

Development West Coast Visitor Trends September 2021

Key figures September 2021

Average daily visitors: 3,655
 Total monthly visitor spend: \$6.7m
 Average daily spend: \$224k
 Average daily spend per visitor: \$61
 Average length of stay: 2.1 nights
 Accommodation occupancy rate: 14.2%
 Airbnb occupancy rate: 32%

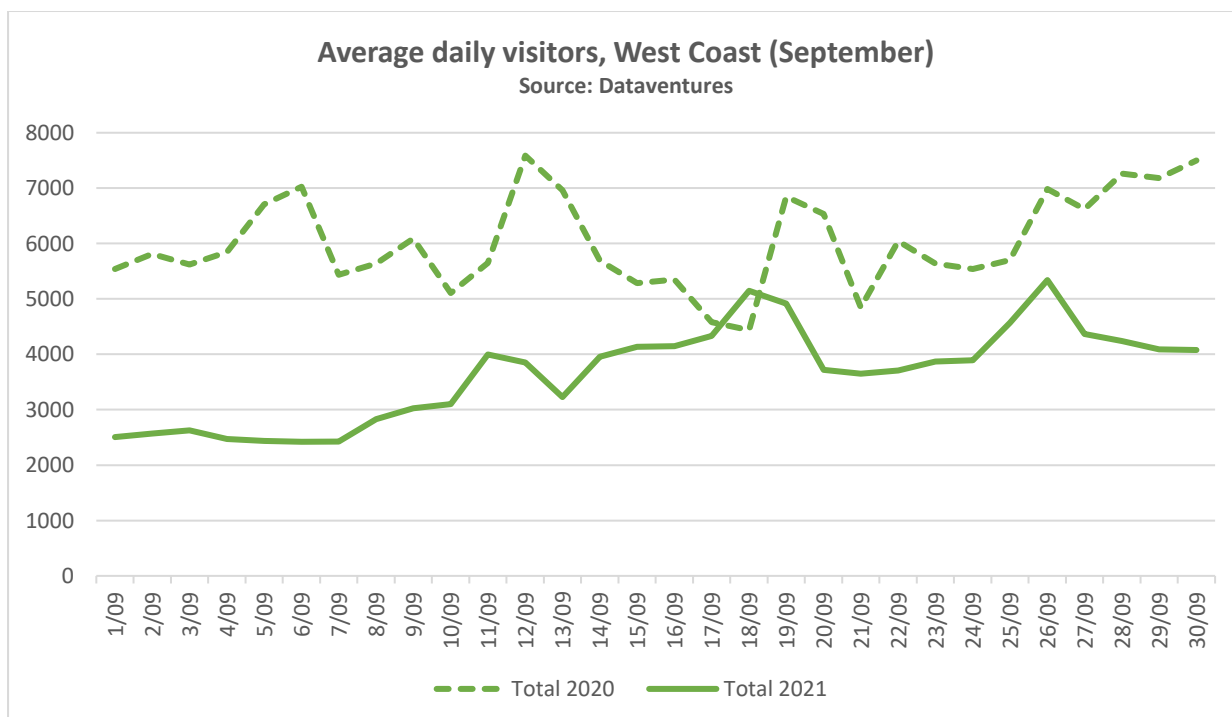
New Zealand was at COVID-19 Response Alert Level 3 from 1-7th September 2021. All of Zealand except for Auckland was then moved to Alert Level 2 on the 8th of September, for the remainder of the month.

