

Milford Opportunities Project – Online Engagement Summary – October 2020

In October 2020, the Milford Opportunities Project launched another nationwide engagement campaign run via Southland District Council. This was presented as the final chance for large-scale engagement on this project prior to the project Governance Group making decisions for the final masterplan. The Project was seeking public feedback on the 6 main summary themes and 29 associated key ideas emerging from the work to date. The table below lists the 6 main summary themes and their respective rationales¹.

Main themes and respective rationales²

1. Te Anau and its district – a destination.
<ul style="list-style-type: none">The Milford Opportunities Project sees Te Anau as the hub for visiting Milford Sound Piopiotahi and a destination in its own right
2. Develop new transport models to manage visitor flows.
<ul style="list-style-type: none">The Milford Opportunities Project governance group is recommending controlling access into Milford Sound Piopiotahi. The development of new transport models will help to manage visitor flows. Two general models are being looked at which represent different combinations of public and private transport modes and their management to achieve optimum results.
3. Give visitors choice on the Milford Corridor.
<ul style="list-style-type: none">Creating a Milford Corridor experience for visitors is another goal for the governance group. It is suggesting the Milford Corridor experience be improved to strengthen the options available to visitors.
4. Conservation supported by tourism.
<ul style="list-style-type: none">A key pillar of the Milford Opportunities Project is conservation and using funds raised by tourism to meet costs of improved conservation, access, infrastructure, operations and mana whenua aspirations.
5. Encouraging visitors to experience the full Milford Sound Piopiotahi story.
<ul style="list-style-type: none">The Milford Opportunities governance group wants to encourage visitors to stay longer in Milford Sound Piopiotahi and contribute to the local economy by developing a compelling suite of experiences and redesigning the Milford village to reflect its world-class status.
6. Behind the story of Milford Sound Piopiotahi.
<ul style="list-style-type: none">The opportunity exists to reassess how we are governing, managing, and developing Milford Sound Piopiotahi. The telling of the Piopiotahi story also needs to be brought together in a fresh coherent and visionary way. The area's infrastructure needs to protect both the natural environment and visitors to ensure it remains a world class natural environment.

Links to a dedicated webpage were circulated widely by Southland District Council for feedback response. Feedback was voluntary in open-ended text box responses (with separate submission-style responses also allowed for in the overall approach). Summary responses from the feedback received are presented on the following pages. These represent the main summary response content themes coded from the raw text replies. These coded themes capture the collective summary online content and intention of the highly diverse individual text replies received. Multiple codes could be assigned to an individual text response (where multiple themes were apparent). For example, a respondent may have indicated both positive and negative perceptions of a proposed initiative.

Response levels were limited by the voluntary response mode. However, the approach reached a wide variety of the public and interested parties, and the eventual responses received ranged from interested individuals through to senior stakeholder representatives. This process was not a statistical survey, but a further stage of consultation and concept testing within a much broader consultative process.

The remainder of this report summarises the findings of these online engagement responses.

¹ Each response theme was accompanied by respective sets of specific Key Ideas which provided the response templates for feedback engagement. Responses for the 29 Key Ideas are presented in part in the Summary Tables on pages 3-4 and more fully with coding's in Appendix 1 (The full list of themes and key ideas is presented in Appendix 2).

² Note that there was additional descriptive content about each listed Key Idea presented in the webpage content seen by respondents, and this additional contextual description is presented in the results pages for the individual Key Ideas under the heading 'Idea Description' in Appendix 1. These descriptions are part of what respondents saw.

Results Summary

Responses across all 29 Key Ideas are summarised in a [Master Summary Table](#) (refer pages 4-5). Behind this summary table, coded responses to the [individual Key Ideas](#) are also summarised in more detail by Theme in Appendix 1 (refer pages 6-69).

From the Master Summary Table, the following summary tables of [most](#) and [least](#) positively received Key Ideas have been extracted. The coding of text responses coding took two approaches:

1. Overall [positive or negative response](#) codes were assigned subjectively to individual response comments based on the comment's overall balance of positivity/support versus negativity/opposition, and
2. This was accompanied by [thematic coding](#) of the responses into [summary response categories](#) for each of the 29 respective Key Ideas³.

Key Interpretation Note - Multiple codes were assigned to individual text responses where multiple themes were apparent (for example a respondent may have identified both positive and negative perceptions of an idea). Table counts and associated % figures can cumulatively add up to over the base text response number (n=) and 100% respectively (Table column figures should not be totalled).

Most positively received Key Ideas (Top 10)

These were the Key Ideas which had the [highest 'positive'](#) comment levels overall:

(here listed in descending order from highest).

- While response numbers were not high, for each of the Key Ideas listed below the proportion of respondents giving overall comments identified as being predominantly positive exceeded 85%.
- These Key Ideas were clearly seen highly positively by those (self-selected) respondents who made comment on them.

Top 10 Key Ideas	% positive responses	Main comment themes (in summary) (refer Appendix 1 for detail)
Create new walking/cycling tracks connecting into Te Anau. (Key Idea 1.2, n=71)	96	Cycling positive; preferences of more activity options; specific site track site, type & networking suggestions; benefits to Te Anau.
Develop better Piopiotahi facilities and infrastructure for basic services (e.g. water, wastewater, power, comms). (Key Idea 6.3, n=25)	96	Priority upgrade needs; upgrades need to be resilient, quality, sustainable; reduce where possible. Variety of other comments.
Tourism funding conservation. (Key Idea 4.1, n=51)	94	Need to support conservation; lower costs/affordable for kiwis/taxpayers; various charging/management suggestions.
Develop new walking tracks and observation points in Piopiotahi. (Key Idea 5.7, n=43)	93	Need more walks options; short walks & viewpoints good; specific track site suggestions (usually Bowen Falls, including some negative). Variety of other comments.
Upgrade short stop options along Milford Road corridor. (Key Idea 3.5, n=35)	91	Prefer more options; specific site and management suggestions; spreads pressure; keep low key. Few other comments.
Develop new family-friendly experiences in the Te Anau basin. (Key Idea 1.5, n=51)	90	Specific attraction, site & activity suggestions; impact concerns; family-friendly options; nature focussed/not gimmicks; more options
Create a strong national park entry where the road enters Fiordland NP. (Key Idea 3.1, n=37)	89	Need for some indication/entry point; keep low key. Few other comments.
Redesign the Te Anau waterfront and town centre. (Key Idea 1.1, n=53)	87	Preferences for more activity options (well designed); activity ideas/suggestions; low impact/sensitive.
Develop the Knobs Flat experience hub. (Key Idea 3.2, n=31)	87	Some indication for more short walk options; keep low key. Few other comments.
Investigate options in the upper and lower Hollyford Valley (Key Idea 3.7, n=35)	86	More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.

(The [least](#) positively received ideas are summarised overleaf)

³ See coded response details [Appendix 1](#).

Least positively received Key Ideas (Top 10)

These were the Key Ideas which had the lowest ‘% positive’ comment levels overall:
(here listed in increasing order from the lowest).

- While most of these ‘least positive’ Key Idea responses were well over 50% positive overall, notable proportions also were also negative), indicating that respondent perspectives on them were more diverse
- Only the Key Idea related to runway removal at Piopiotahi Milford stood out as being commented upon in highly negative terms overall, by those (self-selected) respondents who made comment on them. This Key Idea also was that one most responded to (n=93).

Bottom 10 Key Ideas	% positive responses	Main comment themes (in summary) (refer Appendix 1 for detail)
Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal). (Key Idea 1.2, n=93)	14	Largest and most negative response by far; comments on reduced economic benefit, visitor experiences, safety, accessibility (higher costs, traditional), heritage; relative negatives of helicopters. Variety of other comments.
Enhance the Cascade Creek campsite. (Key Idea 1.2, n=31)	48	More negative; low key; flood hazard; management challenges. Few other comments.
Homer Tunnel portals (Key Idea 3.8, n=31)	52	Hazards & traffic issues; impact concerns (kea). Few other comments.
Mixed access option A (some private vehicles). (Key Idea 1.2, n=67)	63	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good; reduce vehicle/visitor numbers
Mixed access option B (no private vehicles - some exemptions). (Key Idea 1.2, n=80)	66	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good. (Slightly more preferred than option A).
Develop new Piopiotahi visitor accommodation. (Key Idea 1.2, n=42)	64	Use existing spaces better; remove/reduce buildings; impact concerns; accommodation type/siting suggestions. Variety of other comments.
Rebrand to recreate the Piopiotahi story. (Key Idea 1.2, n=20)	60	Smallest response. No change needed. Variety of other comments.
Redevelop the tourist boat terminal. (Key Idea 1.2, n=42)	62	Current terminal OK but needs upgrade; facility/function improvement suggestions; minimise facilities/services in Milford. Variety of other comments.
Create a super track head within the Divide area. (Key Idea 1.2, n=32)	69	Some indication for improved facilities at Divide; track network suggestions; keep low key. Few other comments.
Establish a new Piopiotahi visitor hub. (Key Idea 5.2, n=48)	71	Hub content, purpose & siting suggestions; keep low key; don't need; need more activity options. Variety of other comments.

Master Summary Table – all 6 Theme and 29 Key Idea responses (listed in presentation order)

Theme no.	Idea no.	Key Idea text	Positive response %*	Negative response %*	n=	Main comment themes in summary (key take aways)
1	1.1	Redesign the Te Anau waterfront and town centre.	87	19	53	Preferences for more activity options (well designed); activity ideas/suggestions; low impact/sensitive.
1	1.2	Create new walking/cycling tracks connecting into Te Anau	96	3	71	Cycling positive; preferences of more activity options; specific site track site, type & networking suggestions; benefits to Te Anau.
1	1.3	Develop a Te Anau transport hub/bus interchange	83	28	70	Needed to reduce traffic; suggestions around Te Anau hub and other traffic management tools/options; maintain recreation user access.
1	1.4	Develop a Milford corridor and Piopiotahi experience hub in Te Anau	85	10	61	Hub content, information & delivery mode suggestions; more activity options; management/partnership suggestions; enhances Te Anau hub role.
1	1.5	Develop new family-friendly experiences in the Te Anau basin	90	14	51	Specific attraction, site & activity suggestions; impact concerns; family-friendly options; nature focussed/not gimmicks; more options
2	2.1	Mixed access option A (some private vehicles)	63	51	67	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good; reduce vehicle/visitor numbers
2	2.2	Mixed access option B (no private vehicles - some exemptions)	66	46	80	Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good. (Slightly more preferred than option A).
3	3.1	Create a strong national park entry where the road enters Fiordland NP	89	16	37	Need for some indication/entry; keep low key. Few other comments.
3	3.2	Develop the Knobs Flat experience hub	87	19	31	Some indication for more short walk options; low key. Few other comments.
3	3.3	Develop the Knobs Flat accommodation hub	70	27	30	Some indication for more options; within current footprint; keep low key. Few other comments.
3	3.4	Create a super track head within the Divide area	69	31	32	Some indication for improved facilities at Divide; track network suggestions; keep low key. Few other comments.
3	3.5	Upgrade short stop options along Milford Road corridor	91	17	35	Prefer more options; specific site and management suggestions; spreads pressure; low key. Few other comments.
3	3.6	Enhance the Cascade Creek campsite	48	55	31	More negative; keep low key; flood hazard; management challenges. Few other comments.
3	3.7	Investigate options in the upper and lower Hollyford Valley	83	14	35	More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.
3	3.8	Homer Tunnel portals (short stop)	52	34	29	Hazards & traffic issues; impact concerns (kea). Few other comments.
4	4.1	Tourism funding conservation	94	12	51	Need to support conservation; lower costs/affordable for kiwis/taxpayers; various charging/management suggestions.
5	5.1	Create a compelling sense of arrival into Piopiotahi	65	38	34	Nature already does this; not needed; visual impact concern; don't overdevelop. Variety of other comments.

5	5.2	Establish a new Piopiotahi visitor hub	71	23	48	Hub content, purpose & siting suggestions; keep low key; don't need; need more activity options. Variety of other comments.
5	5.3	Develop new Piopiotahi visitor accommodation	64	40	42	Use existing spaces better; remove/reduce buildings; impact concerns; accommodation type/siting suggestions. Variety of other comments.
5	5.4	Redevelop the tourist boat terminal	62	38	42	Current terminal OK but needs upgrade; facility/function improvement suggestions; minimise facilities/services in Milford. Variety of other comments.
5	5.5	Restrict cruise liners in inner sound/ impacting sight lines of Mitre Peak	72	34	50	Pollution/visual impact concerns; questions on appropriateness; management suggestions. Variety of other comments.
5	5.6	Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal)	14	85	93	Largest and most negative response by far; comments on reduced economic benefit, visitor experiences, safety, accessibility (higher costs, traditional), heritage; relative negatives of helicopters. Variety of other comments.
5	5.7	Develop new walking tracks and observation points in Piopiotahi	93	9	43	Need more walk options; short walks & viewpoints good; specific track site suggestions (usually Bowen Falls, including negative). Variety of other comments.
5	5.8	Establish an interpretive Marine Centre in Piopiotahi	77	18	39	Site/facility/content suggestions; more activity options good. Variety of other comments.
5	5.9	Incorporate the commercial port (Deep Water Basin) into the visitor experience	74	32	38	Should not mix tourism/commercial port functions; provide retail opportunity; more activity options good. Variety of other comments.
5	5.1	Relocate Piopiotahi resident accommodation	63	31	32	Site suggestions; need for improvements; need for planning; low key. Variety of other comments. Some not understanding 'residents' = 'staff'
6	6.1	Development & management decisions led by one governance entity	71	29	28	Using current organisations/legislation; streamlined processes; inclusive and not captured. Variety of other comments.
6	6.2	Rebrand to recreate the Piopiotahi story	60	40	20	Smallest response. No change needed. Variety of other comments.
6	6.3	Develop better Piopiotahi facilities and infrastructure for basic services (e.g. such as water, wastewater, power, communication)	96	4	25	Priority need; upgrades need to be resilient, quality, sustainable; reduce where possible. Variety of other comments.

*NOTE - the % positive and % negative figures may not combine to = 100% as:

- in some cases responses had both significant negative and positive content in which case both positive and negative codes were applied, and
- in other cases no clear positive or negative content was apparent from the comment made.

The % figures were determined against the total number of comments made (n=)

Specific details of coded responses for each of the 29 Key ideas (by theme in presentation order) are presented in Appendix 1 (p6-69 overleaf).

Appendix 1: Coded Results

(for the 6 Themes/29 Key Ideas)

1. Te Anau and its district – a destination

The Milford Opportunities Project sees Te Anau as the hub for visiting Milford Sound Piopiotahi and a destination in its own right. It believes it is essential to support the Fiordland Community Board, Destination Fiordland and Great South in the development of a destination management strategy and the implementation of that strategy. We are working with Ngāi Tahu to consider how their identity will be expressed in Te Anau.

The key ideas presented for responses under Theme 1 were:

- 1.1 Redesign the Te Anau waterfront and town centre.
- 1.2 Create new walking/cycling tracks connecting into Te Anau.
- 1.3 Develop a Te Anau transport hub/bus interchange.
- 1.4 Develop a Milford corridor and Piopiotahi experience hub in Te Anau.
- 1.5 Develop new family-friendly experiences in the basin.

Responses related to each are summarised on successive pages.

1.1 Redesign the Te Anau waterfront and town centre

Idea description: Making as much as possible of the Te Anau waterfront and town centre assets; this idea could see development of such things as lakefront hot pools, walking and cycling paths, and new landscaping. Initiatives would be designed to improve the year-round experience for residents and visitors alike.

Response number - 53 comments were received.

Response balance - most responses (87%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Preferences for more activity options (well designed); activity ideas/ suggestions; low impact/ sensitive development focus.

- **Summary Table** (n=53)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	46	87
• 'Negative/opposition/not needed' response	10	19
Specific response themes referred to in text:	count	%
• New attraction/facility suggestions	18	34
• Good having more options	17	32
• Needs good management /design	17	32
• Impact concerns (intrusive, congestion, commercial)	14	26
• Leave as is	9	17
• Bad weather/ off season options	8	15
• Bike & Walk suggestions /comments	8	15
• Benefit to Te Anau and area	7	13
• Supports Te Anau hub role	4	8
• Funding issues/options	3	6
• Other (or off topic)	5	9
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=53 & 100%	X	(n=53)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 53 received that are broadly indicative of the types of the main response themes received.

"Te Anau needs cafes & restaurants DIRECTLY by the lake with open view of the lake and mountains (not behind Te Anau Terrace / Lakefront Drive). Hot Pools will be beneficial."

"Great idea, currently Te Anau is just the thing you have to get past to get to the destination and is very unremarkable. If hot pools are possible that is fantastic. Walking and cycling are great ways to see nature and should be encouraged. This also provides rental opportunities for locals."

"The Te Anau waterfront should be kept in as natural state as possible, it is a defining feature of the town compared to Queenstown which has a retail and lake wall frontage to Lake Wakatipu. The community has stated that it wants to pursue the idea of bringing the national park into the town. Support walking and cycling paths 100%, do not support additional commercial activity on the lakefront itself."

"Yeah, multiuse paths (including dog friendly) with cars kept well away, with places to stop and sit along the way. not keen on hot pools but a large area should be set aside in a great location for public outdoor events."

"Redesign of the waterfront including cycle lanes and hot pools would be beneficial for locals and tourists. Please make sure to connect the new developments too and make sure that they have cafes and public amenities too."

"Agree 100% Te Anau needs experiences that are NOT dependant on the lake. On a recent 2-day visit, when the weather was poor there was nothing much open or for people to do when lake activities got cancelled and the road was shut."

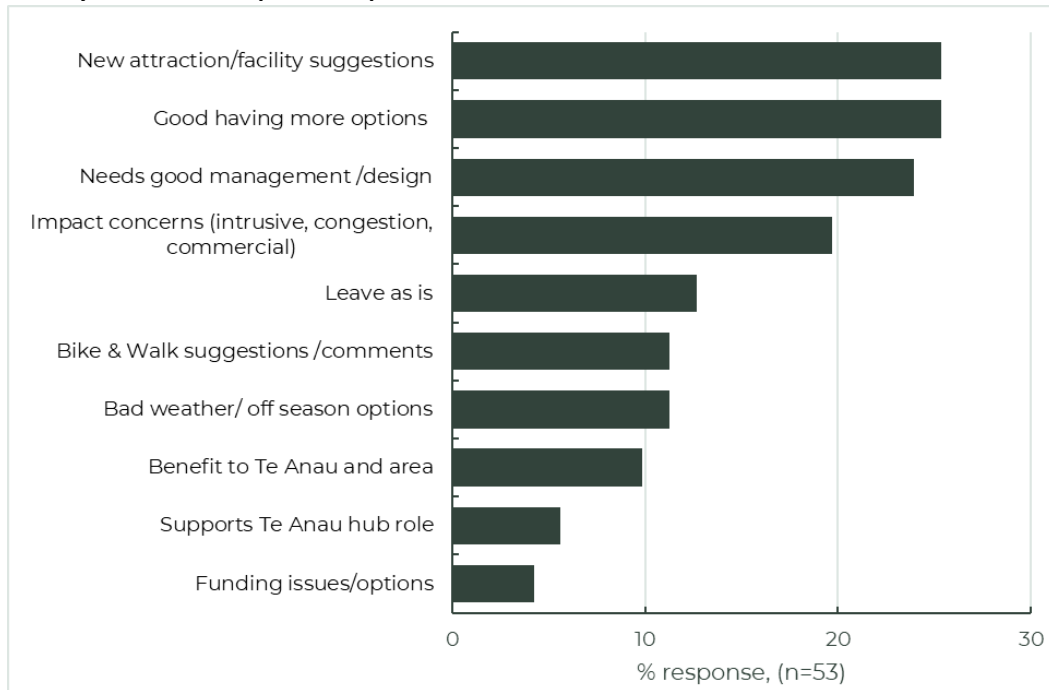
“Keeping small town feel is important to visitors. Staying away from too much commercialism like Wanaka and Queenstown.”

“The major asset of the lakefront is a view right out to the national park and the lake. I think a redesign to have business facing the lake, needs to be very evenly tempered with protecting that asset, those marvellous views out to the park. Let’s not make it the gold coast.

“Definitely some real topics here to address. As a lakefront operator I think there is room for developing a central focus to include vessel departures, float plane, kayaking, beach front activities etc, but again with the modesty and subtlety of being on the edge of a National Park.”

“We don’t want to ruin Te Anau and end up with another commercialised Queenstown. Don’t clog up the lake front with hot pools, it would make traffic and parking even more congested than it is already.”

- **Summary Chart: Coded specific response themes**



1.2 Create new walking/cycling tracks connecting into Te Anau.

Idea Description: This concept would build up the range of supplementary walking & cycling experiences (of different durations) that visitors could undertake from town. The objective would be to strengthen the range of Te Anau-based experiences on offer & encourage visitors to see the town as both a regional accommodation & experience hub. This would lead to visitors both basing themselves in Te Anau and staying for longer.

Response number - 71 comments were received.

Response balance - most responses (96%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Cycling positive; preferences of more activity options; specific site, track site, type & networking suggestions; benefits to Te Anau.
- **Summary Table** (n=71)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	68	96
• 'Negative/opposition/not needed' response	2	3
Specific response themes referred to in text:	count	%
• Cycling positive	28	39
• More activities/ options good	23	32
• Specific track <u>site</u> suggestion	22	31
• Benefit to Te Anau and area	17	24
• Specific track <u>type</u> suggestion	14	20
• Connect to wider trail networks	12	17
• Other activity suggestion	9	13
• Te Anau destination /hub role	6	8
• Management suggestion/ reference	6	8
• Conservation /impact comment	6	8
• Cycling negative	2	3
• Other (or off topic)	11	15
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=71 & 100%	X	(n=71)

• Example quotes:

These are a selection of 10 text responses (as received) from the 71 received that are broadly indicative of the types of the main response themes received:

"Absolutely yes - the triangle from Te Anau, along Hillside Road, and back to Manapouri, stopping off at sites and farms along the way. Could try local produce, shear a sheep etc. Mountain bike trails a must for the area."

"Sounds good. Loop tracks of up to 5 hours for walks would be a good addition to the walking capital of NZ. Cycle track to Te Anau Downs would be good."

"The more to do the better. Walking and the hills are already there. Having well developed trails for all abilities that are easily accessible provide people with option and give people another reason to come."

"100% agree with walking and cycle paths. If you build it, they will cycle [and walk and run] [London School of Economics: The British Cycling Economy]. Create a town with trail and path links between the town centre, accommodation (residential and commercial) and trails out of town. Such links enable active commuting for locals and an attraction for visitors (and save the environment, keep people healthy, tie in with our clean, green image...)"

“Appropriate to have these opportunities outside the Milford Corridor, to Manapouri, Percy Saddle, Borland etc. Apart from the Hollyford Track (perhaps??), if the road is managed as 'Park and Ride' then cycling on the road should be 'no issue!!'.”

“We support an increase in access to conservation areas. Care needs to be undertaken when selecting route to avoid damage to wetlands and high value vegetation.”

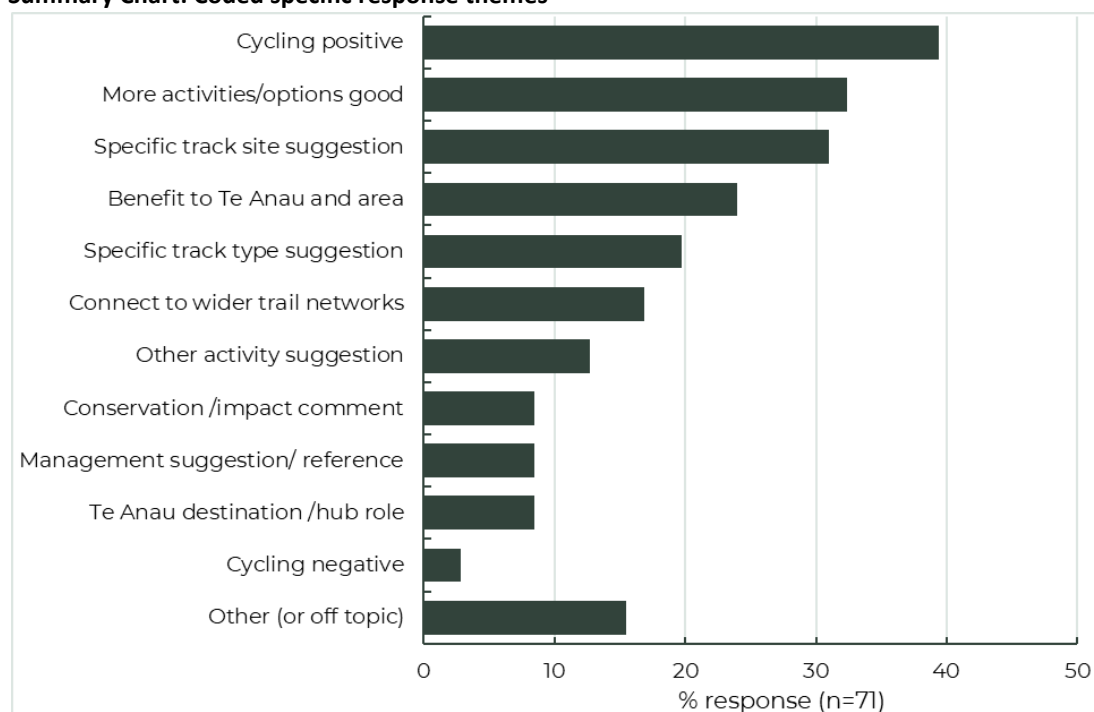
“Any new bike trail development needs to be done by professional MTB trail designers & builders, not just more (dull) gravel cycle 'roads'. Follow examples such as Old Ghost Road and Pike 29 for quality example that people travel from across the country to ride.”

“Te Anau has the potential to be one of the great cycling/mountain biking destinations. We need to open up Fiordland to Mountain biking. The great walks should be open to mountain biking in winter. We should create trails on Hartz Hill which is close to Te Anau. And build a Fiordland Cycle Trail. From Tuatapere to Manapouri to Te Anau to Haast and also connecting to Glenorchy. Cycling is a growth market we need to be a part of!”

“I think this is a great idea around Te Anau but not in the National Park. Please conserve the peaceful and tranquil feel of the bush. Cyclists are often in such a hurry that they do not appreciate the tranquillity and native flora and fauna. They can also be a danger to walkers.”

