



Dr. John Williams

Otago Business school

July 2nd, 2026

Table of contents

Executive Summary	2
Recommendations for future research	3
Methods	3
Data Collection	3
Results	4
Satisfaction and NPS	4
Satisfaction	4
Satisfaction by reason for visiting	5
Satisfaction by motivational group	6
Net promoter score	6
Crowding/Nuisance	7
The carpark experience	8
The bus experience	9
Departure points	10
Appendix	11
Satisfaction by groups	11
Nationality	11
Motivation	11
Travel mode	12
Cruise departure time	12
Party size	12
Age group	12
Length of stay	12
Nuisance	13
Nuisance by groups	13
Nationality	13
Motivation	14
Travel mode	14
Cruise departure time	15
Party size	15

Age group	15
Length of stay	15
Motivations for visiting Milford Sound	15
Intrinsic vs other motivations	16
Travel mode and party	17
Weather	17
Nationalities	18
Descriptive statistics	19
Categorical variables	19
Continuous variables	29
Correlations	30

Executive Summary

This document presents an analysis of visitor experience data collected from Milford Sound. The analysis compares historical data with recent survey results to identify trends and areas for improvement. Data for 2025/2026 has been collected and is compared against data from previous years (2023, 2020, 2018) to assess changes in visitor satisfaction and experience.

The key findings from the analysis are as follows:

- Satisfaction with the Milford Sound visitor experience is high and stable over the years. Overall satisfaction is measured in two ways:
 - A single question “Overall, I am totally satisfied with my visit” : the mean is 3.6 on a 4-point scale where 4 = “Strongly agree” (96% agree; 65% agree strongly)
 - A composite of five different questions, including the one above: the mean is 3.4 (98% agree; 73% agree strongly)
- Crowding was experienced by 2.6% of participants and Nuisance by 20.3%; both measures being substantially increased from the previous survey
- The most often cited motivation to visit was “nature experience and landscape” (41.3%) followed by “recommendations” (23.2%). Although instructed to choose only one reason, 8% of participants chose more than one.
- Of boat passengers, 89.7% agree or agree strongly that the service on the boats is excellent, with an average of 3.2 (i.e., firm agreement) across five single item measures.
- Overall satisfaction with the bus trip (for those who had chosen it, n = 251):
 - “The trip was a highlight in itself”: 95% agree; 59% agree strongly
- The sample of 907 visitors includes 47 nationalities (65 ethnicities), including 25.2% domestic, 14.9% Australians, 2.6% UK, 8.8% US and 2.8% German.

:

Recommendations for future research

I conducted this research for the first time, taking over from Prof. Juergen Gnoth, and as such have bought fresh eyes. My major question was why the data were being gathered on paper questionnaires, whereas most research of this kind is conducted electronically, either by giving participants tablets or letting them respond on their own devices. So I recommend in future, data be gathered:

- online, e.g. by displaying a QR code prominently at key physical locations and also on websites and apps, and perhaps having a few paper questionnaires as back up
- continuously, which would allow a much better analysis of when and where satisfaction and nuisance occurs. It would not be difficult or costly to create an online dashboard that interested parties could view at any time, and drill down into variables of interest.

If this were trialled for a year it has the potential to cut the cost of this research drastically, i.e. there may be no need to employ and accommodate research assistants.

Whatever the decision is on the form of data collection, it is apparent that collecting the majority of the data in Queenstown may be skewing *some* of the results, for example the proportion of visitors who arrive from Queenstown or by bus. It would be highly preferable to gather all the data at Milford Sound, or with fixed proportions at Te Anau or Queenstown, to be determined based on the importance of getting accurate estimates of important quantities.

Finally, a sizeable minority of actual and potential respondents queried the relevance of the Ethnicity question, either citing this as a reason to not participate at all, or participating but not answering the question. Some perceived even asking this question as racist, and so if it is not going to be used for any managerial action, I recommend that it be removed henceforth. Other questions that serve no managerial purpose should also be considered for removal. Shorter questionnaires result in higher quality estimates.

Methods

Data Collection

The data were collected by approaching visitors and asking them to fill out a paper questionnaire, on:

- December 1st to 3rd in Te Anau and Milford Sound; then
- December 4th to 6th in Queenstown.

Before collecting more data, the first tranche of responses was analysed to detect whether any changes to the questionnaire were needed. More responses were collected in Queenstown on:

- December 27th to the 29th, 2025
- January 5th to the 7th, 2026

In total we have 907 responses. After the first two waves it was evident that quite a few potential participants declined to fill out a paper questionnaire but said they would do so if they could do it online later. So on the final trip a QR code was added to the paper questionnaires. This resulted in 43 online responses.

Results

NB for most of the sections in this report, results are provided as both means (averages) and proportions (percentages), so the reader can choose which to interpret. They both tell the same substantive story, but some find one easier to understand than the other.

Almost all items in this report are measured on a 1–4 scale, with 4 = Strongly agree, which eliminates the neutral option. Hence, higher scores are more desirable.

When interpreting comparisons over time, it is important not to make conclusions of a trend unless the numbers in question are **monotonic** (i.e. always increasing or always decreasing).

Satisfaction and NPS

Satisfaction

A multi-item composite measure of satisfaction was developed by the author of the previous reports, comprising the following items:

Satisfaction items and composite score (%)

Question	2026	2023	2020	2018
Overall, I am totally satisfied with my visit	96	93	95	95
I will recommend the Milford Sound highly	96	90	92	90
Seeing and feeling Milford Sound, I felt like I was in another world	88	78	82	81
I wish I had had more time at Milford Sound	78	68	74	67
The trip to Milford was excellent value for money	82	71	82	73
Composite	98	95	97	96

Although there is moderate variation over the years there seems to be no obvious cause for concern. However, it is interesting to note that all of the proportions have a up-down-up pattern, i.e. 2020 is an increase over 2018, but 2023 is a decrease from 2020, and 2026 is increased over 2023. And for all of them the 2026 results are the highest or highest-equal.

Note the up-down-up pattern is evident when comparing means in the tables below; also the 2026 results being the most favourable.

Satisfaction items and composite score (means)

Question	2026	2023	2020	2018
Overall, I am totally satisfied with my visit	3.6	3.5	3.6	3.5
I will recommend the Milford Sound highly	3.6	3.4	3.6	3.4
Seeing and feeling Milford Sound, I felt like I was in another world	3.4	3.1	3.2	3.1
I wish I had had more time at Milford Sound	3.2	2.9	3.1	2.9
The trip to Milford was excellent value for money	3.2	2.9	3.1	2.9
Composite	3.4	3.2	3.3	3.2

Another way of assessing typical responses is to use the median. The mean of a variable is what most people understand to the average (i.e. add up all the values then divide by the number of values). This measure of “typical” or “average” can be highly misleading when the distribution of responses is highly skewed, i.e. when there are a small number of very large or very small values. This is why typical house prices, for example, are reported as a median, which the value for which 50% or the data are below and 50% are above. This more closely corresponds with what most people think of as “average” or “typical”.

