

Development West Coast Visitor Trends July 2021

Key figures July 2021

Average daily visitors: 4,899
 Total monthly visitor spend: \$9.6m
 Average daily spend: \$309k
 Average daily spend per visitor: \$63
 Average length of stay: 1.9 nights
 Accommodation occupancy rate: 22%
 Airbnb occupancy rate: 40%

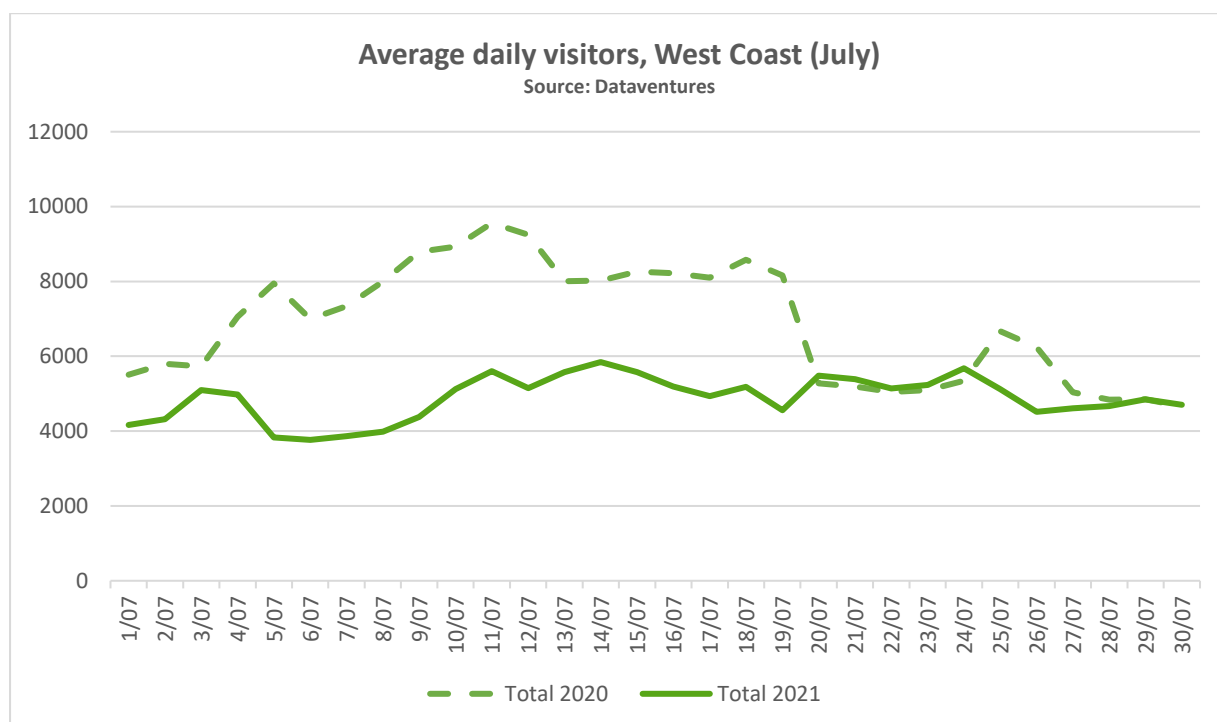
Visitor numbers

Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

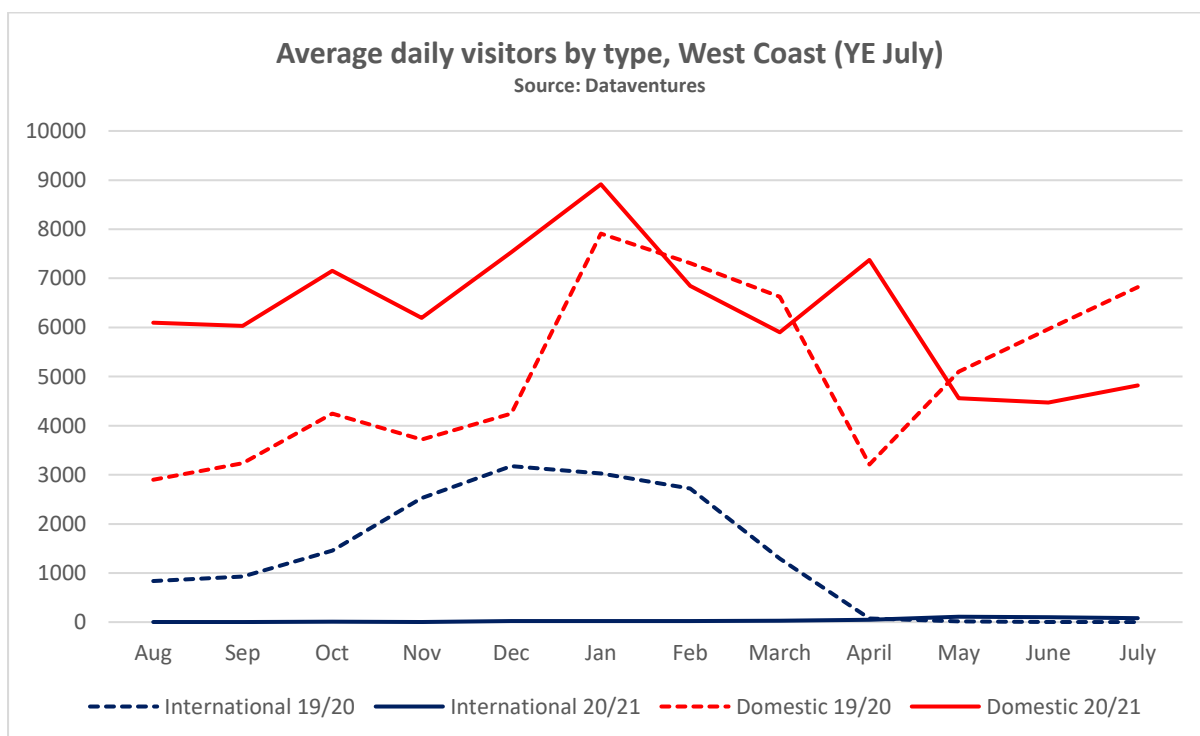
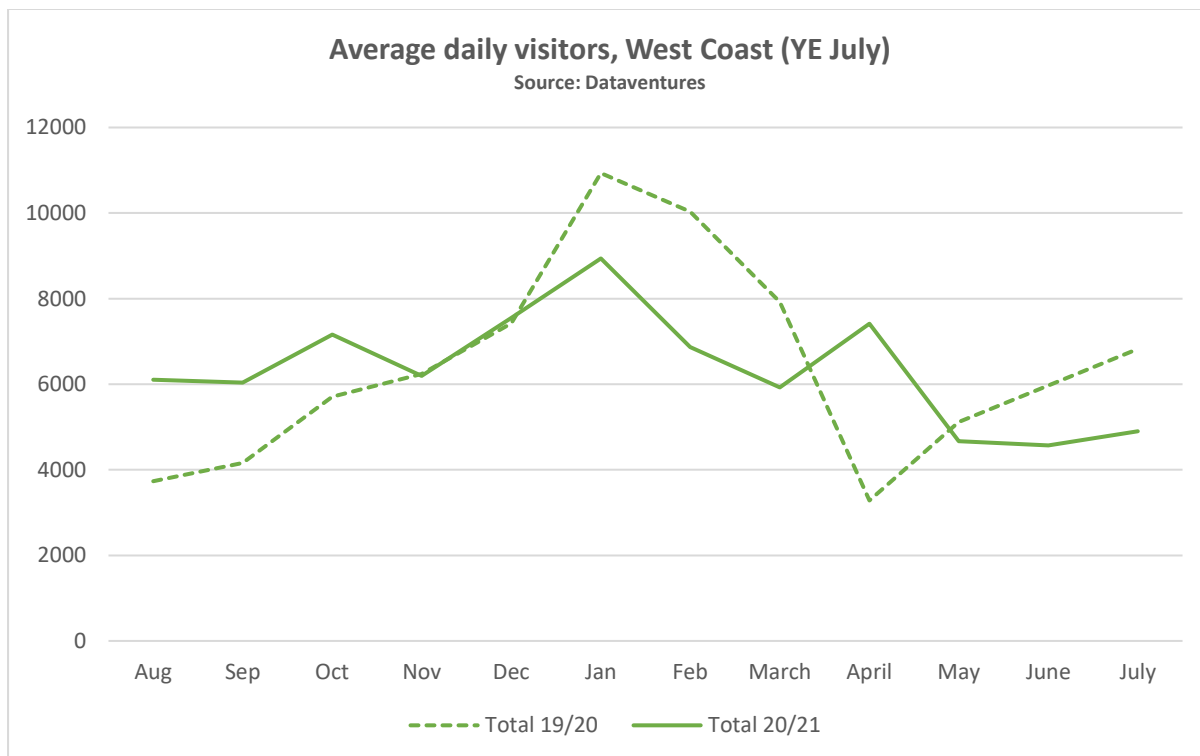
Please note that Dataventures have revised their data, meaning figures reported here may differ from previous reports.

An average of 4,899 visitors were in the West Coast region each day in July 2021. This was an increase of 14% or 615 average daily visitors from July 2019, and a decrease of -28% or 1921 average daily visitors from July 2020.

An estimated 4818 of these were domestic visitors, up 45% or 1484 average daily visitors from July 2019 and down -29% or 2001 average daily visitors from July 2020. An average of 81 international visitors were in the West Coast region in July 2021, down -91% or 869 average daily visitors from July 2019.



