

West Coast Visitor Trends Report



December 2021

Key figures December 2021

Average Daily Visitors: 7,589

ECT Visitor Spend: \$12.8m

Average length of stay: 1.8 nights

Accommodation occupancy rate: 24%

Airbnb occupancy rate: 48%

Dates	Events
2nd Dec	All of New Zealand moved to the COVID-19 Protection Framework, also known as the traffic lights. This marks the end of COVID-19 Alert System
15th Dec	Government open borders to Auckland to travel
24th Dec	Christmas Eve
25th Dec	Christmas Day
26th Dec	Boxing Day
31st Dec	New Year's Eve

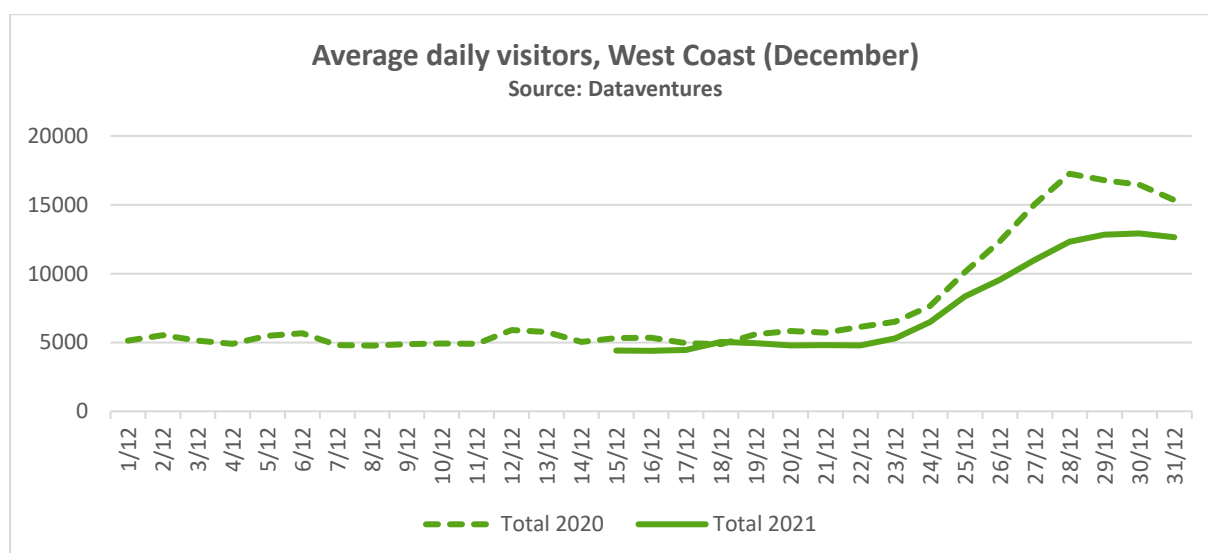
Visitor numbers

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.