Visitor numbers

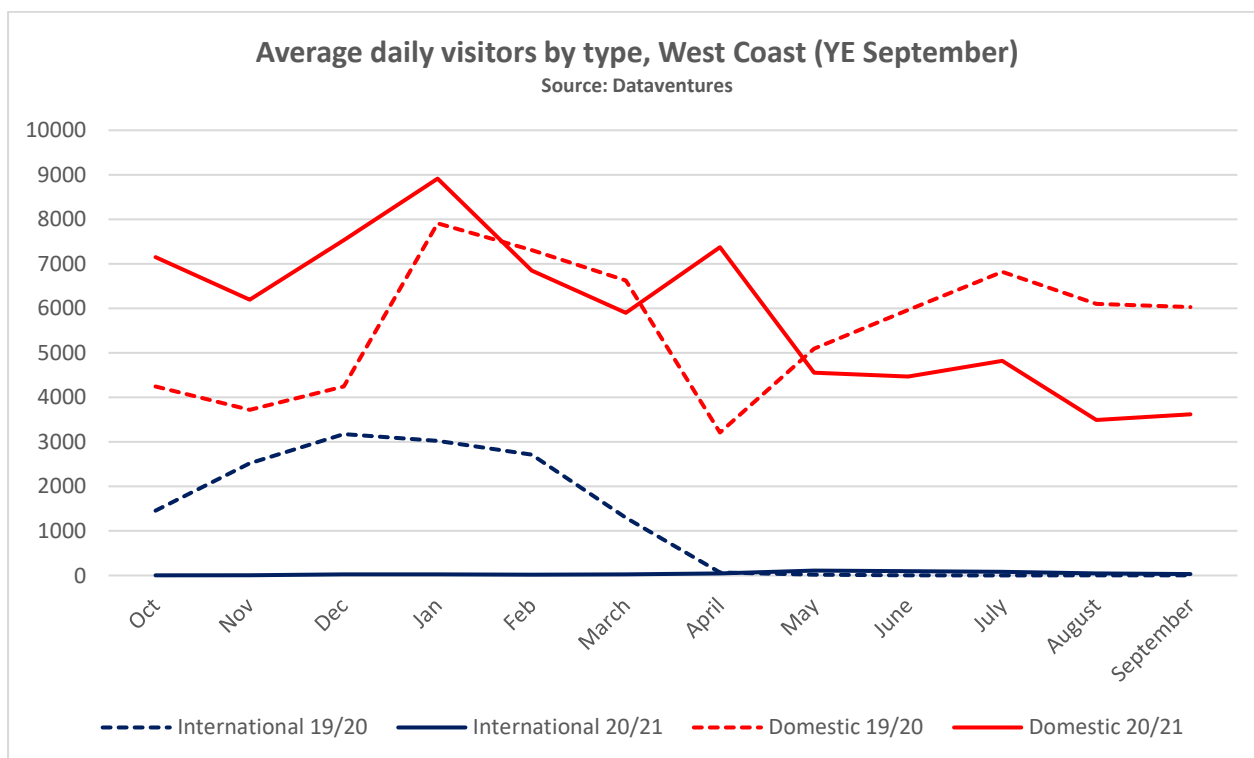
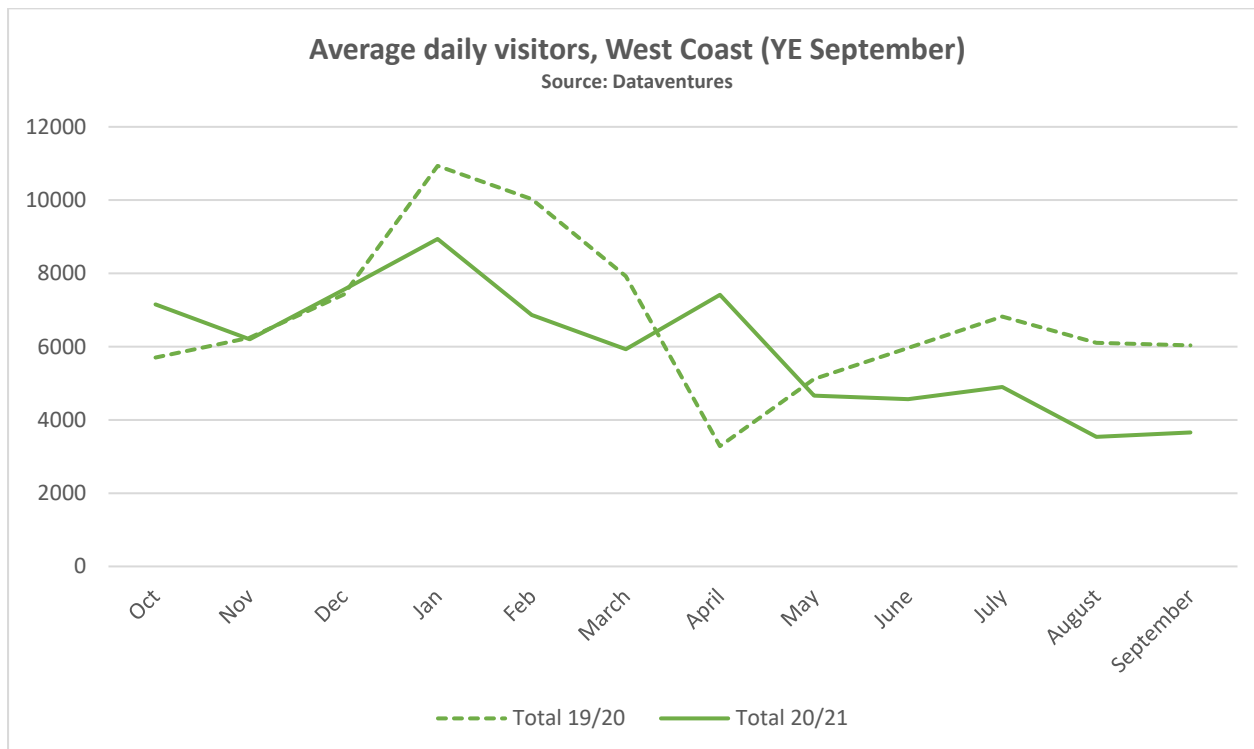
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 3,655 visitors were in the West Coast region each day in September 2021. This was a decrease of -12% or -505 average daily visitors from September 2019, and a decrease of -39% or -2,380 average daily visitors from September 2020.

An estimated 3,623 of these were domestic visitors, up 12% or 388 average daily visitors from September 2019 and down -40% or -2,410 average daily visitors from September 2020. An average of 32 international visitors were in the West Coast region in September 2021, down -97% or -893 average daily visitors from September 2019 and an increase of 30 average daily visitors from September 2020.



Over the YE September 2021 period, an average of 5,948 visitors were in the West Coast region each day. This was a reduction of -12% or -849 average daily visitors when compared to the previous 12-month period. At least 5,906 of these were domestic visitors. Average daily domestic visitor counts were up 5% or 298 visitors compared to the YE August 2020. The number of international visitors in the region each day when compared to the YE August 2019 fell by -96% or -1,148 from the previous 12-month period.

