

Development West Coast Visitor Trends November 2021

Key figures November 2021

Average daily visitors: 4,521
 Total monthly visitor spend: \$9.8m
 Average daily spend: \$326k
 Average daily spend per visitor: \$72
 Average length of stay: 1.9 nights
 Accommodation occupancy rate: 22%
 Airbnb occupancy rate: 40%

In November 2021, the rest of New Zealand remained at Alert Level 2 while Auckland remained at Alert Level 3 Step 2 with some restrictions eased. The absence of visitors from Auckland has contributed to the declines in some indicators throughout this month.

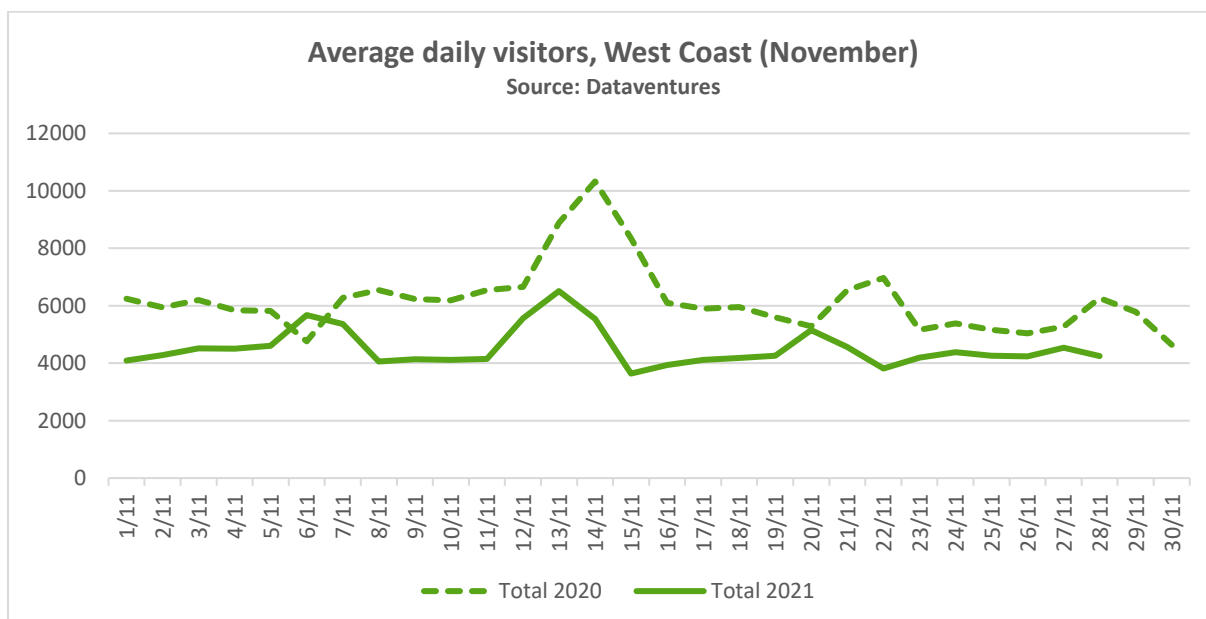
Visitor numbers

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.

