



Destination Analytics Report:

Prepared for West Coast RTO

April 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 reflect 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 driven movement dashboards. The following pages include a breakdown of each in detail.

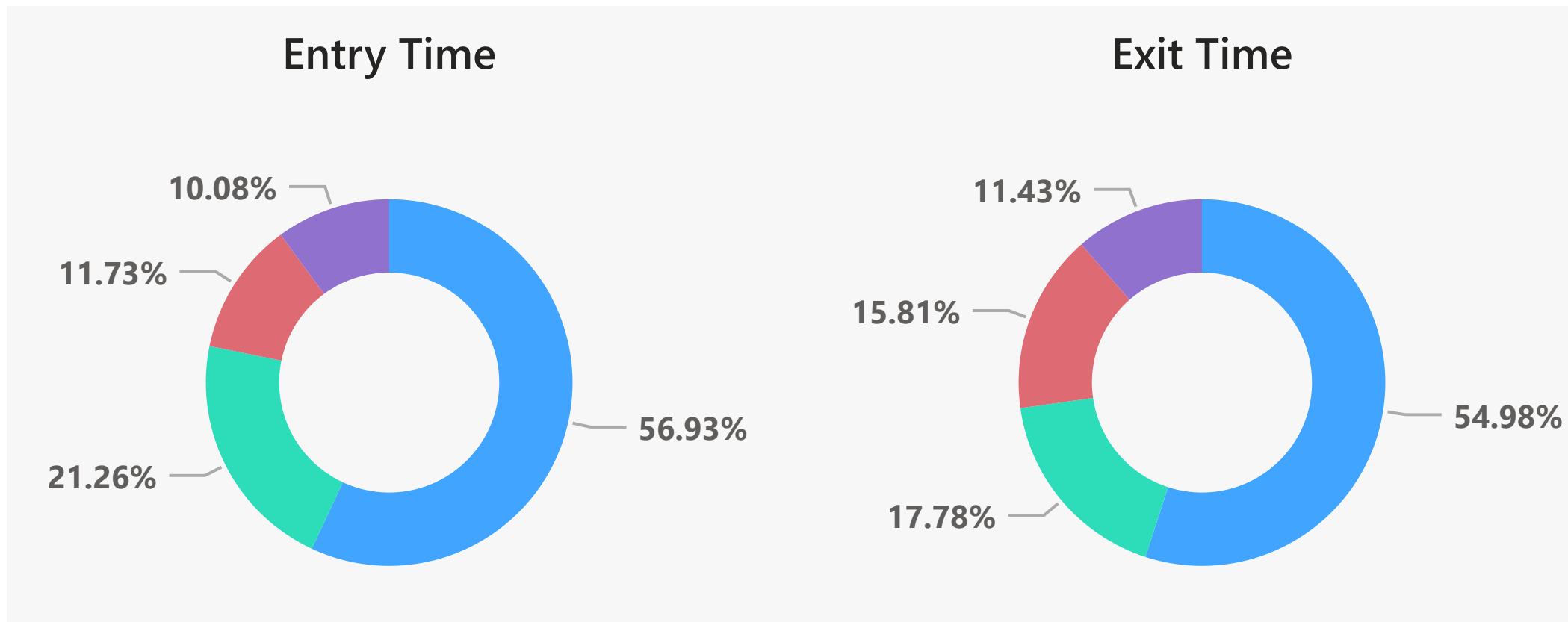


Monthly Regional Dashboard

Visitors
 1,480 ▼ -2% Prior Period
 ▼ -73% Prior Year

Overnight Stays
 643 ▼ -4% Prior Period
 ▼ -87% Prior Year

Avg. Nights Stayed
 1.56 ▼ -8% Prior Period
 ▼ -33% Prior Year



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

Country of Origin

Country	% of Visitors
New Zealand	75.0%
United Kingdom	6.4%
United States	5.8%
Australia	5.6%
France	1.6%