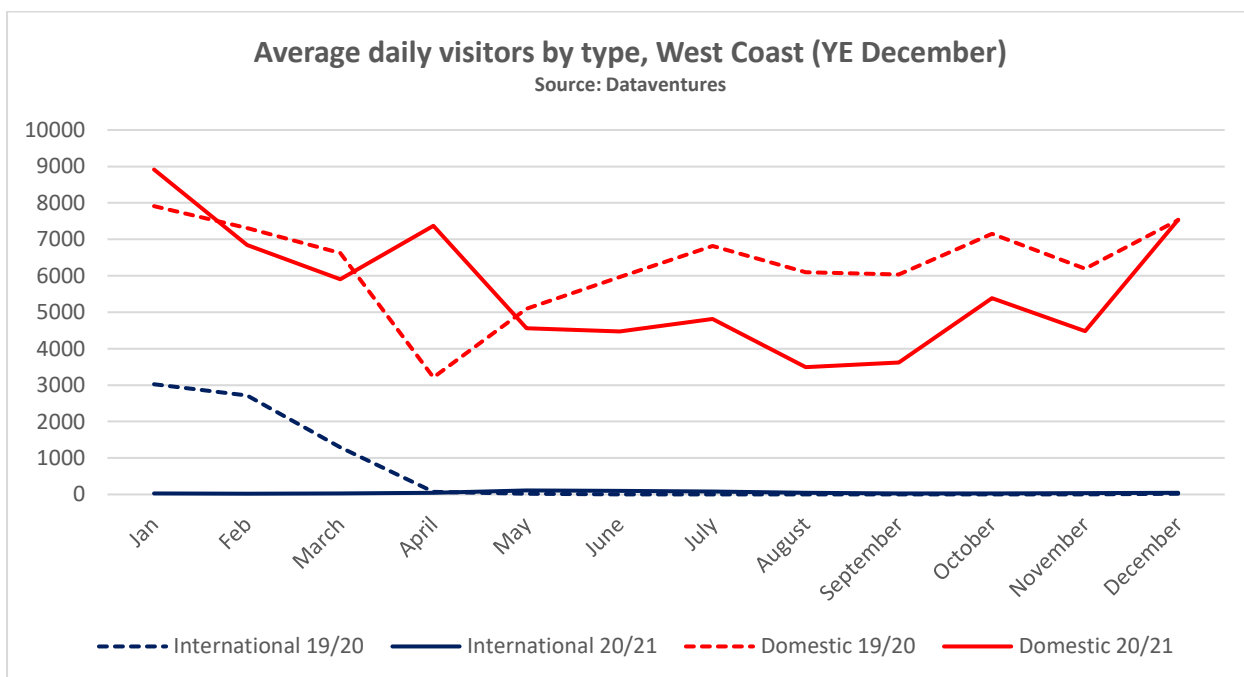
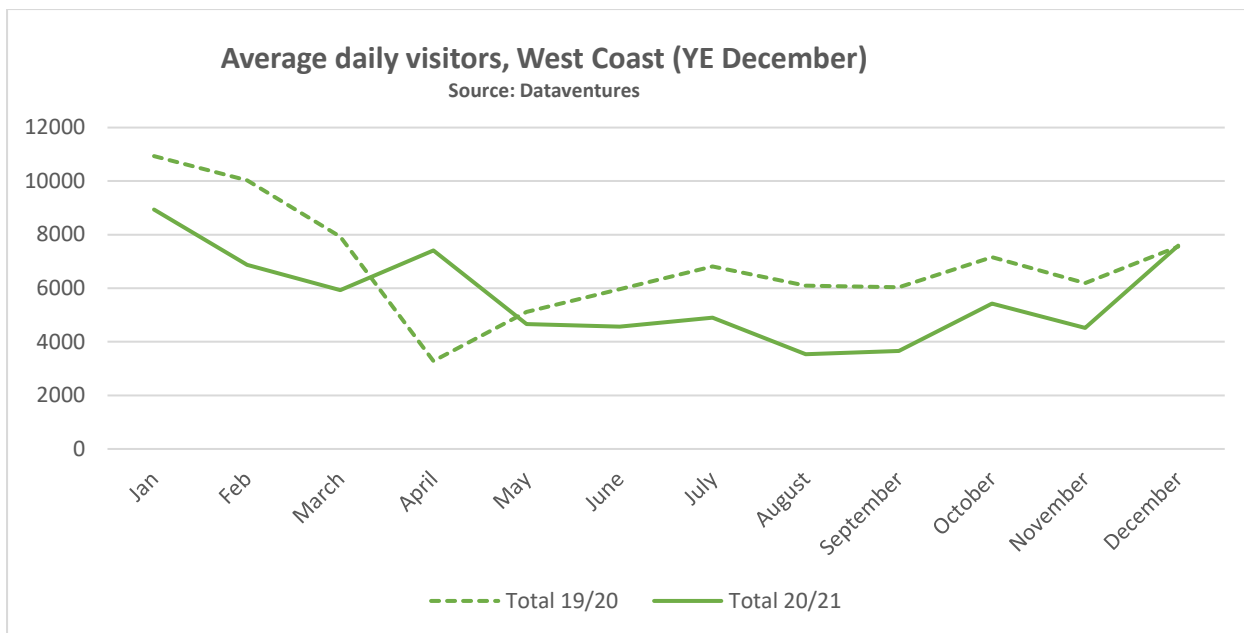
An average of 7,589 visitors were in the West Coast region each day in December 2021. This was an increase of 2% or 167 average daily visitors from December 2019, and an increase of 1% or 38 average daily visitors from December 2020.

An estimated 7,542 of these were domestic visitors, up 78% or 3,296 average daily visitors from December 2019 and up 0.2% or 13 average daily visitors from December 2020. An average of 47 international visitors were in the West Coast region in December 2021, down -99% or -3,129 average daily visitors from December 2019 and an increase of 25 average daily visitors from December 2020.

The unavailable data from the 1st to 15th of December 2021 was an unrecoverable data loss that could have happened due to network outages, system outages or system reconfigurations.



Over the YE December 2021 period, an average of 5,667 visitors were in the West Coast region each day. This was a reduction of -18% or -1,259 average daily visitors when compared to the previous 12-month period. At least 5,618 of these were domestic visitors. Average daily domestic visitor counts were down -11% or -711 visitors compared to the YE December 2020. The number of international visitors in the region each day when compared to the YE December 2020 fell by -92% or -548 from the previous 12-month period.

