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# Destination Analytics Report: Prepared for West Coast RTO

From 01/02/2022 to 28/02/2022

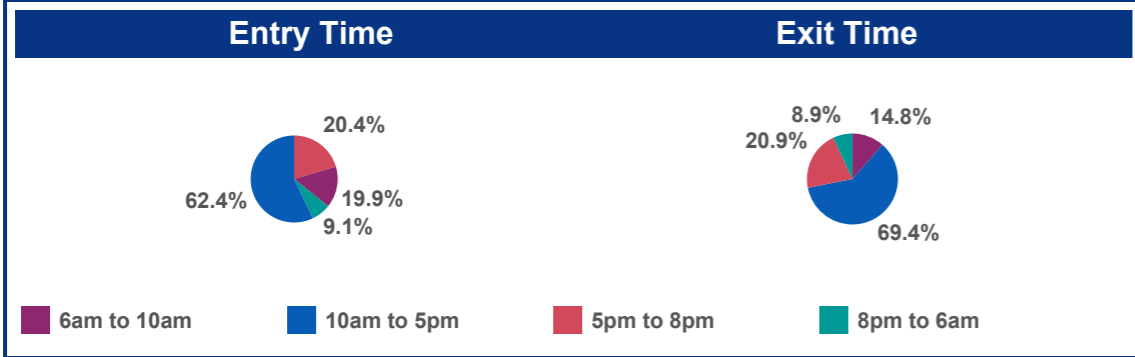
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## About this report

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.

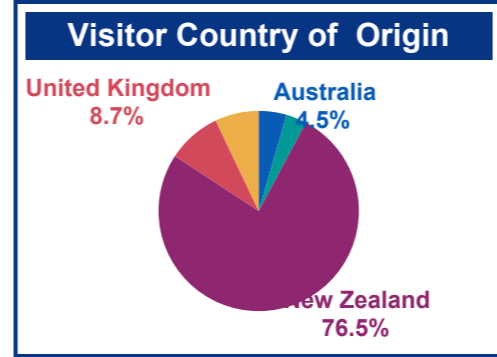


# Monthly Regional Dashboard



Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% Users	Went To Region	% Users
Christchurch	33.9%	Nelson Tasman RTO	44.9%
Nelson Tasman RTO	30.3%	Christchurch	35.5%
Wanaka	27.5%	Wanaka	20.8%
Queenstown	6.4%	Queenstown	3.3%
Central Otago RTO	2.5%	Marlborough RTO	2.6%

Total Users	Total Overnight Stays	Average Length of Stays
4,117 ▼-36% Prior Period ▼-82% Prior Year	178 ▼-65% Prior Period ▼-96% Prior Year	0 day ▼-40% Prior Year



### Top 5 Resident Suburbs

Suburb	% Users
Hokitika	11.5%
Franz Josef	11.3%
Greymouth	7.4%
Westport	6.6%
Haast	5.0%

### Top 5 Visitor Home Tourism Region

Region Name	% of Total U:
Christchurch	19%
Nelson Tasman RTO	15%
Marlborough RTO	7%
Wanaka	6%
Queenstown	6%

### National Region Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Southland	3%	-75%	West Coast RTO	-36%	-82%
Clutha	1%	-75%	Central Otago RTO	-34%	-79%
Waimate	0%	-78%	Gisborne RTO	-34%	-80%
Fiordland	-1%	-74%	Lake Taupo RTO	-30%	-80%
Dunedin RTO	-3%	-75%	Coromandel RTO	-27%	-75%
Marlborough RTO	-8%	-77%	Taranaki RTO	-24%	-77%
Christchurch	-9%	-73%	Rotorua RTO	-24%	-74%
Wellington RTO	-9%	-69%	Tararua	-24%	-82%
Manawatu RTO	-11%	-76%	Nelson Tasman RTO	-24%	-78%
Queenstown	-11%	-63%	Wairarapa RTO	-23%	-83%



