QUEENSTOWN LAKES DISTRICT COUNCIL

QLDC Transport Network Monitoring Snapshot Report

QUARTER 3 2025 / 26

1 JANUARY TO 31 MARCH 2026

Quarter 3 Report Overall Statement

- Total cycle counts on Active Travel route counters for Q3 (new counters added for 2025/26) is 198,105 trips.
  - Year to date cycle counts on Active Travel route counters is 422,689 trips.
- Total pedestrian counts across the Active Travel route counters for Q3 (new counters added for 2025/26) is 188,776 trips.
  - Year to date pedestrian counts on Active Travel route counters is 454,039 trips.
- Queenstown bus patronage for Q1 & Q2 2025/26 is 1,031,075 trips – representing an increase of 5.7% from Q1 and Q2 of 2024/25.
- Bus reliability in Queenstown was an average of 90% across Quarter 1 - 2.
- Queenstown ferry patronage for Q1 - Q2 2025/26 is 41,514 trips – an increase of 29% from Q1-Q2 2024/25.
- Traffic counts are typically higher for Q3 2025/26 than Q3 in previous years, with particularly noticeable increases at the Kawarau Falls Bridge and SH6 south of Peninsula Rd counter sites. However, 8 of the 9 count sites show a sharper decrease from March than typically seen in previous years which could be attributed to the fuel crisis and increased fuel pricing which started happening in early March.

Contents

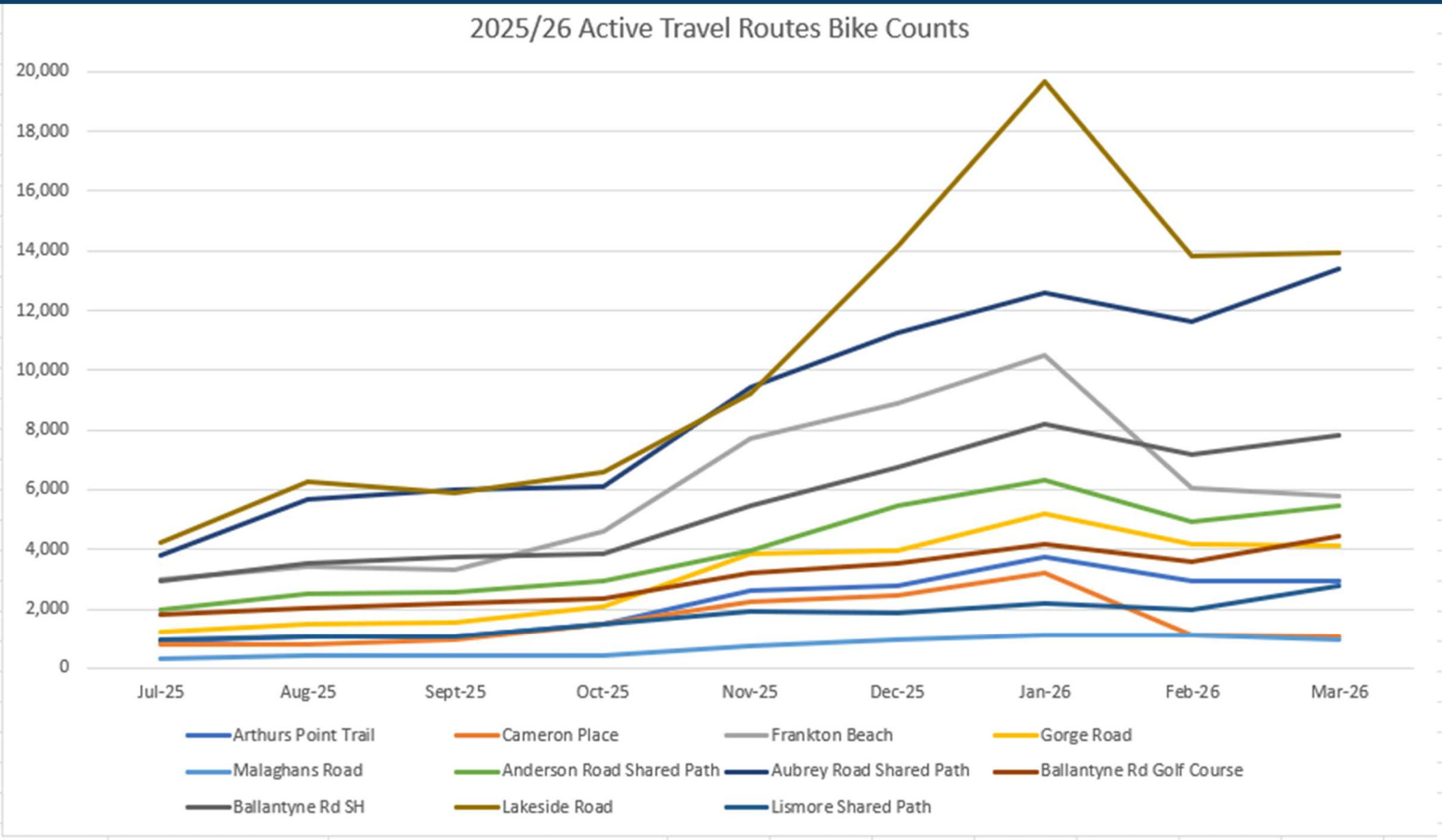
- This document is a summary version of the full Quarter 3 Transport Network Monitoring Report.
  - To get the full report please contact QLDC Services by email at services@qldc.govt.nz

Number of People on Bikes

- New counters have come online for the 2025/26 year of reporting. This means that some total counts are not directly comparable to 2024/25.
- Queenstown Cycle Counters Q3 total movements
  - Arthurs Point Trail * – 9,615
  - Cameron Place – 5,362 (24% ↓ on Q3 2024/25)
  - Frankton Beach – 22,274 (26% ↓ on Q3 2024/25)
  - Gorge Road – 13,537 (25% ↑ on Q3 2024/25)
  - Malaghans Road – 3,228 (12% ↓ on Q3 2024/25)
- Wānaka Cycle Counters Q3 total movements
  - Anderson Road Shared Path * – 16,634
  - Aubrey Road Shared Path – 37,610 (3% ↑ on Q3 2024/25)
  - Ballantyne Rd Golf Course * - 12,167
  - Ballantyne Rd SH * - 23,256
  - Lakeside Road – 47,460 (3% ↑ on Q3 2024/25)
  - Lismore Shared Path * – 6,962
- **Total Cycle Counts for Q3 2025/26 = 198,105**

- * New counter for 2025/26 reporting
- Data sourced from designated Active Travel (Commuter) cycle counters.

2025/26 Active Travel Routes Bike Counts

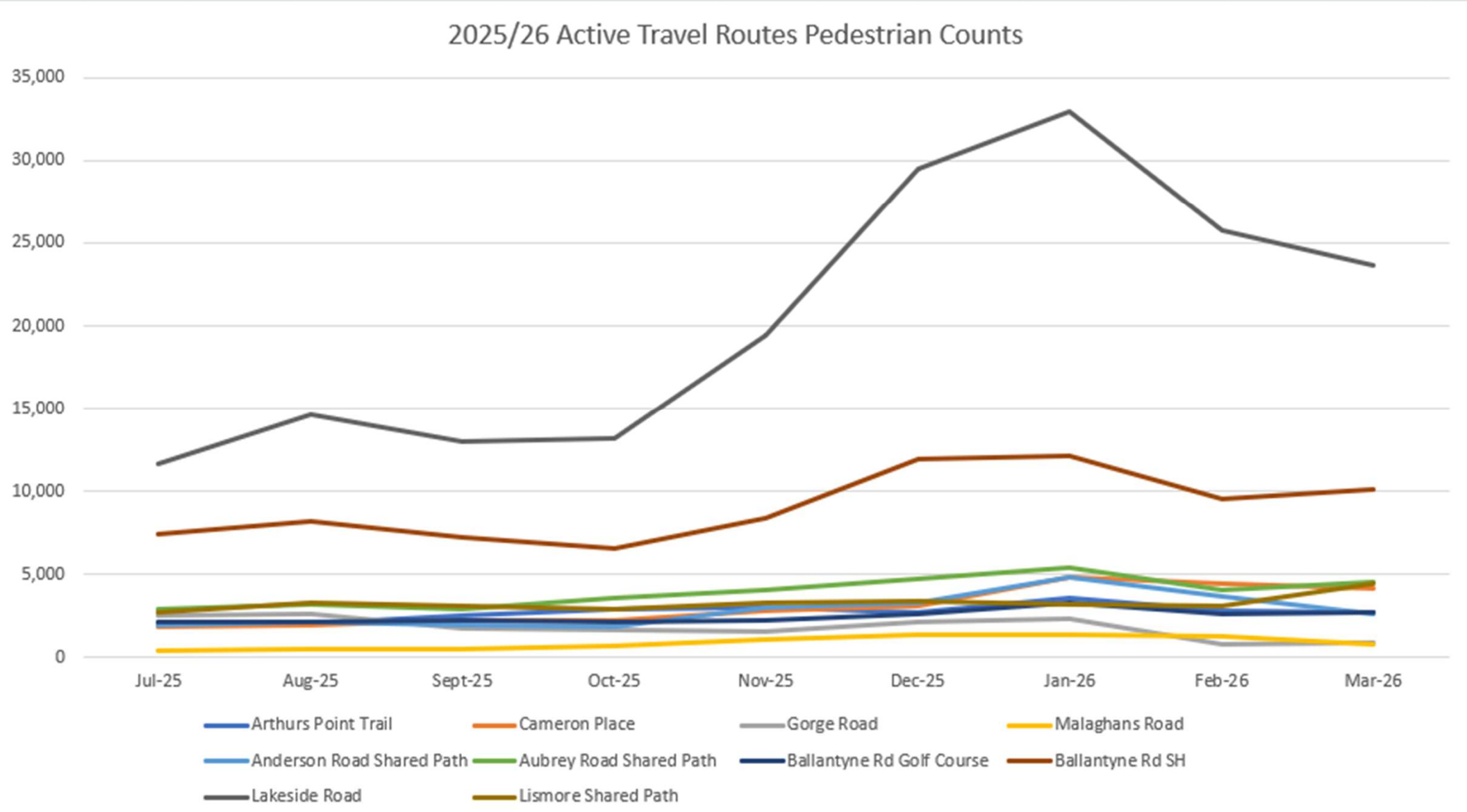


Number of People Walking

- New counters have come online for the 2025/26 year of reporting. This means that some total counts are not directly comparable to 2024/25.
- Queenstown Pedestrian Counters Q3 total movements
  - Arthurs Point Trail * – 9,163
  - Cameron Place – 13,446 (56% ↑ on Q3 2024/25)
  - Gorge Road – 3,989 (57% ↑ on Q3 2024/25)
  - Malaghans Road – 3,462 (10% ↑ on Q3 2024/25)
- Wānaka Pedestrian Counters Q3 total movements
  - Anderson Road Shared Path * – 11,153
  - Aubrey Road Shared Path – 13,966 (9% ↑ on Q3 2024/25)
  - Ballantyne Rd Golf Course * - 8,651
  - Ballantyne Rd SH * - 31,725
  - Lakeside Road – 82,430 (10% ↑ on Q3 2024/25)
  - Lismore Shared Path * – 10,791
- **Total Pedestrian Counts for Q3 2025/26 – 188,776**

- * New counter for 2025/26 reporting
- Data sourced from designated Active Travel (Commuter) pedestrian and scooter counters.

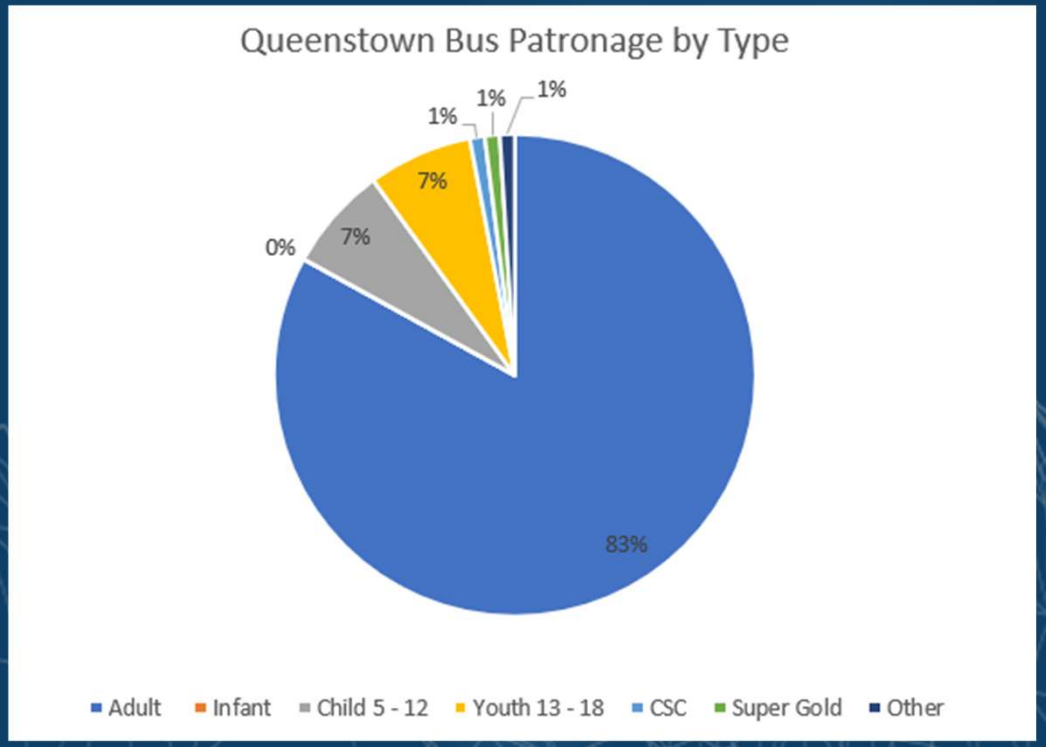
2025/26 Active Travel Routes Pedestrian Counts



Bus Patronage in Queenstown

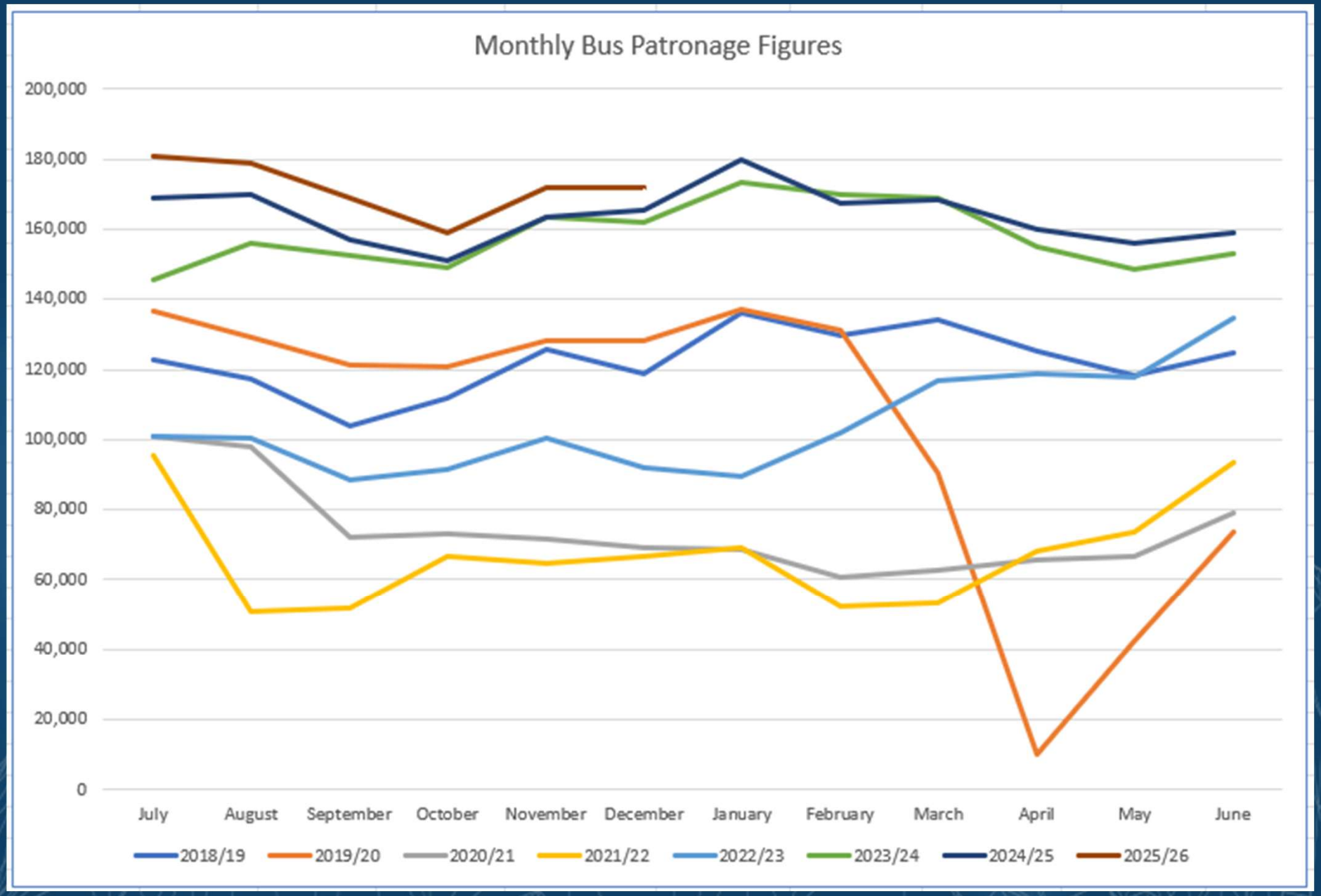
Queenstown Bus Service

- Queenstown bus patronage for Quarter 1 – Quarter 2 2025/26 was 1,031,075 trips representing a 6% increase on Q1 - Q2 2024/25.
- Overall, the data shows an increase in patronage over the first half of the current year, compared to the previous year, noting that Queenstown has continued to record year on year increases in patronage.
- Network changes were implemented in Q1 2025/26 with a revised Jacks Point / Arrowtown service via Malaghans Road.
- Monthly patronage is set out in the figure on the next slide. Current boardings are outperforming the previous year, which was a record year. In short, we are on track for another strong year for boardings, with a high likelihood of a record annual total.
- July 2025 returned the highest ever monthly patronage with 180,526 trips.