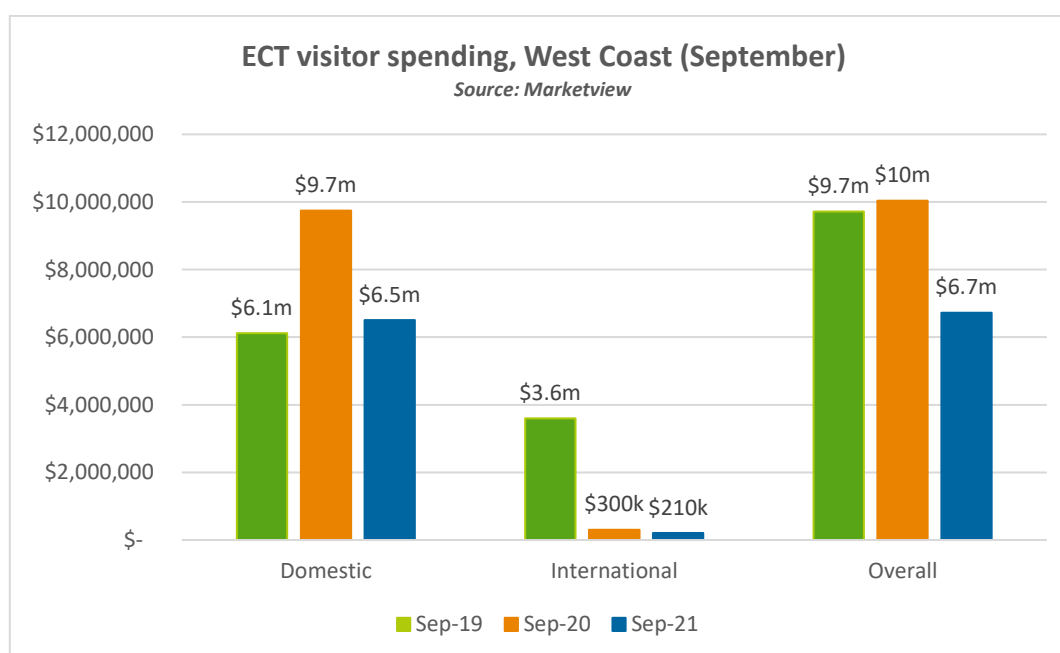


Visitor Spending

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 September 2021 was \$6.7m, down -30.8% or \$3m from September 2019 and down -33% or \$3.3m from September 2020. ECT spending by domestic visitors made up \$6.5m of this, up 6% or \$392k on September 2019 and down -33% or \$3.2m from September 2020. International ECT visitor spend for the month was \$210k, down -94% or \$3.4m from September 2019 and down -30% or \$90k on September 2020.

Spending in Grey District made up 34% of monthly visitor spending in the West Coast region in September 2021, followed by Buller District (33%) and Westland District (32%).

