cave on which the legendary 'Black Water Rafting Company' operates. The stream runs in a southwest direction upstream through the Ruakuri Cave for approximately 2 kms. Approximately 33,000 people go through Ruakuri cave system each year.
- **Mangawhitakau Stream** –flows through the Mangawhitakau Cave System
- **Mangapu Stream** – where at least three black water rafting businesses operate in the Mangapu Cave system.
- **Mangarama Stream**

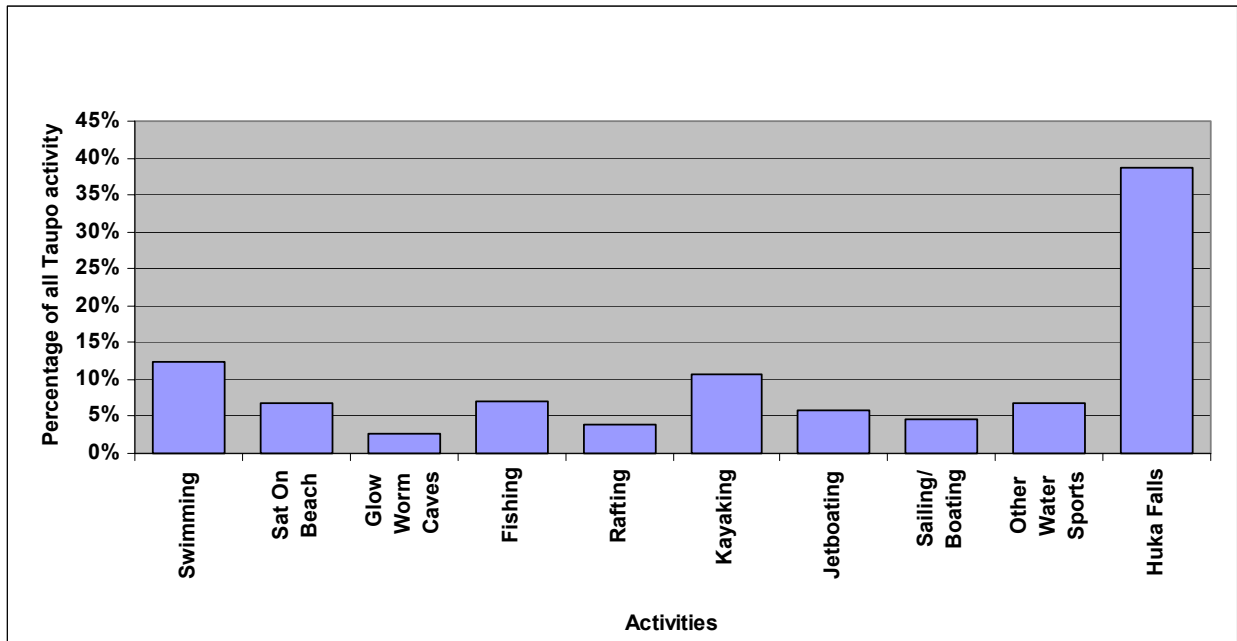
Taupo

The most popular freshwater tourism attractions for international visitors to Taupo are shown in Graph 7 and include jet boating, going on scenic cruises, fishing in lakes and sitting on beaches. For domestic visitors to the region viewing Huka Falls is the most popular activity (see Graph 8).

As can be seen in the graphs 7 & 8, swimming is also a popular activity in Taupo. While Lake Taupo and the Waikato River are popular swimming locations; thermal pools are also a very popular attraction in Taupo. Mount Tauhara forms the centre of a hydrothermal area that consists of three geothermal aquifers. From a catchment area of land, water drains into the first aquifer and comes up as springs. One of these springs is the Waipahihi Spring. Approximately one kilometre under the surface, this water reappears as the source of Taupo Hot Springs.

Graph 7: Popular Freshwater Activities for International Tourists in Taupo



Graph 8: Popular Freshwater Activities for Domestic Tourists in Taupo

The water bodies that have been identified as important for tourism within Taupo include:

- **Lake Taupo**
- **Waikato River**
- **Ngaawapurua (Fall James)**
- **Huka Falls**
- **Tongariro River**
- **Lake Rotoaira**
- **Lake Rotopounamu**

Thermal

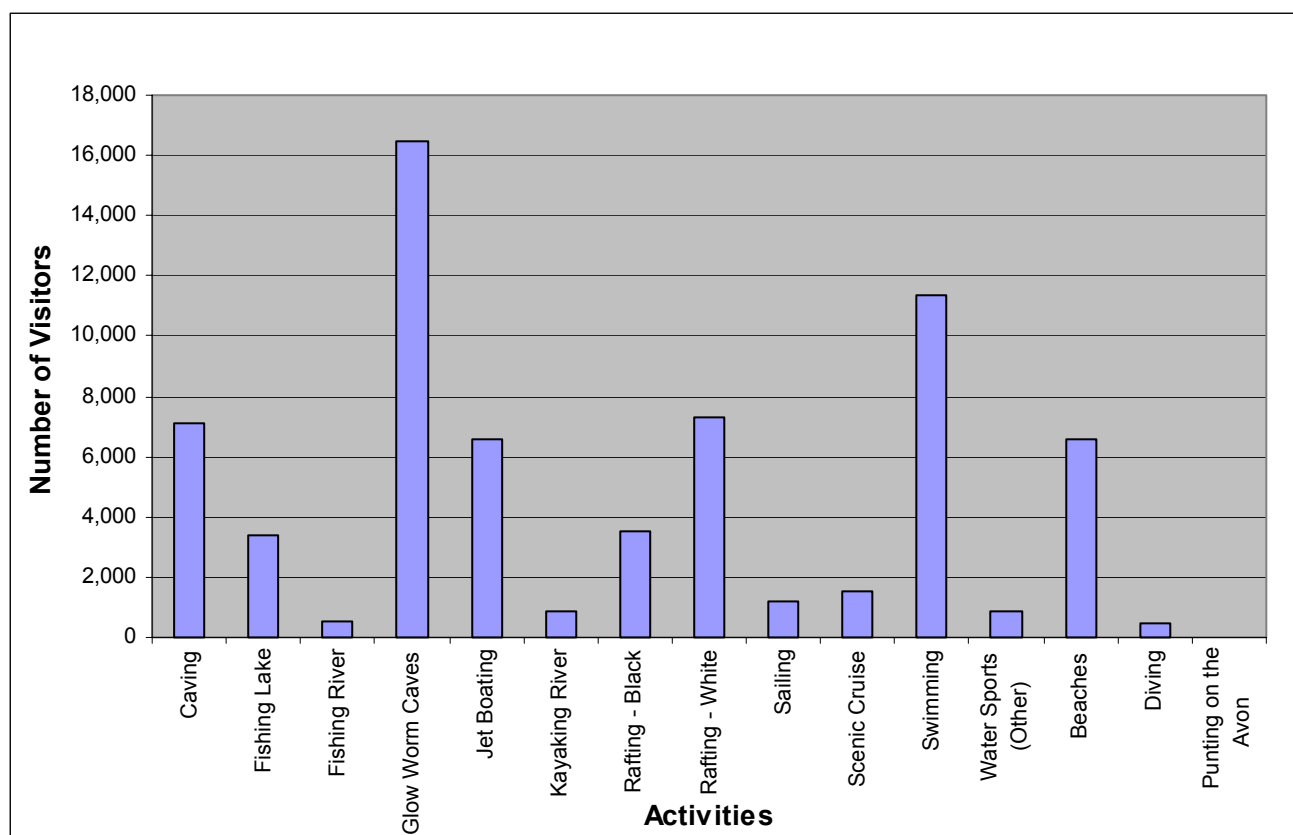
- Waipahihi Spring (flows into Lake Taupo)
- Kathleen Springs (supplies thermal water for Taupo Hot Springs and Spa)
- Wairakei Stream

