

# West Coast Visitor Trends Report



## April 2022

### Key figures April 2022

Average Daily Visitors: 7,191

ECT Visitor Spend: \$14.1m

Average length of stay: 1.8 nights

Accommodation occupancy rate: 31%

Airbnb occupancy rate: 49%

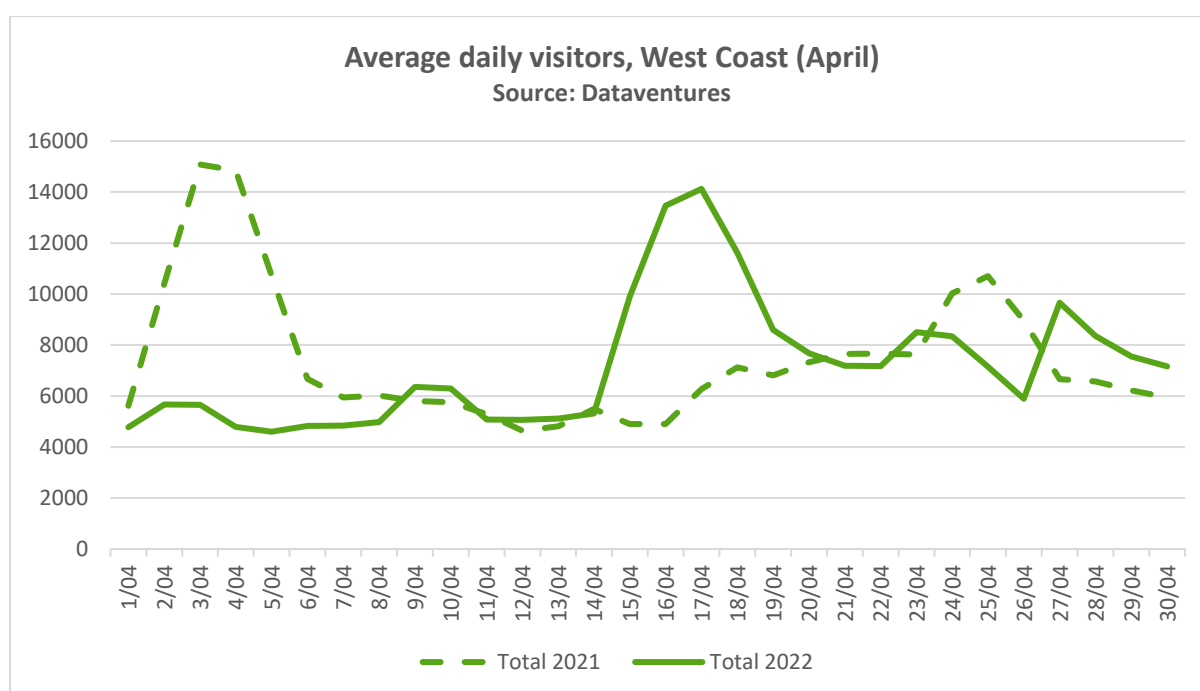
Dates	Events
<b>5<sup>th</sup> April</b>	My Vaccine Pass no longer required by the Government
<b>13<sup>th</sup> April</b>	Australians able to travel to New Zealand isolation-free
<b>14<sup>th</sup> April</b>	New Zealand moves to Orange. Under Orange there are no indoor capacity limits and the seated and separated rule for hospitality venues lifts, so bars, cafes and restaurants can fill up again. People are required to wear a face mask in many indoor settings.
<b>18<sup>th</sup> April</b>	Easter
<b>19<sup>th</sup> April</b>	Southland Anniversary Day
<b>25<sup>th</sup> April</b>	ANZAC Day