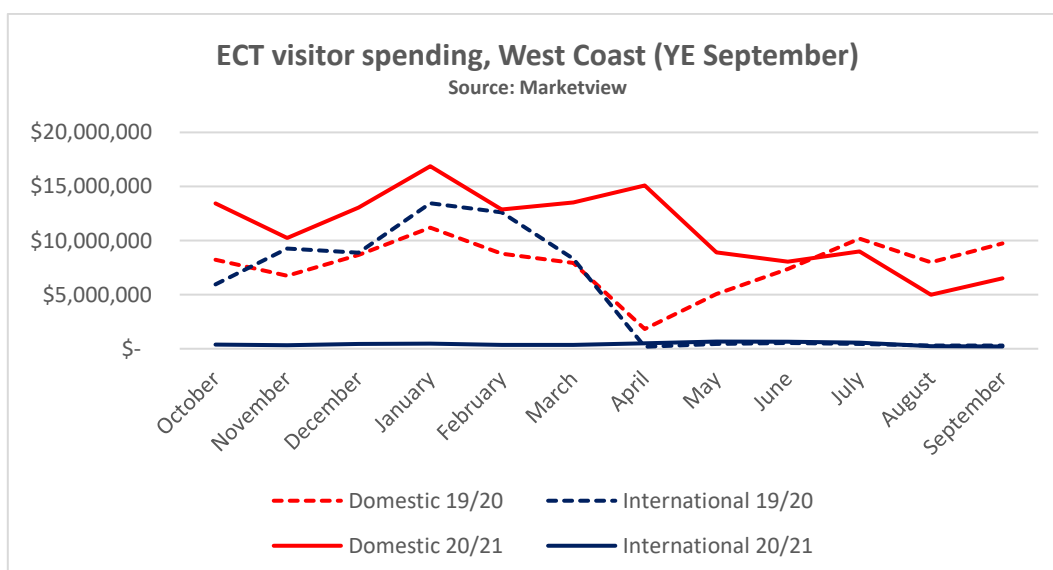
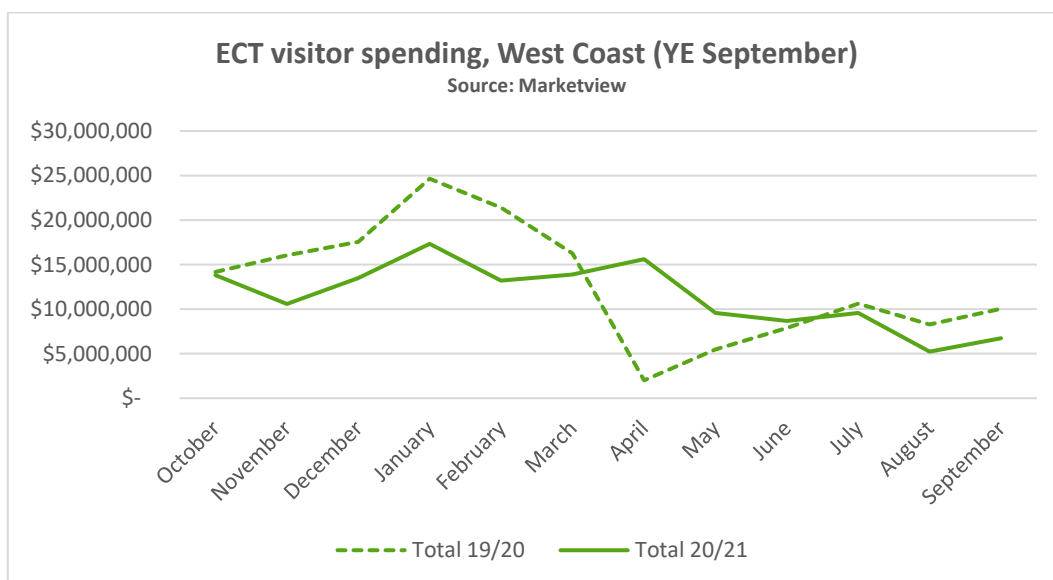
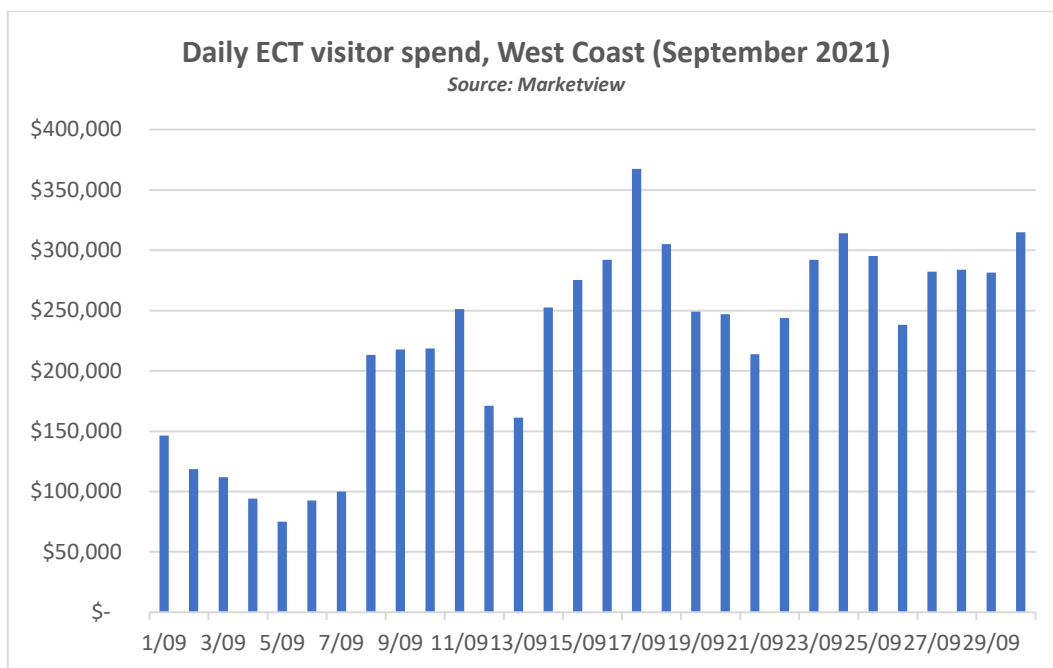


Average daily ECT visitor spending for September 2021 was \$223,995. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$61.

Daily ECT visitor spending was highest on Friday 17th September at \$367,461.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in September 2021 at 40%, followed by visitors from Otago (12%); Tasman (9%); Nelson (6%) and Wellington (5%).