Rotorua

Graph 9 below shows that while in Rotorua viewing the glow worm caves is the most popular activity for international tourists. Other activities of significance include swimming, white water rafting, caving, going to the beach, and jet boating. As the data recorded is based on visitors whose trip to the area began and ended in Rotorua, it is likely that people originating in Rotorua took day trips to Waitomo to both visit the glow worm caves and/or go black water rafting. Therefore, there are a high number of activities recorded for Rotorua, but which were undertaken in Waitomo.

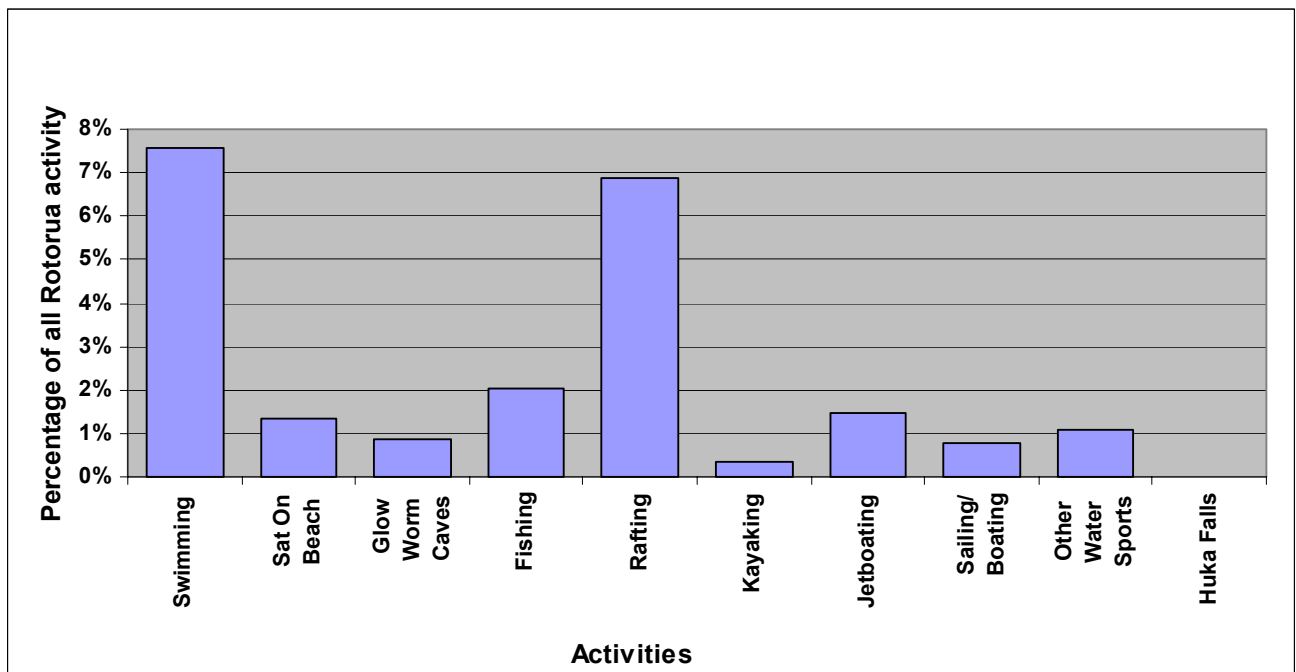
Geothermal activity is crucial for tourism in Rotorua. Tourism Rotorua and Tourism New Zealand both use the geothermal activity of Rotorua as a point of difference for marketing the region and New Zealand as a destination. A number of tourism operators rely on the thermal activity for their business, including Waimangu Volcanic Valley, Whakarewarewa – The Thermal Village and Waikite Valley Hot Springs. These waters are therefore nationally significant for tourism in New Zealand.

Graph 9: Popular Freshwater Activities for International Tourists in Rotorua



Rotorua is also a popular destination for domestic visitors participating in water based activities (see Graph 10). The majority of visitors go swimming in the nearby lakes and rivers (including the thermal pools) and also many undertake the activity of white water rafting. There are several lakes within the Rotorua area that are popular for a wide range of activities including swimming, fishing, jet boating, sailing and scenic cruises while the rivers are popular for swimming, white water rafting and other recreational activities.