So in the table below we compare the median and the mean and find they are very similar, giving confidence that it is valid to interpret means. We also tabulate the Standard Deviation (SD), which is a measure of the variation in responses. Typically one expects the SD to be a quarter of the range. In this case we have a 4-point scale so would expect the SD to be 1. In fact it is half the expected value, which indicates a higher than usual degree of unanimity among participants’ evaluations.

Statistics for Satisfaction scores

Stat	2026	2023	2020	2018
Mean	3.4	3.2	3.3	3.2
Median	3.5	3.2	3.4	3.2
SD	0.5	0.6	0.6	0.5
n	907	808	723	798

NB the *ns* for previous years are lower than overall sample size because of missing responses in one or more items that comprise the composite.

Satisfaction by reason for visiting

For every reason for visiting, satisfaction reflects the same pattern as overall satisfaction, i.e. up-down-up and 2026 the best.

Satisfaction by reason for visiting

Reason	2026	2023	2020	2018
Milford Sound is so famous	3.3	3.2	3.3	3.0
it was recommended by others	3.3	3.0	3.3	3.2
I like nature experiences and landscape	3.5	3.2	3.4	3.3
of special interests (e.g. botany, geology, underwater discovery)	3.5	3.4	3.5	3.0
the wilderness experience	3.4	3.2	3.4	3.2
for special activities (e.g. diving, kayaking, hiking, climbing)	3.3	3.2	3.3	3.2
Milford Sound was included in my itinerary	3.4	3.0	3.1	3.1

Satisfaction by motivational group

Previous reports classify reasons for visiting into motivation groups:

- **Intrinsic:** “I like nature experiences and landscape”
- **Social:** “Milford Sound is so famous” or “it was recommended by others”
- **Interests:** “of special interests (e.g. botany, geology, underwater discovery)”, “the wilderness experience” or “for special activities (e.g. diving, kayaking, hiking, climbing)”
- **Follower:** “Milford Sound was included in my itinerary”

Satisfaction by motivation for visiting

Motivation	2026	2023	2020	2018
Intrinsic	3.5	3.2	3.4	3.3
Follower	3.4	3.0	3.1	3.1
Interests	3.4	3.2	3.4	3.2
Social	3.3	3.1	3.3	3.1

Again: up-down-up and 2026 the best. As expected, visitors who are intrinsically motivated experience the highest or highest-equal satisfaction in all years, and in most years the followers and socially motivated have the lowest satisfaction.

Net promoter score

NB The NPS was included for the first time in this wave, so no historical comparisons are possible.

Raw Net Promoter Score

Question	Mean	Median	SD
Net Promoter Score	9.1	10.0	1.4

Net Promoter Score Categories

NPS_cat	n	Percent
Detractor	37	4
Passive	192	22
Promoter	635	73

The NPS score is 69. According to [Qualtrics' NPS documentation](#) a good NPS score is anything above 30, and an excellent score is anything above 50. The NPS score of 69 indicates that the Milford Sound visitor experience is rated as excellent by visitors.

Crowding/Nuisance

A measure of crowding, termed “nuisance”, was developed by the author of the previous reports, comprising four statements:

Nuisance items and composite score

Question	2026	2023	2020	2018
Other tourists interrupted my nature experience	34	22	22	28
I wish I had gone to a less crowded place	43	34	30	38
The noise from helicopters and planes was annoying	24	19	12	22
There should be far fewer people at Milford Sound at any one time	48	42	38	47
Composite	52	39	34	50

Both proportions and means show the same pattern from 2018 the subsequent years decrease and then increase monotonically.

Nuisance items and composite score

Question	2026	2023	2020	2018
Other tourists interrupted my nature experience	2.1	1.8	1.8	2.0
I wish I had gone to a less crowded place	2.4	2.2	2.0	2.3
The noise from helicopters and planes was annoying	1.8	1.7	1.6	1.9
There should be far fewer people at Milford Sound at any one time	2.5	2.4	2.3	2.5
Composite	2.2	2.0	1.9	2.2

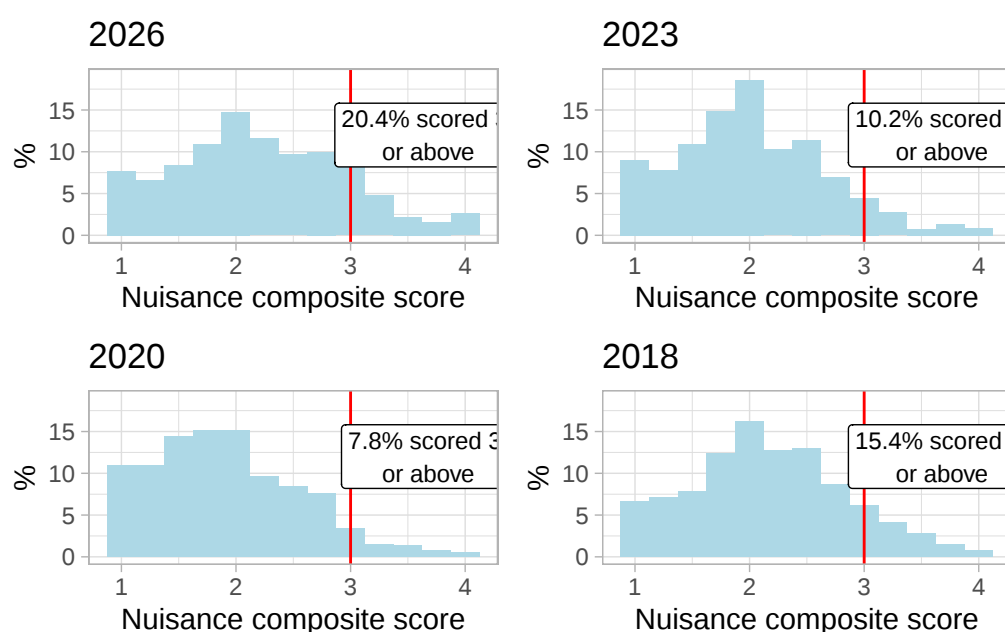
Statistics for Nuisance scores

Stat	2026	2023	2020	2018
Mean	2.2	2.0	1.9	2.2
Median	2.2	2.0	1.8	2.0
SD	0.7	0.7	0.6	0.7
n	907	808	723	798

Although, as we have seen, satisfaction was at its highest in 2026, so too are perceptions of crowding and nuisance. Note that the first two items in the table above (“other tourists interrupted my nature experience” and “I wish I had gone to a less crowded place”) show rather dramatic increase in 2026 compared to the previous two years, but the second two are relatively stable.