Over the YE July 2021 period, an average of 6,361 visitors were in the West Coast region each day. This was a reduction of -1% or 84 average daily visitors when compared to the previous 12-month period. At least 6,324 of these were domestic visitors. Average daily domestic visitor counts were up 24% or 1,216 visitors compared to the YE July 2020. The number of international visitors in the region each day over the YE July 2021 fell by -97% from the previous 12-month period. This reflects a decrease in average daily international visitors from 1337 to 37; a reduction of -1,300 average daily visitors.

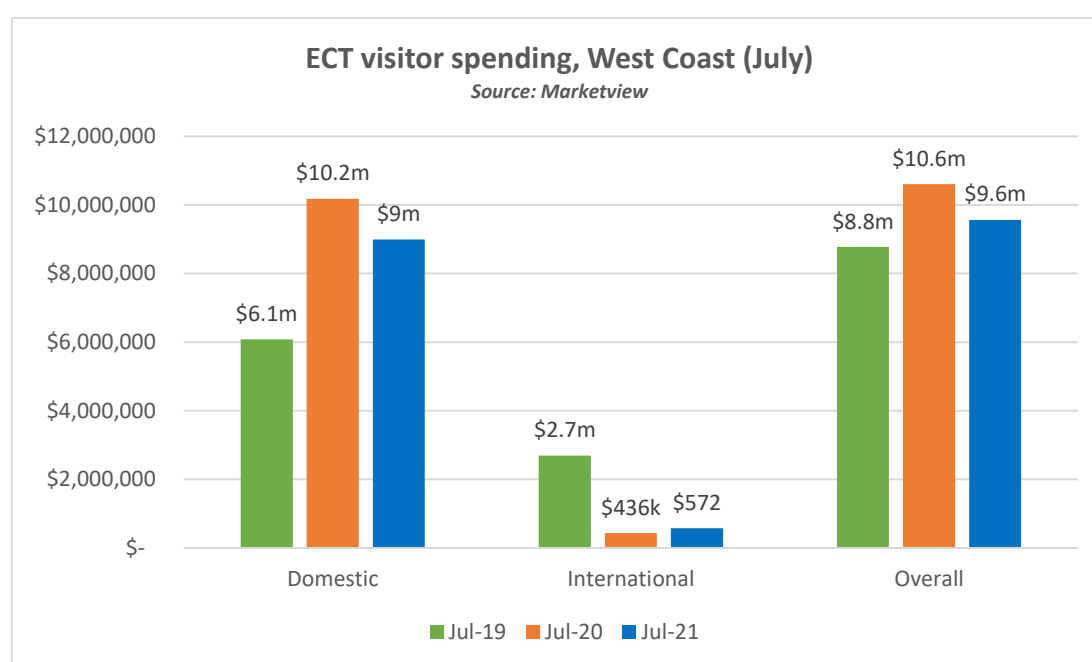


Visitor Spending

Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Paymark network. This does not include cash spending, online pre-purchases or payments outside of the Paymark network. Figures should be treated as an indicator of trends in ECT spending only, and not as a proxy for total tourism spending.

