



Destination Analytics Report: Prepared for West Coast RTO

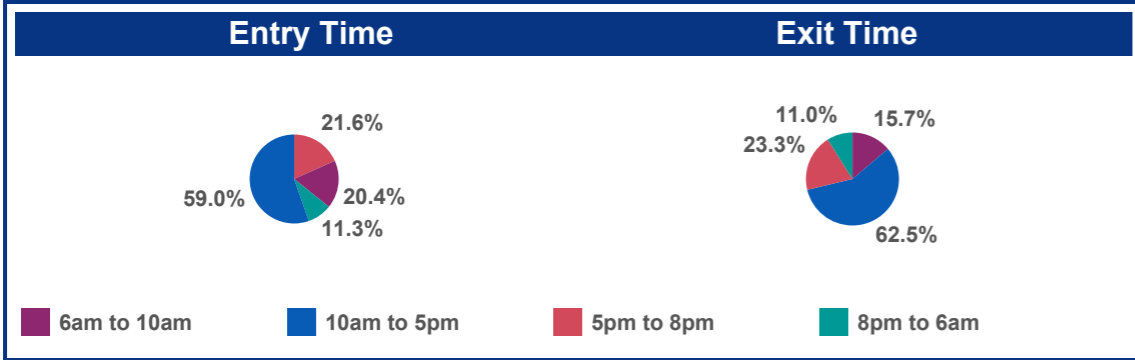
From 01/01/2022 to 31/01/2022

Copyright TripTech © 2021

About this report

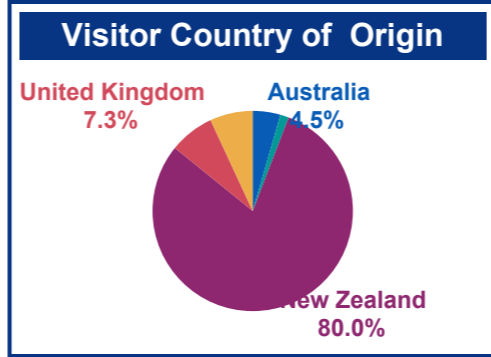
Destination management planning requires real-time and actionable insights to inform strategy and measure success. This includes understanding visitors and how a destination delivers on visitor needs and expectations. Triptech data is collected from real-time passenger movements and actions which reflects actual visitation. When compared to tourism surveys and studies, the TripTech Destination Management Report equips tourism businesses with a monthly data-driven view of specialised passenger movement dashboards. The following pages include a breakdown of each in detail.

Monthly Regional Dashboard



Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% Users	Went To Region	% Users
Nelson Tasman RTO	36.4%	Christchurch	36.4%
Christchurch	31.8%	Nelson Tasman RTO	32.9%
Wanaka	24.3%	Wanaka	24.6%
Queenstown	5.4%	Queenstown	5.1%
Central Otago RTO	2.6%	Marlborough RTO	4.0%

Total Users	Total Overnight Stays	Average Length of Stays
7,797	443	0.36 day
▲49% Prior Period ▼-65% Prior Year	▲29% Prior Period ▼-84% Prior Year	▼-10% Prior Period ▼-24% Prior Year



Top 5 Resident Suburbs

Suburb	% Users
Hokitika	11.5%
Franz Josef	11.3%
Greymouth	7.5%
Westport	6.7%
Haast	5.0%

Top 5 Visitor Home Tourism Region

Region Name	% of Total Users
Christchurch	23%
Nelson Tasman RTO	16%
Wanaka	7%
Queenstown	7%
Auckland RTO	6%

National Region Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Fiordland	78%	-61%	South Canterbury	-3%	-77%
West Coast RTO	49%	-65%	Christchurch	0%	-69%
Coromandel RTO	47%	-66%	Bay of Plenty RTO	2%	-69%
Northland RTO	40%	-73%	Wellington RTO	4%	-66%
Clutha	38%	-68%	Manawatu RTO	4%	-72%
Lake Taupo RTO	34%	-72%	Wairarapa RTO	4%	-76%
MacKenzie	32%	-66%	Hawke's Bay RTO	5%	-73%
Central Otago RTO	31%	-70%	Taranaki RTO	5%	-72%
Wanaka	31%	-58%	Whanganui RTO	6%	-74%
Ruapehu RTO	31%	-69%	Tararua	6%	-73%