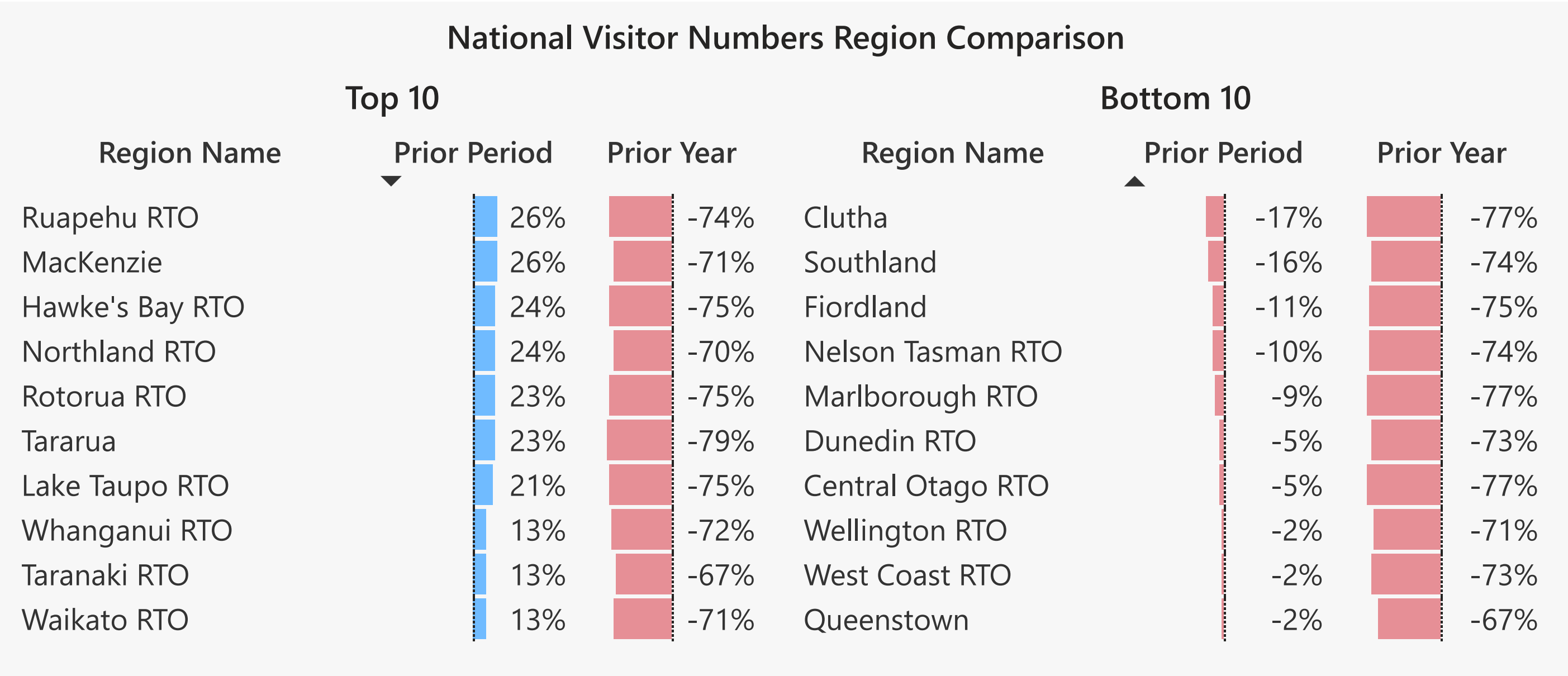
Top 5 Resident Localities

Home Locality	% of Visitors
Greymouth Central	2.6%
Richmond West (Tasman District)	2.6%
Wanaka North	2.0%
Woodend	2.0%
Aidanfield	1.3%

Top 5 Resident Regions

Region Name	% of Visitors
Christchurch	34.9%
West Coast RTO	13.8%
Nelson Tasman RTO	13.2%
Auckland RTO	7.2%
Bay of Plenty RTO	5.9%

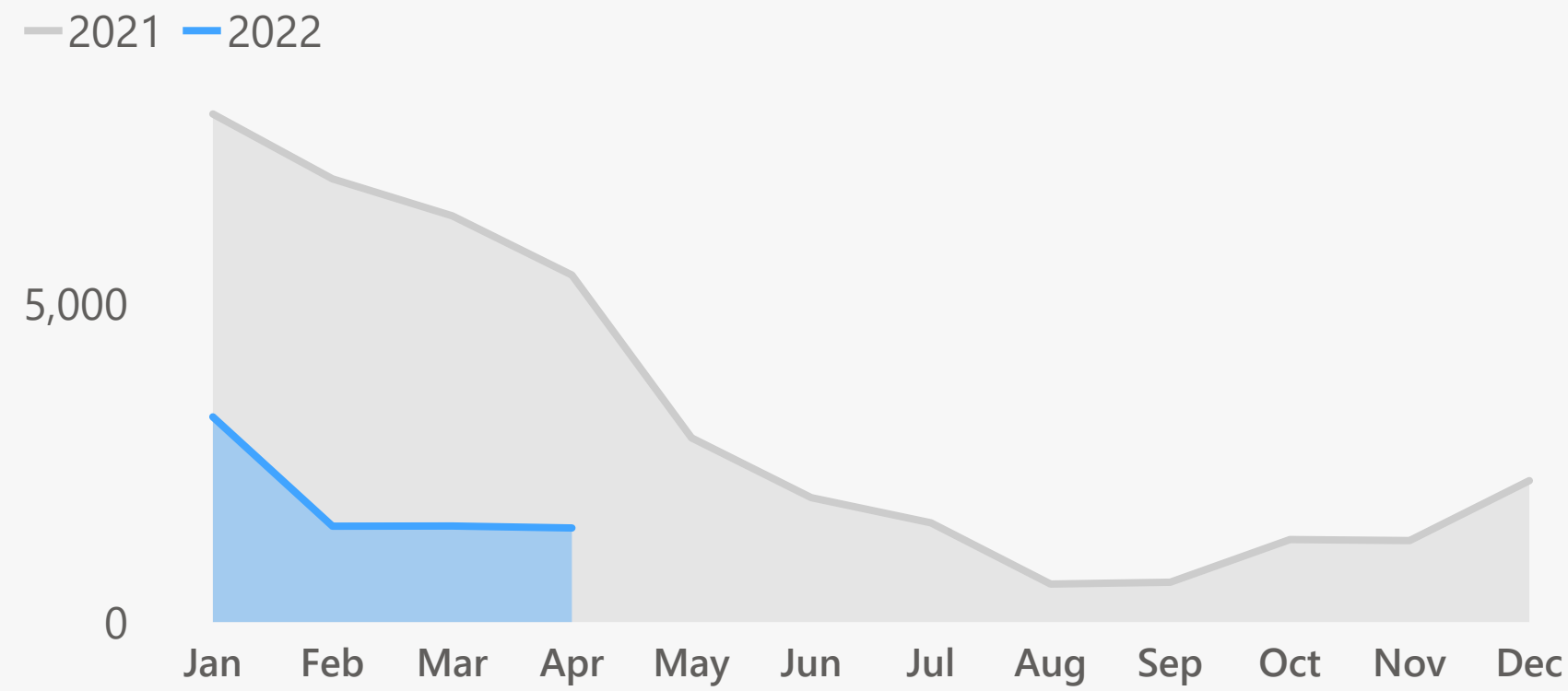
Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% of Visitors	Went To Region	% of Visitors
Christchurch	42.1%	Christchurch	40.5%
Nelson Tasman RTO	27.1%	Nelson Tasman RTO	29.9%
Wanaka	22.3%	Wanaka	26.2%
Queenstown	4.4%	Queenstown	4.3%
Marlborough RTO	2.7%	Marlborough RTO	2.9%