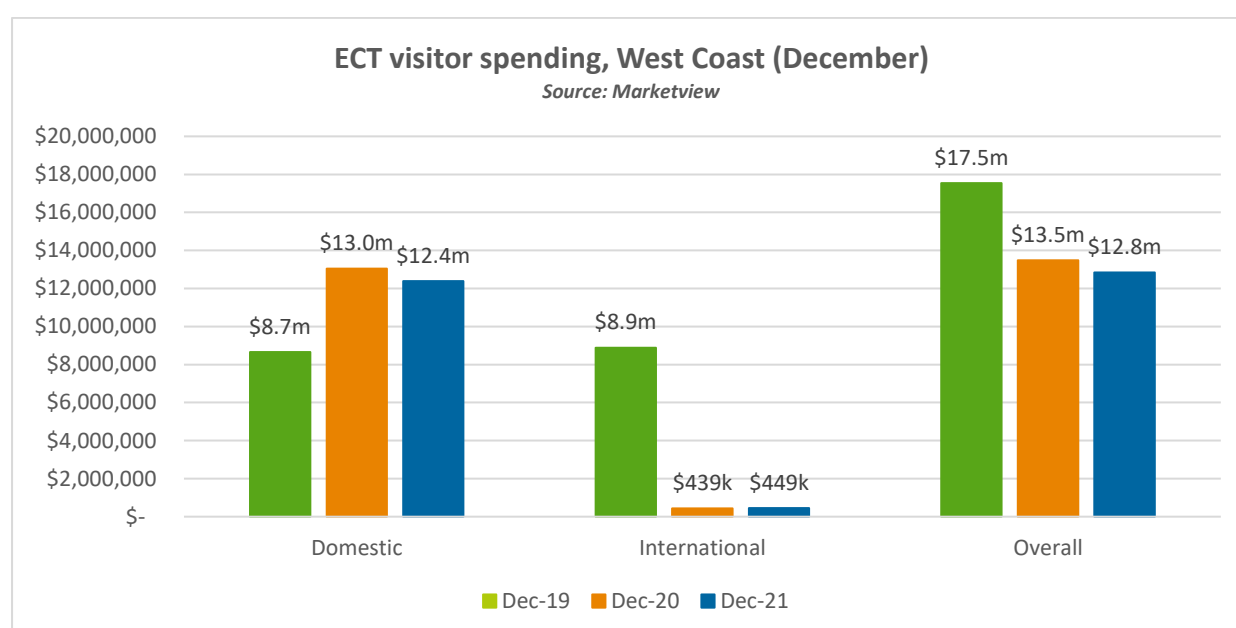


Visitor Spending

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 December 2021 was \$12.8m, down -27% or \$4.7m from December 2019 and down -5% or \$646k from December 2020. ECT spending by domestic visitors made up \$12.4m of this, up 43% or \$3.7m on December 2019 and down -5% or \$655k from December 2020. International ECT