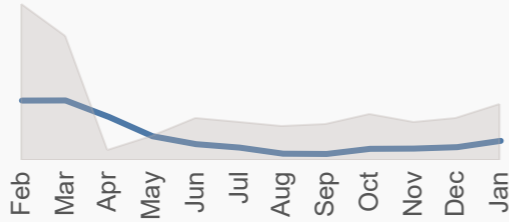
Data 1

●●●●●● current year ● previous year

TOTAL USERS

7,797

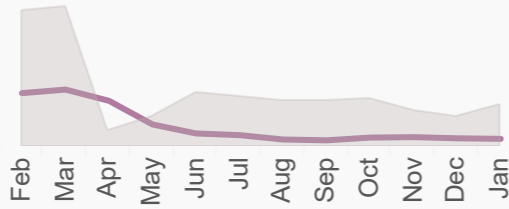
▲49% Prior Period
▼-65% Prior Year



Total Overnight Stays

443

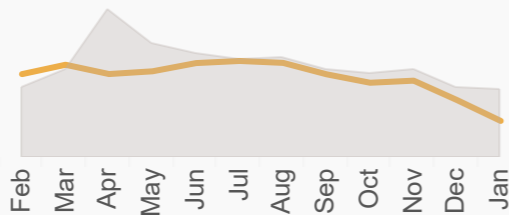
▲29% Prior Period
▼-84% Prior Year



AVERAGE LENGTH OF TIME

0.36 day

▼-10% Prior Period
▼-24% Prior Year



Total Users

Throughout 1/1/2022 to 1/31/2022, West Coast RTO has seen total of 7797 users which is 49% up as compared to prior period and 65% down as compared to prior year. An increase or decrease in users can be due to changing seasons, travel behaviour shifts or effective marketing campaigns in the region.

Total Stays

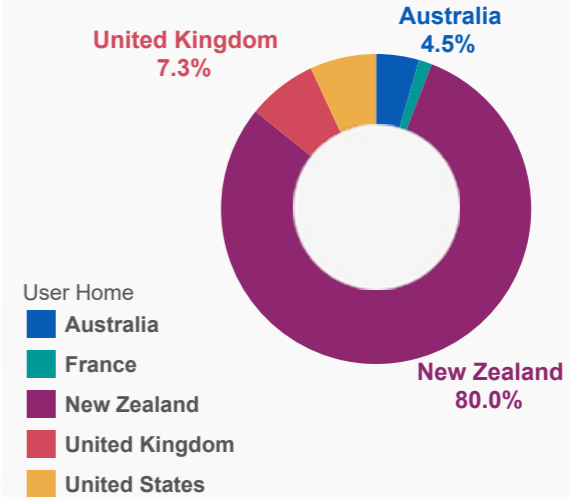
Throughout 1/1/2022 to 1/31/2022, West Coast RTO has seen total of 814 stays which is 29% up as compared to prior period and 84% down as compared to prior year. An increase or decrease in stays is due to changing seasons or effective marketing campaigns in the region.

Country of Origin

The pie chart breaks down the top 5 home countries where travellers in West Coast RTO are from. The highest number of travellers seen in West Coast RTO is from Australia from all reported home countries. Here Australia is 92% down as compared to the same time period in the year prior.



Visitor Country Of Origin



- User Home
- Australia
- France
- New Zealand
- United Kingdom
- United States

Domestic	International
5,598	2,199



Selected Region Name

West Coast RTO

Prior Period

▲49%

Prior Year

▼-65%

Top 10

Neighbouring Region Comparison

Bottom 10

Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Fiordland	78%	-61%	South Canterbury	-3%	-77%
West Coast RTO	49%	-65%	Christchurch	0%	-69%
Coromandel RTO	47%	-66%	Bay of Plenty RTO	2%	-69%
Northland RTO	40%	-73%	Wellington RTO	4%	-66%
Clutha	38%	-68%	Manawatu RTO	4%	-72%
Lake Taupo RTO	34%	-72%	Wairarapa RTO	4%	-76%
MacKenzie	32%	-66%	Hawke's Bay RTO	5%	-73%
Central Otago RTO	31%	-70%	Taranaki RTO	5%	-72%
Wanaka	31%	-58%	Whanganui RTO	6%	-74%
Ruapehu RTO	31%	-69%	Tararua	6%	-73%

