triptech

Destination Analytics Report:

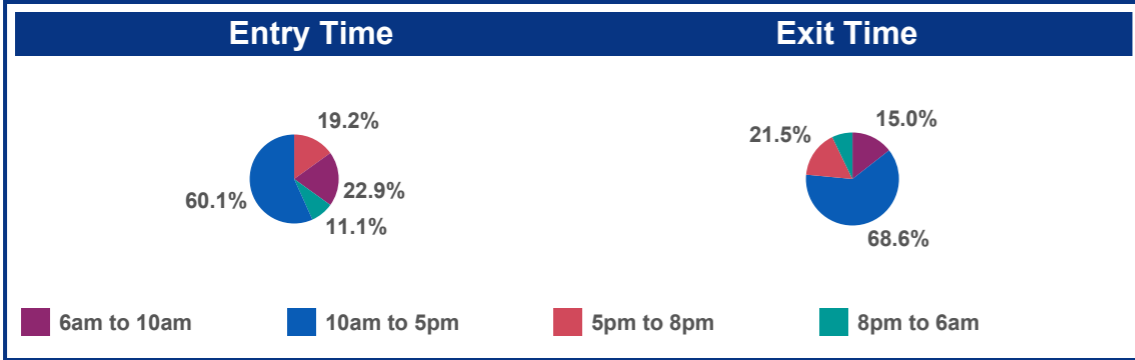## Prepared for West Coast RTO

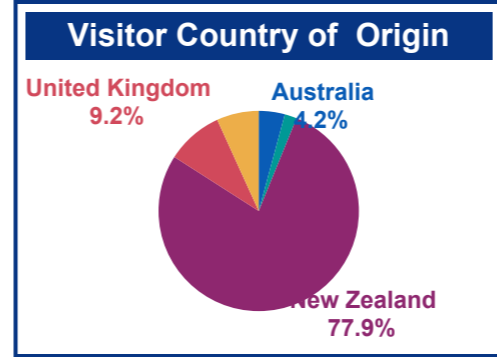**From 01/03/2022 to 31/03/2022**

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

Total Users		Total Overnight Stays		Average Length of Stays	
4,521	▼-3% Prior Period ▼-80% Prior Year	**225**	▼-70% Prior Period ▼-95% Prior Year	**0.34 day**	▲16% Prior Period ▼-38% Prior Year

Entry Time / Exit Time

Entry Time

19.2%
60.1%
22.9%
11.1%

Exit Time

15.0%
21.5%
68.6%

■ 6am to 10am   ■ 10am to 5pm   ■ 5pm to 8pm   ■ 8pm to 6am

Visitor Country of Origin

United Kingdom 9.2%
Australia 4.2%
New Zealand 77.9%

Top 5 Resident Suburbs

Suburb	% Users
Hokitika	11.5%
Franz Josef	11.4%
Greymouth	7.4%
Westport	6.6%
Haast	5.0%

Top 5 Visitor Home Tourism Region

Region Name	% of Total Users
Christchurch	18%
Nelson Tasman RTO	16%
Wanaka	9%
Queenstown	8%
Auckland RTO	6%

Top 5 Prior Regions / Top 5 Next Regions

Entered From Region	% Users	Went To Region	% Users
Christchurch	35.4%	Christchurch	34.1%
Nelson Tasman RTO	32.3%	Nelson Tasman RTO	34.0%
Wanaka	25.4%	Wanaka	27.0%
Queenstown	4.7%	Queenstown	4.8%
Central Otago RTO	2.8%	Marlborough RTO	3.8%

