

West Coast Visitor Trends Report



February 2022

Key figures February 2022

Average Daily Visitors: 5,170

ECT Visitor Spend: \$9.5m

Average length of stay: 1.8 nights

Accommodation occupancy rate: 24%

Airbnb occupancy rate: 41%

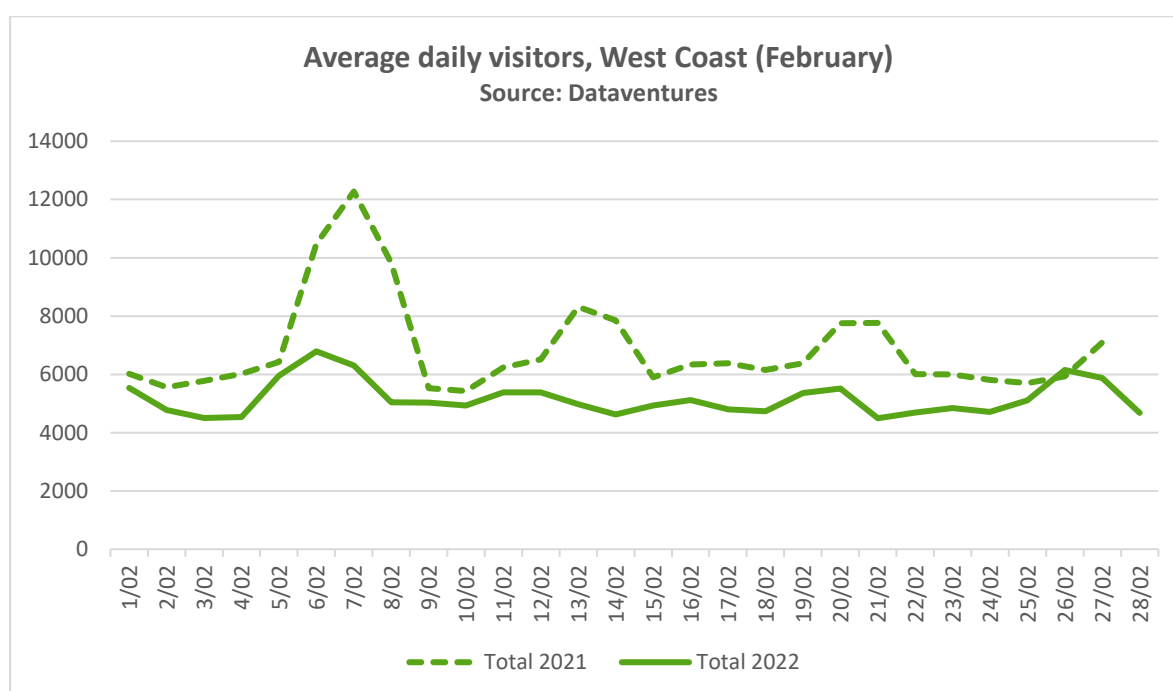
Dates	Events
7 th Feb	Waitangi Day off
15 th Feb	Self-isolation rules for travelers to New Zealand released
28 th Feb	Pacific quarantine-free travel expands - One-way quarantine-free travel to New Zealand will be extended to include Nauru, Tuvalu, and American Samoa.