The previous report defined “crowding” as where the composite score has the value 4 (i.e. the participant has ticked “Strongly agree” to all four questions), and “nuisance” as where the score has the value 3 or above (i.e. equivalent to “Agree” on all four items). The nuisance measure indicates ‘crowding’ if at least 10% of respondents ‘strongly agree’. This has never been the case since the survey has been running. In 2026 it was 2.6%. Compared with previous results of 1.1% in 2023, 0.6% in 2020 and 1.5% in 2018, this may seem concerning, however the Overall Satisfaction results show that “crowding” has had little impact on tourists’ enjoyment of Piopiotahi/Milford Sound.

The graphs below show the distribution of nuisance scores.



Without wishing to minimise consideration of these results, it’s worth noting that it is a common occurrence in satisfaction research that if participants are asked to complain, they will, but this often has little relation to their overall satisfaction. This is the case here: the correlation between the overall Satisfaction and Nuisance measures is -0.11, which is statistically significant ($p < 0.001$), but low. (Conventionally, correlations below .3 are considered “low”, between .3 and .6 “moderate”; above .6 “high” or “strong”).

The carpark experience

To be consistent with the previous report, the items that comprise the carpark experience are reported below. It is worth noting, however, that the first and last items can be responded to without the

participant thinking about the carpark, so it is not clear to me why it has been included here in previous reports.

Examining the means, those items that specifically relate to the carpark itself show no change from 2023 but a small decrease (i.e. fewer participants agreeing) compared to 2020 and 2018.

Question	2026	2023	2020	2018
I truly felt the wilderness and natural quiet	3.2	3.0	3.1	3.0
We found it easy to get a car/bus park	3.1	3.1	3.3	3.2
The number of vehicles at the car parks did not detract from my experience	3.0	3.0	3.1	3.1
Milford Sound was ... crowded	2.5	2.4	1.9	2.6

Examining proportions shows a clearer picture: the 2026 and 2023 results are less favourable than the 2020 and 2018 results, and the biggest deterioration relates to the ease of getting a park.

Question	2026	2023	2020	2018
I truly felt the wilderness and natural quiet	84	74	79	80
We found it easy to get a car/bus park	74	78	84	84
The number of vehicles at the car parks did not detract from my experience	74	73	78	79
Milford Sound was ... crowded	50	43	24	55

The bus experience

It is evident from the tables below that the visitor experience relating to bus passengers has improved over the years, with 2026 having the most favourable evaluations, with the exception of regret. Even so, the 2026 result is no different from 2020, and only a little different from 2023 in terms of means.

NB There is no comparable question for felt regret in the 2018 wave.

Question	2026	2023	2020	2018
The trip to Milford was a highlight in itself	3.5	3.0	3.0	3.1
The trip to Milford was well organised	3.5	3.5	3.5	3.4
I did not regret taking the trip to Milford	3.3	3.4	3.3	
Composite	3.5	3.3	3.3	

The proportion of participants agreeing or strongly agreeing with these questions show the same result.

Question	2026	2023	2020	2018
The trip to Milford was a highlight in itself	95	76	74	77
The trip to Milford was well organised	95	91	94	92
I did not regret taking the trip to Milford	83	90	86	

Departure points

It is not wise to infer any firm conclusions from the results in this section, mostly because none of the rows in any of the tables show a monotonic trend. The one thing that is clear is that the majority of visitors who arrive by Bus depart from Queenstown. But note this may be an artefact of sampling: the majority of participants were recruited in Queenstown.

Proportion of departure locations by vehicle

From	2026	2023	2020	2018
All vehicles				
Queenstown	50	42	49	46
Te Anau	38	40	35	37
Other	11	18	16	17
Car				
Queenstown	44	48	44	43
Te Anau	44	35	41	38
Other	12	17	15	19
Camper van				
Queenstown	62	52	48	64
Te Anau	20	27	35	25
Other	18	21	17	11
Bus				
Queenstown	69	56	70	63
Te Anau	26	34	20	26
Other	5	10	10	12
Other				
Queenstown	65	52	49	55
Te Anau	21	38	40	28
Other	14	10	11	17

This concludes discussion of the most important results. Other tables are provided in the appendix, and I can provide additional help in interpreting those results if required. I am unsure which results in the previous reports were there as a result of client requirements, or the academic interests of Prof. Gnoth.

Appendix

Satisfaction by groups

Nationality

Nat_group	n	%	Mean
African	4	0	3.8
Pacific Islander	3	0	3.7
South American	10	1	3.6
American	85	9	3.5
British	71	8	3.5
Indian	35	4	3.5
Not answered	127	14	3.5
Asian	86	9	3.4
Australian	193	21	3.4
New Zealander	135	15	3.4
Chinese	52	6	3.3
European	84	9	3.3
Canadian	11	1	3.2
Middle Eastern	11	1	3.2

Nat_mgroup	n	%	Mean
African	4	0	3.8
Other	3	0	3.7
Not answered	127	14	3.5
American	106	12	3.4
Asian	173	19	3.4
Australian	193	21	3.4
European	155	17	3.4
New Zealander	135	15	3.4
Middle Eastern	11	1	3.2

Motivation

Motivation	n	%	Mean
Intrinsic	326	36	3.5
Follower	40	4	3.4
Interests	92	10	3.4
Social	323	36	3.3

Travel mode

Travel	n	%	Mean
Other	28	3	3.5
Aircraft	29	3	3.4
Bus	251	28	3.4
Camper van	77	8	3.4
Car	507	56	3.4

Cruise departure time

Cruise departure	n	%	Mean
3PM	73	8	3.5
9AM	122	13	3.5
11AM	281	31	3.4
1PM	261	29	3.4

Party size

Party	n	%	Mean
As part of a group	102	11	3.4
Partner / family / friends	726	80	3.4
Single / alone	63	7	3.4

Age group

Age	n	%	Mean
60-69	92	10	3.5
18-29	327	36	3.4
30-39	243	27	3.4
40-49	95	10	3.4
50-59	88	10	3.4
70-79	46	5	3.4
Older	7	1	3.2

Length of stay

Stay	n	%	Mean
2 days	136	15	3.6
1 day or less	683	75	3.4
3 days or more	72	8	3.3

Nuisance

Averaging the four “nuisance” items results in a number that has values between the original scale points. The previous report deemed a perception of “Crowding” to be where the average of the four items is equivalent to “Strongly agree” in the original scale, i.e. 4, and “Some nuisance” where the score is equivalent to “Agree” (i.e. 3) or greater.

