

# West Coast Visitor Trends Report



## January 2022

### Key figures January 2022

Average Daily Visitors: 7,951

ECT Visitor Spend: \$19.1m

Average length of stay: 1.9 nights

Accommodation occupancy rate: 36%

Airbnb occupancy rate: 67%

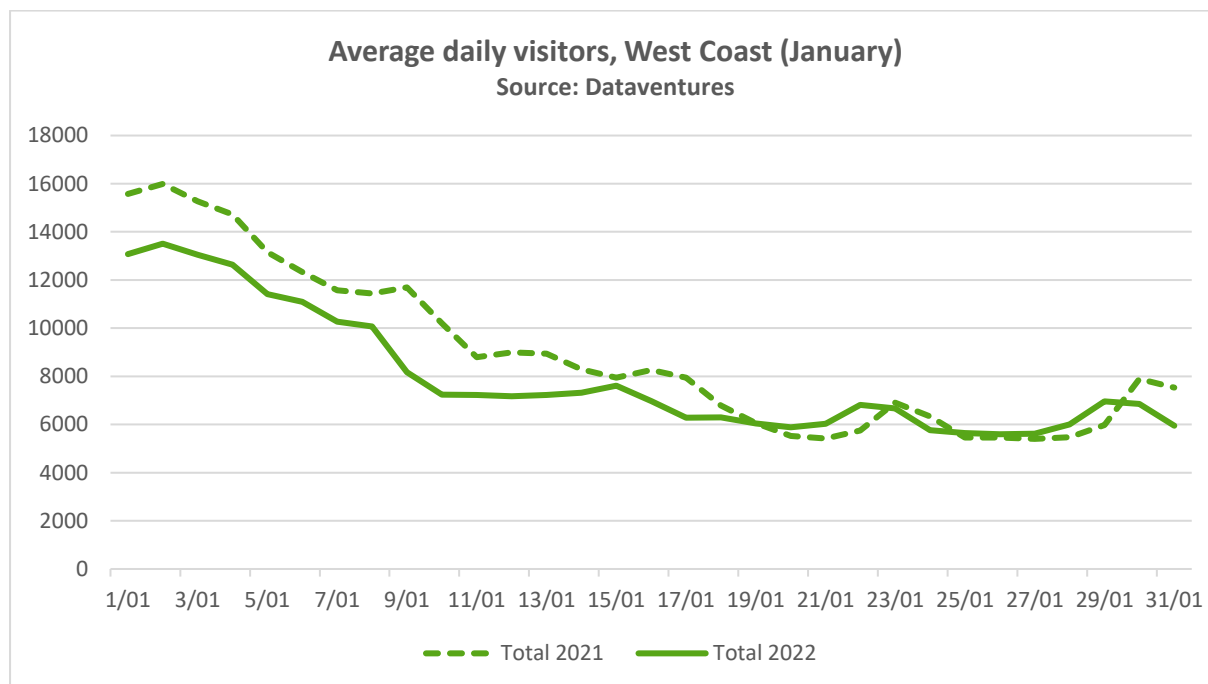
Dates	Events
1 <sup>st</sup> Jan	New Year's Day
2-4 <sup>th</sup> Jan	New Year's Day public holiday recognised
24 <sup>th</sup> Jan	Wellington Anniversary Day
31 Jan	Northland, Nelson, and Auckland Anniversary Day

