

## West Coast Visitor Trends- January 2021

**Key figures January 2021**

Average daily visitors: 5032

Total monthly visitor spend: \$21.6m

Average daily spend: \$698k

Average daily spend per visitor: \$139

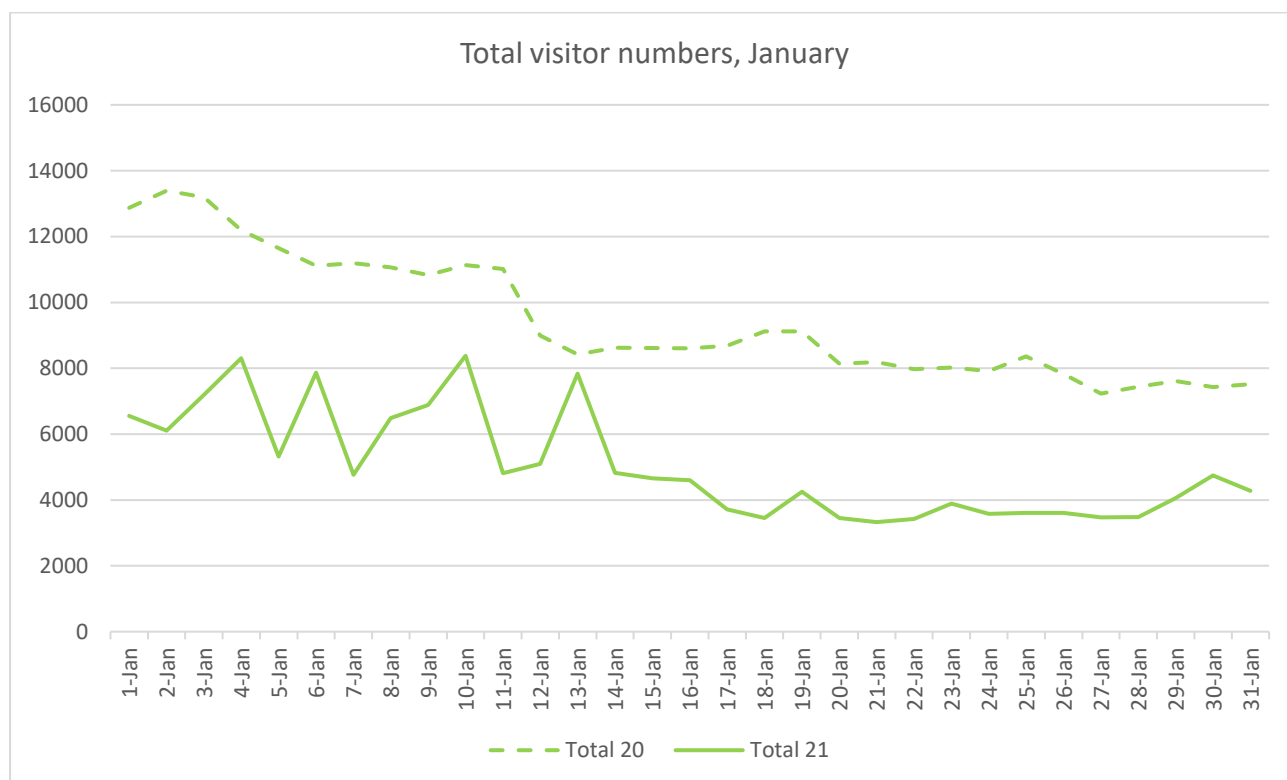
Average length of stay: 1.6 nights

Accommodation occupancy rate: 32.8%

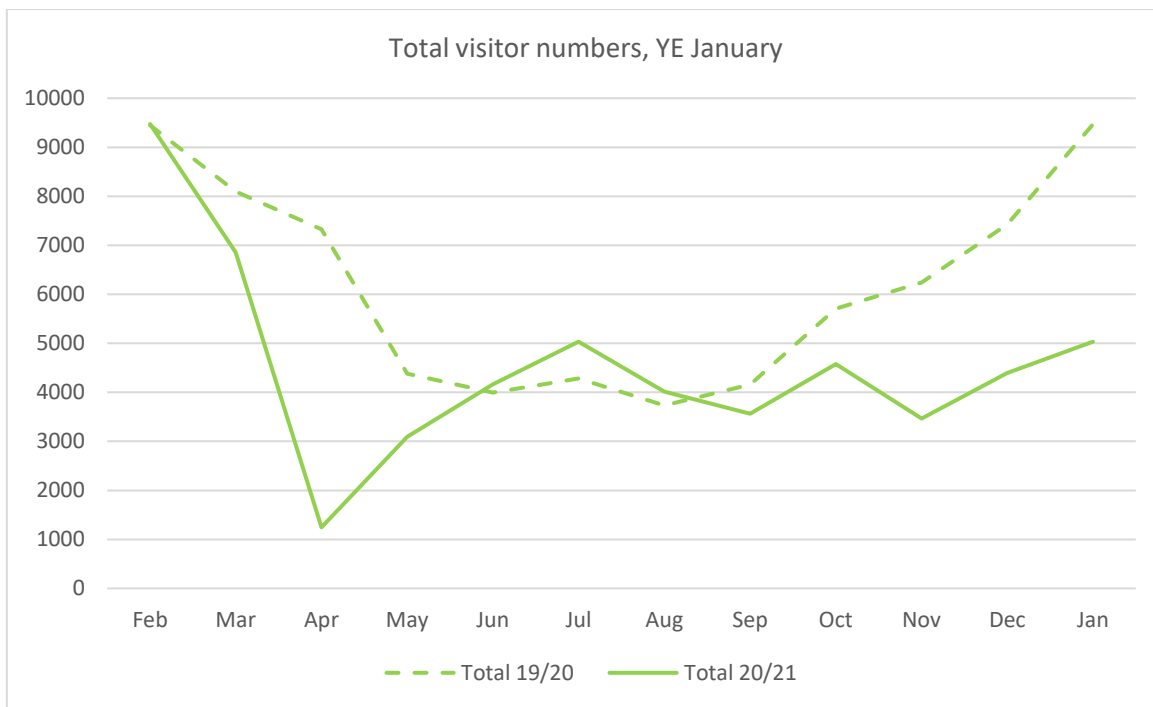
Airbnb occupancy rate: 53%

### Visitor numbers

Dataventures figures show that an average of 5032 visitors were in the West Coast region per day in January 2021, down -47% from January 2021. Visitor numbers fluctuated in the first half of the month, with noticeable spikes on the 4<sup>th</sup>, 6<sup>th</sup>, 10<sup>th</sup> and 13<sup>th</sup> of January.

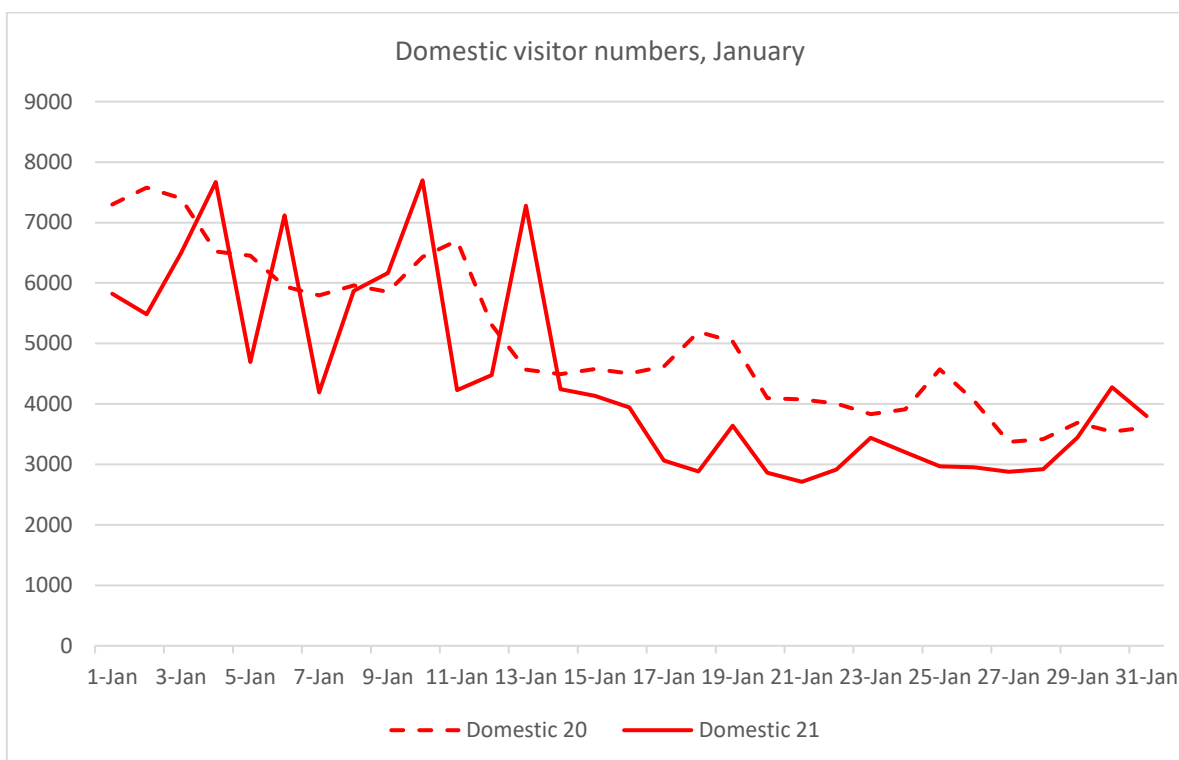


Source: Dataventures



Source: Dataventures

88% of visitors in January 2020 were domestic visitors. Domestic visitor numbers in January 2021 were down -12% from January 2020. Domestic visitor numbers fluctuated significantly more so in the first half of the month than the same time in the previous year.