Distribution of Nuisance

Nuisance	n	%
1.0	68	7.7
1.2	55	6.2
1.3	3	0.3
1.5	74	8.4
1.7	3	0.3
1.8	93	10.6
2.0	128	14.5
2.1	2	0.2
2.2	101	11.5
2.3	1	0.1
2.5	85	9.7
2.7	3	0.3
2.8	85	9.7
3.0	81	9.2
3.2	41	4.7
3.3	1	0.1
3.5	19	2.2
3.8	14	1.6
4.0	23	2.6

By this measure, 23 (2.6%) participants experienced crowding and 179 (20.3%) participants experienced nuisance.

Nuisance by groups

Nationality

NB A substantial minority of participants (8% in the first wave of data collection) did not write in their nationality or ethnicity. This may be because of a lack of visual cues (most other questions have boxes to tick or numbers to circle), because people object to the question, or do not deem the effort of writing worth their time.

For the second two waves, the questionnaire was modified to make the questions more prominent, and RAs checked the forms on completion and queried the participants if they had left those questions unanswered.

Nat_group	n	%	Mean
Asian	86	9	2.6
Chinese	52	6	2.3
Indian	35	4	2.3
Australian	193	21	2.2
European	84	9	2.2
New Zealander	135	15	2.2
Not answered	127	14	2.2
British	71	8	2.1
Canadian	11	1	2.1
Middle Eastern	11	1	2.1
American	85	9	2.0
South American	10	1	2.0
Pacific Islander	3	0	1.9
African	4	0	1.8

Nat_mgroup	n	%	Mean
Asian	173	19	2.5
Australian	193	21	2.2
European	155	17	2.2
New Zealander	135	15	2.2
Not answered	127	14	2.2
Middle Eastern	11	1	2.1
American	106	12	2.0
Other	3	0	1.9
African	4	0	1.8

Motivation

Motivation	n	%	Mean
Interests	92	10	2.4
Social	323	36	2.2
Follower	40	4	2.1
Intrinsic	326	36	2.1

Travel mode

Travel	n	%	Mean
Bus	251	28	2.2
Car	507	56	2.2
Aircraft	29	3	2.1
Camper van	77	8	2.1
Other	28	3	2.0

Cruise departure time

Cruise departure	n	%	Mean
9AM	122	13	2.4
11AM	281	31	2.3
1PM	261	29	2.2
3PM	73	8	1.9

Party size

Party	n	%	Mean
As part of a group	102	11	2.3
Single / alone	63	7	2.3
Partner / family / friends	726	80	2.2

Age group

Age	n	%	Mean
40-49	95	10	2.4
18-29	327	36	2.3
30-39	243	27	2.2
70-79	46	5	2.2
60-69	92	10	2.1
50-59	88	10	2.0
Older	7	1	1.6

Length of stay

Stay	n	%	Mean
1 day or less	683	75	2.2
2 days	136	15	2.2
3 days or more	72	8	2.1

Motivations for visiting Milford Sound

The question that asked participants their reasons for visiting Milford Sound asked for a single reason, but many participants (8%) gave multiple responses. The breakdown of the reasons is shown in the tables below. The first gives the count of each reason selected, while the second gives the primary reason for visiting Milford Sound, i.e. when participants selected only one reason.

All reasons for visiting Milford Sound

Reason	Count	Percent
Nature	397	38.6
Fame	236	23.0
Recommended	184	17.9
Wilderness	84	8.2
Itinerary	57	5.5
Activities	35	3.4
Interests	27	2.6
Other	8	0.8

Primary reason for visiting Milford Sound

Trip Reason	n	%
Nature	326	41.3
Fame	183	23.2
Recommended	140	17.7
Wilderness	51	6.5
Itinerary	40	5.1
Activities	22	2.8
Interests	19	2.4
Other	8	1.0

Intrinsic vs other motivations

The previous report analysed differences in satisfaction by motivation and found that intrinsically motivated visitors had higher satisfaction.

- **Intrinsic:** Nature
- **Social:** Recommended, Fame
- **Interests:** Activities, Interests and Wilderness
- **Mere follower:** Itinerary

Motivation	n	%	Mean
Intrinsic	326	36	3.5
Follower	40	4	3.4
Interests	92	10	3.4
Social	323	36	3.3

Travel mode and party

Travel mode

Travel	n	%
Car	507	56.8
Bus	251	28.1
Camper van	77	8.6
Aircraft	29	3.3
Other	28	3.1

Departed from

Depart	n	%
Queenstown	450	50.3
Te Anau	343	38.3
Other	71	7.9
Dunedin	31	3.5

Composition of travel party

Party	n	%
Partner / family / friends	726	81.5
As part of a group	102	11.4
Single / alone	63	7.1

Weather

A surprising number of respondents indicated that although the weather was not good when they were there, this made no impact on their experience.

The two tables below show that more than the expected number of participants indicated that cloudy weather had no impact on their experiences. A Chi-square test is significant ($p = 0.000$)

Weather	Enhanced	No impact	<NA>
Cloudy	114	145	7
Fine	252	132	12
Raining	62	51	7

Weather	Enhanced	No impact
Cloudy	-5.05	5.05
Fine	5.08	-5.08
Raining	-0.41	0.41

Nationalities

NB A substantial minority of participants (8% in the first wave of data collection) did not write in their nationality or ethnicity. This may be because of a lack of visual cues (most other questions have boxes to tick or numbers to circle), because people object to the question, or do not deem the effort of writing worth their time.

For the second two waves, the questionnaire was modified to make the questions more prominent, and RAs checked the forms on completion and queried the participants if they had left those questions unanswered.

The tables below show nationality grouping; each distinct nationality is shown in the appendix.

