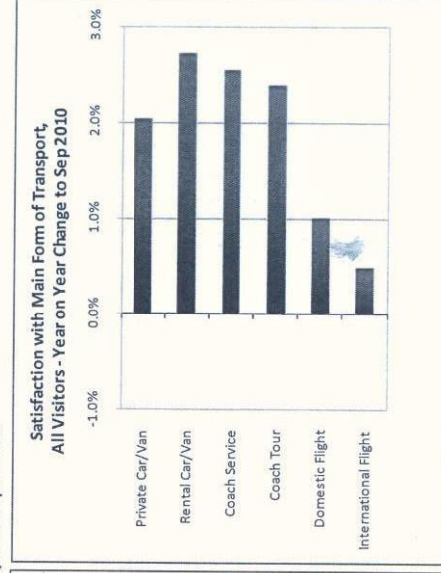
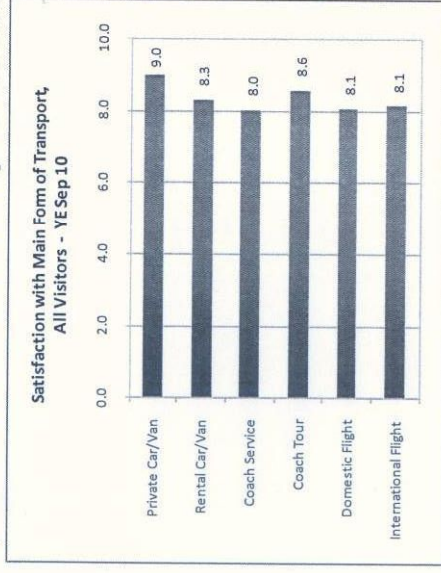


VISITOR SATISFACTION

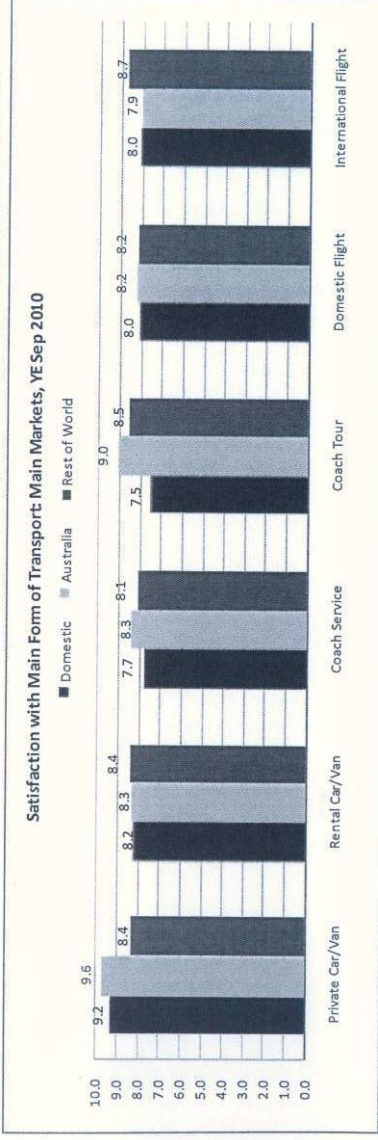
Note: Satisfaction figures in this section represent averages given by respondents on a 1 to 10 point scale - where 1=poor and 10=excellent.

Transport

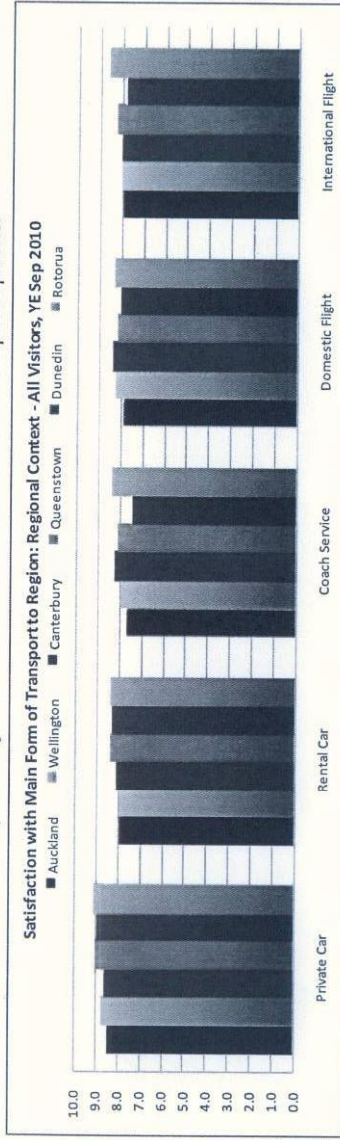
Satisfaction with coach tours is the highest of all commercial transport options at present. However, in the year to September 2010, satisfaction with all major forms of transport improved.



Levels of satisfaction continue to vary by major market segment. The domestic market is generally the least satisfied with all transport options, while Australian visitors rate coach tours/coach services well above other markets.



Overall, Queenstown rates comparatively well on satisfaction with all main transport options.



Activity/Attraction	Satisfaction Levels YE Sep 10	Positive/Negative Change	% Change YE Jun 10 – YE Sep 10
Art Galleries	7.7	-	-1%
Arts And Crafts	7.7	-	-1%
Shopping	7.4	-	-1%
Food Court	6.9	=	0%
Casino	6.6	+	1%

Note: Due to limitations of sample sizes, only activities/attractions rated by 5% or more of visitors have been included above.

However, and as noted in previous reports, those individual activities/attractions which deliver the greatest satisfaction still tend to be experienced by a relatively small proportion of visitors.