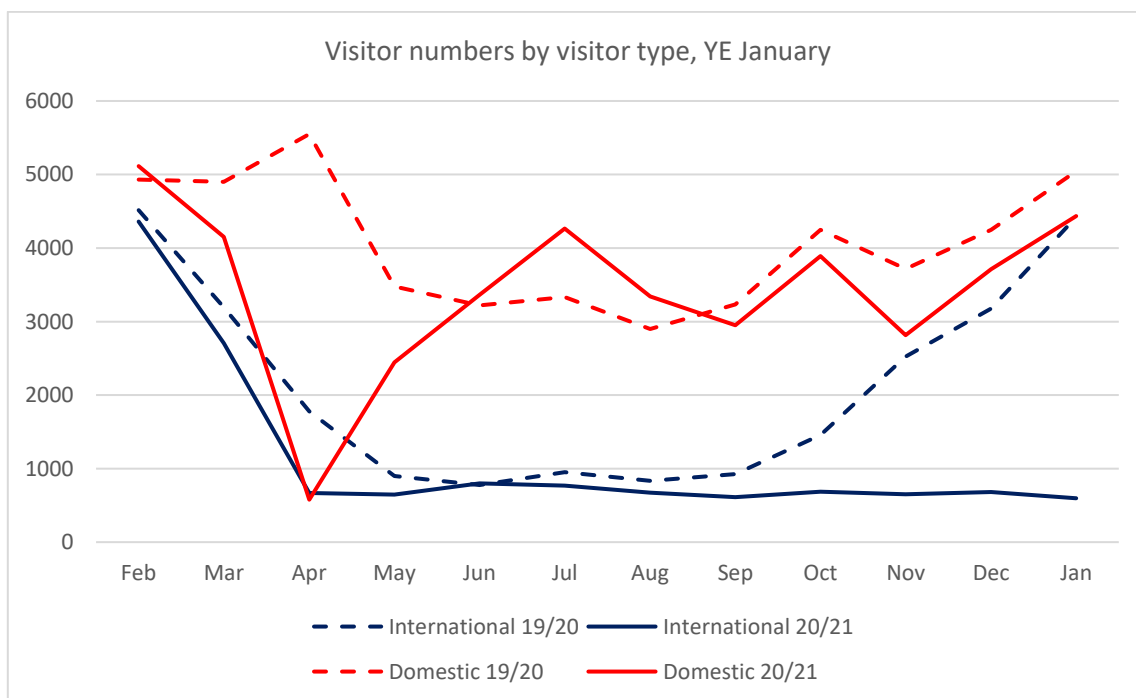


Source: Dataventures

As expected, international visitor numbers were significantly down. International visitor numbers were -86% lower than those of January 2020, falling from 4422 average daily visitors to 597.



Source: Dataventures



Source: Dataventures

### Visitor spending

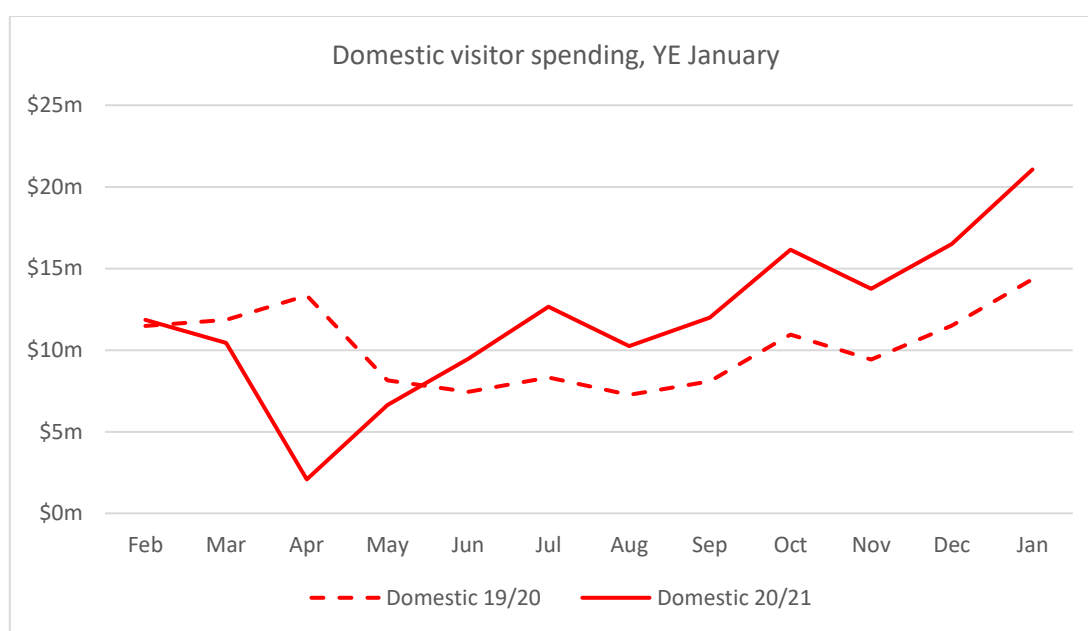
Spending data below is sourced from MBIE'S TECT data. This differs from the previously used MRTE's which estimated additional spend via cash and online purchases. For this reason, spending data shown here will be noticeably lower than previous figures from the MRTE's.

Visitor spending in January was \$22m, down -24% from January 2020. Visitor spending for the YE January 2021 was \$169m, down -20% from the YE January 2020.



Despite a reduction in the number of domestic visitors in the region compared to the same month the previous year, domestic visitor spending in January 2021 was 47% or \$6.7m higher than that of January 2020.

Domestic visitor spending over the YE January 2021 was 17% higher than in the YE January 2020, with domestic visitor spending increasing by \$21m from \$122m to \$143m.