Monthly ECT visitor spending in the West Coast RTO region in July 2021 was \$9.6m, up 9% or \$791k from July 2019 and down -10% or \$1m from July 2020. ECT spending by domestic visitors made up \$9m of this, up 48% or \$2.9m on July 2019 and down -12% or \$1.2m from July 2020. International ECT visitor spend for the month was \$572k, down -72% or \$2.1m from July 2019 and up 31% or \$137k on July 2020.

Spending in Westland District made up 37.9% of monthly visitor spending in the West Coast region in July 2021, followed by Grey District (32.5%) and Buller District (29.7%).

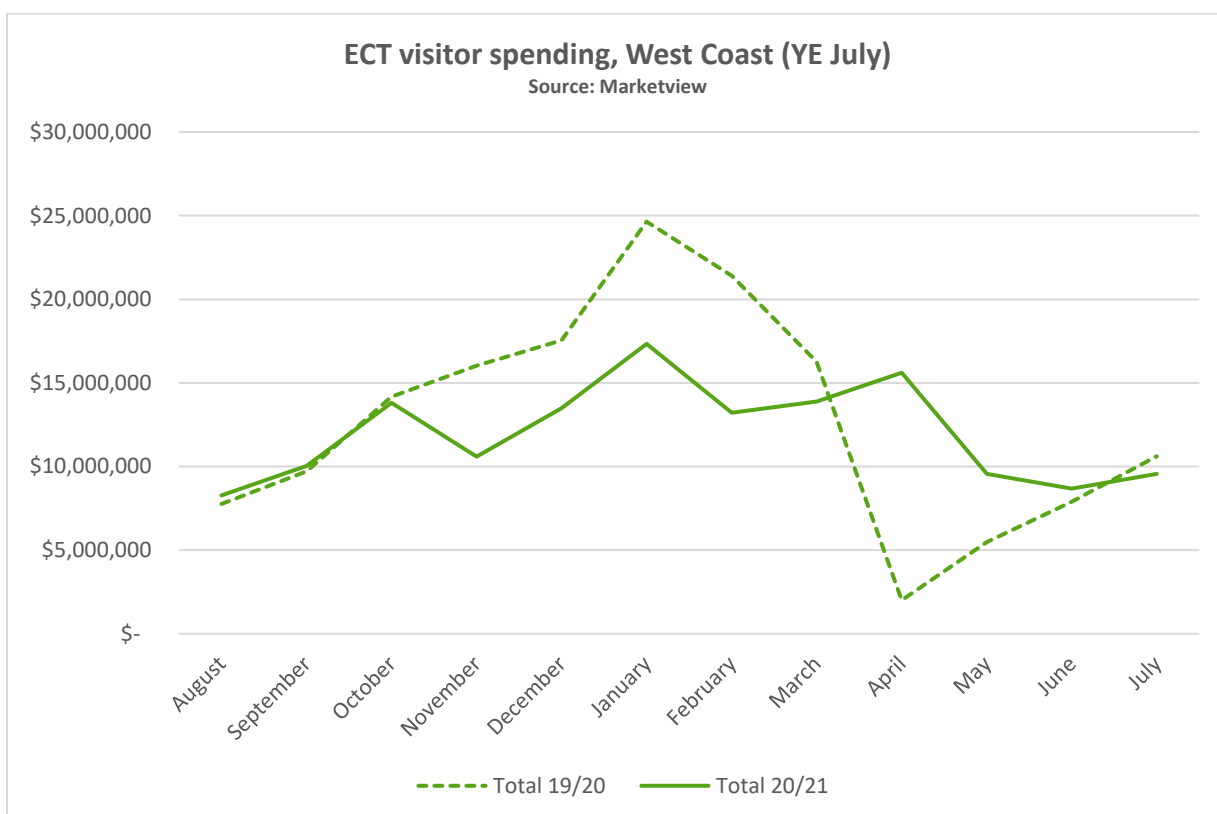
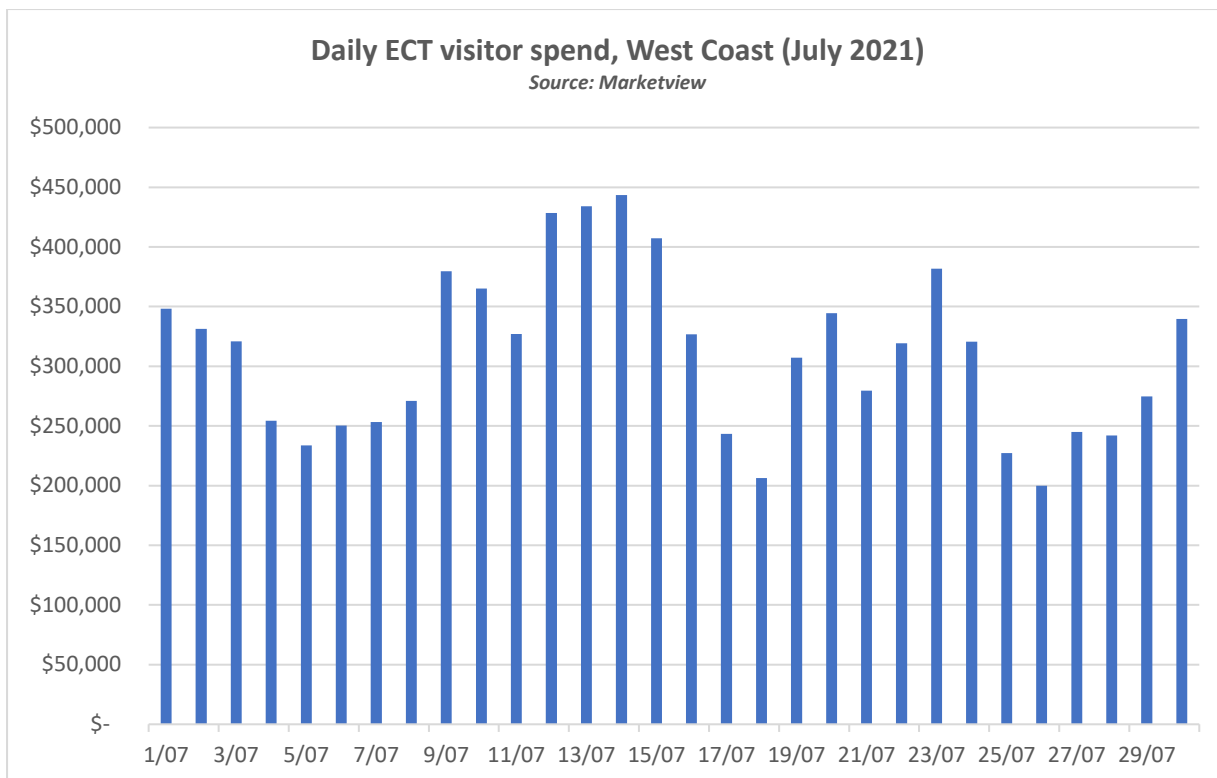