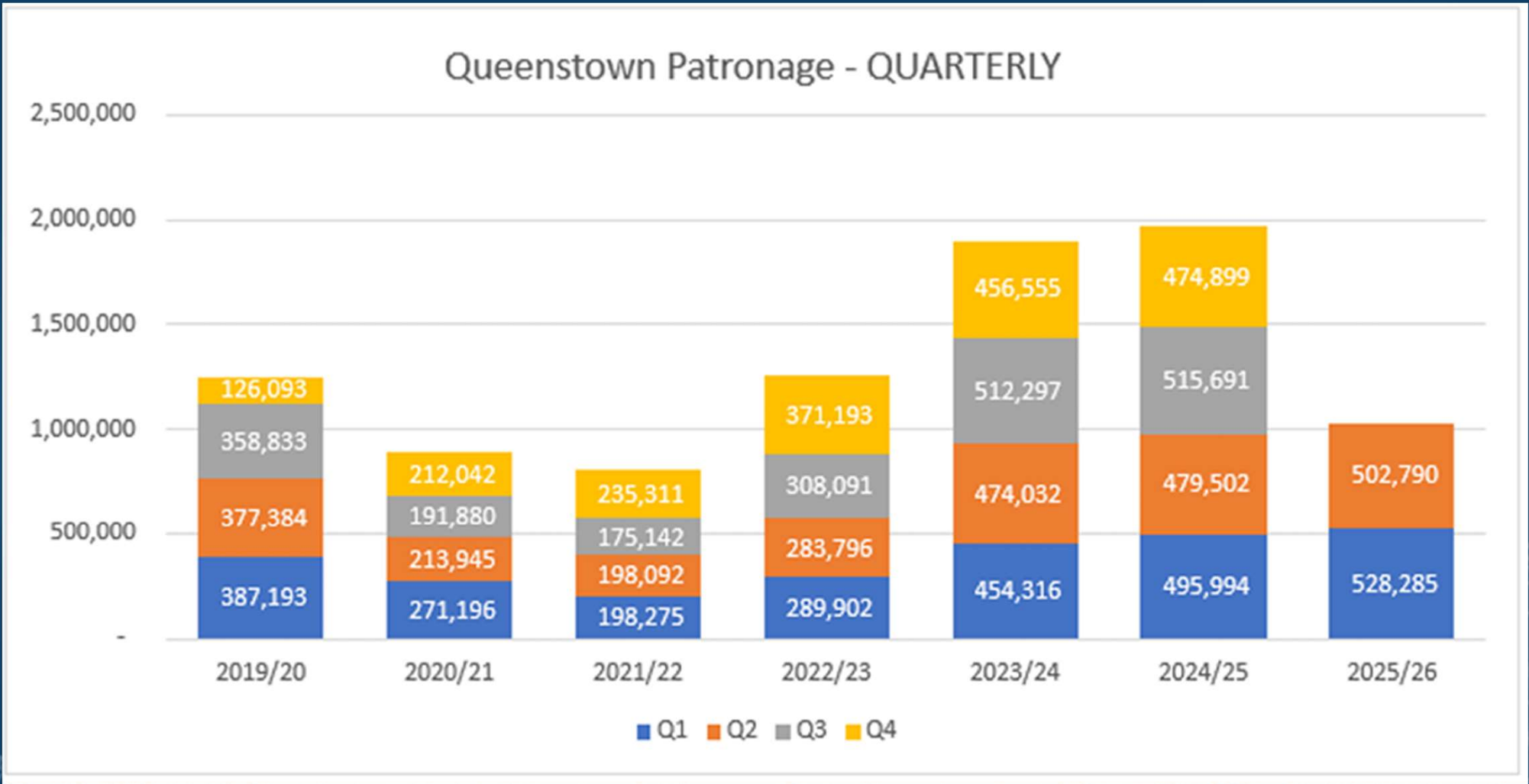
- Data on the following 8 slides is reported by Otago Regional Council at the ORC Council Meeting 25 March 2026

Monthly Bus Patronage in Queenstown



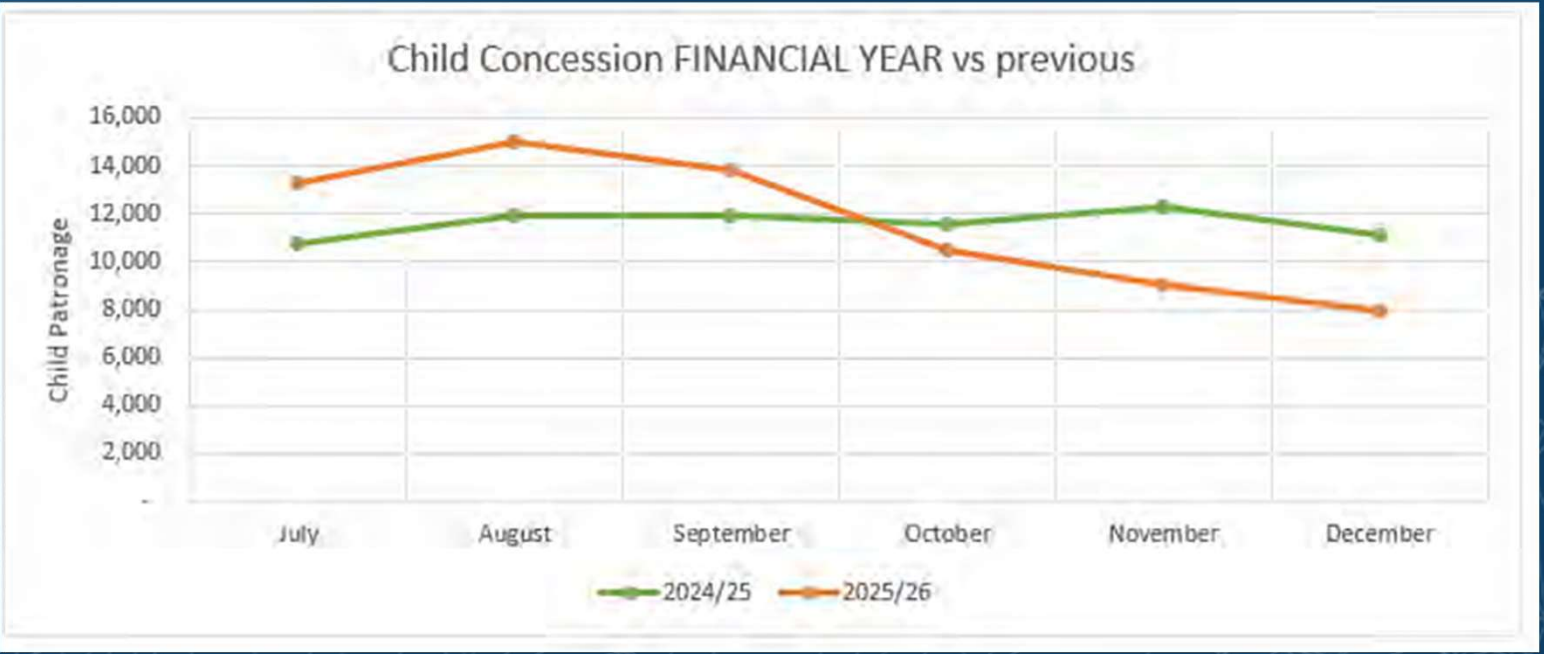
YoY Annual PT Orbus Patronage

- The below figure breaks down patronage into quarterly comparisons, noting a slight drop in the rate of growth for Q2



Bus Patronage in Queenstown

- Across Q1 - Q2 2025/26, child concession patronage is up by 0.1% compared with the previous year.
- In Q2 alone, coinciding with the removal of free child fares, child concession patronage fell 22% year-on-year, as seen in the below figure.
- Despite the impact of increased fares introduced in September 2025 –particularly on child concessions – public transport patronage in Queenstown has continued its strong upward trajectory.
- This growth has been achieved despite 2024/25 representing an all-time annual high for patronage, following three consecutive years of sustained increases. The continued uplift from an already elevated base demonstrates ongoing demand for public transport services and reflects the network's resilience and growing role in supporting transport outcomes in for the district.
- Overall, the data indicates that patronage growth is building on historically strong performance levels.



Ferry Patronage in Queenstown

Queenstown Ferry Service

- Since a change in operator and the introduction of more services, both patronage and revenue for the Queenstown Ferry have increased.
- Queenstown ferry patronage for Q1 - Q2 2025/26 is 41,514 trips – an increase of 29% from Q1 - Q2 2024/25.
- The Lake Whakatipu ferry contract, awarded in 2025 to new owners Watersports Ltd, provided an opportunity to expand services, specifically by maintaining a consistent weekly timetable.
- In July 2025, late-night services were extended from three nights per week to seven nights per week, and daytime services were increased to run on an hourly frequency between approximately 8:15 am and 9:45 pm.
- The impact of these service level increases, together with some rebranding of the service to clearly associate it with the Orbus public transport network, puts the ferry on track for potentially substantive increases in performance by year end. In addition, a new vessel is being introduced to the service in April 2026, which will be the first to be branded in Orbus Ferries livery.

- Data reported by Otago Regional Council

Orbus Public Transport Reliability

Over Quarter 1 and Quarter 2 2025/26:

- Average reliability is 90.0%
- A total of 755 trips were cancelled with 37,092 trips arriving on time
- The number of operated trips in this period has increased from 52,102 in 2024/25 to 58,223 in 2025/26
- Punctuality has increased in this period from an average of 38.2% in 2024/25 to 63.7% in 2025/26

- Reliability is the number of trips departing on time as a percentage of the total number of scheduled trips
- Punctuality is the number of trips arriving on time as a percentage of the total number of operated trips
- Cancellations are the number of cancelled trips as a percentage of the total number of scheduled trips
- Scheduled trips are the number of trips that are meant to run each month (timetabled trips)
- Operated trips is the actual number of trips that were run for the month due to cancellations or other reasons.

Summary	Jul-25	Aug-25	Sept-25	Oct-25	Nov-25	Dec-25
Scheduled trips	9,934	9,941	9,615	9,939	9,620	9,929
Operated trips	9,871	9,888	9,551	9,769	9,394	9,750
Depart on Time	8,847	9,057	8,800	9,231	8,555	8,613
Arrive on Time	5,967	6,530	6,212	7,018	5,687	5,678
Reported cancellations	63	53	64	170	226	179
Reliability	**89.1%**	**91.1%**	**91.5%**	**92.9%**	**88.9%**	**86.7%**
Punctuality	**60.4%**	**66.0%**	**65.0%**	**71.8%**	**60.5%**	**58.2%**
Cancellations	**0.6%**	**0.5%**	**0.7%**	**1.7%**	**2.3%**	**1.8%**

- Data reported by ORC for the Orbus PT network in Queenstown

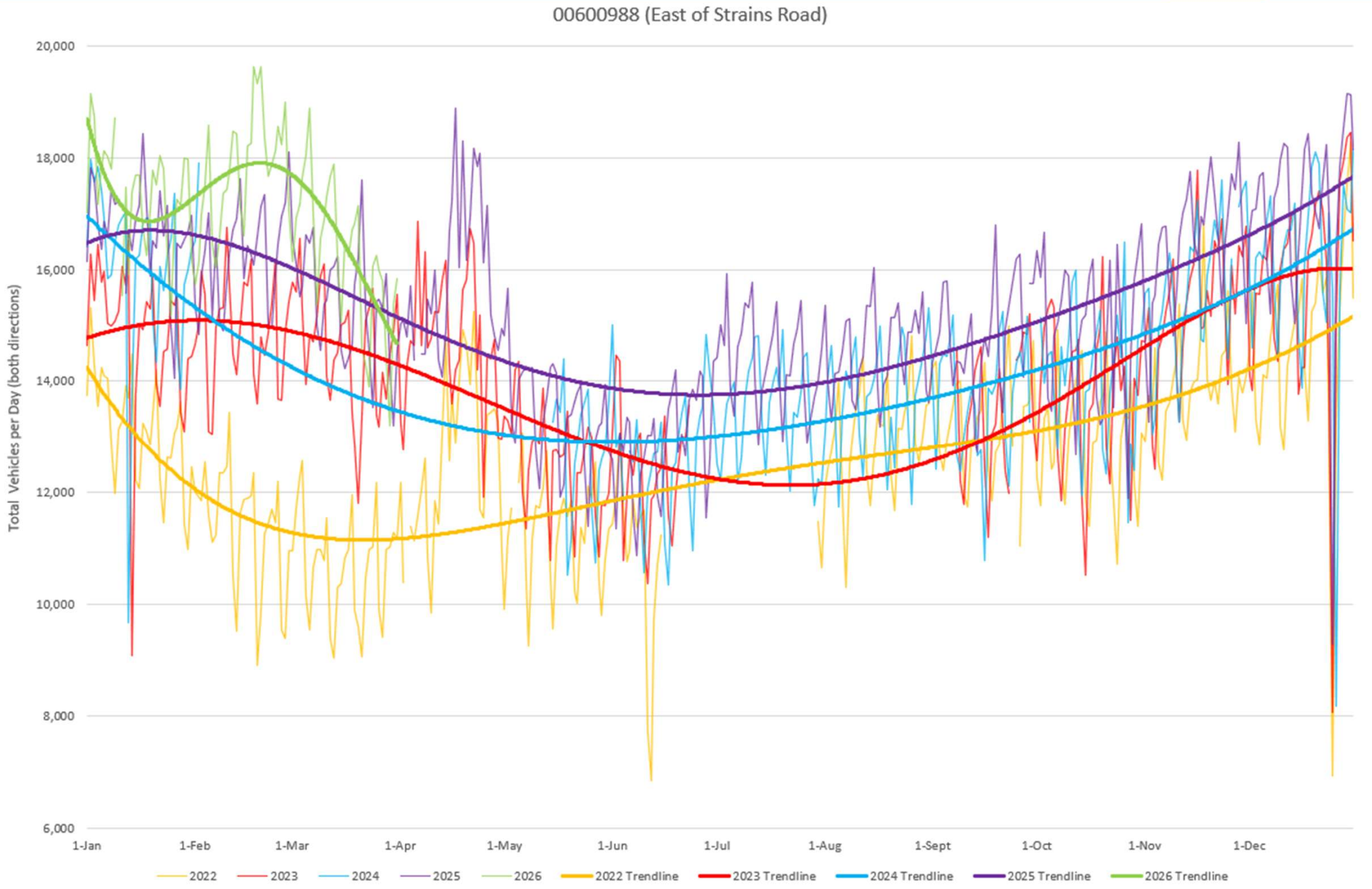
Traffic Count Data

- The following slides represent **Total Daily Vehicle Counts for all vehicle types in both directions**
- Traffic count data recorded by NZTA from 9 sites across the State Highway network in Wakatipu
  - The header for each graph reflects the location of the counter on SH6 or SH6A
  - This Quarter 3 report reflects counts through to 31 March 2026
- Some key noticeable trends:
  - All counters (with the exception of the Airport counter) show a drop in numbers from March. Whilst counts typically do decrease through the autumn shoulder season, the drops seen in March are sharper than previous years trends. This drop aligns with the fuel price increases seen across the country and suggests the fuel crisis could be impacting on people's transport choices in the district.
  - The Stanley St (SH6A) by Millenium Hotel counter is the only counter to show a substantial drop in traffic recorded - due to the opening of Stage 1 of the Arterial route at the end of January 2025. However 2026 counts are higher than those seen in 2025 following the opening of the Arterial.
  - Quarter 3 of 2025/26 shows a slight decrease in traffic counts in comparison to Q3 2024/25 along SH6 north east of the BP roundabout.
  - Peak summer and winter season traffic volumes on Frankton Road continues to reach and exceed the theoretical capacity for the road.
  - The Southern Corridor counters are showing distinct increases in traffic volumes. Namely:
    - Kawarau Falls Bridge: For 1 January – 31 March 2026 the average daily traffic count is 23,460 vehicles, which is a 10% increase on the same period in 2025 which had an average of 21,330 vehicles per day.
      - In comparison to the same period in 2019 (pre-Covid19) this is an 92% increase.
    - SH6 South of Peninsula Road: For 1 January – 31 March, the average daily traffic count increased by 13% from 17,414 in 2025 to 19,664 in 2026.