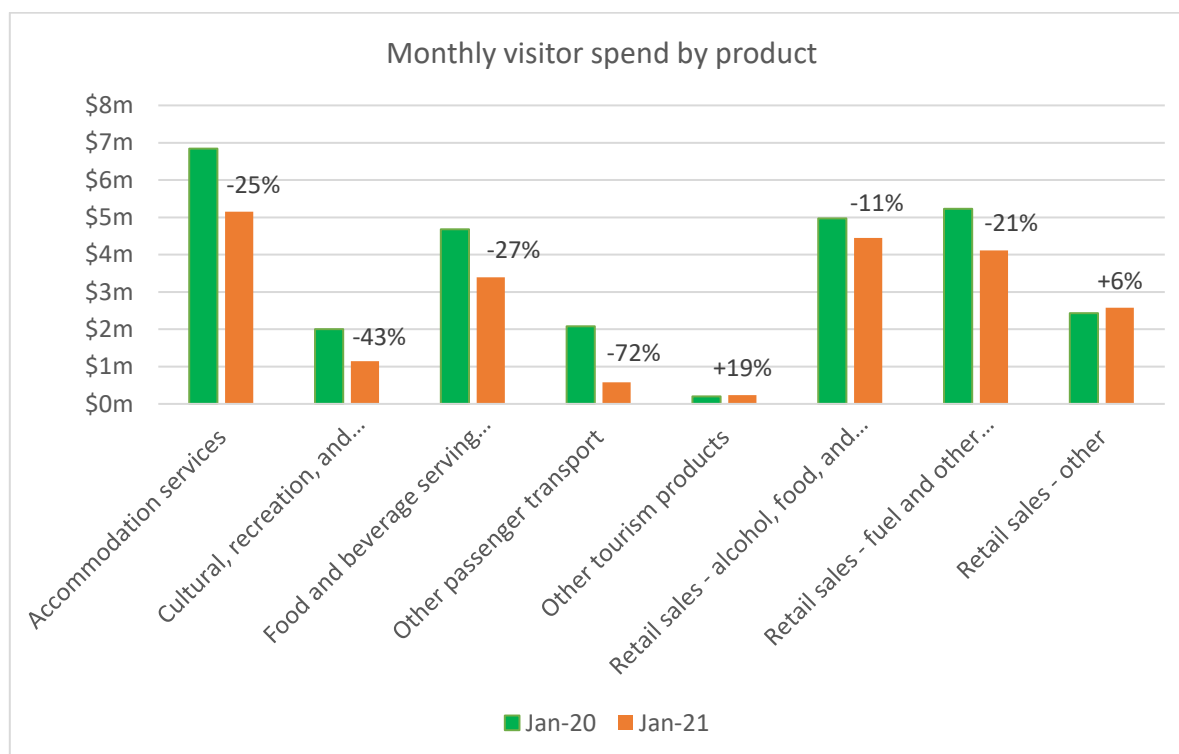
As expected, international visitor spending was significantly down. International visitor spending in January 2021 was -96% lower than that of January 2020, a reduction of \$13.5m. International visitor spend for the YE January 2021 was -70% below that of the YE January 2020.



Source: MBIE

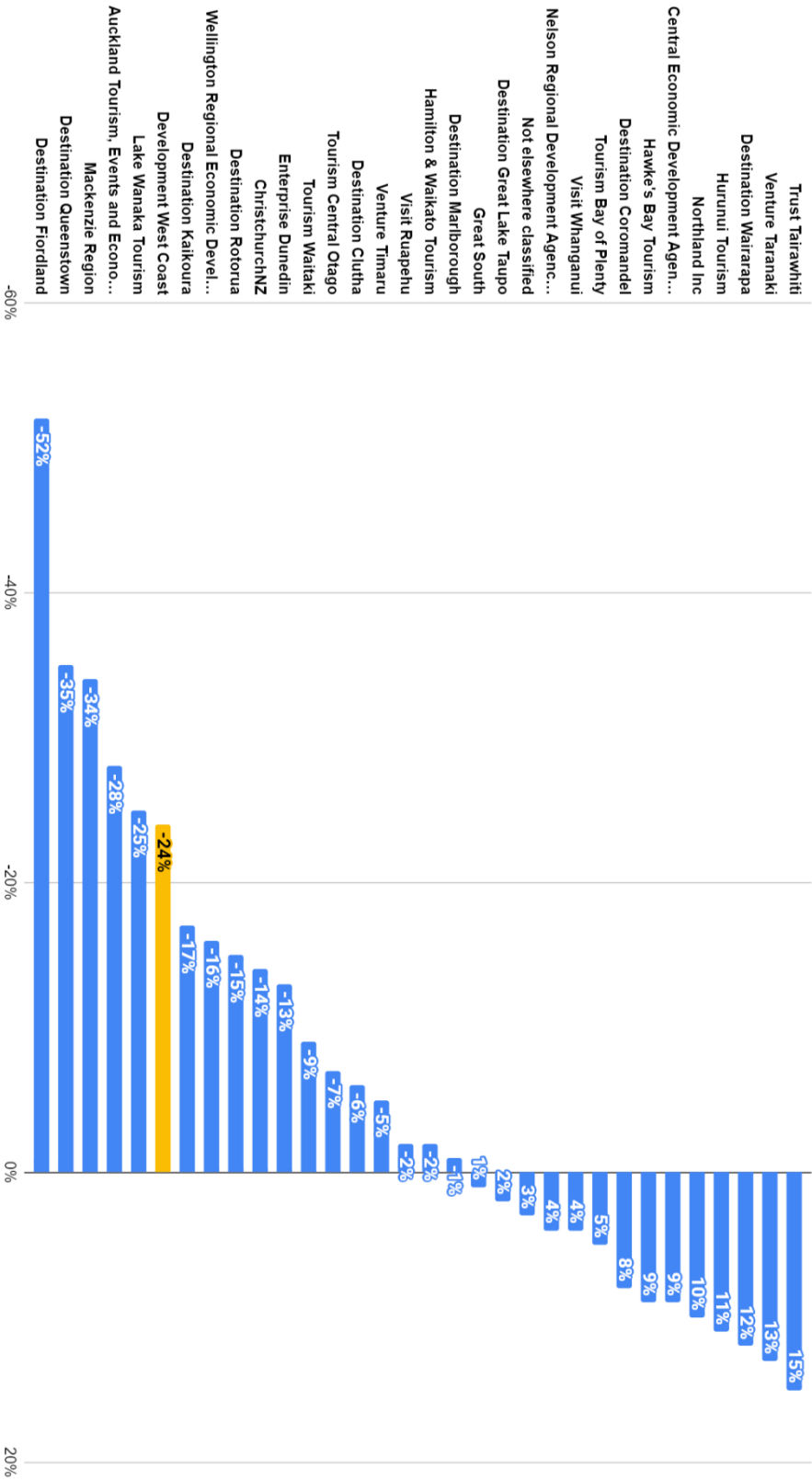
The highest level of visitor spending occurred in the accommodation services category, with \$5.15m spent on accommodation by visitors to the West Coast in January 2021. Retail sales of food, beverage and alcohol attracted the second highest level of visitor spending at \$4.45m.