Visitor numbers

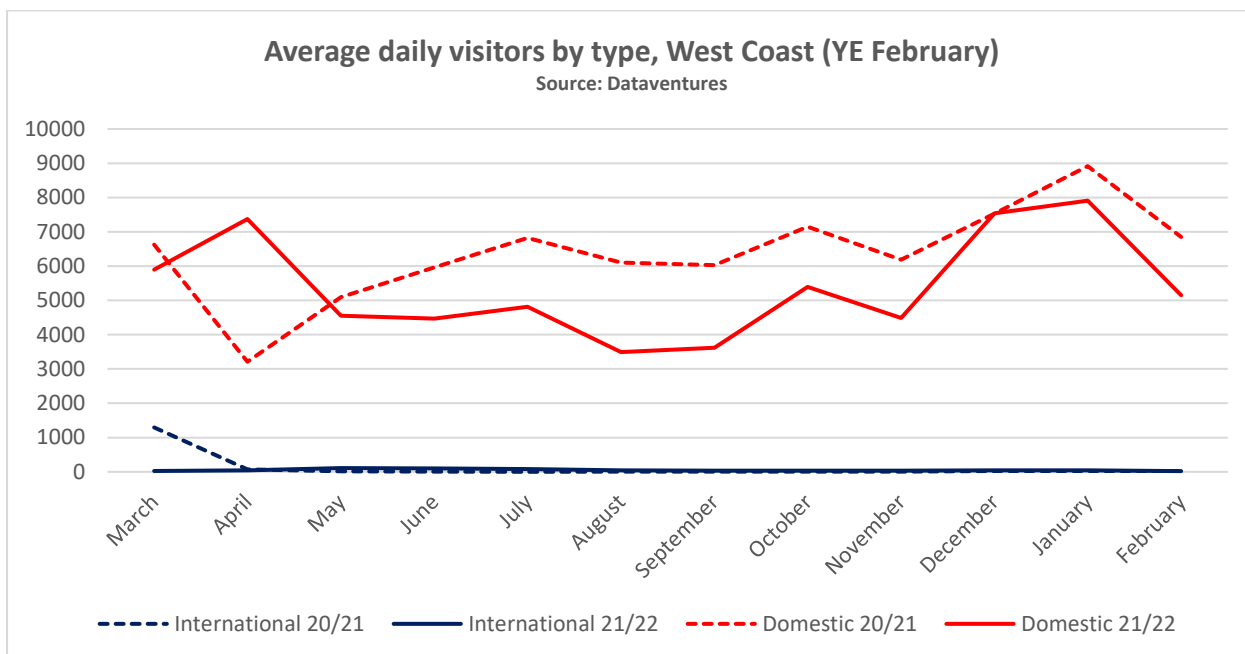
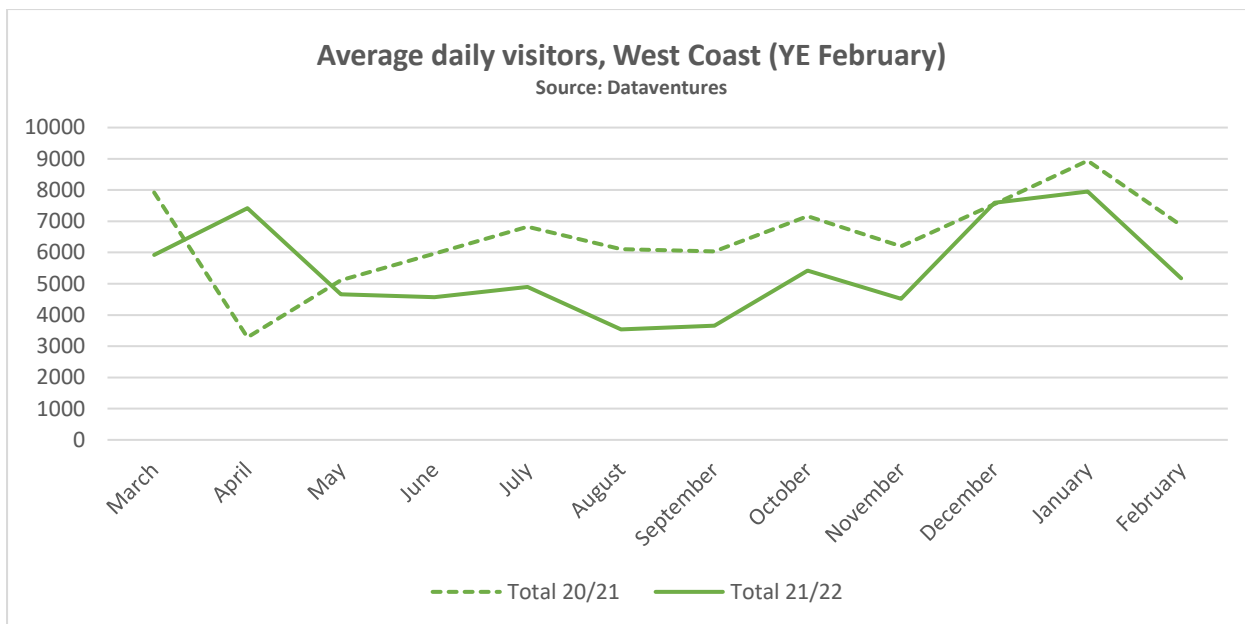
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 5,170 visitors were in the West Coast region each day in February 2022. This was a decrease of -48% or -4860 average daily visitors from February 2020, and a decrease of -25% or -1,698 average daily visitors from February 2021.

An estimated 5,149 of these were domestic visitors, down -30% or -2,163 average daily visitors from February 2020 and down -25% or -1,698 average daily visitors from February 2021. An average of 21 international visitors were in the West Coast region in February 2022, down -99% or -2,697 average daily visitors from February 2020. This was the same average number of international visitors as in February 2021.



Over the YE February 2022 period, an average of 5,444 visitors were in the West Coast region each day. This was a reduction of -16% or -1,053 average daily visitors when compared to the previous 12-month period. At least 5,392 of these were domestic visitors. Average daily domestic visitor counts were down -15% or -982 visitors compared to the YE February 2021. The number of international visitors in the region each day when compared to the YE February 2021 fell by -58% or -71 from the previous 12-month period.