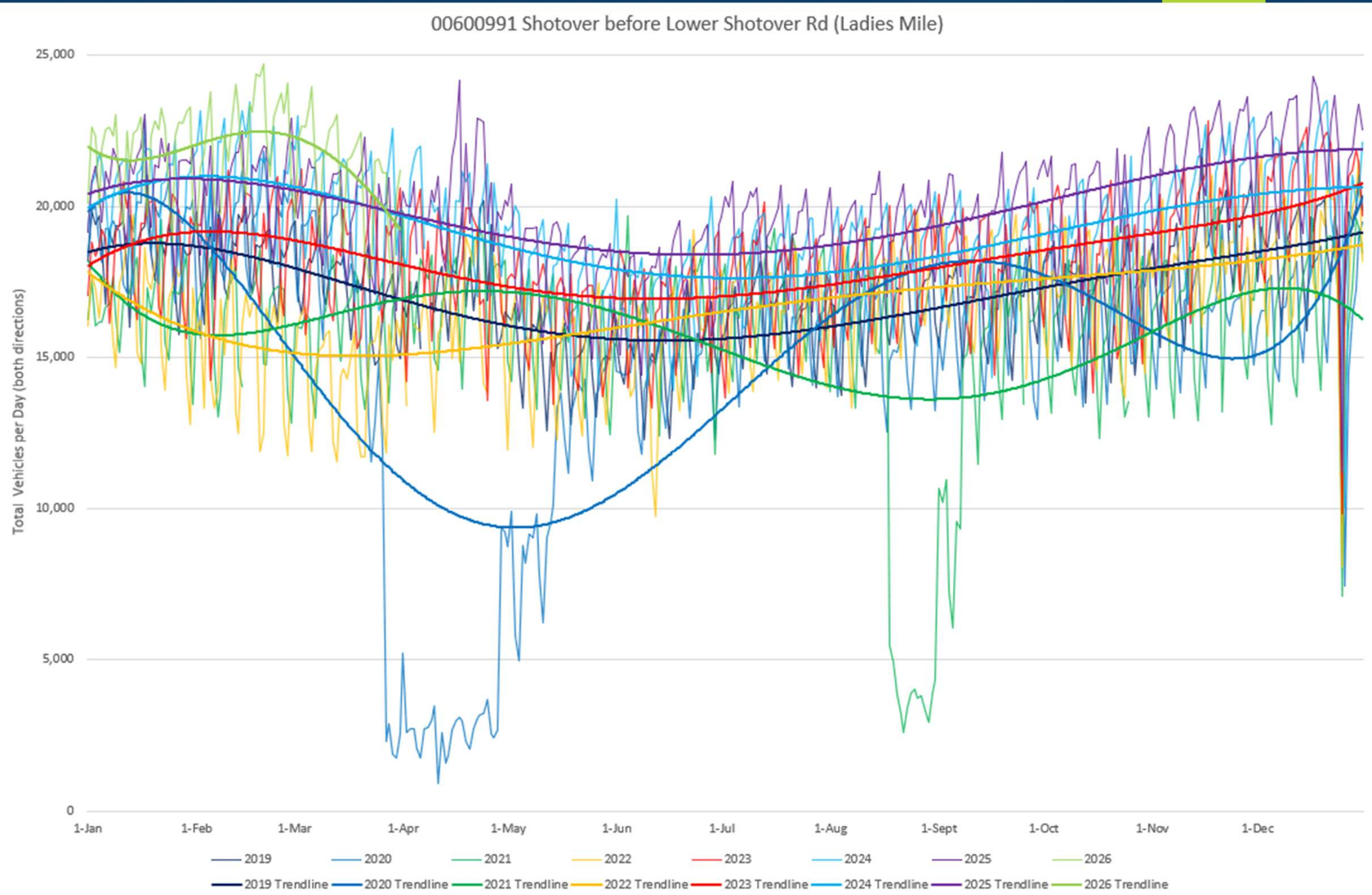
NZTA Traffic Counter Locations

- The below map shows the location of the 9 NZTA traffic counters located in the Whakatipu basin

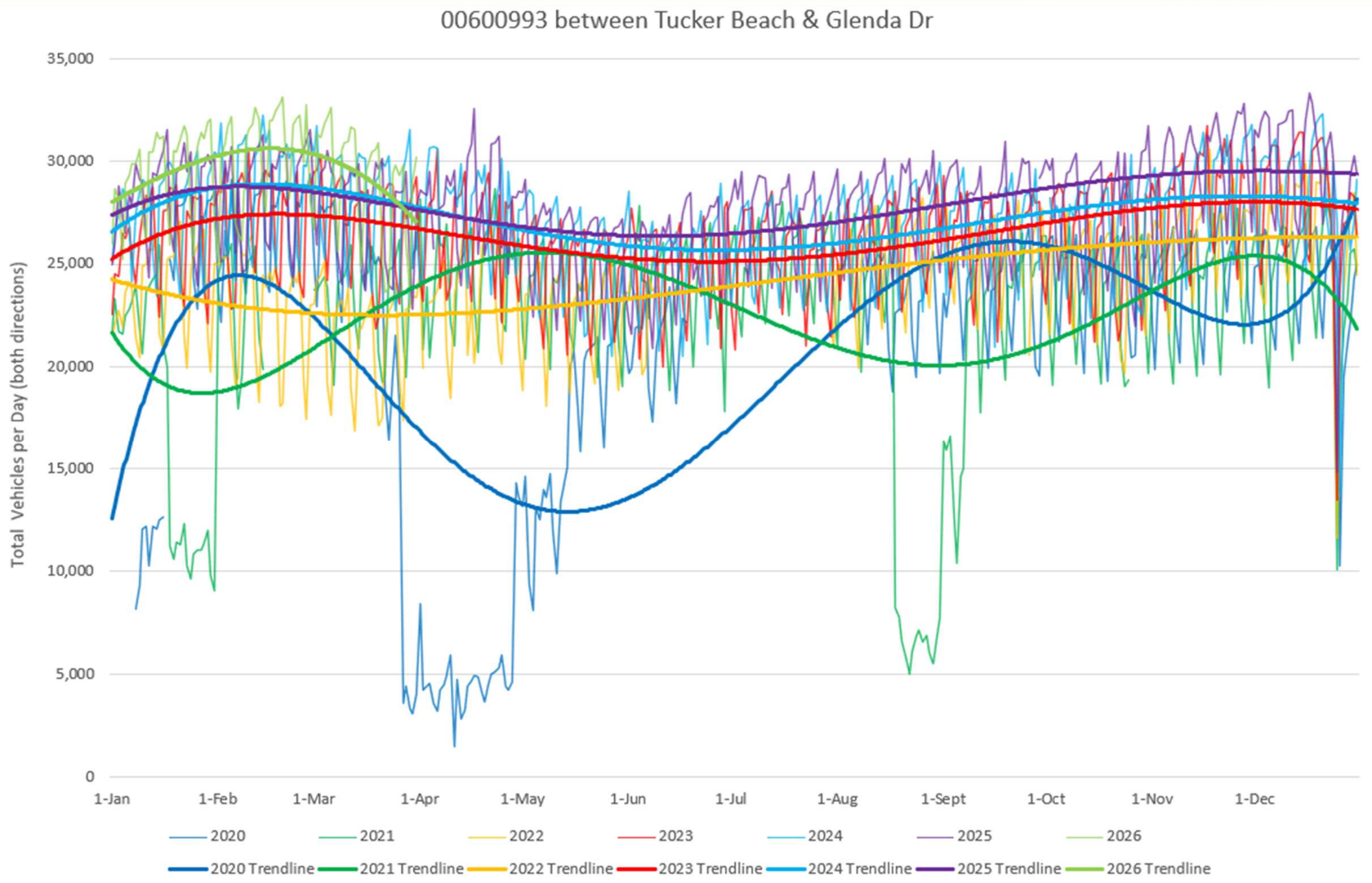
SH6 - East of Strains Rd



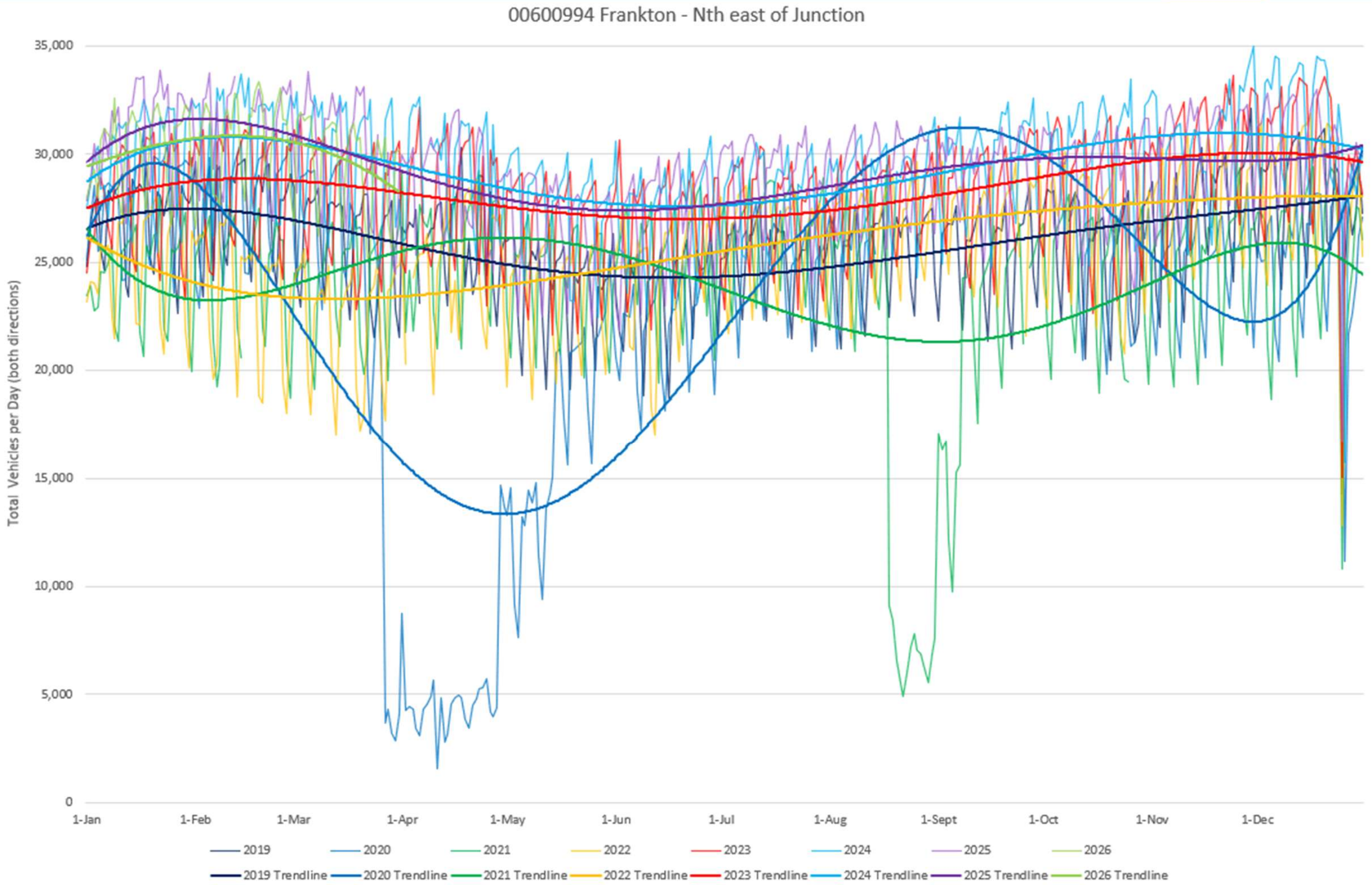
SH6 – Ladies Mile (East of Lower Shotover Rd)



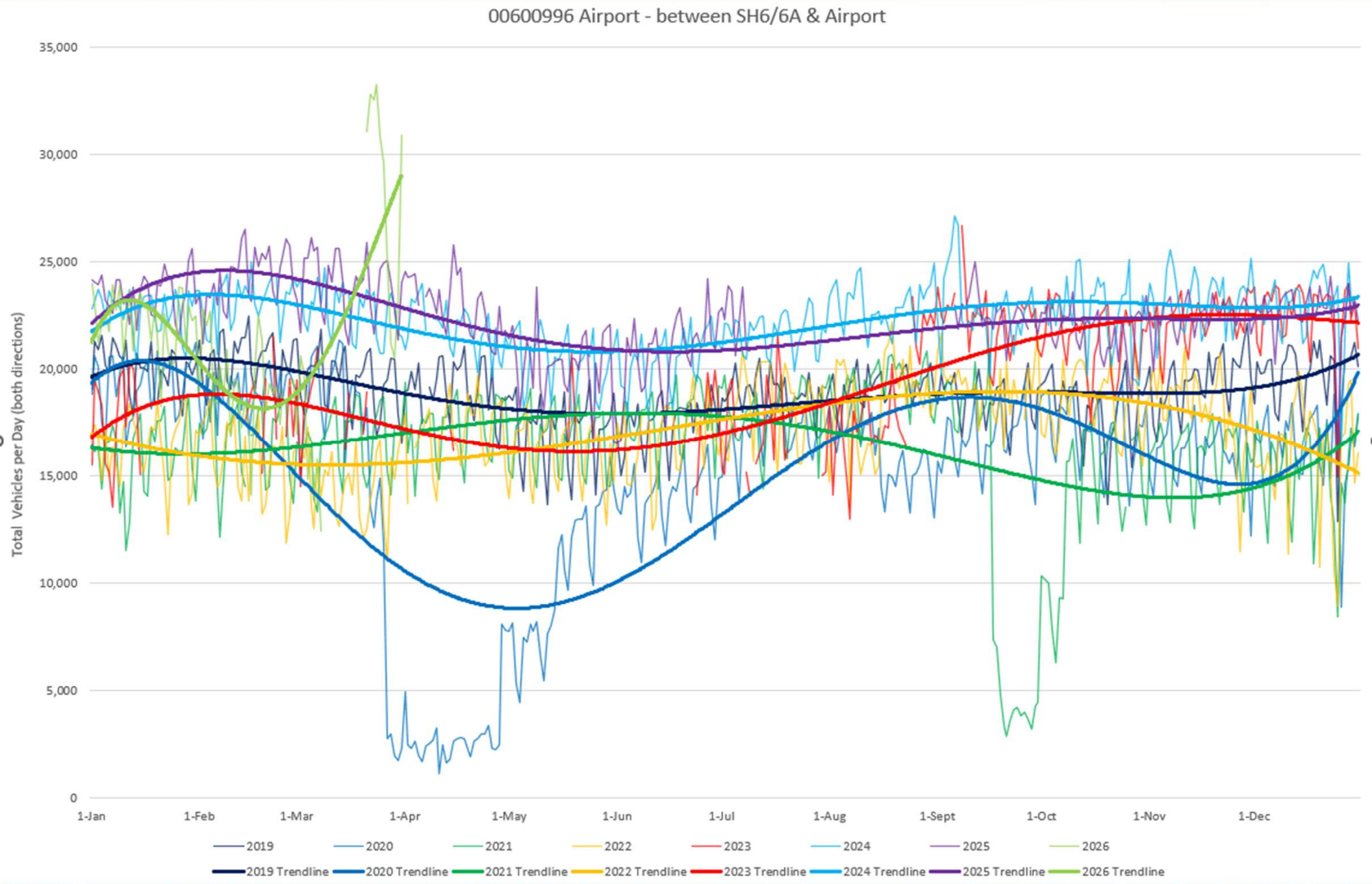
SH6 - Between Tucker Beach Rd and Glenda Drv