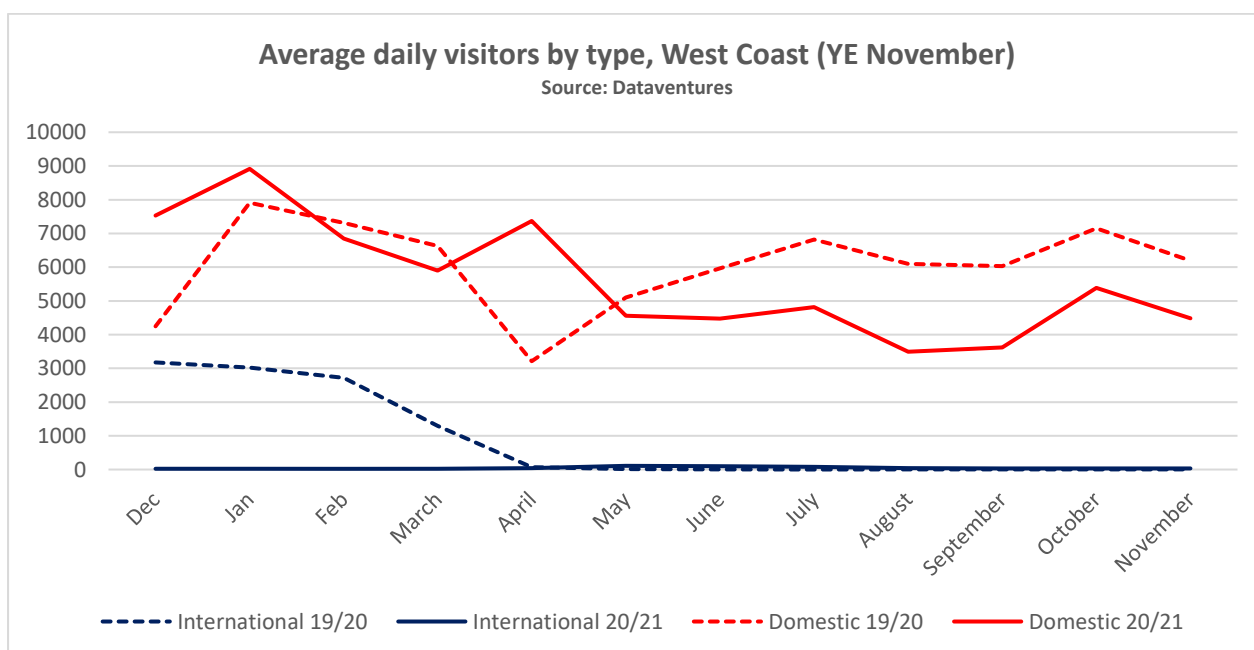
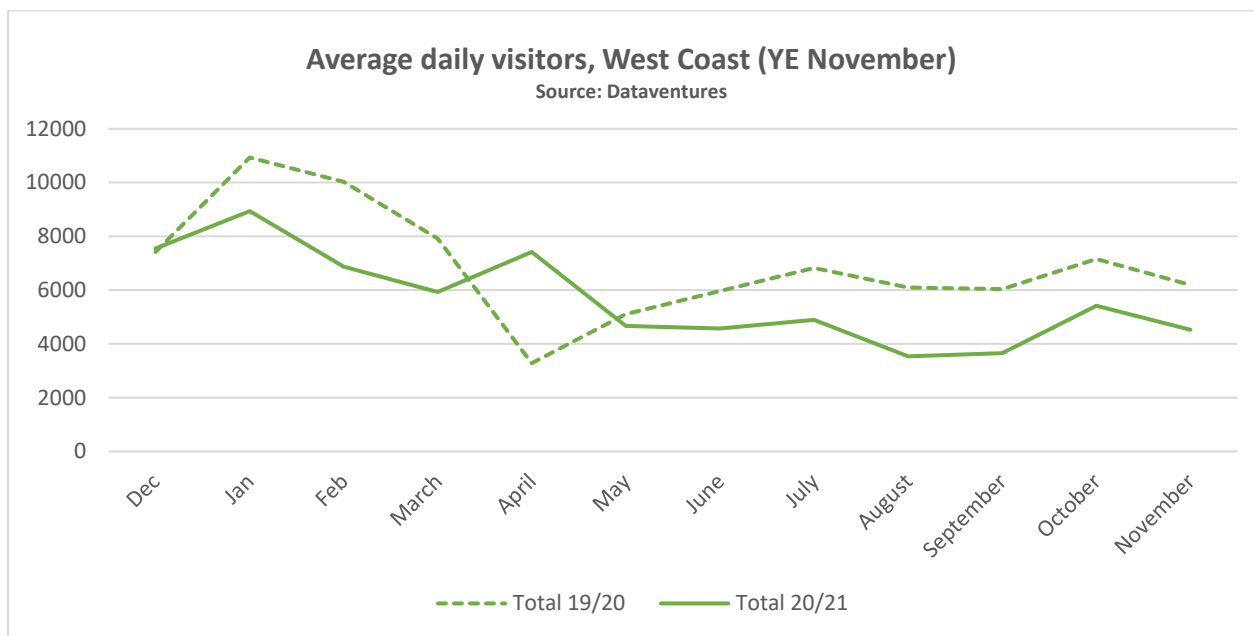
An average of 4,521 visitors were in the West Coast region each day in November 2021. This was a decrease of -28% or -1,719 average daily visitors from November 2019, and a decrease of -27% or -1,676 average daily visitors from November 2020.

An estimated 4,485 of these were domestic visitors, up 21% or 767 average daily visitors from November 2019 and down -28% or -1,707 average daily visitors from November 2020. An average of 36 international visitors were in the West Coast region in November 2021, down -99% or -2,486 average daily visitors from November 2019 and an increase of 31 average daily visitors from November 2020.

The unavailable data from the 29th to 30th of November 2021 was an unrecoverable data loss that could have happened due to network outages, system outages or system reconfigurations.



Over the YE November 2021 period, an average of 5,664 visitors were in the West Coast region each day. This was a reduction of -18% or -1,251 average daily visitors when compared to the previous 12-month period. At least 5,617 of these were domestic visitors. Average daily domestic visitor counts were down -7% or -439 visitors compared to the YE November 2020. The number of international visitors in the region each day when compared to the YE November 2020 fell by -94% or -812 from the previous 12-month period.