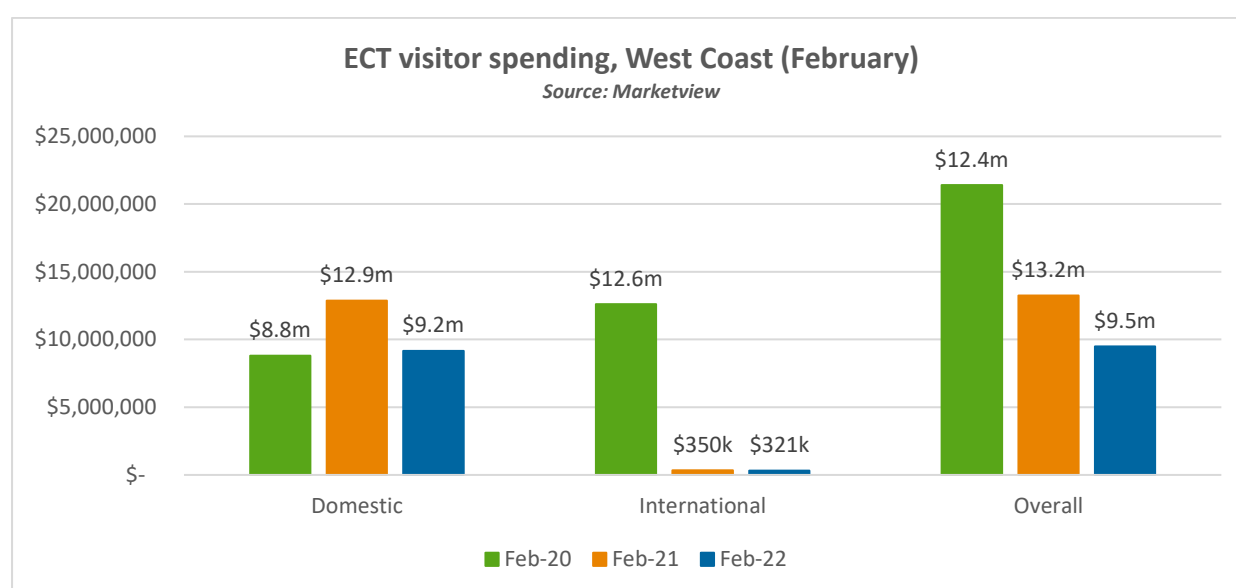


Visitor Spending

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 February 2022 was \$9.5m, down -56% or \$11.9m from February 2020 and down -28% or \$3.8m from February 2021. ECT spending by domestic visitors made up \$9.2m of this, up 4% or \$364k on February 2020 and down -29% or \$3.7m from February 2021. International ECT visitor spend for the month was \$321k, down -97% or - \$12.3m from February 2020 and down -8% or \$30k from February 2021.

Spending in Westland District made up 37% of monthly visitor spending in the West Coast region in February 2022, followed by Grey District (36%) and Buller District (27%).