“Very important to offer those whose trips may be affected by road closures other activities to still enjoy the area.”

- Summary Chart: Coded specific response themes**



1.3 Develop a Te Anau transport hub/bus interchange.

Idea Description: This hub is essential for providing the starting point for a bus focused visitor transport model into Milford Sound Piopiotahi. It would enable a reduction in rental and private vehicle numbers into Piopiotahi and visitor access to be spread out more evenly throughout the day, giving a better experience and strengthening Te Anau as a regional accommodation hub.

Response number - 70 comments were received.

Response balance - most responses (83%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Needed to reduce traffic to reduce congestion/enhance safety; suggestions around Te Anau hub and other traffic management tools/options; maintain recreation user access.

• Summary Table (n=70)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	58	83
• 'Negative/opposition/not needed' response	18	26
Specific response themes referred to in text:	count	%
• Need to limit /control vehicles/ numbers	29	41
• Other traffic management options	17	24
• Te Anau transport hub suggestions	15	21
• Maintain private recreation user /local's access	14	20
• Manage buses schedules better	10	14
• Possible negative impacts	9	13
• Road safety/ enjoyment issues	8	11
• Change/ improve visitor experience	8	11
• Careful design/ planning required	8	11
• Benefit to Te Anau and area	6	9
• Other transport hub site suggestions	5	7
• Keep affordable /cost issues	4	6
• Hop On/Off options good	4	6
• New/ better transport options	4	6
• The drive is an attraction	4	6
• Fewer emissions/ more sustainable	4	6
• Other (or off topic)	17	24
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=70 & 100%	X	(n=70)

• Example quotes:

These are a selection of 10 text responses (as received) from the 70 received that are broadly indicative of the types of the main response themes received:

"The Milford Rd was too crowded and frankly, dangerous. Using Te Anau as a hub with a dedicated visitor centre that can receive inbound cars and buses and provide them with all the pre-visit information they need including virtual tours, nature education, food and amenities, DoC facilities and even shift the bird sanctuary. It could be sited to keep the traffic out of the town centre but close enough to walk to. The centre could be the start/end point for a range of pre-qualified hop-on/hop-off buses that have experienced and certified drivers that can provide a safe and interesting trip to the sound, enhancing the journey itself and making the whole trip that much better."

"Yes! Anything to cut the number of buses and to encourage visitors to soak up the Te Anau area instead of bussing in from Queenstown."

"The Interchange should be perhaps at the current Alpine Centre, future Fiordland Museum. The museum should incorporate interpretation displays about history, nature, etc. Pls DON'T create two museums or expositions, just one please!!!"

“The Te Anau Airport should be considered as part of the transport hub. If Te Anau becomes the hubbing point out to Milford, providing people with options to fly (either into Te Anau itself or from Te Anau to Milford) would be attractive to a certain part of the market. Encouraging and supporting operators to use the airport to grow a critical operational mass of aircraft, so growing the reputation of this option, will help develop and support the growth and sustainability of travel in this important area. Options are important.”

“Totally agree with the transport hub as there is and never will be enough parking space at Milford for the huge number of cars that zoom in and out. Bus from Te Anau and pick up on way to Milford.”

“Yeah shared transport to Milford is essential, but as a local who lives along the Milford Rd i want to be able to drive my own car along the road, sometimes as far as Milford, when I like.”

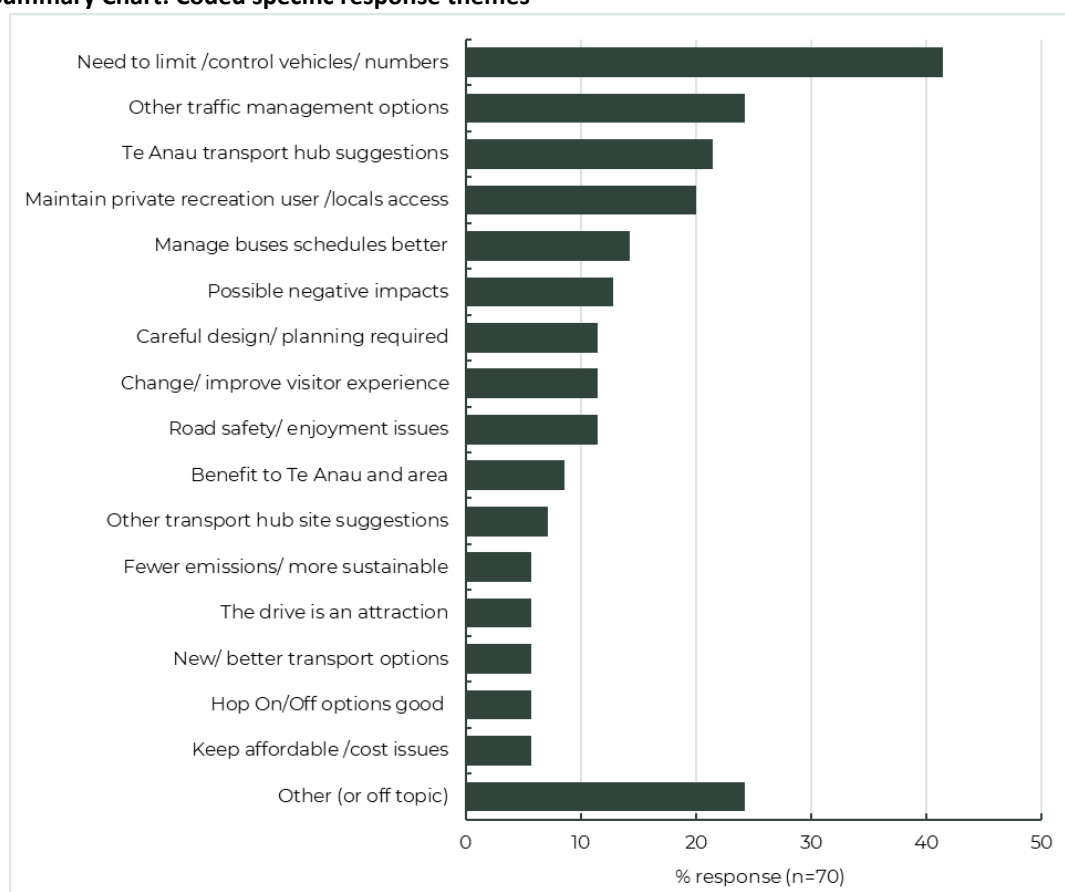
“Yup, great idea!! Make this an information and booking centre for Milford travellers to book other local experiences also. This is not just about Milford, but maximising a travellers experience in the surrounding region also. The support local operators should receive through this will potentially be life saving for small business.”

“Yes a good idea. But perhaps a good start would be to charge international drivers to travel on the Milford Road. This should be a substantial fee that would encourage them to take a bus. Perhaps \$120.00 and funds collected and then be put back into the road.”

“Lived in Te Anau for 7 years, Te Anau can be developed to maintain the tourist numbers to keep burden off the sound and Fiordland park itself.”

“It is essential that the Visitor Centre is in the centre of Te Anau so that visitors can have an authentic NZ town experience and readily access the lakefront on foot from the visitor centre. Rental and private vehicles will have to be accommodated underground in the town centre, or in a parking area elsewhere with shuttle bus service to the visitor hub which also functions as the bus station. Not acceptable to increase visitor traffic in town, and not acceptable to develop a new retail area at a town fringe carpark – that would be a fail for visitors and a fail for Te Anau.”

- **Summary Chart: Coded specific response themes**



1.4 Develop a Milford corridor and Piopiotahi experience hub in Te Anau.

Idea Description: This hub would deliver visitors information on Fordland's cultural significance, history, natural environment, geology and conservation. It would contain static and interactive interpretation displays, audio-visual and guided experiences. It plays an essential role anchoring the start of the Milford Sound Piopiotahi experience in Te Anau. It would be an attraction in its own right and be joined to the Te Anau transport hub/bus interchange.

Response number - 61 comments were received

Response balance - most responses (85%) were positive overall towards this idea

Main specific response themes:

- **Key Take Aways:**
 - Hub content, information & delivery mode suggestions; more activity options; management/partnership suggestions; enhances Te Anau hub role.

• Summary Table (n=61)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	52	85
• 'Negative/opposition/not needed' response	6	10
Specific response themes referred to in text:	count	%
• Content /information /delivery suggestions	17	28
• Enhances Te Anau Hub role	12	20
• Adds to activity options available	12	20
• Management /operational suggestion	10	16
• Visitor experience benefit	10	16
• Collaboration/ partnership suggestion	8	13
• Benefit to Te Anau and area	6	10
• Conservation /heritage learning benefit	4	7
• Link to Te Anau transport hub idea	4	7
• Reduces Milford Piopiotahi pressure	4	7
• Bad weather/ Road closed option	3	5
• Possible impact issue	3	5
• Other (or off topic)	11	18
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=61 & 100%	X	(n=561)

• Example quotes:

These are a selection of 10 text responses (as received) from the 62 received that are broadly indicative of the types of the main response themes received:

"I think the vision for this should be stronger world class interactive science museum explores rainforest ecology, glacial history, human interaction with the landscape, trees and climate effects. This centre become a major attraction to the Southland Region in it's own right. The 'hub' idea reads very weak and washy."

"I can't fully envision this but as part of a bus/transport station it makes sense to expand people's knowledge of the area and invite them into more time spent there."

"Be careful of creating buildings for buildings sake. Surely the gateway visitor hub should be in Te Anau. Facilities to provide services for active transfer of knowledge I support, but consider whether these need to be built assets, buildings, and if so where to locate. Can technology provide a lower carbon footprint way of achieving the same thing? Apps, headsets. Even the living building challenge level of sustainable accreditation for buildings would have a detrimental impact on Milford sound."

"People coming into new areas want to be educated so they can make the most of the experience. Having very good, modern and intuitive interpretation is critical to the experience. It also makes people stop and other opportunities come from that."

"The hub should be part of future Fiordland Museum, please AVOID creating two museums / expositions, it would be so messy. We don't need two expositions in our small town."

"The DoC visitor centre already does this well, and there's the film at the local cinema if I recall that was also excellent. Having said that, a second museum/centre that isn't in conflict with those would work well. Tromso in Norway has its Arctic museum, so Fiordland could have a sister museum."

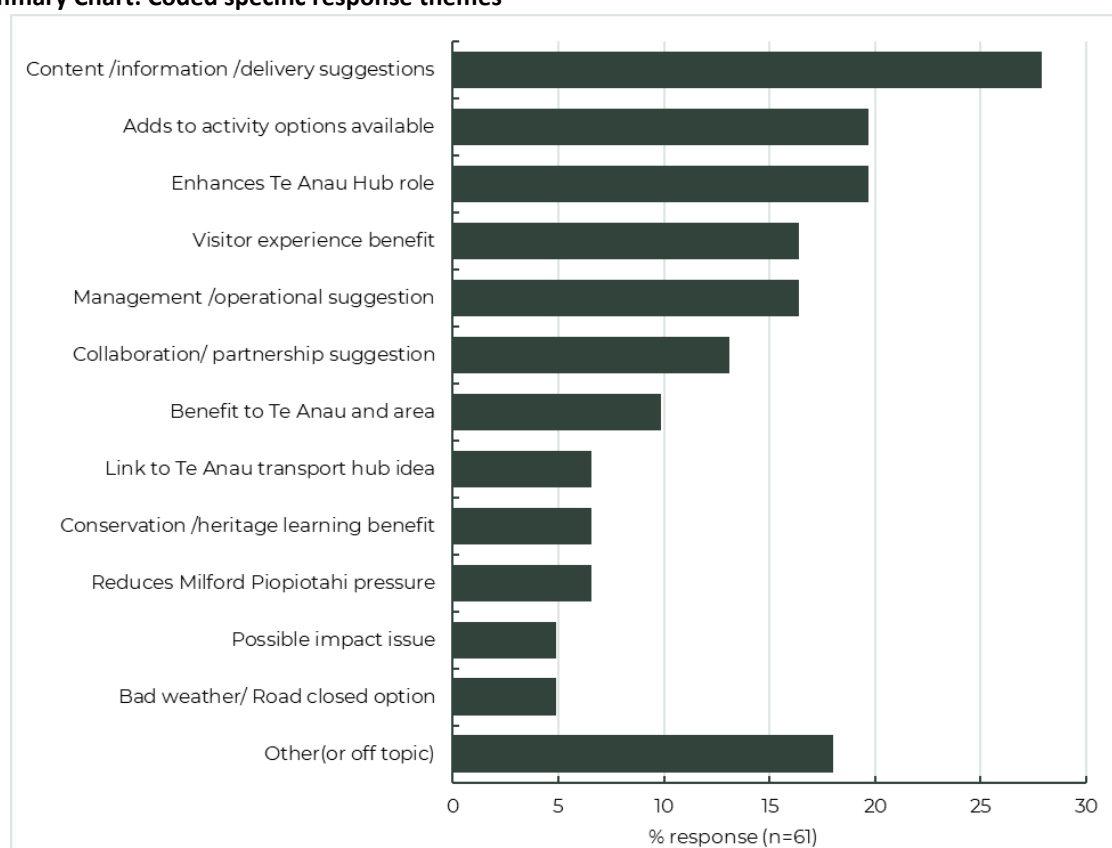
"Awesome idea...but I think the DOC centre does this really well.....maybe you could add a cafe to the Doc centre."

"Support this concept because visitors would be preinformed, and it means this kind of attraction is in an existing hub town (Te Anau) and not cluttering Piopiotahi itself, thus supporting the tagline New Zealand as it was, forever."

"I can't fully envision this but as part of a bus/transport station it makes sense to expand peoples knowledge of the area and invite them into more time spent there."

"Support the development of a world class heritage centre in Te Anau. Have been involved with this for last twenty five years, just need \$10m to get it off the ground. all the planning work has been done, just need the dollars."

- **Summary Chart: Coded specific response themes**



1.5 Develop new family-friendly experiences in the basin.

Idea Description: As part of a drive to strengthen Te Anau as a visitor hub, existing nearby sites such as a Brod Bay campground could be developed further into family friendly short stay or short stop experiences. This would see the potential inclusion of additional short loop walks, toilets, observation points, a forest observation tower at canopy level, and linkages to adjoining sites of interest, such as the Hidden Lakes.

Response number - 51 comments were received.

Response balance - most responses (90%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Specific attraction, site and activity suggestions; impact concerns; family-friendly options; nature focussed/not gimmicks; more options.

- **Summary Table** (n=51)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	46	90
• 'Negative/opposition/not needed' response	7	14
Specific response themes referred to in text:	count	%
• Specific new attraction /activity suggestions	13	25
• Specific track/ site suggestions	11	22
• Impact concerns	11	22
• Family friendly /all-inclusive options	10	20
• Nature focussed /sensitive / no gimmicks	10	20
• Need to maintain/ improve experiences	9	18
• Good to have more activity options	8	16
• Cycle options	6	12
• Affordable /cost issues	4	8
• Benefits to Te Anau and area	3	6
• Te Anau Hub/ destination	3	6
• Good to have bad weather/ disruption options	2	4
• OK as is	2	4
• Other (or off topic)	3	6
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=51 & 100%	X	(n=51)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 51 received that are broadly indicative of the types of the main response themes received:

"I think this is a good idea, but DoC struggle to keep their toilets etc, clean now. Brod Bay is a popular spot and rubbish and toilets are already an issue. Walking tracks to hidden lakes is a great idea to encourage more day tramps. Bird park can be expanded. Ivon Wilson Park is under utilised has great cycle tracks and could have more or be extended, also signage down at the control gates loads of tracks their for mountain biking."

"Brod Bay was always a favourite as a kid, easy walk and good swimming. If you market it, then DoC will need manpower and support to clean up and maintain the track. I like the idea of introducing kids to the national park and walking experience though. Education about the mountains and safety and enjoyment is important. Many kids in the north island miss out on that. How about a wilderness camping experience with locals guiding? Experience local venison, local stories, only has to be for a night."

"Multi-use trails are the most commonly used man-made facility for physical activity [refer Sports and Recreation Survey], catering to all ages, walkers, runners, prams, cyclists, mobility scooters etc. Trails mentioned above would provide short stop opportunities as well as full day activities and can be combined with other activities such as a jet boat ride."

"A track to link Brod Bay to the Hidden Lakes track would be neat and add value. A forest observation tower would bring a large environmental impact and feels inappropriate inside the National Park. Perhaps a few more toilets may be needed to meet demand, but I would say that this is already a family friendly short stay experience - what could beat forest and lakeshore to entertain kids?"

"Te Anau still has places to further develop. Brod bay to Hidden lakes link track is a good option. But also Manapouri across the Waiau River is still an area to upgrade existing tracks and facilities to make better use from a wider group of people. A link track to the Borland area is also part of this option and a bike track down the western side of the Waiau to the South coast."

"Yes please, extend the walkway / bike trail to Hidden Lakes! Create a short and longer loops, build a watchtower on Harts Hill with views of Lake Manapouri."

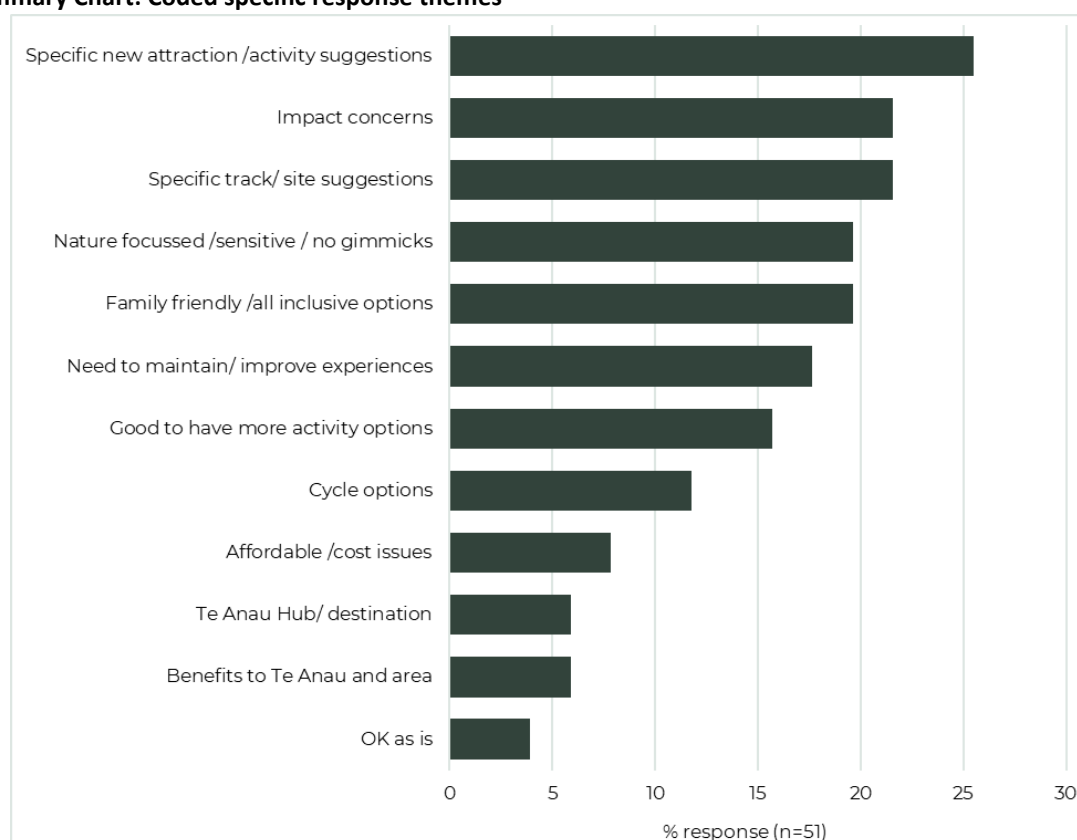
"How about a tree top walk with cafe and wildlife information station.....Also DOC used to run awesome holiday programmes....kiwi spotting...stoat trapping...volunteer work days. where visitors pay big money to fly in to the National park and do work experience day...seed collecting....pest eradication.....track maintenance.....sailing and paddling competitions. Try something intrepid. ... Explore the more challenging end of the caves...potholes."

"Yep but Te Anau also needs to realise it needs to do things to attract people/families instead of going to Qtwn. Things to do inside when weather isn't so good. Sales on clothing to attract visitors etc. The contrast between Qtwn and T.A is stark in terms of looking after visitors and giving them options on things to do. Don't necessarily become a Qtwn BUT you do need to provide options for activities to fill a long weekend or 2-3 day visit."

"Agree. But need to have an idea of how much volume the area can handle to stay pristine before looking at other attractions. The past has shown that developing tourist attractions without any idea of maximum sustainable volume before planning attractions results in the unsustainable situation that currently exists in many of our tourist areas such as Milford."

"Not sure on this one - I like how the Hidden Lakes remain untouched; natural; would hate to see it turned into a full blown tourist destination."

- **Summary Chart: Coded specific response themes**



2. Develop new transport models to manage visitor flows.

The Milford Opportunities Project governance group is recommending controlling access into Milford Sound Piopiotahi. The development of new transport models will help to manage visitor flows. The two broadly similar key ideas (with Option B being more limited to private vehicles) presented for responses under Theme 2 were:

- 2.1 Mixed access Option A - some private vehicles - including exemptions.
- 2.2 Mixed access Option B - no private vehicles - some exemptions (more limited)

Responses related to each are summarised on successive pages.

2.1 Mixed access Option A (some self-drive vehicles/ public parking – with exemptions)

Idea description: This option is largely public transport focused with a mix of tour bus, hop-on hop-off and non-stop buses designed to support a more immersive visitor experience on both the Milford Corridor and in Milford Sound Piopiotahi. Low or zero carbon buses would be used. However, under this model some pre-permitted self-drive visitor parking would still be retained at Milford Village (potentially 60% less than current levels) and along the Milford Road corridor. Access to parking at key visitor locations could be balloted and/or priced in advance of arrival to reduce congestion. Those camping or staying at accommodation would also be allowed private vehicle access. Ngāi Tahu whānui, recreationists that require private vehicles (such those with boats, heavy equipment, or hunters, walkers and trampers) and commercial services for Piopiotahi would be provided permitted access. New infrastructure improvements to the road corridor would be required to facilitate safer overtaking/stopping to accommodate larger visitor numbers to destinations along the corridor.

Response number – 67 comments were received.

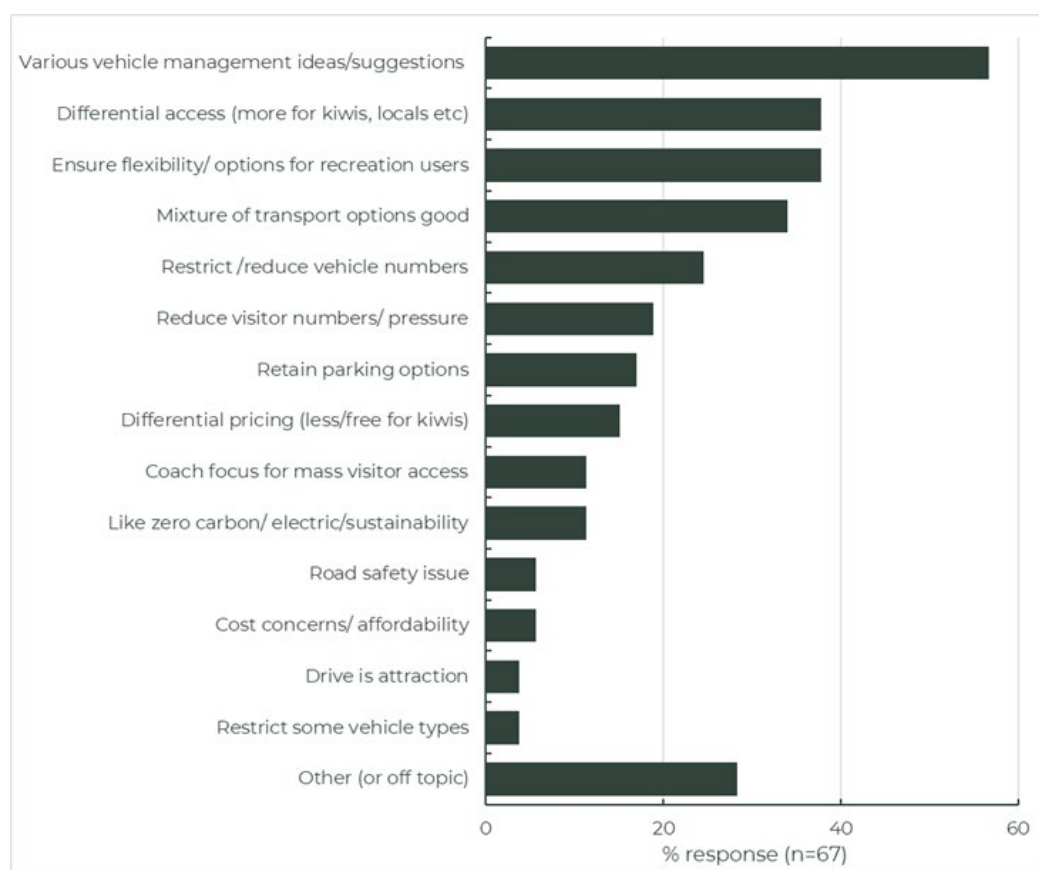
Response balance - most responses (63%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good; reduce vehicle/visitor numbers.
- **Summary Table** (n=67)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	42	63
• 'Negative/opposition/not needed' response	34	51
Specific response themes referred to in text:	count	%
• Various vehicle management ideas/suggestions	28	42
• Ensure flexibility/ options for recreation users	20	30
• Differential access (more for kiwis, locals etc)	20	30
• Mixture of transport options good	18	27
• Restrict /reduce vehicle numbers	13	19
• Reduce visitor numbers/ pressure	10	15
• Retain parking options	9	13
• Differential pricing (less/free for kiwis)	8	12
• Coach focus for mass visitor access	6	9
• Like zero carbon/ electric/sustainability	6	9
• Cost concerns/ affordability	3	4
• Road safety issue	3	4
• Restrict some vehicle types	2	3
• Drive is attraction	2	3
• Other (or off topic)	22	33
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=67 & 100%	X	(n=67)

- **Summary Chart: Coded specific response themes**



- **Example quotes:**

These are a selection of 10 text responses (as received) from the 67 received that are broadly indicative of the types of the main response themes received⁴:

"Totally support any form of control on the road during the peak season December to end of April, but still have a option for limited private cars per day. This can be controlled at the Homer Tunnel. Each car would book for either am or pm passage through the tunnel with the car rego being read at the tunnel with a gate opening like at car parking buildings. This would require no change to parking areas in Milford and would or could reduce them. Workers and locals could have a year permit to pass at anytime."