## Visitor numbers

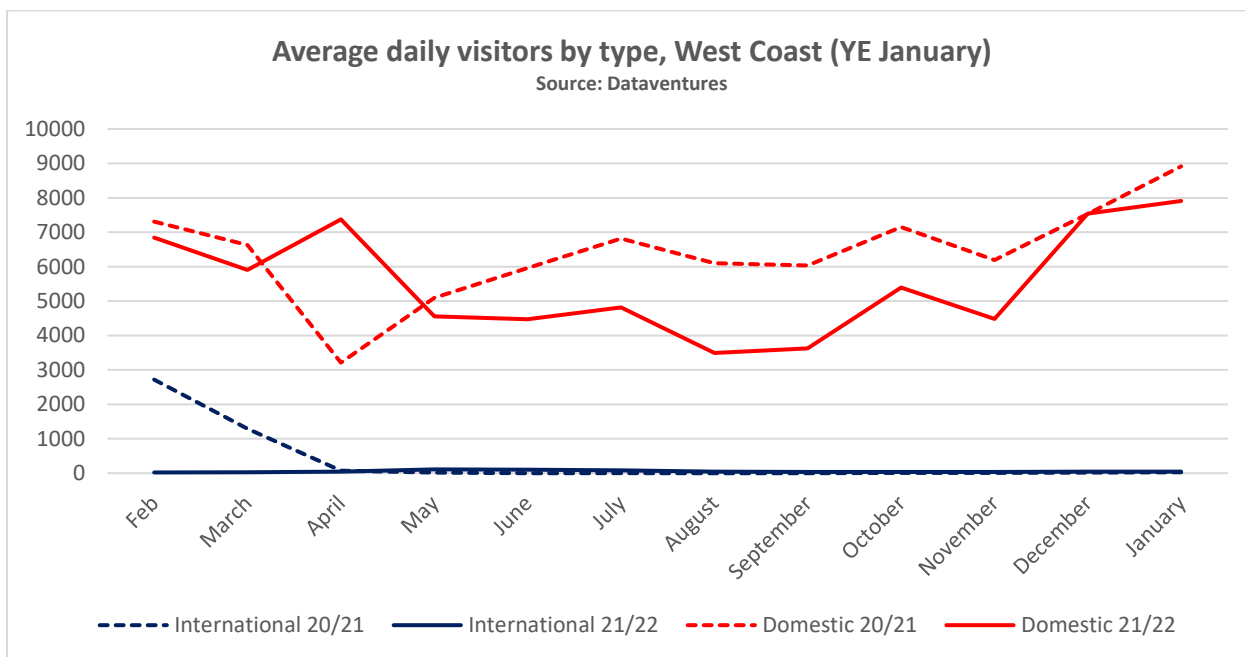
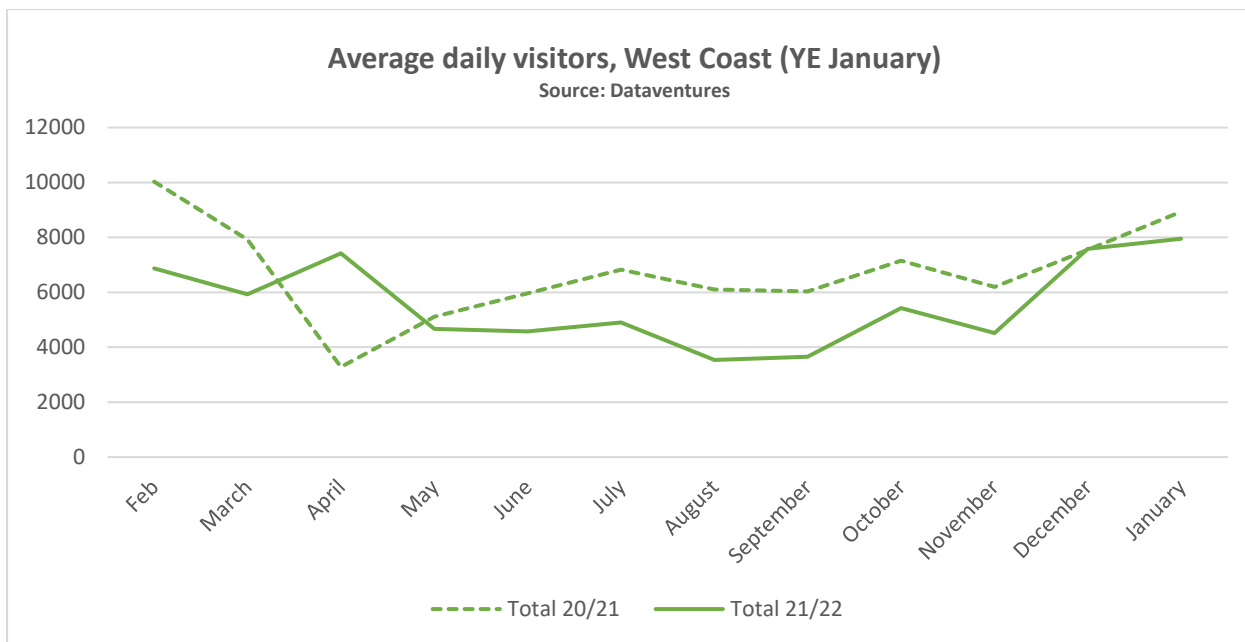
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 7,951 visitors were in the West Coast region each day in January 2022. This was a decrease of -27% or 2,983 average daily visitors from January 2020, and a decrease of -11% or 988 average daily visitors from January 2021.

An estimated 7,909 of these were domestic visitors, down -0.01% or 1 average daily visitors from January 2020 and down -11.3% or 1,006 average daily visitors from January 2021. An average of 42 international visitors were in the West Coast region in January 2022, down -99% or -2,982 average daily visitors from January 2020 and an increase of 18 average daily visitors from January 2021.



Over the YE January 2022 period, an average of 5,585 visitors were in the West Coast region each day. This was a reduction of -17% or -1,175 average daily visitors when compared to the previous 12-month period. At least 5,534 of these were domestic visitors. Average daily domestic visitor counts were down -14% or -879 visitors compared to the YE January 2021. The number of international visitors in the region each day when compared to the YE January 2021 fell by -85% or -296 from the previous 12-month period.