Total Visitors

1,480

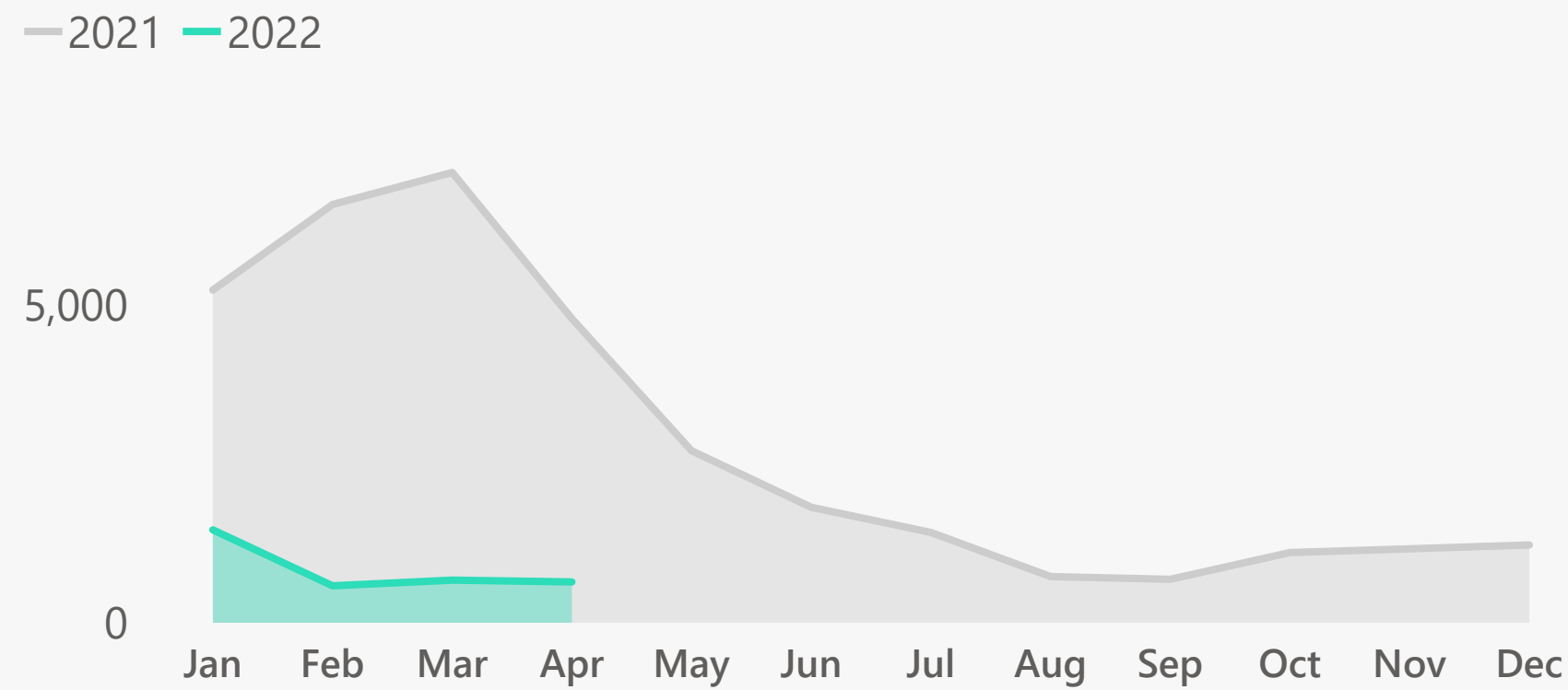
-2% Prior Period
-73% Prior Year



Overnight Stays

643

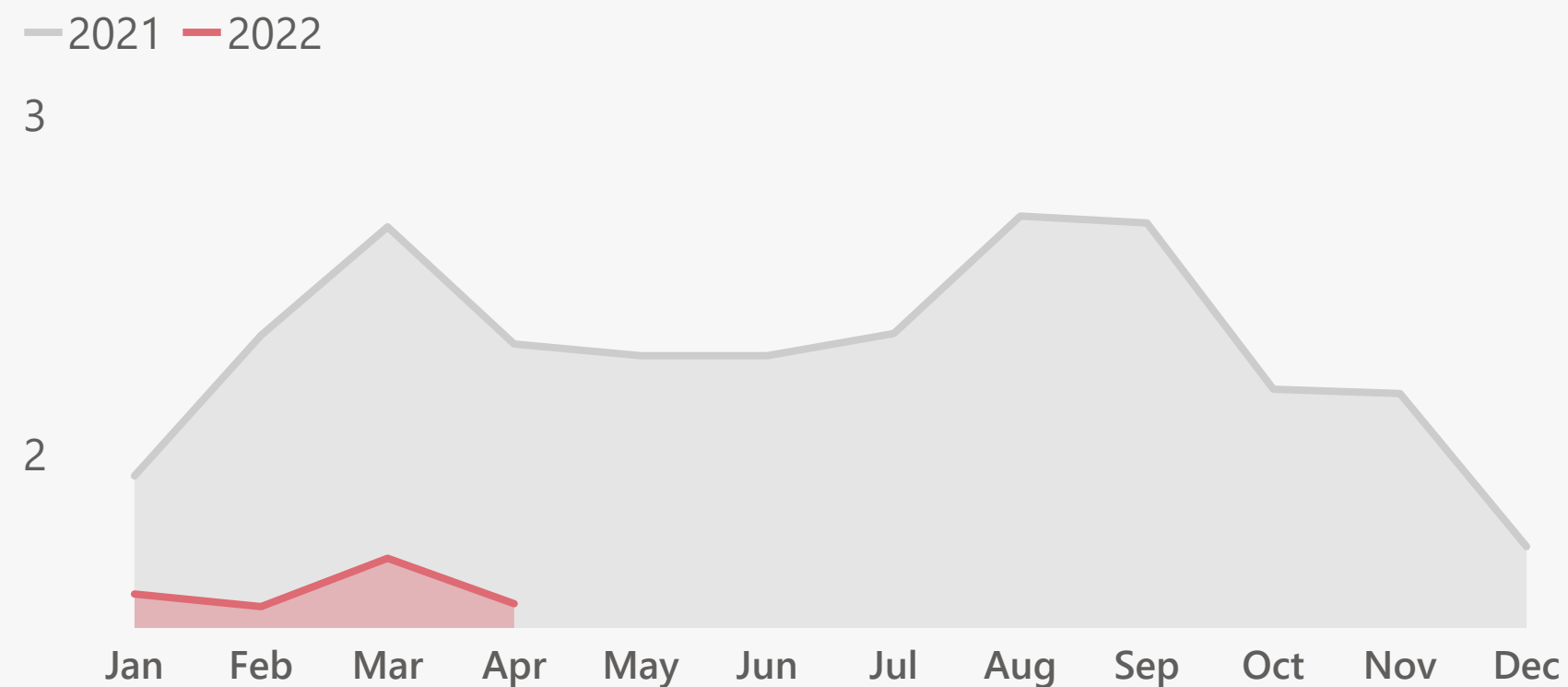
-4% Prior Period
-87% Prior Year



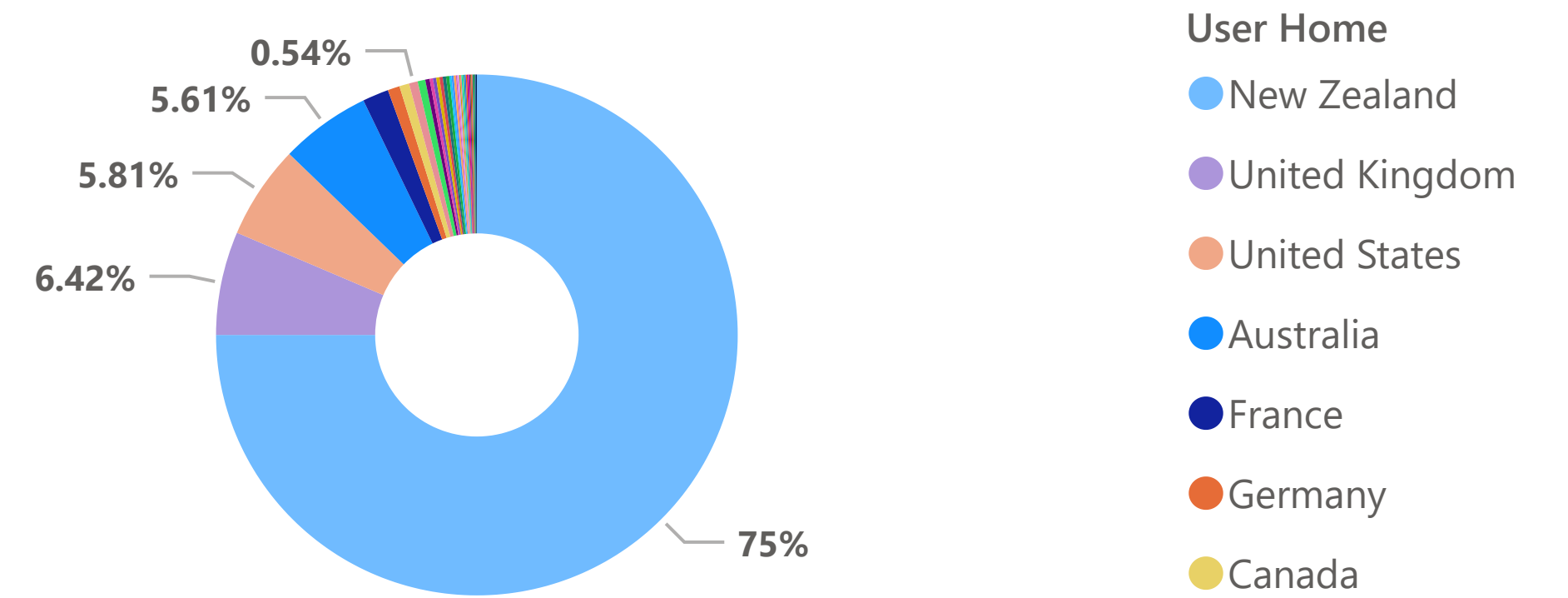
Avg. Nights Stayed

1.56

-8% Prior Period
-33% Prior Year



Visitor Country of Origin



Domestic

1,110

International

370

Total Visitors

For April 2022, West Coast RTO saw a total of 1,480 visitors which was a decrease of -2% on the prior month, and a decrease of -73% on the same time last year. An increase or decrease in visitor numbers can be due to changing seasons, travel restrictions or effective marketing campaigns in the region.

Overnight Stays

For April 2022, West Coast RTO saw a total of 643 overnight stays which is down of -4% on the previous month, and a decrease of -87% on the same time last year. On average visitors stayed for 1.56 nights in the region which was down -8% on the previous month and down -33% on the same period last year. Longer overnight stays often occur during school or public holidays and during seasonal changes.