"We frequently launch our private boat at Milford sound to access the fishing, tramping and hunting between Big Bay and George Sound. Often this is at short notice due to the weather. We would be very concerned if we are not able to have sufficient parking available to private Kiwi users. Milford Sound is not just a destination to milk money out of tourists. It's our treasured back yard."

"The development of a transport hub such as "Option A" is in effect now be it in a limited basis, the only real difference is that people are collected from their accommodation or meet at certain point around Te Anau. We have serious doubts about the ability of a "Hop on Hop off" service being able to work even if this is based at Knobs Flat. For this to be successful you would have to have coaches coming past every 30 minutes as few sights on the road corridor would justify longer stops, it needs to be remembered that coach operations stop at most attraction on the road at present and with the Fiordland environment few people will leave their transport unless it is a fine clear day. What is obvious is that development need to be at Knobs Flat that is suppling advice, information and food plus the establishment of accommodation and walks. In doing this you will educated people of the area that they are traveling through, bring forward the cultural facts of the greater area and give people options to spend time in and area with a much reduced rain fall to that of Milford. This would make it easier to convert people to coach transport options and require considerably less capital outlay for transport vehicles."

"As ratepayers and taxpayers, all kiwis should have free vehicle access to Milford. All overseas visitors should be required to travel to and from Milford by public buses or by air. Overseas visitors are too dangerous on the roads, and cause serious congestion."

⁴ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

“Both of these 2 options are ridiculous, neither of them take into account the thousands of kiwis who drive the Milford Road each year and visit Milford sound in their own vehicles, not everyone wants to take a bus. Both of these options will have the effect of taking away the freedom of kiwis to visit our own country.”

“Access to commercial tourism ventures by bus, including guided walks. Ban rental cars and hire campers. Access for self directed tramping, hunting fishing, climbing etc by private vehicle. Limited car parking for private vehicles provided at village. Happy to pay a toll for road use upkeep and parking.”

“Definitely need to think of those kiwis like ourselves who use Milford Sound as an entrance or exit into the outer sounds, George etc.”

“I believe this (A) is the best of the two options as it essentially formalises what I understand happens already. As a trumper and recreational fisherman I fully support preserving private transport access with the flexibility and enhancement of experience that it allows. Tourists who wish to see Milford but not drive are best accommodated by buses for ease of logistics and safety as demonstrated elsewhere (Yellowstone NP, Yorkshire Dale’s, Swiss Alps etc) globally.”

“More detail is needed to be able to form an opinion with respect to the two proposed transport models. We note that both models support the allowance of visitors driving their own vehicles to their place of accommodation, including XXX, we support this. We note that many of our visitors drive to and from Piopiotahi outside of the peak traffic periods on the Milford Road. Our guests tend to arrive late on the day of arrival and leave early on the day of departure. We understand the need for buses to be used as an interim measure to reduce congestions and we support the use of carbon neutral buses. However, the planning provisions and master plan should not prevent other mass transport options which may be more appropriate in the future.”

“There must be guaranteed free and unfettered access to all points on the Te Anau to Milford Rd for all NZers at all times. The land is public land and public access must be retained with no cost or restrictions.”

Note a couple of comments made reference to aircraft roles, along with mentions of other transport modes (i.e., monorail, gondola etc). These references were coded under ‘Other’.

2.2 Mixed access Option B (no self-drive vehicles/public parking – with some exemptions)

Idea Description: Under this option most visitors would be required to access Piopiotahi and the Milford Road corridor via bus (with some limited exceptions where this is entirely impractical). This is a public transport model focused on a mix of tour bus, hop-on hop-off and non-stop buses designed to support a more immersive visitor experience on both the Milford Road and in Milford Sound Piopiotahi. Low or zero carbon buses would be utilised. Under this model no self-drive visitor parking would be retained at Milford Village. Those camping or staying at accommodation would be allowed permitted private vehicle access only as far as their pre booked accommodation location. Ngāi Tahu whānui, recreationists that require private vehicles (such those with boats, heavy equipment, or hunters, walkers and trampers) and commercial services for Piopiotahi would be provided access.

Response number - 80 comments were received.

Response balance - most responses (66%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Various vehicle management suggestions; flexible for recreation/local users; more access for kiwis; mixed modes good. (Slightly more preferred than Option A).

- **Summary Table** (n=80)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	53	66
• 'Negative/opposition/not needed' response	37	46
Specific response themes referred to in text:	count	%
• Ensure flexibility/ options for recreation users	31	39
• Differential access (more for kiwis, locals etc)	27	34
• Various vehicle management ideas/suggestions	19	24
• Mixture of transport options good	12	15
• Road safety issue	8	10
• Restrict / reduce vehicle numbers	7	9
• Differential pricing (less/free for kiwis)	7	9
• Coach focus for mass visitor access	6	8
• Restrict some vehicle types	6	8
• Reduce visitor numbers/ pressure	6	8
• Drive is attraction	6	8
• Retain parking options	6	8
• Cost concerns/ affordability	5	6
• Like zero carbon/ electric/sustainability	4	5
• Other (or off topic)	23	29
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=80& 100%	X	(n=80)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 81 received that are broadly indicative of the types of the main response themes received⁵:

"Again, the bus idea is great and a simple system. It would ensure that there is less cars and associated pollution. Possibly do a one year trial of option A and if it works well progress to option B."

"Bus tours to Milford Sound are already far too expensive. Requiring the vast majority of visitors to access the corridor by bus will only cause the experience to become completely unaffordable and out of reach for some who it may not currently be the case. Also, not everyone who wants to visit Milford Sound wants to go on an overpriced, generic cruise of the sound, when they have already been before. Again, this also ignores the National Parks Act which, again, says the national parks should be free to access. By requiring people to pay for a bus to access Milford Sound, it removes the ability for people to access this part of Fiordland National Park without charge, as who gets classified as a walker or a tramper? Both of these models penalise New Zealanders, especially those who pay taxes, and ignore what is set out in the National Parks Act."

"Good idea. Key will be keeping the cost of the shuttle low, ie: \$5, and a regular reliable schedule. A great example of how to do this is Zion."

"I agree with this option, nearly no access to parking in the village. I lived there for one year working in the hotel and agree congestion is killing it and taking from it its silent natural beauty. This 2nd option is what I agree to for the good of this special place. No cruise ships either."

"I like this option better, if you are a tourist, bus is the only option. What percentage of crashes on the Milford Road are caused by Tourists? This could save lives. It will also free up land for parking such as by the cafe or overspill in DWB. It will also allow locals and users of the area space to park and enjoy their backyard."

⁵ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

"I think this option focuses too much on day trip tourism access at the expense of private access for self guided activities like tramping, fishing and hunting. While I agree access needs to be managed for tourism and conservation, I believe preserving access for activities other than tourism with as few restrictions as possible is more important."

"People would still have to have the option of staying at Milford again control at the tunnel with these people being allowed in after 3pm. Zero carbon buses is the long term aim we should be going for. Any one wanting to use the road east of the Homer Tunnel will have no restrictions of use. Recreational boaties can apply on line for early morning access, this could have a limit of say 25 boats which would be more than enough per day, they have to be through the tunnel by 6am. The Homer Tunnel is the perfect place to control access to Milford."

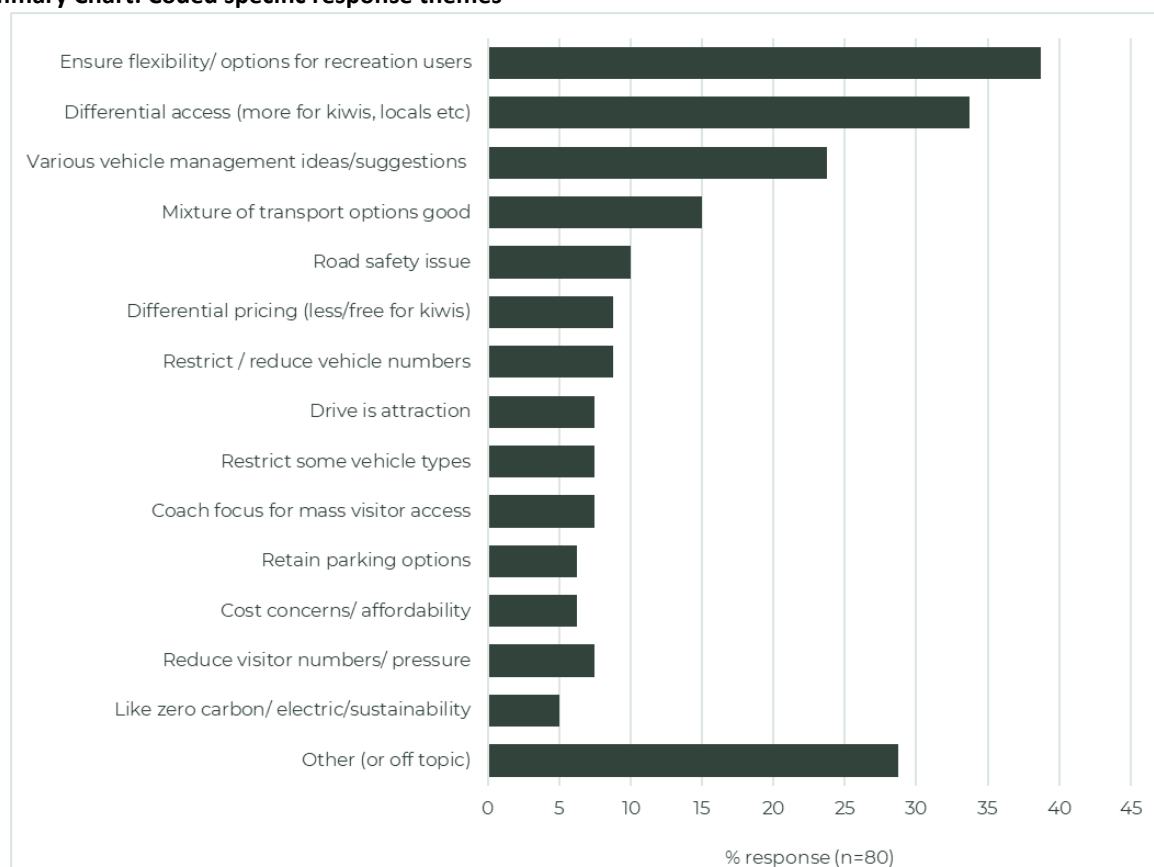
"Although this works from a zero carbon and safety perspective I hate the idea of sitting in a bus going to Piopiotahi. As a taxpayer and NZer how can it be fair to ban us from this road. I enjoyed the journey as much as the destination and you will take this away."

"Yeah I like this one, but please include exemptions for locals. the reason I live here is so I can access these places in my free time, I don't want to be lumped in with the tourist."

"Both options have pros and cons. Affordability and frequency should be kept in mind. Will camper vans be allowed? What if folks are travelling with bicycles or camping equipment? What about larger families? How will public transport only impact on their ability to access the area in terms of cost?"

Note a couple of comments made reference to aircraft roles, along with mentions of other transport modes (i.e., monorail, gondola etc). These references were coded under 'Other'.

- Summary Chart: Coded specific response themes**



3. Give visitors choice on the Milford Corridor.

Creating a Milford Corridor experience for visitors is another goal for the governance group. It is suggesting the Milford Corridor experience be improved to strengthen the options available to visitors.

The key ideas presented for responses under Theme 3 were:

- 3.1 Create a strong national park entry where the road enters Fiordland National Park
- 3.2 Develop the Knobs Flat experience hub.
- 3.3 Develop the Knobs Flat accommodation hub.
- 3.4 Create a super track head within the Divide area.
- 3.5 Upgrade short stop options along Milford Road corridor.
- 3.6 Enhance the Cascade Creek campsite.
- 3.7 Investigate options in the upper and lower Hollyford Valley.
- 3.8 Homer Tunnel portals (short stop)

Responses related to each are summarised on successive pages.

3.1 Create a strong national park entry where the road enters Fiordland NP.

Idea description: The objective of this idea is to clearly define the transition into Fiordland National Park and give visitors a sense of crossing a threshold. This crossing over experience comes with an expectation on visitors that they will adopt appropriate behaviours when inside the park because they are now somewhere different – somewhere special. The threshold could be marked in many different ways such as with sculptural elements, kūwaha, signage and/or landscaping.

Response number - 37 comments were received.

Response balance - most responses (89%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Need for some indication/entry; keep low key. Few other comments.

- **Summary Table** (n=37)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	33	89
• 'Negative/opposition/not needed' response	6	16
Specific response themes referred to in text:	count	%
• Need symbolic entranceway / gateway / pou whenua	10	27
• Low key/ Don't over-develop	9	24
• Increases awareness of threshold /place	6	16
• Not needed/ nature is enough	4	11
• Link with targeted info provision	4	11
• Cultural component	3	8
• Concern with traffic issues /congestion	3	8
• More suitable in different location	3	8
• Part of larger theme / story/ info network	2	5
• Cost concerns /issues	1	3
• Other (off topic)	8	22
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=37 & 100%	X	(n=37)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 37 received that are broadly indicative of the types of the main response themes received:

"An old USA park service concept that is phased out. FNP does not need a grandiose entrance. Leave it as NATURAL entrance, leaving natural elements and processes to provide the following expectation of a sequential experience. No booth with park ranger handing out pamphlets required."

"Defined point of entry, also a large road map to show various points of interest and include stop points such as Hollyford Rd/Chasm, areas affected in road closure."

"Great idea - a pou whenua would be beautiful but would perhaps need to consider if people would stop to take photos contributing to congestion."

"I like the idea of expecting visitors to show a greater respect once they are inside the Park. A greater acknowledgement of the park boundary could achieve this - I'm thinking of how once you enter a U.S. National Park, it is very clear that there are now a set of rules you must abide by"

"It wouldn't be a bad idea to increase the awareness of visitors that they are entering Fiordland National Park by having something tasteful at the entrance. It is after all, part of Te Waihiponamu, South Westland, which is a UNESCO World Heritage area, however, it shouldn't be anything that is over the top or fits into the category of visual pollution."

“Only if it is subtle. The transition from farm to rainforest is already crystal clear, so it could be something as simple as a speed limit reduction on approach to park boundary of 30km/h and a cobbled road surface. Don't want to be yelled at with signage.”

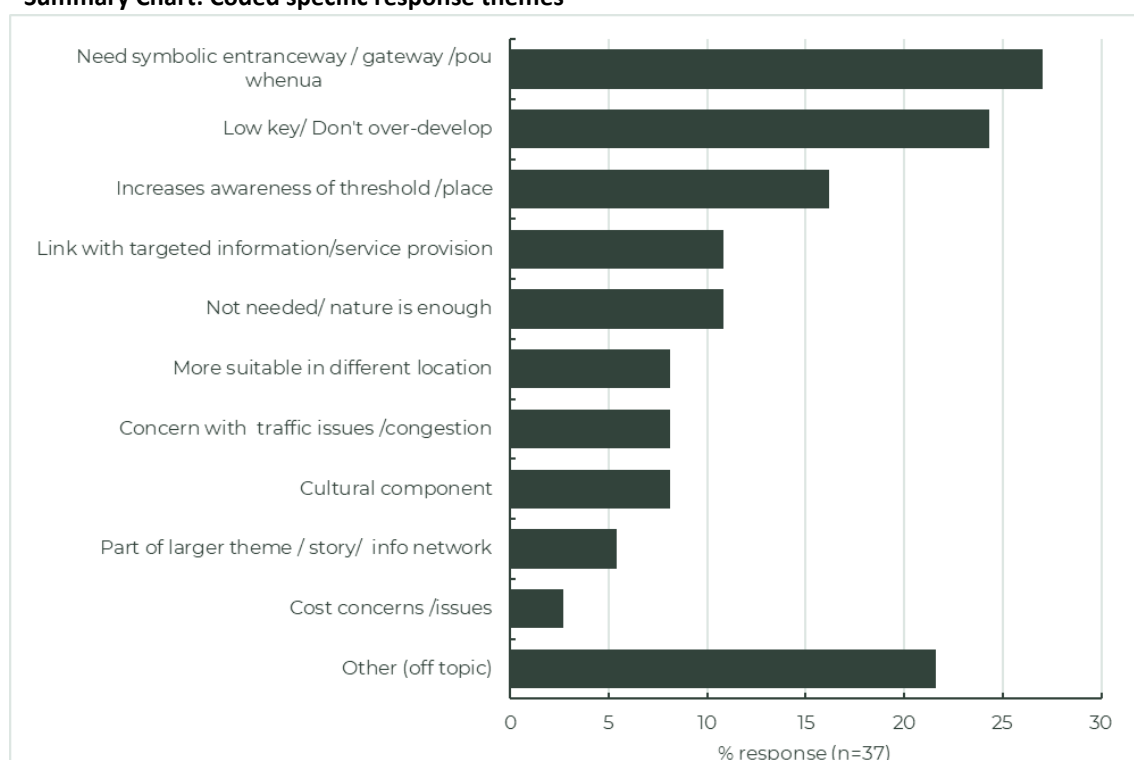
“I disagree with the creation of a strong park entrance as while yes that may make people think about what they do within the park, it will also mean they can do whatever when they exit the park eg dump their rubbish, trample on flora. I think this entrance to Fiordland would be better suited at Te Anau or even Mossburn so they realise the natural beauty of the area is protected from there.”

“Where are you talking about? People are alongside the National Park boundary and looking at the Park from Te Anau. The Road enters and exits National Park up Lake Te Anau. I think people are 'somewhere special' while in Te Anau and onwards. How about fostering that mindset with something at the town entrance?”

“There is ample room to do this at the entrance of the park, (privately owned paddock at the moment). You could also have a car park here for more park and ride.”

“Think this would be a good idea as long as a place to pull over off the road area is considered as many travellers like to stop take picture leaving one place entering another. It would need to be in keeping with the area not to ostentatious.”

- **Summary Chart: Coded specific response themes**



3.2 Develop the Knobs Flat experience hub.

Idea description: Knobs Flat has the potential to be a key interpretive hub for the Milford Road experience. This could involve the development of a series of covered shelters containing interpretation displays, pūrākau, interpretive nature trails, observation points and a network of loop tracks. Much of the current footprint at Knobs Flat is already highly modified but is close to forests of high conservation value.

Response number – 31 comments were received.

Response balance - most responses (87%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Some indication for more short walk options; low key development. Few other comments.

- **Summary Table** (n=31)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	27	87
• 'Negative/opposition/not needed' response	6	19
Specific response themes referred to in text:	count	%
• More short walk options	8	26
• More info/ sign suggestions	8	26
• Impact concerns	7	23
• Don't over develop / keep minimal	7	23
• Other activity options	4	13
• Leave as is	4	13
• More longer walk options	2	6
• Transport connections	1	3
• Manage visitors /numbers	1	3
• Covered already in Te Anau	1	3
• Other (or off topic)	6	19
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=31 & 100%	X	(n=31)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 31 received that are broadly indicative of the types of the main response themes received:

"We fully support this as an initiative that would provide visitors with essential information and amenity as they journey into Milford. It could also be a very suitable transition point from cars to coach shuttle services. This could also be a good location to create a strong national park entry point."

"I particularly like the idea of shorter walks, to give day visitors an opportunity to experience some of the beauty on their own, without having to organise a longer and more expensive overnight stay."

"Are we duplicating by aiming for a 'hub' in Te Anau AND Knobs Flat? Yes to trails. Perhaps some simple displays."

"Earlier on this area used to be a busy stopping point but quite often be passed on the journey in nowadays as has little to offer and the end journey is where people's minds are on. Be interesting to see what could be developed in this area without taking away from the Te Anau township."

"If those forests have such high conservation value, then simple, leave the area alone. The shelter and interpretation displays at Knobs Flat are already of a good enough standard."

"Support some development - this is a wonderful spot and could lose the sense of majesty through too much visitation - consider moving kea point concept to this location."

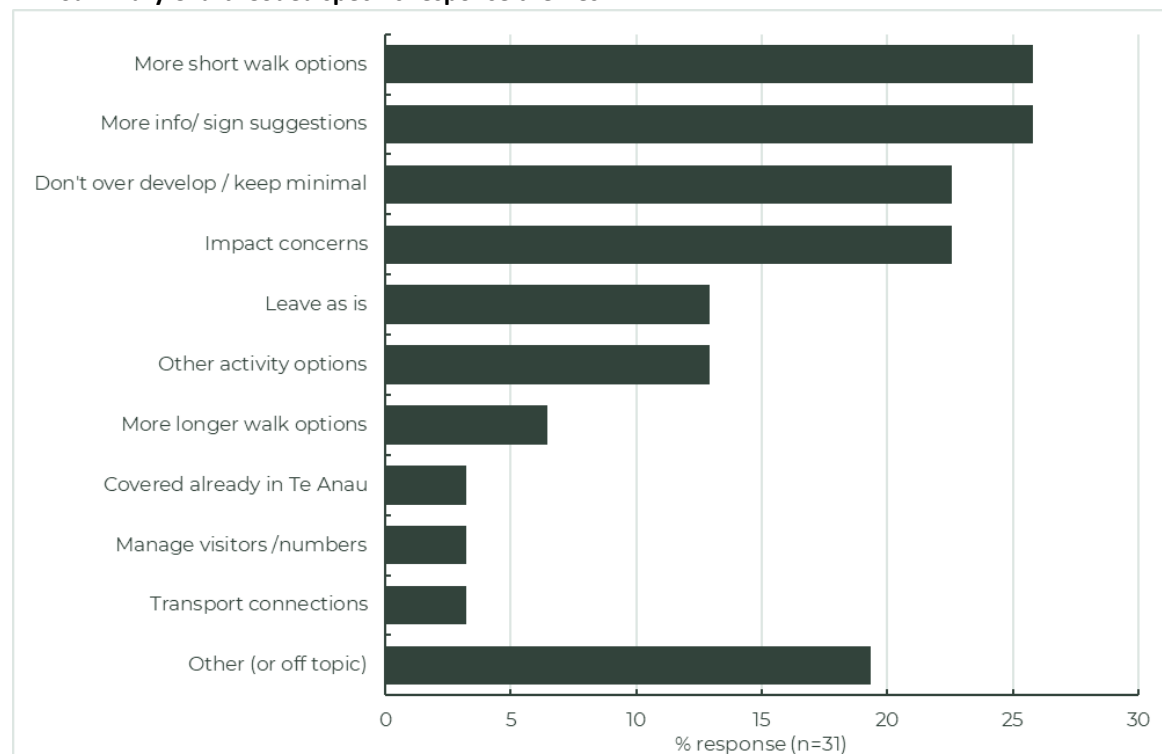
“Support, provided it is low key and situated in nature itself, i.e. not another artificial indoor intervention. Don't want to repeat the function of the Te Anau Visitor Hub in Fiordland National Park.”

“The forest is interpretation enough in my opinion - People don't read signboards. give them chances to walk in the forest - the old track from Deer Flat to Knobs flat was outstanding, but was shut to allow the site to be used as a gravel dump for roading. You need to take real care that all this endless development does not score an own goal and destroy that which you're trying to show off.”

“The interpretation displays that are already present at Knobs are interesting, with great historical photos. Let's not develop for development's sake. A short nature walk would be nice, but again, keep the impact low.”

“There should be good publicity of car parking costs and consideration of a graduated car parking charge at Milford with cost of parking increasing at present peak times of the day. If this is done at Knobs Flat it gives people the options of delaying their arrival time at Milford while experiencing other options, be they at Knobs Flat or on the road.”

- **Summary Chart: Coded specific response themes**



3.3 Develop the Knobs Flat accommodation hub.

Idea description: Because of its location and modified site footprint, Knobs Flat has the potential to become a key accommodation location along the Milford Road. With improved landscaping the site could be developed to accommodate tent and campervan sites and simple cabins. Potential also exists for a lodge to be developed and for cultural elements to be expressed via the built landscape.

Response number - 30 comments were received.

Response balance - most responses (70%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Some indication for more options; within footprint; keep low key. Few other comments.
- **Summary Table** (n=30)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	21	70
• 'Negative/opposition/not needed' response	8	27
Specific response themes referred to in text:	count	%
• OK to develop already altered areas	11	37
• Development must be well planned /designed	11	37
• Accom type variety good	6	20
• No large development /small scale	6	20
• Manage /limit visitor numbers	5	17
• Leave as is	4	13
• Impact concerns	3	10
• Manage /limit campervans/ freedom use	2	7
• Cost concerns /issues	1	3
• Link to transport options	1	3
• Reduce Milford pressures	1	3
• Focus in Te Anau	1	3
• Other (or off topic)	2	7
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=30 & 100%	X	(n30)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 30 received that are broadly indicative of the types of the main response themes received⁶:

"Needs to be developed somehow so it can't be seen from the road, keep small scale and charge well for using."

"Some landscaping to provide tent sites would be good, and perhaps some simple cabins. But a lodge does not sit well with me. Keep it simple, minimal impact - we are within a National Park, after all!"

"The amount of accommodation lost on the Milford Road, with the loss of Cascade Creek Lodge, Gunns Camp, and Milford Sound Hotel, over 400 beds have been lost. This could be regained with careful planning."

"Better to have accommodation here than to allow ribbon development along the Eglington Valley - which will happen if any operator is allowed a new site."

"Best for any such developments to happen where the environment is already modified."

⁶ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

“Emergency Management Southland (EMS) see Knobs Flat as being a good location for all accommodation in the Milford Corridor/Sound and that only day visitors can visit Milford Sound. This will reduce the number of people overnighing in Milford Sound and would greatly reduce the risk of entrapment or isolation. It would also make it easier to control numbers of visitors and simplify evacuation.”