There was a reduction in visitor spending compared to January 2020 across all categories aside from 'other tourism products' and 'retail sales-other'. The largest reductions in real terms occurred in accommodation services (down \$1.69m), other passenger transport (down \$1.5m) and food and beverage serving services (down \$1.29m).



Source: MBIE

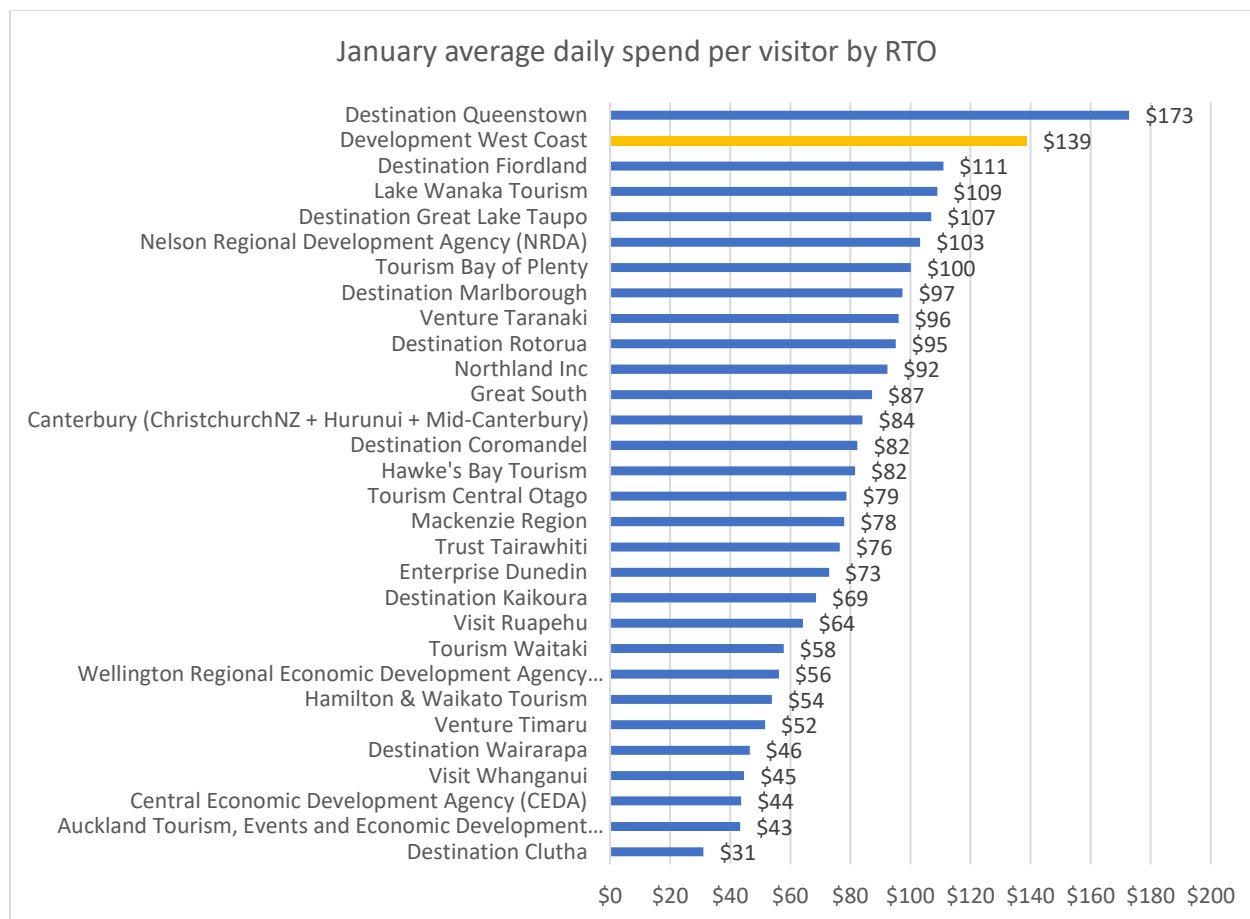
Jan 21 vs Jan 20 visitor spending growth by RTO