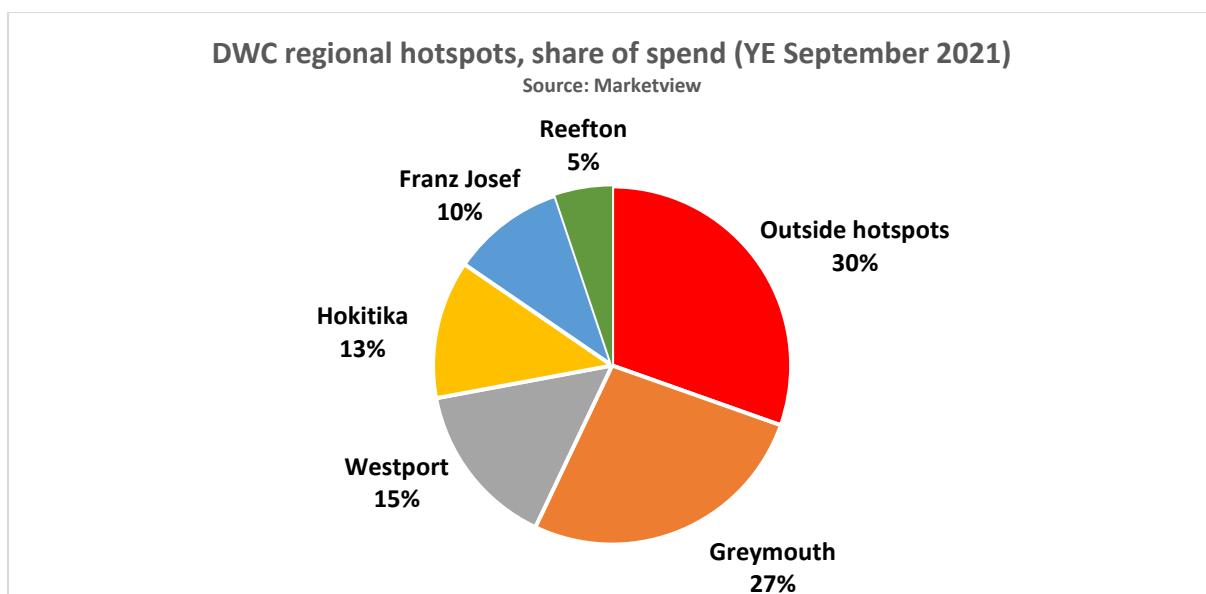
ECT visitor spending for the YE September 2021 was \$138m, down -11% or -\$17m from that of the YE September 2020. Domestic ECT visitor spending for the YE September 2021 was \$133m, up 41% or \$38.8m compared to the previous 12-month period. ECT spending by international visitors was \$5.2m, down -91% or \$55.5m on the YE September 2020.