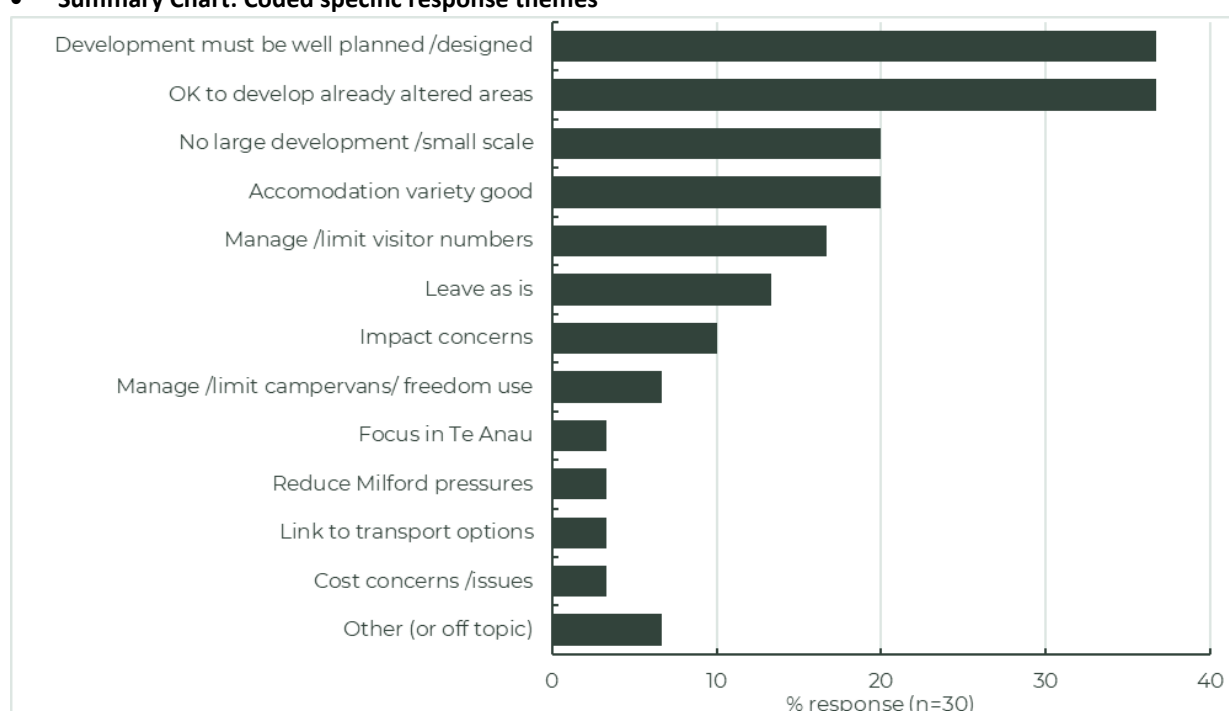
“Enhancing the Milford corridor is a must with so many people travelling but will thus continue in this everchanging new environment. All options would need careful consideration and prioritising from here on in. This area did/ does have some cabins but I think they're under utilised due to proximity to the township. This area would need careful well thought out planning so as not to underutilized knobs flat or Te Anau as the fluctuations you do get accommodation wise are felt hard enough already at certain times if the seasons.”

“Sewage, water etc infrastructure is needed. • A large accommodation complex will degrade the intrinsic value of the Eglington Valley. • There is limited room in the Knobs flat township area footprint described (3.8 Hectares) to put it in perspective this is equivalent to just the visitor centre area at the heavily congested Milford Sound.”

“Too big - not appropriate, there is plenty of accommodation in Te Anau. how many info hubs do we need? Do a good job with this in Te Anau then we just need smaller 'reminder' info spots in the national park itself. please limit the amount of additional development within the national park, it is not necessary, nature speaks for itself.”

“Just have camping and the current accommodation options, just more presentable that what is there currently, and coffee.”

- **Summary Chart: Coded specific response themes**



3.4 Create a super track head within the Divide.

Idea description: This iconic new visitor node would include interpretation, toilets, shelter & new track sections. It centralises access, linking numerous longer tracks together. It also potentially facilitates access to a series of shorter walks & key observation points, such as Key Summit. For mana whenua it represents a modern reinstatement of the Whakatipu Trail and serves as a wānanga (living classroom) for Ngāi Tahu. It recognises ngā ara tawhito (trails) which are an integral part of Ngāi Tahu culture. The technical challenges of achieving this concept are significant and implementation would be dependent on a detailed feasibility analysis.

Response number - 32 comments were received.

Response balance – many responses (69%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Some indication for improved facilities at Divide; track network suggestions; low key. Few other comments.

- **Summary Table** (n=32)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	22	69
• 'Negative/opposition/not needed' response	10	31
Specific response themes referred to in text:	count	%
• Better facilities at the Divide	10	31
• Track network suggestions	10	31
• Leave as is	8	25
• Impact concerns	7	22
• Reduce visitor numbers/ concentrations	6	19
• Do not over develop	6	19
• Information services /signs	5	16
• New walk options	2	6
• New activity options	2	6
• Fix Hollyford Road and facilities	2	6
• Parking need	2	6
• Other (or off topic)	3	9
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=32 & 100%	X	(n=32)

Example quotes:

These are a selection of 10 text responses (as received) from the 32 received that are broadly indicative of the types of the main response themes received⁷:

"Short walks with minimal interpretation are good. No more buildings please."

"The Routeburn track and Key Summit are a popular spot for tourists and the current infrastructure is dated. There are currently insufficient toilets to keep up with the flow of visitors. Parking should be retained for those going further into the park. Several peaks and remote areas of conservation estate are accessed off the Routeburn track. This site, however, will never be the only 'super track' as there are many other tracks in the park."

"Better toilet facilities and parking is required at the divide, shelter and information would be an advantage."

⁷ Note that the text responses for both Options A & B are largely interchangeable, except where clear preferences are expressed for either of the respective options.

"The loop track beyond Key Summit would be a world beater with sun rises and sunsets over the Fiordland Mountains only being rivalled at Luxmore Hut. With Howden Hut destroyed a better replacement option would be on the ridge of Key Summit southwards with the track linking into the Greenstone giving a nice over night alpine experience."

"Terrible idea, given away by word 'iconic'. This is the last thing the corridor needs - we are supposed to be delivering an experience of nature, not an experience of human infrastructure in nature. Limited space on the ground, weather often poor here. Just adds more development and not aligned with FNP NP Management Plan which encourages development to existing locations, not new ones. Do not support Super Track Head idea. This creates point concentration of visitors. Far preferable to think of the Hollyford and Eglinton Valleys as spines with multiple nodes along them, none preferred over others. A trail the length of the Eglinton Valley, completely separate from the highway, is the obvious infrastructure project which makes a spine a highly valuable visitor amenity."

"Given the popularity of the tracks leaving from the Divide, an upgraded shelter probably wouldn't go amiss. However, at peak times it was already far too busy, with the car park dangerous to navigate sometimes. This proposal just serves to further increase human impact of the area, and again, destroy our precious native forest, just for the sake of increasing the number of people that can be packed on to a track at any given time. Additionally, it would only serve to further disturb and decrease the habitat of some of our threatened and endangered native species."

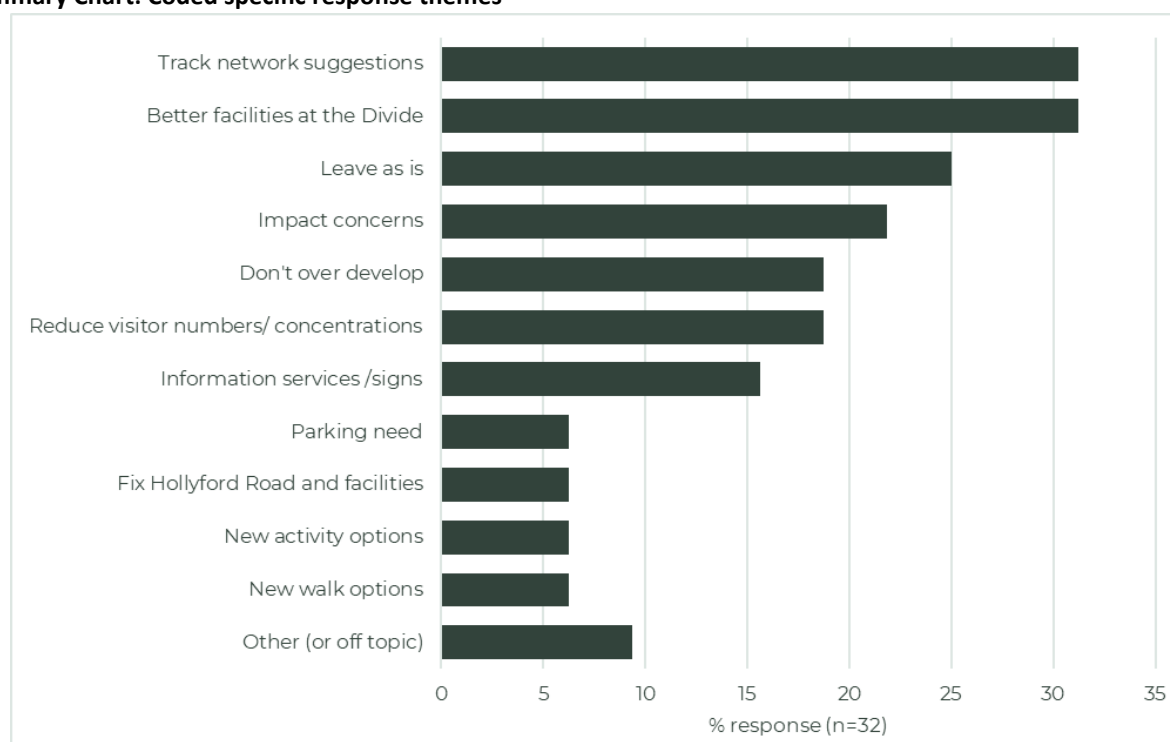
"I like the idea of a multiuse trail from the Divide a) down Pass Creek and the Hollyford at least to Alabaster, ideally to Martins Bay b) over to the Greenstone and down to Lake Wakatipu with a link up Pass Burn to Mavora Lakes (upgrade Te Araroa Trail and old stock route; keeps Caples for walking only) c) down to Te Anau (subject to feasibility). Imagine the attraction and permutations of trips."

"Sounds too big and obtrusive, keep it low key but informative. aren't we trying to preserve the wildness and nature of the area - we don't need big intrusive nodes or hubs."

"People from within nz and overseas are looking more and more to get into nature and experience the beauty and quality walking tracks. With the great tracks ever increasingly book out developing further tracks/ trails to be available is not a silly idea as long as it's within keeping to the world heritage reputation that we already uphold."

"Worth a doing the detailed feasibility study as the idea is excellent."

- **Summary Chart: Coded specific response themes**



3.5 Upgrade short stop options along Milford Road corridor.

Idea description: Increase the range and quality of short-stop areas that visitors can stop at. In most instances these sites are already established close to the road but lack appropriate interpretation, (e.g. Lake Gunn Walk) small loop tracks, viewing areas and cultural narrative. Improvements would be aimed at enabling greater accessibility for those with mobility restrictions (such as disabled, older adults and children). An objective would be to let the widest possible range of visitors feel the wairua (spirit) of the place.

Response number – 35 comments were received.

Response balance – almost all responses (91%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Prefer more options; specific site and management suggestions; spreads pressure; keep low key. Few other comments.
- **Summary Table (n=35)**

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	32	91
• 'Negative/opposition/not needed' response	6	17
Specific response themes referred to in text:	count	%
• More options are good	11	31
• Specific site comment/ suggestion	9	26
• Management challenge /need /suggestion	8	23
• Spreads visits over more sites	6	17
• Variety of options is good	5	14
• Do not overdevelop too much	5	14
• Make sure more signage/ info	5	14
• Loop tracks	4	11
• Integrate with transport	3	9
• Other traffic issues/ volume/ safety	3	9
• Potential impact issues	3	9
• Control /limit numbers	2	6
• Keep as is/ don't change	2	6
• Other (or off topic)	2	6
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=35& 100%	X	(n=35)

Example quotes:

These are a selection of 10 text responses (as received) from the 35 received that are broadly indicative of the types of the main response themes received:

"Giving people the opportunity to get out and touch/feel/smell the area can only be a good thing. Well signed, interpreted and flagged stops that give people the opportunity really engage with the environment is critical to the experience. Other country's, like Switzerland, do this well. Maybe learn from what they are doing."

"Support this idea, anything that distributes visitors more evenly along the corridor is excellent, lots of choices will help achieve this. A trail the length of the Eglinton Valley, completely separate from the highway, is the obvious infrastructure project which makes a spine a highly valuable visitor amenity."

"I particularly like the idea of shorter walks, to give day visitors an opportunity to experience some of the beauty on their own, without having to organise a longer and more expensive overnight stay."

"A trail from Te Anau to Te Anau Downs would create multiple short stop options as there would be multiple access points and multiple options for transport (walk, bike, boat, bus, private vehicle...). Lake Mistletoe is underrated and could be upgraded, including improving the return loop from where it exits on the Milford Highway. There is existing accommodation and catering nearby."

“Options for longer day walks could be developed up to 5 hrs and loop tracks. Mistake Creek would be one possibility.”

“There are options for this but funding has been the problem over time. I know as I have tried to gain funding for several projects over the last twenty years. I was successful with some upgrades, such as the chasm. There could be walk developed in the upper Hollyford valley to cater for all, from Homer Huts to the large clearing about 1.5 ks up valley. A total upgrade of the lake Marion walk to suit all walkers (\$2.5m). Access to Sandfly point at all time of the year for everyone, this could be done as the trip to the Bowen Falls. The Track to Lake Ada is one of the best early morning walks in Fiordland. There are three other options, and Eglinton Bike trail down the west side, allowing bikes to go as far as lake Alabaster on the Hollyford track.”

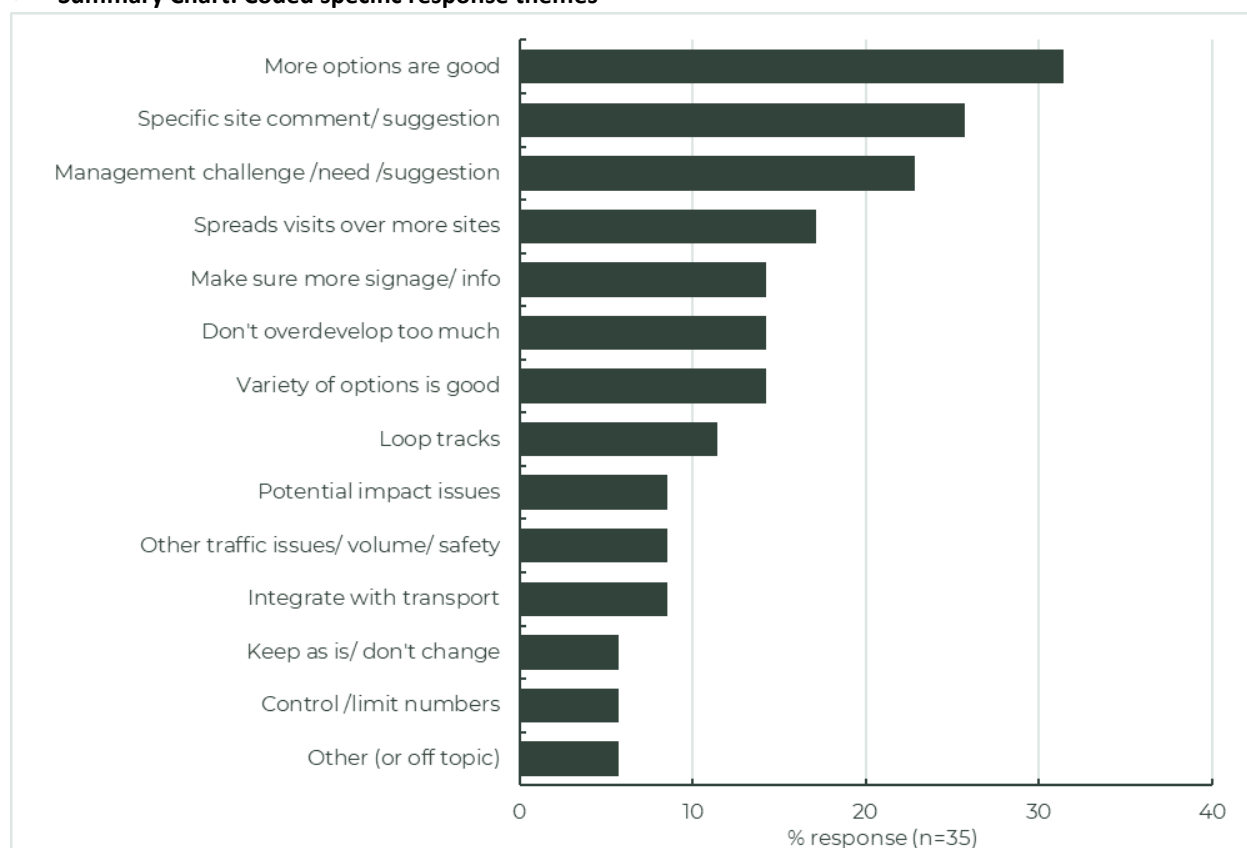
“The issue here is not just the quality and interpreted content in short-stop areas; the biggest challenge is that most of the existing off-road parking areas are inadequate in size and unsafe in respect to their proximity to fast moving traffic. ”

“Totally agree, the more walking/cycling tracks the better to encourage the immersive experience and encourage visitors to take their time on this journey. Linking to longer distance track networks should also be provided.”

“While this sounds like a good idea, having seen what happens with the likes of the Mirror Lakes Walk, The Chasm, the Eglinton valley, and Falls Creek, at peak times it just becomes too crowded, so you cannot stop there safely. Also, when these places become that crowded, it spoils the experience that would have previously been had.”

“This needs further planning. A list of proposed locations should be generated for community consultation. Sites range in significance to members as they provide access to backcountry terrain and conservation efforts including trap lines. Focus should be on quality over quantity. Each site developed for short term tourist attractions needs to have adequate [bus] parking, toilets and wet weather sheltered interpretation panels.”

- **Summary Chart: Coded specific response themes**



3.6 Enhance the Cascade Creek campsite.

Idea description: Camping opportunities along the Milford Corridor are in high demand. Through improved landscaping and some additional infrastructure, such as toilets, existing camping opportunities can be expanded and enhanced at Cascades Creek. Because of flooding risks this site is not considered appropriate for other facilities (such as small cabins).

Response number - 31 comments were received.

Response balance - responses were split (only 48% positive) overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - More negative; keep low key; flood hazard; management challenges. Few other comments.
- **Summary Table** (n=31)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	15	48
• 'Negative/opposition/not needed' response	17	55
Specific response themes referred to in text:	count	%
• Management challenges /maintenance	7	23
• Do not over-develop	7	23
• Site safety risk/ flood hazard	6	19
• Fine as is	6	19
• Limit use numbers/ manage access	5	16
• More camping capacity	4	13
• More accommodation options	4	13
• Impact concerns	4	13
• Already in place/ developed	3	10
• Needs better design	3	10
• Specific aspect/ site suggestion	2	6
• Transport issues	2	6
• Only camping /no accommodation buildings	1	3
• Other (or off topic)	3	9

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 81 received that are broadly indicative of the types of the main response themes received:

"A flood plain is inappropriate for any form of development. The Cascade Lodge was washed away by the 1994 flash flood. Only one exit to camping making users vulnerable to flooding and fire."

"A very popular area for stopping over and the last enhancement s went down well I'm sure some cabins would be well received but all flooding risks would have to be well mitigated before it went ahead."

"Do not support expansion of Cascade Creek. The site needs rehabilitation from DOC's own kneejerk response to increased visitor numbers. An attractive meadow has been turned into a gravel vehicle park populated with island toilet blocks. Toilets and parking areas should be more integrated into the landscape - again landscape architect design advice is necessary, and community consultation of proposals."

"This was done I was involved with the planning for the upgrade in 2018. It could be made bigger, but I feel if any work was done in the future it should be at Kiosk Creek as this site has far more summer and winter sunshine. I would leave all the others as they are. The lodge proposal for the Eglinton should proceed as it allows more people to enjoy this valley. With Gunns Camp being lost there should be more options for people to stay at Camps, cabins and a lodge."

“The Cascade Creek Campsite is already very large and highly developed. • With the park and ride proposal above it could be anticipated that there would be a greater emphasis on staying in Te Anau where there is better infrastructure to handle the high demand. • The summer water supply is the biggest issue at the cascade campsite. The tanks frequently run empty with the share volume of visitors. This leaves the untreated creek water as the primary source (which is fine for personal use however it doesn’t meet the national water standard guidelines).”

“We don’t need accommodation built along the road, but increasing the camp sites and enhancing these is a good option. just make sure that people have to pay to stay in their camper vans/tents. Don’t make it too expensive or the fees will be avoided.”

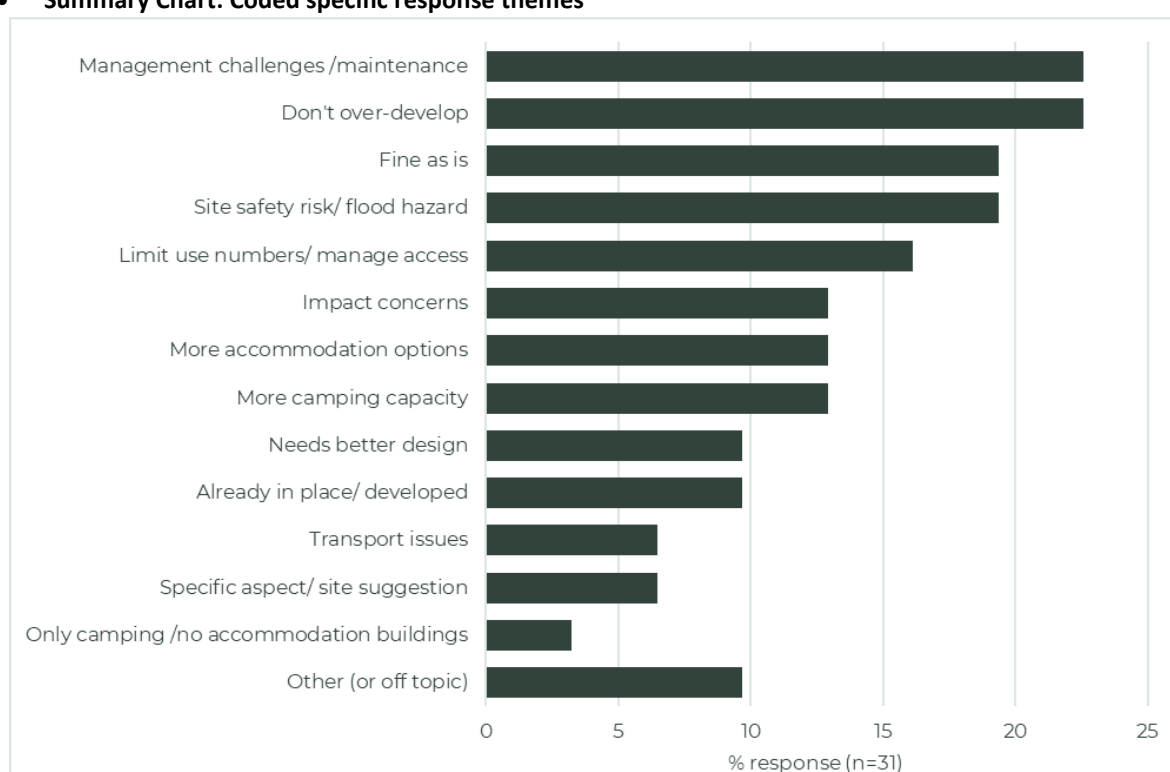
“Consider how restrictions regarding transport to these sites may impact on their use. Is it practical to implement public transport only for campers bringing along all their camping equipment and food etc?:

“Cascade Creek already has a large number of toilets and is highly landscaped. Please beware of detracting from the wairua of the place further in creating more man made structures in the area.”

“Support minor functional improvements but limiting numbers and pre-booking.”

“This isn’t something I’ve needed in the past but I’m sure many would use it esp intl travellers when things open up in future.”

• **Summary Chart: Coded specific response themes**



3.7 Investigate options in the upper and lower Hollyford Valley.

Idea description: In appropriate locations minimal impact road end/track enhancements, extensions and/or new tracks could be established. This could form part of reconnecting the Whakatipu Trail. It also links to the idea of creating a super track head.

Response number - 35 comments were received.

Response balance - most responses (86%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.
- **Summary Table** (n=35)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	29	83
• 'Negative/opposition/not needed' response	5	14
Specific response themes referred to in text:	count	%
• Specific new site/ track /option suggestions	11	31
• More long walk /track options	10	29
• More short walk /track options	7	20
• Impact concerns	6	17
• Track network suggestions	4	11
• Rebuild road/ airstrip	4	11
• Loop tracks	4	11
• Wider Hollyford-Haast Road suggestions	4	11
• Cultural perspective	3	9
• Leave as is	3	9
• New accommodation options /huts etc	2	6
• New use types/ suggestions	2	6
• Limit/ manage visitor numbers	1	3
• Signs /info provided	1	3
• Other (or off topic)	4	11
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=35 & 100%	X	(n=35)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 35 received that are broadly indicative of the types of the main response themes received:

"As mentioned before options in the upper Hollyford, Lake Marion track upgrade, bike trail to lake Alabaster. The Hollyford Track has been under used for the last forty years and with allowing it to be used by mountain bikes will in some way produce a return on the millions spent down there in the early 1980s, during the PEP schemes. The road damage is not likely to be repaired beyond the Hollyford Airstrip, so a bike option to Lake Alabaster would see a very viable option for a large number of people today."

"Be lovely to get this are up and running again and to further enhance it with good connectivity to track networks. It is a well sort after area to people from all walks of life. Be good to have cabins back in there in a safe position as many varied groups went there to get into the outdoors and use the tracks that were easily accessible. Sound a worthwhile opportunity to look further into this."

"Cycling the Hollyford Track would create an attraction and income for track maintenance from hut fees and concession. It could be managed year-round or restricted season, like the Heaphy Track."

"Fix the Hollyford Road and open access down to the airstrip and make this the new start of the Hollyford Track officially with parking & toilets."

"I like the idea of identifying a small number of additional tracks, I want to explore more of Fiordland, as long as the options are not just great walks, they should remain pretty difficult. I do not support any major road enhancements"

"Love the idea of reconnecting the whakatipu trail, from Mavora to Martins Bay, allowing visitors to walk along the route of Maori. Would require more information on what 'minimal impact road extensions would look like' to comment further. This is not an appropriate way to consult on changes."