Graph 10: Popular Freshwater Activities for Domestic Tourists in Rotorua



Ten key lakes are important for tourism in Rotorua and include:

1. **Lake Rotorua**
2. **Lake Rotoiti** –popular for fishing and boating and is connected to Lake Rotorua by the Ohau Channel.
3. **Lake Rotoehu**
4. **Lake Rotoma**
5. **Lake Okataina**
6. **Lake Tarawera**
7. **Lake Rotomahana** – sight of the famous Pink and White Terraces.
8. **Lake Rerewhakaaitu**
9. **Lake Okareka**
10. **Lake Tikitapu**

Rivers important for white water rafting, swimming and kayaking include:

- **Wairoa River**
- **Rangataiki River**
- **Kaituna River**
- **Tongariro River**
- **Motu River Gorge**
- **Tarawera River**

The thermal springs of importance to tourism (in terms of providing thermal waters to human made pools) are:

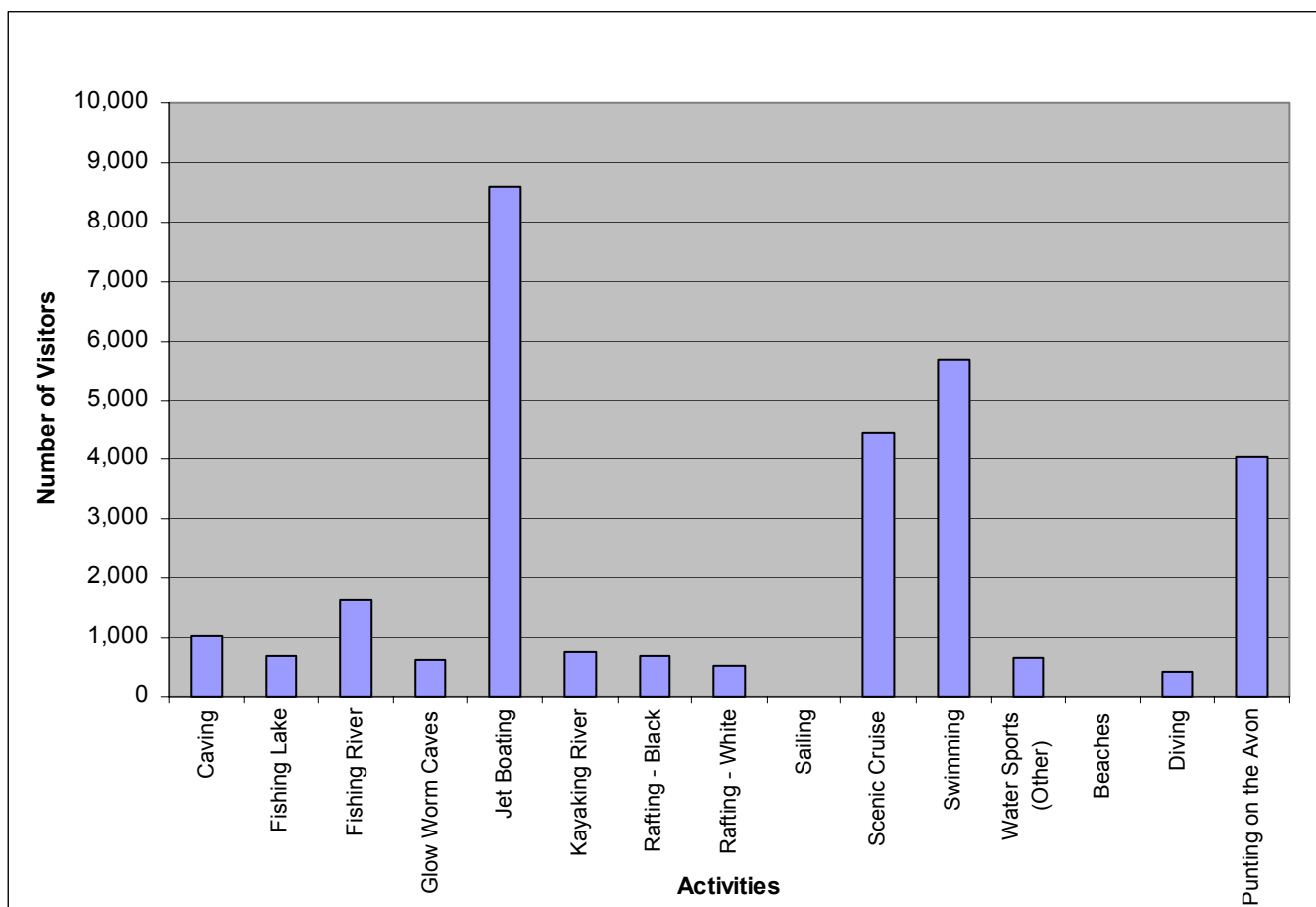
- **Rachel Spring** - a boiling spring located 100 metres from the Polynesian Spa
- **Radium Spring** - a hot spring which provide the acidic natural thermal waters
- **Priest Spring** - a hot spring which provide the acidic natural thermal waters
- **Te Waireka spring (Paradise Valley Spring)**
- **Fairy Spring**
- **Hamurana Spring**
-

Polynesian Spa has hosted more than eight million visitors since opening in 1972, of which five million have used the Priest and Radium pools.

Christchurch

Christchurch is the sixth most popular destination for international visitors in which to undertake freshwater associated activities. Jet boating is again the most preferred activity with swimming, scenic cruises, and punting on the Avon also popular. Several jet boating tourism operations can be found on both the Waimakariri River, and Rakaia River.