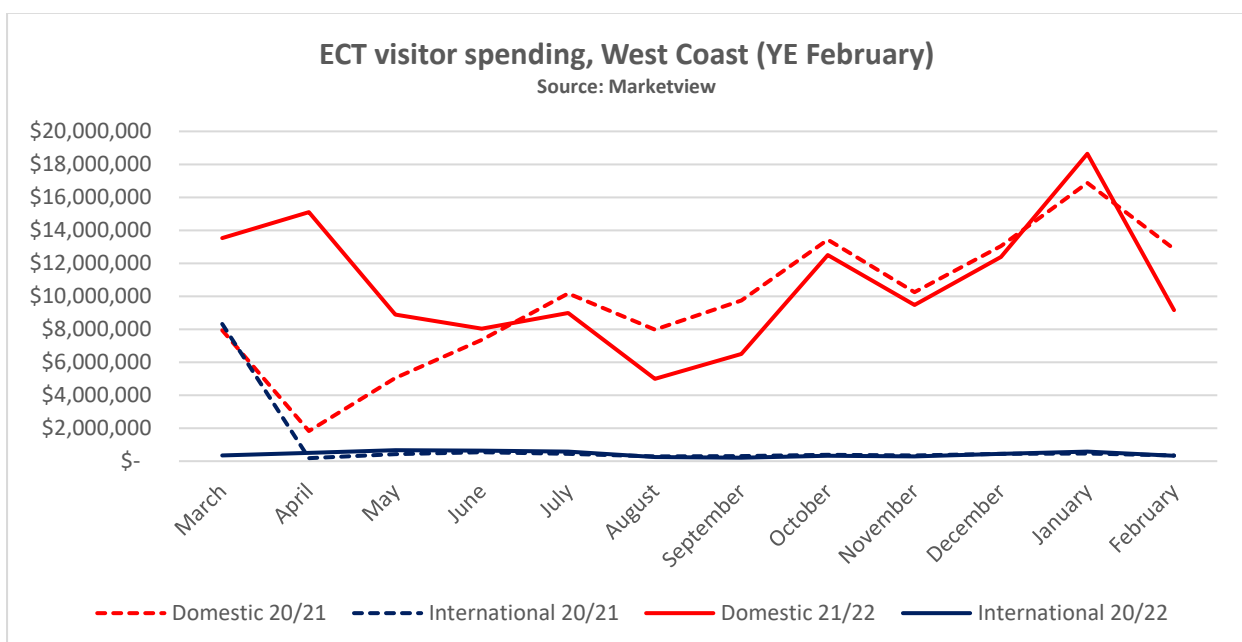
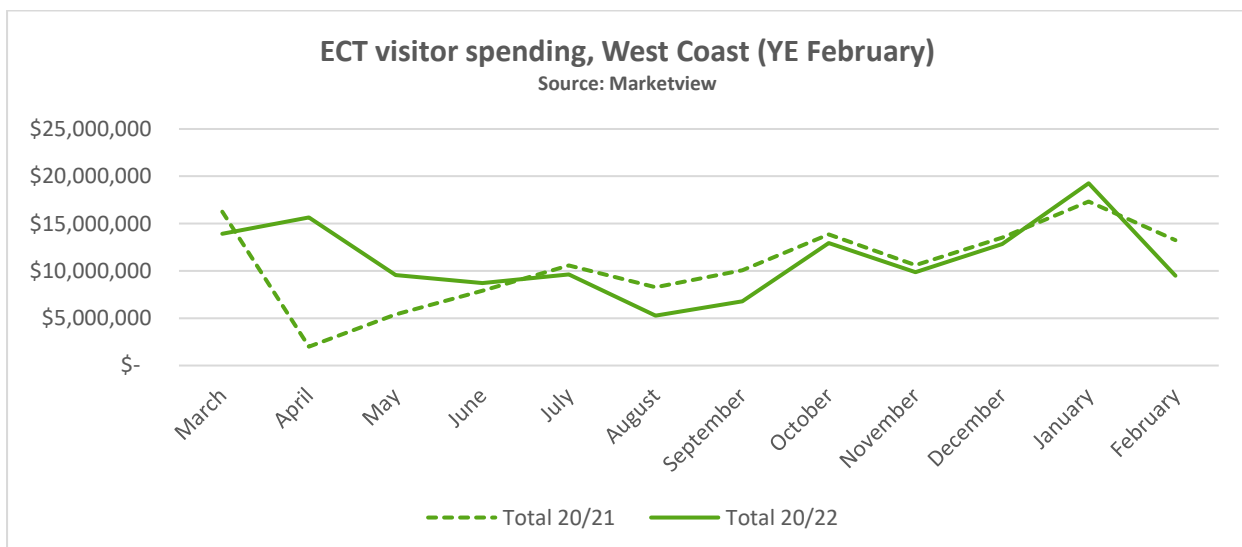
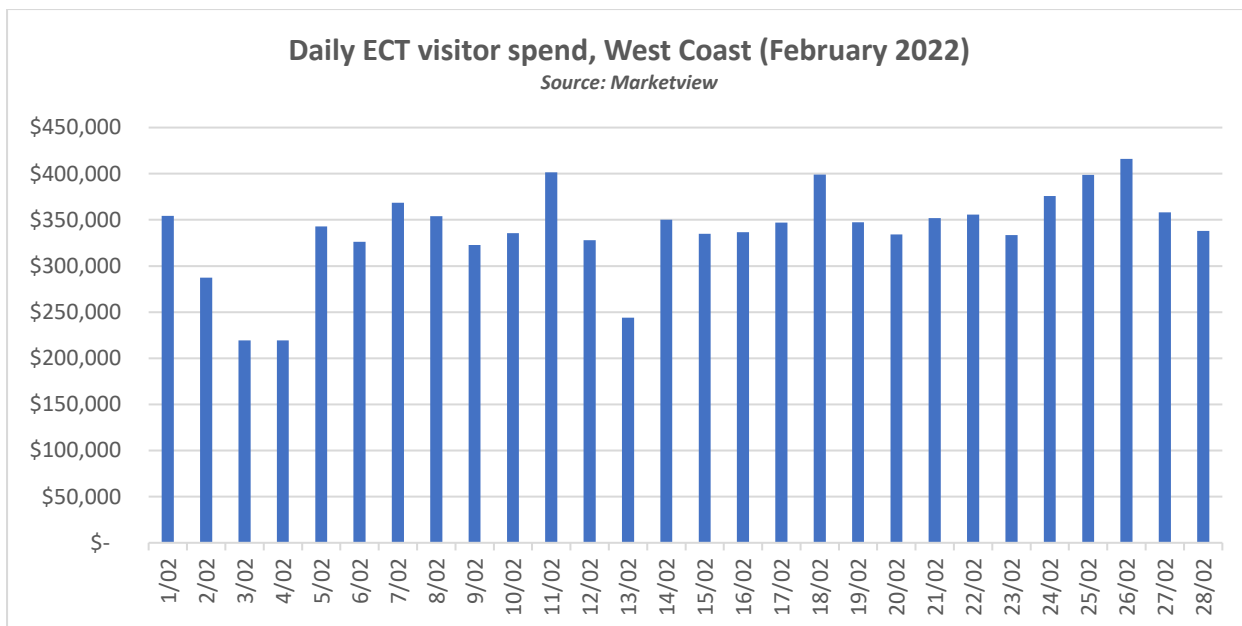


Average daily ECT visitor spending for February 2022 was \$338,574. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$65.

Daily ECT visitor spending was highest on Monday 26th February at \$416,147.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in February 2022 at 40%, followed by visitors from Otago (12%); Auckland (10%); Wellington (6%) and Tasman (6%).