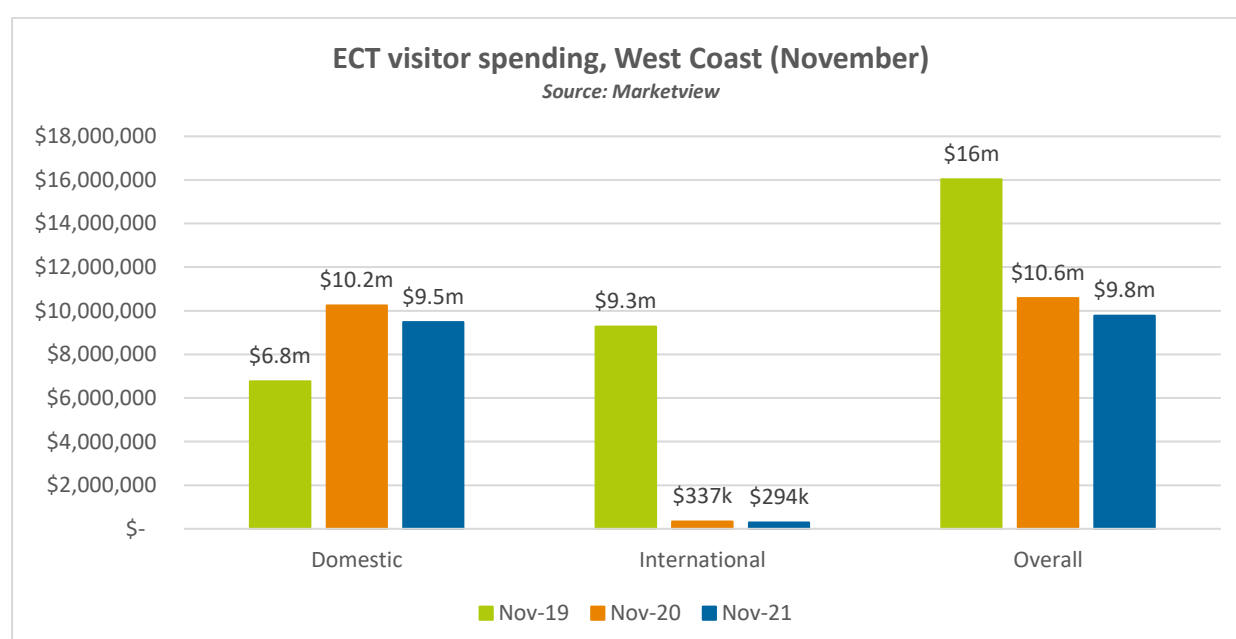


Visitor Spending

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 November 2021 was \$9.8m, down -39% or \$6.3m from November 2019 and down -8% or \$814k from November 2020. ECT spending by domestic visitors made up \$9.5m of this, up 40% or \$2.7m on November 2019 and down -8% or \$770k from November 2020. International ECT visitor spend for the month was \$294k, down -97% or -\$9m from November 2019 and down -13% or \$44k from November 2020.

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

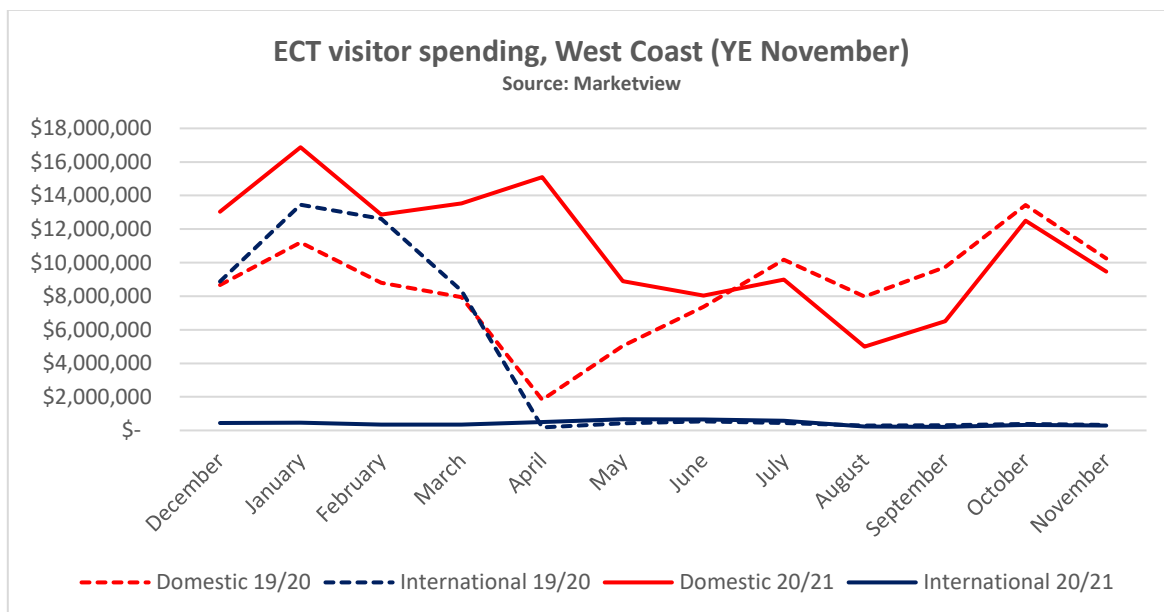
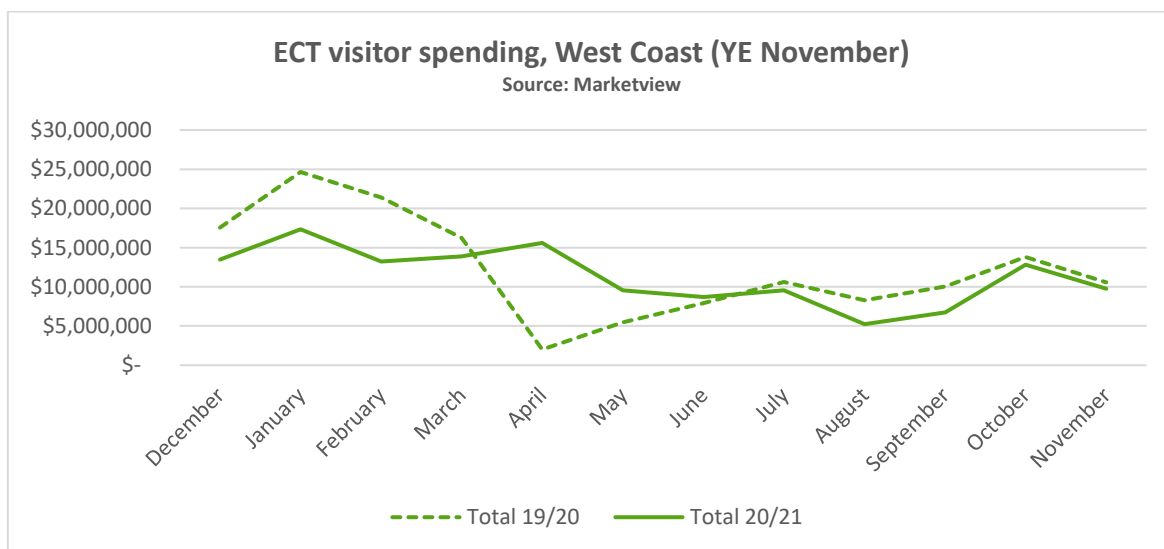