Graph 11: Popular Freshwater Activities for International Tourists in Christchurch



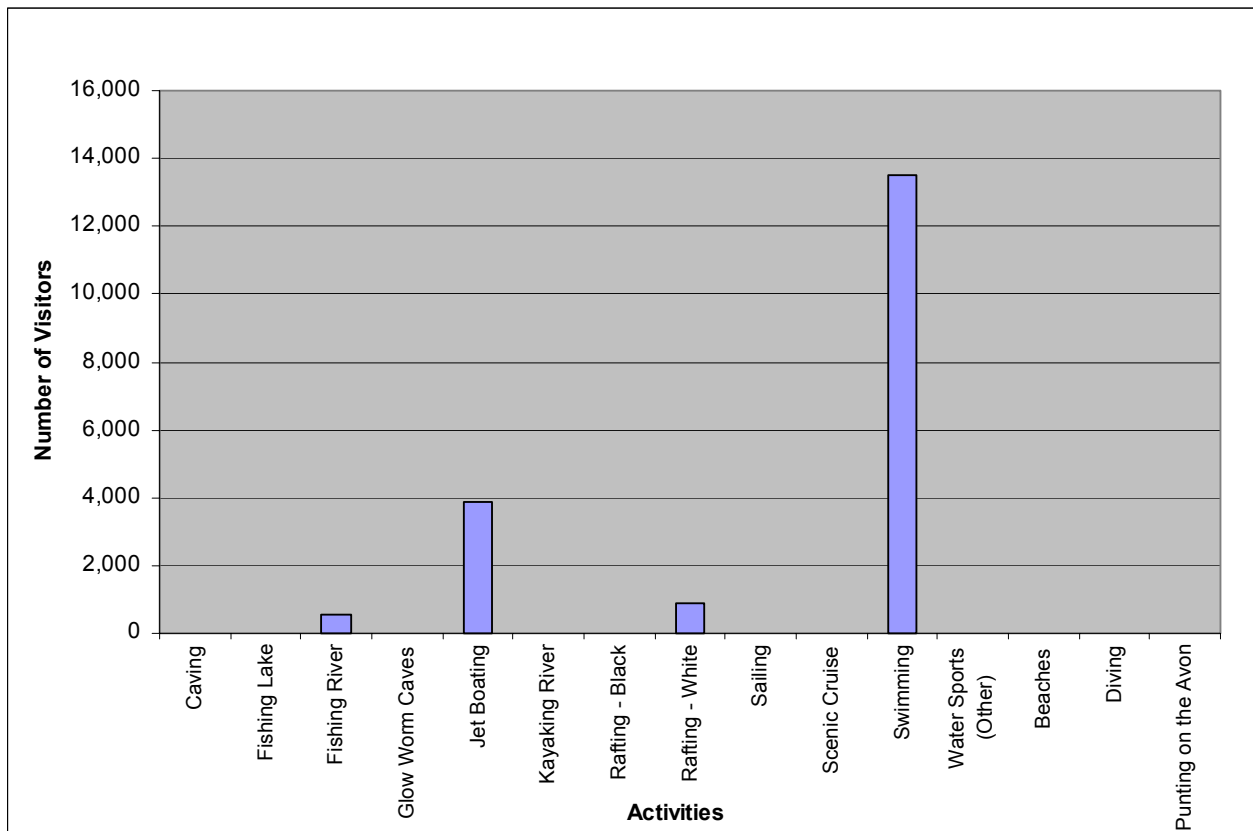
Water bodies identified for Christchurch that are nationally important for tourism include:

- **Avon River** – important for punting on the Avon
- **Waimakariri River** – important for jet boating and kayaking
- **Rangitata River** – important for white water rafting and kayaking
- **Rakaia River** – important for jet boating, swimming and fishing

Hanmer Springs

Hanmer Springs is primarily an important tourist attraction for swimming at the thermal pools, Hanmer Springs Thermal Resort, located within the village. The surrounding lakes and rivers are also popular swimming destinations and important water bodies for tourism. Jet boating is the second most popular activity to swimming, with a much smaller number of visitors choosing to participate in river fishing and white water rafting.

Graph 12: Popular Freshwater Activities for International Tourists in Hanmer Springs



The water bodies of importance in the Hanmer Springs area include:

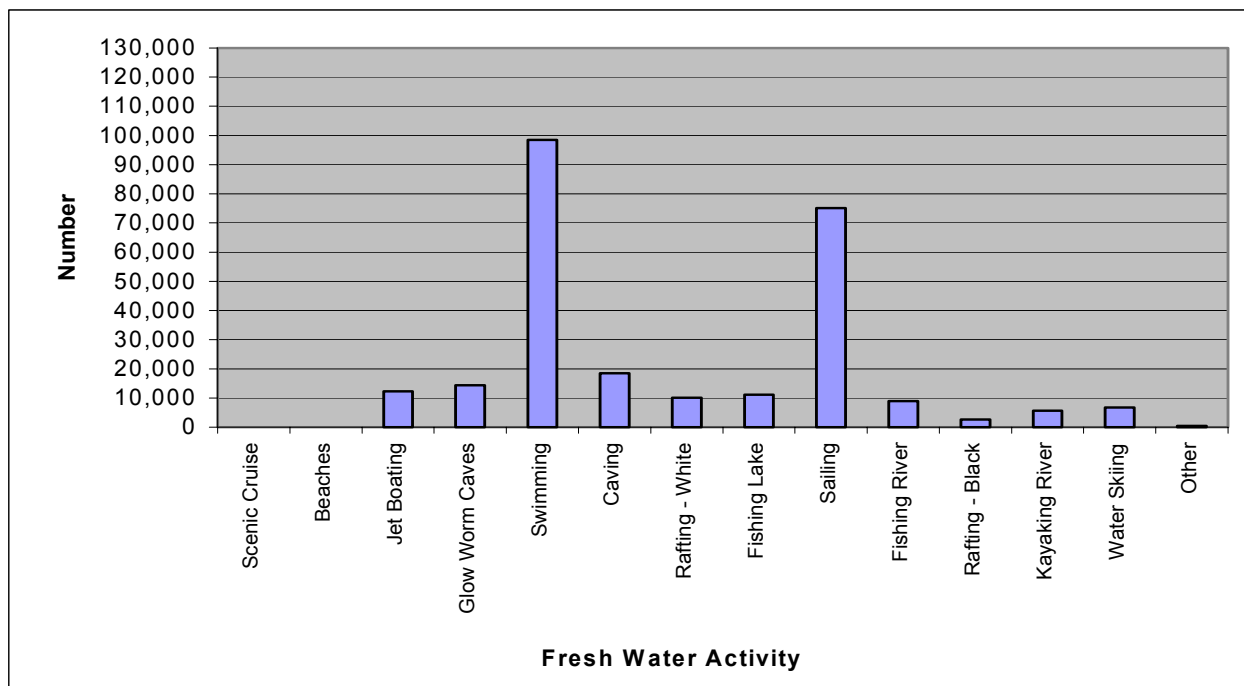
- **Hanmer River**
- **Waiau River** – popular for jet boating in the Waiau River Gorge, white water rafting kayaking, and fishing.
- **Percival River**
- **Pahau River**
- **The Hurunui Lakes - Lakes Sumner, Sheppard, Taylor, Katrine and Mason** located in Lake Sumner Forest Park. T
- **Clarence River** –A popular river for kayaking and fishing

*Please note we have been unable to identify the water body of importance for the thermal pools in Hanmer as the water is pumped from a deep-water aquifer.