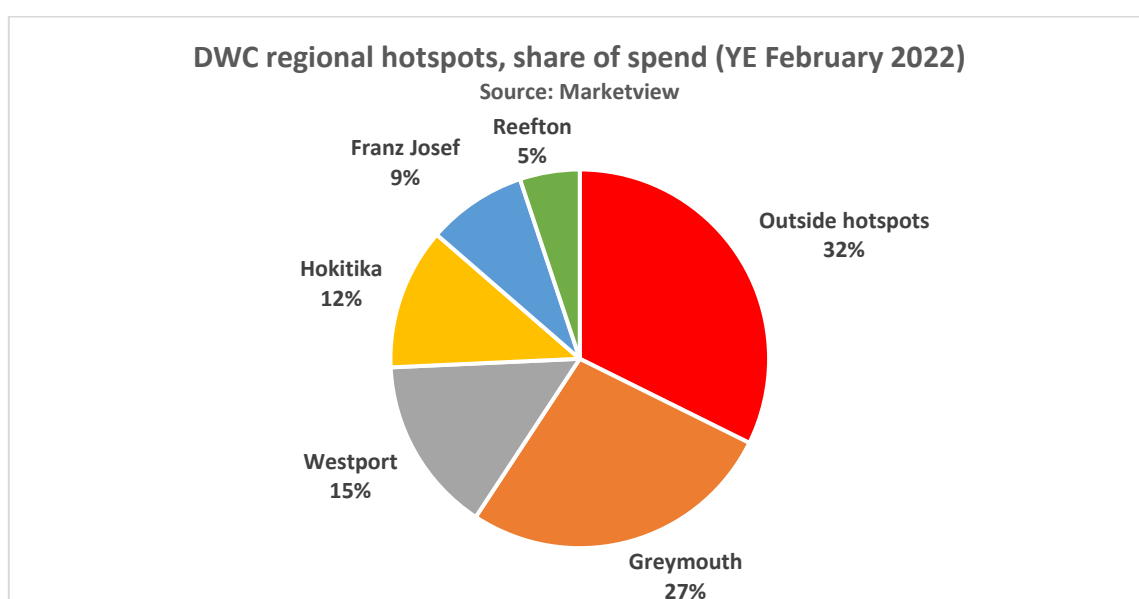
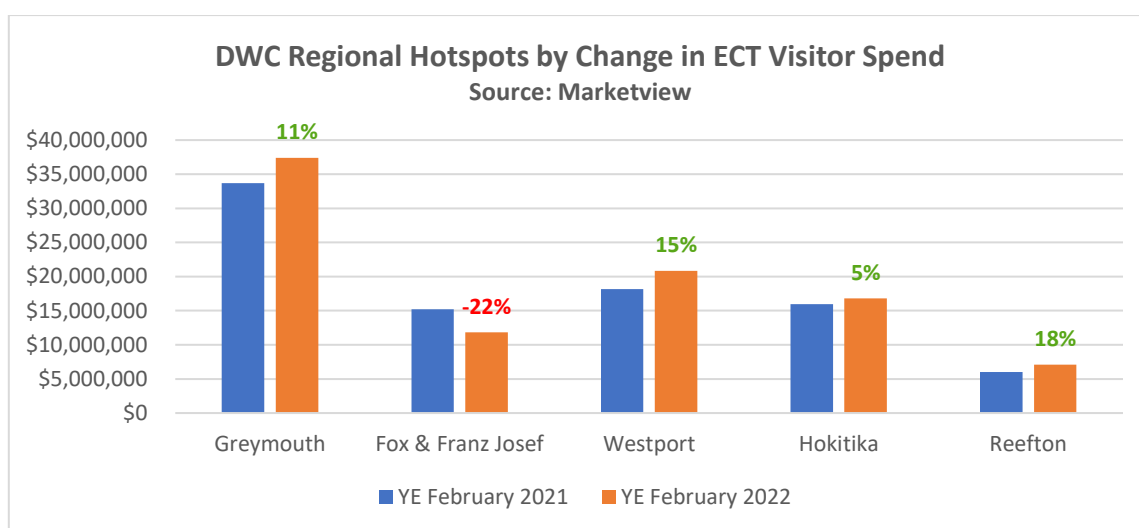
ECT visitor spending for the YE February 2022 was \$134m, up 4% or \$4.9m from that of the YE February 2021. Domestic ECT visitor spending for the YE February 2022 was \$128m, up 10% or \$11.7m compared to the previous 12-month period. ECT spending by international visitors was \$5.2m, down -59% or -\$7.3m from the YE February 2021.