Average daily ECT visitor spending for July 2021 was \$308,590. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$63.

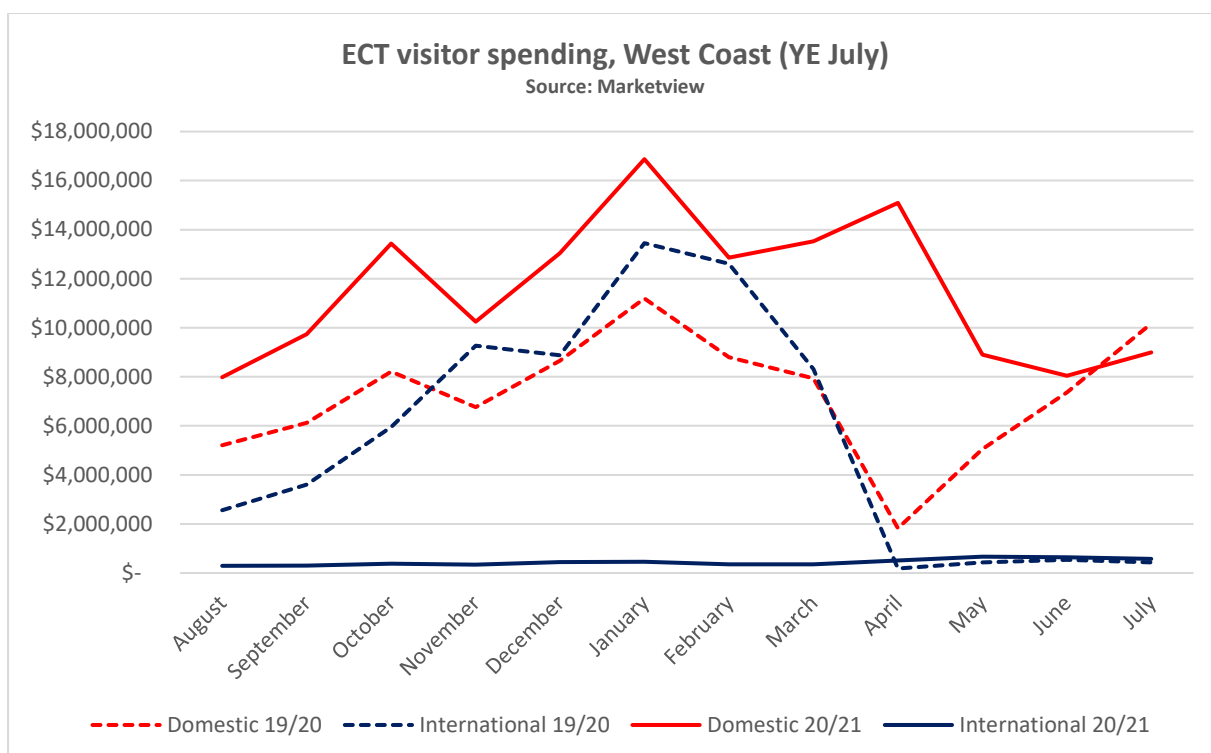
Daily ECT visitor spending was highest on Wednesday 14th July at \$443,552.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in July 2021 at 35%, followed by visitors from Auckland (11%); Otago (10%); Tasman (8%) and Wellington (6%).

ECT visitor spending for the YE July 2021 was \$144m, down -6.2% or -\$9.5m from that of the YE July 2020. Domestic ECT visitor spending for the YE July 2021 was \$138.7m, up 59% or \$51.4m compared to the previous 12-month period. ECT spending by international visitors was \$5.3m, down -92% or \$60.9m on the YE July 2020.