visitor spend for the month was \$449k, down -95% or -\$8.4m from December 2019 and up 2% or \$10k from December 2020.

Spending in Grey District made up 35% of monthly visitor spending in the West Coast region in December 2021, followed by Westland District (34%) and Buller District (32%).

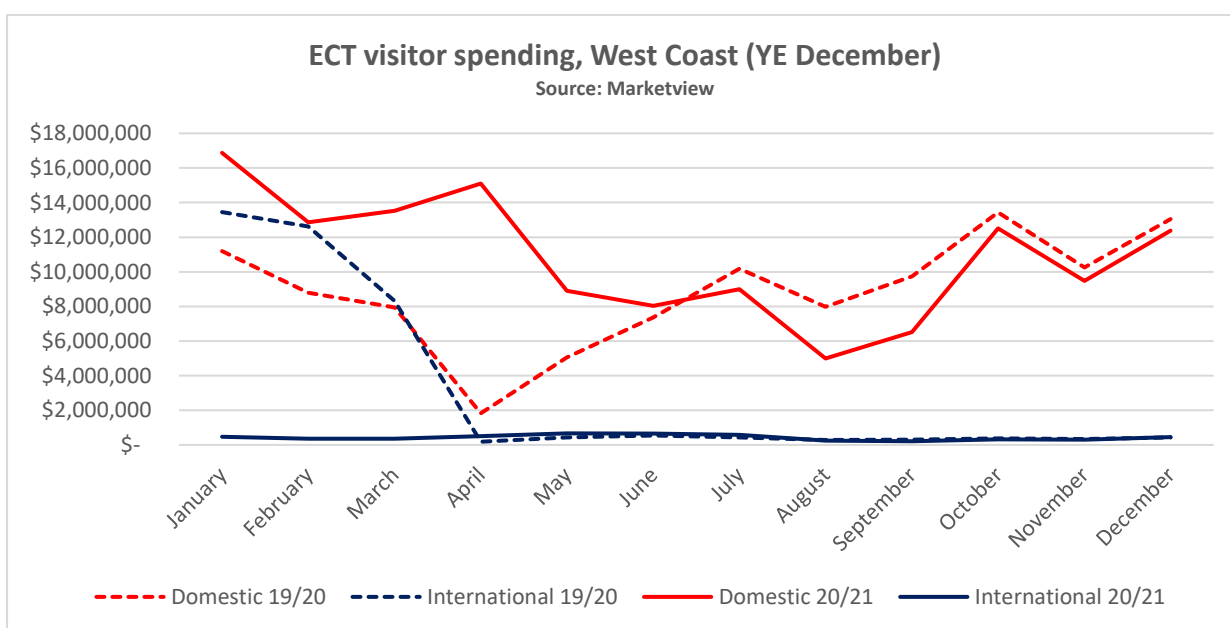
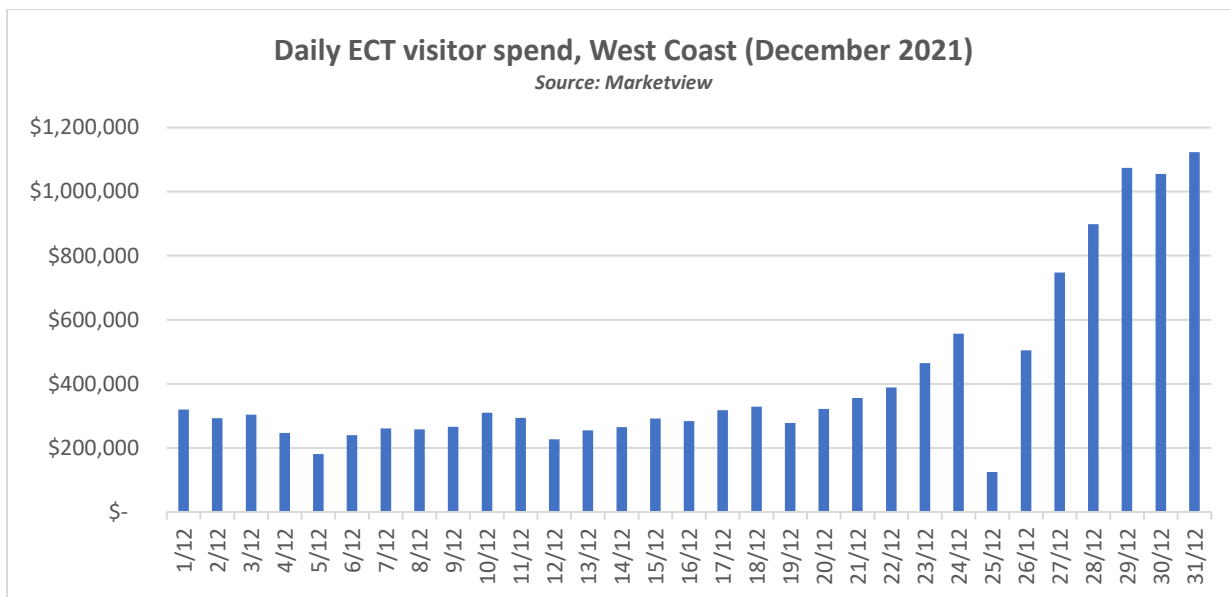