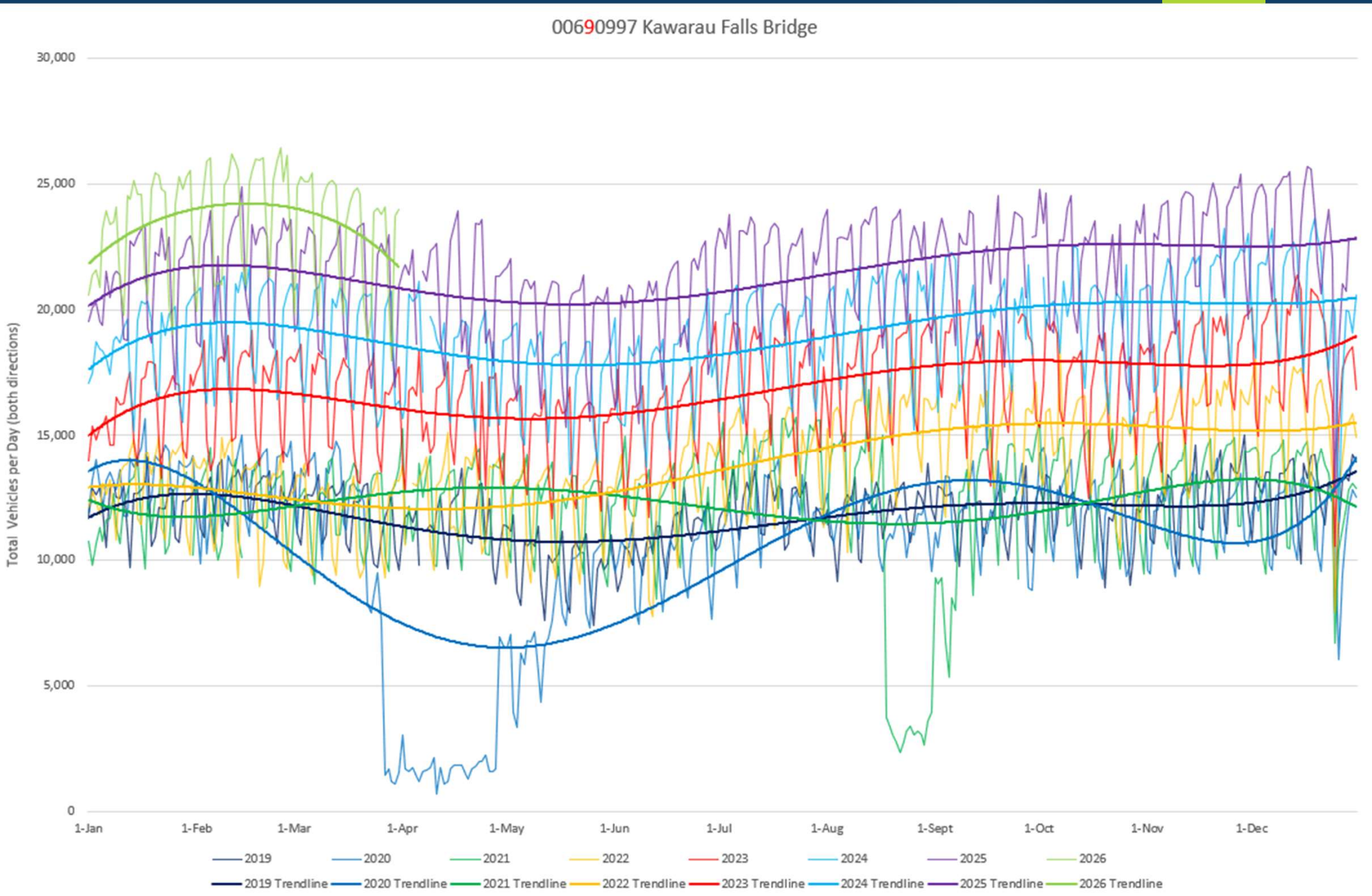
SH6 – Frankton, North East of SH6 / 6A Junction



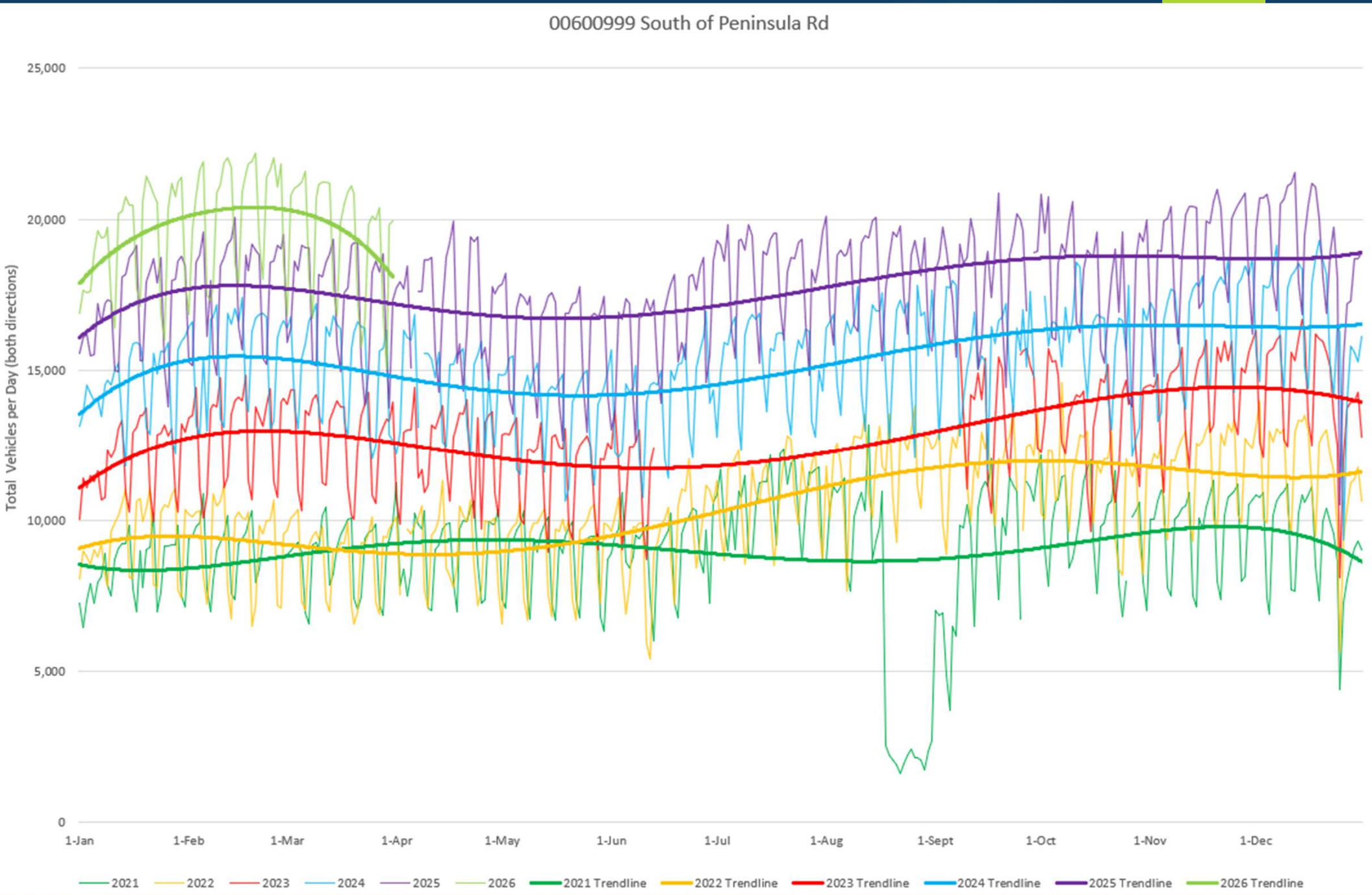
SH6 – Airport, Between SH6 / 6A & Airport



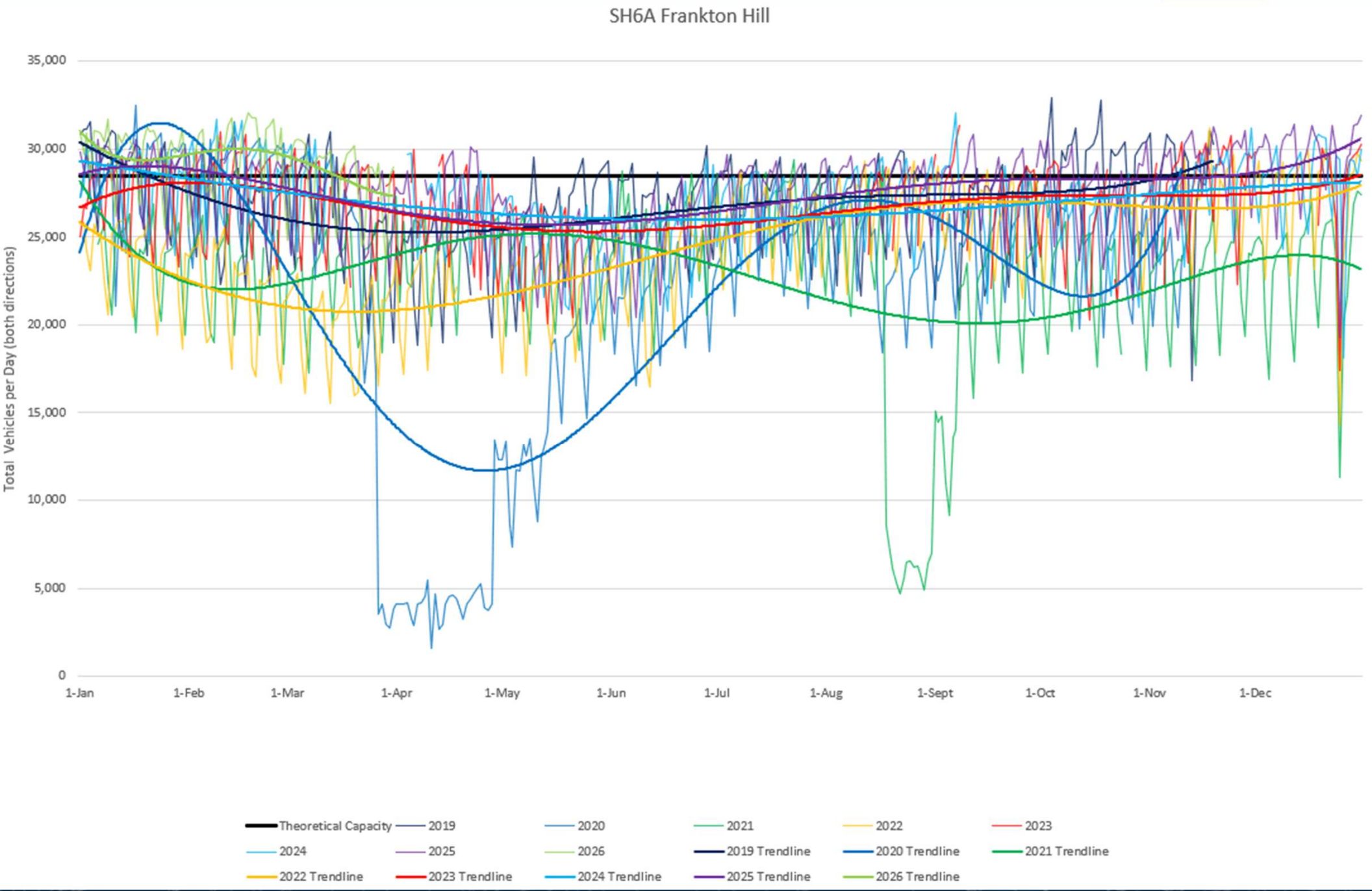
SH6 – Kawarau Falls Bridge



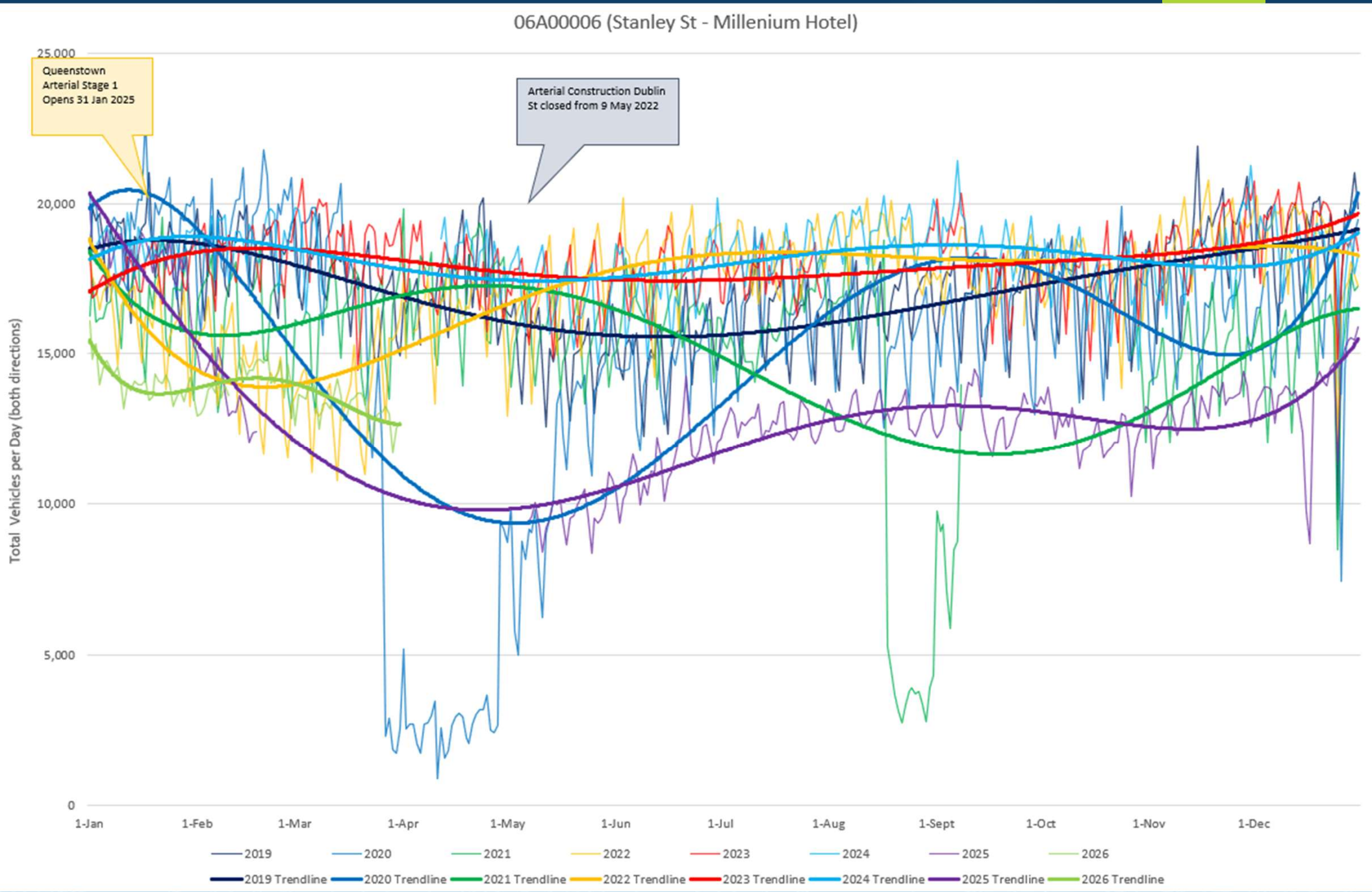
SH6 – South of Peninsula Rd



SH6A – Frankton Road



SH6A - Stanley St by Millenium Hotel



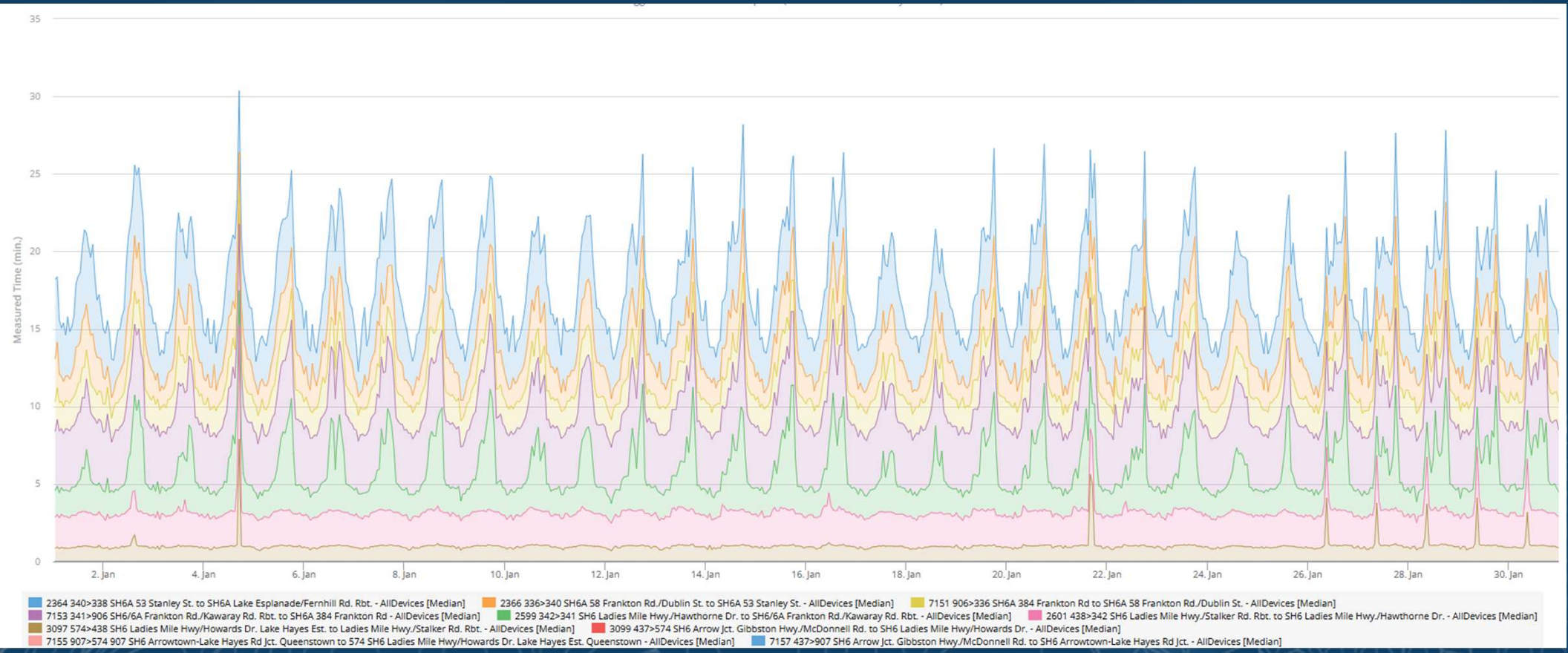
Travel time data

- The graphs on the next 6 slides highlight the variability in travel time into and out of Queenstown via SH6 / SH6A for each month of the quarter.
- Data is measured through Bluetooth software using Bliptrack
- Data reflects average hourly travel time for each segment making up the route
  - Reflects morning and afternoon peak traffic movements
  - Shows that travel time eastbound from Queenstown is typically longer than travel time into Queenstown whilst also having more variability and higher peak travel times