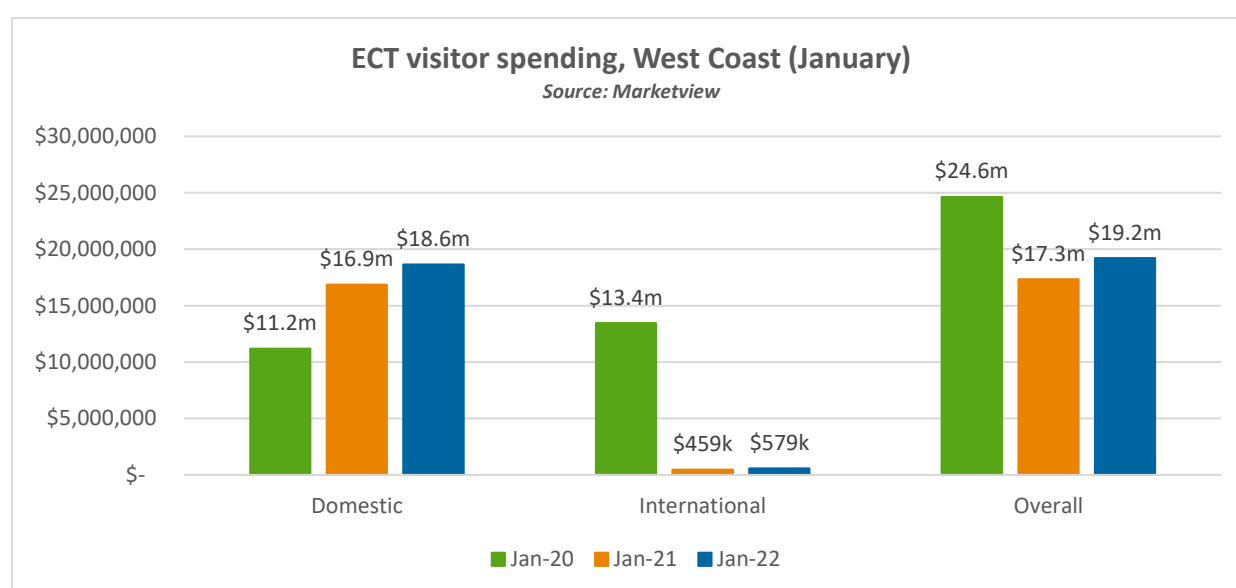


## Visitor Spending

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 January 2022 was \$19.2m, down -22% or \$5.4m from January 2020 and up 11% or \$1.9m from January 2021. ECT spending by domestic visitors made up \$18.6m of this, up 67% or \$7.4m on January 2020 and up 10% or \$1.8m from January 2021. International ECT visitor spend for the month was \$579k, down -96% or -\$12.9m from January 2020 and up 26% or \$119k from January 2021.

Spending in Westland District made up 40% of monthly visitor spending in the West Coast region in January 2022, followed by Grey District (31%) and Buller District (29%).