## Visitor numbers

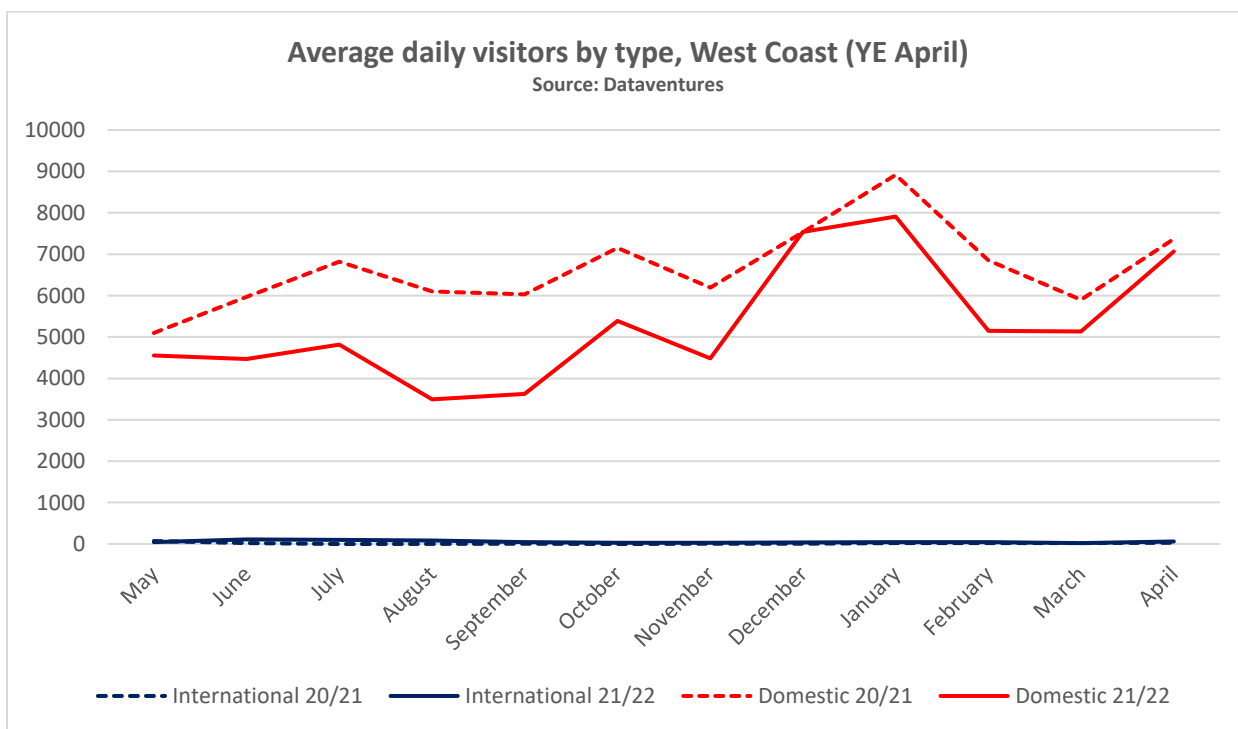
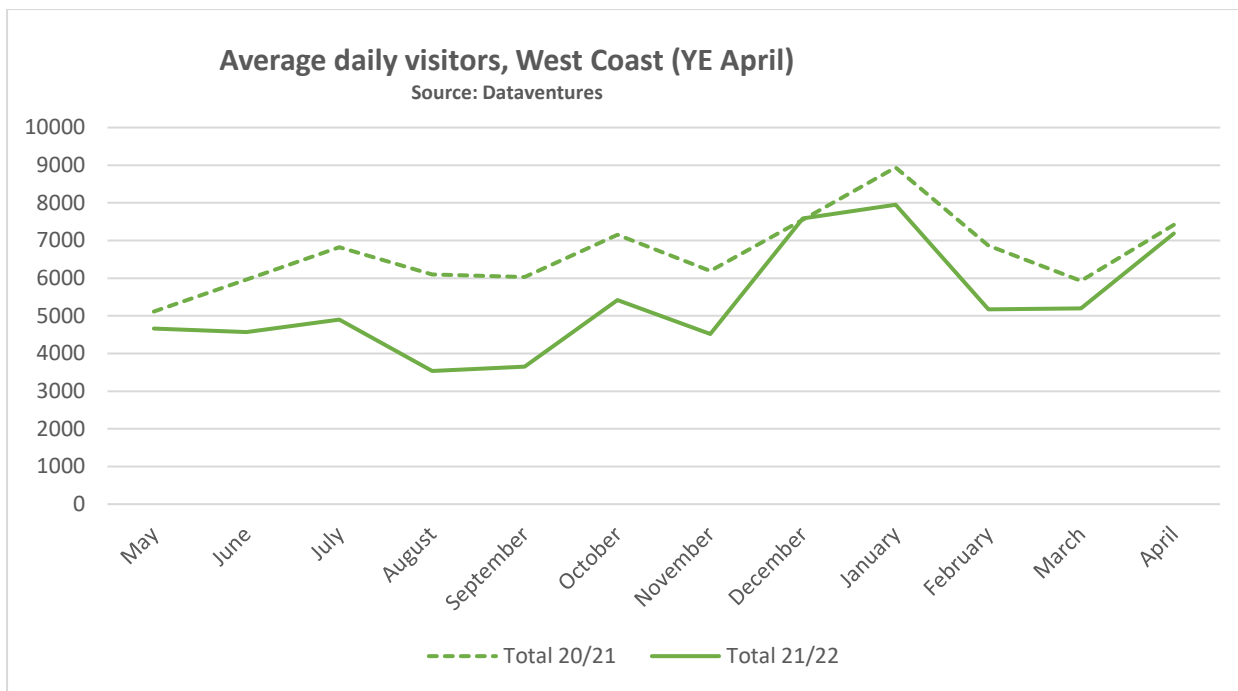
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 7,191 visitors were in the West Coast region each day in April 2022. This was a decrease of 9% or -730 average daily visitors from April 2020, and a decrease of -3% or -225 average daily visitors from April 2021.

An estimated 7,068 of these were domestic visitors, up 120% or 3,856 average daily visitors from April 2020 and down -4% or -303 average daily visitors from April 2021. An average of 123 international visitors were in the West Coast region each day in April 2022, up 73% or 52 average daily visitors from April 2020 and up 173% or 78 daily visitors from April 2021.



Over the YE April 2022 period, an average of 5,364 visitors were in the West Coast region each day. This was a reduction of -20% or -1,310 average daily visitors when compared to the previous 12-month period. At least 5,303 of these were domestic visitors. Average daily domestic visitor counts were down -20% or -1,356 visitors compared to the YE April 2021. Average daily international visitor counts increased by 46 international visitors when compared to the previous 12-month period.