National Region Comparison

Top 10				Bottom 10		
Region Name	Prior Period	Prior Year		Region Name	Prior Period	Prior Year
West Coast RTO	-3%	-80%		North Canterbury	-30%	-84%
Taranaki RTO	-6%	-76%		Fiordland	-30%	-79%
Whanganui RTO	-7%	-77%		Hawke's Bay RTO	-29%	-82%
South Canterbury	-7%	-83%		Gisborne RTO	-28%	-83%
Bay of Plenty RTO	-7%	-76%		Lake Taupo RTO	-26%	-82%
Wairarapa RTO	-8%	-81%		Wanaka	-26%	-74%
Marlborough RTO	-9%	-78%		Ruapehu RTO	-25%	-80%
Clutha	-11%	-77%		MacKenzie	-24%	-80%
Nelson Tasman RTO	-12%	-78%		Queenstown	-24%	-67%
Manawatu RTO	-12%	-76%		Southland	-23%	-79%

●● current year ● previous year

TOTAL USERS

4,521

▼ -3%   Prior Period
▼ -80%   Prior Year

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar
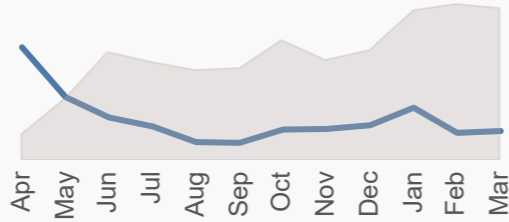
Total Overnight Stays

225

▼ -70%   Prior Period
▼ -95%   Prior Year

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar
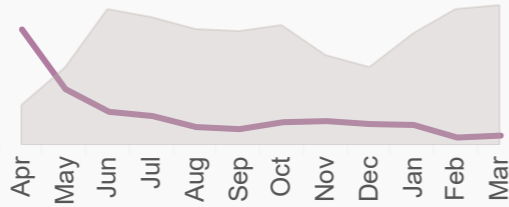
AVERAGE LENGTH OF TIME

0.34 day

▲ 16%   Prior Period
▼ -38%   Prior Year

Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar
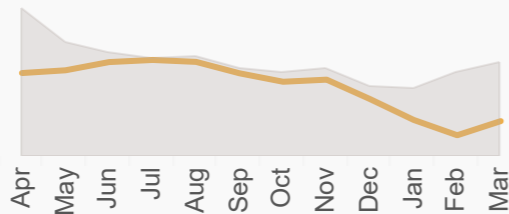
Total Users

Throughout 3/1/2022 to 3/31/2022, West Coast RTO has seen total of 4521 users which is 3% down as compared to prior period and 80% 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 3/1/2022 to 3/31/2022, West Coast RTO has seen total of 326 stays which is 70% down as compared to prior period and 95% 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 85% down as compared to the same time period in the year prior.

Visitor Country Of Origin

United Kingdom 9.2%
Australia 4.2%
New Zealand 77.9%
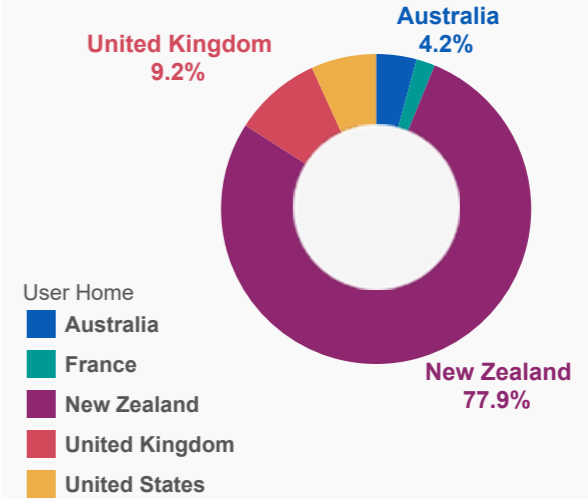
User Home
- ■ Australia
- ■ France
- ■ New Zealand
- ■ United Kingdom
- ■ United States