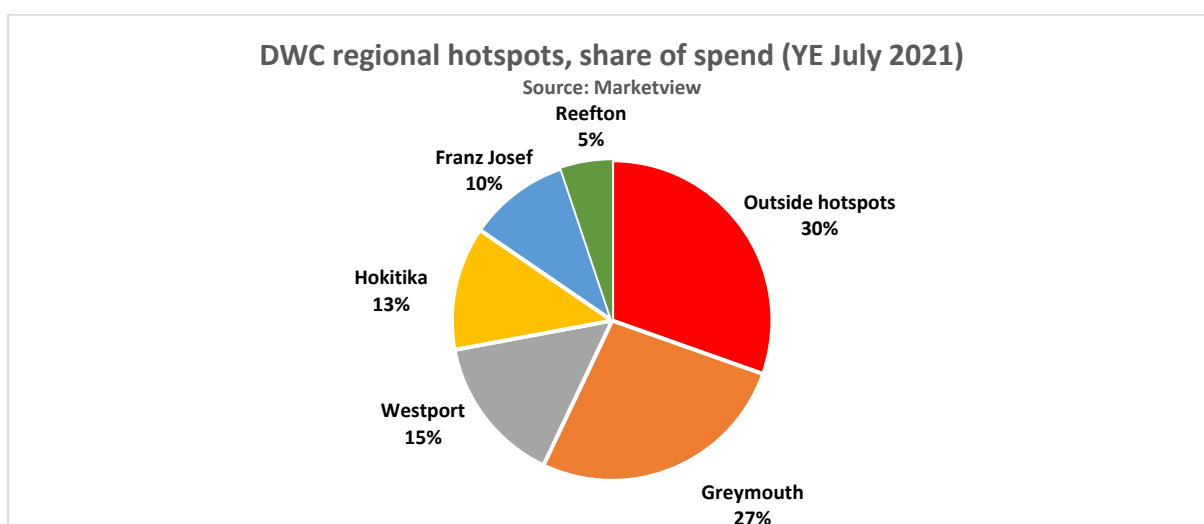


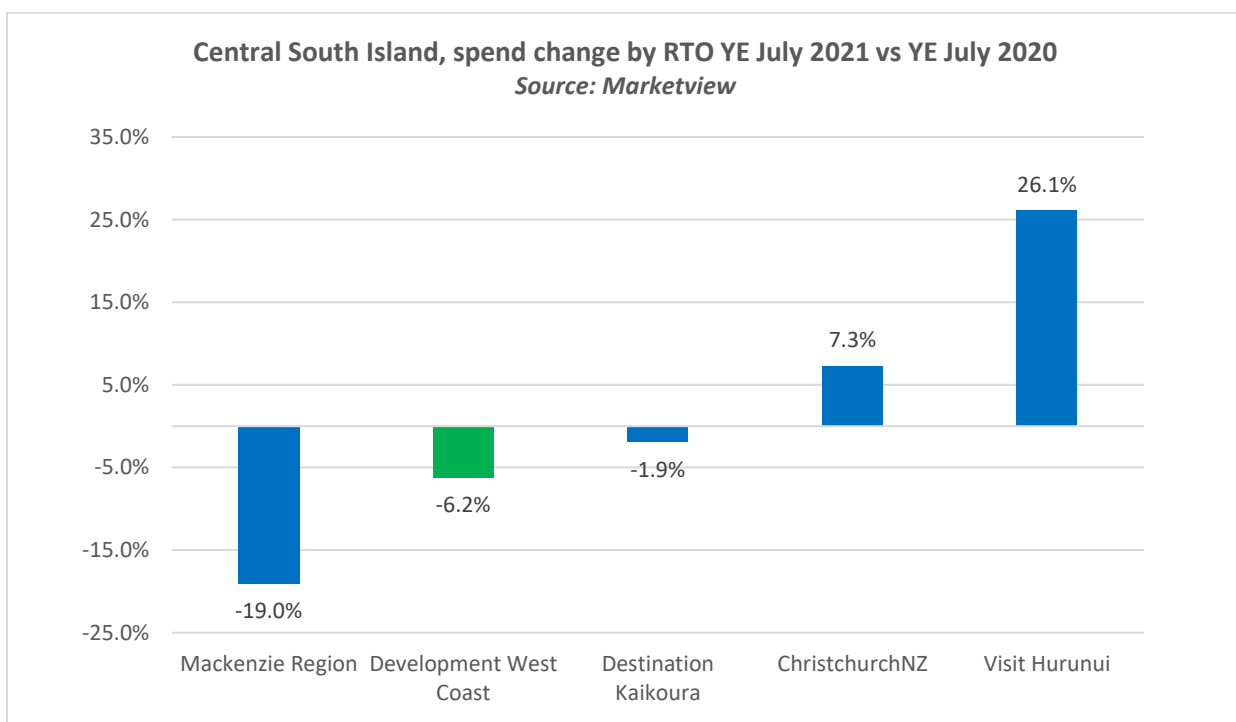
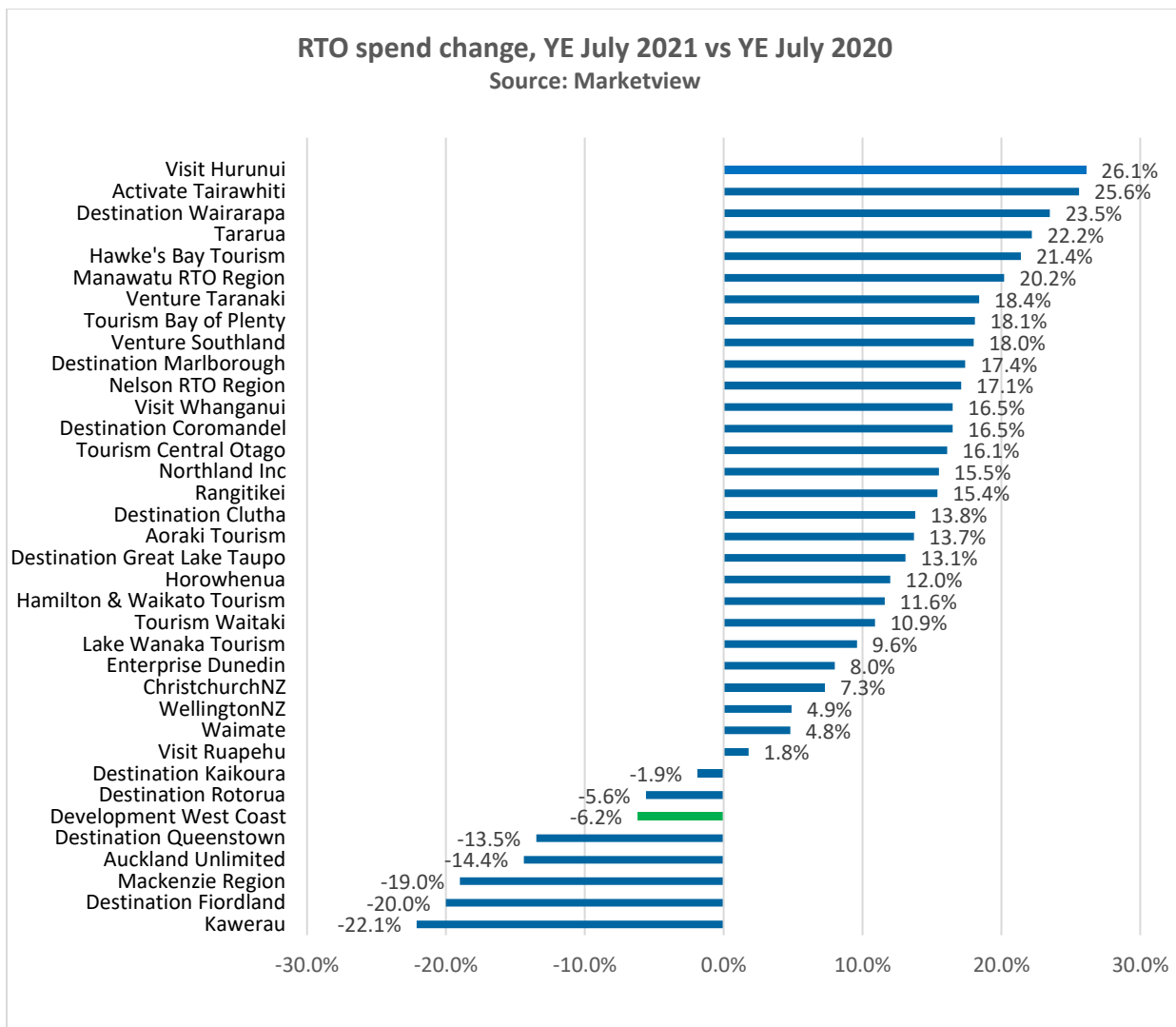
Regional hotspots