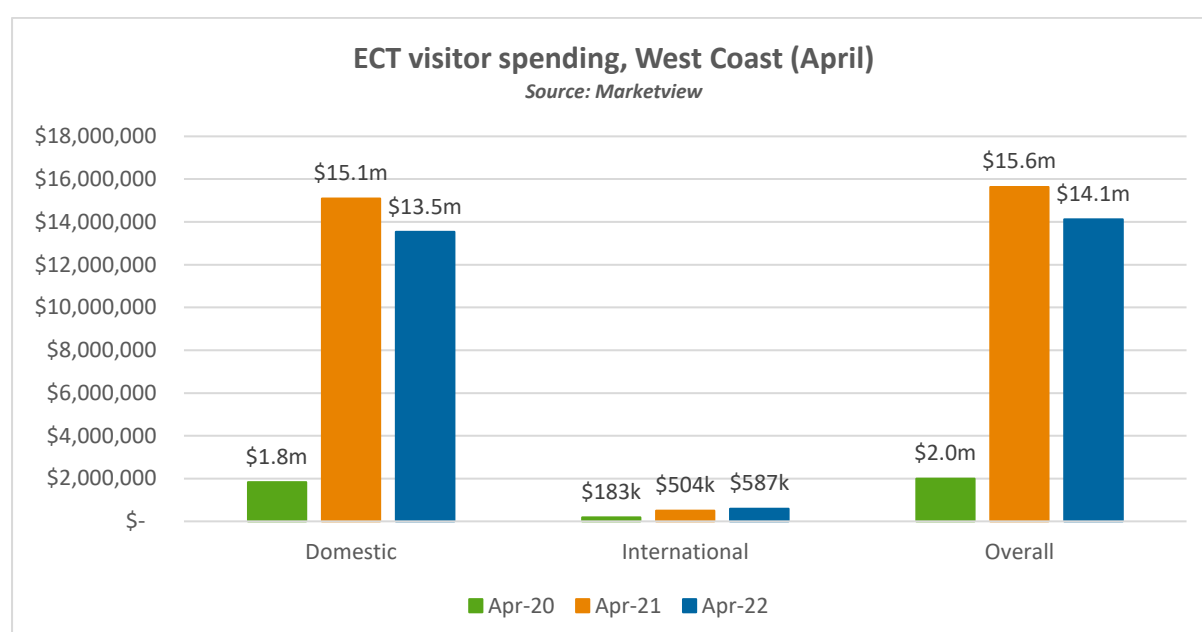


## Visitor Spending

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 April 2022 was \$14.1m, up 608% or - \$12.1m from April 2020 and down -10% or \$1.5m from April 2021. ECT spending by domestic visitors made up \$13.5m of this, up 641% or \$11.7m on April 2020 and down -10% or \$1.6m from April 2021. International ECT visitor spend for the month was \$587k, up 220% or \$403k from April 2020 and up 16% or \$82k from April 2021.

Spending in Westland District made up 40% of monthly visitor spending in the West Coast region in April 2022, followed by Grey District (32%) and Buller District (28%).