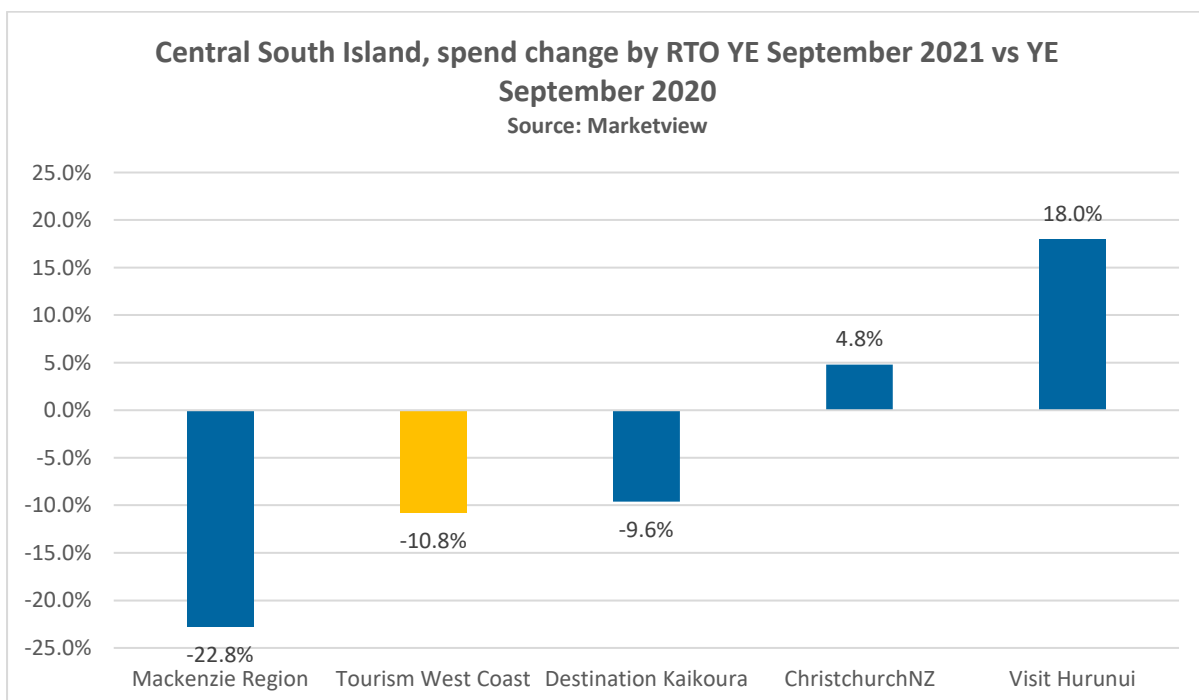
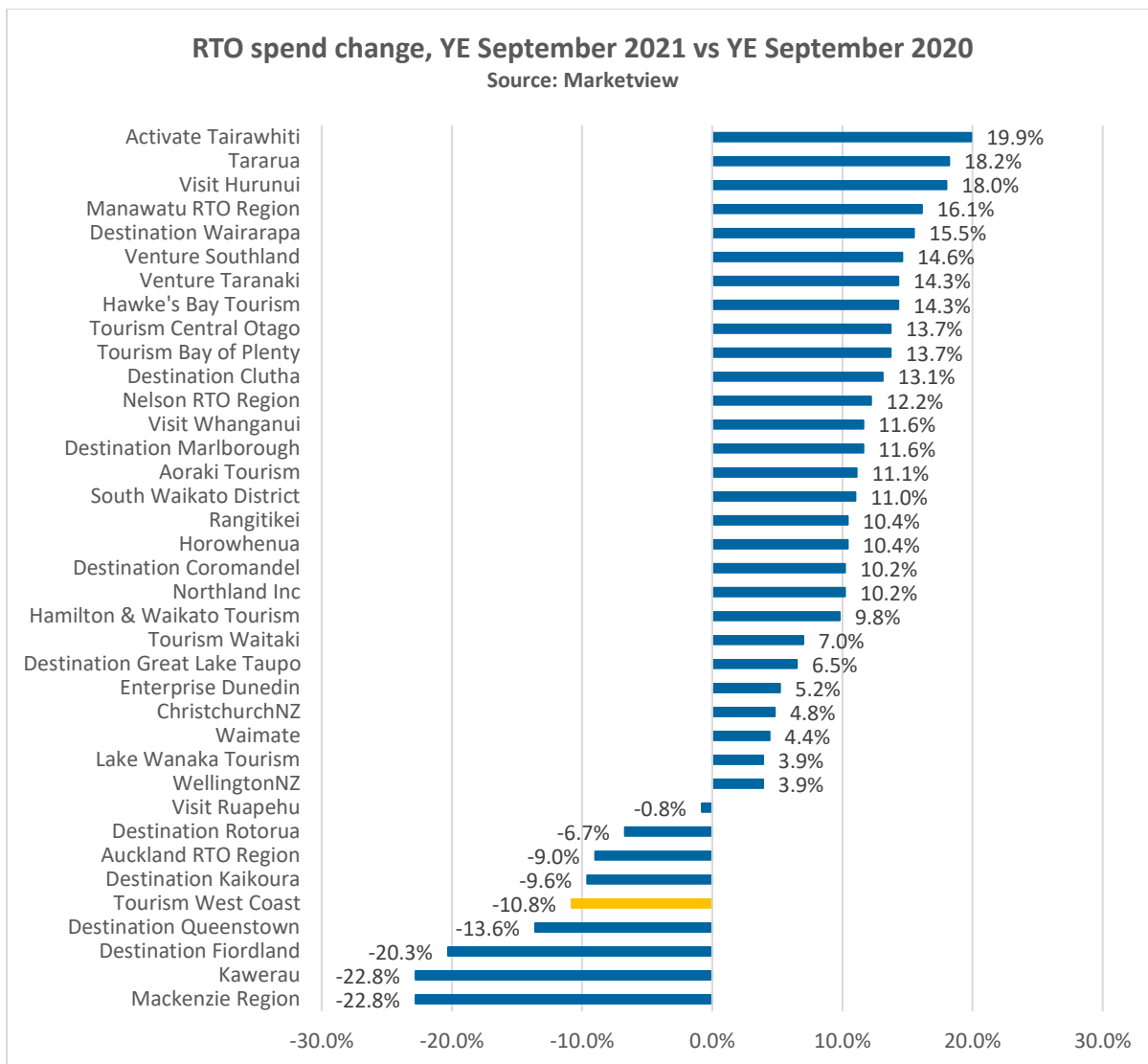