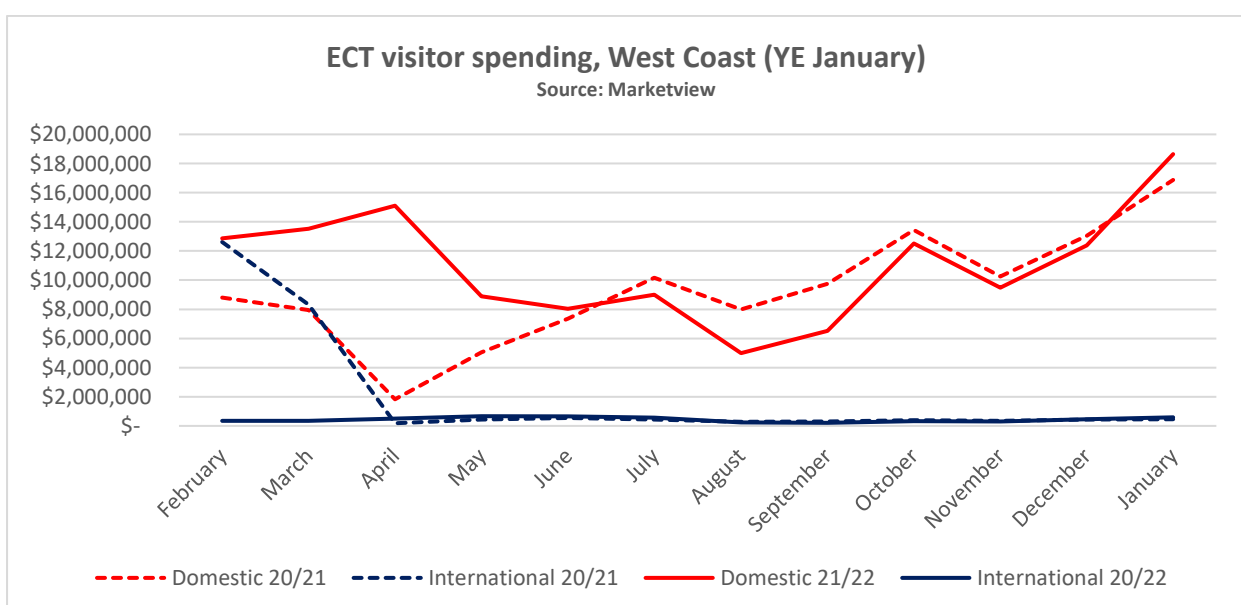
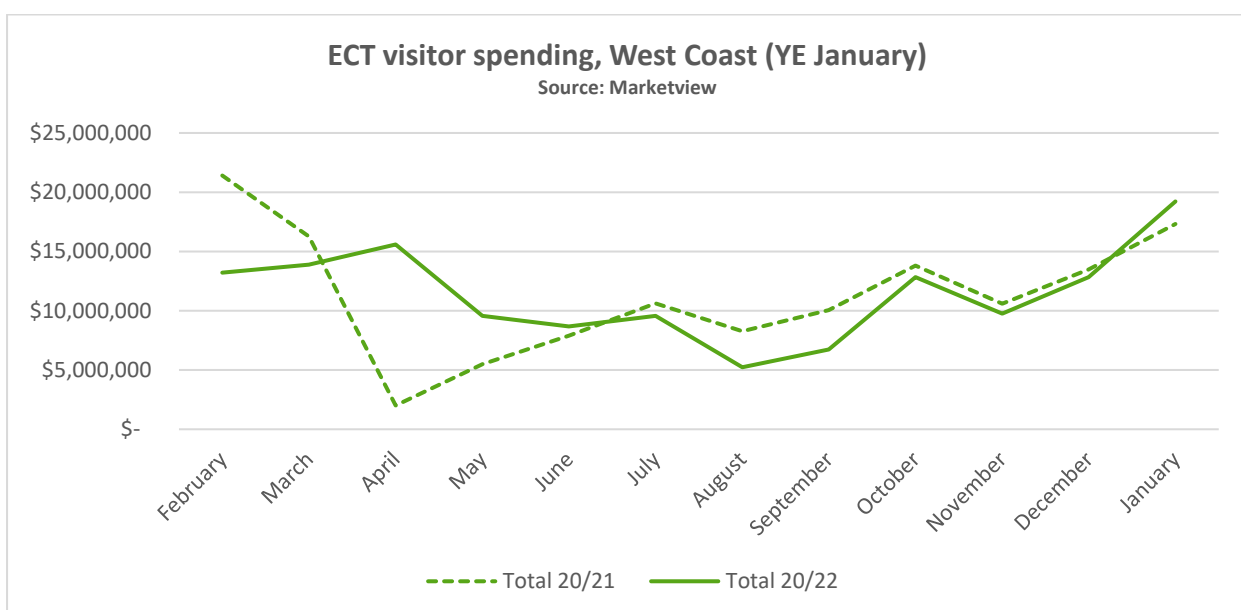
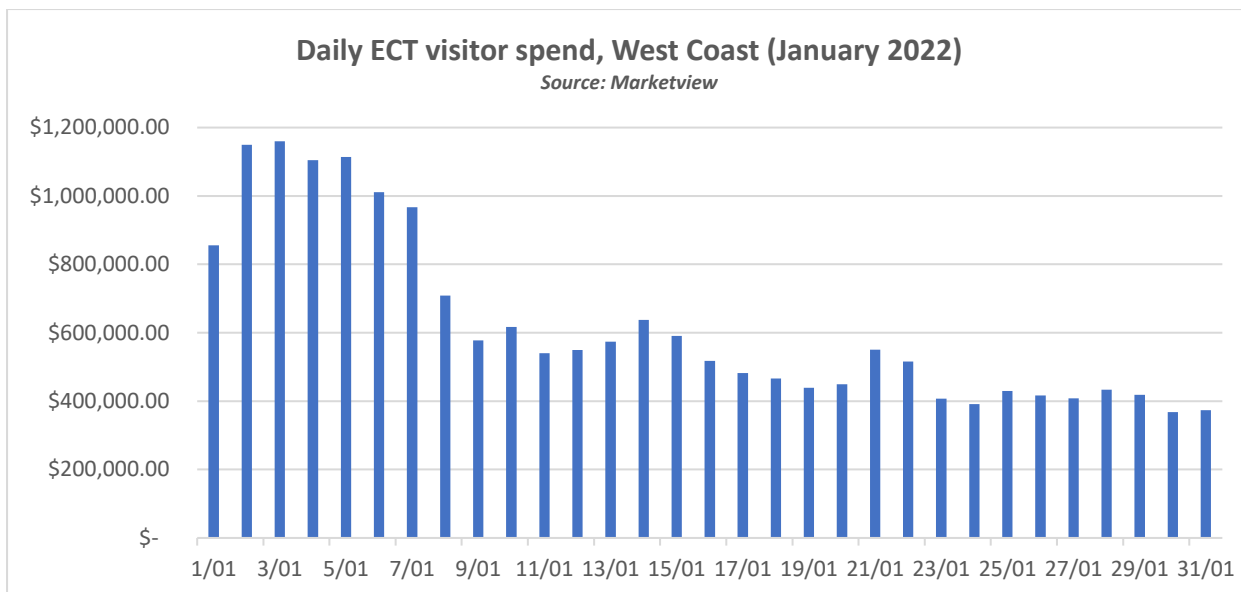


Average daily ECT visitor spending for January 2022 was \$620,063. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$78.

Daily ECT visitor spending was highest on Monday 3<sup>rd</sup> January at \$1,160,294.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in January 2022 at 43%, followed by visitors from Auckland (11.2%); Otago (10.9%); Wellington (8%) and Tasman (6%).