Top 5 Resident Suburbs: In West Coast RTO

Suburb	% Users
Hokitika	11.5%
Franz Josef	11.3%
Greymouth	7.5%
Westport	6.7%
Haast	5.0%

Top 5 Source Market Tourism Region

Region Name	% of Total Users
Christchurch	23%
Nelson Tasman RTO	16%
Wanaka	7%
Queenstown	7%
Auckland RTO	6%

Top 5 Suburbs: In West Coast RTO

The top 5 suburbs highlight the home regions of travellers who live within West Coast RTO. Here Hokitika is indicating that during the period between 1/1/2022 and 1/31/2022, it had the highest number of travellers within West Coast RTO at 11.5% of the total observed market.

Top Source Market

Top Source Market of Travellers highlights the home region of travellers during 1/1/2022 and 1/31/2022 from Christchurch at 23%.

The Second most popular source market is from Nelson Tasman RTO at 16%. Utilising this report can allow you to better understand where to target travellers prone to visiting your region.

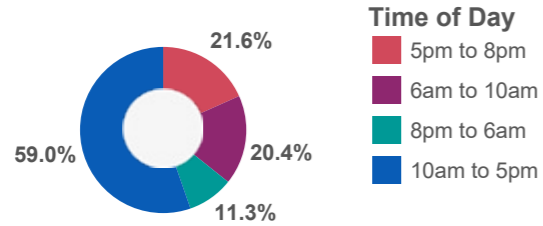
Regional Comparison Top & Bottom

Throughout 1/1/2022 to 1/31/2022, West Coast RTO has seen a 49% increase compared to the previous month and a 65% decrease against the same month in the year prior. The Top 10 and Bottom 10 tables highlights the performance of other regions.



Data 3

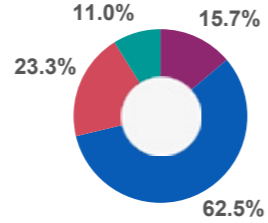
Entry Time



Time of Day

- 5pm to 8pm
- 6am to 10am
- 8pm to 6am
- 10am to 5pm

Exit Time



Top 5 Prior Regions

Entered From Region	% Users
Nelson Tasman RTO	36.4%
Christchurch	31.8%
Wanaka	24.3%
Queenstown	5.4%
Central Otago RTO	2.6%

Top 5 Next Regions

Went To Region	% Users
Christchurch	36.4%
Nelson Tasman RTO	32.9%
Wanaka	24.6%
Queenstown	5.1%
Marlborough RTO	4.0%

Entry & Exit Time

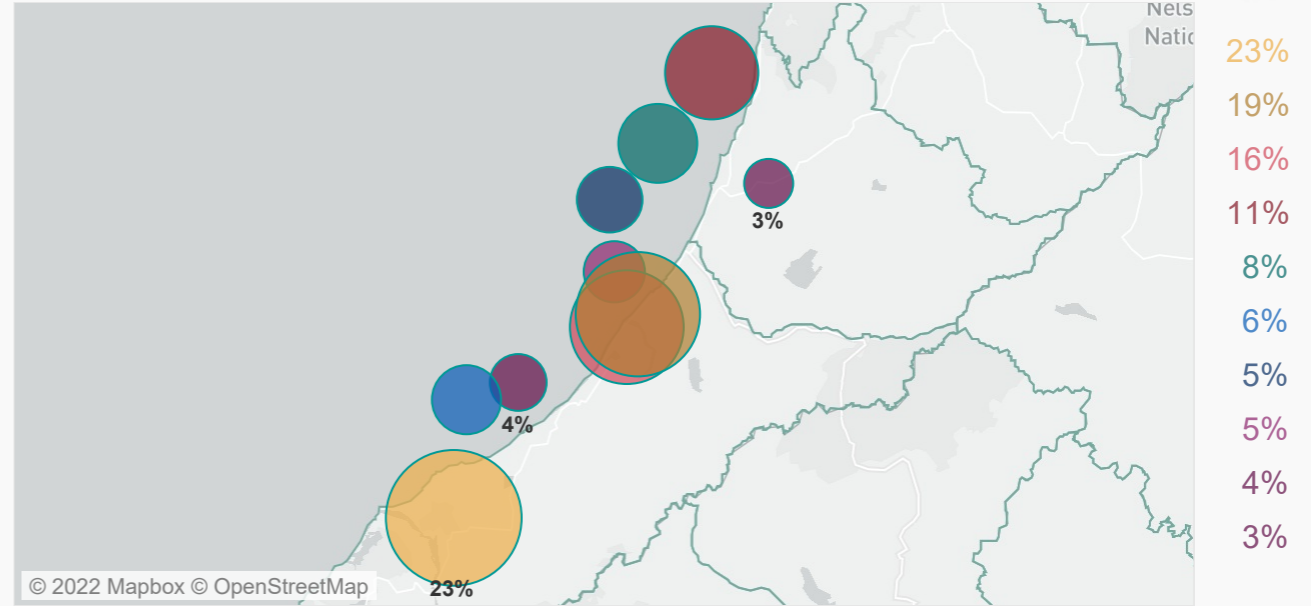
The doughnut chart indicates the breakdown of popular times travellers enter and exit in West Coast RTO for the time period between 1/1/2022 to 1/31/2022. The report indicates 10am to 5pm was the most common time frame travellers were seen entering West Coast RTO at 59.0%.