Auckland

Auckland City has been identified as an important location for both international and domestic visitors in terms of activities associated with freshwater bodies. For international tourists swimming and sailing were the most popular activities (Graph 13) while for domestic visitors they preferred jet boating, rafting, visiting glow worm caves and kayaking (Graph 14). There are a large number of freshwater bodies in and around the Auckland region and those seen as most significant for tourism and tourism operators have been identified below. For the domestic visitors visiting glow worm caves it is assumed that this involved a day trip to the Waitomo Caves. Important associated water bodies have already been identified under the 'Waitomo' heading.

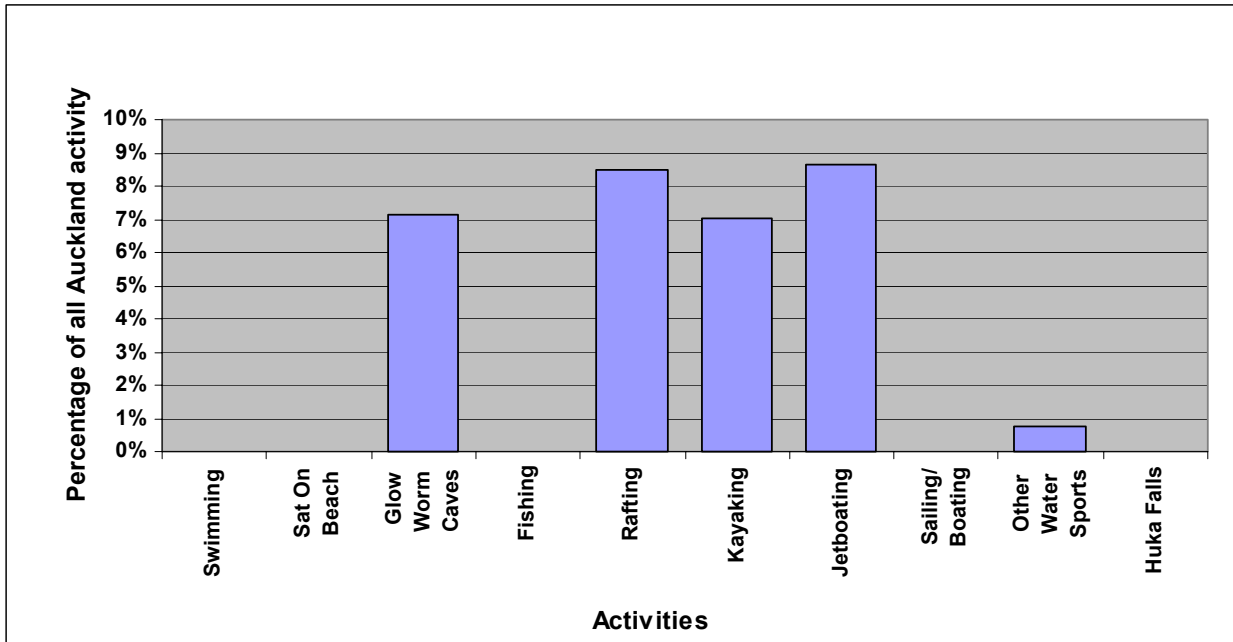
Graph 13 Popular Freshwater Activities for International Tourists in Auckland



Water bodies identified as important for tourism in the Auckland location include:

- **Lake Pupuke** (Takapuna)
- **Western Springs**
- **Lake Waiau** at Bethells Beach
- **Puhoi River** – very popular for kayaking
- **Mahurangi River**
- **Waiwera Hot Pools** – important for swimming
- **Waitakere Falls**
- **Kitekite Falls**
- **The dam lakes in the Waitakere and Hunua Ranges** – the Upper and Lower Nihotupu, Huia and Waitakere.

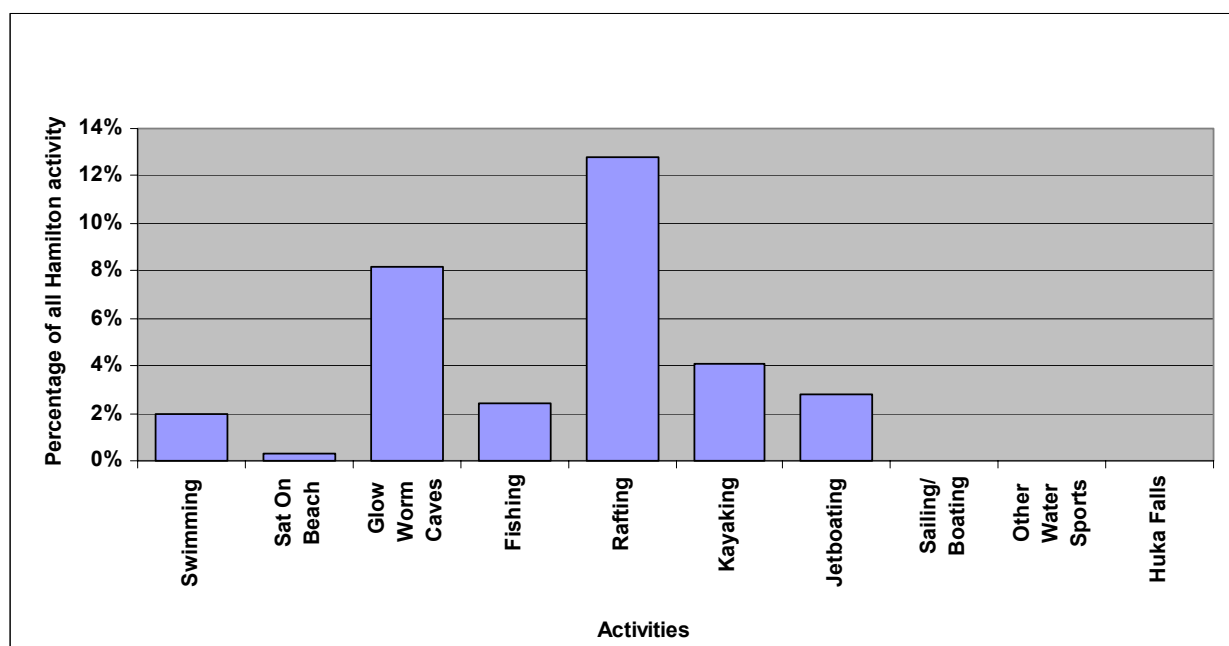
Graph 14: Popular Freshwater Activities for Domestic Tourists in Auckland