Country of Origin

The domestic market was made up of 1,110 visitors and accounted for 75 % of all visitors. There were 370 international visitors (25 %) with the top 3 countries being United Kingdom (6.4 %), United States (5.8 %) and Australia (5.6 %)



Selected Region	Prior Period	Prior Year
West Coast RTO	▼ -2%	▼ -73%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Ruapehu RTO	26%	-74%	Queenstown	-2%	-67%
MacKenzie	26%	-71%	West Coast RTO	-2%	-73%
Hawke's Bay RTO	24%	-75%	Wellington RTO	-2%	-71%
Northland RTO	24%	-70%	Central Otago RTO	-5%	-77%
Rotorua RTO	23%	-75%	Dunedin RTO	-5%	-73%
Taranaki	23%	-79%	Marlborough RTO	-9%	-77%
Lake Taupo RTO	21%	-75%	Nelson Tasman RTO	-10%	-74%
Whanganui RTO	13%	-72%	Fiordland	-11%	-75%
Taranaki RTO	13%	-67%	Southland	-16%	-74%
Waikato RTO	13%	-71%	Clutha	-17%	-77%

Regional Visitor Comparison Top & Bottom

For April 2022, West Coast RTO experienced a decrease of -2% in visitor numbers compared to the previous month and a decrease of -73% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 5% higher compared to the previous month and -72% lower when compared to the same time last year.

As such West Coast RTO is trending below the New Zealand average in April 2022. The rest of the table highlights the performance of the top and bottom 10 regions compared to the previous month and shows regions that are experiencing seasonal upturns or downturns.

Top 5 Resident Localities		Top 5 Resident Regions	
Home Locality	% of Visitors	Region Name	% of Visitors
Aongatete	0.7%	Christchurch	34.9%
		West Coast RTO	13.8%
		Nelson Tasman RTO	13.2%
		Auckland RTO	7.2%
		Bay of Plenty RTO	5.9%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in April 2022. Morrinsville West was the top home suburb/locality of visitors who were detected in the region.