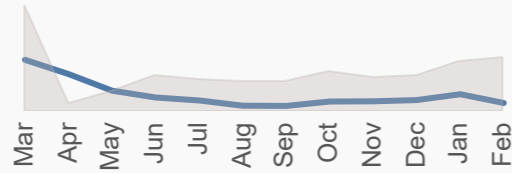
Data 1

● current year ● previous year

### TOTAL USERS

# 4,117

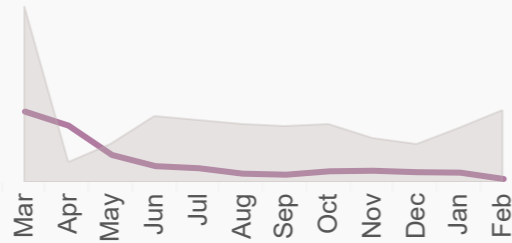
▼-36% Prior Period  
▼-82% Prior Year



### Total Overnight Stays

# 178

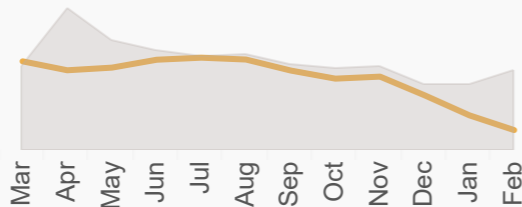
▼-65% Prior Period  
▼-96% Prior Year



### AVERAGE LENGTH OF TIME

# 0 day

▼-40% Prior Year



### Total Users

Throughout 2/1/2022 to 2/28/2022, West Coast RTO has seen total of 4117 users which is 36% down as compared to prior period and 82% 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

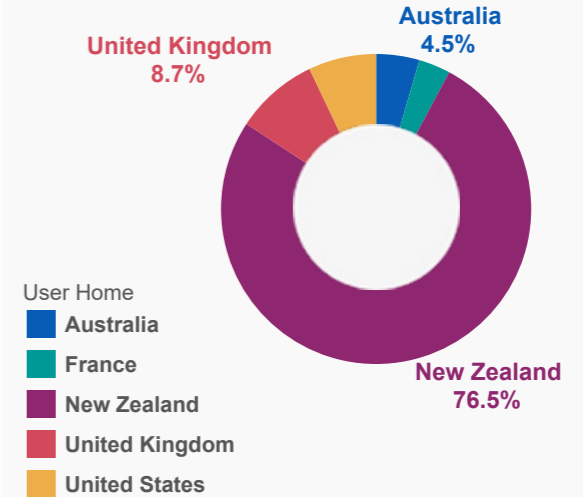
Throughout 2/1/2022 to 2/28/2022, West Coast RTO has seen total of 286 stays which is 65% down as compared to prior period and 96% down as compared to prior year. An increase or decrease in stays is due to changing seasons or effective marketing campaigns in the region.

### 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 88% 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
2,698	1,419



## Selected Region Name

West Coast RTO

## Prior Period

▼-36%

## Prior Year

▼-82%

## Top 10

## Neighbouring Region Comparison

## Bottom 10

Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Southland	3%	-75%	West Coast RTO	-36%	-82%
Clutha	1%	-75%	Central Otago RTO	-34%	-79%
Waimate	0%	-78%	Gisborne RTO	-34%	-80%
Fiordland	-1%	-74%	Lake Taupo RTO	-30%	-80%
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Manawatu RTO	-11%	-76%	Nelson Tasman RTO	-24%	-78%
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## Top 5 Resident Suburbs: In West Coast RTO

Suburb	% Users
Hokitika	11.5%
Franz Josef	11.3%
Greymouth	7.4%
Westport	6.6%
Haast	5.0%

## Top 5 Source Market Tourism Region

Region Name	% of Total User
Christchurch	19%
Nelson Tasman RTO	15%
Marlborough RTO	7%
Wanaka	6%
Queenstown	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 2/1/2022 and 2/28/2022, it had the highest number of travellers within West Coast RTO at 11.5% of the total observed market.