Hamilton/ Waikato

The Domestic Travel Survey shows that Hamilton/Waikato is one of the most popular locations for New Zealanders undertaking activities associated with freshwater, particularly for those undertaking rafting trips. Unfortunately from the data, see Graph 15, it is impossible to distinguish between the numbers undertaking white water verses black water rafting, and both types of rafting are popular activities within easy driving distance of the Waikato region. Visiting the glow worm caves and black water rafting are popular day-trip activities to the Waitomo Caves from Hamilton. As the water bodies associated with the glow worm caves and black water rafting are outlined under the Waitomo region, they are not listed here as well. Kayaking is the third most popular activity and there are a large number of accessible rivers for day trips from Hamilton. Many of the rivers have already been identified for the regions of Rotorua and Taupo and are also not repeated here.

Graph 15: Popular Freshwater Activities for Domestic Tourists in Hamilton



The water bodies of importance identified for Hamilton are:

- **Lake Rotorua (Hamilton Lake)** – popular for dragon boating, waka ama, kayaking and other water sport activities.
- **Waikato River** - Popular for fishing, kayaking and other water sports.
- **Lake Karapiro** – an international class water sports venue popular for kayaking, water-skiing, rowing and sailing.
- **Lake Arapuni** - Located south-east of Cambridge, popular for fishing, kayaking and boating.

Economic Implications

As New Zealand's number one export earner tourism is very important for New Zealand in terms of its contribution to foreign exchange earnings and as a driver of economic growth. In the year ended December 2003 foreign exchange earnings from visitor expenditure (excluding international airfares) was approximately \$6.38 billion, an increase of 4% on the previous year. This amounts to additional spending of \$243 million in the New Zealand economy.

Figures released recently by the Tourism Research Council New Zealand (TRCNZ) show that New Zealand received 2.13 million international visitors in the year ended January 2004, a 3.3% increase on the previous year. The TRCNZ forecast arrivals to increase by 6% per year to 2009, reaching 3.02 million by 2009. International visitor spend is growing significantly faster than visitor numbers and is expected to increase at 9.7% per annum reaching \$11.7 billion in 2009.

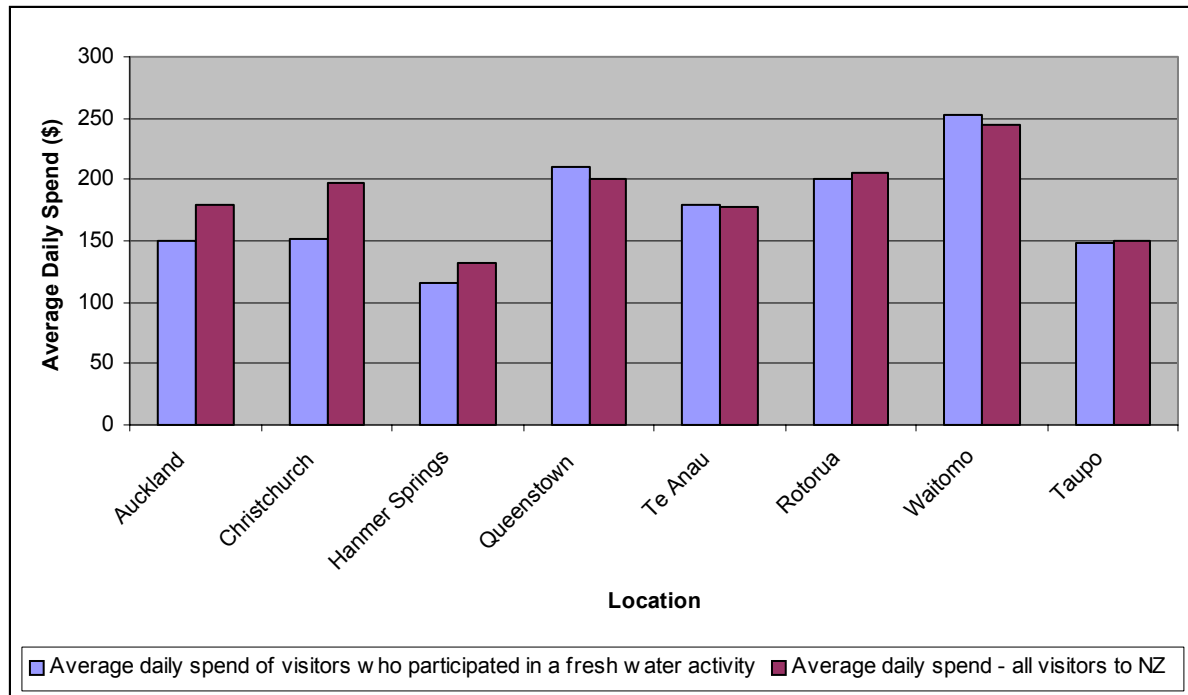
International Visitor Survey (IVS) data has been generated to provide some indication of the contribution to the economy made by international visitors who participate in freshwater activities/attractions during their time in New Zealand. IVS expenditure data has been generated for people who reported at least one of the 'freshwater activities' as determined in earlier investigations. It should be noted that these calculations are approximations only. Expenditure information is only calculated at a national level, where visitors are asked how much they spent in New Zealand, rather than in each location they visited, therefore we have assumed the use of averages.