The most common time frame for travellers leaving West Coast RTO was between 10am to 5pm at 62.5% .

Prior & Next Regions

The Top 5 prior and next regions highlights the % breakdown where travellers were seen before visiting West Coast RTO and which region travellers were seen if recorded leaving. The prior and next regions provides a strong indication towards the flow of travel through West Coast RTO during 2022-01-01 and 2022-01-31.

Top 10 Overnight Stay Hotspots



© 2022 Mapbox © OpenStreetMap

Top 10 Overnight location clusters

Each overnight stay recorded in West Coast RTO during 2022-01-01 to 2022-01-31 are distributed into the top 10 largest clusters to give you an overview of the % share different locations within your region have. As each regions unique in size, this KPI can be shared as a larger image to get a better overall view of cluster locations where they overlap.





Glossary



YOY (Year on Year)

Amount of growth – positive, negative or flat – this year versus the last reporting year. Calculated as $((TY-LY)/LY)*100$



User Count

The total number of unique (each user counted only once) users seen in your region during the selected period



Next Regions

The location a user was next seen after visiting your region



Top Home Region

The most popular location where domestic travellers in your region are visiting from



WoW (Week over Week)

Amount of growth from Location Data – positive, negative or flat – this week versus the last reporting week. Calculated as $((TW-LW)/LW)*100$



Overnight Stays

The total number of overnight stays recorded in your region during the selected period. Calculated when a user is seen in the same location night prior/next morning



Visitor CO

The smartphone home country is used to determine the country of origin of a user (this will not be impacted when changing a SIM card)



Top Suburb

The most popular suburbs where travellers are based in your region, when travelling inside your region



% Change

The amount of change—positive, negative, or flat—expressed as a percentage comparing a period versus the same period last year. Calculated as $((This Year - Last Year)/Last Year)*100$



Prior Regions

The location a user was last seen prior to arriving in your region



Entry / Exit Time

The time in which a user entered or exited your region during a selected time period



Top/Bottom 10 comparison

Identifies the Top and bottom regions across your RTO/State/Country and which has seen the highest and lowest change in visitation over the selected time period



For more information email info@triptech.com

Or visit www.triptech.com

Share this report

About TripTech

TripTech (a THL & Jayco, Inc. Company) is a travel technology company operating across Australia and New Zealand. Our apps include CamperMate and custom branded travel apps in multiple categories. These assets connect businesses to travellers to plan and book in-trip and the data generated enables comprehensive, real-time dashboards and reports on tourist movement. This powerful combination arms national and state tourism offices, local and regional councils, government, media agencies and brands with access to new audiences and real-time data on their travel patterns and behaviour.

At TripTech we've been analysing the travel movements of the independent traveller through our network of apps for 10+ years. This enables us to provide a unique perspective on travel prior to, and throughout the course of the pandemic, including what the domestic audience is searching for, where they are going, and in-trip travel behaviours.