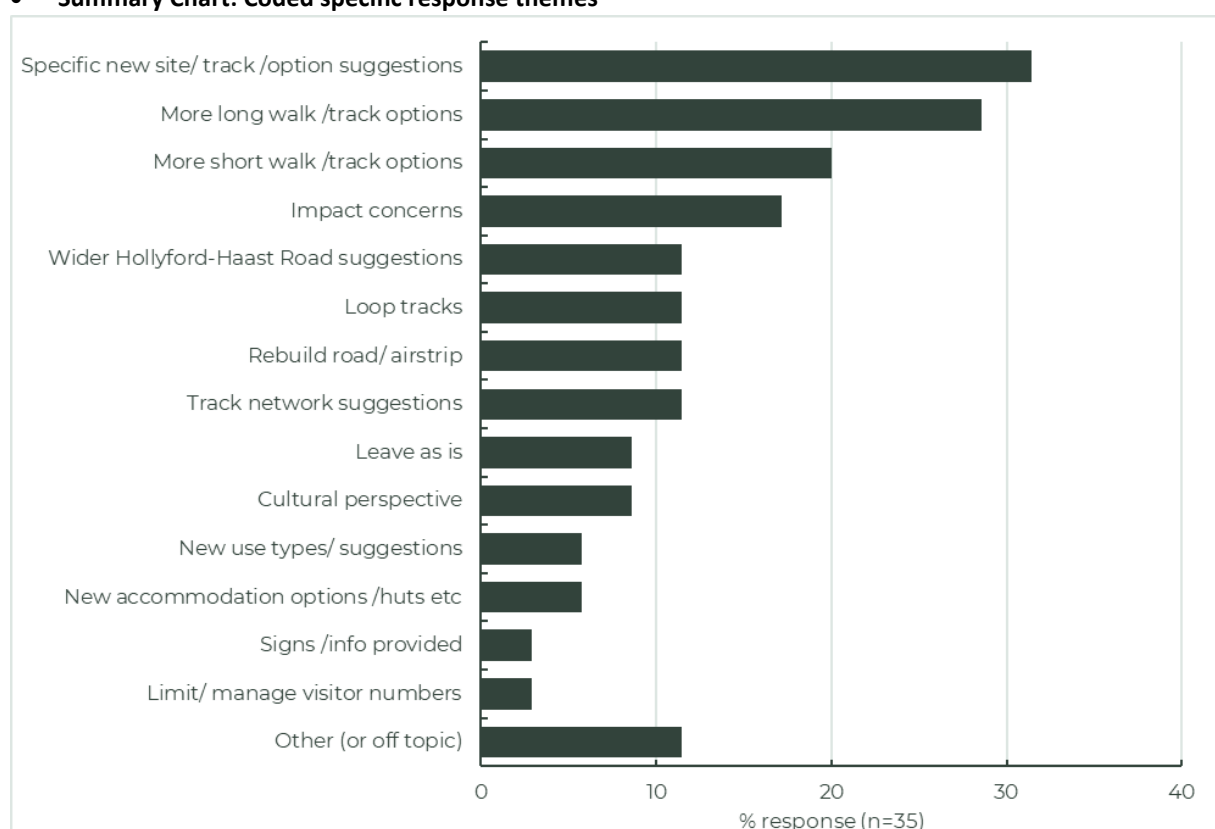
"Low impact would be vital. It's important to keep the visitor infrastructure in the main road corridor as much as possible."

"Yes support this. Linkages to other tracks networks for example up to Lake Marian, Hollyford, Routeburn would be excellent and encourage wider exploration of the area on foot."

"Why not do something really bold and complete the link to the west coast? This would create a brilliant link and would take pressure off Queenstown and offer many options. Coupled with an enhanced bike/walking path."

"Tracks that were there already, should definitely be returned to what they were if they get damaged. However, to enact such changes would again only increase the number of people using these tracks, and start snowballing, putting pressure on the present infrastructure, but it is also nice to have a range of tracks some of which provide a bit more of a challenge than e.g., the Great Walks."

- **Summary Chart: Coded specific response themes**



3.8 Homer Tunnel portals (short stop).

Idea description: This strong well engineered observation portal (sheltered from rock and avalanche risks) would offer a safe viewing location on the Milford Sound Piopiotahi side of the Homer tunnel. It would offer good sightlines over the alpine environment and into Piopiotahi and the best opportunity for passive (non-interactive) observation of kea.

Response number - 29 comments were received.

Response balance – around half responses (52%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Hazards & traffic issues; impact concerns (kea). Few other comments.

- **Summary Table** (n=29)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	15	52
• 'Negative/opposition/not needed' response	10	34
Specific response themes referred to in text:	count	%
• Hazard /risk comment	10	34
• Kea experience/ protection comments	8	28
• Traffic issues	8	28
• Impact concerns	8	28
• Control/manage use/ numbers	5	17
• Good design needed	3	10
• Cost issues	2	7
• Leave as is	2	7
• Other site suggested	2	7
• Minimal /No development	1	3
• Other (or off topic)	8	28
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=29 & 100%	X	(n=29)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 29 received that are broadly indicative of the types of the main response themes received:

"Agree as long as kea are protected. The beauty of Fiordland and what everyone seeks is the untouched beauty. Don't spoil that experience which is becoming rare globally."

"Can not guarantee observations of kea would be passive. Parking in alpine area with kea will encourage damaging interactions even with precautionary steps in place."

"For years the Milford Road Alliance has discouraged vehicles from stopping in these areas near the tunnel due to rockfall and avalanche risk. Even if a well engineered observation portal was built we believe that the cost of creating vehicle parking in this area would be prohibitive. Vehicle stopping in this area may also impede the smooth flow of vehicle traffic through this area during the peaks of the day."

"Again - very difficult to understand what you are proposing - extending the portals or using current infrastructure? This is an area of outstanding natural beauty that should not be developed further. Also a local biodiversity hotspot with several point endemic species in the near vicinity. A safe, open area, already modified and suitable for alpine walk etc, is at the Chapel, remove the downer buildings there to enhance the visitor experience."

"I am not sure you could get a big enough area safely to view, but a good idea as long as you have a limit on how many can stop at a time."

“Not sure how you'd park cars to access this. Combined with the public transport options perhaps the road users will lower, which will allow more space for vehicles to pull over at a place of their choosing, rather than all vehicles trying to get into the same viewing area. This idea has merit for sure.”

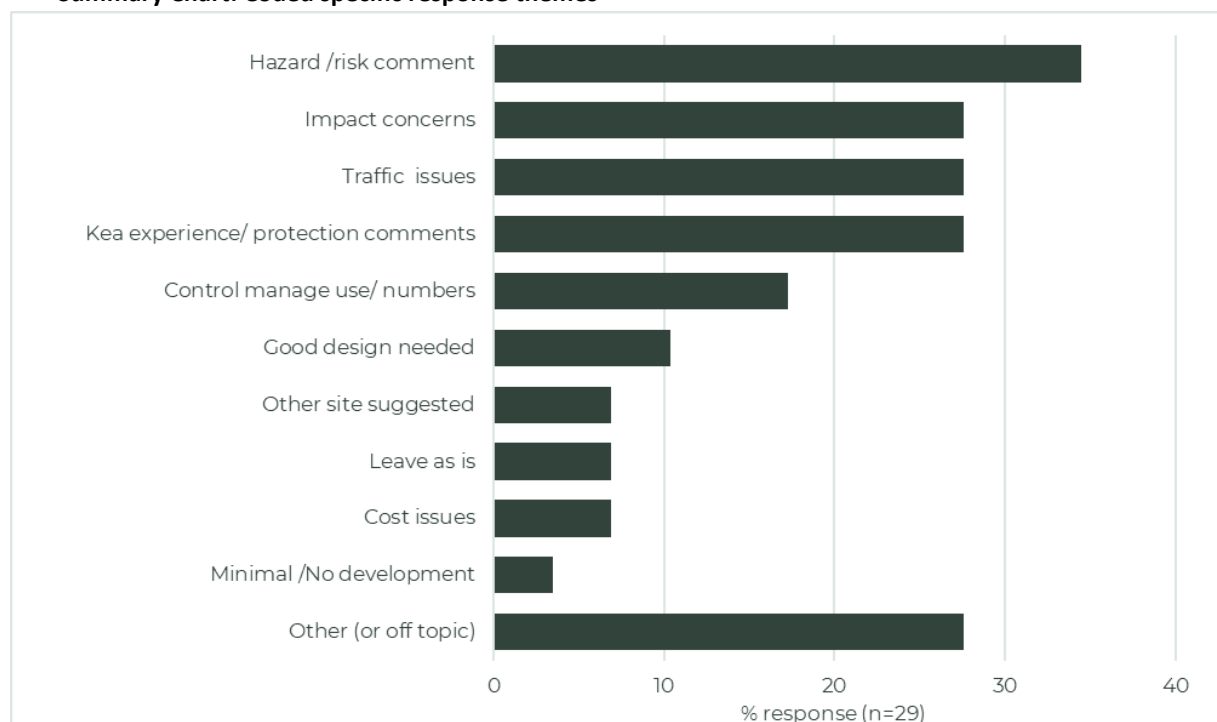
“Stunningly beautiful area but gave concerns for the potential risks that are high in that area as well as the portal observation pot there would need to be parking well enough off the crowd to not effect the continual traffic flow in the area and all risks mitigated.”

“Support the idea only if a landscape architect and architect have design oversight of NZTA appointed civil engineers. This is essential for the 'world class' experience that MOP aspires to. NZTA do not have this level of design expertise in a sensitive natural landscape.”

“Yes support. This tunnel is the gateway to Milford Sound and at present is extremely ugly - particularly from the eastern side - a major tidy of signs is required and wiring/services need to be hidden. At present it is a major visual degradation of the entry point to Milford Sound.”

“This area is highly prone to rock fall and avalanches so increasing the amount of time vehicles are stopped in the area and the general number of people walking around is unwise. • People ignore signs and feed Kea. This is what attracts them to the area. This is a high traffic area and Kea flock around moving cars, putting them at risk and they cause vehicle damage.”

• **Summary Chart: Coded specific response themes**



4. Conservation supported by tourism.

A key pillar of the Milford Opportunities Project is conservation and using funds raised by tourism to meet costs of improved conservation, access, infrastructure, operations and mana whenua aspirations.

The single key idea presented for responses under Theme 4 was:

4.1 Tourism funding conservation

Idea description: Charges could be applied to support a broad range of conservation and land management initiatives. These initiatives would likely include predator control, the reintroduction of native fauna (such as kakapo and tieke) following successful predator control, weed management, marine biosecurity surveillance, soil control, conservation research into key ecosystems and species, and mana whenua narration costs. Charges could also be used to support the visitor experience in areas such as infrastructure maintenance, visitor interpretation, visitor safety and emergency response.

Response number - 51 comments were received.

Response balance – almost all responses (94%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Need to support conservation; lower costs/affordable for kiwis/taxpayers; various charging/management suggestions.
- **Summary Table** (n=51)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	48	94
• 'Negative/opposition/not needed' response	6	12
Specific response themes referred to in text:	count	%
• Need to support nature/ conservation	23	45
• Differential pricing (less for kiwis/ kiwis pay tax etc)	16	31
• Various charging/fee option ideas/suggestions	15	29
• Various management option ideas/suggestions	12	24
• Various governance-admin ideas/suggestions	12	24
• Keep experiences affordable	9	18
• Ensure flexibility/options for recreation users	3	6
• Other comments	7	14
Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=51 & 100%	X	(n=51)

Example quotes:

These are a selection of 10 text responses (as received) from the 51 received that are broadly indicative of the types of the main response themes received:

"Absolute necessary! flora and fauna needs to be strongly supported. Fiords are also to be seen elsewhere. the plants and animals make NZ and the region unique."

"Absolutely agree with this proposal. Vitrally important conservation initiative. Pricing model should be fair to ensure that cost to visit remains inclusive for typical Kiwi families. A tricky balance."

"Absolutely, although there should be different pricing for locals, nationals, and internationals. New Zealand is one of the few places in the world that does not charge for to access national parks. For trampers who tend to jump from point to point, access should be on a daily or weekly pass, rather than charging for each entry and exit."

"Agree but suggest only charge over sea's visitors, locals already pay tax."

"This is not a bad idea. It is only fair that people visiting the area and enjoying it's unique and special biodiversity should contribute to helping maintain and improve it. Having it as a built in charge to their experiences would make sure no one skipped paying, and makes it fair."

"The fee should only be for international tourists, kiwis shouldn't be charged for exploring their own country. The south Island is already a very expensive destination."

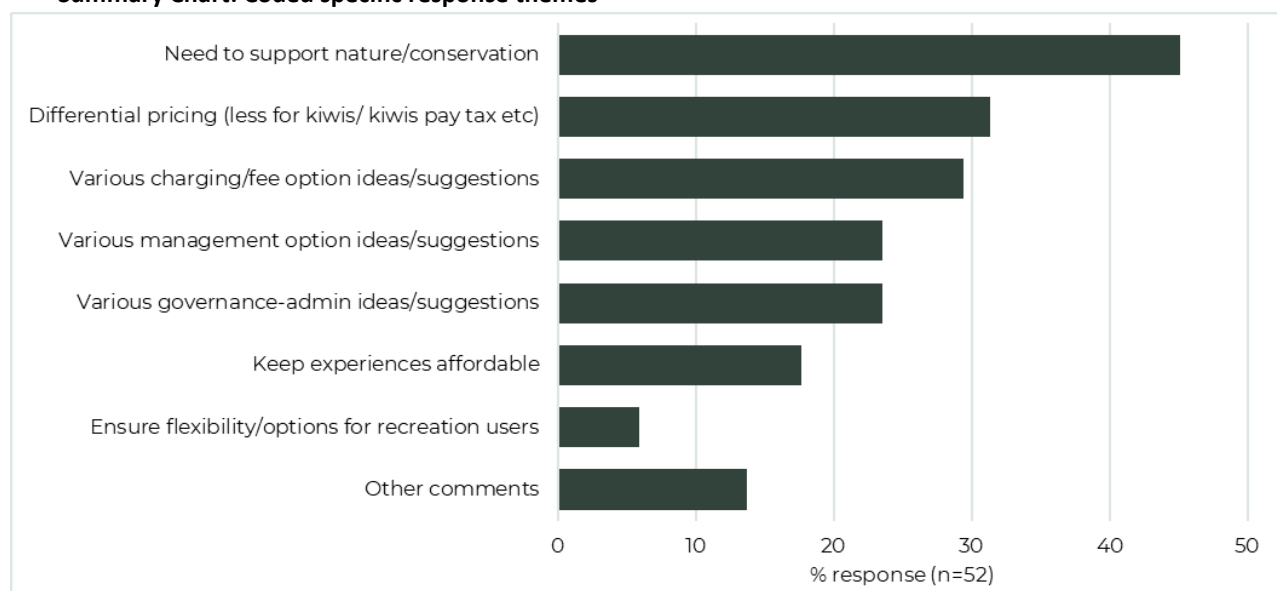
"This is a good concept though the visits are already a bit pricey, especially for NZ travellers, so this needs to be considered properly and weighed up against the margins the companies are trying to meet."

"I'd be interested to know how the charge would be applied. It would be unfair for local Southland trampers and climbers to have to pay every time we go there. An annual pass, once a year fee would be workable."

"In many countries around the world visitors are charged a small tourist tax per night when checking into their hotels. This fee could be put towards conservation, reintroduction of native species and eradication of pests and predators. .Also, consider a daily limit on the number of tourists visiting Milford Sound and other areas of interest to reduce pressure on important ecosystems and thus reducing or eliminating the use of large coaches to such areas. I'm all for tourism but managed tourism is a sensible way to go."

"I fully support this concept. Tourism needs to shift from low-quality high-quantity destructive activities to a sustainable high-quality experience that pays for its own upkeep and the protection of the environment, by charging a fair levy or visitor's fee that is going 100% towards conservation, operation and maintenance."

- **Summary Chart: Coded specific response themes**



5. Encouraging visitors to experience the full Milford Sound Piopiotahi story.

The Milford Opportunities governance group wants to encourage visitors to stay longer in Milford Sound Piopiotahi and contribute to the local economy by developing a compelling suite of experiences and redesigning the Milford village to reflect its world-class status.

The key ideas presented for responses under Theme 5 were:

- 5.1 Create a compelling sense of arrival into Piopiotahi.
- 5.2 Establish a new Piopiotahi visitor hub.
- 5.3 Develop new visitor accommodation.
- 5.4 Redevelop the tourist boat terminal.
- 5.5 Restrict cruise liner access in inner sound from impacting sight lines of Mitre Peak.
- 5.6 Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal).
- 5.7 Develop new walking tracks and observation points in Piopiotahi.
- 5.8 Establish an interpretive Marine Centre in Piopiotahi
- 5.9 Incorporate the commercial port (Deep Water Basin) into the visitor experience.
- 5.10 Relocate resident accommodation.

Responses related to each are summarised on successive pages.

5.1 Create a compelling sense of arrival into Piopiotahi.

Idea description: *This sense of arrival can be achieved through better landscaping (naturally framing key viewshafts), clearing visual pollution and potentially the introduction of pou whakairo.*

Response number - 34 comments were received.

Response balance – many responses (65%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - *Nature already does this; not needed; visual impact concern; don't overdevelop. Variety of other comments.*
- **Summary Table** (n=34)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	22	65
• 'Negative/opposition/not needed' response	13	38
Specific themes referred to in text:	count	%
• Nature fulfils this function	11	32
• Leave as is / not needed	8	24
• Visual impact concern	7	21
• Impact concerns	6	18
• Do not over develop/ keep simple	6	18
• Needs improvement	5	15
• Content/ purpose suggestions /questions	4	12
• Cultural content comment	4	12
• Siting suggestions /questions	3	9
• Cost concerns	2	6
• Would need careful consultation and planning	1	3
• Crowding /congestion /parking concerns	1	3
• Other (or off topic)	3	9
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=34 & 100%	X	(n=34)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 34 received that are broadly indicative of the types of the main response themes received:

"Agree - the entrance into Milford Sound itself is underwhelming and somewhat messy."

"Sure. Don't get too carried away with needing to build stuff, people are coming here to see how the planet was before we came and thought we could do a better job. Natural beauty is the winner here, not landscaping what is already spectacular."

"I think the arrival into Milford Sound via air or road is world class. No need to spend funding on this. The place SPEAKS well for itself."

"The grandeur and scale of Milford Sound is already very apparent upon arrival. More viewing platforms on the foreshore would be a benefit especially if they have some rain protection to enable visitors to view the fiord in all weather conditions. We note however that to achieve this outcome would require removal of a substantial amount of native bush. "

"Why? It's impressive enough without messing about with framing viewshafts."

"There shouldn't be any destruction to the landscape. It should be left as it is, after all, that is what attracts people to the area. However, clearing visual pollution (human impact) is a great idea."

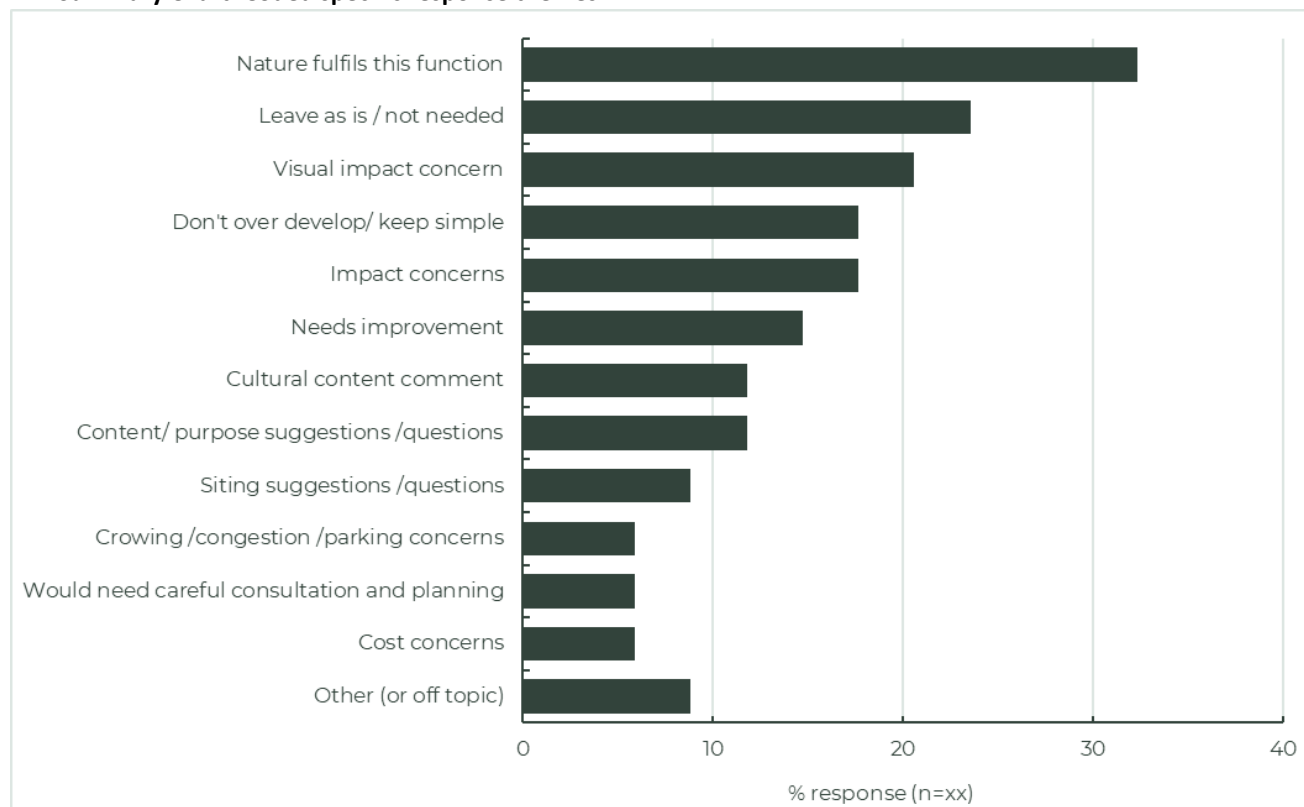
"Yes this a option, a better arrival point should be developed. The pou whakairo is a great idea."

"The best thing you can do is get rid of the carparking. No amount of landscaping can make a carpark into a nice destination."

"Most overseas visitors are not even going to notice. For many it is seeing Mitre Peak that counts - being in the picture from the advertising blurb. It's a bucket list item for many and once photographed and ticked off they're on to the next item on the list. For FITs a good idea."

"I enjoy the current arrival into Milford Sound by road, the parking area just after the tunnel provides adequately for checking out the view."

- **Summary Chart: Coded specific response themes**



5.2 Establish a new Piopiotahi visitor hub.

Idea description: This facility plays multiple roles serving as a place of arrival and departure (via bus), a location for booking visitor experiences, a place to eat, a refuge from inclement weather and natural hazards and a place to learn about the wonders of Piopiotahi. It also provides mana whenua a purpose-built space for active transfer of knowledge and use of cultural materials.

Response number - 48 comments were received.

Response balance - many responses (75%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Hub content, purpose & siting suggestions; keep low key; need more activity options. Variety of other comments.
- **Summary Table** (n=48)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	34	71
• 'Negative/opposition/not needed' response	11	23
Specific themes referred to in text:	count	%
• Content/ purpose suggestions /questions	14	29
• Need more activity options	10	21
• Do not over develop/ keep simple	10	21
• Siting suggestions /questions	9	19
• Need improved facilities	8	17
• Leave as is / not needed	7	15
• Natural focus priority	7	15
• Would need careful consultation and planning	6	13
• Cost concerns	3	6
• Management /governance issues	3	6
• Focus some facilities & services in Te Anau	3	6
• Already exists	2	4
• Need changed visit model	2	4
• Linked to runway closure concern	2	4
• Other (or off topic)	6	13
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=48 & 100%	X	(n=48)

- **Example quotes:**

These are a selection of 10 text responses (as received) from the 48 received that are broadly indicative of the types of the main response themes received:

"Development of a central hub would be great, but keep it simple and in keeping with the area. People are there to see Milford sound, not a building."

"I will be happy to drive the bulldozer to flatten every building on the hotel, cafe site and start again with blank sheet. Milford Track walkers should have a lodge beyond the Staff village down the south side of the airstrip there is land here suitable. The existing area is given a total make over. Do it once and do it well. Someone has to brave to make this call, and the Govt could fund the complete project with rents funding the cost over time."

"My immediate reaction is that we should bury as much of it as we can so the area isn't visually dominated by buildings and paving. Grow local plants on top."

"Push learning facilities here - staff members to give information that won't impact the cruise commentary, additional knowledge."

“Yes support this idea, particularly a large interpretive centre. All transport systems within Milford Sound village are should be electric (renewable energy).”

“Support with some provisos. Needs to be the subject of a national, open architectural design competition with a robust brief appropriate to the location. Do NOT support booking visitor experiences here, that means more staff, more housing, and a continuation of commercial operators screaming for attention with branding signage etc. This function should be decanted to the Te Anau Visitor Hub, could be managed at Piopiotahi with vouchers and independent 'hosts' who manage spontaneous enquiries on behalf of all the commercial operators.”