Average daily ECT visitor spending for December 2021 was \$413,989. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$55.

Daily ECT visitor spending was highest on Friday 31st December at \$1,122,956.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in December 2021 at 41%, followed by visitors from Otago (12%); Auckland (9%); Wellington (7%) and Tasman (7%).

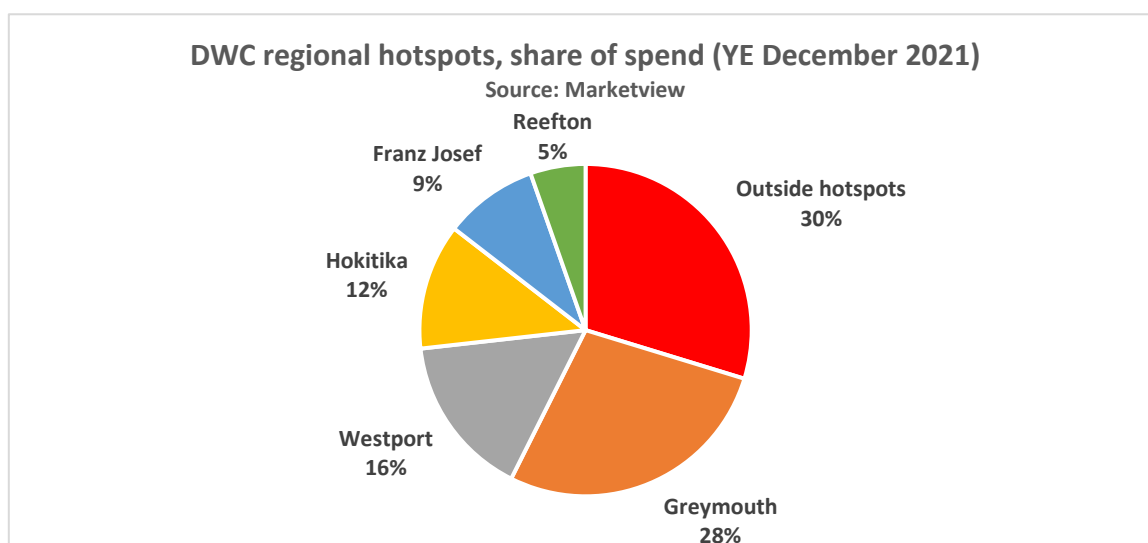
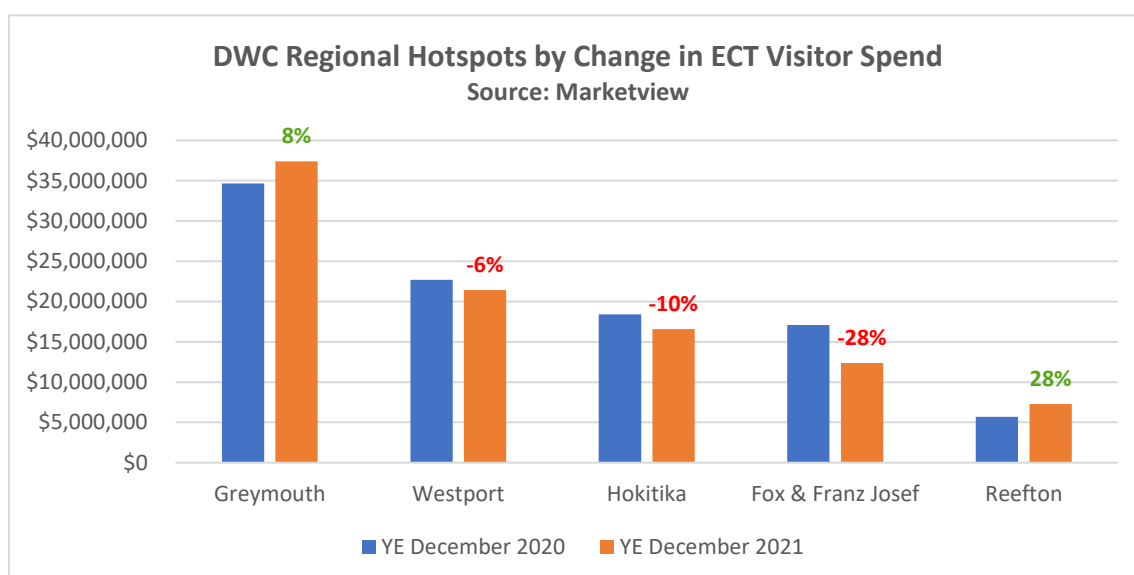
ECT visitor spending for the YE December 2021 was \$135m, down -6% or -\$9.3m from that of the YE December 2020. Domestic ECT visitor spending for the YE December 2021 was \$130m, up 22% or \$23.4m compared to the previous 12-month period. ECT spending by international visitors was \$5.1m, down -87% or -\$33m from the YE December 2020.