Average daily ECT visitor spending for November 2021 was \$325,673. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$72.

Daily ECT visitor spending was highest on Saturday 12th November at \$537,431.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in November 2021 at 42%, followed by visitors from Otago (13%); Tasman (8%); Nelson (6%) and Wellington (6%).

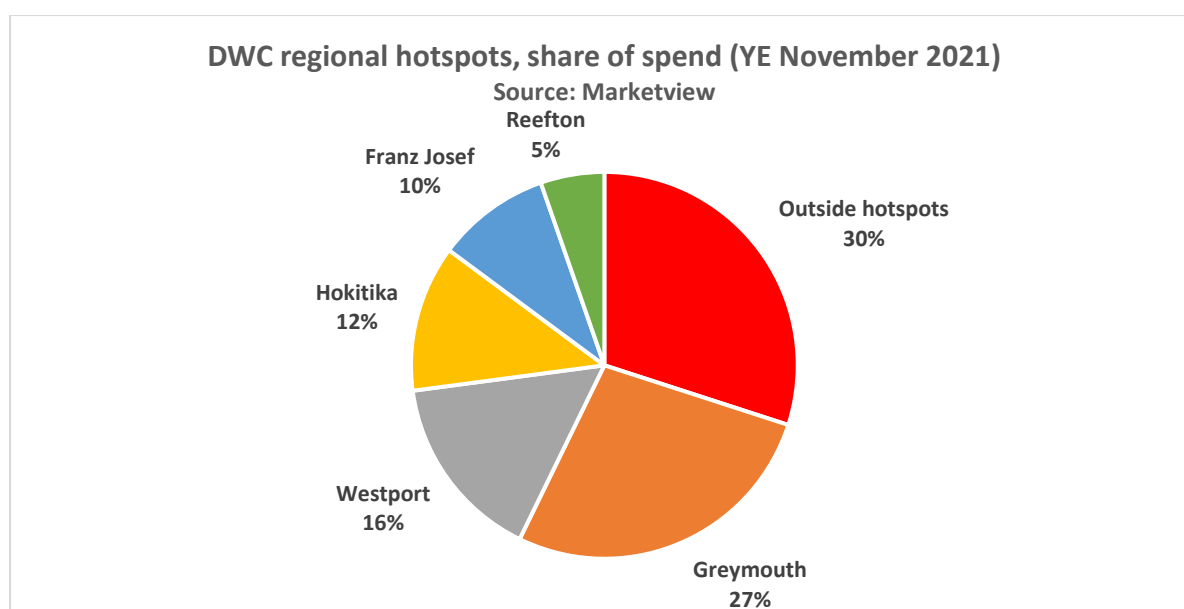
ECT visitor spending for the YE November 2021 was \$136m, down -9% or -\$13m from that of the YE November 2020. Domestic ECT visitor spending for the YE November 2021 was \$131m, up 28% or \$28.4m compared to the previous 12-month period. ECT spending by international visitors was \$5.1m, down -89% or -\$41m from the YE November 2020.