Major nationality groups

Nat_group	n	%
Australian	193	24.7
New Zealander	135	17.3
Asian	86	11.0
American	85	10.9
European	84	10.8
British	71	9.1
Chinese	52	6.7
Indian	35	4.5
Canadian	11	1.4
Middle Eastern	11	1.4
South American	10	1.3
African	4	0.5
Pacific Islander	3	0.4

Regions

Nat_mgroup	n	%
Australian	193	24.7
Asian	173	22.2
European	155	19.9
New Zealander	135	17.3
American	106	13.6
Middle Eastern	11	1.4
African	4	0.5
Other	3	0.4

Descriptive statistics**Categorical variables**

Distribution of Boat

Boat	n	%
Y	722	83.6
N	142	16.4

Distribution of Cruise departure

Cruise departure	n	%
11AM	281	38.1
1PM	261	35.4
9AM	122	16.6
3PM	73	9.9

Distribution of Trip Reason

Trip Reason	n	%
Nature	326	41.3
Fame	183	23.2
Recommended	140	17.7
Wilderness	51	6.5
Itinerary	40	5.1
Activities	22	2.8
Interests	19	2.4
Other	8	1.0

Distribution of Weather

Weather	n	%
Fine	428	47.8
Cloudy	298	33.3
Raining	146	16.3
Windy	23	2.6

Distribution of Weather impact

Weather impact	n	%
Enhanced	440	52.7
No impact	336	40.2
Detracted	59	7.1

Distribution of Depart

Depart	n	%
Queenstown	450	50.3
Te Anau	343	38.3
Other	71	7.9
Dunedin	31	3.5

Distribution of Travel

Travel	n	%
Car	507	56.8
Bus	251	28.1
Camper van	77	8.6
Aircraft	29	3.3
Other	28	3.1

Distribution of Stay

Stay	n	%
1 day or less	683	76.7
2 days	136	15.3
3 days or more	72	8.1

Distribution of Party

Party	n	%
Partner / family / friends	726	81.5
As part of a group	102	11.4
Single / alone	63	7.1

Distribution of Nationality

Nationality	n	%
Australian	193	21.3
New Zealander	135	14.9
Not answered	127	14.0
American	85	9.4
British	71	7.8
Chinese	52	5.7
Indian	35	3.9
German	26	2.9
Korean	18	2.0
Japenese	17	1.9
French	14	1.5
Indonesian	14	1.5
Canadian	11	1.2
Phillipine	11	1.2
Spaniard	8	0.9
Singaporean	7	0.8
Vietnamese	7	0.8
Dutch	6	0.7
Israeli	5	0.6
Dane	4	0.4
Saudi	4	0.4
South African	4	0.4
Argentine	3	0.3
European	3	0.3
Fijian	3	0.3
Greek	3	0.3
Irish person	3	0.3
Italian	3	0.3
Malaysian	3	0.3
Mexican	3	0.3
Swiss	3	0.3
Taiwanese	3	0.3
Belgian	2	0.2
Brazilian	2	0.2
Chilean	2	0.2
Finn	2	0.2
Hong Kong	2	0.2
Nepalese	2	0.2
Pole	2	0.2
Swede	2	0.2
Czech	1	0.1
Iranian	1	0.1
Jordanian	1	0.1
Norwegian	1	0.1
Romanian	1	0.1
Thai	1	0.1
Timorese	1	0.1

Distribution of Ethnicity

Ethnicity	n	%
Unknown	186	20.5
White	113	12.5
European	77	8.5
Australian	71	7.8
Indian	58	6.4
Chinese	53	5.8
Asian	46	5.1
New Zealander	34	3.7
Caucasian	33	3.6
British	25	2.8
Hispanic/Latino	21	2.3
Indonesian	19	2.1
Filipino	16	1.8
Swedish	15	1.7
Māori	13	1.4
Arab	11	1.2
German	10	1.1
Korean	8	0.9
NZ European (Pākehā)	8	0.9
Anglo-Saxon	7	0.8
French	7	0.8
Japanese	7	0.8
Vietnamese	6	0.7
South Asian	5	0.6
Dutch	3	0.3
Iraqi	3	0.3
Lebanese	3	0.3
Malaysian	3	0.3
NZ European	3	0.3
Persian	3	0.3
American	2	0.2
Chilean	2	0.2
Italian	2	0.2
Mexican	2	0.2
Mixed (Māori/European)	2	0.2
Nepalese	2	0.2
White English	2	0.2
Argentinian	1	0.1
Black	1	0.1
Bulgarian	1	0.1
Cambodian	1	0.1
Canadian	1	0.1
Caribbean	1	0.1
Fijian	1	0.1
Finnish	1	0.1
Greek	1	0.1
Irish	1	0.1
Jewish	1	0.1
Mediterranean	1	0.1
Mixed (Fijian/Indian)	1	0.1
Mixed (NZ/Filipino)	1	0.1
Native American	1	0.1
Pakistani	1	0.1
Polish	1	0.1
Singaporean Chinese	1	0.1
Southeast Asian	1	0.1
Spanish	1	0.1
Sri Lankan	1	0.1
Swiss	1	0.1
Taiwanese	1	0.1
Thai	1	0.1
Timorese	1	0.1
Turkish	1	0.1

Distribution of Citizen

Citizen	n	%
N	667	74.8
Y	225	25.2

Distribution of Age

Age	n	%
18-29	327	36.4
30-39	243	27.1
40-49	95	10.6
60-69	92	10.2
50-59	88	9.8
70-79	46	5.1
Older	7	0.8

Distribution of Exp

Exp	n	%
Outstanding	588	65.8
Beyond any expectations	211	23.6
OK	81	9.1
Ordinary	13	1.5

Distribution of Stops

Stops	n	%
3 stops or more	236	45.8
1 stop	172	33.4
Never stopped	107	20.8

Distribution of StopEx

StopEx	n	%
Outstanding	468	57.6
OK	164	20.2
Beyond any expectations	162	20.0
Ordinary	18	2.2

Comments	n	%
All good	2	1.1
Loved it	2	1.1
A thoroughly enjoyable experience — I would even do it again!!	1	0.6
ALL BEAUTIFUL! Thank you for sharing with the rest of the world.	1	0.6
Accommodation to stay longer	1	0.6
All good.	1	0.6
Am happy. Enjoyed.	1	0.6
Bathroom cleanliness at the terminal	1	0.6
Beautiful experience	1	0.6
Better handling of campsites is needed (publicize need for booking ahead, offer excess parking overnight, staff with ranges)	1	0.6
Better signage for car parks and expensive fee for parking	1	0.6
Boat tour was nice length of time, educational.	1	0.6
Bus driver - took trip many times	1	0.6
Bus driver was extremely knowledgeable, however talked over the PA nonstop from QT to MS	1	0.6
Bus tour on slick timetable - rushed. Next time I'd spend at least two days there.	1	0.6
Buses were an issue. Have visited many times, every year since 2020.	1	0.6
Cafe food on the boat could be better	1	0.6
Cheaper overall (parking, cruise would be better)	1	0.6
Clearer signage, more toilet cubicles	1	0.6
Could be more stops on the way more accommodation at MS	1	0.6
Crowded trails	1	0.6
DOC sites not worth the money. Make them free (camping)	1	0.6
Don't use this to limit visitors	1	0.6
Excellent trip, but price	1	0.6
Flies at the ferry terminal	1	0.6
Free parking and less people	1	0.6
Get rid of the Asians	1	0.6
Great time	1	0.6
Hop on-hop off hiking bus running road so trail head parking is less congested.	1	0.6
I don't care for the sandflies, everything else was amazing.	1	0.6
I don't have any concerns	1	0.6
I enjoyed it, but too many people and no cover outside when raining & waiting for bus & boats	1	0.6
I feel they must teach other nationalities to be have patience and not pushin like in their contries	1	0.6
I have been there 25 years ago	1	0.6
I like (the questionnaire) to have a neutral choice like number 3	1	0.6
I love there (=	1	0.6
I love this amazed experience	1	0.6
I only wish there will be better signal along the way	1	0.6