Travel time towards Queenstown - January

- **Travel time from Arrow Junction to One Mile roundabout (SH6 & SH6A Westbound)**

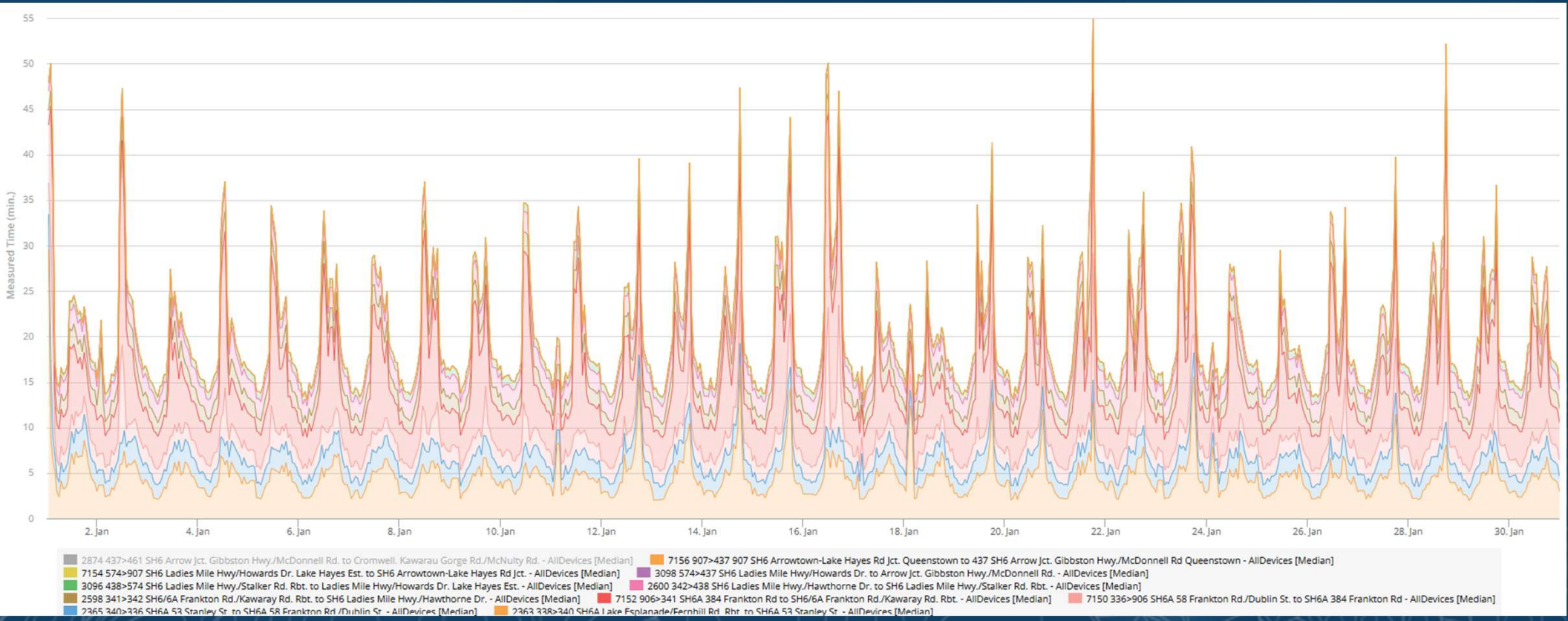
- January shows lower and consistent travel times which coincides with school holidays.
- Peak travel time was between 5pm – 6pm and there is only one occasion of the route taking longer than half an hour.



Travel time from Queenstown - January

- **Travel time from One Mile roundabout to Arrow Junction (SH6 & SH6A Eastbound)**

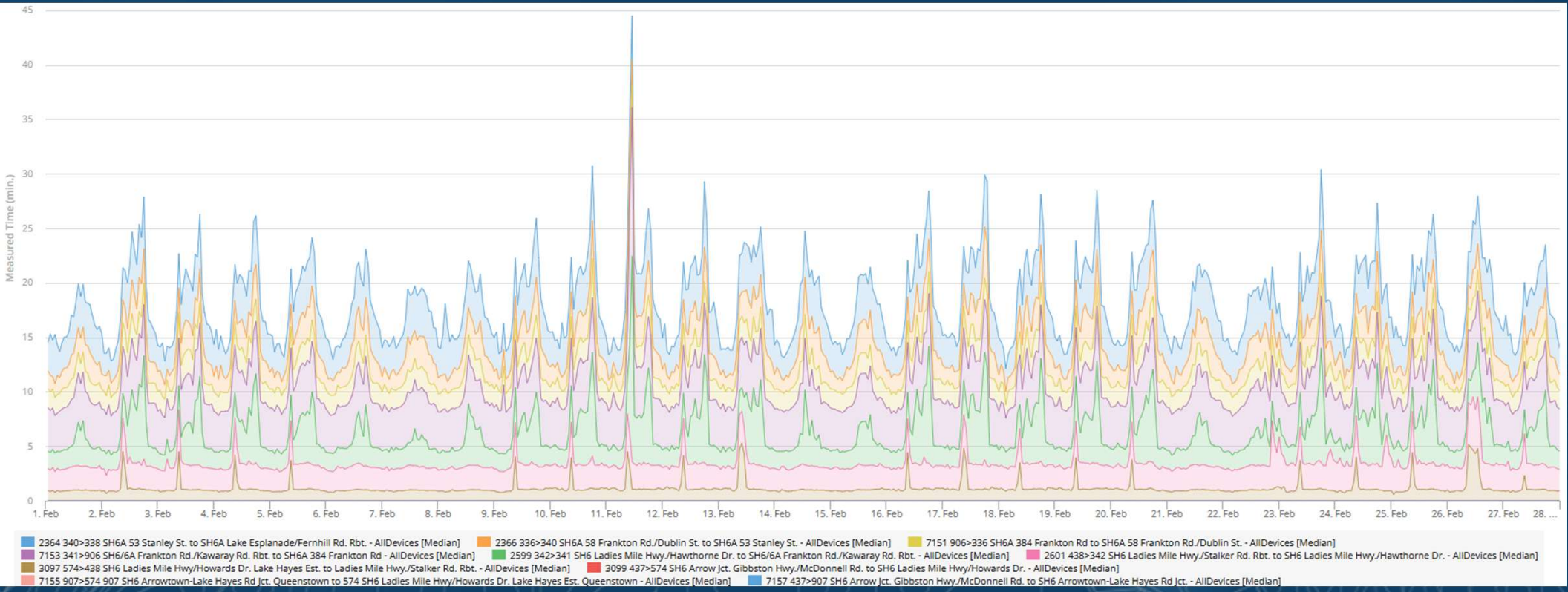
- Throughout January there were multiple occasions of this route exceeding 30 minutes travel time
- At the start of the month, peak travel times typically occur between 10am – 12pm
- From the 12th January, when many people returned to work following summer break, the highest travel time each day occurs between 5pm – 6pm. However, a morning peak between 10am – 11am still remains with this usually over 25 minutes travel time.



Travel time towards Queenstown – February

- **Travel time from Arrow Junction to One Mile roundabout (SH6 & SH6A Westbound)**

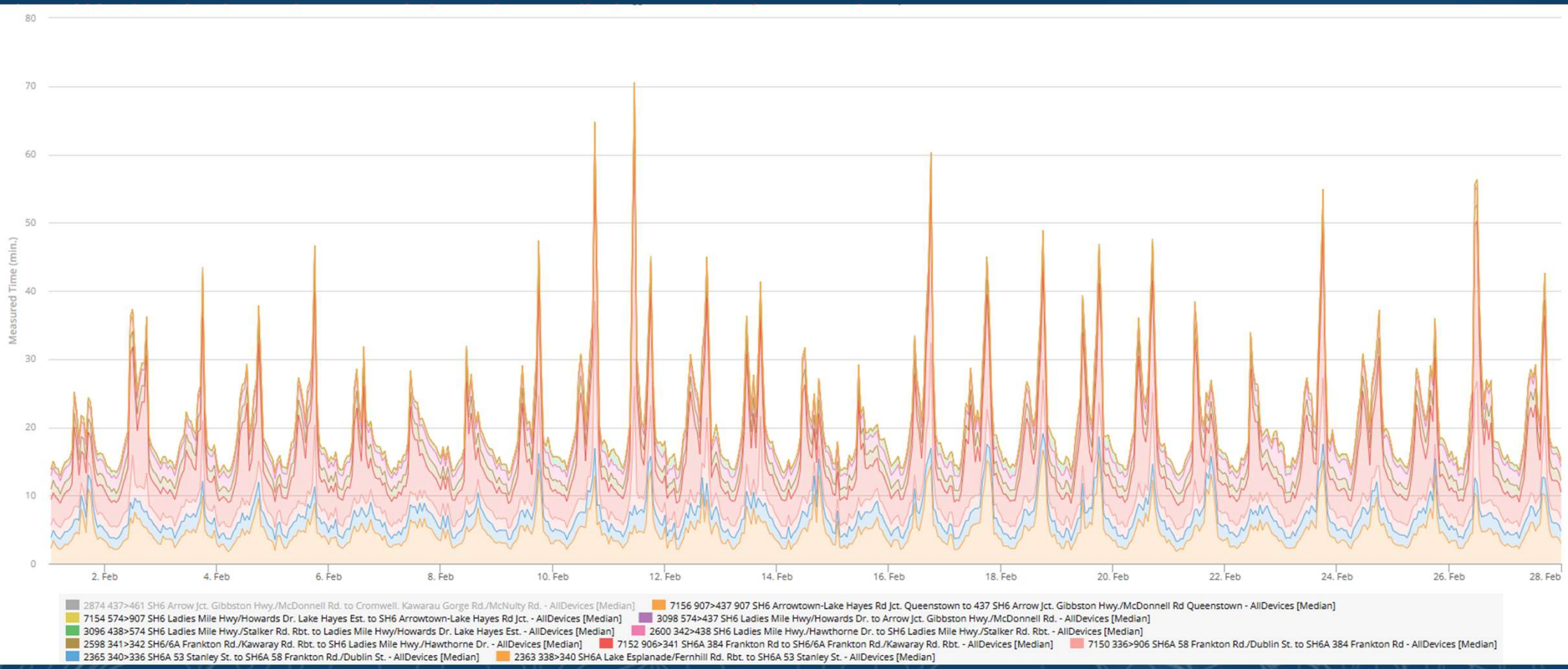
- Below graph shows morning and afternoon peak traffic weekdays, however weekday peak travel times are only slightly more defined than weekend peak travel times
- Weekday and weekend peaks are relatively consistent across the month
- Many weekdays show two extended travel times prior to the evening peak, these being usually at 8am – 9am and 11am – 12pm.



Travel time from Queenstown - February

- **Travel time from One Mile roundabout to Arrow Junction (SH6 & SH6A Eastbound)**

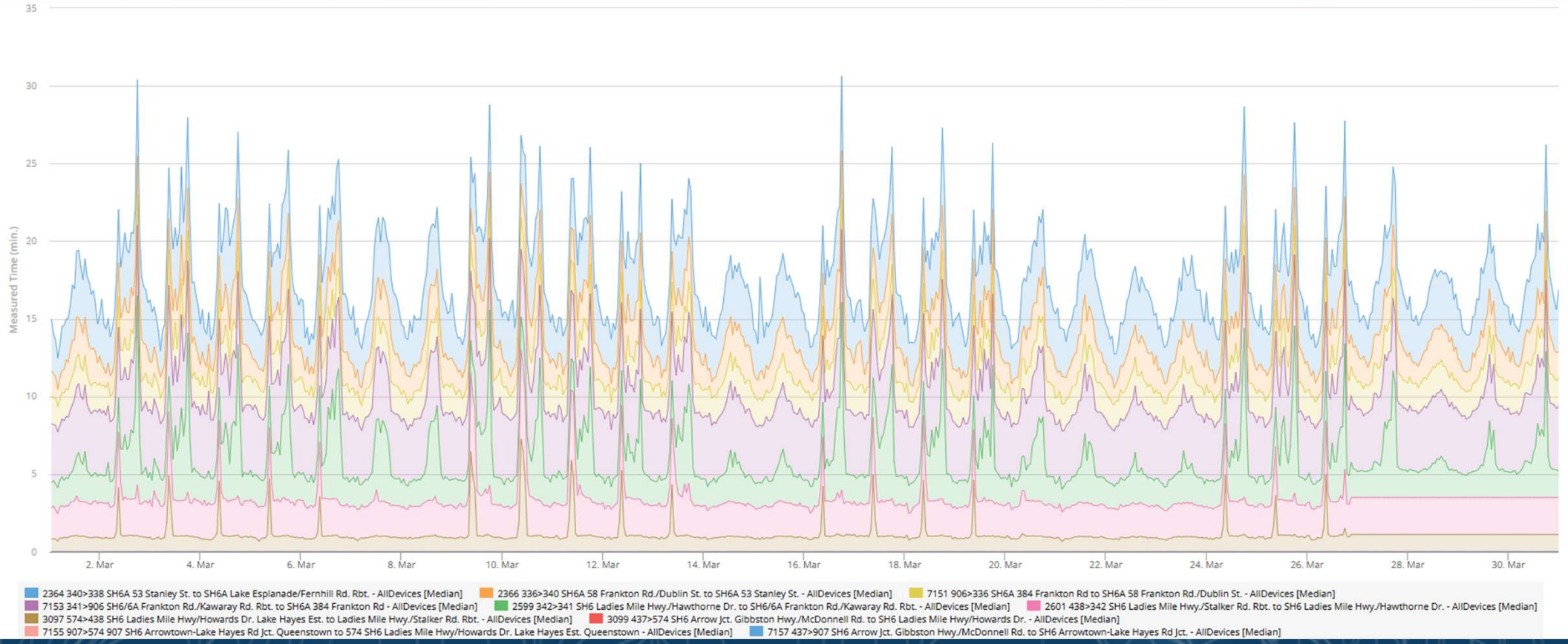
- Travel times east from Queenstown were over 40mins for the entire length of this route on 16 occasions throughout the month, and this delay is typically due to extended travel times on Frankton Rd
- On two occasions, travel time was over an hour – on Tuesday 10 February the evening peak was 64 minutes for travel along the length of the route, and on Wednesday 11 February the morning peak was 70 minutes.
- Weekday evening peaks are typically higher than morning rush hour with weekend peaks in the morning.



Travel time towards Queenstown - March

- **Travel time from Arrow Junction to One Mile roundabout (SH6 & SH6A Westbound)**

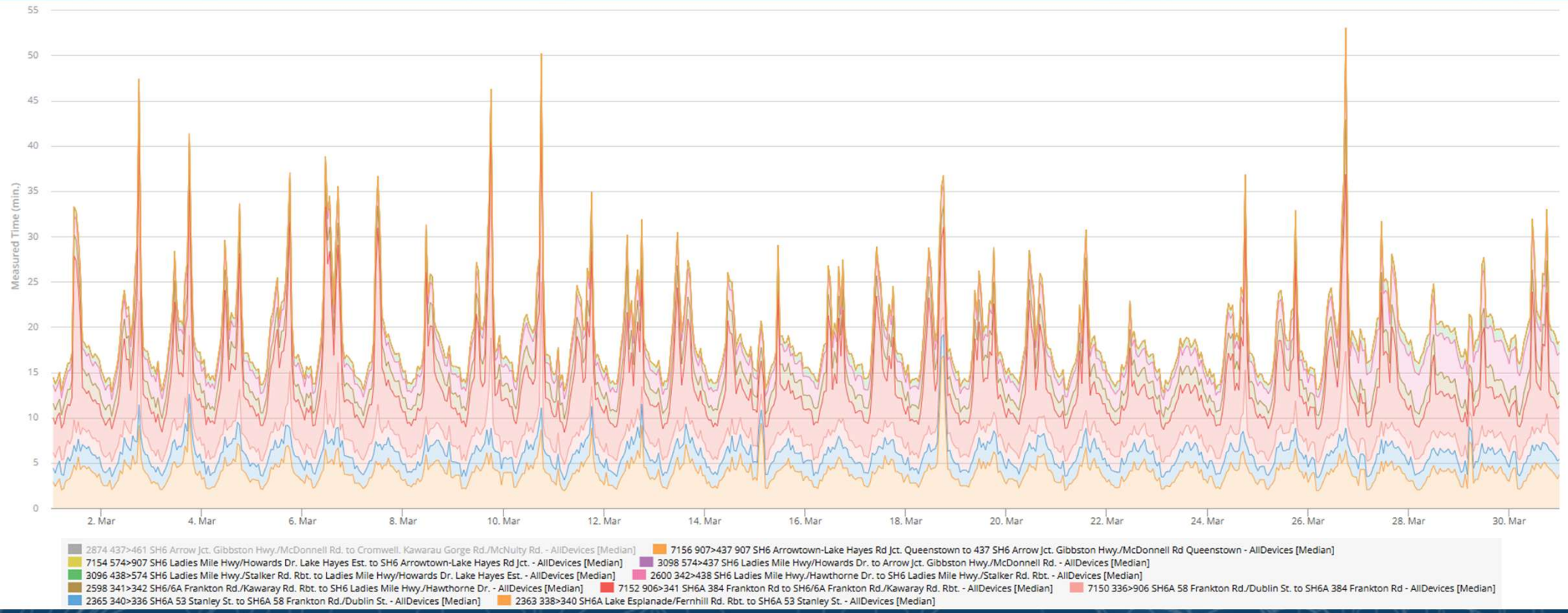
- In March travel times westbound were pretty consistent with peak travel time between 20 to 30 minutes, with only two occasions of slightly exceeding half an hour.
- Peaks are higher on weekdays with weekends, and Otago Anniversary seeing travel time increase from midday.
- Weekday peak travel times are shown between 8am – 9am, and evening peak time between 5pm – 6pm is only slightly longer.