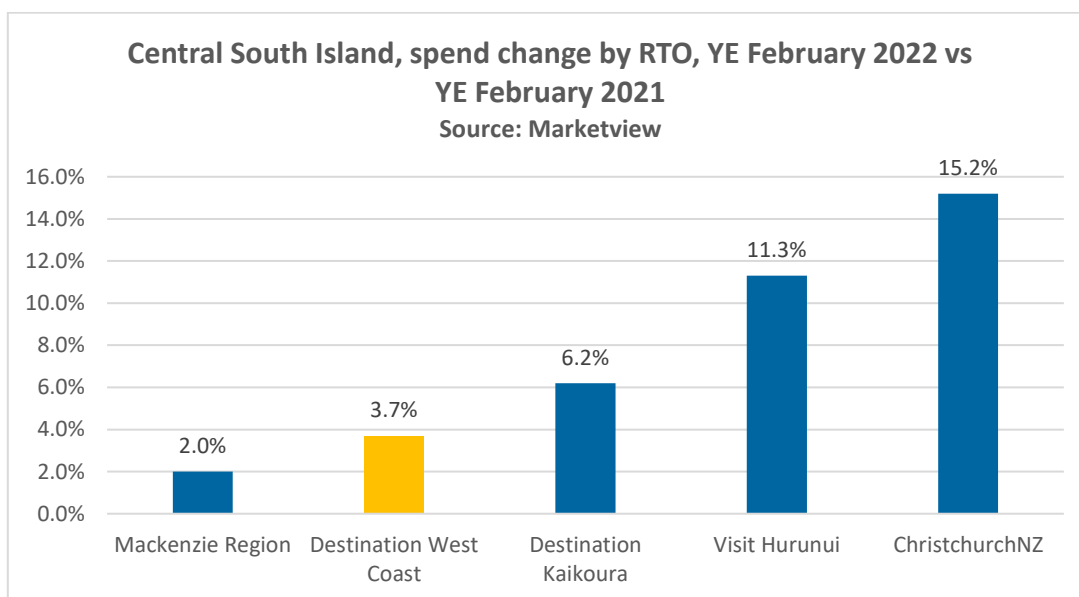
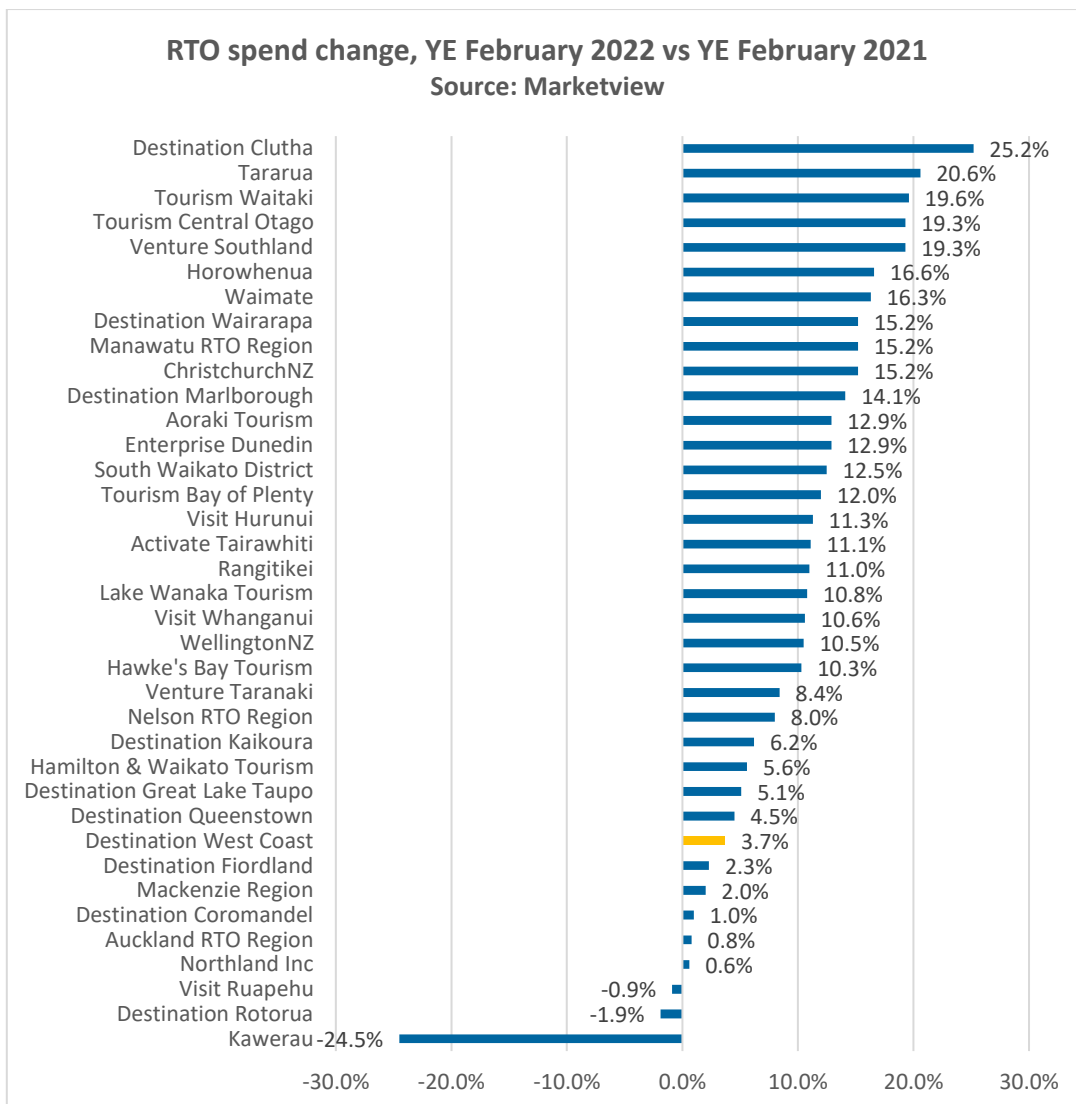


Regional hotspots

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up 66% of ECT visitor spending in the West Coast in YE February 2022.

Hotspot	February 2022 spend	Change from February 2020	Change from February 2021	YE February 2022 spend	Change from YE February 2021
Greymouth	\$2.9m	-28.2%	-13.7%	\$37.4m	+11.0%
Westport	\$1.3m	-46.4%	-42.5%	\$20.9m	+14.8%
Hokitika	\$1.3m	-46.1%	-20.4%	\$16.8m	+5.2%
Fox & Franz Josef	\$700k	-85.7%	-44.6%	\$11.8m	-22.2%
Reefton	\$532k	-12.2%	-25.7%	\$7.1m	+18.4%