Domestic	International
3,224	**1,297**

Selected Region Name	Prior Period	Prior Year
West Coast RTO	▼ -3%	▼ -80%

Top 10   Neighbouring Region Comparison   Bottom 10

Region Name	Prior Period	Prior Year
West Coast RTO	-3%	-80%
Taranaki RTO	-6%	-76%
Whanganui RTO	-7%	-77%
South Canterbury	-7%	-83%
Bay of Plenty RTO	-7%	-76%
Wairarapa RTO	-8%	-81%
Marlborough RTO	-9%	-78%
Clutha	-11%	-77%
Nelson Tasman RTO	-12%	-78%
Manawatu RTO	-12%	-76%

Region Name	Prior Period	Prior Year
North Canterbury	-30%	-84%
Fiordland	-30%	-79%
Hawke's Bay RTO	-29%	-82%
Gisborne RTO	-28%	-83%
Lake Taupo RTO	-26%	-82%
Wanaka	-26%	-74%
Ruapehu RTO	-25%	-80%
MacKenzie	-24%	-80%
Queenstown	-24%	-67%
Southland	-23%	-79%

Top 5 Resident Suburbs: In West Coast RTO

Suburb	% Users
Hokitika	11.5%
Franz Josef	11.4%
Greymouth	7.4%
Westport	6.6%
Haast	5.0%

Top 5 Source Market Tourism Region

Region Name	% of Total Users	
Christchurch	18%	-
Nelson Tasman RTO	16%	-
Wanaka	9%	-
Queenstown	8%	-
Auckland RTO	6%	-

Regional Comparison Top & Bottom

Throughout 3/1/2022 to 3/31/2022, West Coast RTO has seen a 3% decrease compared to the previous month and a 80 % decrease against the same month in the year prior. The Top 10 and Bottom 10 tables highlights the performance of other regions.

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 3/1/2022 and 3/31/2022, 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 3/1/2022 and 3/31/2022 from Christchurch at 18%.

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.

Data 3

Entry Time

19.2%

22.9%

11.1%

60.1%

Time of Day
- 5pm to 8pm
- 6am to 10am
- 8pm to 6am
- 10am to 5pm

Exit Time

9.4% 15.0%

21.5%

68.6%

Top 5 Prior Regions

Entered From Region	% Users
Christchurch	35.4%
Nelson Tasman RTO	32.3%
Wanaka	25.4%
Queenstown	4.7%
Central Otago RTO	2.8%

Top 5 Next Regions

Went To Region	% Users
Christchurch	34.1%
Nelson Tasman RTO	34.0%
Wanaka	27.0%
Queenstown	4.8%
Marlborough RTO	3.8%

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 3/1/2022 to 3/31/2022. The report indicates 10am to 5pm was the most common time frame travellers were seen entering West Coast RTO at 60.1%.

The most common time frame for travellers leaving West Coast RTO was between 10am to 5pm at 68.6% .

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 2022-03-01 and 2022-03-31.

Top 10 Overnight Stay Hotspots

Nelson Natio

3%

4%

23%

23%
19%
16%
11%
8%
6%
5%
5%
4%
3%

© 2022 Mapbox © OpenStreetMap

Top 10 Overnight location clusters

Each overnight stay recorded in West Coast RTO during 2022-03-01 to 2022-03-31 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.

Active Search Time (24h)

Searchers vs Hour of the Day

Legend: Accomodation, Attractions, Services, Food

Top 10 Popular Search Categories

Category	Prior Period	Current period	% Change
All Campgrounds	34,260	38,112	11.2%
Things to Do	6,221	7,096	14.1%
Interesting tips	3,499	4,248	21.4%
Walks & Trails	1,778	1,928	8.4%
Public Toilet	1,594	1,390	-12.8%
Dump Station	578	782	35.3%
Petrol Station	494	774	56.7%
Accommodation	550	730	32.7%
Groceries	244	658	169.7%
Public Showers	412	630	52.9%

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, Groceries saw a change of 169.7%.

The category within the Top 10 to see the lowest change was Public Toilet showing -12.8%.

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

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

% 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

User Count

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

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

Prior Regions

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

Next Regions

The location a user was next seen after visiting your region

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)

Entry / Exit Time

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

Top Home Region

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

Top Suburb

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

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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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.