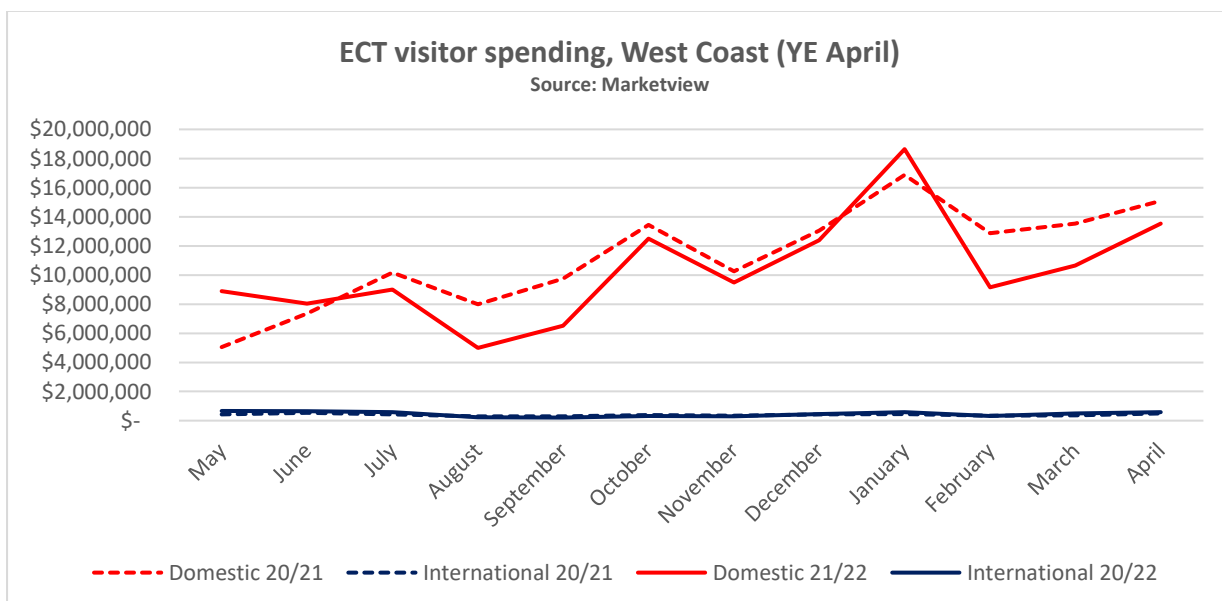
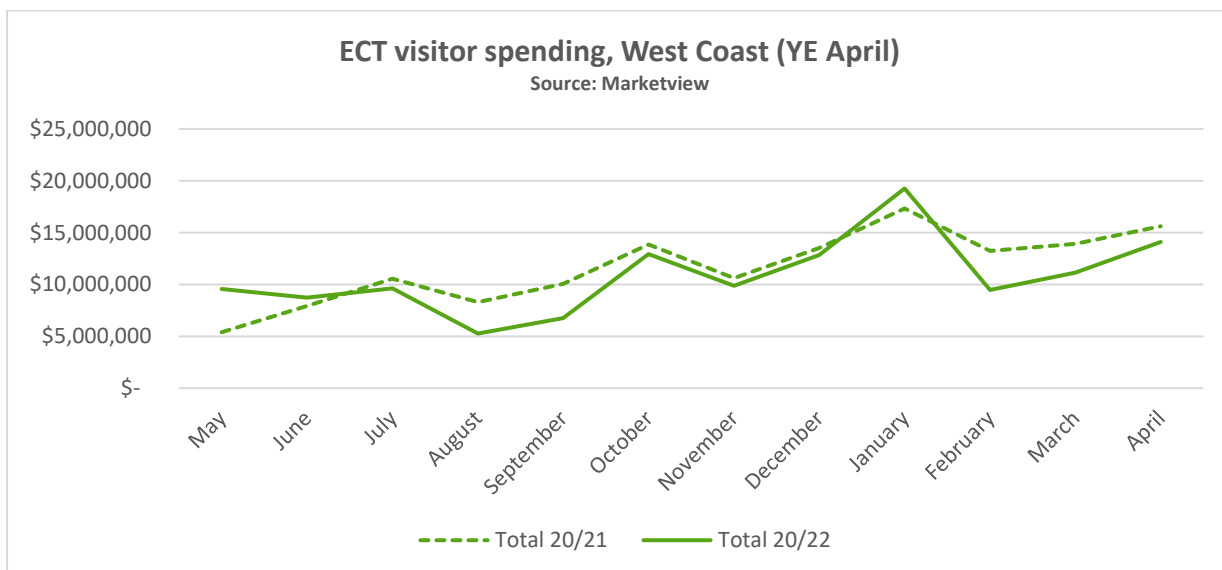
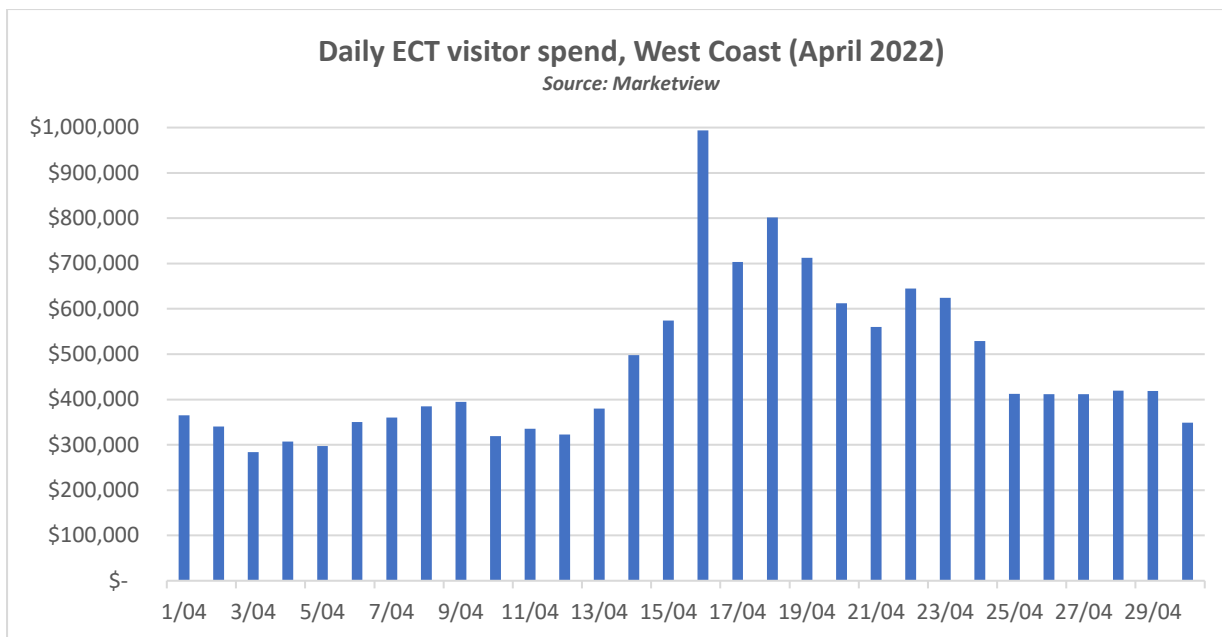


Average daily ECT visitor spending for April 2022 was \$705,927. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$98.

Daily ECT visitor spending was highest on Saturday 16<sup>th</sup> April 2022 at \$994,036.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in April 2022 at 42%, followed by visitors from Auckland (11%); Otago (10%); Tasman (6%) and Wellington (5%).