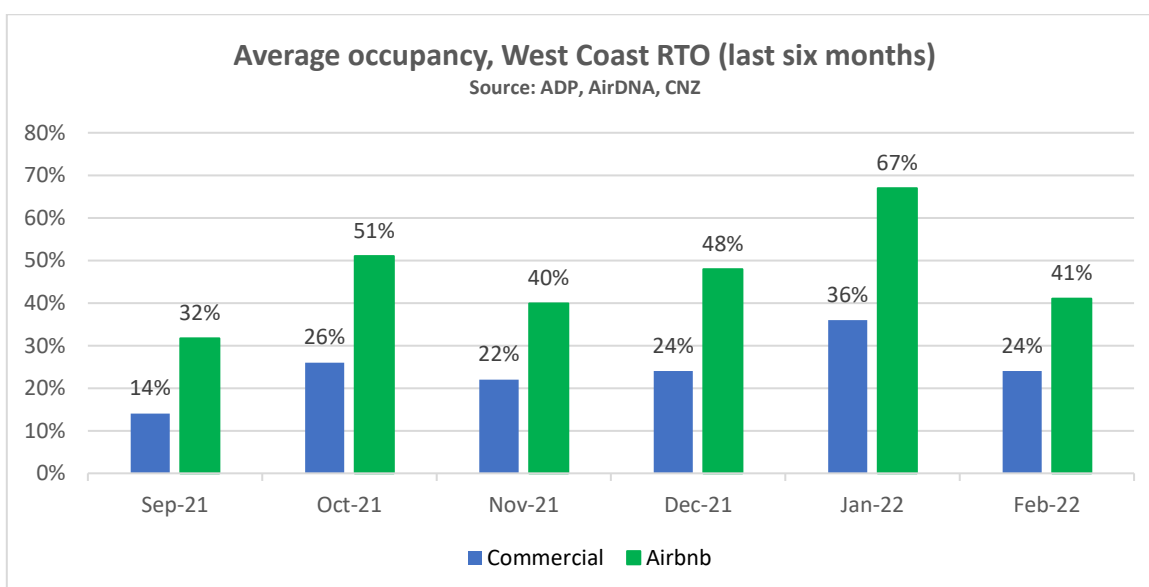
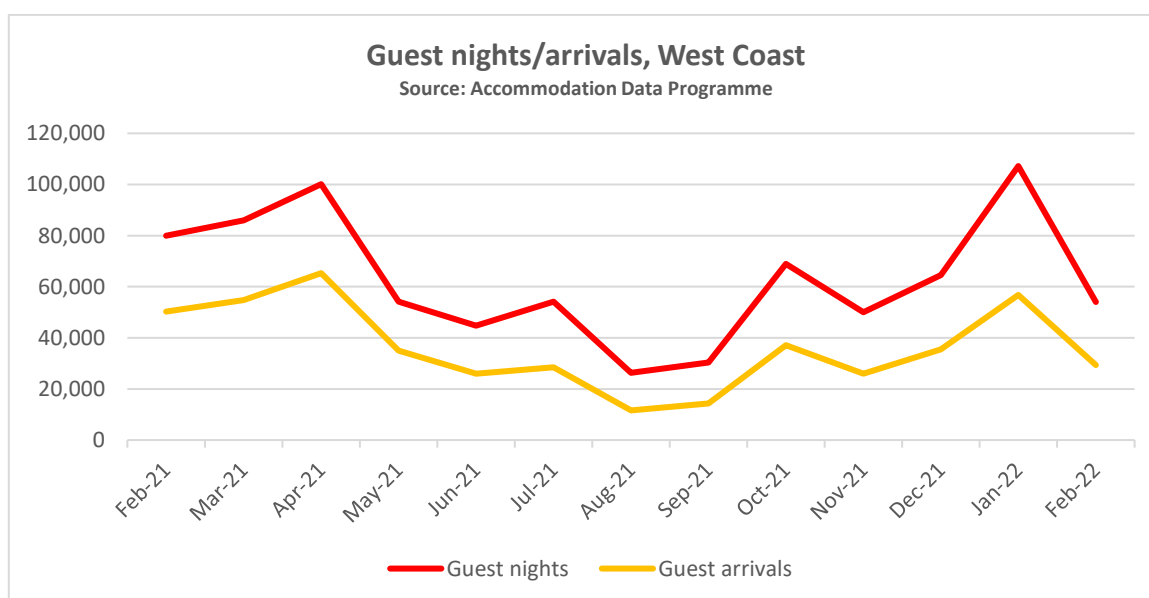
Accommodation

Commercial

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

29,300 recorded guest arrivals spent 54,000 guest nights in commercial accommodation in the West Coast RTO area in February 2022. Guest arrivals were down -42% from February 2021 and guest nights were down -33%. Of these guest nights, 47% were spent in the Westland District, 29% 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. 139 accommodation providers on the West Coast were registered on the ADP in February 2022, with 134 of these identifying as 'active'.

The average occupancy rate was 24%, below the national average of 35%. Occupancy in Grey District was 28%, followed by Buller District at 24% and Westland District at 22%. The average length of stay was 1.8 nights, below the national average of 2.2 nights.