I think it is a myth to imply "The Wetter the Better" I would have had better experience in the sunshine	1	0.6
I twas a wonderful experience	1	0.6
I went a long time ago was amazing - diving is very unique due to the tannins in water	1	0.6
I would love to do a 2day/night tour so the journey wasn't so long	1	0.6
If they can provide sea sick pills that would be great, because my daughter feel very sick in the boat.	1	0.6
In hindsight, I wished we would have stayed the night in the accommodation there.	1	0.6
In your confirmation email you said there was nowhere to buy food.	1	0.6
It was a nice experience	1	0.6
It was amazing	1	0.6
It was good too many tourists always take away from an experience	1	0.6
It was magnificent!	1	0.6
It would be wonderful if we could be provided with multi-language commentary on based for foreign visitor	1	0.6
It's all well organised. Nice place to visit. Everyone must visit this place. When we visited it's rainy but still we had a good experience.	1	0.6
It's great but so crowded and I thought Doubtful Sound was much better.	1	0.6
It's nice but Doubtful is much better value for money. Do the drive, skip the cruise and and go to Doubtful (from a DS nature guide)	1	0.6
Kayaking should be considered in the osusey.	1	0.6
Keep o'seas tourists (who can't drive) in the buses. Locals only allowed to drive private cars to Milford.	1	0.6
Key Summit is a must. Need improve the coverage on the road.	1	0.6
Less aircraft	1	0.6
Less helicopters	1	0.6
Less people at the same time	1	0.6
Less people in their own cars because there is not enough parking for the current amount of drive ins. suggest larger buses from Te Anau or park.	1	0.6
Less people on the group tour	1	0.6
Longer time at milford sound	1	0.6
Milford Sound must be transformed into what it was in the past, pure wilderness, no noise. It has to be less crowded.	1	0.6
Milford zipline, no noisy helicopter - electrical only, preserve at all cost!	1	0.6
More free car park. More helicopters away from Milfor Sound.	1	0.6
More interpretation about natural geology etc would have been good	1	0.6
More kea souveneir, more toilets, Free Wifi	1	0.6
More knowledge for tourists on why not to feed the Kea (from a DS nature guide)	1	0.6
More options to stay overnight	1	0.6
More options with less people would be helpful	1	0.6
More parking on road to Milford to take pictures	1	0.6
More signs with the names of the boat ramps	1	0.6
Much crowded, weather not good	1	0.6

Must visit in your life	1	0.6
NZ great place	1	0.6
Need more free parking area and parking fee is too expensive	1	0.6
No free parking is a downside	1	0.6
No hot coffee available on the boat. Machine broken	1	0.6
No suggestions, was very busy but that was expected and I didnt mind.	1	0.6
No wonderful	1	0.6
No, great	1	0.6
No, it was great	1	0.6
No, thanks	1	0.6
No, we had an amazing time!	1	0.6
Noise pollution!	1	0.6
None, stay beautiful	1	0.6
Not sure if the route of cruise is the same every time. If different I hope it to be disclosed so I could choose	1	0.6
Nothing, I enjoyed my visit	1	0.6
One of the best places in New Zealand. After tunnel that was another world, I really loved it.	1	0.6
Overnight	1	0.6
Parking is expensive	1	0.6
Parking pricey; overall excellent experience	1	0.6
Road is very dangerous. No rentals should drive this road.	1	0.6
Rubbish consumption. Road maintenance.	1	0.6
Sand flies very irritating at boat harbour, but we bought bug spray. on the boat the commentary was very unclear on the audio speaker couldn't understand any info (southern discovery)	1	0.6
Sandflies are an issue	1	0.6
Shorter trip or stay longer in Milford. Otherwise amazing.	1	0.6
Should've asked about the Great Walk which is how I got in	1	0.6
Slowly losing the ability to take your family to special places but still lots of room for everyone	1	0.6
So pretty!	1	0.6
Some expressions are not good English, e.g. I will recommend the Milford Sound highly	1	0.6
That's all great	1	0.6
The boat tour was amazing, suggest to have more space in the deck, no one want to sit in the cabin. The boat can go almost further into the area.	1	0.6
The bus travelling to Te Anau should be more air conditioned and entertainment TV is recommended	1	0.6
The car parks filled up quickly and nearly missed our boat at 11	1	0.6
The price for the boat is very expensive we had to book well the trip by weacher to more affordable	1	0.6
The questionnaire need to be better	1	0.6
The route to Milford Sound is quite dangerous via mountains	1	0.6
There should be fewer people and less noise.	1	0.6