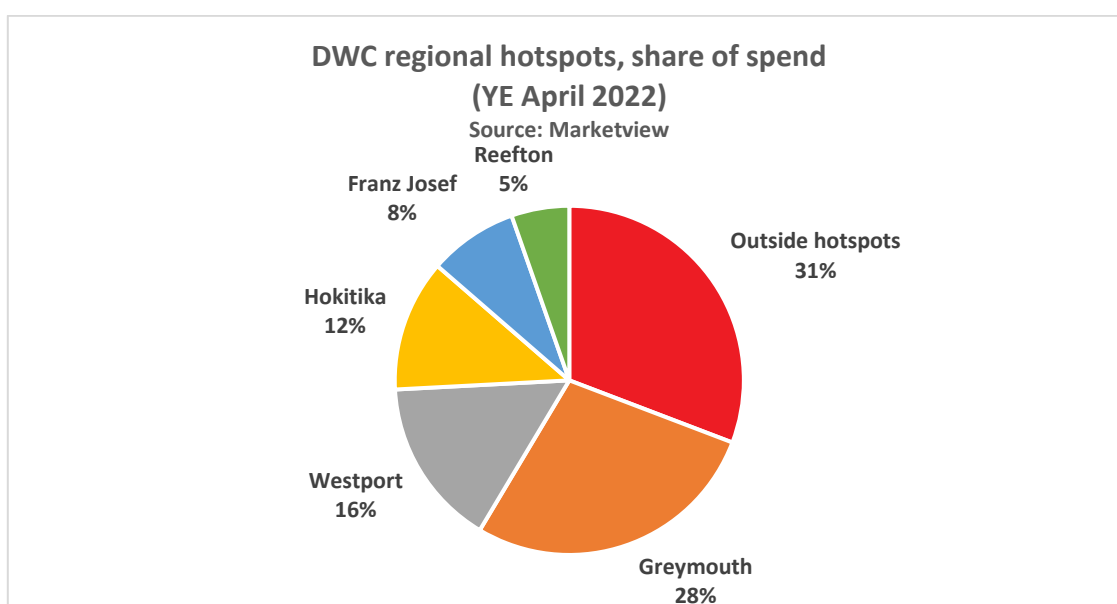
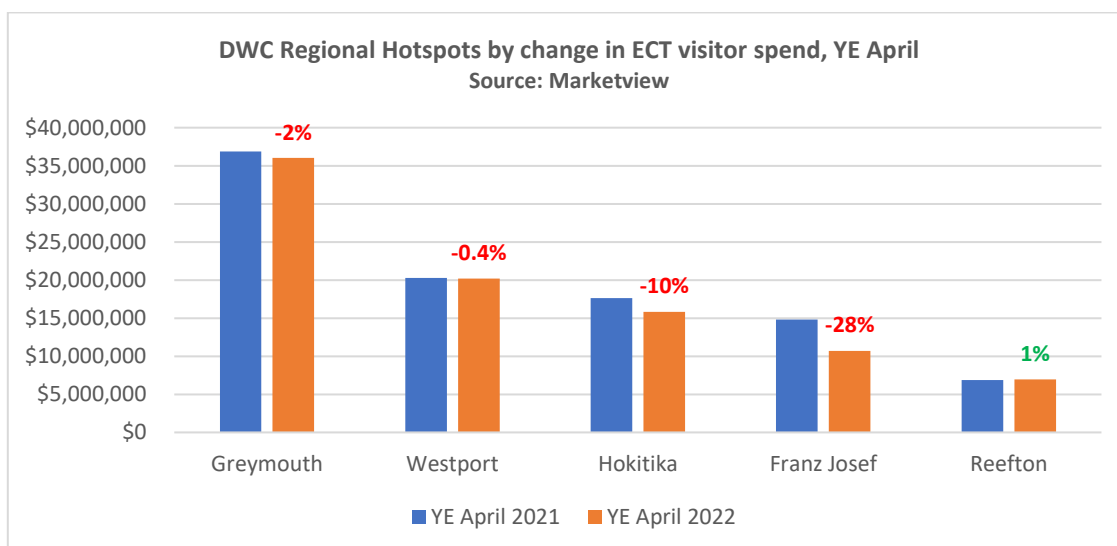
ECT visitor spending for the YE April 2022 was \$129.6m, down -7.6% or \$10.7m from that of the YE April 2021. Domestic ECT visitor spending for the YE April 2022 was \$123.8m, down -8.6% or - \$11.6m compared to the previous 12-month period. ECT spending by international visitors was \$5.4m, up 12% or \$558k from the YE April 2021.