Regional hotspots

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up **74%** of ECT visitor spending in the West Coast in September 2021 and **70%** in the YE September 2021.

Hotspot	September 2021 spend	Change from September 2019	Change from September 2020	YE September 2021 spend	Change from YE September 2020
Reefton	\$363k	+7.1%	-21.6%	\$7.2m	+37.7%
Westport	\$1.2m	+14.3%	-14.7%	\$21.1m	+17.2%
Greymouth	\$2.0m	-17.3%	-19.8%	\$37.2m	+7%
Hokitika	\$779k	-26.6%	-40.6%	\$17.1m	-2.1%
Franz Josef & Fox Glacier	\$420k	-78.0%	-63.3%	\$13.6m	-53.9%



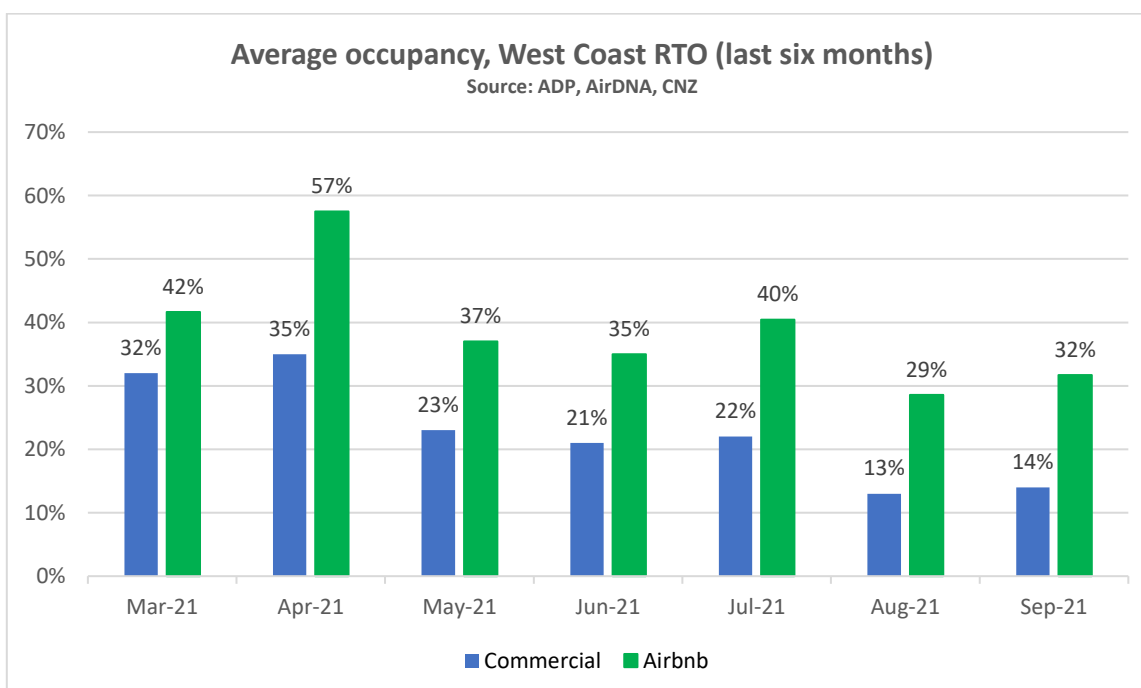
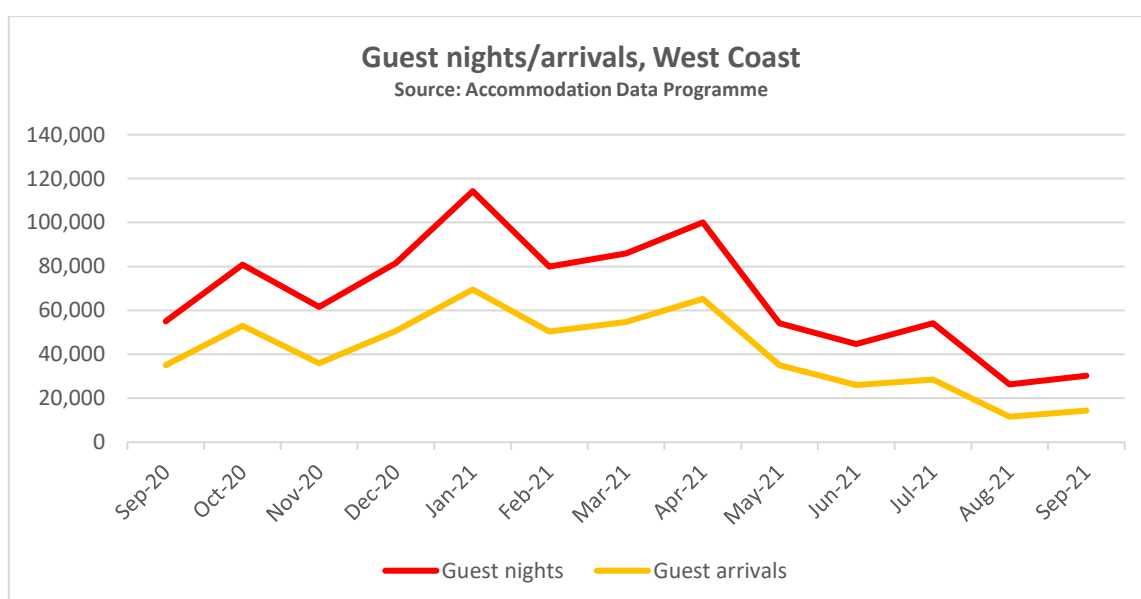


Accommodation

Commercial

14,300 recorded guest arrivals spent 30,300 guest nights in commercial accommodation in the West Coast RTO area in September 2021. Guest arrivals were down -59% from September 2020 and guest nights were down -45%. Of these guest nights, 47% were spent in the Westland District, 27% in Buller District and 26% in Grey District. Guest nights spent on the West Coast made up 1% of total guest nights in NZ for the month. 142 accommodation providers on the West Coast were registered on the ADP in September 2021, with 126 of these identifying as 'active'.

The average occupancy rate was 14.2%, below the national average of 21%. Occupancy in Grey District was 18.7%, followed by Buller District at 13.4% and Westland District at 12.8%. The average length of stay was 2.1 nights, below the national average of 2.3 nights.