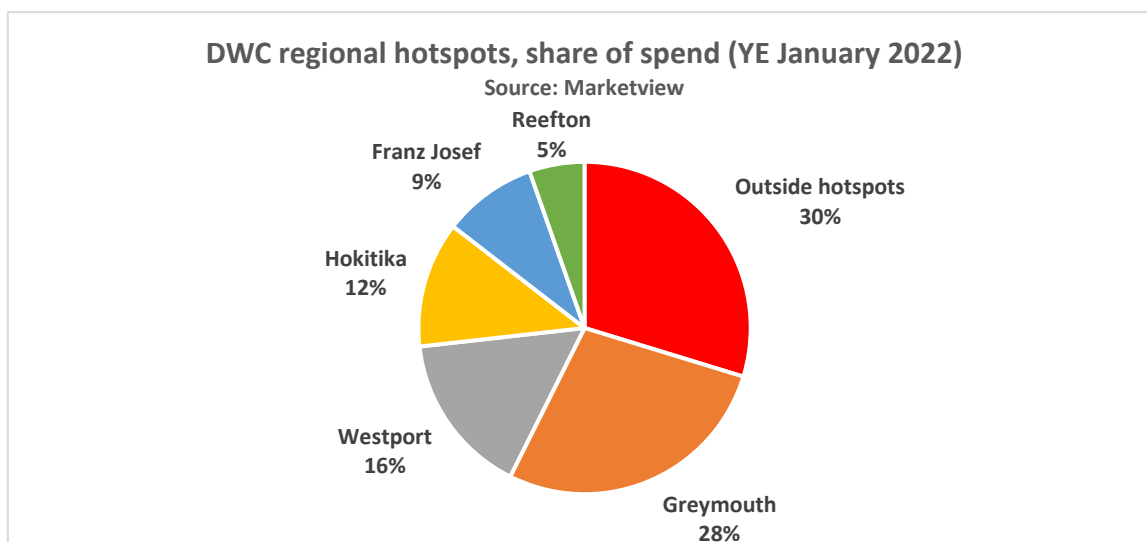
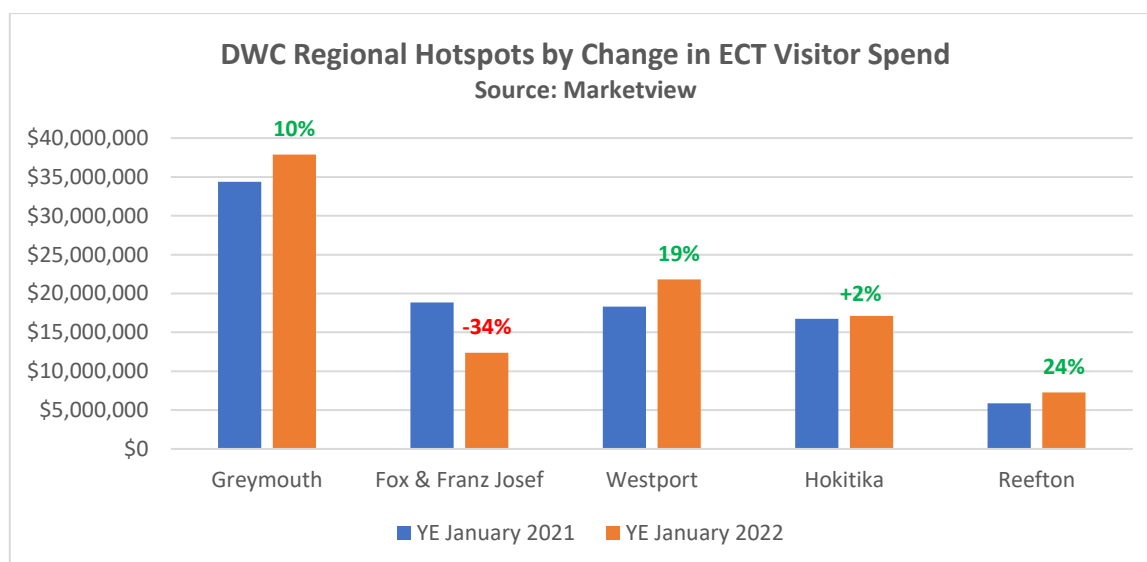
ECT visitor spending for the YE January 2022 was \$137m, down -0.3% or -\$482k from that of the YE January 2021. Domestic ECT visitor spending for the YE January 2022 was \$132m, up 17% or \$19.5m compared to the previous 12-month period. ECT spending by international visitors was \$5.2m, down -79% or -\$20m from the YE January 2021.