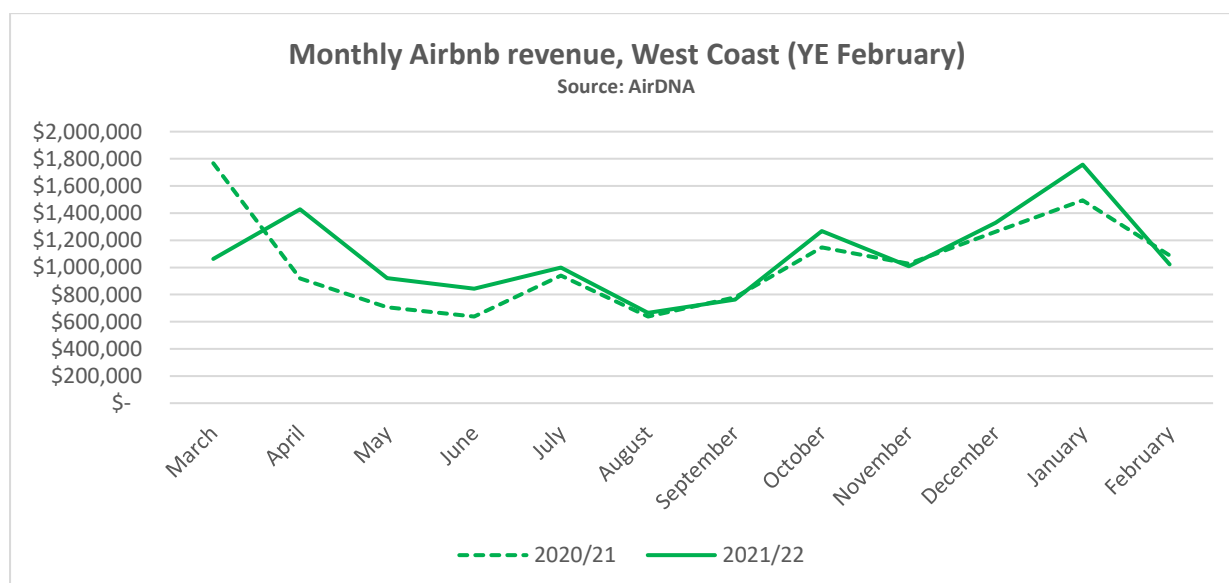
Airbnb

A total of 599 active rentals in the West Coast region were listed on Airbnb in February 2022, a decrease of -11 from the previous month. Of these, 43% were in Westland District, 36% in Buller District and 21% in Grey District. The average Airbnb occupancy rate in the region in February 2022 was 41%, a decrease of 6 percentage points from same month last year.

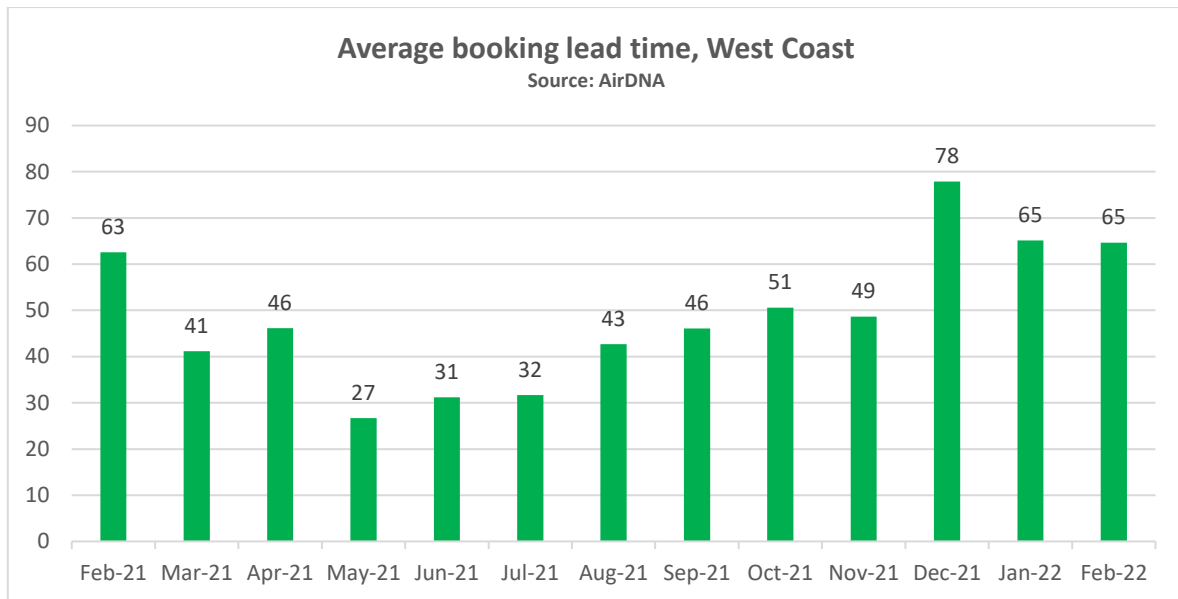
Average daily rates by listing type are listed below. Percentages show the change in ADR in February 2022 from January 2022 (if any).

Average daily rates by listing type, West Coast Airbnb (February 2022)				
District	Entire home	Private room	Shared room	
Westland District	\$171 -5%	\$163 +2%	N/A	
Buller District	\$180	\$90	\$34	+3%
Grey District	\$156 +1%	\$130 +18%	N/A	

Airbnb revenue for the month totaled at \$1.0m in the West Coast region, down -55% from February 2020 and down -6% from February 2021. A total of \$13.1m in Airbnb revenue was generated over the YE February 2022, down -4% or \$531k from the YE February 2021. The only proportional revenue decline over the YE February 2022 period compared to the previous year occurred in the Westland District at -7%, while Airbnb revenue in Buller District increased by 26% and Grey increased by 1% when compared to the previous 12-month period.



The average booking lead time for West Coast Airbnb listings booked for February 2022 was 65 days. This was 2 days longer than the average booking lead time in February 2021. Booking lead times were longest for listings in the Buller District at 75 days; followed by 69 days in Grey and 54 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.