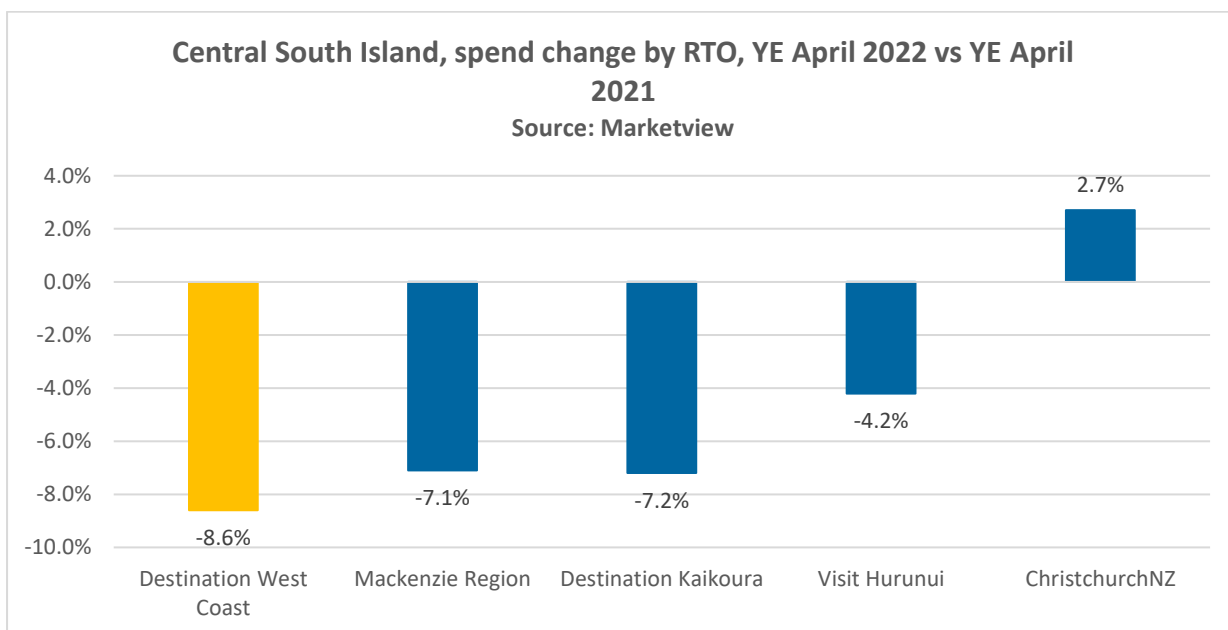
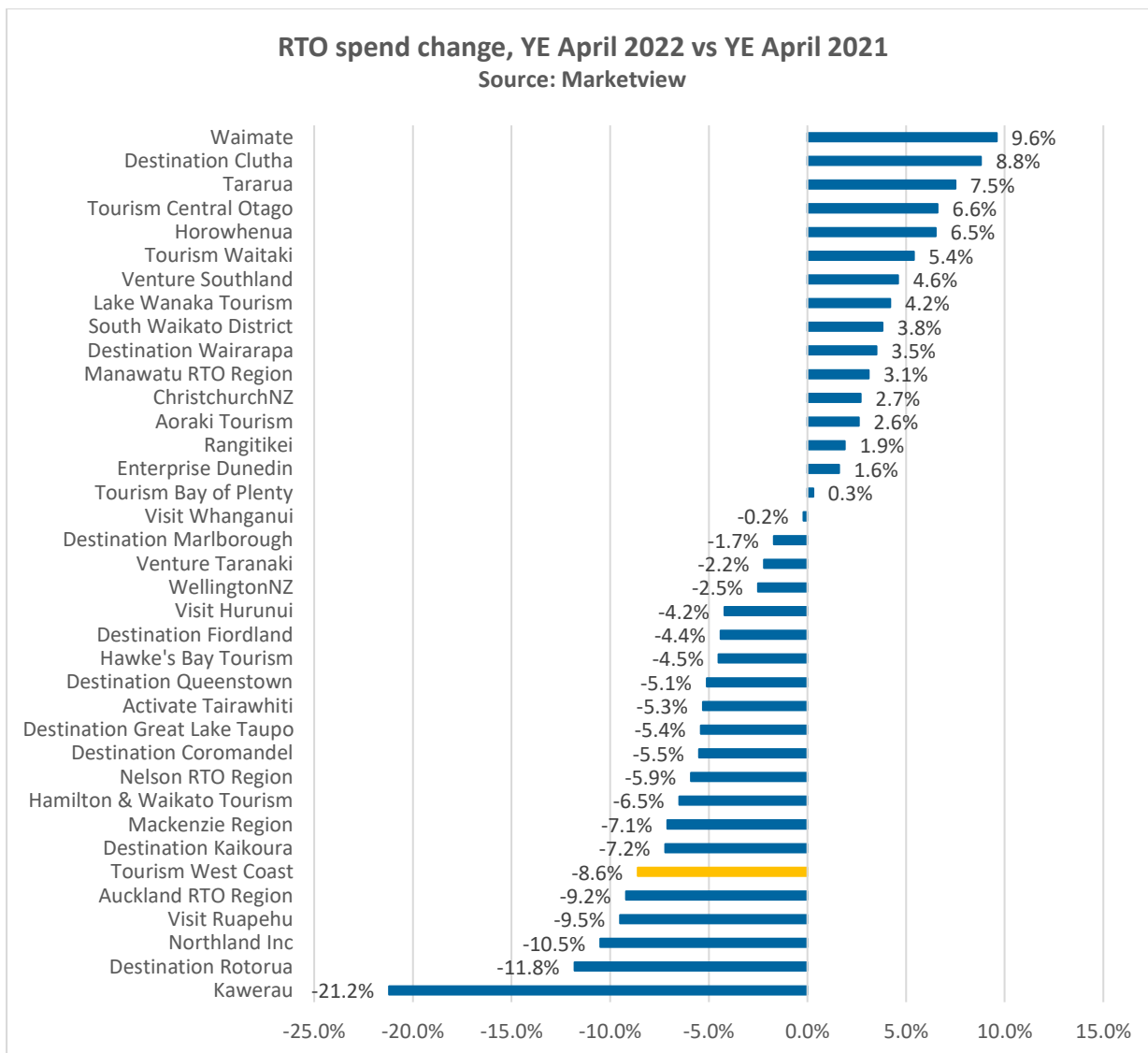


### Regional hotspots

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up 69% of ECT visitor spending in the West Coast in April 2022.

Hotspot	April 2022 spend	Change from April 2020	Change from April 2021	YE April 2022 spend	Change from YE April 2021
Greymouth	\$3.9m	+507%	+1.8%	\$36m	-2.3%
Westport	\$2.0m	+365%	-12.6%	\$20.2m	-0.4%
Hokitika	\$1.9m	+641%	-2.4%	\$15.8m	-10.2%
Fox & Franz Josef	\$1.4m	+1,532%	-27.3%	\$10.7m	-27.6%
Reefton	\$734k	+506.8%	-6.0%	\$7m	+1.0%