## Regional Comparison Top &amp; Bottom

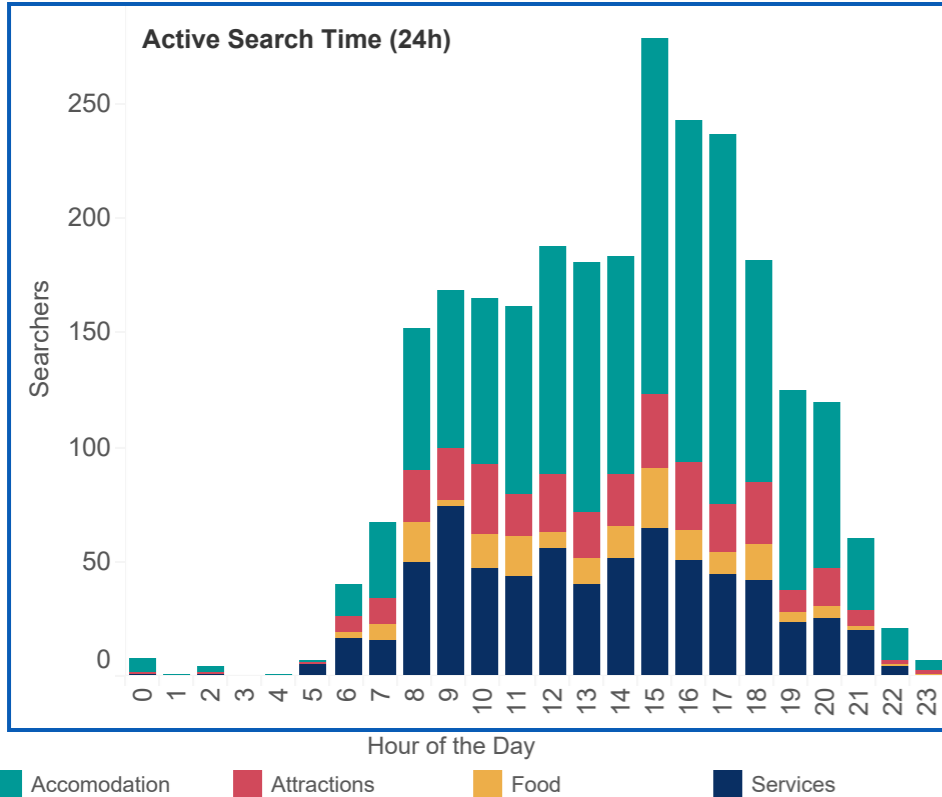
Throughout 2/1/2022 to 2/28/2022, West Coast RTO has seen a 36% decrease compared to the previous month and a 82 % decrease against the same month in the year prior. The Top 10 and Bottom 10 tables highlights the performance of other regions.

## Top Source Market

Top Source Market of Travellers highlights the home region of travellers during 2/1/2022 and 2/28/2022 from Christchurch at 19%.

The Second most popular source market is from Nelson Tasman RTO at 15%. Utilising this report can allow you to better understand where to target travellers prone to visiting your region.





### Top 10 Popular Search Categories

Category	Prior Period	Current period	% Change
All Campgrounds	82,832	34,260	-58.6%
Things to Do	16,060	6,221	-61.3%
Interesting tips	9,390	3,499	-62.7%
Walks & Trails	4,323	1,778	-58.9%
Public Toilet	3,354	1,594	-52.5%
Dump Station	1,846	578	-68.7%
Accommodation	1,704	550	-67.7%
Petrol Station	1,396	494	-64.6%
Water	800	464	-42.0%
Fishing	1,083	441	-59.3%

### Point of Interest Engagement

Refer to the active search times KPI to see the most popular hour of the day during the month where users searched for points of interest across the 4 major categories: Accommodation, Attractions, Food and Services.

### POI Insights

Looking at the Top 10 popular categories where users clicked the POI, Water saw a change of -42.0%.

The category within the Top 10 to see the lowest change was Dump Station showing -68.7%.



# 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



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For more information email [info@triptech.com](mailto:info@triptech.com)

Or visit [www.triptech.com](http://www.triptech.com)

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## 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.