The IVS data has also been used to identify the average length of stay in New Zealand for people who reported participating in at least one freshwater activity. Both sets of data can be compared with the average spend and average length of stay of all visitors to New Zealand.

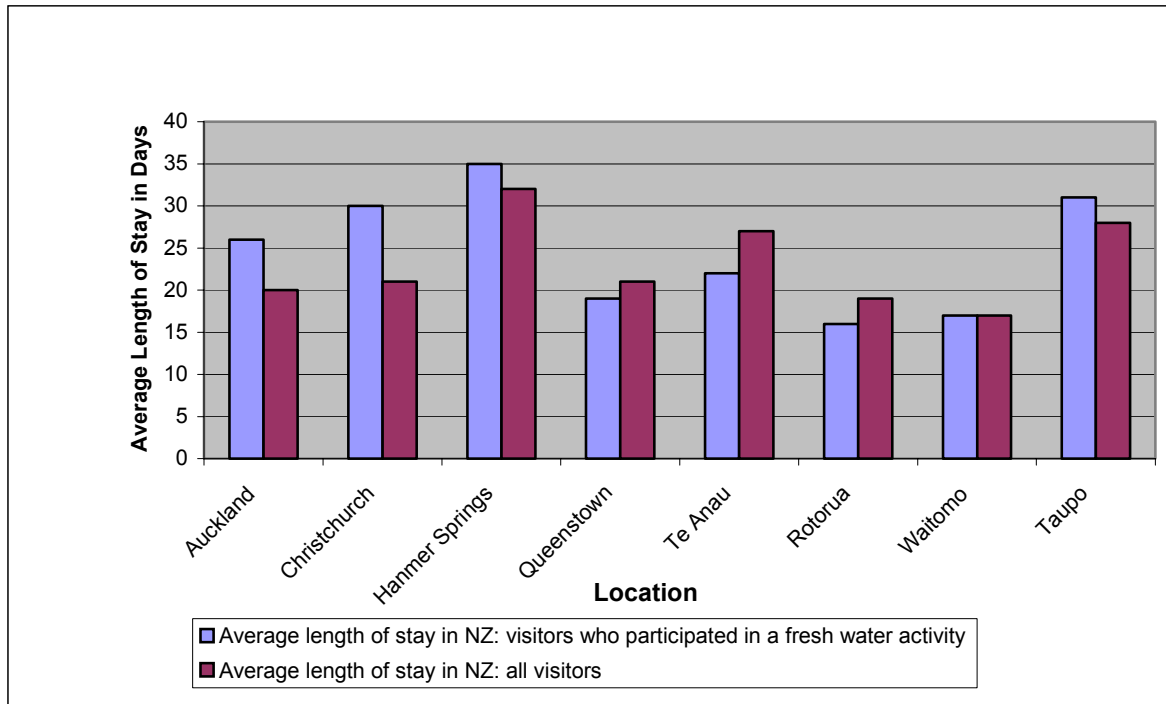
It is important to note that we have only used data from the International Visitors Survey. Due to the way the domestic data is collected it is impossible to make these projections. Therefore, the contribution of tourism to New Zealand's economy as a result of both international and domestic visitors participating in freshwater activities will be higher than reported in this paper.

Economic Results

Graph 16: Economic Contribution of Visitors to New Zealand: Average Daily Spend – Year Ended December 2002



Graph 16 shows there is not a significant difference in average daily spend between international visitors who undertake freshwater activities and 'all international visitors' to the eight study locations. Therefore, a significant proportion of visitors to New Zealand undertake activities associated with freshwater. Also calculated from the IVS expenditure data is that those visitors who participated in at least one freshwater activity whilst in New Zealand spent a total of \$3.42 billion in New Zealand in the year ended December 2002. However, it is important to remember that this figure reports the total expenditure in New Zealand of people who did one or more freshwater activities while they were here.

Graph 17: Average Length of Stay of Visitors – Year Ended December 2002.

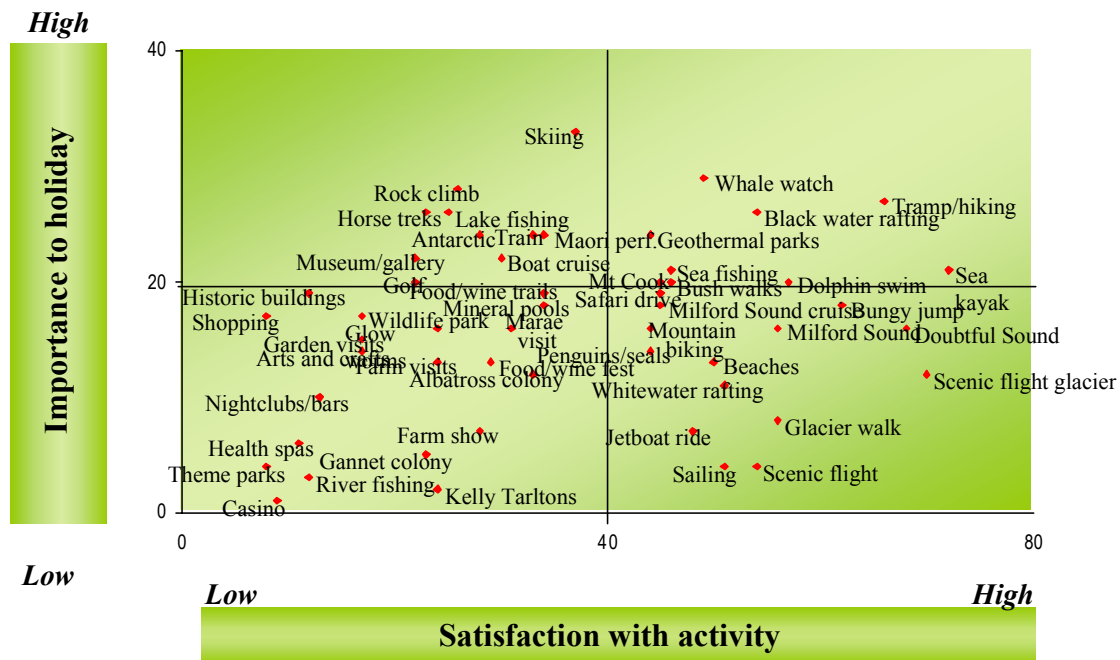
Graph 17 shows an interesting observation that international visitors who undertake freshwater activities in New Zealand generally stay longer than ‘all visitors’. This is expected to some degree as it is assumed that international visitors who have time to participate in adventure activities are more likely to visit New Zealand for a longer period of time.