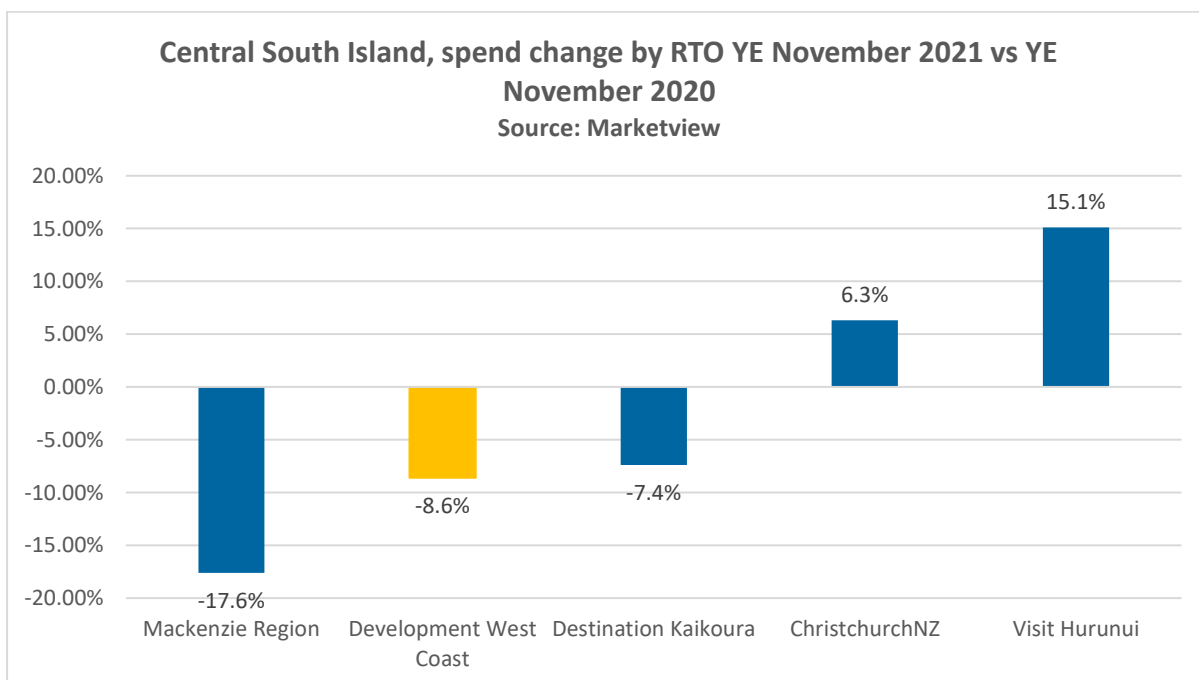
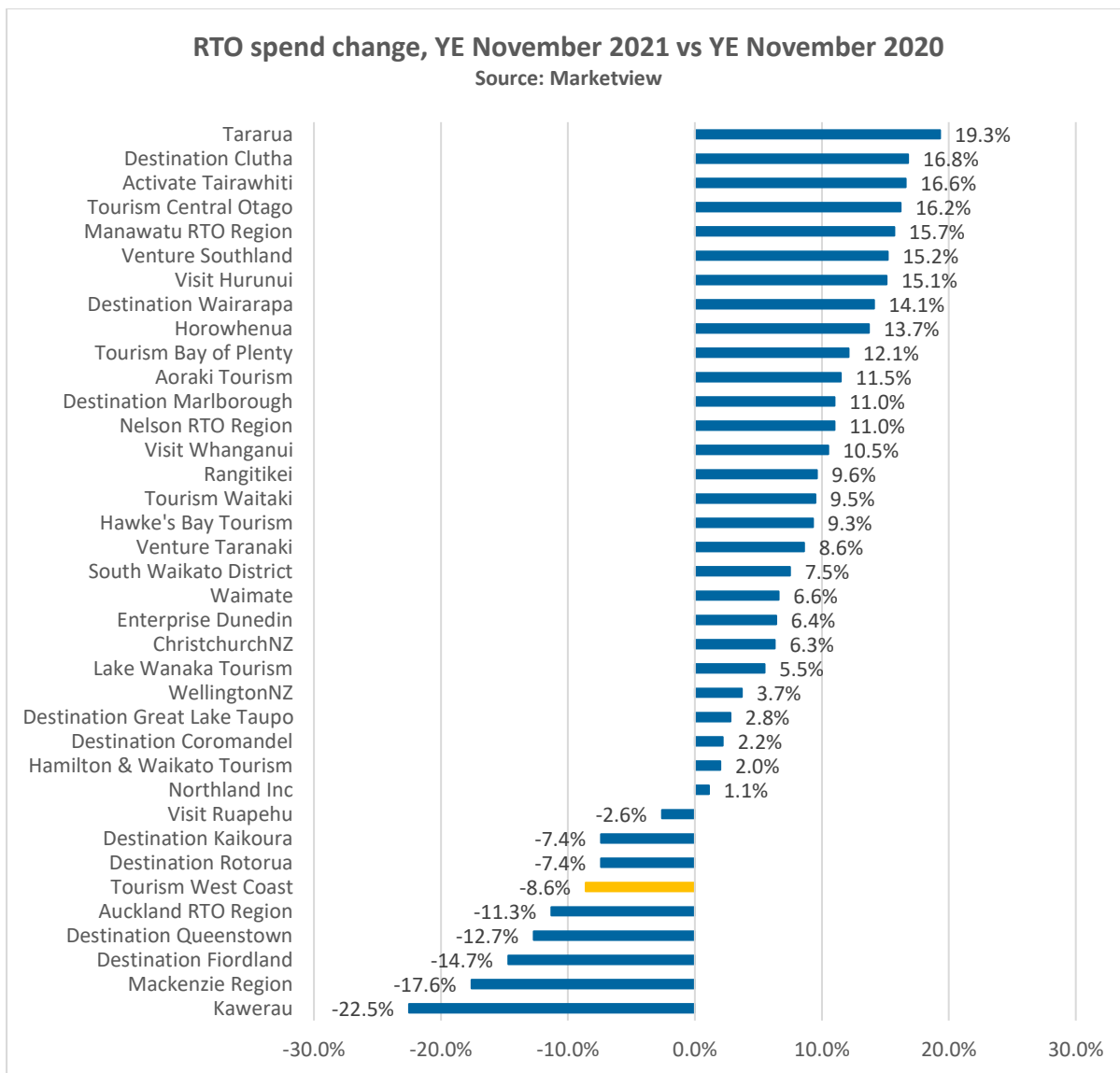