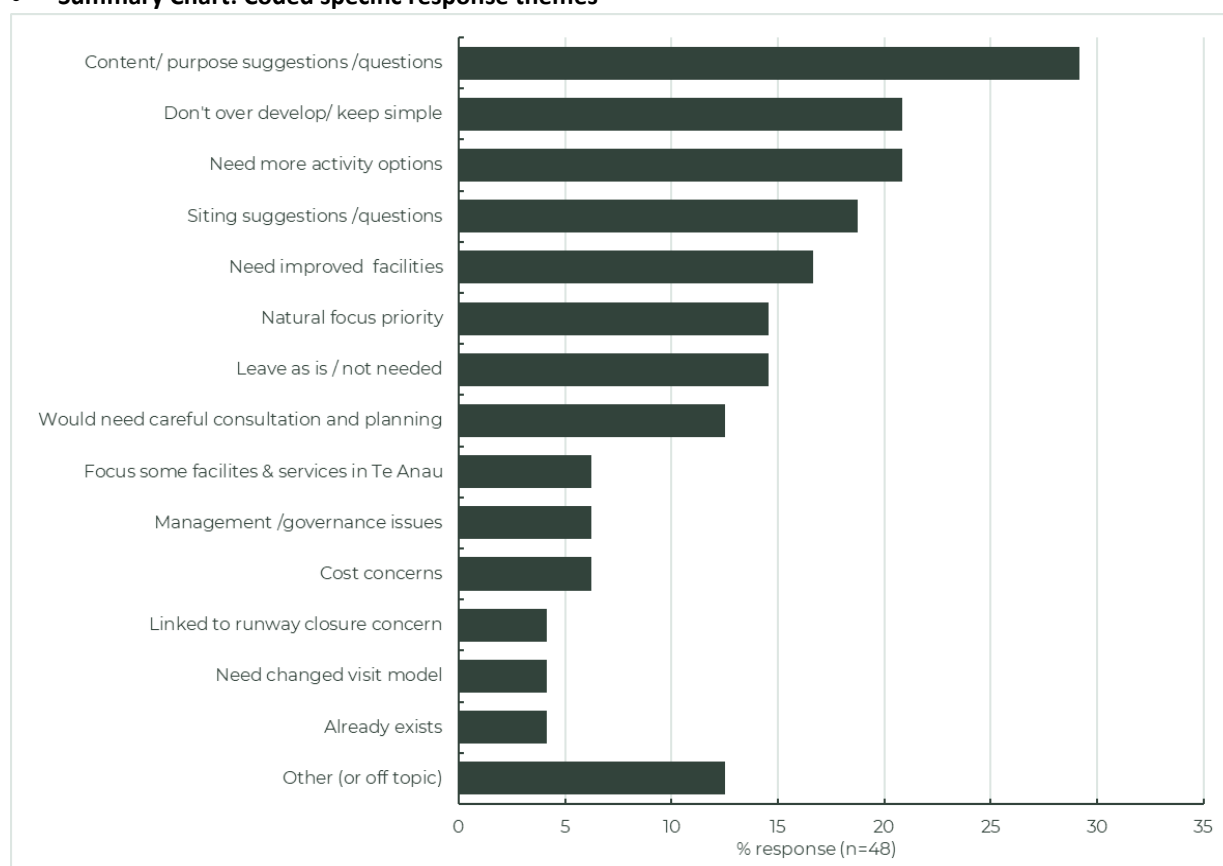
“The current visitor centre (cafe) is well aged and ideally as this is a world class destination I believe we should have govt funding to provide world class modern facilities.”

“The idea of an all-in one visitor centre is a good one providing that it has effective flow control and is synergised with the cruise operations.”

“Yes milford sound village should be more than a run down accommodation block and a carpark. Quality experiences, dining, landscaping should all support the natural beauty. And offer a more total package to visitors.”

“This could be done well, or it could become a circus. I would like to see this kept simple, and I fear it becoming a space aimed at make money off visitors.”

- **Summary Chart: Coded specific response themes**



5.3 Develop new visitor accommodation.

Idea description: This accommodation at a minimum would serve walking tours and other Piopiotahi activities. It is envisaged as being a modest scale accommodation facility (say with 125 beds) with potentially two standards catering for high end and tourist/walker standards.

Response number - 42 comments were received.

Response balance - many responses (64%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Use existing spaces better; remove/reduce buildings; impact concerns; accommodation type/siting suggestions. Variety of other comments.

- **Summary Table (n=42)**

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	27	64
• 'Negative/opposition/not needed' response	17	40
Specific themes referred to in text:	count	%
• Utilise current options /spaces better	14	33
• Remove buildings as much as possible	12	29
• Impact concerns	11	26
• Accommodation type suggestions	8	19
• More options /variety	8	19
• Do not over develop/ keep simple/ natural	6	14
• Accommodation siting suggestions	5	12
• Locate further away (Te Anau)	5	12
• Could add to infrastructure /service pressures	5	12
• Cost concerns	4	10
• Would need careful design and planning	3	7
• Safety concerns /issues with siting	3	7
• Leave as is	3	7
• Linked to runway removal concern	1	2
• Other (or off topic)	2	5
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=42 & 100%	X	(n=42)

Example quotes:

These are a selection of 10 text responses (as received) from the 42 received that are broadly indicative of the types of the main response themes received:

"A less is more approach is what is needed. The preservation of the natural state of Milford is paramount. Any buildings, trails or land development should be done in a clean precise way, preferably in existing footprints. Felling of trees or disturbing any more of Milford would be short sighted."

"I support the current location and style of Milford Sound Lodge which is well integrated into its natural environment. An additional accommodation site should provide alternative price points to that already provided. i.e. very high end or very low end. I would not like to see more than two accommodation operations in Milford Sound."

"Do not support any additional visitor accommodation at Piopiotahi. Replacement of existing is acceptable to me. Again means more staff, more infrastructure, more parking. Development has an unavoidable footprint in conflict with the NZ as it was forever mantra."

"Has my full support. Please don't go any bigger - keep it small and go for quality instead."

"I don't believe overnight stays should be encouraged due to the significant hazard risk in Milford Sound. Recent events have proven just how hard it is to keep track of and evacuate visitors in adverse conditions, following emergency events."

"I think Milford should be kept mostly as a day trip location however some accommodation should be provided for people wanting overnight activities."

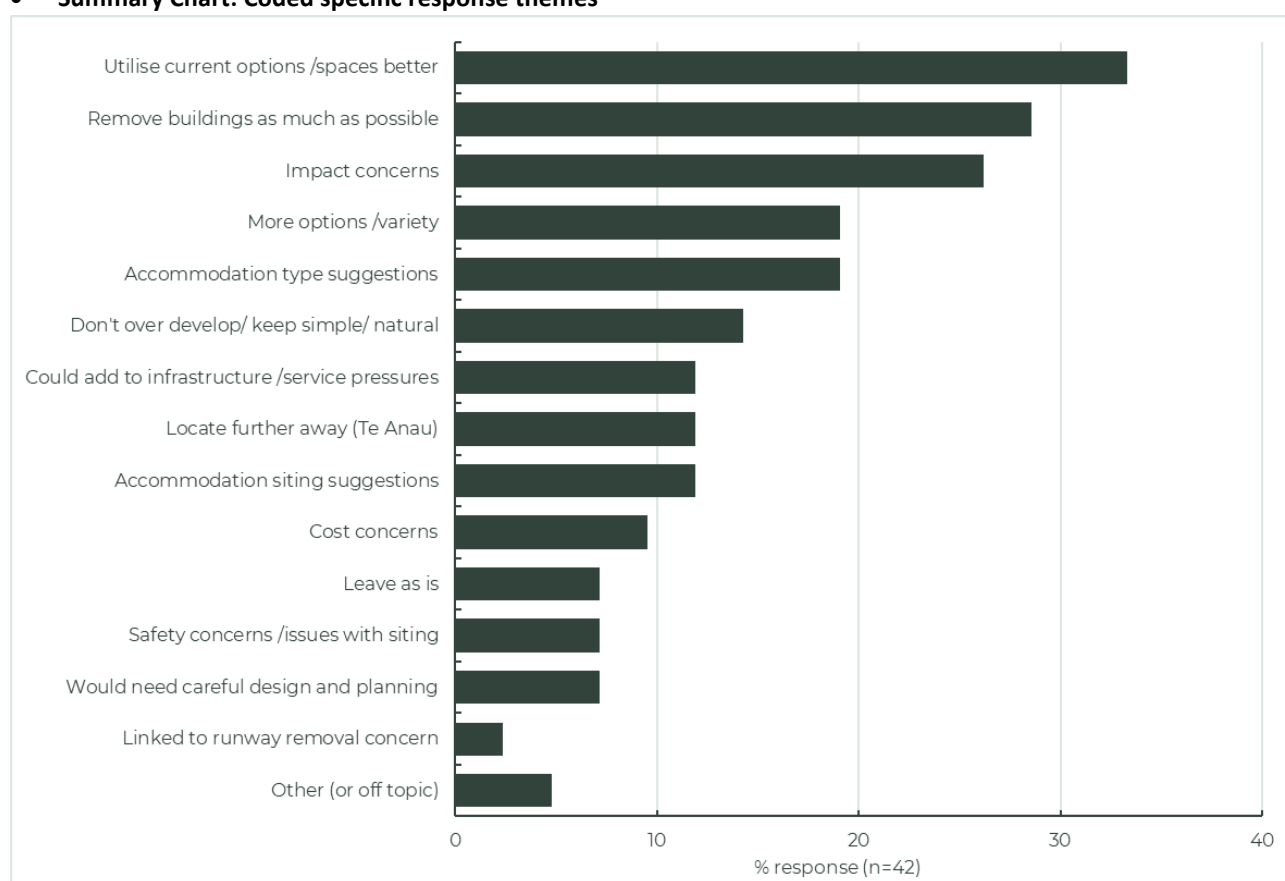
"Open accommodation facilities that are currently there. They are not fully utilised at the moment."

"No. The combination of impacts, servicing impacts, staffing impacts, natural hazards, etc means we need to put sleeping elsewhere and get rid of some of what is there. With shuttle buses at all times of the day (and night) there is no need to stay overnight to enjoy the place. Put something on private land just outside the park."

"Yes, we need more accommodation in Milford Sound. Especially a mid 3-4 category to be affordable for normal tourists."*

"Piopiotahi definitely needs some tramper/walker accommodation (because there is none at the moment) but I am not convinced there should be significantly more accommodation. High-end standards would require the development of other resources and supporting facilities. The majority of visitors should likely stay in Te Anau or Downs rather than Milford Sound / Piopiotahi. Being able to stay should be a rare privilege."

- Summary Chart: Coded specific response themes**



5.4 Redevelop the tourist boat terminal.

Idea description: This idea would see the existing boat terminal redeveloped as a lower profile structure that serves as a transfer terminal building (like an airport) rather than as a visitor centre. Use of the visitor hub for ticketing/validation would reduce the time visitors are waiting in this location.

Response number – 42 comments were received.

Response balance - many (62%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Current terminal OK but needs upgrade; facility/function improvement suggestions; minimise facilities/services in Milford.
- Variety of other comments.

- **Summary Table** (n=42)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	26	62
• 'Negative/opposition/not needed' response	16	38
Specific themes referred to in text:	count	%
• Ok as is/ change not needed	13	31
• Current terminal needs upgrade	10	24
• Facility /function improvement suggestions	7	17
• Have separate visitor centre	7	17
• Only low impact /nature sensitive options	6	14
• Minimise facilities in Milford/focus ticketing elsewhere	6	14
• Basic terminal /transit services focus	6	14
• Needs greater service capacity	4	10
• Site hazard /risk issues	3	7
• Combine services to minimise buildings	2	5
• Cost concerns	1	2
• Other (or off topic)	6	14
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=42 & 100%	X	(n=42)

Example quotes:

These are a selection of 10 text responses (as received) from the 42 received that are broadly indicative of the types of the main response themes received:

"Better shelter for people when boarding cruises would be preferential, perhaps clearer lanes for each terminal so passengers do not become confused. Create clear loading lanes."

"Definitely. Move everything that isn't vital to Te Anau or just outside the park. Minimise the building - we need people to go to Milford willing to be in the environment for most of their time, not just going from bus to building to boat."

"I can't understand why you'd reduce this facility given that it currently struggles to move enough people on a busy day. Build the hub and see how it performs before changing what currently works."

"Nice thinking but reality is visitors are spending very little time in the building, it is predominantly a toilet stop before going on to the boats and most visitors are arriving just before departure."

"Support, provided that the ticketing function is performed in the Te Anau visitor hub, not Piopiotahi Visitor Hub. The presence of the commercial ticket desks in the existing visitor centre is incompatible with an experience that immerses visitors in the natural site. The commercial presence dominates indoors, it should be relocated to the Te Anau Visitor Hub. Also suggest that all boating activity (cruise boats and fishing boats) are aggregated at Deepwater Basin, therefore reserving one of the two bays as a natural site without human infrastructure (NZ as it was...forever)."

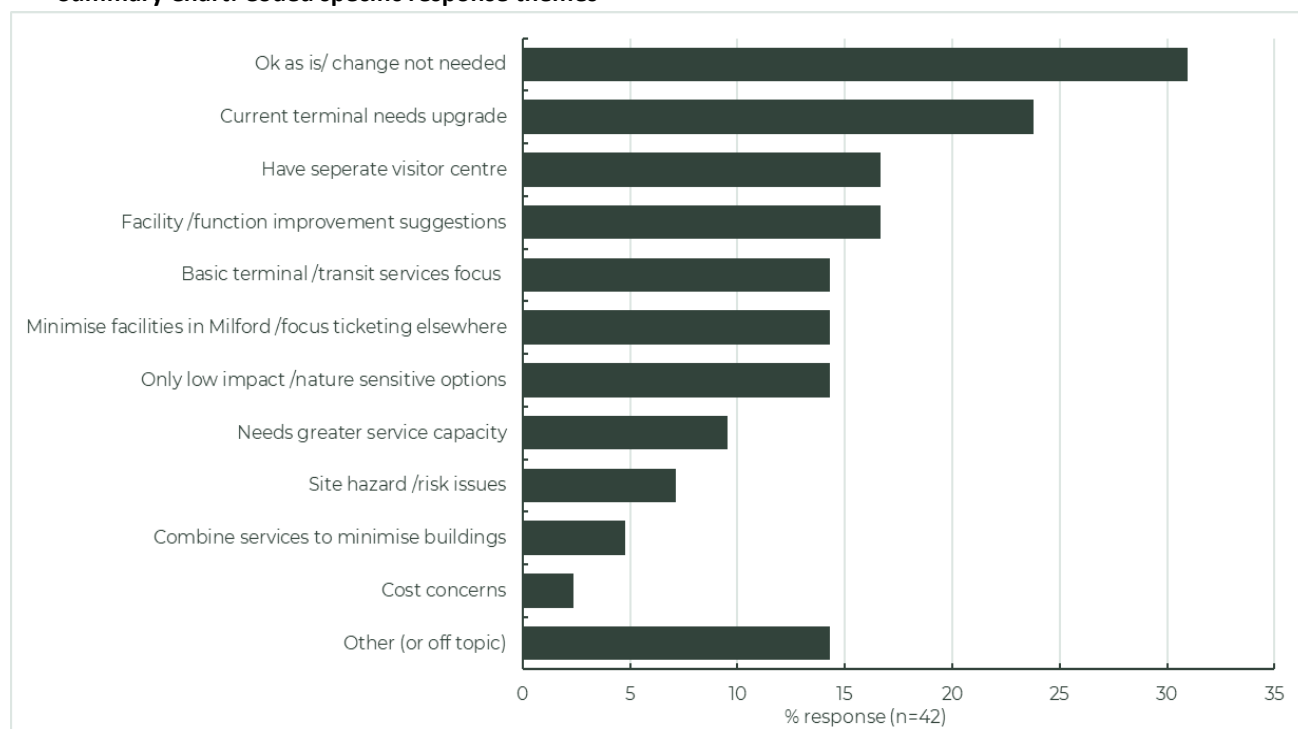
“The current boat terminal is overwhelmed in peak season. Developing a multi storey building with lookout deck would allow for future growth. Again we pride ourselves with having a world class destination but currently have sub standard facilities.”

“While a lower profile structure wouldn't be bad for the appearance of the village, having a visitor hub, ticketing service, and a transfer building, which coincidentally is what is already there, would be a much better idea, as it reduces the number of buildings present in the village, and therefore reduces the built-up appearance that having too many buildings in such an area can cause.”

“With this type of development at Knobs Flat it removes the need for the development of a Visitor hub come information centre at Milford. We do not believe that there is a clear understanding of how well the present visitor terminal at Milford works. There is constant interaction between vessel crews and company offices and booking desks contained within the present terminal. People are greeted and shown what vessel they are to travel on and were to go to board. The simple act of a person going to the toilet does cause delays in the departure of vessels. The fact that people arrive at this site where booking desks are also allows staff to keep vessels fully informed should an aircraft or coach be delayed. There is a need to congregate people as near to the vessels as possible so that boarding is completed smoothly. Milford does not have dedicated boarding areas under cover as you have with an airport and the present structure works well. Another comment is that the present terminal is built on fill which I do not believe is correct. Milford experiences more sizable earthquakes than many areas in New Zealand and this has been the case for many years with out any sign of damage to the buildings. Flooding can be corrected with out a large or costly action as all flooding of the building has been caused by stones and rocks blocking a culvert. The terminal should remain as a terminal but encourage more creative commentary and interpretation on the vessels.”

“Yes I agree that ticketing etc should happen prior to entering the park. There is nothing worse than seeing rows of tourists queuing at Milford”

• Summary Chart: Coded specific response themes



5.5 Restrict access of cruise liners in the inner sound from impacting sight lines of Mitre Peak.

Idea description: This would involve revising policies around cruise liners within Milford Sound Piopiotahi to reduce visual and environmental impacts, smoke emission and tsunami risks.

Response number - 50 comments were received.

Response balance - many responses (72%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Pollution/visual impact concerns; questions on appropriateness; management suggestions. Variety of other comments.

• Summary Table (n=50)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	36	72
• 'Negative/opposition/not needed' response	17	34
Specific themes referred to in text:	count	%
• Pollution concern (smoke, emissions)	13	26
• Nature/Visit impact concerns	12	24
• No cruise ships in Sounds / not appropriate	10	20
• Visual impact concerns	9	18
• Cruise visit management suggestion	8	16
• Milford cruise visits important for economy	8	16
• Reduce/limit cruise ship numbers	6	12
• Only allow smaller ships /transfer vessels	6	12
• Cruise ships provide visit experience benefits also	6	12
• Leave as is / well managed /not a big issue	5	10
• Have minimal impacts / can be managed	4	8
• Hazard /risk concerns	3	6
• Need better economic return from cruise ships	3	6
• Ships should meet environmental standards	2	4
• Should encourage more shore visits off ships	2	4
• Other (or off topic)	10	20
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=50& 100%	X	(n=50)

Example quotes:

These are a selection of 10 text responses (as received) from the 50 received that are broadly indicative of the types of the main response themes received:

"Cruise ships are an important component of tourism in Fiordland, however, I do agree that they are highly obtrusive and should be restricted from accessing the inner fiords for a number of reasons - impact on amenity values, huge safety risk in the event of an emergency, air emissions, effects on biodiversity. This is a World heritage area and is already hugely over-allocated. Numbers, access and associated activities should not be in any way increased."

"Cruise liners producing excess visible smoke from stacks be it through carbon scrubbers or not should be banned from NZ waters. Example being Norwegian Jewel and the Ovation of the Seas. When Milford is filled with thick cruise ship smog the damage to our Tourism brand is immeasurable."

"Having large cruise liners in the fiord diminishes the experience for visitors in Milford sound due to the smoke haze from these liners and the obstruction to the views of the natural environment due to the scale of cruise liners."

"I don't think this is a problem for the short time these vessels visit. Minimal emissions, minimal wave effect compared to the weather, visual impact is very temporary, and the benefit of the ships coming in is that it educates people about our natural beauty, and will help promote the region."

"Reduce perhaps, but cruise passengers should be able to see the views also."

"Yes I agree, also they should have to meet environmental standards as well, noise and engine pollution."

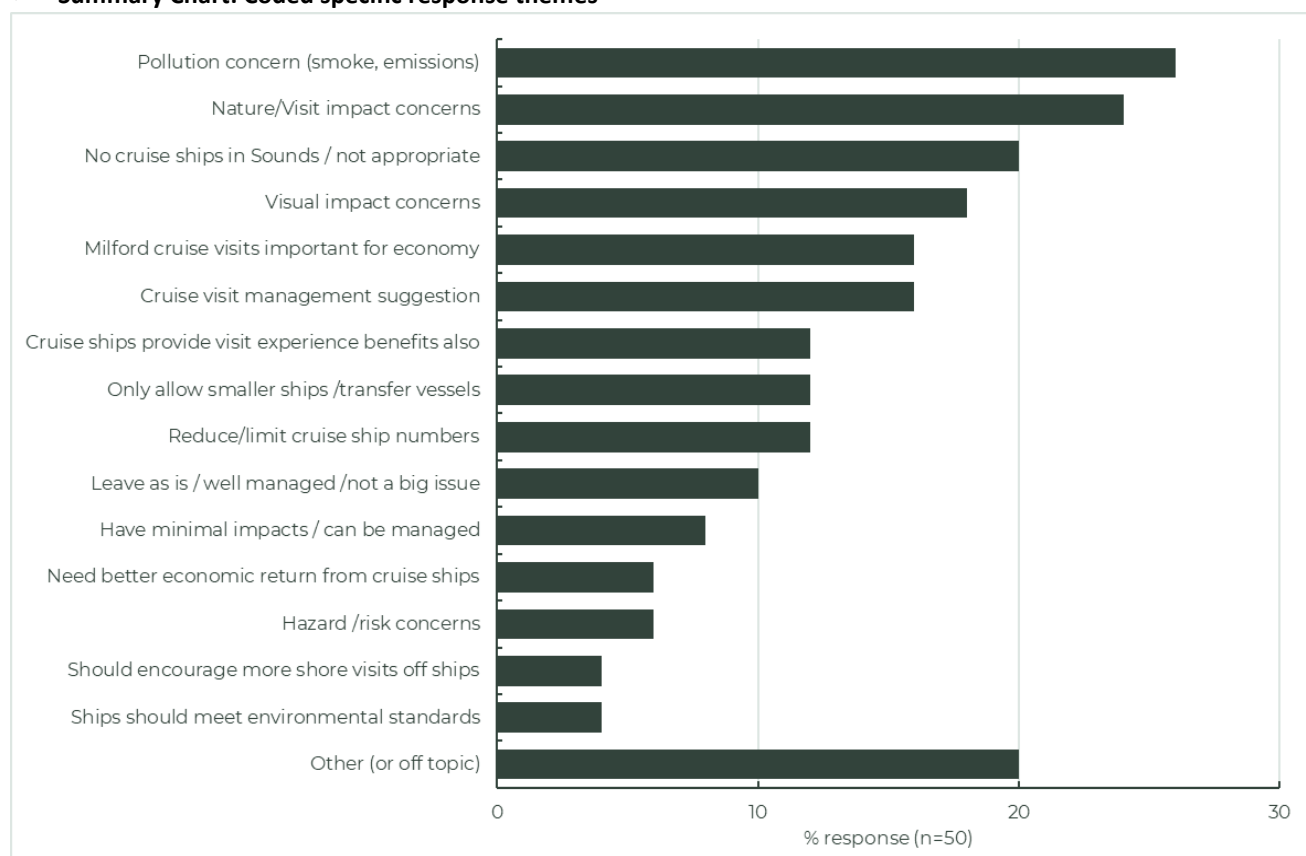
"Yes, cruise liners should be restricted. At least they should not be allowed to pollute (currently they create huge bluish inversion clouds - it is disgusting)."

"Yes please, a great idea (and i work on one of these ships - we can do without their impact)."

"This is the best idea that has ever been thought of and has been thought of and wanted by many. If tourists want to see Milford sound they can come to NZ, support local businesses and use local boats."

"I think with the tourism as it is, we shouldn't restrict the current situation as this would just push them to more pristine fiords. Keep Milford as our tourism (money maker) fiord and try and preserve the rest."

- **Summary Chart: Coded specific response themes**



5.6 Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal).

Idea description: Undertake the phased removal (for example with a three to five-year notice period) of the fixed wing plane runway. This would free up what is very scarce flat space at Piopiotahi for a broad range of visitor uses such as a visitor hub and experience centre, spectacular viewing lines, coastal walks and tracks, and helipads. The use of helicopters would remain.

Response number - 93 comments were received (the most for any issue).