This was our second visit after 13 years. The crowds and number of criisers have increased since then, but still well managed and a great experience. Hope it doesn't crowd ay further tp maintain the unique experience.	1	0.6
Too crowded which makes the overall experience a little bad.	1	0.6
Too crowded.	1	0.6
Too far to travel from Queenstown to Milford Sound. Groceries expensive.	1	0.6
Too far to travel from Queenstown. Too expensive.	1	0.6
Too many planes and helicopters. Make more car parks.	1	0.6
Too much Japanese people. Too expensive the heat and the kojac(?) trips. Too much Japanese people everywhere.	1	0.6
Tounsts feedng kea	1	0.6
Tour guide: visited every year for 30 years	1	0.6
Tourist to be aware respectful of wildlife	1	0.6
Trips & tramps were incredible, small boat & missed the crowds & did walks which helped.	1	0.6
Ultimate Hikes	1	0.6
Unique place to visit for international and NZ citizens alike.	1	0.6
Very beautiful, hope come here next time	1	0.6
Very happy to visit again	1	0.6
Walked the Milford Track	1	0.6
Was a familiarisation tour so didn't have to pay so it was a great experience for free	1	0.6
Was very crowded	1	0.6
We did trips & tramps tur from Te Anau - very grateful we got there early & avoided the buses from QT	1	0.6
We loved seeing the wildlife from seals and dolphins to the birds of all kins.	1	0.6
We went early in the morning which made for an easier drive.		
We met a very nice guy: Majid	1	0.6
We missed the boat because it left a few minutes early. Should advise that this may happen.	1	0.6
We need more toilets	1	0.6
We saw dolphins!	1	0.6
Well done, should less crowd.	1	0.6
Were with tour group, ran out of time/	1	0.6
X	1	0.6
Years ago it was crowded, but I hope our nex visit will be mucuh less	1	0.6
You have doubtful sound	1	0.6
accent, speak too fast, could not understand. Kiwi accent, speed, low voice, makes hard to understand.	1	0.6
arrived by helicopter	1	0.6
ban cars driving. Tours only	1	0.6
better by bus than taking your own car	1	0.6
better car park, more info about them	1	0.6
car parking was horrible and nearly made us miss our boat trip	1	0.6
concern-sustainabiity and peace for local animals and wildlife	1	0.6
distance to get there	1	0.6

do not close the airport	1	0.6
don't even think of taking away the right to travel to Milford by plane or helicopter	1	0.6
expand the routes and locations	1	0.6
few people per boat and a reduce of helicopter tourism	1	0.6
go by car not by bus one stop where you want	1	0.6
it is too long to get there, 8 hour trip is not worth the 1.5 hour view.	1	0.6
less people, less air traffic	1	0.6
limit the visitors per day so it's less crowded	1	0.6
limited car park	1	0.6
more bathrooms away from engine so it has no rattling	1	0.6
more boats, less tourists in each boat	1	0.6
more car parks would be beneficial, a protected section of Milford sound which greater restrictions would be in place to protect species of plants + animals, while ensuring people still have a hands-on experience. More food options.	1	0.6
more electric vehicles boats, planes etc	1	0.6
more information about travel times. Booked parking or one access with buses only from a central point.	1	0.6
more parking spots	1	0.6
more pullover areas on the road / passing lanes	1	0.6
nil, was very good!	1	0.6
no, all good!	1	0.6
nothing it was amazing	1	0.6
nothing, everything is beautiful	1	0.6
pre-determined time	1	0.6
service and food on boat could be better and more options for kids	1	0.6
should have advertised small group lux experience on boat	1	0.6
summer time is better	1	0.6
the harbour lacked a little in terms of things to do- food, walks, etc.	1	0.6
too long of a drive	1	0.6
travel time by car was time consuming, next time I would take the tour bus.	1	0.6
we had a private boat at the end of the day so no crowds for us	1	0.6
we wish if the restaurant stays open till late	1	0.6
went during Covid, not many people	1	0.6
would give higher recommendation for winter	1	0.6
wouldn't go back	1	0.6

Continuous variables

Question	Mean	Median	SD
The trip to Milford was excellent value for money	3.2	3.0	0.8
Driving through the trees and Homer Tunnel got me excited	3.4	4.0	0.7
I experienced feelings I never felt before	3.0	3.0	0.9
I enjoyed the other tourists I shared Milford Sound with	2.8	3.0	0.9
Seeing and feeling Milford Sound, I felt like I was in another world	3.4	4.0	0.8
Other tourists interrupted my nature experience	2.1	2.0	1.0
We found it easy to get a car/bus park	3.1	3.0	1.4
The boat terminal is a comfortable place	3.2	3.0	0.7
The access to boats was pleasant	3.3	3.0	0.7
The service on the boat was perfect	3.3	3.0	0.7
The commentary on the boat was very good	3.3	3.0	0.8
There were not too many people on the boat	2.8	3.0	0.9
The number of vehicles at the car parks did not detract from my experience	3.0	3.0	0.9
The number of people in Milford Sound did not detract from my experience	3.0	3.0	0.9
I wish I had had more time at Milford Sound	3.2	3.0	0.9
I wish I had gone to a less crowded place	2.4	2.0	1.0
Milford Sound was the highlight of my trip	3.1	3.0	0.8
The noise from helicopters and planes was annoying	1.8	2.0	1.0
I truly felt the wilderness and natural quiet	3.2	3.0	0.8
There should be far fewer people at Milford Sound at any one time	2.5	2.0	1.0
Milford Sound is entirely unique; there is nothing else like it	3.3	3.0	0.8
I will recommend the Milford Sound highly	3.6	4.0	0.6
Overall, I am totally satisfied with my visit	3.6	4.0	0.6
crowded	2.5	2.0	0.9
safe	3.7	4.0	0.5
quiet	2.9	3.0	0.8
well-organised	3.5	4.0	0.6
in harmony with Nature	3.5	4.0	0.7
fitting with its World Heritage Status	3.6	4.0	0.6

Correlations

Correlations greater than 0.6 in absolute value

row	column	cor	p
I will recommend the Milford Sound highly	Overall, I am totally satisfied with my visit	0.68	0.000
The boat terminal is a comfortable place	The access to boats was pleasant	0.63	0.000
The number of vehicles at the car parks did not detract from my experience	The number of people in Milford Sound did not detract from my experience	0.62	0.000

Correlations greater than 0.3 & less than 0.6 in absolute value

row	column	cor	p
The access to boats was pleasant	The service on the boat was perfect	0.57	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	Milford Sound was the highlight of my trip	0.54	0.000
in harmony with Nature	fitting with its World Heritage Status	0.54	0.000
I wish I had gone to a less crowded place	There should be far fewer people at Milford Sound at any one time	0.53	0.000
I truly felt the wilderness and natural quiet	in harmony with Nature	0.52	0.000
The boat terminal is a comfortable place	The service on the boat was perfect	0.50	0.000
Other tourists interrupted my nature experience	I wish I had gone to a less crowded place	0.50	0.000
I truly felt the wilderness and natural quiet	quiet	0.50	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	Milford Sound is entirely unique; there is nothing else like it	0.49	0.000
Milford Sound is entirely unique; there is nothing else like it	I will recommend the Milford Sound highly	0.48	0.000
The service on the boat was perfect	The commentary on the boat was very good	0.46	0.000
I experienced feelings I never felt before	Seeing and feeling Milford Sound, I felt like I was in another world	0.45	0.000
I experienced feelings I never felt before	Milford Sound was the highlight of my trip	0.45	0.000
Milford Sound was the highlight of my trip	Milford Sound is entirely unique; there is nothing else like it	0.45	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	I will recommend the Milford Sound highly	0.45	0.000
safe	well-organised	0.45	0.000
quiet	in harmony with Nature	0.45	0.000
I will recommend the Milford Sound highly	fitting with its World Heritage Status	0.44	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	Overall, I am totally satisfied with my visit	0.43	0.000
I truly felt the wilderness and natural quiet	Overall, I am totally satisfied with my visit	0.43	0.000
Overall, I am totally satisfied with my visit	fitting with its World Heritage Status	0.43	0.000
well-organised	in harmony with Nature	0.42	0.000
I wish I had had more time at Milford Sound	Milford Sound was the highlight of my trip	0.41	0.000