Regional hotspots

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

Hotspot	November 2021 spend	Change from November 2019	Change from November 2020	YE November 2021 spend	Change from YE November 2020
Greymouth	\$2.8m	-6.7%	-5.5%	\$37.0m	+5.8
Westport	\$1.6m	+7.6%	+11.1%	\$21.3m	+15.9%
Hokitika	\$1.1m	-30.9%	-14.7%	\$16.6m	-4.2%
Fox & Franz Josef	\$688k	-82.3%	-24.3%	\$12.9m	-47.8%
Reefton	\$537k	+20.7%	-3.5%	\$7.2m	+28.3%



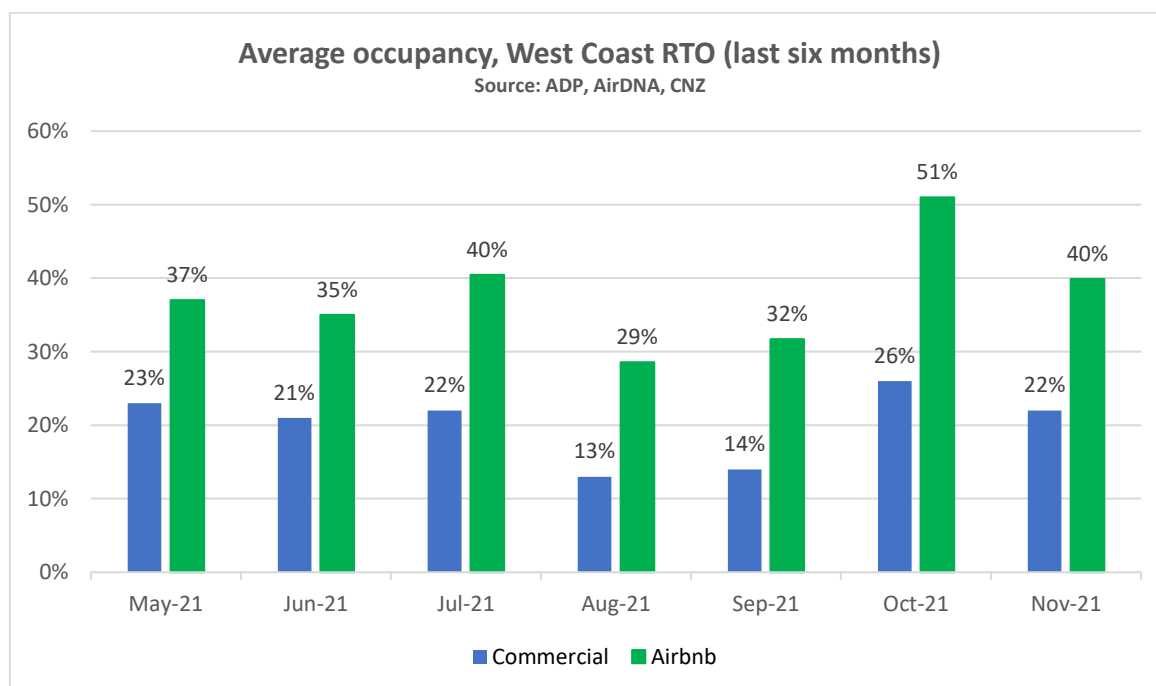
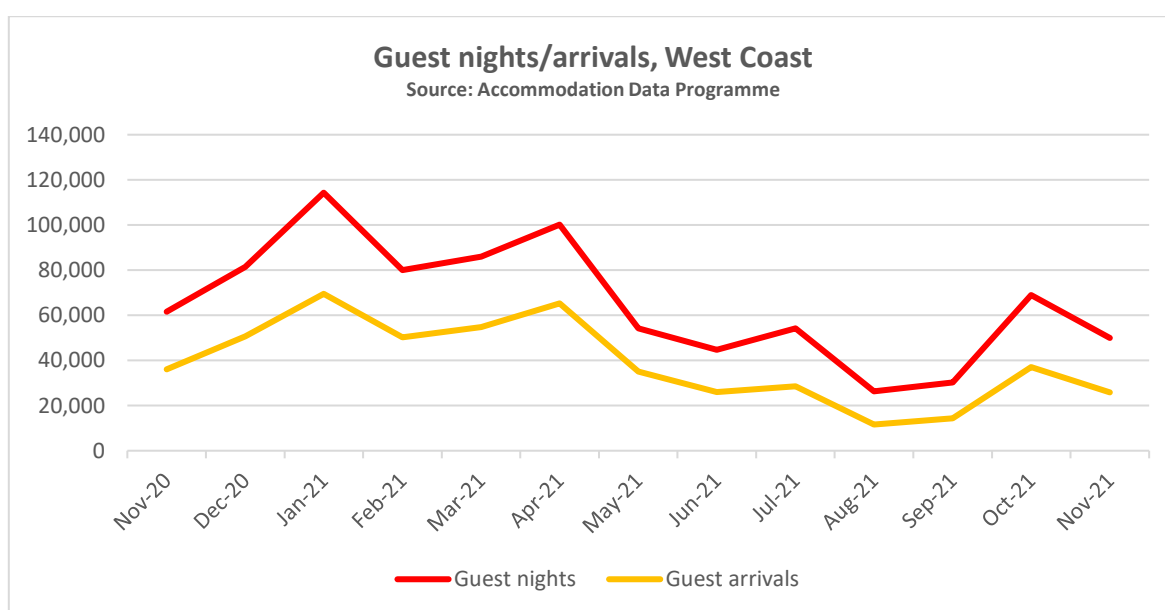