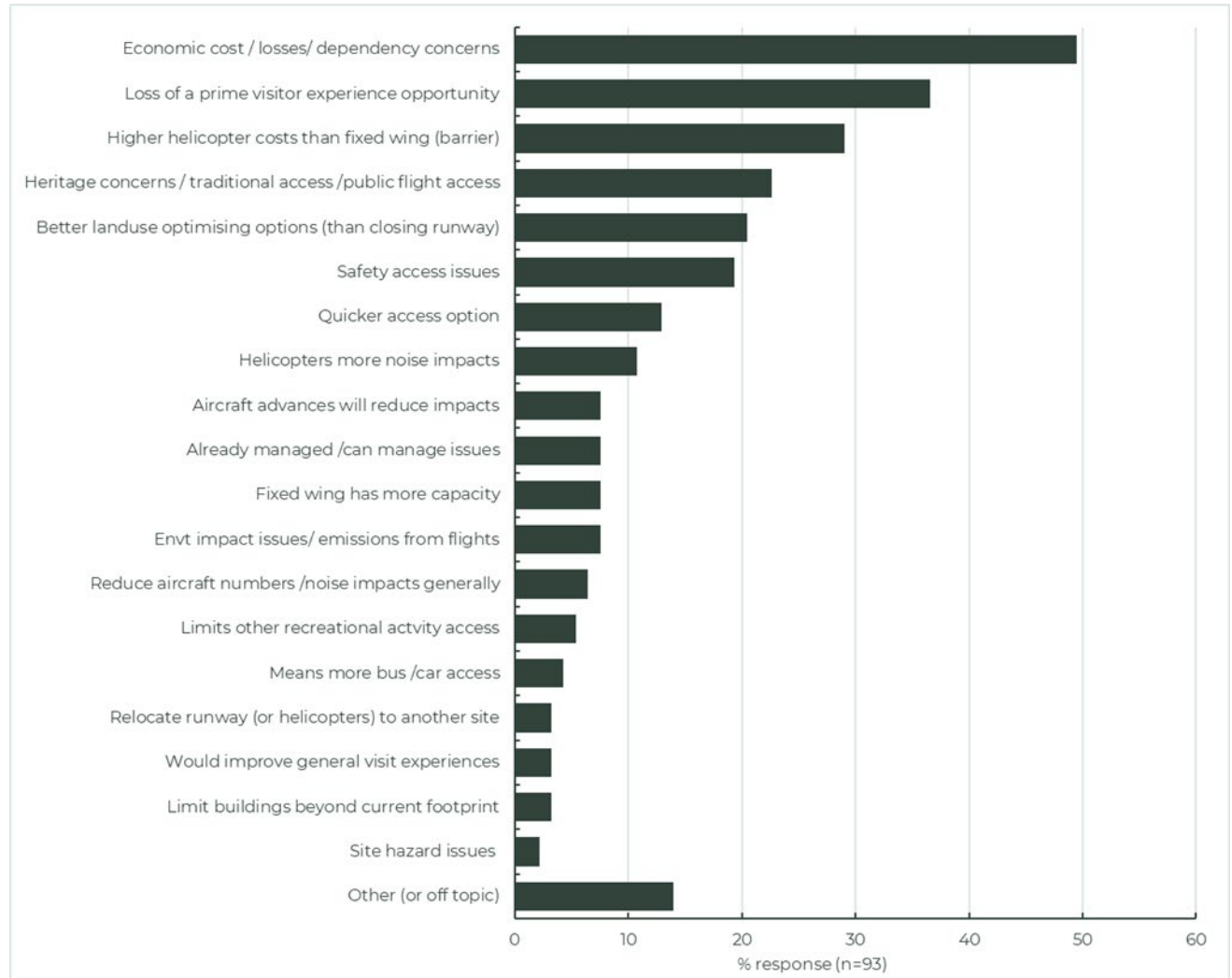
Response balance - most responses (86%) were negative overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Largest and most negative response by far; comments on reduced economic benefit, visitor experiences, safety, accessibility (higher costs, traditional), heritage; relative negatives of helicopters. Variety of other comments.
- **Summary Table** (n=93)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	13	15
• 'Negative/opposition/not needed' response	79	86
Specific themes referred to in text:	count	%
• Economic cost / losses/ dependency concerns	46	49
• Loss of a prime visitor experience opportunity	34	37
• Higher helicopter costs than fixed wing (barrier)	27	29
• Heritage concerns / traditional access /public flight access	21	23
• Better landuse optimising options (than closing runway)	19	20
• Safety access issues	18	19
• Quicker access option	12	13
• Helicopters more noise impacts	10	11
• Environmental impact issues/ emissions from flights	7	8
• Fixed wing more capacity	7	8
• Already managed /can manage issues	7	8
• Aircraft advances will reduce impacts	7	8
• Reduce aircraft numbers /noise impacts generally	6	6
• Limits other recreational activity access	5	5
• Means more bus /car access	4	4
• Limit buildings beyond current footprint	3	3
• Would improve general visit experiences	3	3
• Relocate runway (or helicopters) to another site	3	3
• Site hazard issues	2	2
• Other (or off topic)	13	14
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=93 & 100%	X	(n=93)

- **Summary Chart: Coded specific response themes**



Example quotes:

These are a selection of 10 text responses (as received) from the 93received that are broadly indicative of the types of the main response themes received:

"This is a bold proposal. While some of the outcomes appear attractive, it worsens the impact of aircraft noise, for two reasons: 1. most helicopters visiting Piopiotahi are noisy helicopter types, 2. As most helicopters have a lower passenger capacity than fixed wing aircraft, it means more aircraft movements = more noise. The runway has a role to play in reducing noise impacts because by far the quietest aircraft to land at Milford Sound Airport are also the largest passenger carriers: the Cessna 206 Caravan turbine engined aircraft type. Use of more quiet turbine engined fixed wing aircraft would be an advantage of keeping the runway."

"Stupid idea. Closing one of New Zealand's most iconic runways that people do travel to world to fly int will not provide any benefits. Fixed wing access is required for events such as last summer when the road washed out. Helicopters are not able to move the amount of people/cargo fixed wing can. There is no need for another visitor centre, the current boat terminal needs updating and this could be incorporated with this. The new viewing lines and walks and track would be no different to what is there already and just a waste of time. The current airport terminal does need updating and more facilities however. Moving to just helicopters is ridiculous and risks a large amount of jobs in Milford itself, Te Anau and Queenstown. This a joke suggestion that needs to be binned."

"I think you need to seriously consider if visitor buildings, a helicopter pad, and walkways are the reason people travel to Milford sounds, and is worth closing the airport down for. People want a unique experience when in this remarkable part of the world- a scenic flight is certainly one of the best ways to experience this- and for those on a budget, fixed wing aircraft is the way to go. Why are you changing what already brings people in, is sustainable, and with landing fees is already bringing a cash flow to the local area. I think you need to tread carefully before you wonder where your tourism lifestyle went, especially in this tender economic climate. This is also my opinion on the cruise ships also."

"Has my full support. Notice period is ok. In addition to helicopter access a small airfield for vertical-take-off-and-landing (VTOL) zero-emission aircraft could be provided. A deadline on fossil-fuel aircraft should be considered, in line with technological progress, and fossil-fuel aircraft operators should have to offset their carbon emissions with a levy towards conservation."

"I think by removing the runway at Milford Sound you are making the access by air to Milford Sound only for the rich and exclusive. As very few job opportunities for pilots exist in New Zealand, it will be a sad day indeed if this was to occur and would limit the amount of experienced pilots New Zealand is known to produce. Additionally to this, these aircraft bring a great influx of people to the sound on a good day, and contribute greatly to the funds raised by doc and the operators."

"No. Absolutely not. Fixed-wing access provides a more affordable alternative to helicopters, while being faster than busses or cars. This would significantly reduce visitor numbers."

"In terms of air transport airplanes have far greater capacity with much lower impact than helicopters. Yes an airport takes up space however flying into milford is a great scenic option as well as transport and airplanes provide better scenic value with more passenger per aircraft creating lower air traffic. Less fuel consumption and more reasonable costs."

"Removal of the fixed wing access and runway will not free up the scarce flat land of the current airport. Helicopters will still need to have the flat land and with helicopters seating a max of 6 passengers replacing the current fixed wing max of 13 pax there will be a lot more helicopter traffic to accommodate the day trippers and time poor visitors from Queenstown who wont want to overnight in Te Anau. The visitor experience is not going to be enhanced if a visitor hub and experience centre is located in close proximity to arriving and departing helicopters. There is a reasonable amount of unused flat land to accommodate a visitor centre and visitor experience without putting it next to a heliport. Fixed wing aircraft are considerably quieter and more efficient than helicopters with lower emissions. Within 5 years fixed wing operators will have electric powered aircraft available. Prototypes of electric powered Cessna Caravans are already flying. Currently there are no electric helicopter prototypes, they will still be sometime away. I would strenuously protect access for fixed wing and leaving the airport in place with a runway."

"This is the worst idea of the lot and will cost huge numbers of highly skilled jobs and the closure of several highly respected businesses. Fixed wing Scenic flight access to Milford sound is part of the historic success of milford sound tourism. to bring this up during a period of struggle for these businesses is disrespectful to their efforts. NZ tourism obviously values these companies as the have all received STAPP funding as iconic NZ tourism Attractions. I know for a fact this suggestion has enraged the Mayor of Queenstown and does not match with your own survey data which showed a majority of public feedback backing the airports existence. This suggestion is a betrayal of the trust of the Aviation Reference group who has worked constructively with MOP."

"The constant drone of overhead aircraft adds a cacophony of noise disturbing the valued remoteness of the experience"

5.7 Develop new walking tracks and observation points in Piopiotahi.

Idea description: These loop walks and observation points would afford views and cultural narration to Bowen Falls, Mitre Peak, Devils Arm, and rivers. There is potential for elevated walks (above the current hotel and to the top of Bowen Falls) that could add spectacular viewpoints to those at sea level.

Response number - 43 comments were received.

Response balance – almost all responses (93%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Need more walk options; short walks & viewpoints good; specific track site suggestions (usually Bowen Falls, including negative). Variety of other comments.

- **Summary Table** (n=43)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	40	93
• 'Negative/opposition/not needed' response	4	9
Specific themes referred to in text:	count	%
• Need more walk options	16	37
• Short walks/ viewpoints good	12	28
• Specific track suggestions	7	16
• Don't over develop/ keep simple	6	14
• Safety concerns /issues	5	12
• Need some longer walks	4	9
• Some track options not favoured	3	7
• Need available time	2	5
• Reduce numbers	1	2
• Impact concern	1	2
• Other (or off topic)	5	12
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=43 & 100%	X	(n=43)

Example quotes:

These are a selection of 10 text responses (as received) from the 81 received that are broadly indicative of the types of the main response themes received:

"I believe the Bowen falls view should be reinstated by the walking track, as many families who travel their own country are unable to afford the boat trips that have monopolised this view. Bring it back. There may also be room for some short walks in nature but these need to be limited or you will destroy the wild natural beauty of the area, which is its attraction."

"Very good idea. These walks are really missing in Piopiotahi, in order to give another option to enjoy the sounds, not only through cruises. My clients always ask if we can stay longer in Milford sound and enjoy a walk to get a different feeling than the cruise."

"Yes. we need more for people to do when they get to Milford. People always ask what can we do in Milford? At present other than a cruise there isn't much."

"The topography does not allow for more 'easy' walking tracks. A walk to the top of the Bowen Falls is unsafe. We service traplines in the Bowen Valley and it's extremely rugged with fixed ropes down cliffs. A tourist fell to his death from the top of the falls."

"We support the MOP proposed tracks however longer walks are also required and are requested on a daily basis by visitors and staff. There is strong support for:

1. *an upgrade to the existing Cleddau River Walk linking MSL with Deepwater Basin Road. This track helps to reduce parking congestion by allowing guests to leave their vehicles at MSL and walk to cruise depatures or to visit other aspects of Piopiotahi. It provides the only safe walking access to the wider village area as the road is unsafe for pedestrians.*

2. new linking track from the Cleddau River Walk to the Tutoko Track (at the Tutoko Bridge). This track would provide greater opportunities to explore the wider area over one to several hours. This track would be used by visitors and residents. Residents are currently forced to jog or walk for exercise on the road to the Tutoko Bridge which is not safe.
3. upgrade of the Tutoko Track to a higher standard to allow even wider exploration of the area and commanding views of Mt Tutoko (Fiordlands highest mountain).
4. reinstate the bridge over the Cleddau River downstream of MSL and reopen the track on the true left bank of the Cleddau River between this bridge and the historic bridge near the confluence of the Cleddau and Gulliver Rivers. This track would further enhance the visitor and resident access and provide a vital safe access to allow ground predator control operations to be extended south of the Cleddau River."

"Absolutely essential. Milford Sound due to its remoteness is always going to be an expensive place to visit and so we must provide free immersive activities as well. The obvious one being more walking tracks. A track from Deep Water Basin road to the Tutoko Track is required. Additionally I recommend reopening the old pack track from the Grave Talbot Bridge to opposite Milford Sound Lodge where a swing bridge once allowed use of this track. A new bridge crossing would be required as well. This would also encourage visits to the historic Grave Talbot Bridge. This wider track system would also greatly facilitate the proposed predator control/ecosystem restoration work."

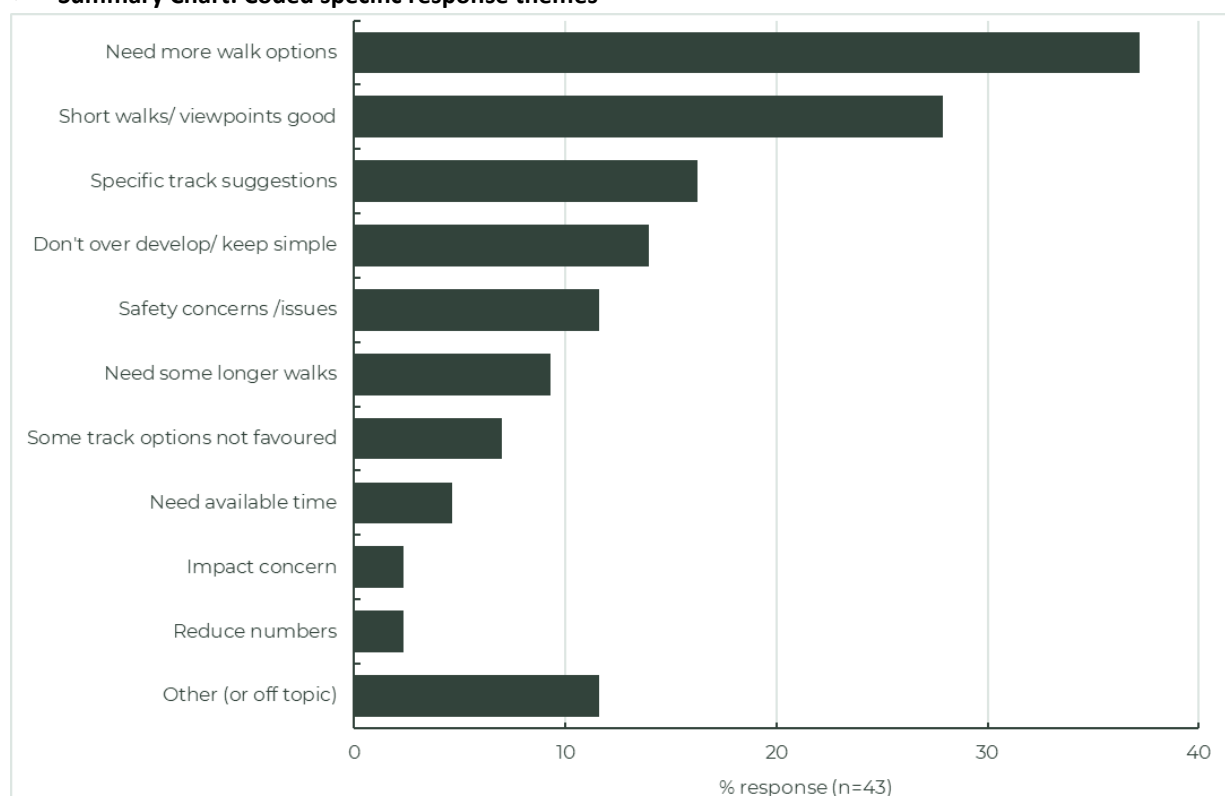
"Do not support walk to top of Bowen Falls as that would make humans visible at top of falls to cruise boat passengers. Support walk to base of Bowen Falls and upgrade of existing trapping trails in the Cleddau River delta forest."

"My response depends in part upon what is meant by track. If the track to the top of Bowen Falls is to be boardwalked etc, I do not support this level of impact. A more rustic and simple trail could work well."

"Bowen falls can be utilised again as it is an iconic view that would attract people to see it."

"There is a terrible lack of strolling options on reaching Milford Sound. People love to walk. It adds value to peoples experience."

• Summary Chart: Coded specific response themes



5.8 Establish an interpretive Marine Centre in Piopiotahi.

Idea description: This facility is envisaged to play a key marine education role. It would be used to deliver / reinforce conservation messages and interpret the marine reserve. It would contain a range of open aquarium tanks containing fish, static and interactive interpretation displays, and audio-visual experiences. Mana whenua could be employed in the delivery of mātauranga and kaitiakitanga.

Response number - 39 comments were received.

Response balance – many responses (77%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Site/facility/content suggestions; more activity options good. Variety of other comments.

• **Summary Table** (n=39)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	30	77
• 'Negative/opposition/not needed' response	7	18
Specific themes referred to in text:	count	%
• Site/ facility suggestion	11	28
• Content / management suggestion	6	15
• More activity options needed	6	15
• Already have a facility	5	13
• More info & interpretation good	4	10
• No more development	3	8
• Other (or off topic)	7	18
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=39 & 100%	X	(n=39)

Example quotes:

These are a selection of 10 text responses (as received) from the 39 received that are broadly indicative of the types of the main response themes received:

"We already have an "interpretative marine centre" in the form of the Discovery Centre and Underwater Observatory in Harrison Cove. This facility is owned by Southern Discoveries."

"This centre could be established at the hub in Te Anau, thus reducing impact and waiting at Milford Sound."

"The idea to encourage more people to stay longer is a great idea, there needs to be more walking tracks in and around the sound, at present everyone turns up and, unless they get on a boat, they find there's nothing to do so they turn around and leave."

"This would be yet another building in the village. If either of the road access plans were to be adopted then where are visitors going to get the time to experience all these experiences being suggested for development."

"All very lofty goals but fundamentally you have to change today's travellers. Even with Covid 19 most visitors want to come in and go back to Queenstown in one day. Trying to get them to experience, for example, the Underwater Observatory, is most of the time futile because of time constraints."

"Yes this is great, but this should be incorporated into the visitor centre."

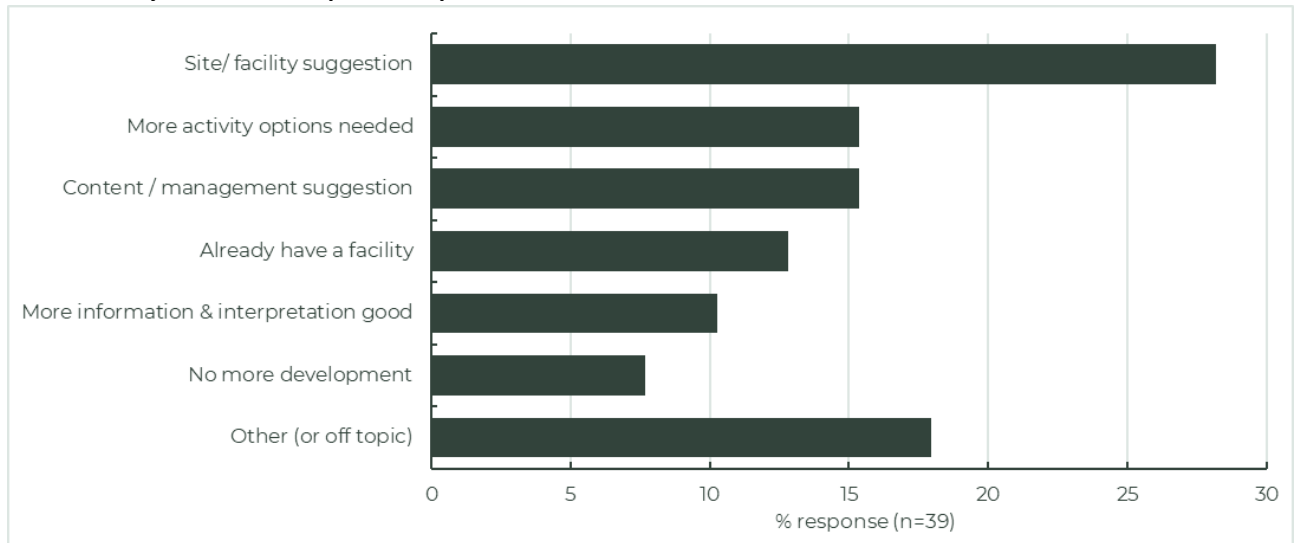
"Should not be a separate building from the proposed visitor centre, should be part of it. Absolutely do not support aquarium tanks of live animals, terrible idea, Piopiotahi is no place for captive animals of any kind for visitor entertainment except humans. Do not support audio visual displays. They belong in the Te Anau Visitor Hub, reserve Piopiotahi for immersive experiences in nature only - that is what visitors are there for, not a filtered experience of what is just outside the window."

"Education is great, but I think it would be better with another underwater observatory that is accessible via a walk starting at the main visitor hub so that you can see the marine life in their natural habitat not in tanks."

"My clients always ask if we can stay longer in Milford sound and enjoy a walk to get a different feeling than the cruise."

“Perfect spot for additional donations towards conservation work, how is Milford protecting marine life?”

- **Summary Chart: Coded specific response themes**



5.9 Incorporate commercial port into the visitor experience (Deep Water Basin).

Idea description: This idea links the existing commercial operations into the overall visitor experience (rather than attempting to hide this activity). Through a series of walkways and observation points visitors would be able to observe activity and have it interpreted but be kept at a safe distance. The potential also exists to leverage the fresh seafood story by serving seafood.

Response number - 38 comments were received.

Response balance - most responses (86%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Should not mix tourism/commercial port functions; provide retail opportunity; more activity options good. Variety of other comments.

• Summary Table (n=38)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	28	74
• 'Negative/opposition/not needed' response	12	32
Specific themes referred to in text:	count	%
• Shouldn't mix visitors and working port/ slipway operations	8	21
• Would provide added retail / commercial opportunities	8	21
• Visitor uses of area inappropriate/ unnecessary	7	18
• Need more visitor activity opportunities in Milford	7	18
• Can add to visitor experiences / stories about Milford	7	18
• Would need careful consultation and planning	7	18
• Health and safety issue	5	13
• Need to consult industry	3	8
• Basin area needs an upgrade	2	5
• Don't over develop/ keep simple	2	5
• Any development within current footprint	2	5
• Other (or off topic)	7	18
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=38 & 100%	X	(n=38)

Example quotes:

These are a selection of 10 text responses (as received) from the 38 received that are broadly indicative of the types of the main response themes received:

"It is important that tourism activities do not implicate the current commercial activities in Deepwater Basin, e.g. safety, access and security of fishing and recreational vessels. In saying that, Deepwater is currently an eyesore and could do with improvements (the kayaking operations in this area are messy)."

"Nah, keep this separate, not part of the tourist trail. if the guys want to make money they can sell their produce at the hotel or store in Milford or in a 'special shop' in Te Anau."

"No, the commercial fishermen area is for their use and recreational boats, not tourists."

"This is a working fishing port and full of hazards. Given that it would be very costly to keep visitors separated from danger in this space, we do not feel that this would be easy to manage from a Health and Safety perspective, nor would it be a particularly productive investment."

"This is ok if commercial operators agree on it as do they want people to see everything they are doing? I can't see how there is enough room to build these facilities though, as most of the land is currently being used. If current operators are going to lose existing land then this is not ok. There is plenty of room at the visitors centre as it is but car parking has taken up lots of space - better car parking facilities and park and ride would give access to more land for a visitors centre."

"Yes support this, it's part of the Milford story and people are curious. It should have interpretive displays to make it clear that the fisheries are being managed in a responsible way, this would also justify the provision/access to local sea food."

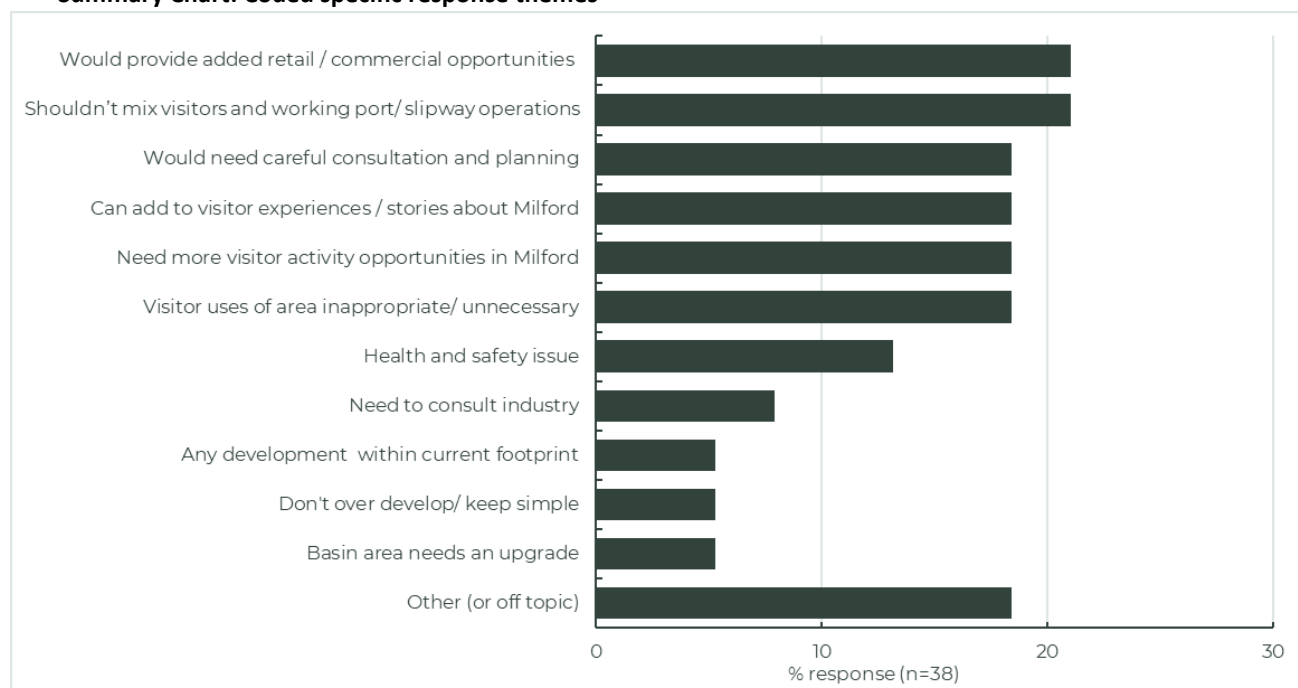
"Yes why not. But it doesn't make sense to develop aesthetic viewing portals to view landmark scenes, at great cost no doubt, then go and incorporate a commercial port into the mix. Personally I enjoy seeing all sides of a place."

"Yes, this would be great sell the kiwi story and help show the agricultural heritage of NZ."

"Yes, we already quite often take our clients to the Deep Water Basin."

"This area does need tidying up, but not sure it needs to be on show."

- Summary Chart: Coded specific response themes**



5.10 Relocate resident accommodation.

Idea description: Establishing new resident accommodation would enable better quality, more compact housing to be developed in a safer location and this would free up scarce flat land for visitor purposes.

Response number - 32 comments were received.

Response balance - many responses (63%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Site suggestions; need for improvements; need for planning; low key. Variety of other comments. Some not understanding 'residents' = 'staff'.

• **Summary Table** (n=32)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	20	63
• 'Negative/opposition/not needed' response	10	34
Specific themes referred to in text:	count	%
• Accom site suggestions / questions	9	28
• Needs improvement	8	25
• Would need careful consultation and planning	8	25
• Don't over develop/ keep simple	5	16
• Locate further away, linked by better transport options	4	13
• Leave as is	4	13
• Accom type suggestions /questions	3	9
• Safety concerns / issues with siting	3	9
• Cost concerns	3	9
• Linked to runway removal opposition	3	9
• Develop within current footprint	3	9
• Could add to infrastructure /service pressures	2	6
• Other (or off topic)	3	9
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=32 & 100%	X	(n=32)

Example quotes:

These are a selection of 10 text responses (as received) from the 32 received that are broadly indicative of the types of the main response themes received:

"Moving the existing accommodation out of the Milford Sound community area would have adverse impacts on both operations and on staff welfare."