Travel time from Queenstown - March

- **Travel time from One Mile roundabout to Arrow Junction (SH6 & SH6A Eastbound)**

- In March travel times were more consistent but with clear morning and evening weekday peak travel times with 5 occasions of reaching over 40 minutes.
- Like the west bound journeys, this is typically due to delays along Frankton Rd.

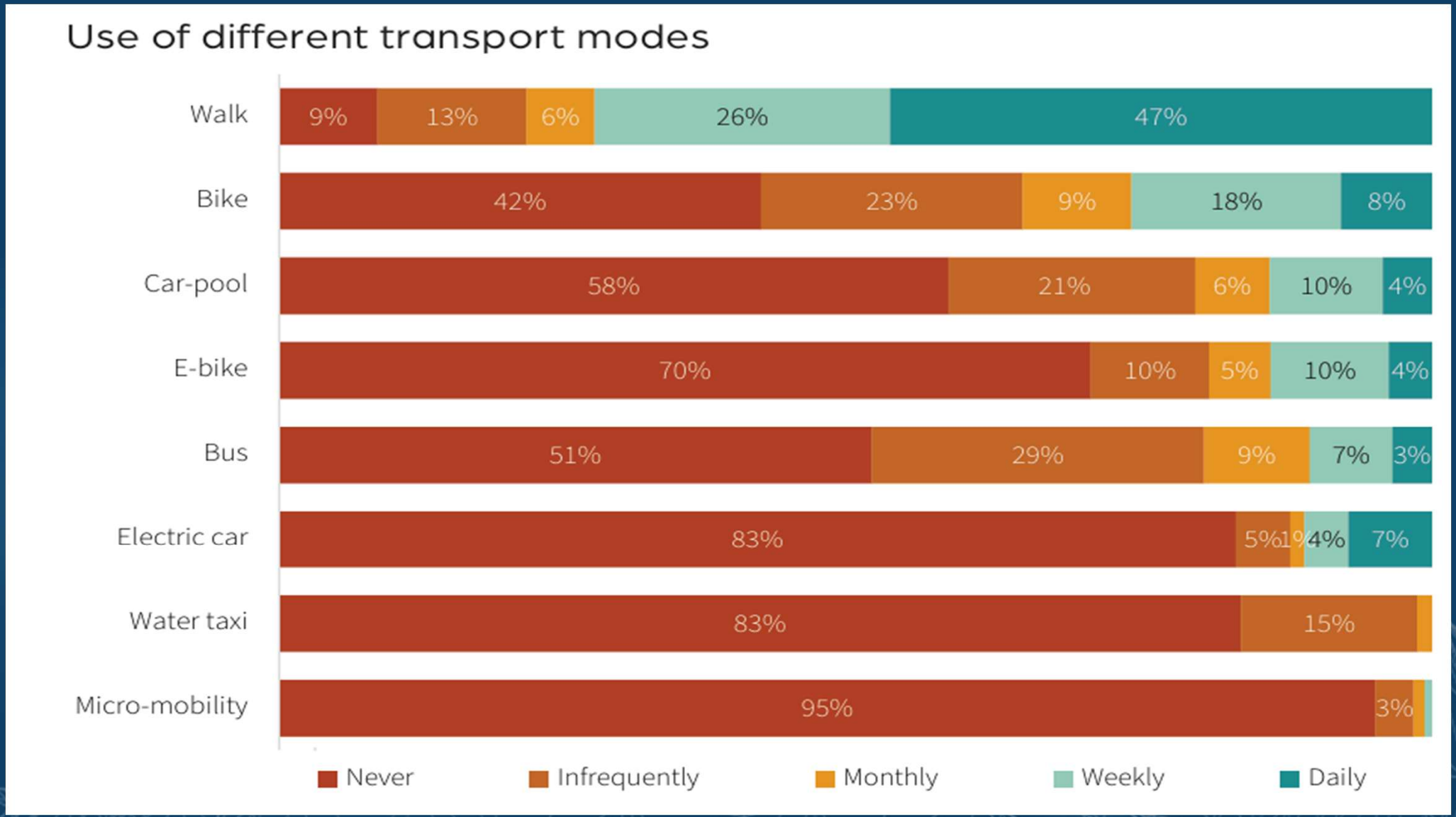


QLDC's 2025 Quality of Life Survey

- The Quality of Life Survey is an annual community survey conducted by QLDC
- 4 transport questions are currently included:
  - Perceptions of public transport
  - Safety perceptions of alternative transport methods
  - Use of alternative transport modes
  - Using petrol / diesel vehicles less
- Respondents were asked for their agreement with a series of statements related to the above 4 topics, and the results from the 2025 QoL survey are shared over the next 10 slides.
- Verbatim comments:
  - The main themes across these comments relate to the lack of public transport in the district, in particular from residents in the Upper Clutha and Glenorchy; increasing congestion; and safety concerns for cyclists and walkers regarding a lack of safe routes as well as inconsiderate motorists.
  - This year also saw two new themes emerge relating to the cost of transport. These included recent price increases on public transport deterring usage; and the limited supply and high costs of parking in the district, as well as the strict time limits applied to parking spots.

Alternative Transport Usage

- **Question:** How often do you typically use the following transport methods?



- n = 1000

Alternative Transport Modes by Year

- This year saw a decrease in the percentage of residents using various alternate transport modes across all modes. This was especially the case for those that said they biked at least monthly, with this significantly decreasing from 42% to 35%.
- The most common form of alternative transport is walking, with 79% of respondents undertaking it daily, weekly, or monthly.
- The next most commonly used transport modes are biking (35%), carpooling (20%), and e-biking or bussing (19% each).
- Respondents under 39 are more likely to carpool at least monthly, while respondents over 55 are more likely to e-bike at least monthly. Male respondents are more likely to use a bike at least monthly and respondents under 24 are more likely to bus at least monthly.

Use of different transport modes: By year (use at least monthly)

	2022	2023	2024	2025
Walk	69%	64%	81%	79%
Bike	37%	41%	42%	**35%**
Carpool	20%	20%	23%	`20%
E-bike	15%	14%	22%	19%
Bus	22%	22%	22%	19%
Electric car	9%	11%	14%	12%
Water taxi	4%	3%	3%	2%
Micro-mobility	-	-	4%	2%

- Bold figures indicate the 2025 result is significantly higher or lower than the 2024 result.

Alternative Transport Usage

- By area, Fernhill and Arthurs Point residents are more likely to use the bus at least monthly, Hawea and Quail Rise residents are more likely to ride, while those in Shotover Country are more likely to carpool.

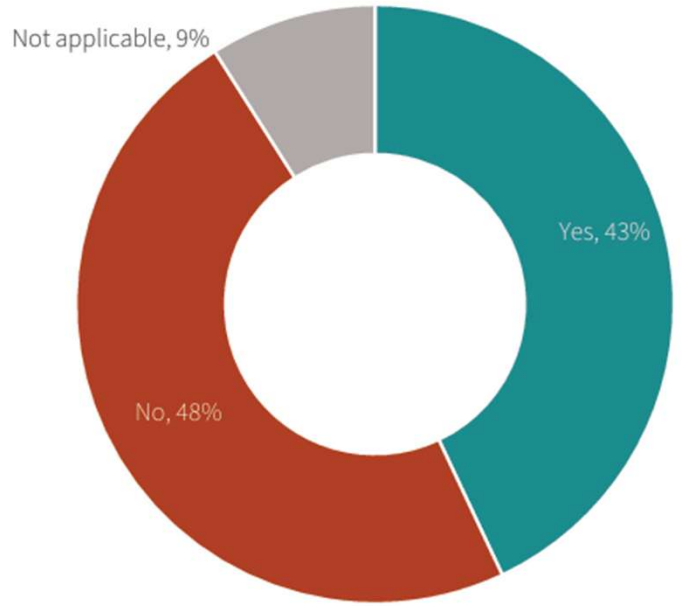
Use of alternate trasport modes (at least monthly)

Location	Walk	Bike	Car-pool	E-Bike	Bus	Electric car	Water taxi	Micro-mobility
Frankton	93%	40%	18%	16%	33%	8%		2%
Glenorchy	88%	12%	18%	12%	12%	12%		
Queenstown	84%	24%	19%	18%	34%	7%	3%	3%
Kelvin Heights	83%	43%	10%	27%	27%	37%	37%	3%
Arrowtown	83%	31%	7%	31%	24%	14%	3%	1%
Wānaka	83%	41%	19%	24%	0%	10%		3%
Hāwea	82%	57%	25%	12%	2%	17%		2%
Shotover Country	78%	38%	27%	27%	20%	15%		2%
Albert Town	78%	44%	24%	27%		27%		2%
Quail Rise	77%	54%	23%	38%	23%	15%		
Arthurs Point	75%	42%	19%	22%	56%	11%		
Sunshine Bay-Fernhill	74%	32%	28%	21%	55%	9%	4%	
Hanleys Farm	74%	26%	18%	11%	24%	17%	2%	2%
Jacks Point	73%	32%	19%	24%	16%	14%	3%	
Whakatipu Basin	67%	20%	7%	20%	7%			
Lake Hayes Estate	64%	33%	20%	24%	20%	4%		
Hāwea Flat	64%	57%	21%	14%		14%		
Lake Hayes	45%	25%	15%	20%	15%	10%		

Replacing Vehicle Trips

- **Question:** In the last 12 months, have you chosen to use your petrol or diesel vehicle less by using alternate modes of transport or active travel?
- New question introduced in 2024, asking respondents about their use of petrol or diesel vehicles.
- This year's results are nearly identical to those from 2024, with 43% of respondents indicating that they use their vehicle less, and 48% indicating they do not use their vehicle less. Nine per cent of respondents indicate that this does not apply to them.

Using petrol or diesel vehicles less by using alternate modes of transport



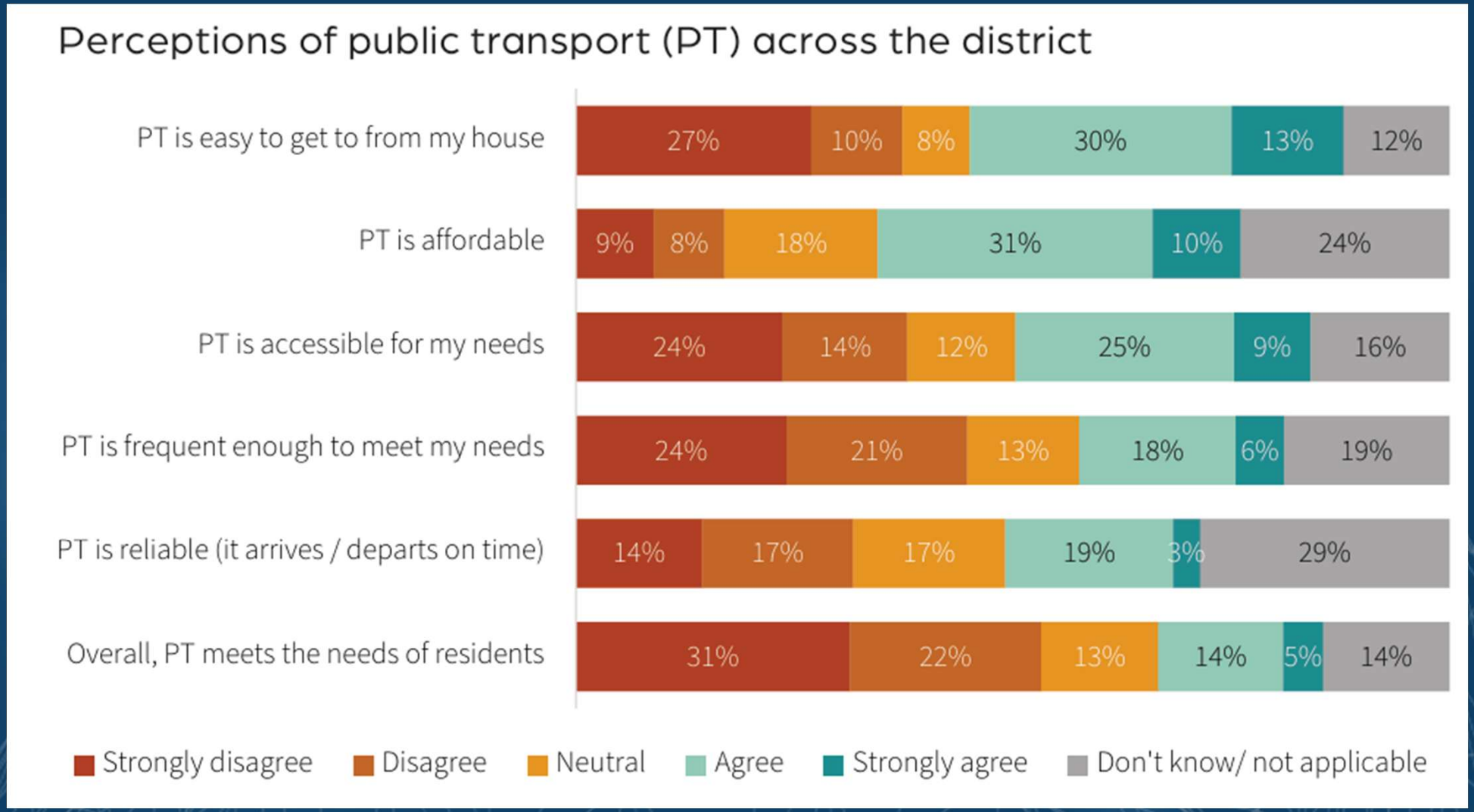
Using petrol or diesel vehicles less by using alternate modes of transport: By year (total agree and strongly agree)

	2024	2025
Yes	42%	43%
No	49%	48%
Not applicable	9%%	9%

- n = 1000
- Question introduced in 2024

Public Transport Perceptions

- **Question:** Thinking about the public transport in the district, how strongly do you agree or disagree with the following statements?



- n = 1000

Public Transport Perceptions

- The results for most public transport measures increased slightly this year, with perceptions of accessibility growing significantly. The only measure to decline in 2025 is affordability, where agreement declined 6% to 41%; this is the lowest the result has been and is now 19% down from the 2018 result. While ease of access to public transport has remained relatively stable over time, affordability, frequency, reliability, and overall satisfaction are all significantly lower than in the initial 2018 monitoring measure.

Perceptions of public transport (PT) across the district: By year (total agree and strongly agree)

	2018	2019	2020	2021	2022	2023	2024	2025
PT is easy to get to from my house	46%	38%	47%	39%	40%	43%	40%	43%
PT is affordable	60%	57%	54%	56%	55%	52%	47%	**41%**
PT is accessible for my needs	-	-	-	-	27%	29%	28%	**34%**
PT is frequent enough to meet my needs	40%	28%	37%	22%	14%	17%	19%	24%
PT is reliable (it arrives/ departs on time)	32%	25%	28%	27%	13%	14%	19%	22%
Overall, PT meets the needs of residents	33%	22%	31%	20%	12%	12%	14%	19%

- Bold figures indicate the 2025 result is significantly higher or lower than the 2024 result
- N = 1000

Public Transport Perceptions

- The most highly rated attribute is that public transport is easy to get to, with 43% of respondents agreeing or strongly agreeing, followed by public transport being affordable, with 41% agreeing or strongly agreeing. At a lower level, 34% agree or strongly agree that public transport is accessible, 24% that it is frequent enough, and 22% that it is reliable.
- Overall, 19% agree that public transport meets residents' needs. Amongst users results were higher, although users who agreed that it met the needs of residents was still only 36%.
- When public transport views are compared between users (defined as using the bus at least monthly) and non users, users have significantly more positive impressions, suggesting a relatively high level of satisfaction with the service, but have concerns about reliability and frequency.