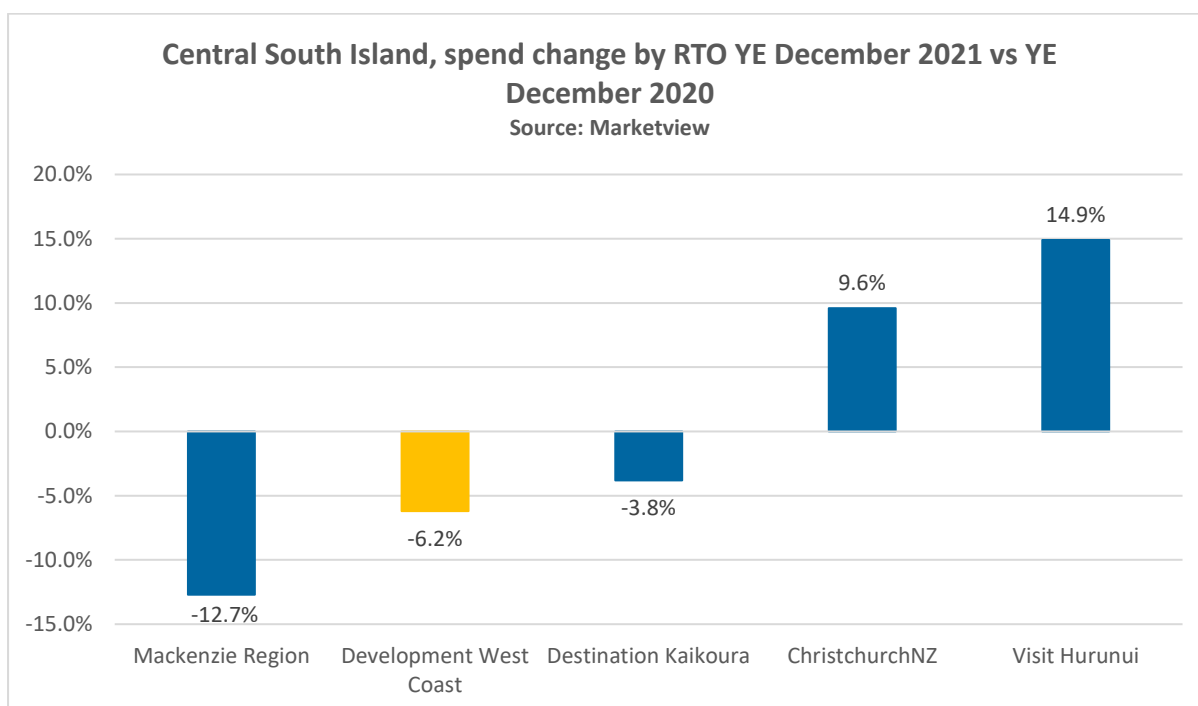
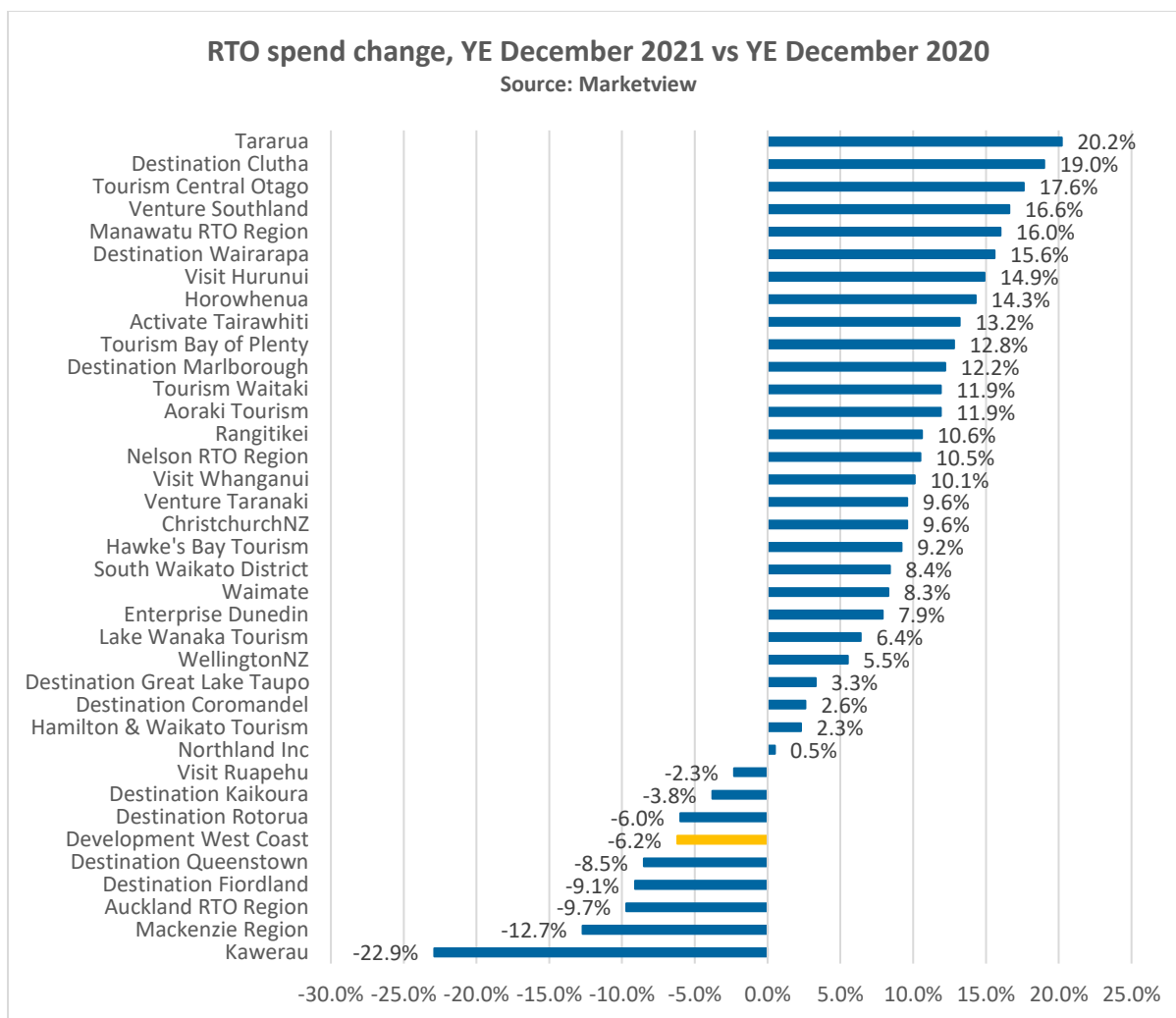