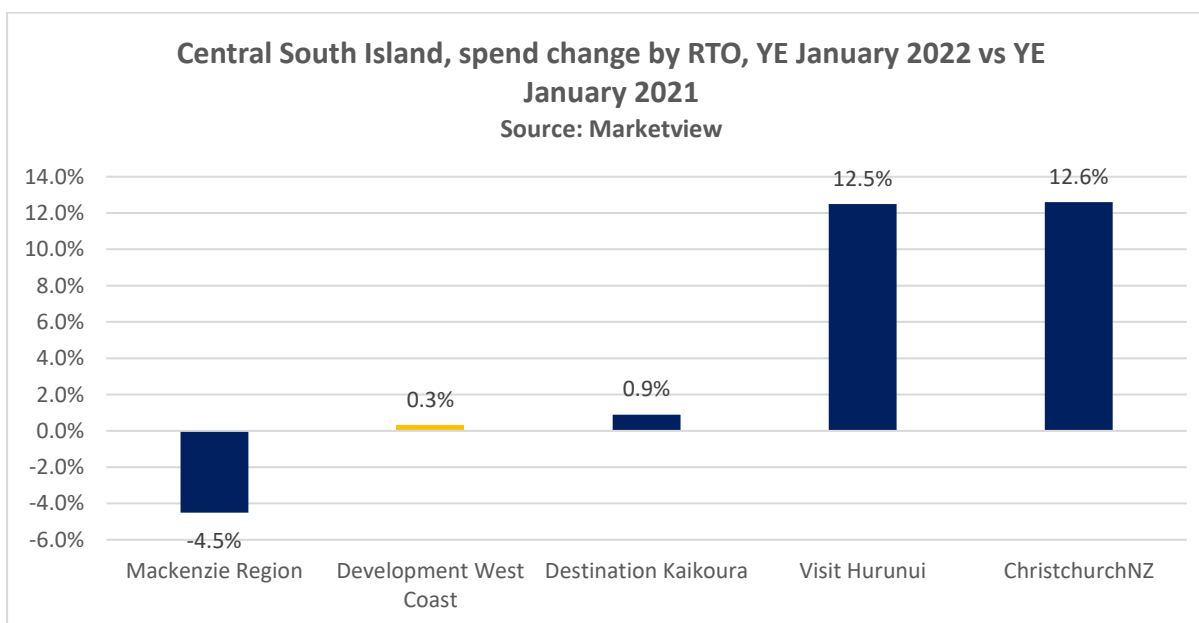
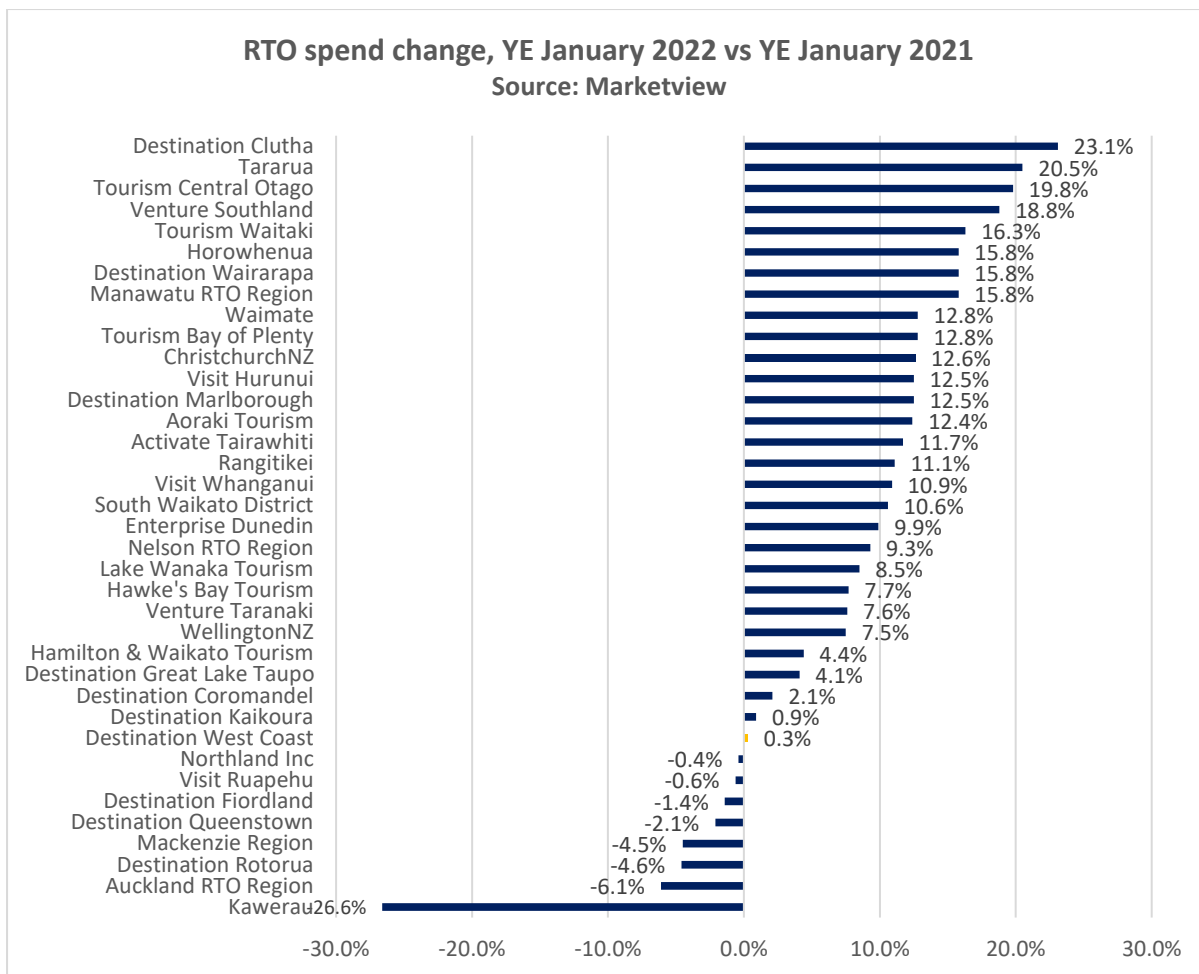


### Regional hotspots

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 January 2022.

Hotspot	January 2022 spend	Change from January 2020	Change from January 2021	YE January 2022 spend	Change from YE January 2021
Greymouth	\$4.9m	+3.9%	+10.3%	\$37.9m	+10.1%
Westport	\$2.7m	+11.9%	+16.4%	\$21.8m	+15.6%
Hokitika	\$2.5m	-4.9%	+17.4%	\$16.9m	+2.1%
Fox & Franz Josef	\$1.9m	-66.4%	+0.5%	\$12.4m	-34.3%
Reefton	\$903k	+28.1%	+1.2%	\$7.3m	+23.7%