It had the highest number of travellers within West Coast RTO with 1.1% of the observed market.

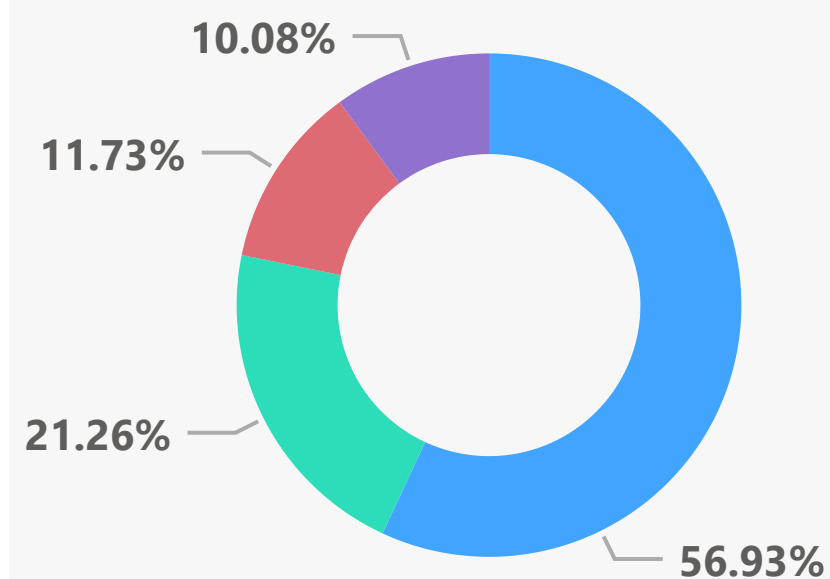
Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited West Coast RTO in April 2022.

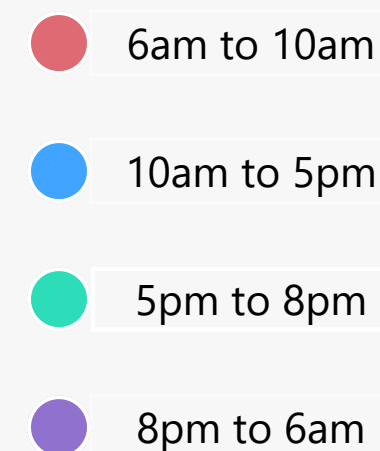
- The top 3 regions were:
- Auckland RTO - 34.1% of visitors.
 - Waikato RTO - 24.2% of visitors
 - Bay of Plenty RTO - 13.3% of visitors.

This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.

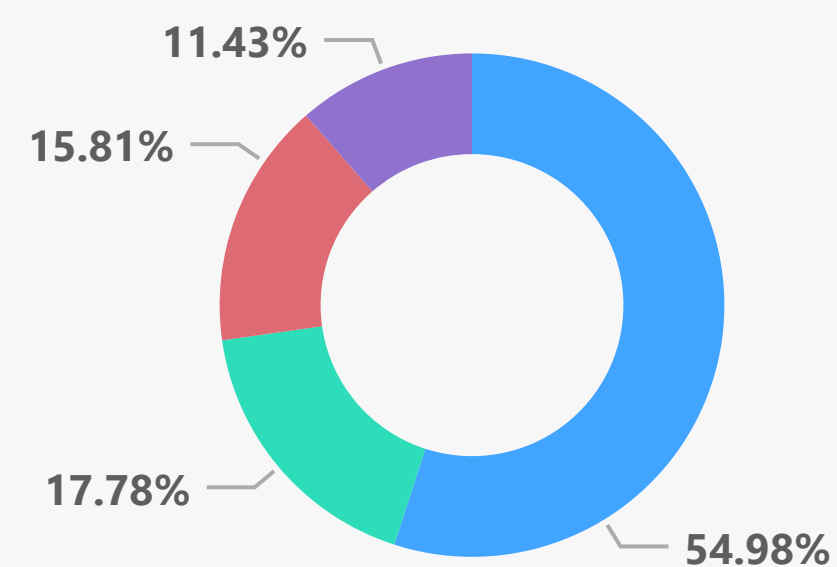
Entry Time



Time of Day



Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
Christchurch	42.1%
Nelson Tasman RTO	27.1%
Wanaka	22.3%
Queenstown	4.4%
Marlborough RTO	2.7%

Top 5 Next Regions

Went To Region	% of Visitors
Christchurch	40.5%
Nelson Tasman RTO	29.9%
Wanaka	26.2%
Queenstown	4.3%
Marlborough RTO	2.9%