The diagram below shows the activity preferences of New Zealand’s “ideal visitors”, see Graph 18. New Zealand’s “ideal visitor” termed the ‘interactive traveller’ is the type of visitor that Tourism New Zealand is currently targeting in its offshore marketing campaigns. The diagram also shows the level of satisfaction with the activities experienced by these visitors.

An interactive traveller has been defined as someone who:

- Participates in more activities than other travellers
- Takes photographs and leaves only footprints
- Seeks authentic experiences
- Is environmentally aware
- Goes off the beaten track – goes slow and savours the experience

Graph 18 – Interactive Traveller Activity Preferences



The diagram shows that the interactive traveller tends to place importance on participating in freshwater activities, such as black water rafting and boat cruises. The diagram also shows that several of the activities associated with freshwater were those with which visitors were very satisfied, including black and white water rafting, visiting Milford and Doubtful Sound, jet boat rides and sailing. As Tourism New Zealand continues to target the ‘interactive traveller’ we are likely to see a greater proportion of visitors who fit the description of this target audience visiting New Zealand, and therefore participating in water-based activities, in the future.

Waters of National Importance – Scenic Value

There are also many iconic freshwater bodies in New Zealand, which are important for their scenic appeal to visitors. As indicated earlier, the data used from the international and domestic surveys do not take these types of uses into consideration when calculating locations of importance for water based activities. Examples include scenic flights, scenic road based trips, walks, and tramps. These are passive activities that place a high importance on water bodies for amenity and aesthetic reasons. Water bodies not identified above, but which are seen as nationally important for tourism include:

South Island

- | | |
|--|--|
| <ul style="list-style-type: none"> • Lake Tekapo • Lake Pukaki | <ul style="list-style-type: none"> • Lake Coleridge • Lake Pearson |
|--|--|

- Lake Ohau
- Lake Okarito
- Lake Hawea
- Nelson Lakes
- Pupu Springs (Waikoropupu)
- Lake Kaniere
- Lake Brunner
- Lake Dunstan
- Lake Matheson

North Island

- Lake Waikaremoana – This lake is important for boating and kayaking by mostly domestic visitors. The 3-4 day tramp around the lake is marketed as one of New Zealand's 'great walks.'
- Lake Rotokakahi (Green Lake), Rotorua. This lake has a tapu in place so no water activities are allowed. It is however important for scenic values.
- Awesome Gorge, Kaituna River
- Pohutu Geysir, Rotorua.

Conclusion

From the tourism dataset nine locations of importance have been identified for freshwater based activities undertaken by both domestic and international visitors in New Zealand. These include Queenstown, Waitomo, Rotorua, Taupo, Te Anau, Christchurch, Hanmer Springs, Auckland and Hamilton. Within each area those water bodies which are seen of national importance to tourism based on current consumer patterns have been identified. Also identified are freshwater bodies considered nationally important for tourism due to their significant scenic value. The report does not attempt to identify areas or freshwater bodies that may become popular tourist destinations in the future, or water bodies outside the nine locations established as important.

Location	Water body of Importance
Queenstown	Lake Wanaka
	Lake Wakatipu
	Lake Hawea
	Lake Hayes
	Shotover River
	Kawerau River
	Clutha River
Te Anau	Lake Te Anau
	Tunnelburn River
	Arthur River
	Clinton River
	Hollyford River
	Lake Hauroko
	Wairarahiri River
	Waiau River
	Mavora Lakes
	Lake Manapouri
Waitomo	Waitomo Stream
	Okohua Stream
	Mangawhitakau Stream
	Mangapu Stream
	Mangarama Stream
Taupo	Lake Taupo
	Waikato River
	Ngaawapurua
	Huka Falls
	Tongariro River
	Lake Rotoaira
	Lake Rotopounamu
	Waipahihi Spring
	Taupo Hot Springs
Rotorua	Lake Rotorua
	Lake Rotoiti
	Lake Rotoehu
	Lake Rotoma
	Lake Okataina
	Lake Rotomahana
	Lake Rerewhakaaitu
	Lake Okareka
	Lake Tikitapu (Blue Lake)

	Wairoa River
	Rangataiki River
	Kaituna River (incl. Okere Falls)
	Tongariro River
	Motu River Gorge
	Rachel Spring
	Radium Spring
	Priest Spring
	Te Waireka Spring (Paradise Valley Spring)
	Fairy Spring
	Hamurana Spring
	Kerosene Creek
	Tarawera River (incl. Tarawera Falls)
	Lake Tarawera
Christchurch	Avon River
	Waimakariri River
	Rangitata River
	Rakaia River
Hanmer Springs	Hanmer River
	Waiau River
	Percival River
	Clarence River
	Pahau River
	Lake Sumner
	Lake Sheppard
	Lake Taylor
	Lake Katrine
	Lake Mason
Auckland	Lake Pupuke
	Western Springs
	Lake Waiamu
	Puhoi River
	Mahurangi River
	Waiwera Hot Pools
	Waitakere Falls
	Kitekite Falls
	Dam lakes in the Waitakere and Hunua Ranges
Hamilton/ Waikato	Waikato River
	Lake Karapiro
	Lake Arapuni
	Lake Rotorua (Hamilton Lake)

Water bodies of Scenic Value:	Lake Hawea
	Nelson Lakes
	Pupu Springs (Waikoropupu)
	Lake Coleridge
	Lake Pearson
	Lake Kaniere
	Lake Brunner
	Lake Dunstan
	Lake Matheson
	Lake Tekapo
	Lake Pukaki
	Lake Ohau
	Lake Okarito
	Lake Waikaremoana
	Awesome Gorge, Kaituna River
	Pohutu Geyser
	Lake Rotokakahi (Green Lake) Note: Lake is tapu - no water activity allowed