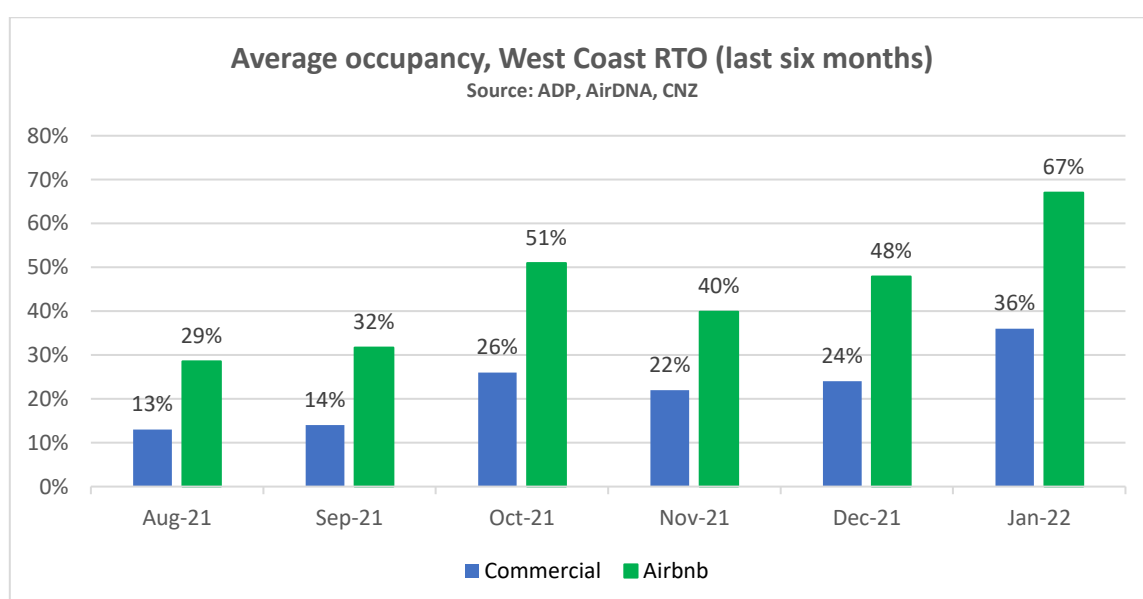
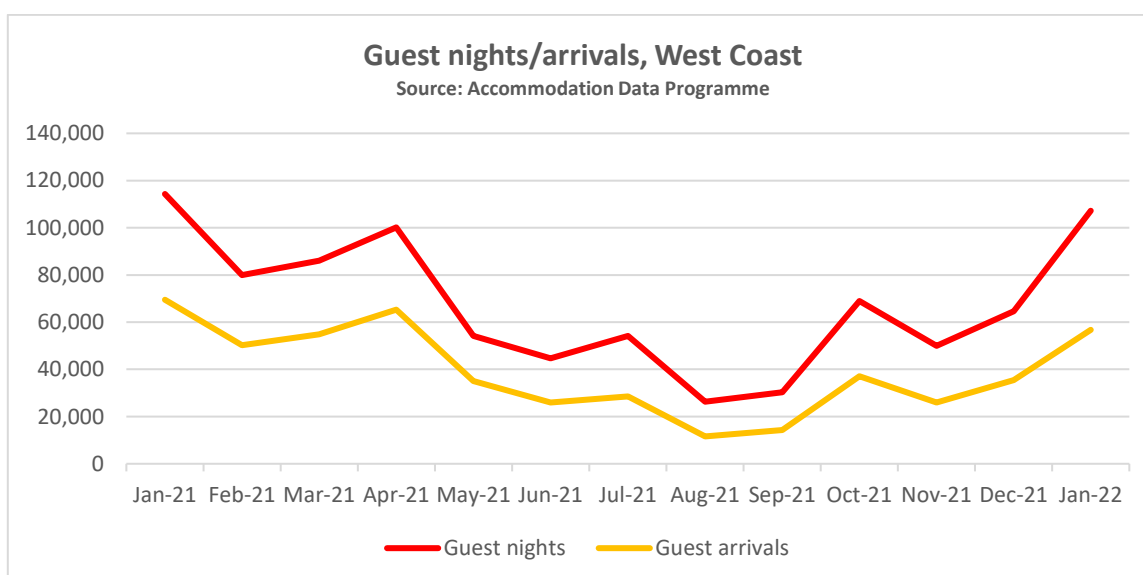
## Accommodation

### Commercial

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

56,800 recorded guest arrivals spent 107,200 guest nights in commercial accommodation in the West Coast RTO area in January 2022. Guest arrivals were down -18% from January 2021 and guest nights were down -6%. Of these guest nights, 50% were spent in the Westland District, 26% in Buller District and 24% in Grey District. Guest nights spent on the West Coast made up 3% of total guest nights in NZ for the month. 140 accommodation providers on the West Coast were registered on the ADP in January 2022, with 132 of these identifying as 'active'.

The average occupancy rate was 36%, below the national average of 49%. Occupancy in Grey District was 39%, followed by Buller District at 35% and Westland District at 34%. The average length of stay was 1.9 nights, below the national average of 2.6 nights.