Source: MBIE

### Daily spend per visitor

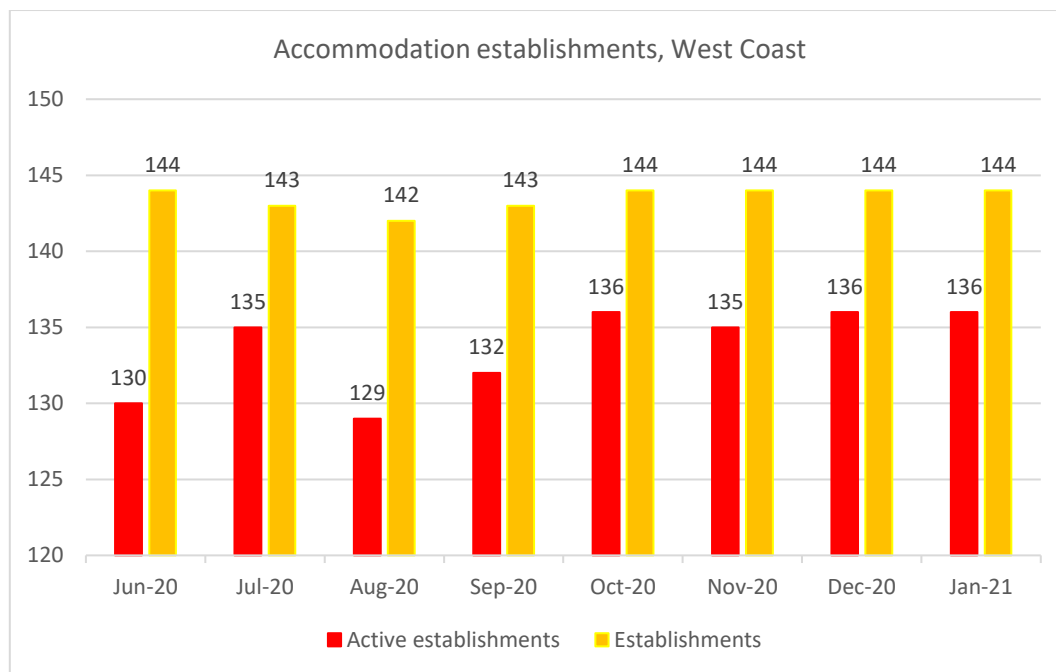
Combing visitor spending figures for the month with visitor numbers from Dataventures shows that the average daily spend per visitor in the West Coast was \$139 in January 2021. This was the second highest daily spend per visitor across New Zealand. The average daily spend per visitor across New Zealand was \$81.



## Accommodation

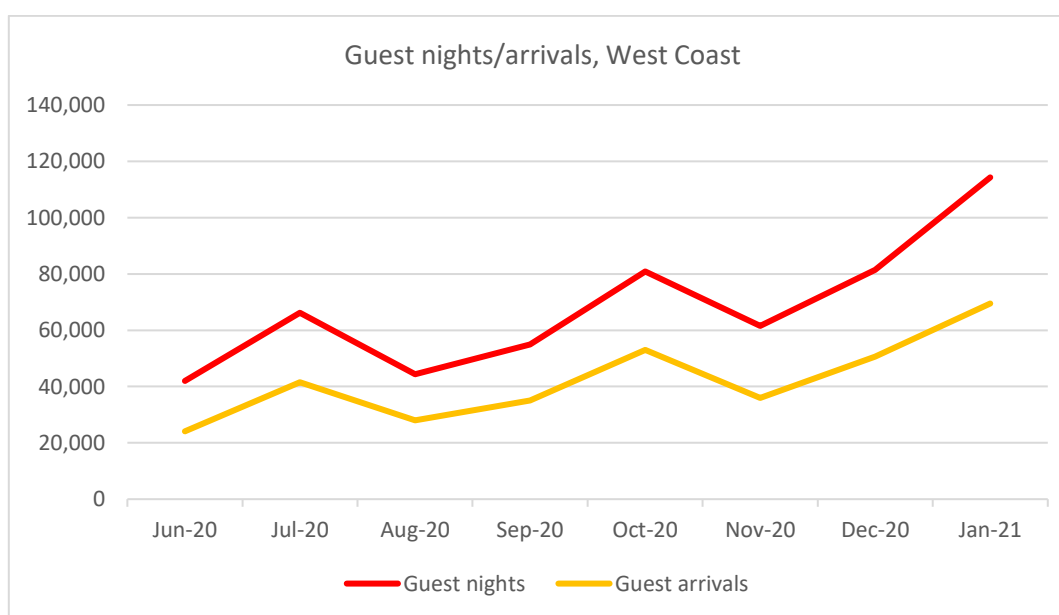
Due to a lack of accommodation data, year-on-year comparisons are not possible. Current data is available for June 2020 onwards.

136 of the West Coast's 144 accommodation establishments were listed as active in January 2021. Of these, 32 were in Grey District, 35 in Buller District and 69 in Westland District. Active establishments were lowest in August, when 129 out of 142 establishments were active.



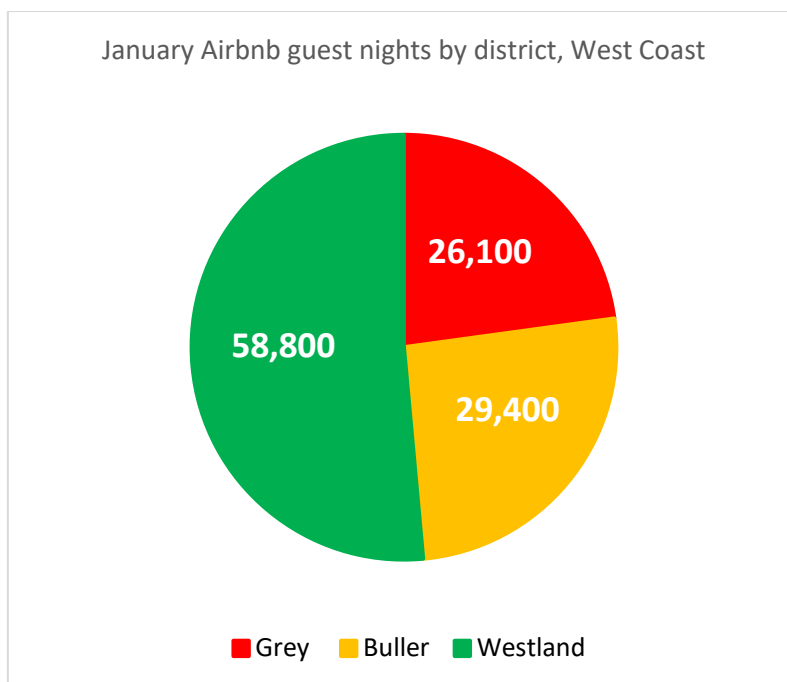
Source: Accommodation Data Programme

Accommodation guest nights totaled at 114,300 nights, the highest recorded monthly guest nights in the last six months. 85% were spent in Westland District. The average occupancy rate was 32.8%, which was also the highest recorded figure for this indicator in the last six months. Recorded guest arrivals for January 2020 were 69,500 and the average length of stay was 1.6 nights.