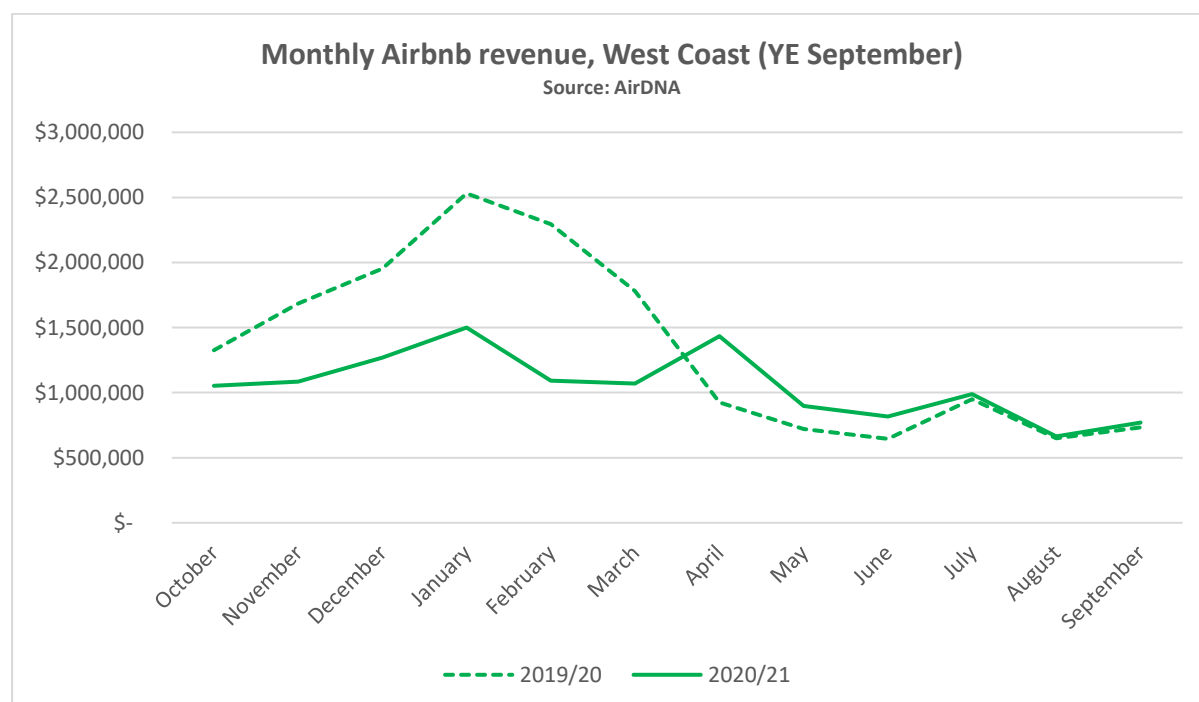
Airbnb

A total of 567 active rentals in the West Coast region were listed on Airbnb in September 2021, an increase of 10 from the previous month. Of these, 43% were in Westland District, 35% in Buller District and 21% in Grey District. The average Airbnb occupancy rate in the region in September 2021 was 32%, up 3 percentage points from the same month last year.

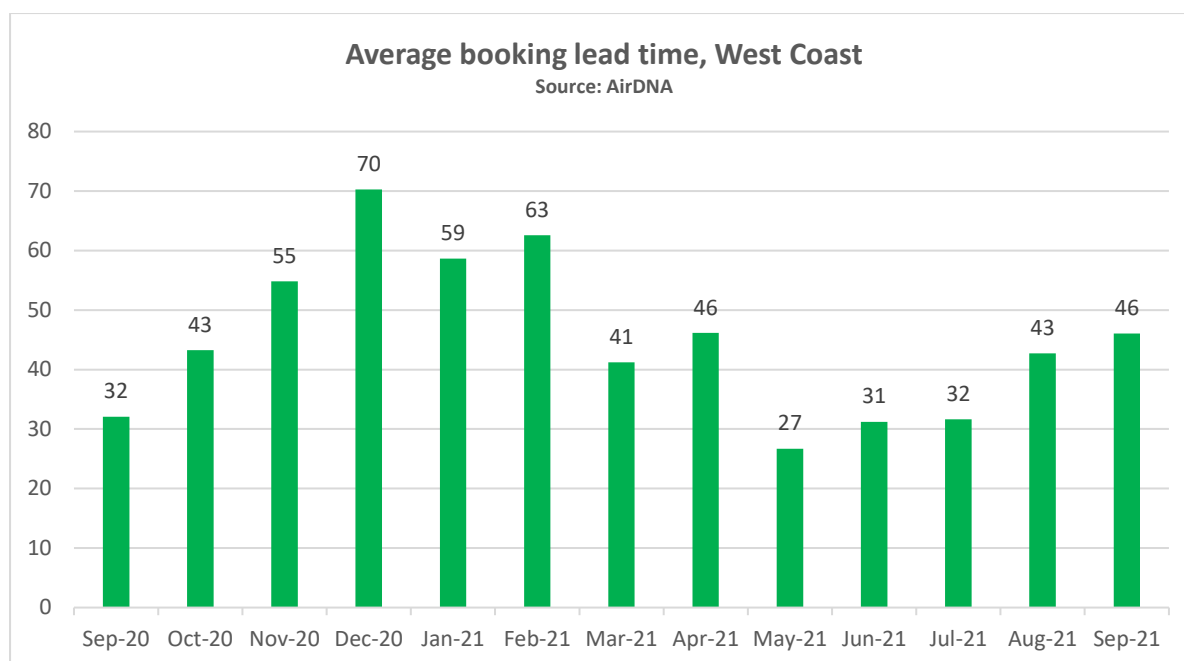
Average daily rates by listing type are listed below. Percentages show the change in ADR in September 2021 from August 2021 (if any).

Average daily rates by listing type, West Coast Airbnb (September 2021)					
District	Entire home		Private room	Shared room	
Westland District	\$162	-1%	\$138	+2%	N/A
Buller District	\$160	-3%	\$95	+4%	N/A
Grey District	\$160	+3%	\$85	+3%	N/A

Airbnb revenue for the month totaled at \$770k in the West Coast region, down -30% from September 2019 and down -3% from September 2020. A total of \$12.6m in Airbnb revenue was generated over the YE September 2021, down -22% or \$3.6m from the YE September 2020. The largest proportional decline in spending over the YE September 2021 period compared to the previous year occurred in the Westland District at -38%, followed by Grey District at -15%. Meanwhile, Airbnb revenue in Buller District increased by 7% compared to the previous 12-month period.



The average booking lead time for West Coast Airbnb listings booked for September 2021 was 46 days. This was 12 days shorter than the average booking lead time in September 2020. Booking lead times were longest for listings in the Buller District at 69 days; followed by 49 days in Grey District and 26 days in Westland 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.

Prior regions- West Coast September 2021	
Christchurch	45%
Nelson Tasman	29%
Wanaka	20%
Queenstown	4%
Marlborough	2%
Otago	2%
North Canterbury	1%

Next regions- West Coast September 2021	
Christchurch	46%
Nelson Tasman	29%
Wanaka	23%
Marlborough	4%
Queenstown	3%
Otago	1%
Wellington	1%

Overnight stay clusters

The below map shows popular overnight stay locations for users in September 2021. Clusters were detected at the following locations: Greymouth (30%); Hokitika (18.9%); Westport (13.2%); Franz

Josef (9.5%); Blackball (7.7%); Seddonville (6.7%); Reefton (6.4%); Haast (4.1%); Paringa River near Haast Hwy (1.8%); and Hari Hari (1.8%).