The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up **73%** of ECT visitor spending in the West Coast in July 2021 and **70%** in the YE July 2021.

Hotspot	July 2021 spend	Change from July 2019	Change from July 2020	YE July 2021 spend	Change from YE July 2020
Reefton	\$462k	+59%	+15%	\$7.4m	+48%
Westport	\$1.5m	+50%	+15%	\$21.6m	+25%
Greymouth	\$2.8m	+10%	-8%	\$38.4m	+12%
Hokitika	\$1.2m	+24%	-10%	\$18m	+6%
Franz Josef & Fox Glacier	\$975k	-41%	-26%	\$14.8m	-52%



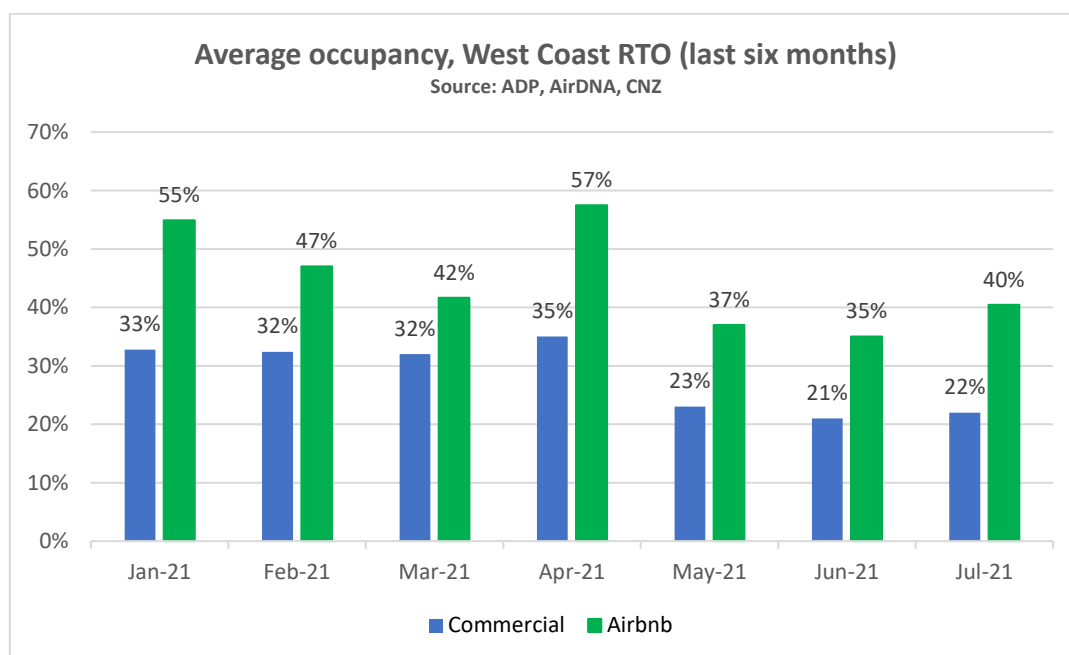
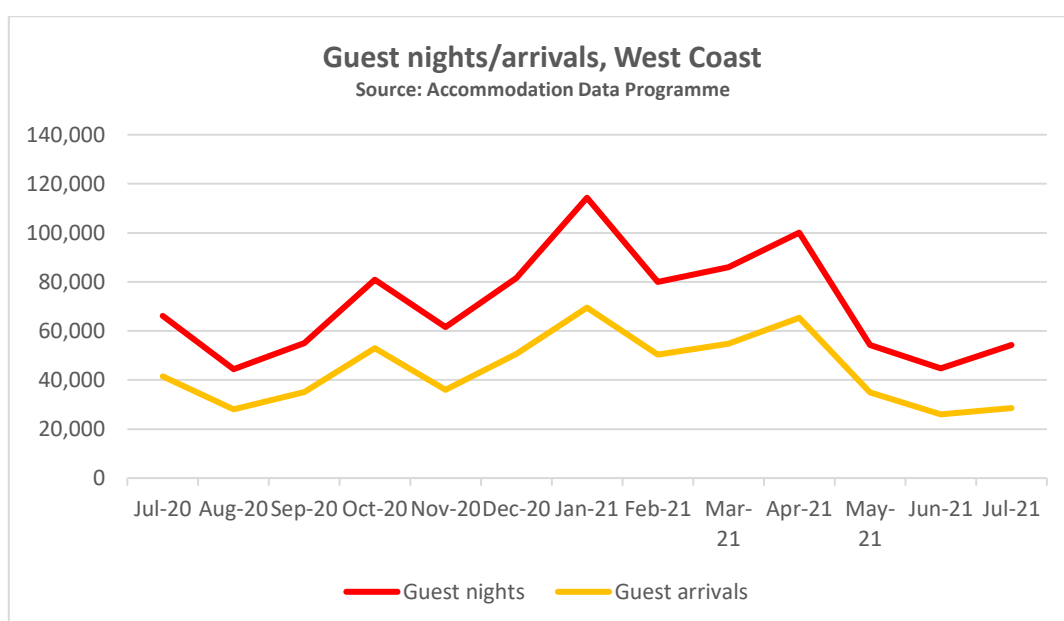