Regional hotspots

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 YE December 2021.

Hotspot	December 2021 spend	Change from December 2019	Change from December 2020	YE December 2021 spend	Change from YE December 2020
Greymouth	\$3.9m	-4.6%	+5.0%	\$37.4m	+8.0%
Westport	\$2.2m	+4.7%	+2.4%	\$21.4m	-5.6%
Hokitika	\$1.5m	-19.8%	-5.4%	\$16.6m	-10.0%
Fox & Franz Josef	\$925k	-73.7%	-37.3%	\$12.4m	-27.6%
Reefton	\$654k	+13.0%	+3.4%	\$7.3m	+27.6%





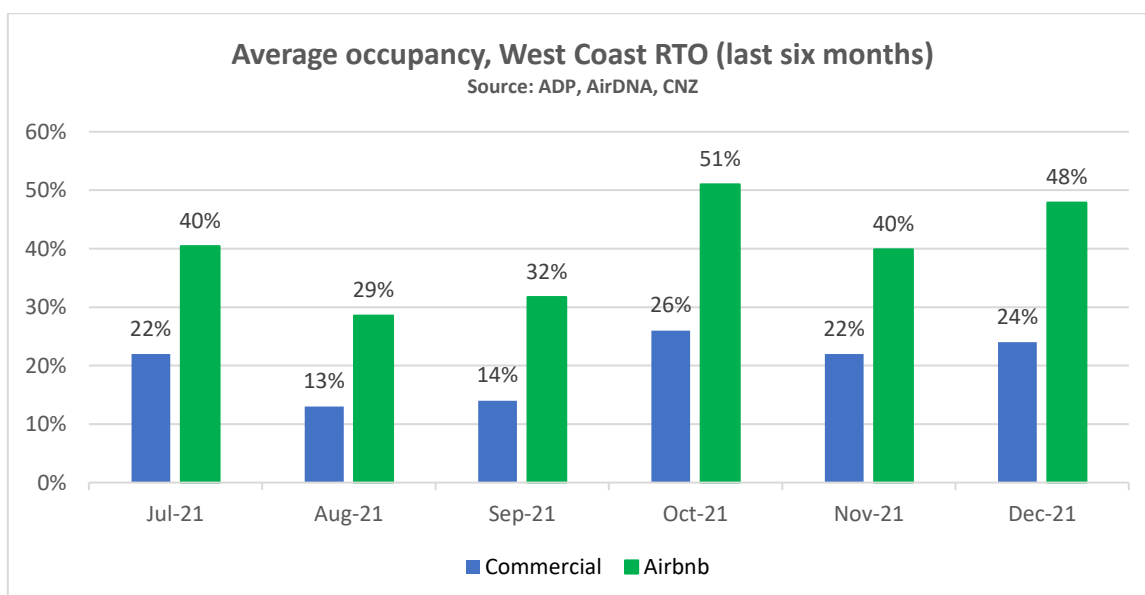
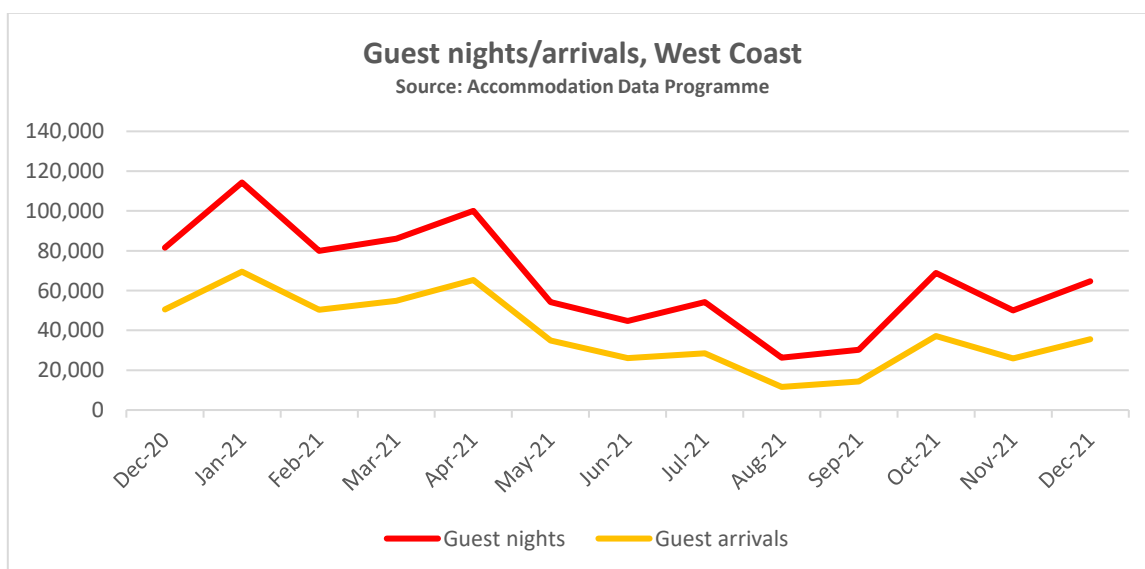
Accommodation

Commercial

Starting from December 2021, the Accommodation Program has removed MIQ stay units and corresponding guest data from the entire time series.

35,500 recorded guest arrivals spent 64,600 guest nights in commercial accommodation in the West Coast RTO area in December 2021. Guest arrivals were down -30% from December 2020 and guest nights were down -21%. Of these guest nights, 49% were spent in the Westland District, 29% in Buller District and 23% in Grey District. Guest nights spent on the West Coast made up 3% of total guest nights in NZ for the month. 142 accommodation providers on the West Coast were registered on the ADP in December 2021, with 134 of these identifying as 'active'.

The average occupancy rate was 24%, below the national average of 34%. Occupancy in Grey District was 27%, followed by Buller District at 26% and Westland District at 22%. The average length of stay was 1.8 nights, below the national average of 2.3 nights.