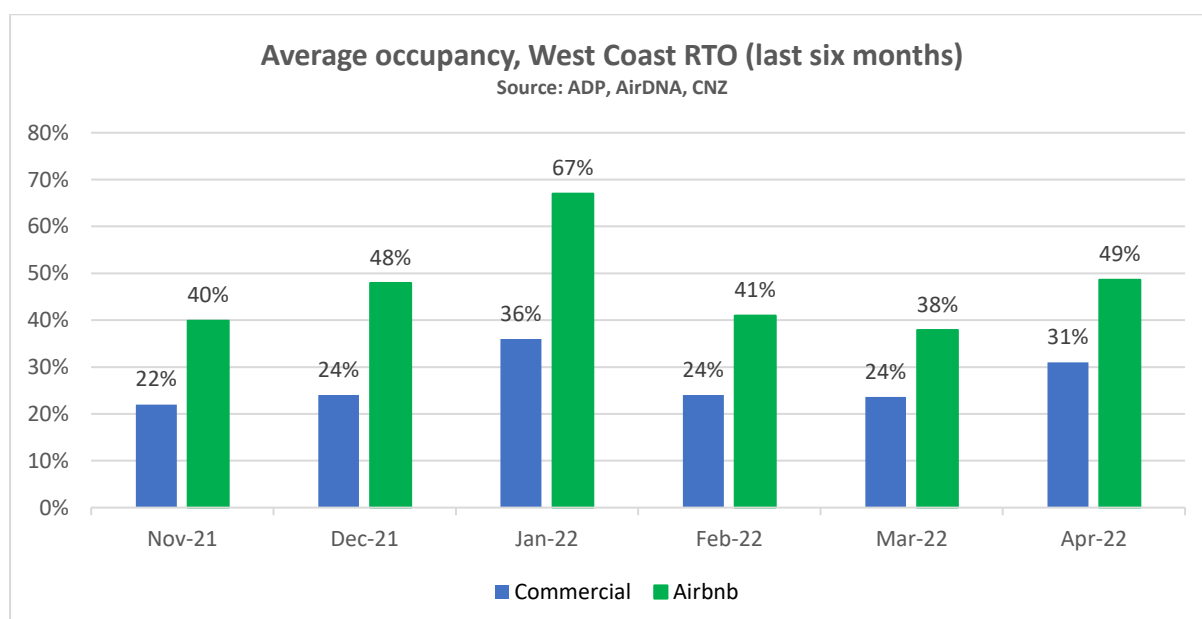
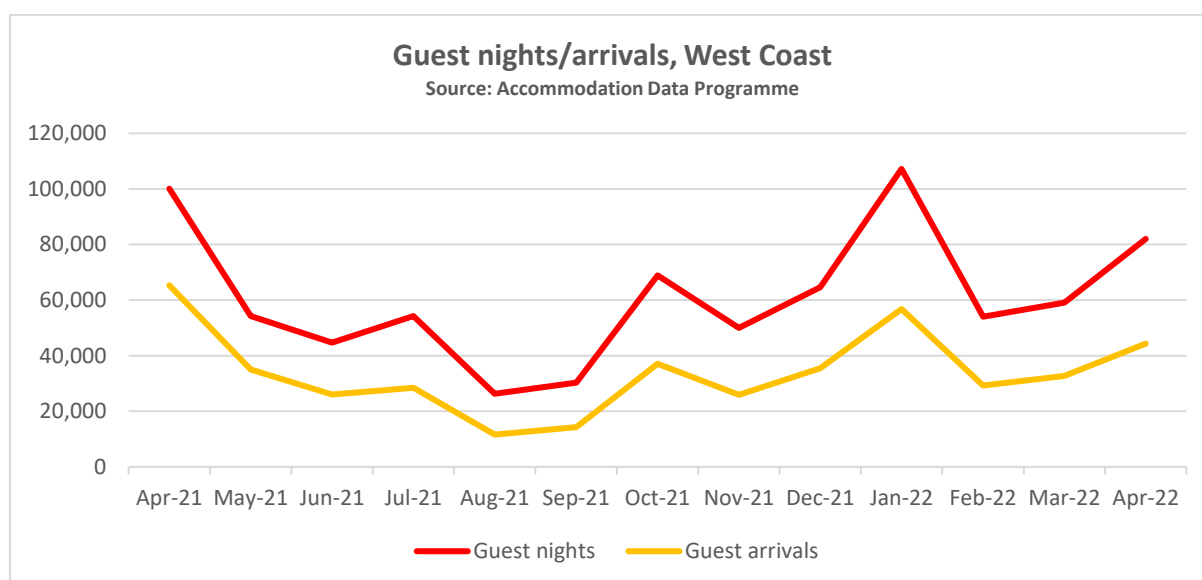
## Accommodation

### Commercial

From December 2021, the Accommodation Program has removed MIQ stay units and corresponding guest data from the entire time series. In total, 139 accommodation providers on the West Coast were registered on the ADP in April 2022, with 133 of these identifying as 'active'.

44,400 recorded guest arrivals spent 82,000 guest nights in commercial accommodation in the West Coast RTO area in April 2022. Guest arrivals were down -32% from April 2021 and guest nights down -18%. Of these guest nights, 51% were spent in the Westland District, 26% in Buller District and 23% in Grey District. Guest nights spent on the West Coast made up 3.3% of total guest nights in NZ for the month.

The average occupancy rate was 31%, below the national average of 41%. Occupancy in Grey District was 34%, followed by Buller District at 31% and Westland District at 30%. The average length of stay was 1.8 nights, below the national average of 2.1 nights.