Perceptions of public transport (PT) across the district: By users and non-users (total agree and strongly agree)

	Non-user	User
PT is easy to get to from my house	34%	**80%**
PT is affordable	36%	**62%**
PT is accessible for my needs	25%	**70%**
PT is frequent enough to meet my needs	17%	**50%**
PT is reliable (it arrives/ departs on time)	16%	**48%**
Overall, PT meets the needs of residents	15%	**36%**

- Bold figures indicate the user result is significantly higher or lower than the non-user result
- N = 1000

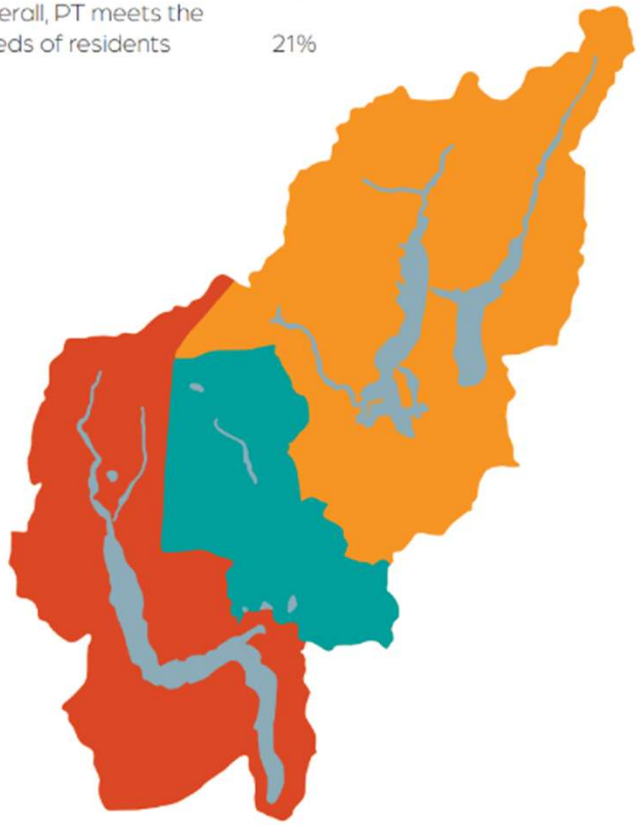
Perceptions of PT by Location

ARROWTOWN-KAWARAU WARD

PT is easy to get to from my house	**59%**
PT is affordable	**61%**
PT is accessible for my needs	**41%**
PT is frequent enough to meet my needs	25%
PT is reliable (it arrives / departs on time)	**28%**
Overall, PT meets the needs of residents	21%

WĀNAKA-UPPER CLUTHA / MATA-AU WARD

PT is easy to get to from my house	**4%**
PT is affordable	**8%**
PT is accessible for my needs	**5%**
PT is frequent enough to meet my needs	**5%**
PT is reliable (it arrives / departs on time)	**5%**
Overall, PT meets the needs of residents	**4%**



QUEENSTOWN-WHAKATIPU WARD

PT is easy to get to from my house	**64%**
PT is affordable	**56%**
PT is accessible for my needs	**52%**
PT is frequent enough to meet my needs	**37%**
PT is reliable (it arrives / departs on time)	**32%**
Overall, PT meets the needs of residents	**29%**

- Unsurprisingly and as has been the case in previous years, there was a great deal of variability in the results by area. Residents outside of the Whakatipu basin, especially those in Wanaka-Upper Clutha were more dissatisfied with public transport, while those in Queenstown-Whakatipu ward had higher levels of satisfaction and have more positive perceptions of public transport

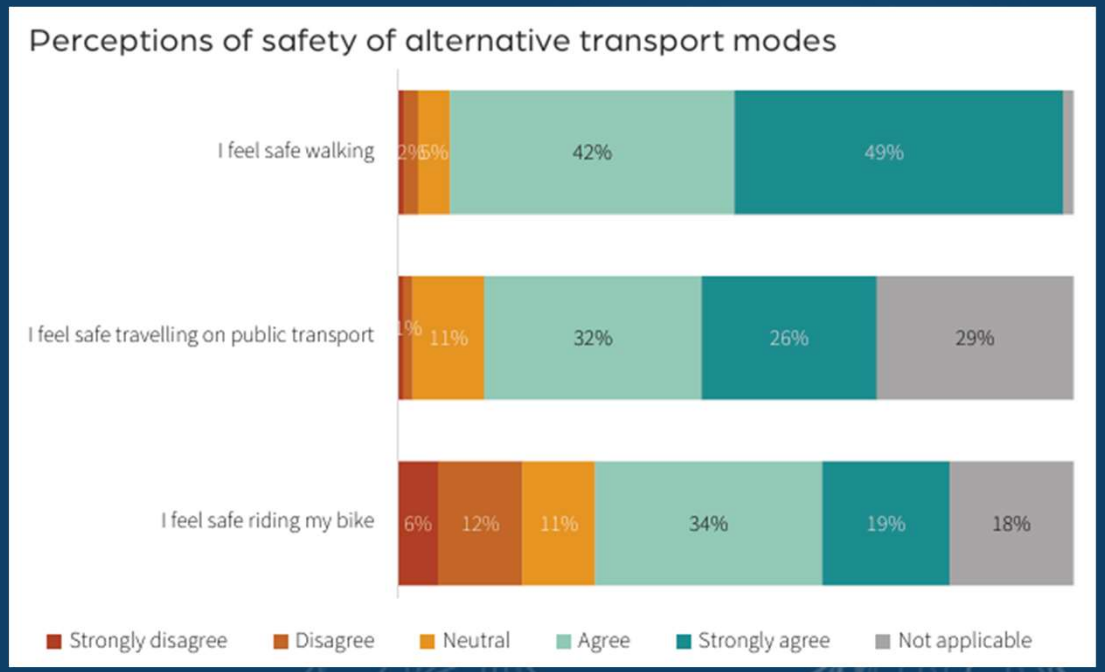
- Bold figure indicate that the result for that ward is significantly higher than the results for all other wards.

Safety Perceptions of Alternate Transport

- Results regarding resident's perceptions of safety using alternate transport were relatively unchanged year on year.
- 91% of respondents feel safe walking, a significant increase from 2024.
- 58% of respondents agree or strongly agree that they feel safe travelling on public transport; however, a number of respondents (29%) are unable to respond to this question. When this measure is looked at by public transport users, 91% agree or strongly agree that they feel safe travelling on public transport.
- 53% of respondents agree or strongly agree that they feel safe riding their bikes, similar to the 2024 result. However, this measure attracts the largest proportion of disagree or strongly disagree responses at 18% total disagreement. When the results are considered by those who use a bike for transport, the results indicate that 68% of respondents agree or strongly agree that they feel safe riding their bike.

- n = 1000
- Question introduced in 2024

Question: Thinking about the following alternate modes of transport, how strongly do you agree or disagree with following statements as a means of transport?

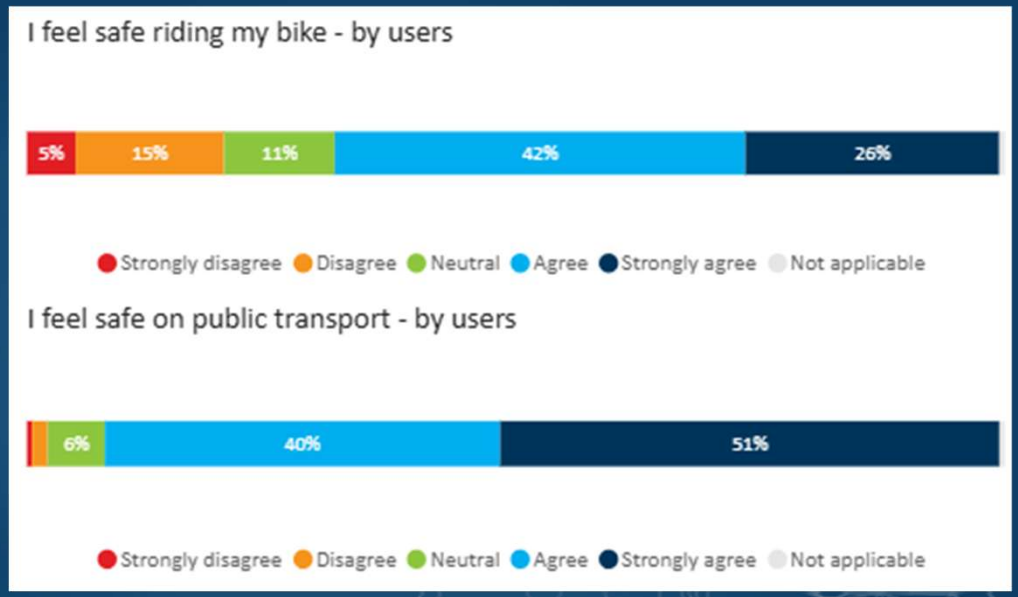


Perceptions of safety of alternative transport modes: By year (total agree and strongly agree)

	2024	2025
I feel safe walking	88%	**91%**
I feel safe travelling on public transport	56%	58%
I feel safe riding my bike	52%	53%

Safety Perceptions of Alternate Transport

- By area (excluding 'not applicable' responses), 54% of those in Hawea Flat, 46% in Hanleys Farm, and 41% in Jacks Point felt unsafe riding a bike. Those in the Hawea Flat were more likely to feel unsafe walking, followed by those in Arthurs Point and Quail Rise.



Residents who feel unsafe on alternate transport (excluding not applicable responses)

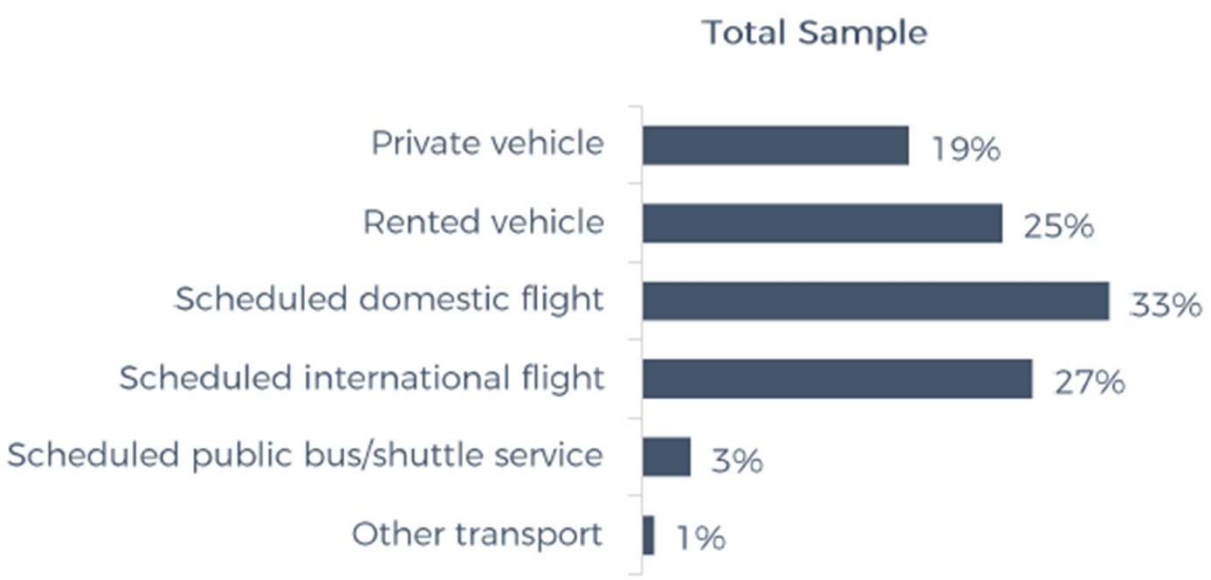
Location	Biking	Public transport	Walking
Albert Town	19%		
Arrowtown	13%	2%	4%
Arthurs Point	19%		8%
Frankton	16%	3%	3%
Hanleys Farm	46%	2%	4%
Hāwea	13%		2%
Hāwea Flat	54%	8%	15%
Jacks Point	41%		3%
Kelvin Heights	26%		7%
Lake Hayes	24%		6%
Lake Hayes Estate	16%	5%	5%
Quail Rise	23%		8%
Queenstown	33%	4%	
Shotover Country	20%	2%	
Sunshine Bay-Fernhill	31%	3%	
Wānaka	16%	3%	2%

Visitor Mode of Transport

- Data on the next 8 slides is provided by Destination Queenstown through their Visitor Survey for both Queenstown and Wānaka.
  - The Queenstown/Wānaka Visitor Survey is a year-round research programme designed to understand the behaviours and experiences of domestic and international visitors to the Queenstown Lakes District.
  - Data sourced from Queenstown & Wānaka Visitor Experience Survey, conducted by Angus & Associates, interpreted by Destination Queenstown.
- The survey was conducted from 1 January to 31 December 2025.
- To note, from July 2024 onward, survey responses were collected separately for Queenstown and Wānaka, based on where visitors spent the most time.
- A total of 754 visitors participated in the surveys:
  - For Queenstown 511 visitors took part - domestic visitors n = 206, international visitors n = 305
  - For Wānaka 243 visitors took part - domestic visitors n = 116, international visitors n = 127
- Throughout the report, statistically significant differences between domestic and international visitors (at the 95% confidence level) are highlighted in red and blue text.

Visitor Mode of Transport - Queenstown

How did you arrive in Queenstown?

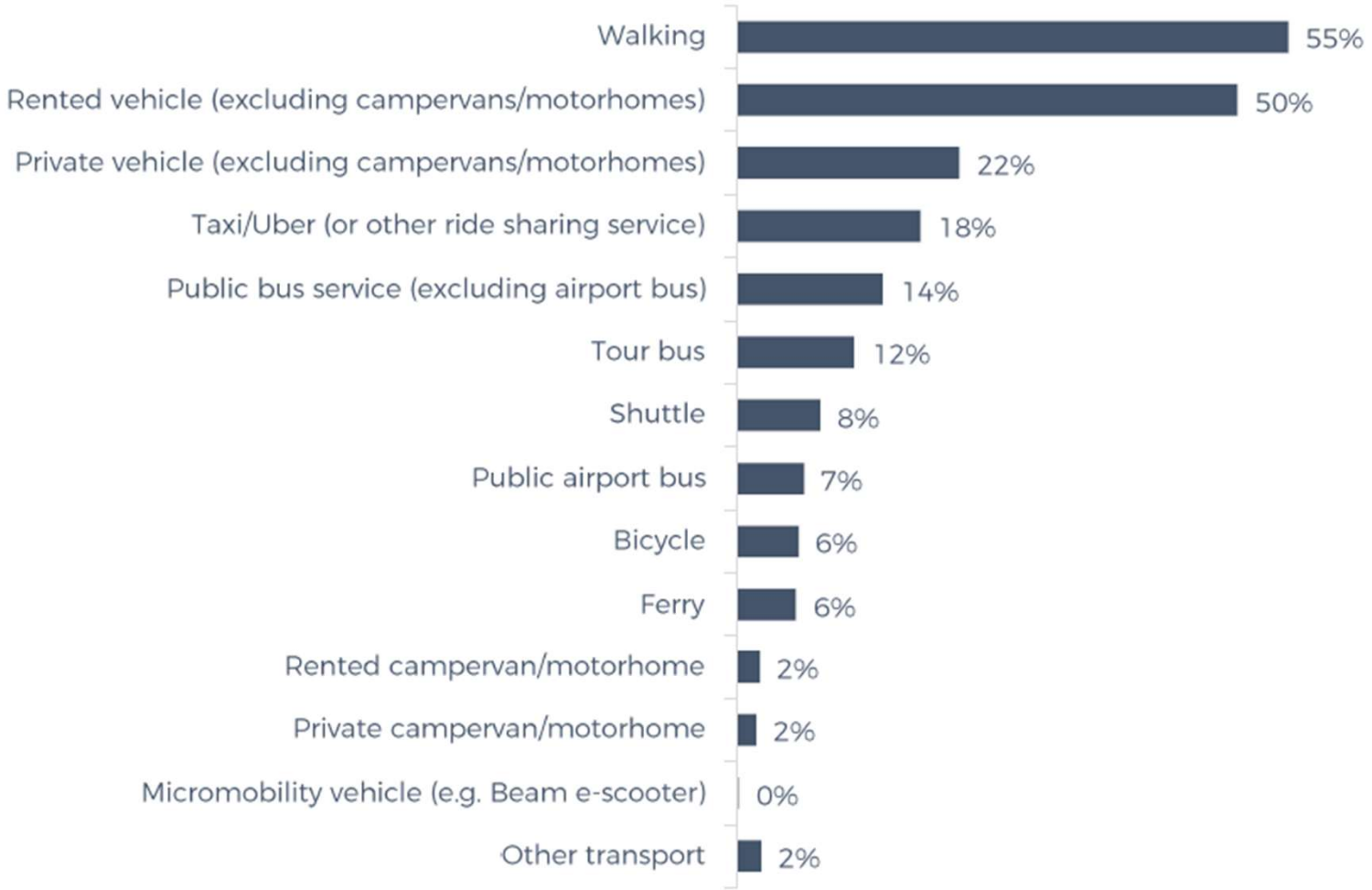


	Domestic Visitors	International Visitors
Private vehicle	33%	7%
Rented vehicle	10%	37%
Scheduled domestic flight	57%	13%
Scheduled international flight	1%	49%
Scheduled public bus/shuttle service	1%	5%
Other transport	1%	1%

- Most visitors to the region arrive by air (59%), while 43% travel by rented or private vehicle. Domestic visitors are more likely to arrive via scheduled domestic flights or private vehicles, while international visitors predominantly arrive on scheduled international flights and are more likely to use rental vehicles.
- Half of Queenstown's visitors rent a vehicle to get around the region. International visitors are more likely to walk, rent vehicles, and use taxis or rideshare services, while domestic visitors are more likely to use private vehicles.
- Traffic, parking, and congestion, particularly between Frankton and the CBD, are the primary pain points, with high parking costs and roadworks contributing to frustration.