Seeing and feeling Milford Sound, I felt like I was in another world	I truly felt the wilderness and natural quiet	0.41	0.000
I truly felt the wilderness and natural quiet	Milford Sound is entirely unique; there is nothing else like it	0.41	0.000
Overall, I am totally satisfied with my visit	well-organised	0.41	0.000
Milford Sound was the highlight of my trip	I truly felt the wilderness and natural quiet	0.40	0.000
Milford Sound was the highlight of my trip	I will recommend the Milford Sound highly	0.40	0.000
I truly felt the wilderness and natural quiet	I will recommend the Milford Sound highly	0.40	0.000
Overall, I am totally satisfied with my visit	safe	0.40	0.000
The number of vehicles at the car parks did not detract from my experience	well-organised	0.40	0.000
I will recommend the Milford Sound highly	well-organised	0.40	0.000
The access to boats was pleasant	The number of vehicles at the car parks did not detract from my experience	0.39	0.000
Other tourists interrupted my nature experience	There should be far fewer people at Milford Sound at any one time	0.39	0.000
Milford Sound is entirely unique; there is nothing else like it	Overall, I am totally satisfied with my visit	0.39	0.000
The access to boats was pleasant	well-organised	0.39	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	fitting with its World Heritage Status	0.39	0.000
I enjoyed the other tourists I shared Milford Sound with	The number of people in Milford Sound did not detract from my experience	0.38	0.000
I experienced feelings I never felt before	Milford Sound is entirely unique; there is nothing else like it	0.38	0.000
Milford Sound was the highlight of my trip	Overall, I am totally satisfied with my visit	0.38	0.000
I will recommend the Milford Sound highly	safe	0.38	0.000
Overall, I am totally satisfied with my visit	in harmony with Nature	0.38	0.000
I truly felt the wilderness and natural quiet	fitting with its World Heritage Status	0.38	0.000
Milford Sound is entirely unique; there is nothing else like it	fitting with its World Heritage Status	0.38	0.000
well-organised	fitting with its World Heritage Status	0.38	0.000
Driving through the trees and Homer Tunnel got me excited	I experienced feelings I never felt before	0.37	0.000
Driving through the trees and Homer Tunnel got me excited	Seeing and feeling Milford Sound, I felt like I was in another world	0.37	0.000
I enjoyed the other tourists I shared Milford Sound with	I truly felt the wilderness and natural quiet	0.37	0.000
The service on the boat was perfect	well-organised	0.37	0.000
quiet	well-organised	0.37	0.000
I experienced feelings I never felt before	I enjoyed the other tourists I shared Milford Sound with	0.36	0.000
The boat terminal is a comfortable place	The commentary on the boat was very good	0.36	0.000
I wish I had gone to a less crowded place	The noise from helicopters and planes was annoying	0.36	0.000
Milford Sound is entirely unique; there is nothing else like it	in harmony with Nature	0.36	0.000
The access to boats was pleasant	The commentary on the boat was very good	0.35	0.000
The number of people in Milford Sound did not detract from my experience	I truly felt the wilderness and natural quiet	0.35	0.000
The noise from helicopters and planes was annoying	There should be far fewer people at Milford Sound at any one time	0.35	0.000

I wish I had gone to a less crowded place	crowded	0.35	0.000
crowded	quiet	-0.35	0.000
I truly felt the wilderness and natural quiet	well-organised	0.35	0.000
Milford Sound was the highlight of my trip	fitting with its World Heritage Status	0.35	0.000
The access to boats was pleasant	The number of people in Milford Sound did not detract from my experience	0.34	0.000
The service on the boat was perfect	The number of people in Milford Sound did not detract from my experience	0.34	0.000
I experienced feelings I never felt before	I truly felt the wilderness and natural quiet	0.34	0.000
The boat terminal is a comfortable place	well-organised	0.34	0.000
The boat terminal is a comfortable place	The number of people in Milford Sound did not detract from my experience	0.33	0.000
There should be far fewer people at Milford Sound at any one time	crowded	0.33	0.000
The number of people in Milford Sound did not detract from my experience	quiet	0.33	0.000
Milford Sound was the highlight of my trip	quiet	0.33	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	in harmony with Nature	0.33	0.000
Milford Sound was the highlight of my trip	in harmony with Nature	0.33	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	I wish I had had more time at Milford Sound	0.32	0.000
Other tourists interrupted my nature experience	The noise from helicopters and planes was annoying	0.32	0.000
The access to boats was pleasant	Overall, I am totally satisfied with my visit	0.32	0.000
The number of people in Milford Sound did not detract from my experience	Overall, I am totally satisfied with my visit	0.32	0.000
Other tourists interrupted my nature experience	crowded	0.32	0.000
The number of people in Milford Sound did not detract from my experience	well-organised	0.32	0.000
I will recommend the Milford Sound highly	in harmony with Nature	0.32	0.000
I enjoyed the other tourists I shared Milford Sound with	Seeing and feeling Milford Sound, I felt like I was in another world	0.31	0.000
The boat terminal is a comfortable place	The number of vehicles at the car parks did not detract from my experience	0.31	0.000
Driving through the trees and Homer Tunnel got me excited	Milford Sound was the highlight of my trip	0.31	0.000
I enjoyed the other tourists I shared Milford Sound with	Overall, I am totally satisfied with my visit	0.31	0.000
The boat terminal is a comfortable place	Overall, I am totally satisfied with my visit	0.31	0.000
The service on the boat was perfect	Overall, I am totally satisfied with my visit	0.31	0.000
The access to boats was pleasant	safe	0.31	0.000
Seeing and feeling Milford Sound, I felt like I was in another world	well-organised	0.31	0.000
I experienced feelings I never felt before	in harmony with Nature	0.31	0.000
The number of people in Milford Sound did not detract from my experience	in harmony with Nature	0.31	0.000
safe	fitting with its World Heritage Status	0.31	0.000
quiet	fitting with its World Heritage Status	0.31	0.000