

**Table 1:** Number of respondents by stakeholder group and data collection method.

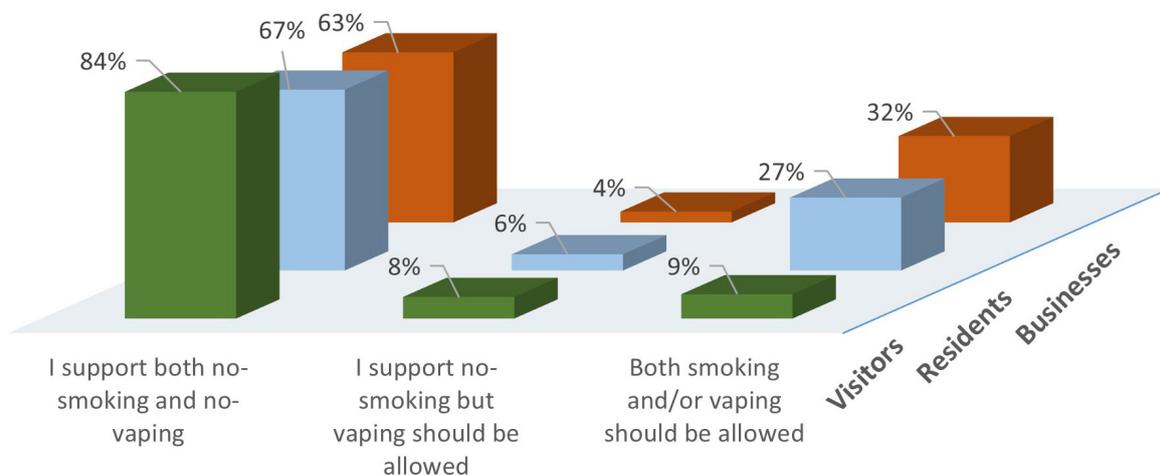
Group	Survey method	Number of respondents
<b>Visitors</b>	<b>Feedback cards*</b>	<b>548</b>
	Face-to-face on the street	132†
		680‡
<b>Residents</b>	<b>Face-to-face on the street</b>	<b>56</b>
	Online, linked via social media group	145
	Online, linked via community newsletters	21
		222
<b>Businesses</b>	<b>Face-to-face interview</b>	<b>23</b>
	Online, via personalised email link	31
		54
Total	548 pen-and-paper + 211 face-to-face + 197 online	956
Observations	Conducted over four sites and two time-points (January and April 2019)	10hrs 45min

\* Visitor responses collected via feedback cards placed in the receptions and compendiums of 22 participating accommodation providers within the village (including hotel, motel, bed & breakfast, backpacker, and camping).

† 104 domestic and 28 international visitors were interviewed face-to-face on the streets.

‡ 537 domestic + 143 international visitors.

**Figure 1:** Respondents' support for the zone being both smokefree and vapefree, smokefree only, or neither smoke-free or vapefree, by stakeholder group.



**Table 2:** Summary of qualitative findings, by stakeholder group.

	<b>Supportive responses</b>	<b>Unsupportive responses</b>
<b>Visitors</b>	Overall, most of the visitors’ comments were supportive of the smokefree and vape-free zone, including that smoking and vaping should be regulated in the same way with respect to public outdoor spaces. Respondents noted the health risks related to second-hand smoke, and the annoyance caused by smoking and vaping. Respondents also commented on the potential for vaping to model addictive behaviours to children.	A small number of visitors’ comments were unsupportive, and these generally referenced issues of individuals’ rights and freedoms.
<b>e.g.</b>	Vaping is “interfering with others’ space”; “intrusive to others”; [regarding vaping] “Kids copy what adults do ...”	“nana state”; “totalitarian state”; ... [vapers should] “just be respectful to others.”
<b>Residents</b>	Overall, most of the comments were supportive of the smokefree and vape-free zone and typically focused on the collective good, rather than on individuals. Residents placed value on the concept of smokefree and vape-free as a marketable point-of-difference for the village. Applying the same rules to both activities was seen to simplify the policy and guard against vaping “taking off”.	A small number of residents submitted strongly oppositional responses, characterised by declarations about individual freedoms and the curtailment of individual rights and liberty.
<b>e.g.</b>	“It is what is best for the community not the smokers”; “being seen as a smokefree destination”; [the idea of] “clean, fresh, mountain air”.	“If it’s not illegal, it shouldn’t be banned.” “Freedom of choice.”
<b>Businesses</b>	Most of the business representatives considered the zone to be a net-positive for the village. Respondents also commented that non-smokers should be able to enjoy the outdoor public spaces and not be exposed to the by-products of smoking and vaping. Business respondents also emphasised the desire for ongoing strengthening of smokefree and vape-free policy in the village.	There was concern expressed by some business representatives that local businesses might be disadvantaged by the zone, compared with businesses in tourist destinations that do not have similar smoking and vaping restrictions.
<b>e.g.</b>	“Good concept. Need to be realistic about timeframes to become ‘normal’, stick with it! Long-term”; “I think it’s fantastic.” “People should be able to enjoy our outdoor spaces with fresh air.”	“We now have serious competition from other areas in the South Island and cannot afford to be picky on who comes here”; “dictating to people”; “restricting individual choice”.