Source: Accommodation Data Programme





Source: Accommodation Data Programme

### Airbnb

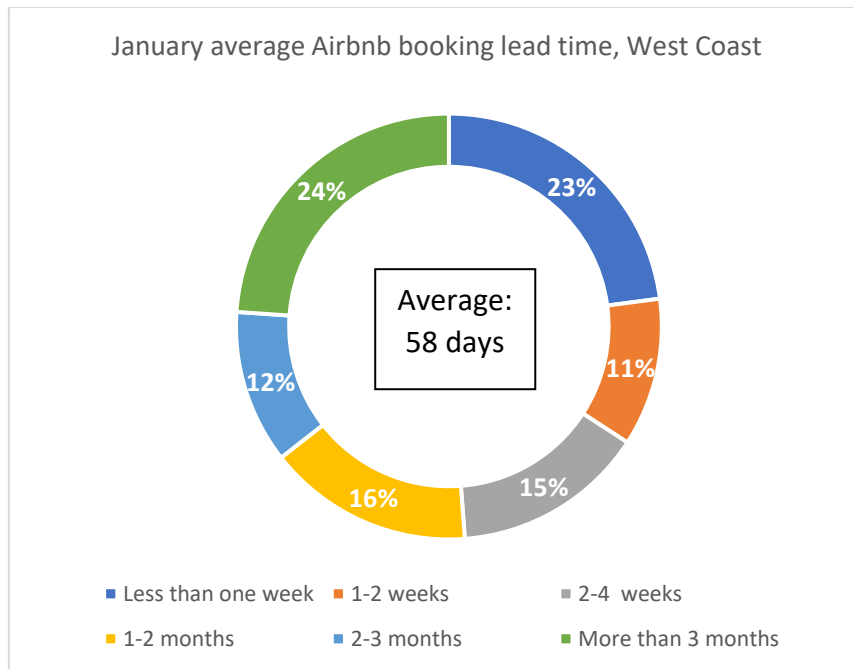
There 695 active rentals listed on Airbnb in the West Coast region in January 2021. 300 of these were in Westland District, 145 in Grey District and 250 in Buller District. 72% of these were for entire homes.

489 listings were booked over the month, with a total of 6977 listings nights booked. Combining nights spent in commercial accommodation with nights spent in Airbnb's indicates that Airbnb made up approximately 6% of total guest nights.

The average occupancy rate was 53%. This was the highest monthly occupancy rate since occupancy fell significantly in April/May 2020.

The average daily rate was \$155 for entire homes and \$111 for private rooms. Monthly Airbnb revenue in the West Coast region was \$1.5m, down -41% or \$1.04m less than that of January 2020.

The average booking lead time for January 2021 was 59 days for listings in Westland District, 62 days for listings in Buller District and 53 days for listings in Grey District. This produces an average booking lead time for the West Coast region of 58 days. On average, 23% of listings occupied during January 2021 were booked less than a week in advance; 11.3% one-two weeks in advance; 14.7% two-four weeks in advance; 15.7% one-two months in advance; 11.7% two-three months in advance and 24% booked over three months in advance.