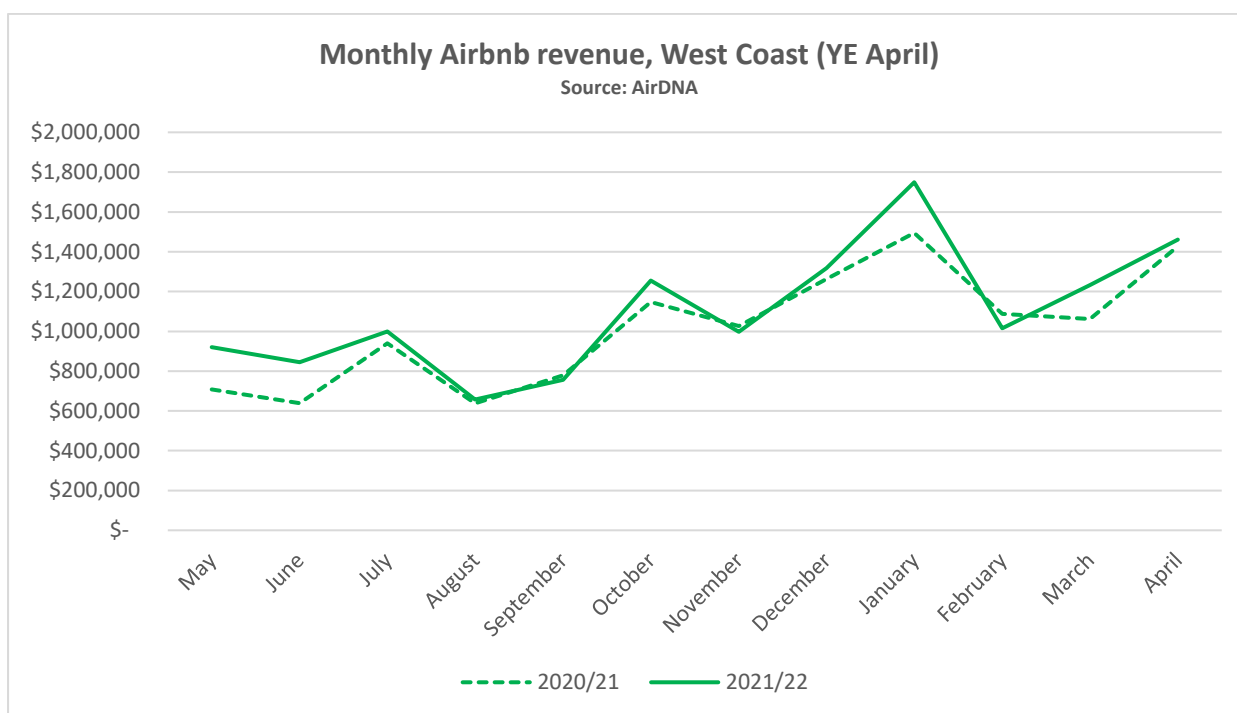
## Airbnb

A total of 583 active rentals in the West Coast region were listed on Airbnb in April 2022, an increase of 2 from the previous month. Of these, 44% were in Westland District, 37% in Buller District and 18% in Grey District. The average Airbnb occupancy rate in the region in April 2022 was 49%, a decrease of 9 percentage points from same month last year.

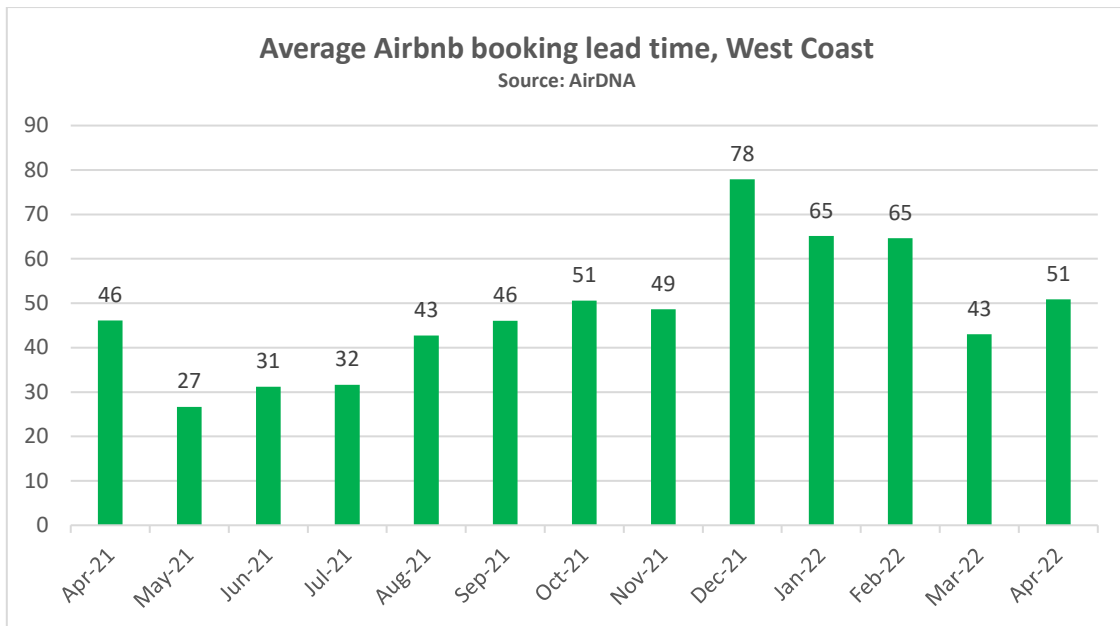
Average daily rates by listing type are listed below.

Average daily rates by listing type, West Coast Airbnb (April 2022)			
District	Entire home	Private room	Shared room
Westland District	\$168	\$155	N/A
Buller District	\$176	\$98	\$32
Grey District	\$163	\$100	N/A

Airbnb revenue for the month totaled at \$1.5m in the West Coast region, up 59% from April 2020 and up 2% from April 2021. A total of \$13.2m in Airbnb revenue was generated over the YE April 2022, up 8% or \$994k from the YE April 2021. Revenue decreased in the YE April 2022 for Westland and Grey districts compared to the previous year, with revenue down -1 and -0.003% respectively and increased in Buller by 20%.



The average booking lead time for West Coast Airbnb listings booked for April 2022 was 51 days. This was 5 days longer than the average booking lead time in April 2021. Booking lead times were longest for listings in the Buller District at 54 days; followed by 51 days in Buller and 45 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.