Accommodation

Commercial

25,900 recorded guest arrivals spent 50,000 guest nights in commercial accommodation in the West Coast RTO area in November 2021. Guest arrivals were down -28% from November 2020 and guest nights were down -19%. Of these guest nights, 50% were spent in the Westland District, 27% in Buller District and 23% in Grey District. Guest nights spent on the West Coast made up 4% of total guest nights in NZ for the month. 142 accommodation providers on the West Coast were registered on the ADP in November 2021, with 133 of these identifying as 'active'.

The average occupancy rate was 22%, below the national average of 27%. Occupancy in Grey District was 27%, 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 2.3 nights.



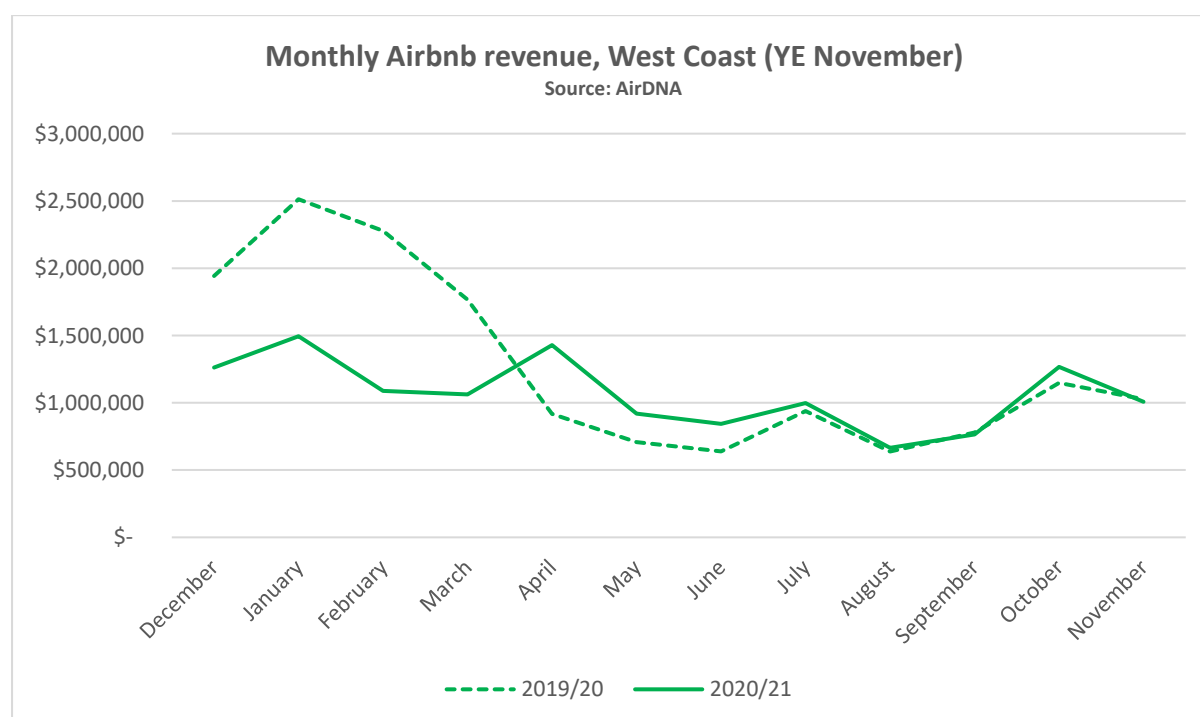
Airbnb

A total of 593 active rentals in the West Coast region were listed on Airbnb in November 2021, same as the previous month. Of these, 44% were in Westland District, 36% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in November 2021 was 40%, similar to the same month last year.

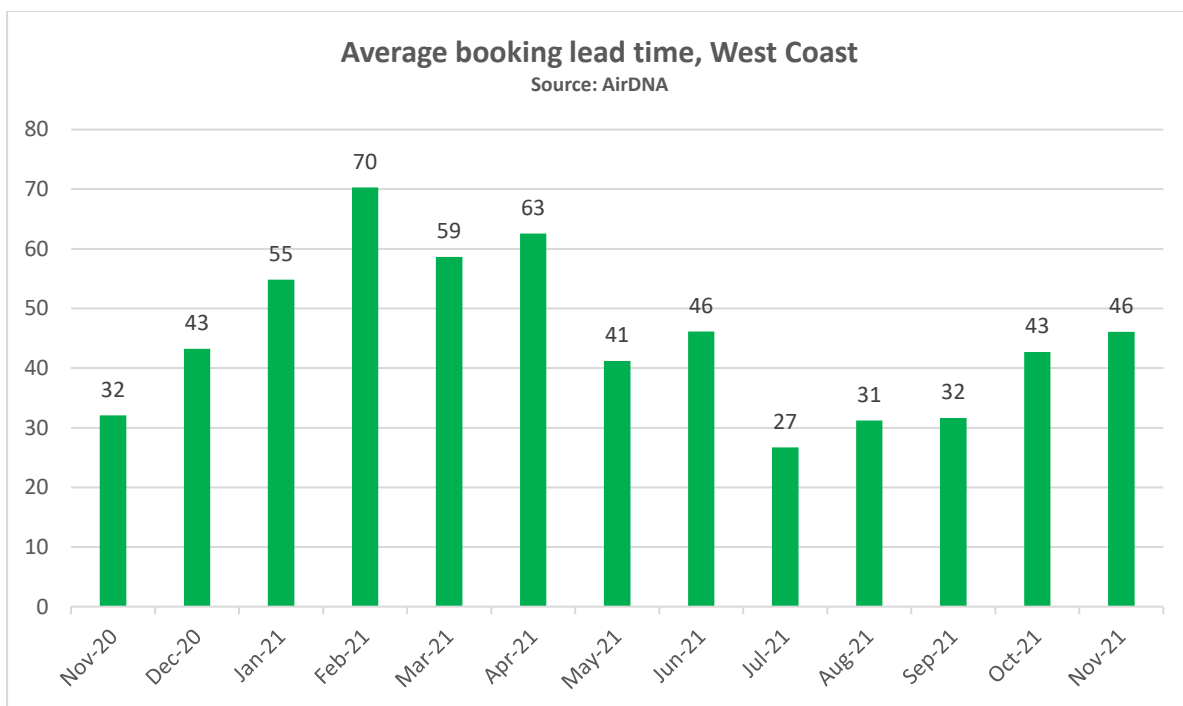
Average daily rates by listing type are listed below. Percentages show the change in ADR in November 2021 from October 2021 (if any).

Average daily rates by listing type, West Coast Airbnb (November 2021)				
District	Entire home		Private room	Shared room
Westland District	\$172	+2%	\$140	-3%
Buller District	\$170		\$100	+5%
Grey District	\$153	-3%	\$94	-9%
				N/A

Airbnb revenue for the month totaled at \$1.0m in the West Coast region, down -40% from November 2019 and down -6% from November 2020. A total of \$12.8m in Airbnb revenue was generated over the YE November 2021, down -16% or \$2.5m from the YE November 2020. The largest proportional revenue decline over the YE November 2021 period compared to the previous year occurred in the Westland District at -31%, followed by Grey District at -15%. Meanwhile, Airbnb revenue in Buller District increased by 10% compared to the previous 12-month period.



The average booking lead time for West Coast Airbnb listings booked for November 2021 was 46 days. This was 14 days longer than the average booking lead time in November 2020. Booking lead times were longest for listings in the Buller District at 65 days; followed by 55 days in Grey District and 32 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.

Please see the separate Triptech report for this section.