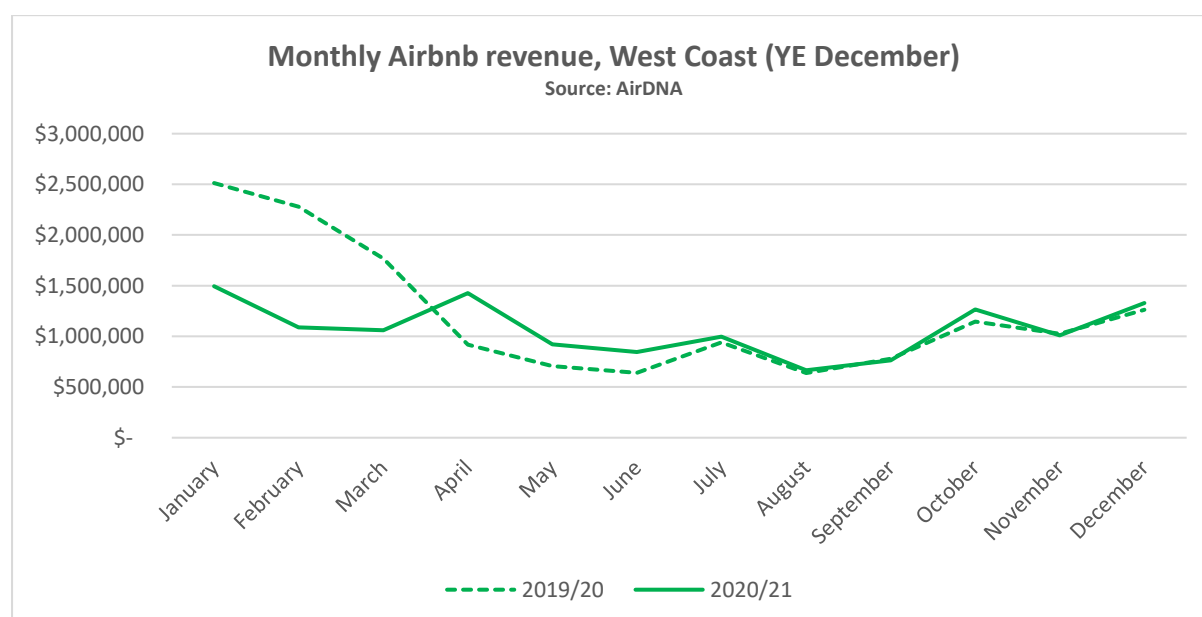
Airbnb

A total of 603 active rentals in the West Coast region were listed on Airbnb in December 2021, same as the previous month. Of these, 43% were in Westland District, 37% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in December 2021 was 48%, an increase of 8 percentage points from same month last year.

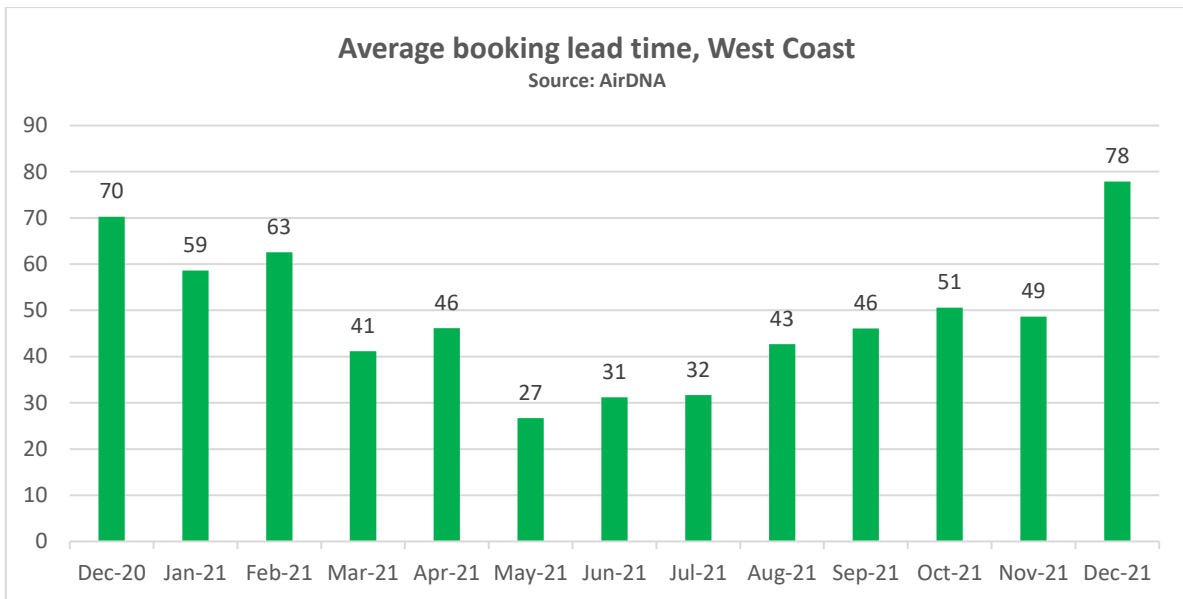
Average daily rates by listing type are listed below. Percentages show the change in ADR in December 2021 from November 2021 (if any).

Average daily rates by listing type, West Coast Airbnb (December 2021)				
District	Entire home		Private room	Shared room
Westland District	\$180	+5%	\$140	N/A
Buller District	\$175	+2%	\$91	\$25
Grey District	\$145	-5%	\$96	N/A

Airbnb revenue for the month totaled at \$1.3m in the West Coast region, down -32% from December 2019 and up 5% from December 2020. A total of \$12.9m in Airbnb revenue was generated over the YE December 2021, down -12% or \$1.7m from the YE December 2020. The largest proportional revenue decline over the YE December 2021 period compared to the previous year occurred in the Westland District at -28%, followed by Grey District at -10%. Meanwhile, Airbnb revenue in Buller District increased by 15% compared to the previous 12-month period.



The average booking lead time for West Coast Airbnb listings booked for December 2021 was 78 days. This was 8 days longer than the average booking lead time in December 2020. Booking lead times were longest for listings in the Buller District at 102 days; followed by 73 days in Grey District and 60 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.