Accommodation

Commercial

41,500 recorded guest arrivals spent 54,200 guest nights in commercial accommodation in the West Coast RTO area in July 2021. Guest arrivals were down -31% from July 2020 and guest nights were down -18%. Of these guest nights, 48% were spent in the Westland District, 27% in Buller District and 25% in Grey District. Guest nights spent on the West Coast made up 2% of total guest nights in NZ for the month. 141 accommodation providers on the West Coast were registered on the ADP in July 2021, with 127 of these identifying as 'active'.

The average occupancy rate was 22%, below the national average of 45%. Occupancy in Grey District was 26%, followed by Buller District at 23% and Westland District at 20%. The average length of stay was 1.9 nights, below the national average of 2.2 nights.



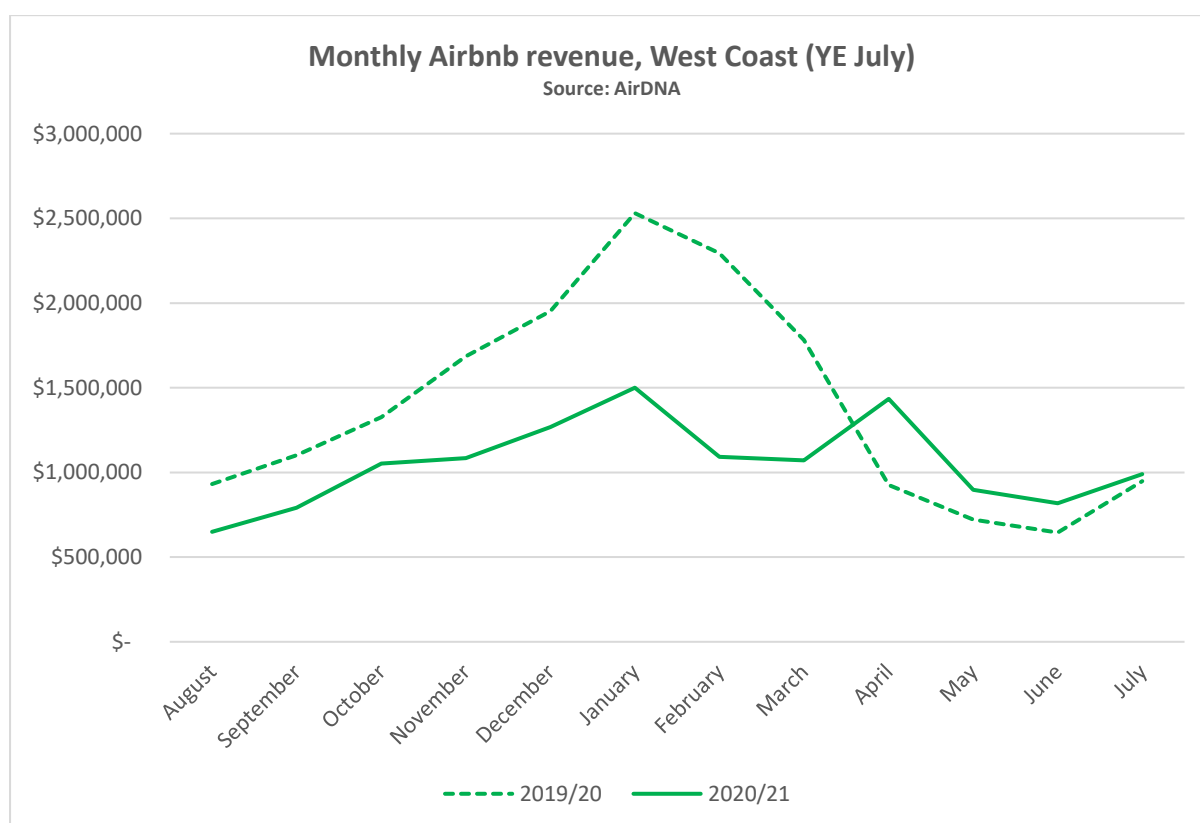
Airbnb

A total of 582 active rentals in the West Coast region were listed on Airbnb in July 2021, a decrease of 2 from the previous month. Of these, 44% were in Westland District, 37% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in July 2021 was 40%, up 3 percentage points from the same month last year.