Entry & Exit Time

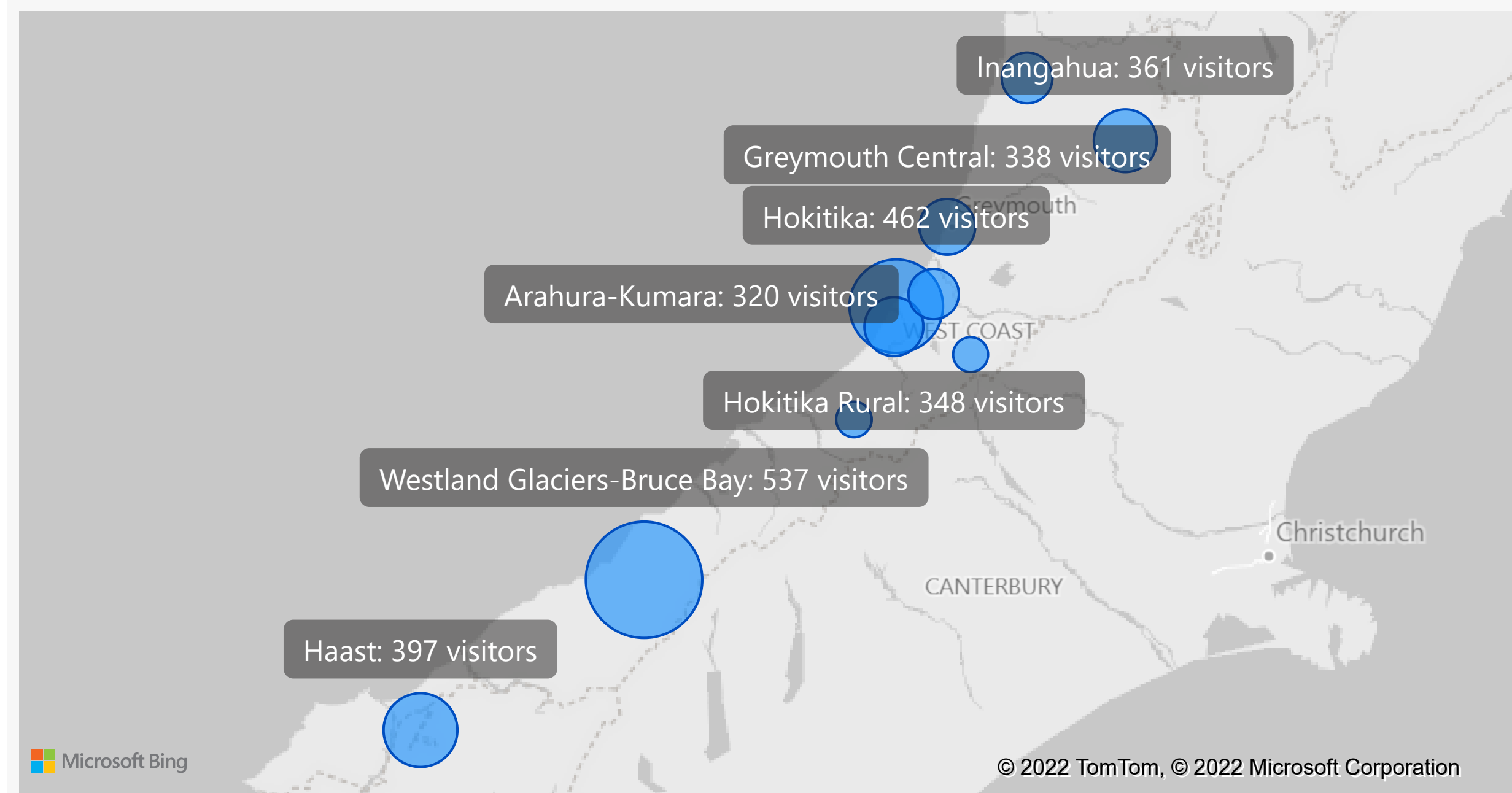
The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for April 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 56.9% of visitors recorded in that time frame.

The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 55% of visitors seen leaving at this particular time.

Prior & Next Regions

The top prior and next regions highlight the percentage breakdown where travellers were seen before visiting West Coast RTO and the regions travellers were seen once they left the region. The prior and next regions provide a strong indication of traffic flow in and out of West Coast RTO for April 2022.

Top Visitor Localities



Most Popular Localities

In April 2022, the most visited localities in West Coast RTO were:

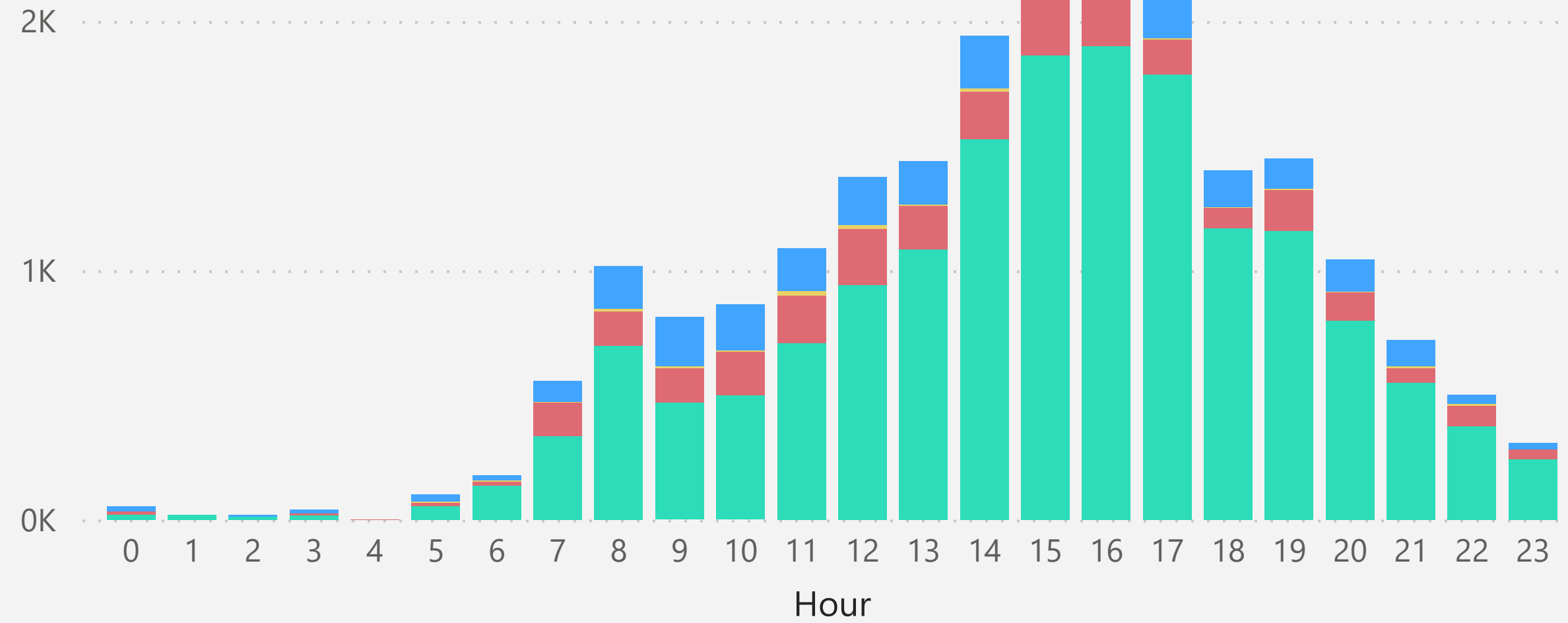
- Westland Glaciers-Bruce Bay - 537 visitors (369 domestic, 168 international).
- Hokitika - 462 visitors (333 domestic, 129 international).
- Haast - 397 visitors (281 domestic, 116 international).
- Inangahua - 361 visitors (256 domestic, 105 international).
- Hokitika Rural - 348 visitors (248 domestic, 100 international).

Localities can receive a large number of visitors for a variety of reasons including having major transport hubs, shopping centers, accommodation and/or recreational activities.



Active Search Times

Category ● Accommodation ● Attractions ● Food ● Services



Search Times Insights

Across the 4 major searchable categories Accommodation was the most popular with searches over the past month. Within the Accommodation category, Low-cost Campground was the most searched sub-category.

In terms of search times of each of the categories:

- Accommodation was most searched between 4 - 5pm and least searched between 2 - 3am.
- Services were most searched between 5 - 6pm and least searched between 2 - 3am.
- Attractions were most searched between 3 - 4pm and least searched between 4 - 5am.
- Food was most searched between 3 - 4pm and least searched between 5 - 6pm.

Search Categories Insights

There were a total of 21,706 searches in West Coast RTO for April 2022 which was down -18% on the previous month. The most searched categories were:

- Low-cost Campground 6,043 searches (down 14% on previous month).
- Paid Campground: 5,704 searches (down 12% on previous month).
- Free Camping Area: 3,864 searches (down 30% on previous month).

The fastest growing categories or those that declined the least in the top 10 over the last month were:

- Dump Station: up 13% (to 480 searches).
- Sports & Adventure: up 4% (to 235 searches).
- Motel: up 1% (to 236 searches).

The categories that declined the most or had the least growth over the last month were:

- Free Camping Area: down 30% (to 3,864 searches).
- Fishing: down 25% (to 395 searches).
- Walking / Hiking Trail: down 25% (to 1,549 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Low-cost Campground	6,043	6,991	-14%
Paid Campground	5,704	6,492	-12%
Free Camping Area	3,864	5,508	-30%
Walking / Hiking Trail	1,549	2,058	-25%
Public Toilet	905	1,107	-18%
Dump Station	480	423	13%
Fishing	395	524	-25%
Petrol Station	306	387	-21%
Motel	236	233	1%
Sports & Adventure	235	225	4%





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 behaviour.

For more information email info@triptech.com

Or visit www.triptech.com