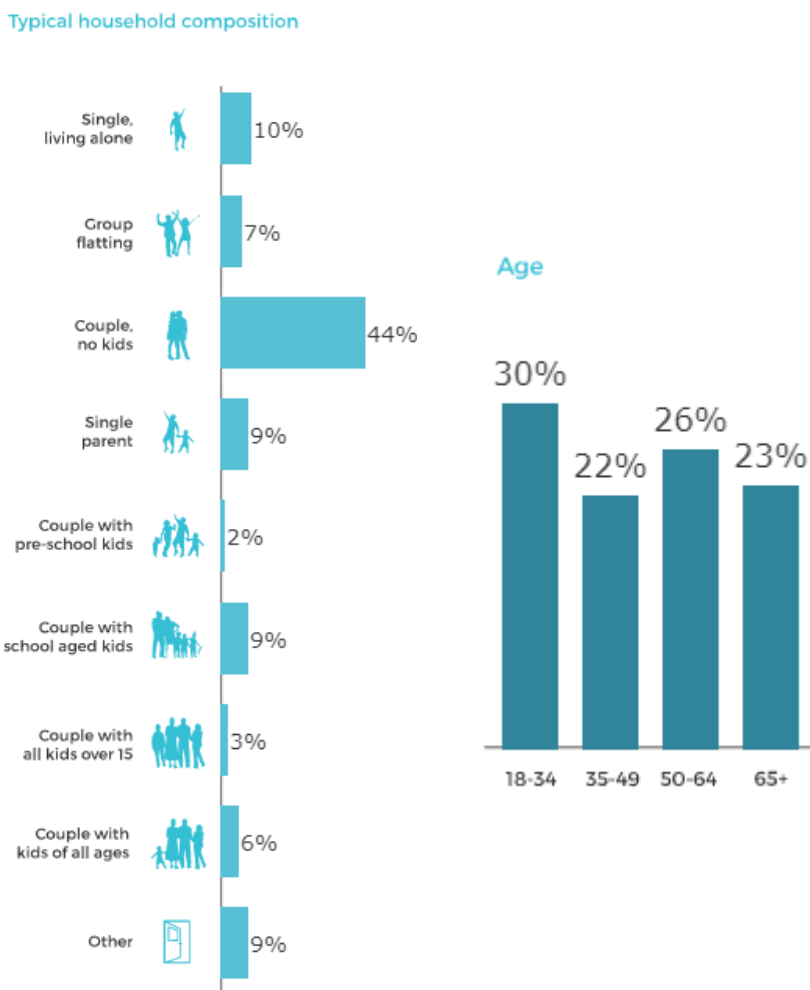


Future demand analysis shows a spike in future bookings over the Easter period. This peaks on Saturday the 3<sup>rd</sup> of April, with an average of 72% of Airbnb listings in the West Coast region currently booked. There are some smaller spikes over the weekends for the rest of April, with 28% of listings booked on Saturday the 10<sup>th</sup>, 25% on Saturday the 17<sup>th</sup> and 32% on Saturday the 24<sup>th</sup> (ANZAC weekend). Pre-bookings remain low for the rest of the year, with booked rooms making up less than 5% of listings for most of the remainder of the year. There are minor spikes on Saturday 8<sup>th</sup> of May (11% booked) and Saturday 5<sup>th</sup> of June (Queens Birthday- 12% booked).

### Visitor Profiles

The Domestic Growth Insight Tool considers there to be just over 2 million potential domestic trips to the West Coast to be tapped into, with 1.7 million of these being potential overnight trips.

Of those who express an interest in visiting the West Coast, the largest proportion is those aged 18-34 (30%). 75% intend to travel without children, and 44% are couples with no kids. 58% are female. The average household income of those expressing an interesting in visiting the West Coast is \$80,482.



Source: Domestic Growth Insight Tool

24.4% of those interested in visiting are from Canterbury, 16.3% are from Auckland, 10% are from within the West Coast (interested in local travel), 5.5% are from Wellington and 4.6% from Waikato.

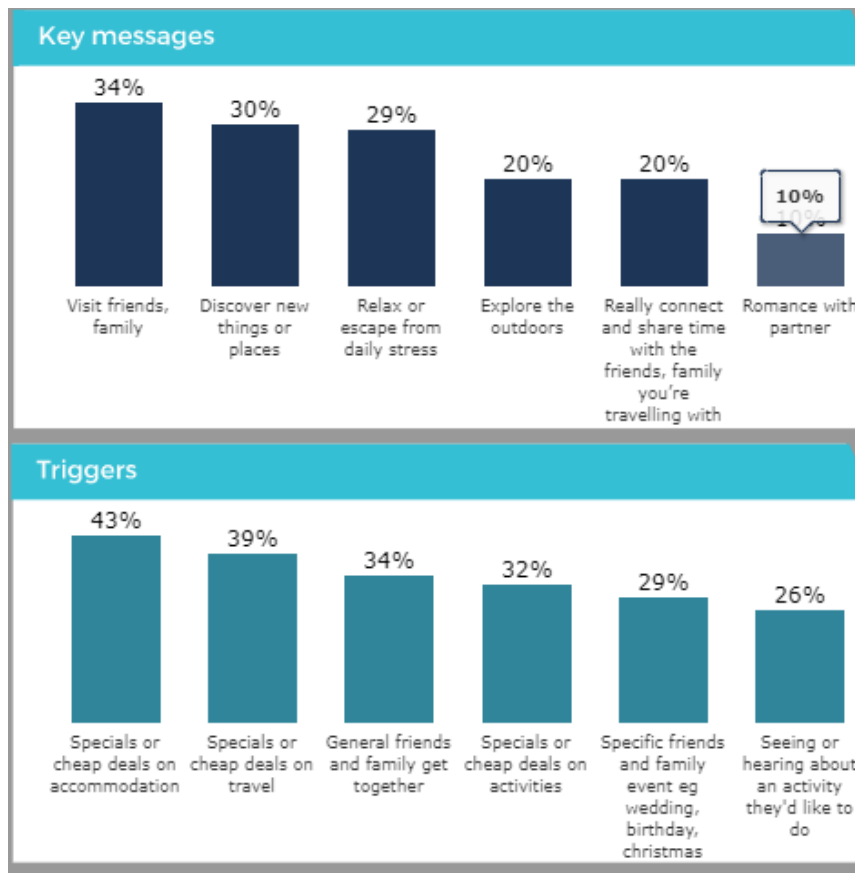
The activities that these potential visitors are most interested in doing when they travel are short walks in wilderness areas (32%); shopping at farmers/local food markets (20%); eating at local restaurants (19%); bathing in hot pools (18%), half or full day hikes (18%) and whale watching boat trips (16%).

The most favored forms of accommodation among those interested in visiting the West Coast are motels (43%), with friends or family (42%), hotels (30%) and in rented rooms like Airbnb (22%). The median price they are willing to pay for accommodation is \$150 per night.

Messages considered to be the most key for reaching these potential visitors are visiting friends and family and discovering new things or places.

The most common length of times that potential visitors to the West Coast decide in advance they are going to visit a destination is 2-3 months before (36%), followed by one month (24%). Potential visitors are most likely to book all or the majority of their bookings once they are on their trip (52%).

The activities most commonly associated with the West Coast region are scenic train trips, multi-day hikes, the NZ Great Walks, short walks in wilderness areas and seeing seals on land.



Source: Domestic Growth Insight Tool