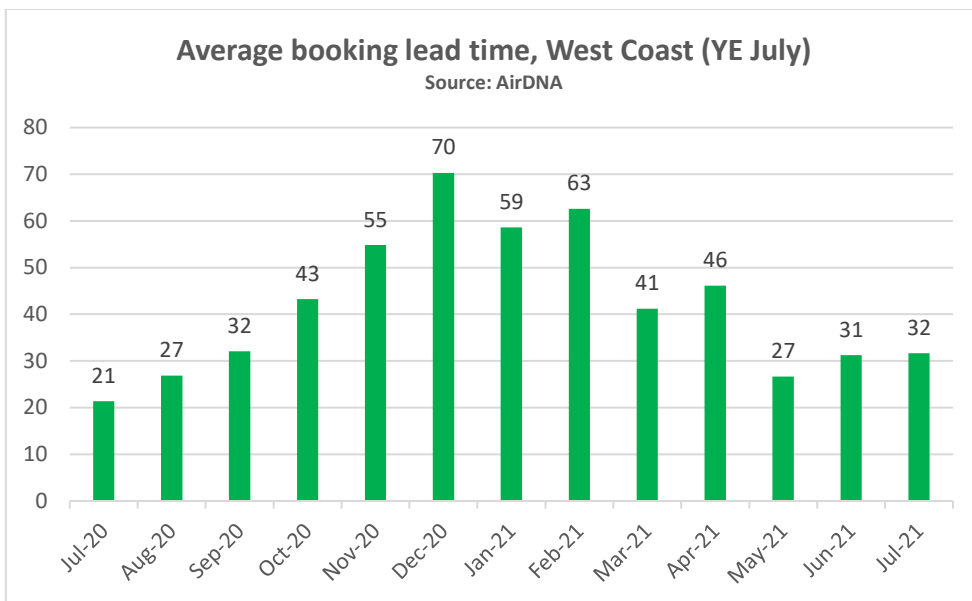
Average daily rates by listing type are listed below. Percentages show the change in ADR in July 2021 from June 2021 (if any).

Average daily rates by listing type, West Coast Airbnb (April 2021)					
District	Entire home		Private room	Shared room	
Westland District	\$156	-5%	\$125	\$35	
Buller District	\$161	+1%	\$95	\$33	+14%
Grey District	\$150	+7%	\$90	N/A	

Airbnb revenue for the month totaled at \$989k in the West Coast region, up 11% from July 2019 and up 4% from July 2020. A total of \$12.6m in Airbnb revenue was generated over the YE July 2021, down -25% or \$4.2m from the YE July 2020. The largest proportional decline in spending over the YE July 2021 period compared to the previous year occurred in the Westland District at -41%, followed by Grey District at -16%. Meanwhile, Airbnb revenue in Buller District increased by 4% compared to the previous 12-month period.



The average booking lead time for West Coast Airbnb listings booked for July 2021 was 32 days. This was 11 days longer than the average booking lead time in July 2020. Booking lead times were longest for listings in the Westland District at 33 days; followed by 32 days in Buller District and 28 days in Grey District.



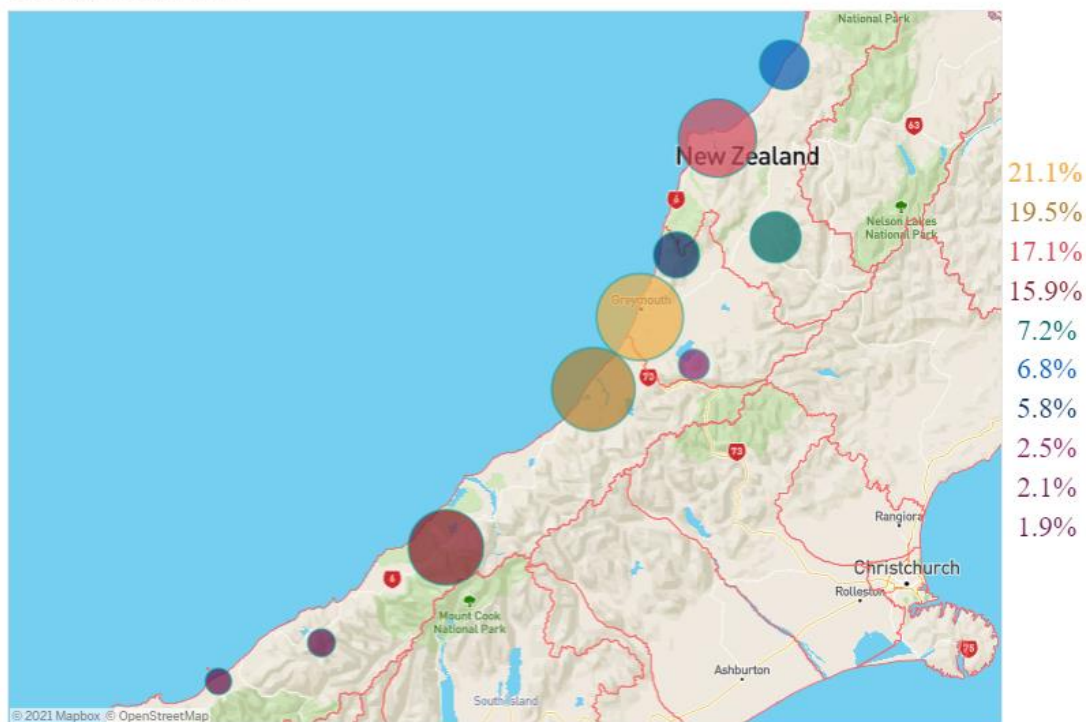
Triptech

Triptech is a travel technology company that generates data from users of apps for car hire companies, accommodation, and RV hire companies, including CamperMate. Triptech data captures the movements of a proportion of the visitor population and should not be treated as a representation of the entire visitor population.

Overnight stay clusters

The below map shows popular overnight stay locations for users in July 2021. Clusters were detected at the following locations: Greymouth (21%); Hokitika (20%); Westport (17%); Franz Josef (16%); Reefton (7%); Seddonville (7%); Barrytown (6%); Lake Brunner (3%); and Haast (2%).

Overnight Stay Clusters



Active search times

The below chart shows the times of day that Triptech users visiting the West Coast region in July 2021 were most frequently searching for information on partner apps.

Overall searches peaked from 3-6pm, with an overall peak from 3-4pm. Searches dropped off significantly after 6pm. Searches for accommodation made up the largest share of searches at 53%, peaking between 3-6pm. Searches for services made up 28% of searches and peaked at 2-4pm. 13% of searches were for attractions (peaking at 3-4pm) while the remaining 6% of searches were for food (peaking at 11am-12pm and 5-6pm).

Active Search Times

Hour of day that users were searching for information.