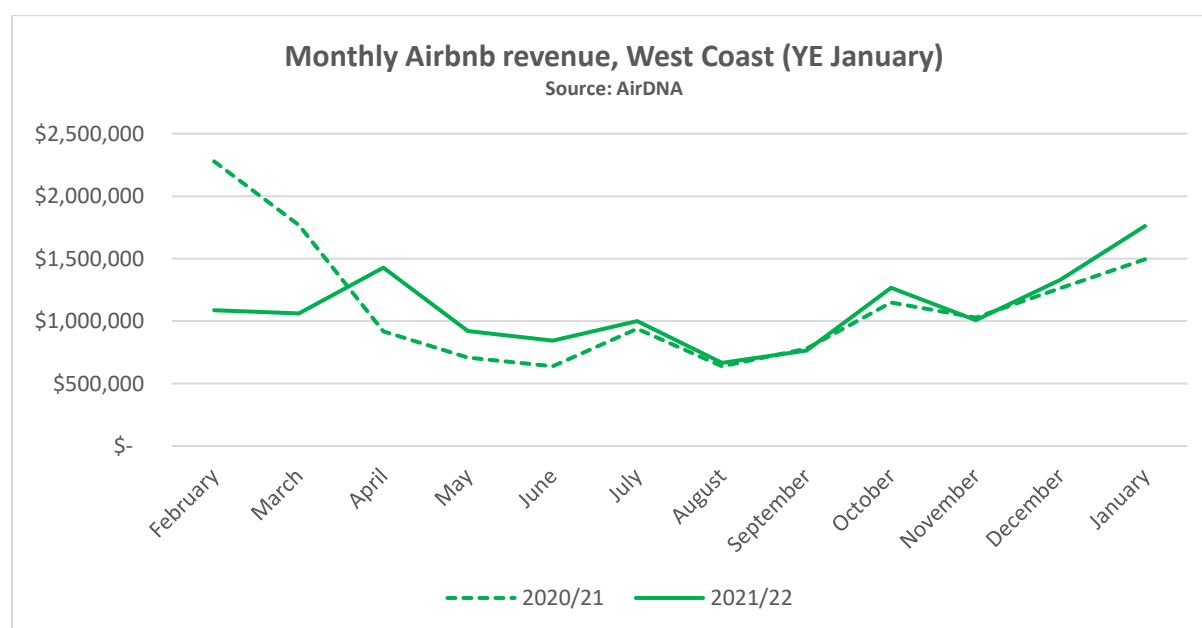
## Airbnb

A total of 610 active rentals in the West Coast region were listed on Airbnb in January 2022, an increase of 7 from the previous month. Of these, 43% were in Westland District, 38% in Buller District and 19% in Grey District. The average Airbnb occupancy rate in the region in January 2022 was 67%, an increase of 12 percentage points from same month last year.

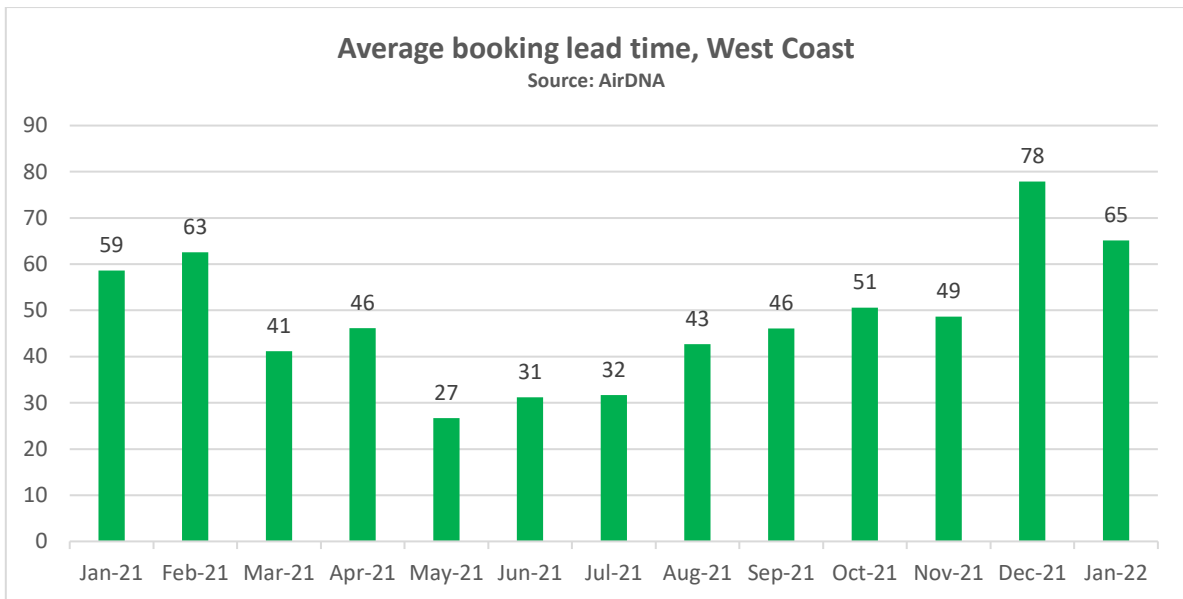
Average daily rates by listing type are listed below. Percentages show the change in ADR in January 2022 from December 2021 (if any).

Average daily rates by listing type, West Coast Airbnb (January 2022)				
District	Entire home		Private room	Shared room
Westland District	\$180		\$164	N/A
Buller District	\$180	+3%	\$90	\$33
Grey District	\$152	+5%	\$110	N/A

Airbnb revenue for the month totaled at \$1.8m in the West Coast region, down -30% from January 2020 and up 18% from January 2021. A total of \$13.1m in Airbnb revenue was generated over the YE January 2022, down -3% or \$462k from the YE January 2021. The largest proportional revenue decline over the YE January 2022 period compared to the previous year occurred in the Westland District at -19%, followed by Grey District at -3%. Meanwhile, Airbnb revenue in Buller District increased by 22% compared to the previous 12-month period.



The average booking lead time for West Coast Airbnb listings booked for January 2022 was 65 days. This was 6 days longer than the average booking lead time in January 2021. Booking lead times were longest for listings in the Buller District at 85 days; followed by 55 days in Westland District and 51 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.

Please see the separate Triptech report for this section.