Visitor Mode of Transport - Queenstown

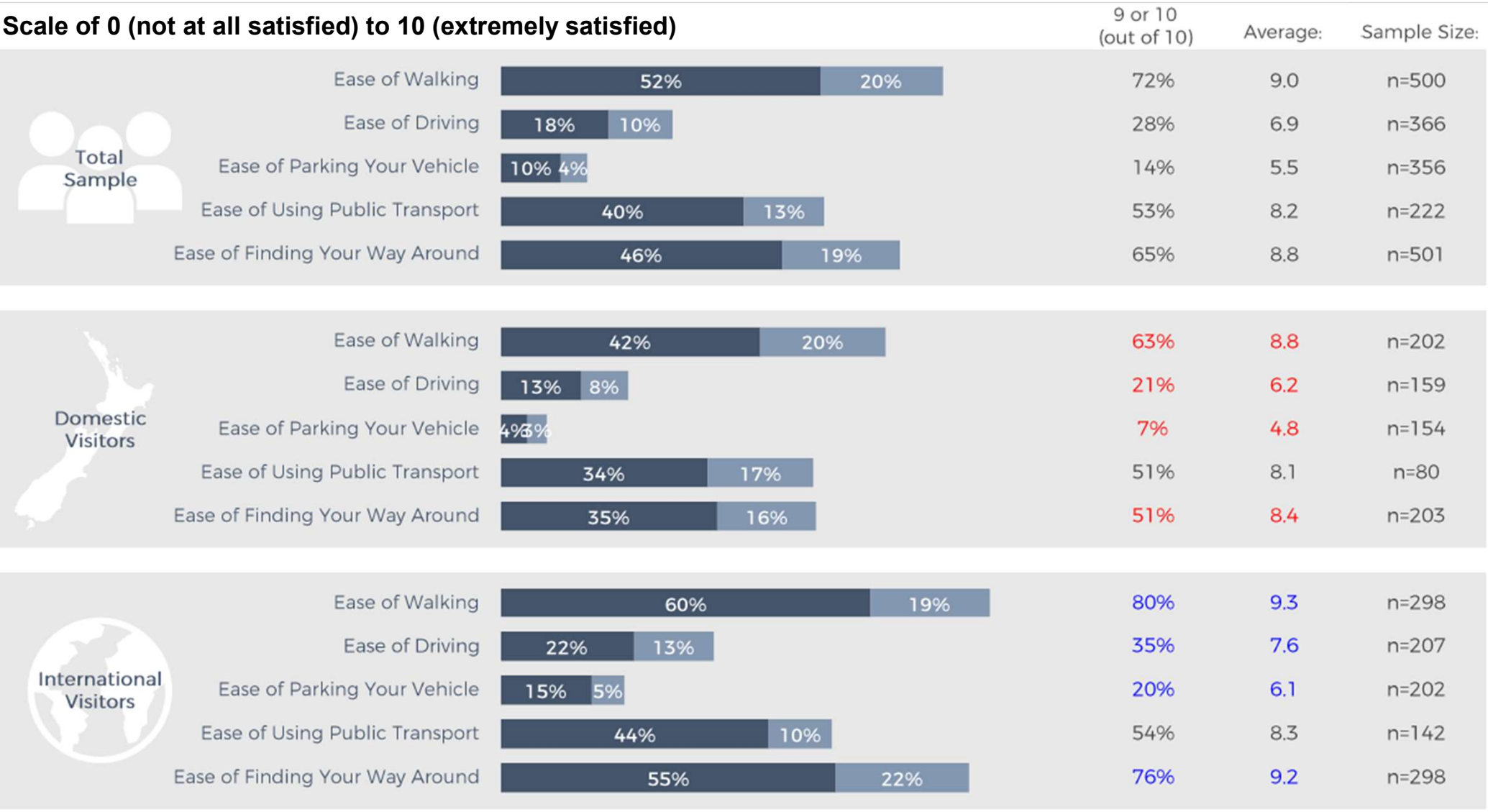
What transport have you used (or did you use) for getting around Queenstown?



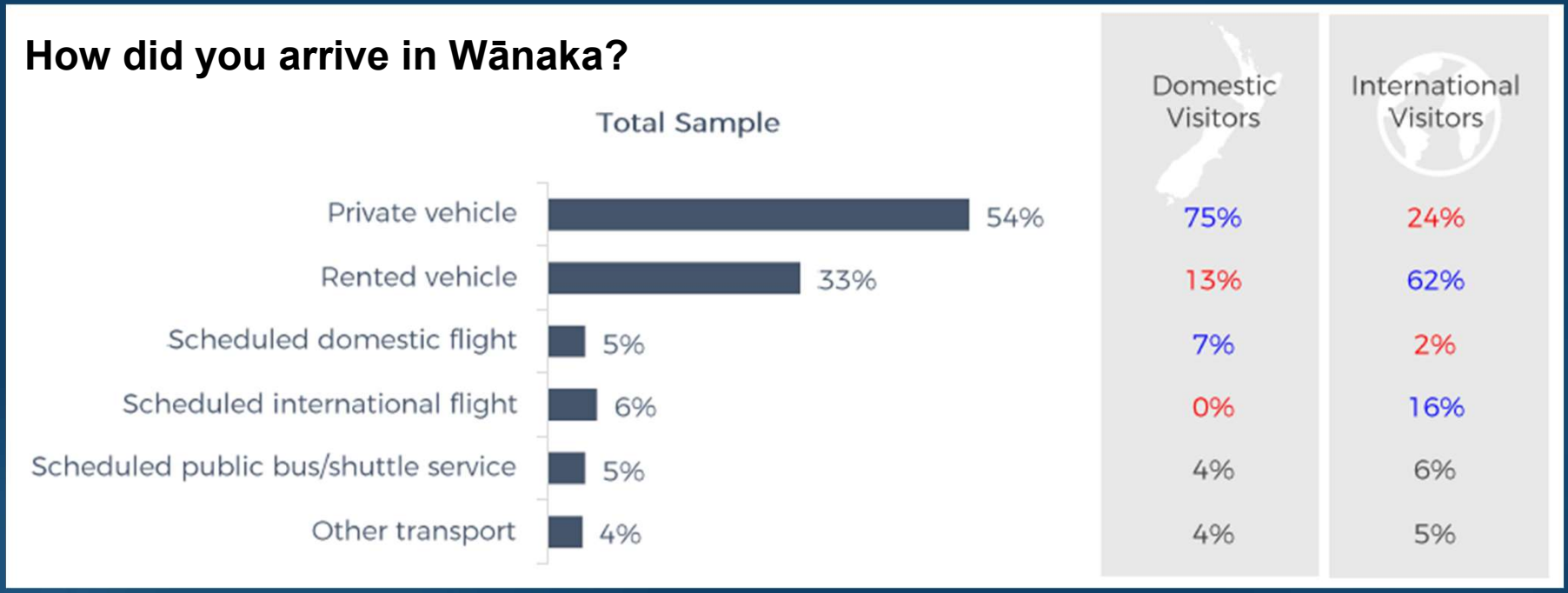
	Domestic Visitors	International Visitors
Walking	43%	64%
Rented vehicle (excluding campervans/motorhomes)	41%	57%
Private vehicle (excluding campervans/motorhomes)	36%	11%
Taxi/Uber (or other ride sharing service)	12%	23%
Public bus service (excluding airport bus)	13%	16%
Tour bus	8%	15%
Shuttle	5%	11%
Public airport bus	3%	10%
Bicycle	7%	5%
Ferry	6%	6%
Rented campervan/motorhome	1%	4%
Private campervan/motorhome	3%	1%
Micromobility vehicle (e.g. Beam e-scooter)	0%	0%
Other transport	3%	2%

Visitor Mode of Transport - Queenstown

How satisfied are you with these aspects of transport in Queenstown?



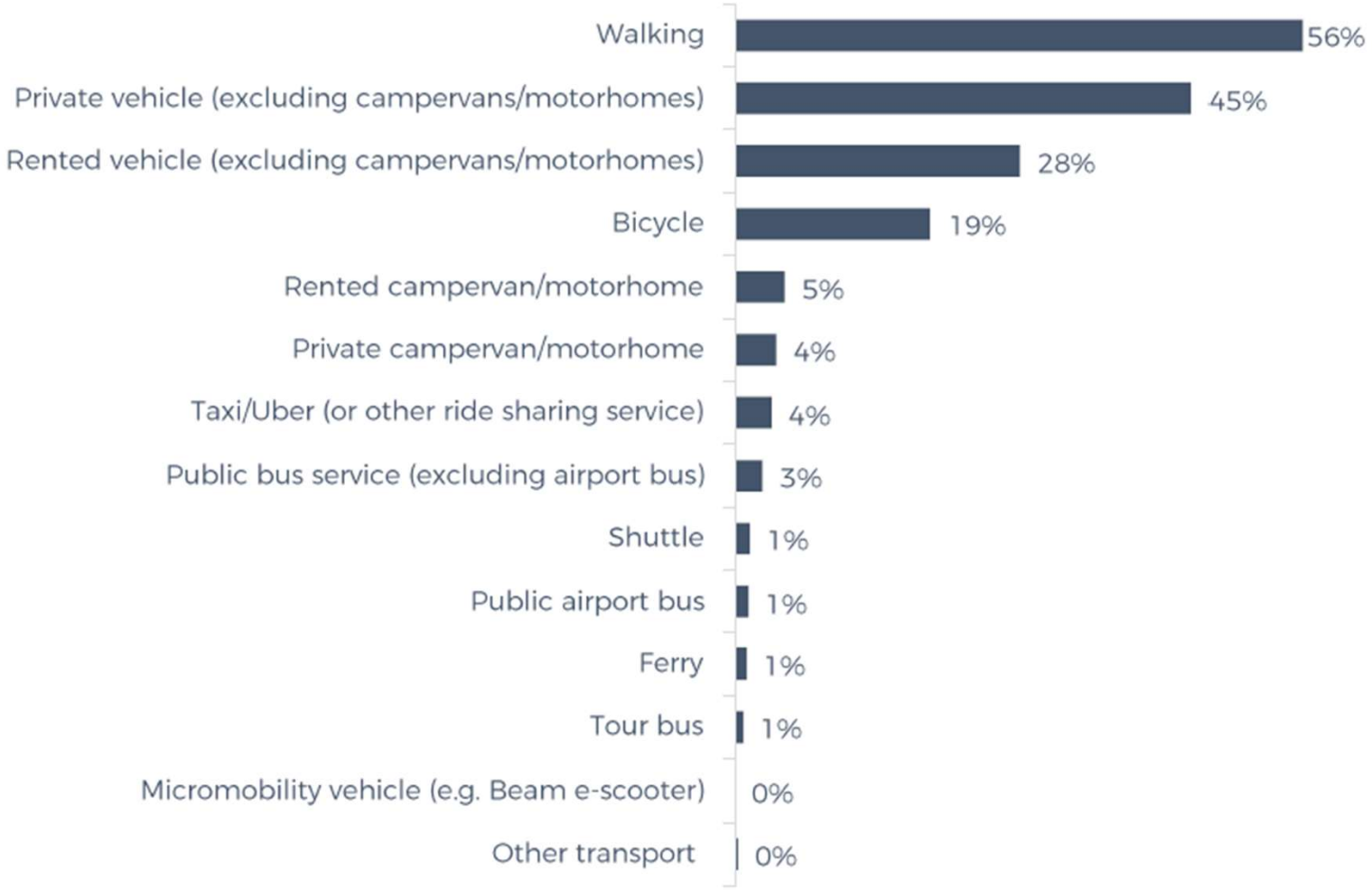
Visitor Mode of Transport – Wānaka



- Most visitors arrive in Wānaka by vehicle (87%). Domestic visitors are significantly more likely to arrive by private vehicle (75%), while international visitors predominantly use rental vehicles (62%).
- Within the region, walking (56%) and private vehicles (45%) are the most common modes of transport. Domestic visitors are more likely to use private vehicles and bicycles, while international visitors are more likely to use rental vehicles and campervans.
- Visitors are highly satisfied with how easy Wānaka is to navigate, particularly for walking and finding their way around town.
- Driving and parking receive more mixed feedback, while public transport is a weaker part of the transport experience.
- International visitors tend to report higher satisfaction than domestic visitors across most measures.
- Areas for improvement focus on pressures from the growing region, specifically concerns about traffic, parking, better public transport, safer walking access, crowding, and development affecting perceptions of Wānaka's small-town character.

Visitor Mode of Transport – Wānaka

What transport have you used (or did you use) for getting around Wānaka?

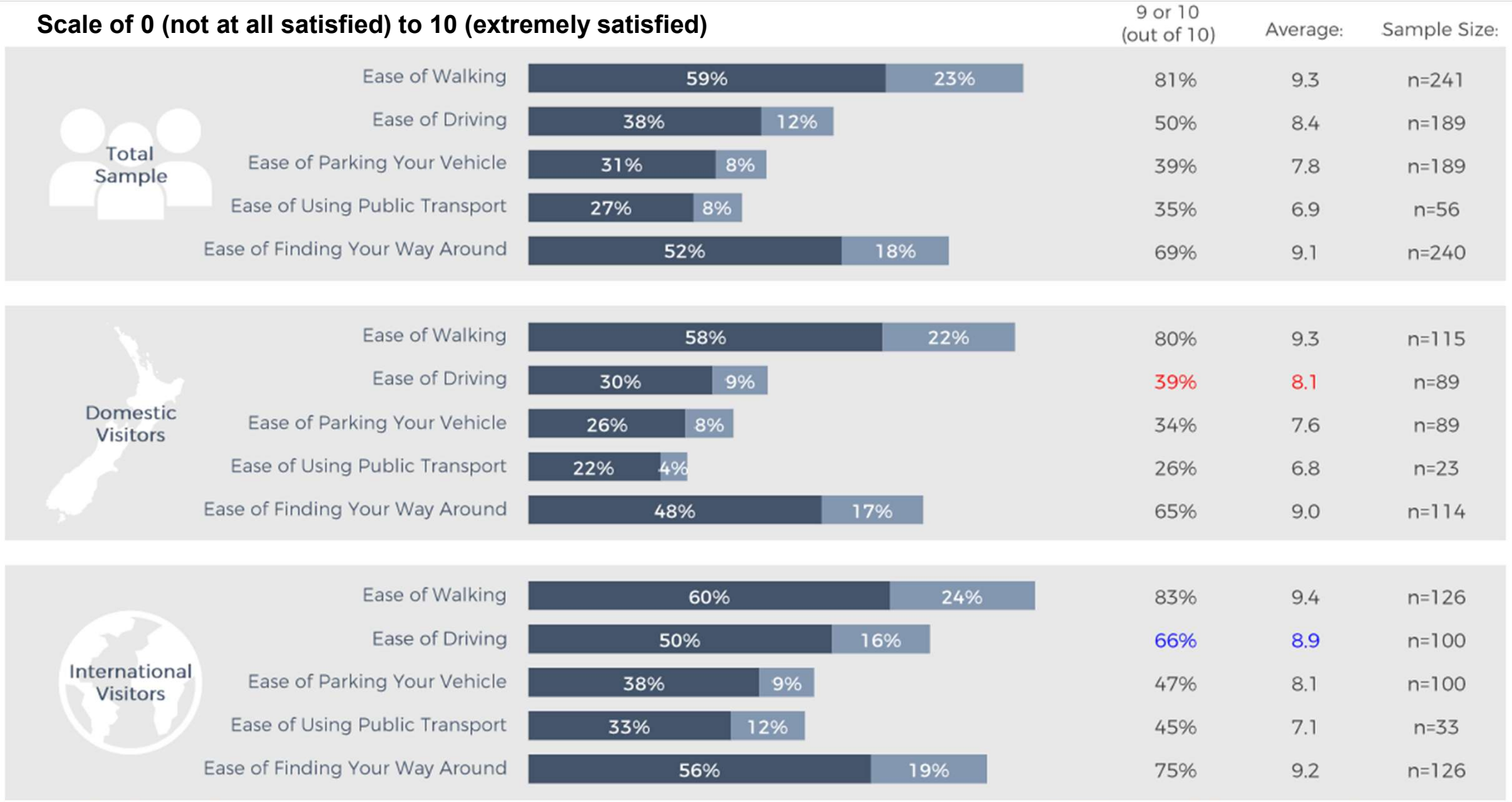


	Domestic Visitors	International Visitors
Walking	59%	51%
Private vehicle (excluding campervans/motorhomes)	62%	20%
Rented vehicle (excluding campervans/motorhomes)	16%	47%
Bicycle	26%	9%
Rented campervan/motorhome	1%	11%
Private campervan/motorhome	3%	6%
Taxi/Uber (or other ride sharing service)	3%	4%
Public bus service (excluding airport bus)	1%	6%
Shuttle	1%	2%
Public airport bus	2%	1%
Ferry	1%	2%
Tour bus	1%	1%
Micromobility vehicle (e.g. Beam e-scooter)	0%	0%
Other transport	0%	1%

Visitor Mode of Transport – Wānaka

How satisfied are you with these aspects of transport in Wānaka?

Scale of 0 (not at all satisfied) to 10 (extremely satisfied)



QUEENSTOWN LAKES DISTRICT COUNCIL

Transport Quarterly Monitoring Report
Prepared by the QLDC Transport Strategy Team

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