"Relocation of the resident accommodation and the concept of communal accommodation we strongly oppose. We are also surprised by the comment that the present accommodation is of a poor standard. We would happily invite you to inspect our accommodation area as we have gone to considerable lengths to establish a home environment that is both private, dry and warm. Different staff have different needs, older staff seek privacy and the need to get away from people at the end of the day. Younger tend to mix and there is a need for some form of community centre or tavern, the loss of the public bar did have a negative effect on the total Milford community including the fishermen. To relocate the accommodation area to develop tourist accommodation is questionable when further development of the Mitre Peak Lodge and the Milford Sound Lodge appears to be a more sensible option and within the dedicated tourist accommodation areas. It also "begs the question" of where the new staff accommodation area would be safely built? There is a need to upgrade the power, water and phone and digital communications to bring these up to an acceptable standard. All these areas have lacked acceptable investment over a number of years."

"A less is more approach is what is needed. The preservation of the natural state of Milford is paramount. Any buildings, trails or land development should be done in a clean precise way, preferably in existing footprints."

"Accommodation that is still local, offers complimentary transport to staff or encourages biking/ walking if feasible. Accommodation that is in-keeping with the surroundings and at a safe distance for earthquake and tsunami risks."

"Agree that significant improvements need to be made in this area, perhaps a contained accommodation village? The current set up is messy and run down in certain areas."

"And where again is this land coming from? I think Milford Sound needs some development but not at the expense of the current operators who are creating all the income of the area now. Land is obviously an issue but getting rid of fixed wing and inevitably helicopters too isn't going to solve all problems as aircraft bring plenty of income to Milford Sound."

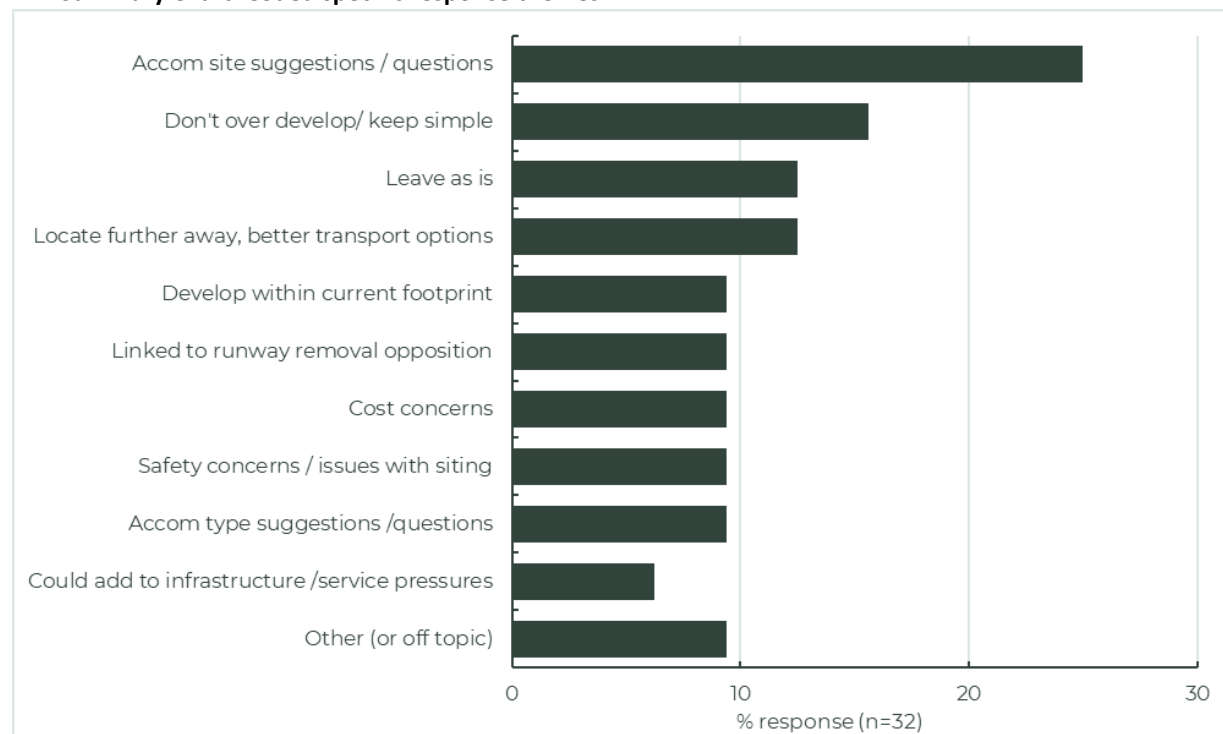
"Increasing the quality of the resident accommodation isn't a bad idea, as some of the accommodation is getting old. However, doing this to free up land for unnecessary visitor experience buildings is a terrible idea."

"No, it has already been relocated once before at huge cost. A lot of the accommodation is already a good standard and is relatively new. At whose cost would you relocate it? Individual companies pay for their own accommodation to be built at present so not sure how you think you can ask them to move and rebuild again."

"Things can definitely be implemented better than they are. Better to have more efficient use of space, rather than unplanned sprawl."

"Perhaps a more compact, 2-3 stories buildings might be better for future longer term planning."

- Summary Chart: Coded specific response themes**



6. Behind the story of Milford Sound Piopiotahi

The opportunity exists to reassess how we are governing, managing, and developing Milford Sound Piopiotahi. The telling of the Piopiotahi story also needs to be brought together in a fresh coherent and visionary way. The area's infrastructure needs to protect both the natural environment and visitors to ensure it remains a world class natural environment.

The key ideas presented for responses under Theme 2 were:

- 6.1 Development and management decisions could be led by one governance entity.
- 6.2 Rebrand to recreate the Piopiotahi story.
- 6.3 Develop better facilities and infrastructure for basic services such as water, wastewater, power and communication.

Responses related to each are summarised on successive pages.

6.1 Development & management decisions led by one governance entity.

Idea description: In order to streamline management and development decisions associated with Milford Sound Piopiotahi and the Milford Road corridor, a single governance entity could be established.

Response number - 28 comments were received.

Response balance – many responses (71%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - Using current organisations/legislation; streamlined processes; inclusive and not captured. Variety of other comments.
- **Summary Table** (n=28)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	20	71
• 'Negative/opposition/not needed' response	8	29
Specific themes referred to in text:	count	%
• Based on current legislation and admin (e.g. DOC)	10	36
• Streamline administration/ legislative constraints	9	32
• Is democratic /inclusive /equitable	8	29
• Not corporate/ commercial dominated	7	25
• Single entity risks capture	7	25
• Has conservation priority	5	18
• Independent public body	3	11
• Local government lead	2	7
• Governance body has business skills	1	4
• Include iwi	1	4
• Other (off topic)	8	29
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=28 & 100%	X	(n=28)

Example quotes:

These are a selection of 10 text responses (as received) from the 28 received that are broadly indicative of the types of the main response themes received:

"It should go back to being managed by DOC as part of a national park. Milford, like Mt Cook and Whakapapa, have drifted over time into being little urban areas in a national park. We need to reverse that, and gradually move everything that doesn't need to be there back to private land. Accommodation, sewage, staff accommodation, car parking."

"Your suggestion of a single "governance entity" has much merit and we totally support this proposal, the present multi-tiered system of governance is responsible for many delays and the resulting lack of investment in many areas. One example is the delays that we experienced in obtaining our last building permit for a staff house. Sight plans, building plans including colours of roof and walls and boundary lines and "setbacks" on boundary agreed with the Department of Conservation, the land owner. This then had to be advertised for forty working days even though the Milford accommodation area had been advertised previously agreed to and Resource Consents obtained. We submit an application for a building permit with the Council and answer questions on boundary lines, colours design which was all included in the supporting DOC report and then find after almost a year of delays that our application is being processed in Christchurch and not by the Southland Council. Total time around one and half years and during that time we have Staff living in some transportable units."

"We strongly support the need for a new governance model for Piopiotahi. Any new entity must however make decision making, funding and conservation actions easier, quicker and more transparent. A new entity must not simply be yet another layer of governance in an already unwieldy system. It must clearly be rooted in strong conservation values but allow for accountable practical decision making and foster a strong community of visitors and residents. It must delivery on the "100% Pure" promise and promote action world class sustainable solutions. This new entity should encompass the land and marine environment as the two are linked in every way."

"Unless this agency was the Department of Conservation I strongly disagree with signing over development rights to any agency that has commercial interests in a national park - this in essence equates to private corporations having governance over public conservation land. Nothing could illustrate this point more than the current parking fee's implemented for the benefit of local companies, and detriments of anyone else."

"We agree that a single governance entity would speed up improvements and management decisions."

"Agreed, and not dominated / owned by commercial interests as is the current Milford Sound Tourism Limited. Should be an independent public body."

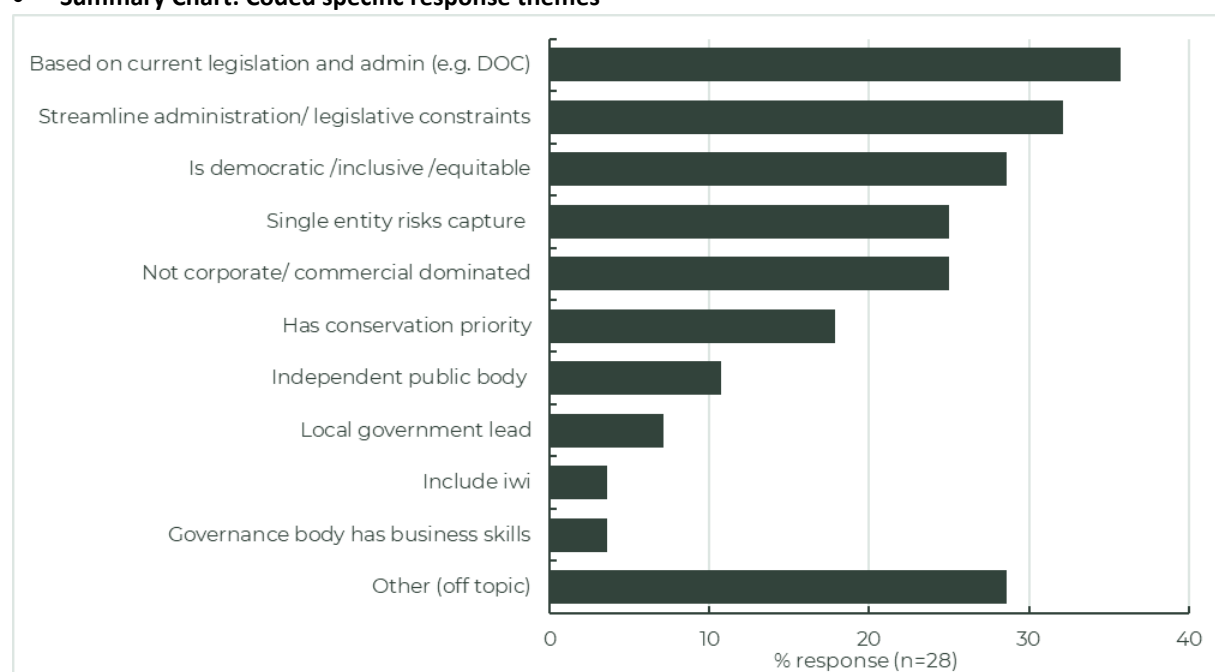
"Probably better that all of the governance entities remain separate to ensure that one set of interests doesn't take priority over another. Thinking specifically of conservation here. If anything, development needs to be encumbered rather than streamlined in the middle of a national park."

"I would like to seek advice on government and local government employees, but not the management committee because the above are not business people. Therefore, I would like to see an independent business management committee formed."

"I see this being like when QLDC gave QAC control of the Wanaka airport. Consultation took place to gain feedback from all parties concerned yet feedback was not actually considered as the 'ball was rolling' and it was just due process box ticking. What this means is that the small guys who have been involved in Milford and are the pioneers of what we know as tourism in Milford today get ousted out by the large group with predetermined plans to get rid of them. This is not what 'we' want. Keep the place real with real iconic people and activities. It is a danger to the small operators to have governance by one group. It is a NO from me."

"It would be great for customers and ALL tour operators to be heard. There are many bus drivers who have years of experience and employees within Milford who understand how to improve, rather than just listening to the 'bigger players' it would be great for all parties to feel heard throughout the changes and daily development in the future."

- **Summary Chart: Coded specific response themes**



6.2 Rebrand to recreate the Piopiotahi story.

Idea description: Milford Sound Piopiotahi would benefit from a rebranding initiative that ideally would form part of a wider full redesign of the sub-regional tourism proposition. This would reinforce the objectives of the project and would drive home to potential visitors that there are multiple opportunities on offer rather than just a few.

Response number - 20 comments were received.

Response balance - many responses (60%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**
 - More short, long loop walk options; specific site/network suggestions; rebuild suggestions. Variety of other comments.
- **Summary Table** (n=20)

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	12	60
• 'Negative/opposition/not needed' response	8	40
Specific themes referred to in text:	count	%
• Not needed /already well known	5	25
• Delivery suggestion	4	20
• Key iwi themes /roles	3	15
• Need wider Fiordland context	3	15
• Consistent integrated message & delivery	1	5
• Key conservation /sustainability themes	1	5
• Other (or off topic)	6	30
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=20 & 100%	X	(n=20)

Example quotes:

These are a selection of 10 text responses (as received) from the 20 received that are broadly indicative of the types of the main response themes received:

"Rebranding must be in connection with Te Anau/Manapouri so we can really get the message out to visit milford from our area, stay and enjoy."

"Communication of the tourism proposition has as much to do with branding as it does with a positive visitor journey, from initial search for information online to user experience online to arrival in Milford Sound Piopiotahi and end of the visit. Seamless, integrated and consistent messaging."

"Depending on the type of legal status that the Milford Sound Village are may receive as part of the governance review. Rebranding should include a strong vision that Milford Sound is being managed in a very sustainable way - an exemplary way. This could be achieved perhaps by designating the village a UNESCO Biosphere Reserve within the World Heritage Area of Piopiotahi which would allow for the controlled management of the development activities (<https://en.unesco.org/biosphere/wnbr>) As done for example at Kosciuszko in Australia. Milford Sound Village needs to demonstrate to all visitor and residents that it is sustainable, particularly in terms of it energy and waste streams - let's be the example for the world - we should be aspirational here."

"Good idea, needs to be Iwi and Runaka driven. No need to recreate the story when Kai Tahu have know it for generations."

"If done well this could be good but if done badly could turn into an expensive example of looking like doing the good thing. Something creative and interactive that connects with people emotionally would be great."

"If you asked people around the world what are the "must see places in New Zealand", Milford Sound would be listed in the top three must see places. The last decade of growth of visitation is testament to this. Milford Sound does not have a problem with branding. Any re-brand should only be initiated after improvement changes to tourist facilities and processes is completed."

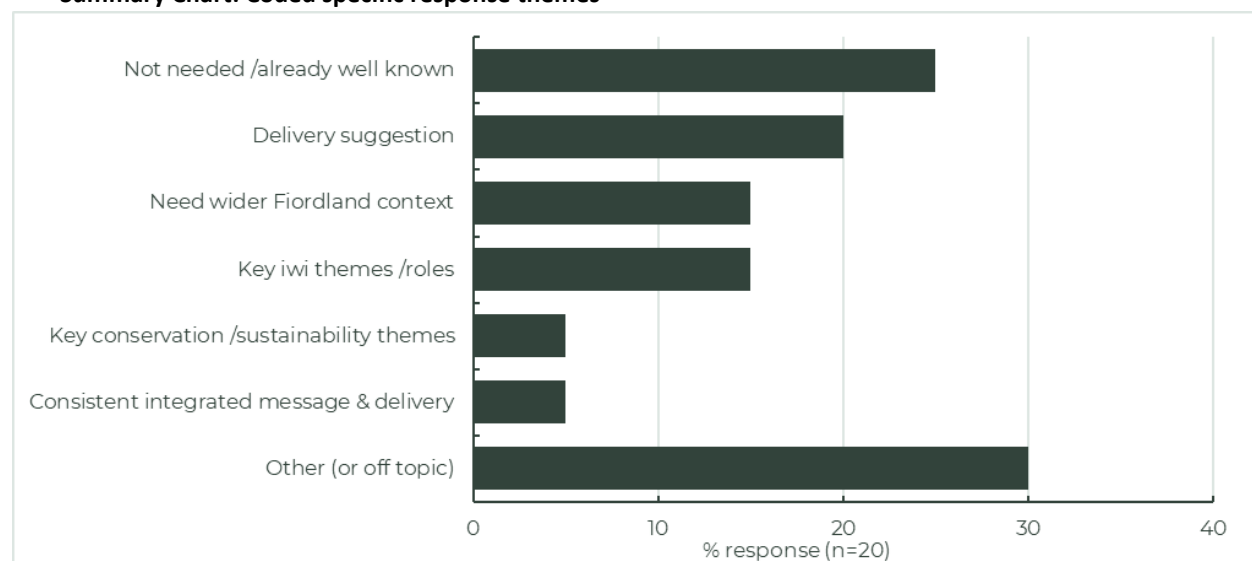
"This statement is in conflict with itself - refers only to Piopiotahi, whereas the multiple opportunities have to include the full length of the corridor. It is not clear what you are proposing to rebrand here. Certainly support any initiative that communicates Fiordland, and western Southland, it's much more than milford Sound only."

"The area is already well advertised, especially when word of mouth via social media is factored in. The area is getting far too busy, and could do with less advertising and incentives to visit."

"There are so many operators, tourist businesses, Destination Fiordland etc am not sure how you would get this to work, or if you could get everybody to agree."

"Pretty sure tourists don't pay much attention to branding documents, but I support the idea of reshaping the way that people see Piopiotahi."

- **Summary Chart: Coded specific response themes**



6.3 Develop better Piopiotahi facilities and infrastructure for basic services (e.g. such as water, wastewater, power, communication).

Idea description: Much of the infrastructure within Milford Sound Piopiotahi and the Milford Road corridor is old and under pressure from visitor demands and the impacts of the natural environment. More robust fit for purpose infrastructure up to modern environmental standards should now be developed. Appropriate access and separation between users of Deep-Water Basin is currently being investigated.

Response number - 25 comments were received.

Response balance - almost all responses (96%) were positive overall towards this idea.

Main specific response themes:

- **Key Take Aways:**

- Priority need; upgrades need to be resilient, quality, sustainable; reduce where possible. Variety of other comments.

- **Summary Table (n=25)**

Overall response balance (may not total 100%)	count	%
• 'Positive/supportive/needed' response	24	96
• 'Negative/opposition/not needed' response	1	4
Specific themes referred to in text:	count	%
• Upgrade is priority need/ important	12	48
• Upgrades sustainable /resilient/ eco-friendly	7	28
• Reduce demand	5	20
• Upgrades are high quality	4	16
• Reduce amount /impact of infrastructure	4	16
• Quality infrastructure as a feature	4	16
• Relocate some facilities out of area	2	8
• Specific upgrade need examples	1	4
• Other (or off-topic)	7	28
• Note: Multiple themes could be assigned per comment, so cumulative total theme response counts & percentages may exceed n=25 & 100%	X	(n=25)

Example quotes:

These are a selection of 10 text responses (as received) from the 25 received that are broadly indicative of the types of the main response themes received:

"The key is pushing impacts out of the park. Milford has high natural hazard risks and any services infrastructure will impact. Cut overnight accommodation, parking, etc to cut down the need for servicing infrastructure. Milford, like Mt Cook and Whakapapa, have drifted over time into being little urban areas in a national park. We need to reverse that, and gradually move everything that doesn't need to be there back to private land - Accommodation, sewage, staff accommodation, car parking."

"There is no doubt the infrastructure in Milford is dated and struggled to cater for the pre-covid numbers of guest to the area. Good amenities will always add value to an area."

"This is a must and long over due. Apart from road improvements and basic infrastructure, limiting the numbers of people into the park per day will help."

"We agree that the power and water infrastructure has not kept up with demand growth and is a dilapidated and unreliable state. There is also over-use of diesel power generators due to the inadequate hydro scheme. This needs to be addressed with urgency. The lack of broadband access holds Milford back from both a business operation and visitor experience perspective."

"Yes, excellent opportunity to show case simple, low and high tech solutions that minimise the impact on the environment."

"All the infrastructure has been developed over a long time and for far less numbers. The best infrastructure in under the new staff village. The rest is all old and has just been kept going on an adhoc way. Everything along the Milford road, apart for Falls Creek has been last

developed during the early 1980s. The govt paid for this through the Employment schemes. The Chasm was upgraded during 2010, but will have to be repaired after the be Floods.”

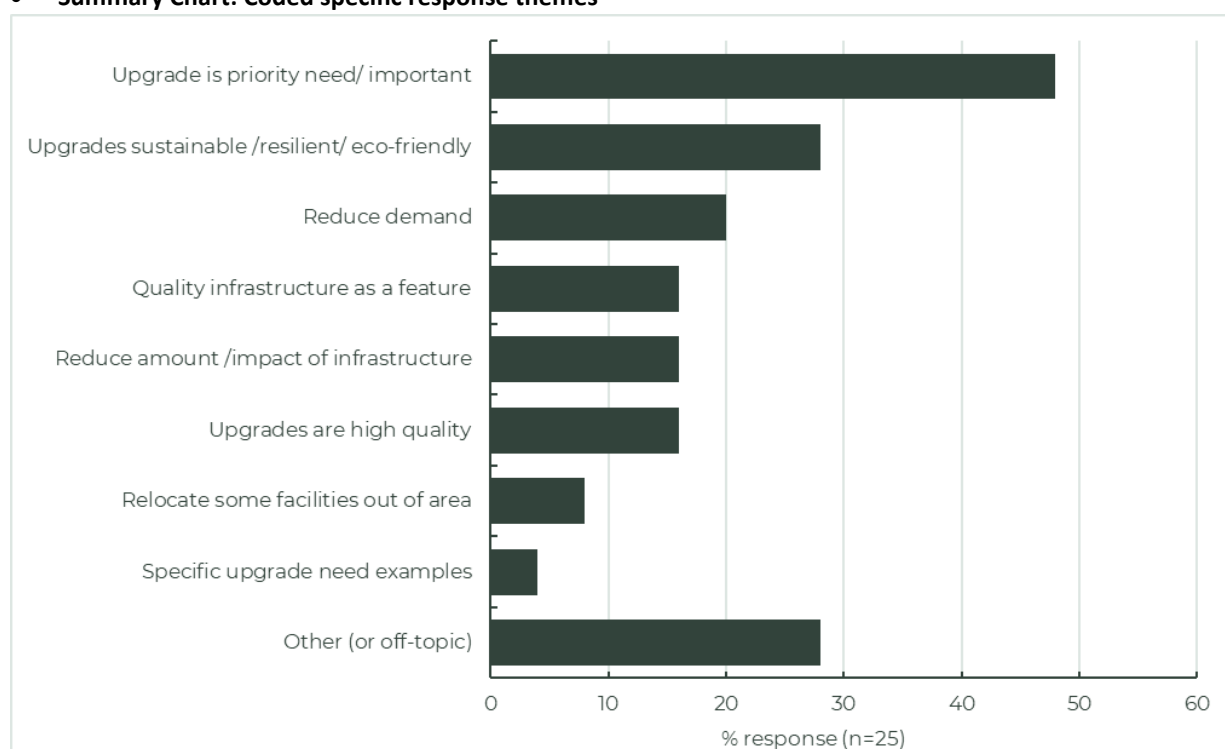
“Some older assets are ready for replacement. Less development, not more. Enough damage has already been done. Over the years we have also seen tourist numbers and popularity grow without bound. The long-term targets should not be further growth, instead we should strive to measure success by visitor satisfaction, environmental impact reduction and community wellbeing.”

“Strongly support. As previously stated NZTA badly need design oversight from a landscape sensitivity viewpoint - they are better at adding than subtracting the presence of their infrastructure, and not in a good way. One way to reduce impact at Piopiotahi itself is to reduce the number of residents there by relocating their existing functions to the Te Anau Visitor Hub.”

“I work in this industry and have knowledge in the area. If one entity, preferably council due to their experience with infrastructure took ownership, would this give a better level and more consistent service than what is in place now?”

“Agree, resilience and sustainability are key elements and should be done so well that they actually form part of the Milford story for visitors and are on display via the interpretive centre/visits to infrastructure (eg hydro and waste plants).”

- **Summary Chart: Coded specific response themes**



Appendix 2: All Themes and Key Ideas

Te Anau and its district – a destination.
<ul style="list-style-type: none"> • Redesign the Te Anau waterfront and town centre. • Create new walking/cycling tracks connecting into Te Anau. • Develop a Te Anau transport hub/bus interchange. • Develop a Milford corridor and Piopiotahi experience hub in Te Anau. • Develop new family-friendly experiences in the basin.
Develop new transport models to manage visitor flows.
<ul style="list-style-type: none"> • Mixed access option A (some private vehicles). • Mixed access option B (NO private vehicles - some exemptions).
Give visitors choice on the Milford Corridor.
<ul style="list-style-type: none"> • Create a strong national park entry where the road enters Fiordland National Park. • Develop the Knobs Flat experience hub. • Develop the Knobs Flat accommodation hub. • Create a super track head within the Divide area. • Upgrade short stop options along Milford Road corridor. • Enhance the Cascade Creek campsite. • Investigate options in the upper and lower Hollyford Valley. • Homer Tunnel portals (short stop).
Conservation supported by tourism.
<ul style="list-style-type: none"> • Tourism funding conservation.
Encouraging visitors to experience the full Milford Sound Piopiotahi story.
<ul style="list-style-type: none"> • Create a compelling sense of arrival into Piopiotahi. • Establish a new Piopiotahi visitor hub. • Develop new visitor accommodation. • Redevelop the tourist boat terminal. • Restrict access of cruise liners in the inner sound from impacting sight lines of Mitre Peak. • Remove fixed wing plane runway from Piopiotahi (via a phased withdrawal). • Develop new walking tracks and observation points in Piopiotahi. • Establish an interpretive Marine Centre in Piopiotahi • Incorporate the commercial port (Deep Water Basin) into the visitor experience. • Relocate resident accommodation.
Behind the story of Milford Sound Piopiotahi
<ul style="list-style-type: none"> • Development and management decisions could be led by one governance entity. • Rebrand to recreate the Piopiotahi story. • Develop better facilities and infrastructure for basic services such as water, wastewater, power and communication.