



Destination Analytics Report:

Prepared for West Coast RTO

May 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

958

- 35% Prior Period
- 67% Prior Year

Overnight Stays

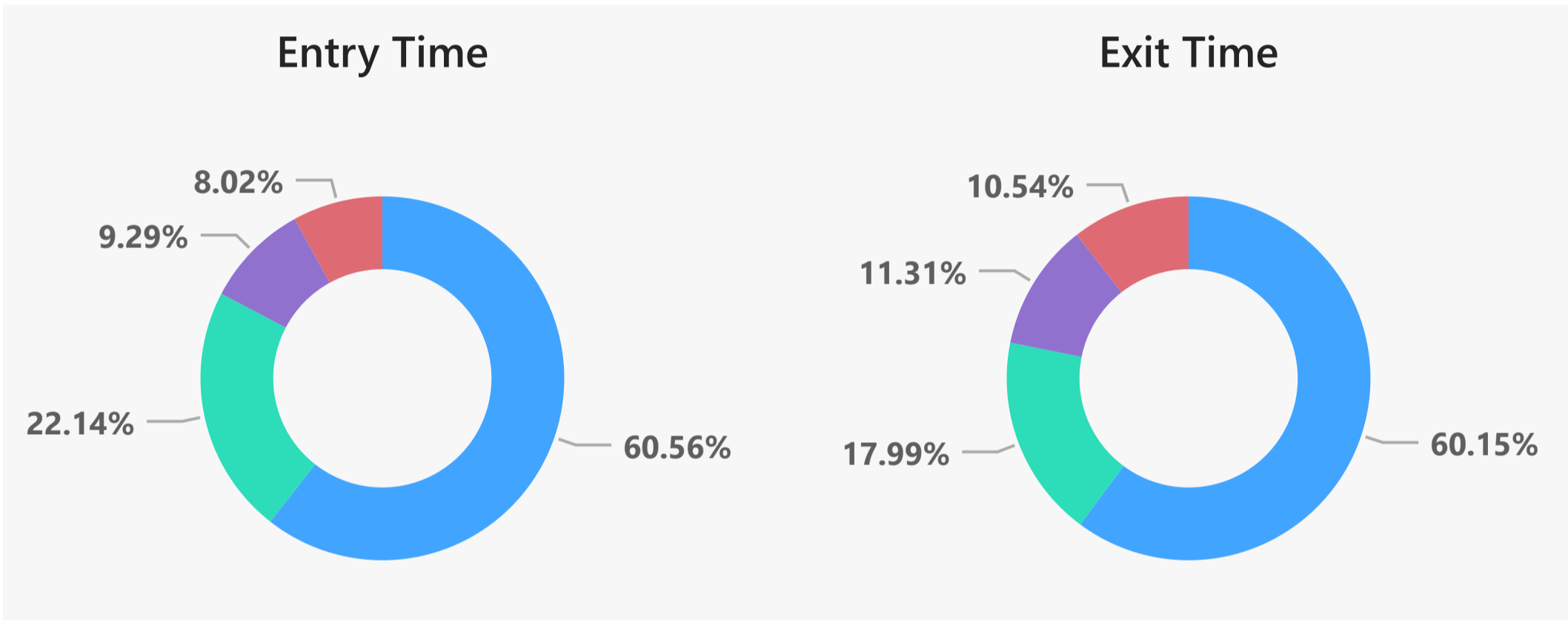
416

- 35% Prior Period
- 85% Prior Year

Avg. Nights Stayed

1.57

- 1% Prior Period
- 31% Prior Year



Country of Origin

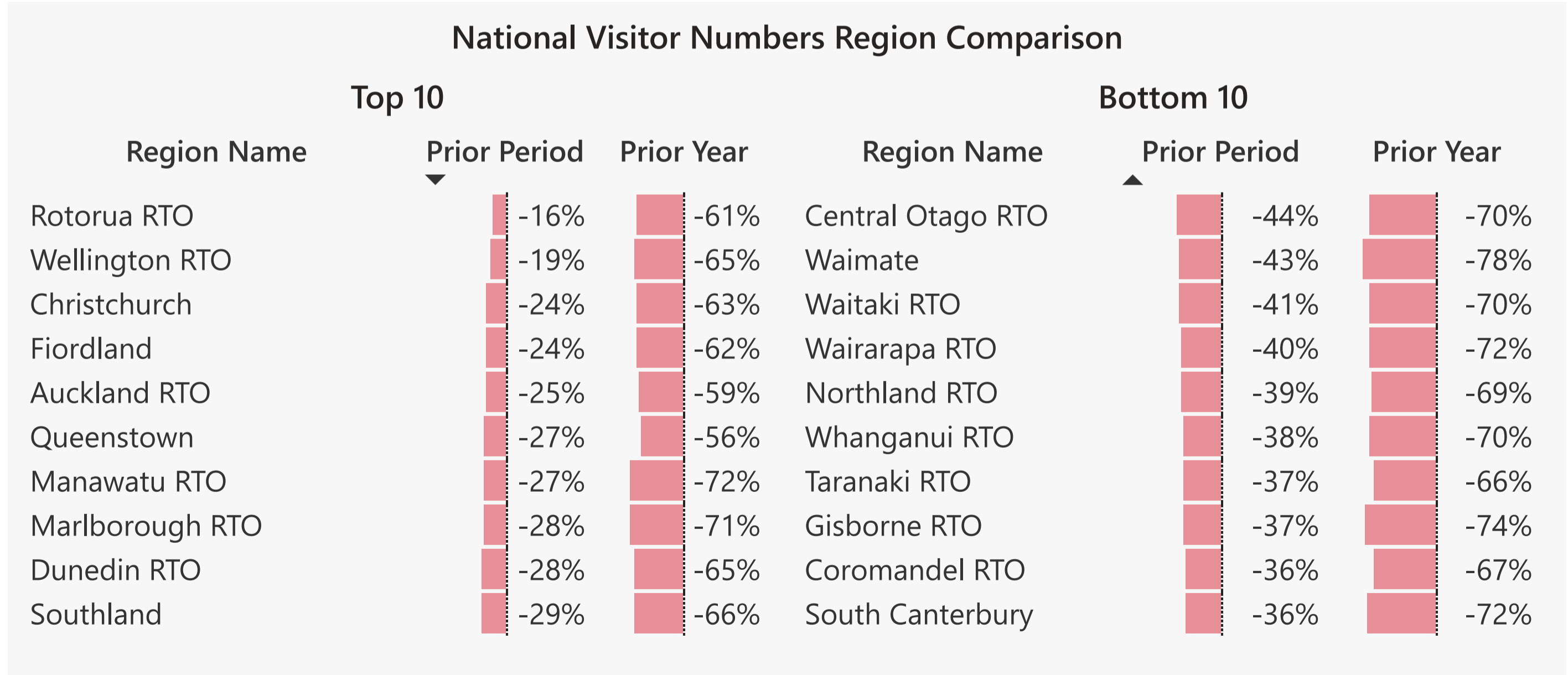
Country	% of Visitors
New Zealand	55.8%
Australia	13.6%
United Kingdom	8.0%
United States	5.9%
France	3.5%

Top 5 Resident Localities

Home Locality	% of Visitors
Greymouth Central	3.9%
Arahura-Kumara	2.6%
Ashburton Forks	2.6%
Charleston (Buller District)	2.6%
Rutherglen-Cameros	2.6%

Top 5 Resident Regions

Region Name	% of Visitors
Christchurch	28.6%
West Coast RTO	22.1%
Nelson Tasman RTO	13.0%
Auckland RTO	9.1%
Marlborough RTO	6.5%



Top 5 Prior Regions

Entered From Region	% of Visitors
Christchurch	34.2%
Nelson Tasman RTO	26.9%
Wanaka	26.7%
Marlborough RTO	1.8%
Queenstown	1.8%

Top 5 Next Regions

Went To Region	% of Visitors
Christchurch	32.8%
Wanaka	28.7%
Nelson Tasman RTO	27.6%
Queenstown	3.6%
Marlborough RTO	2.1%

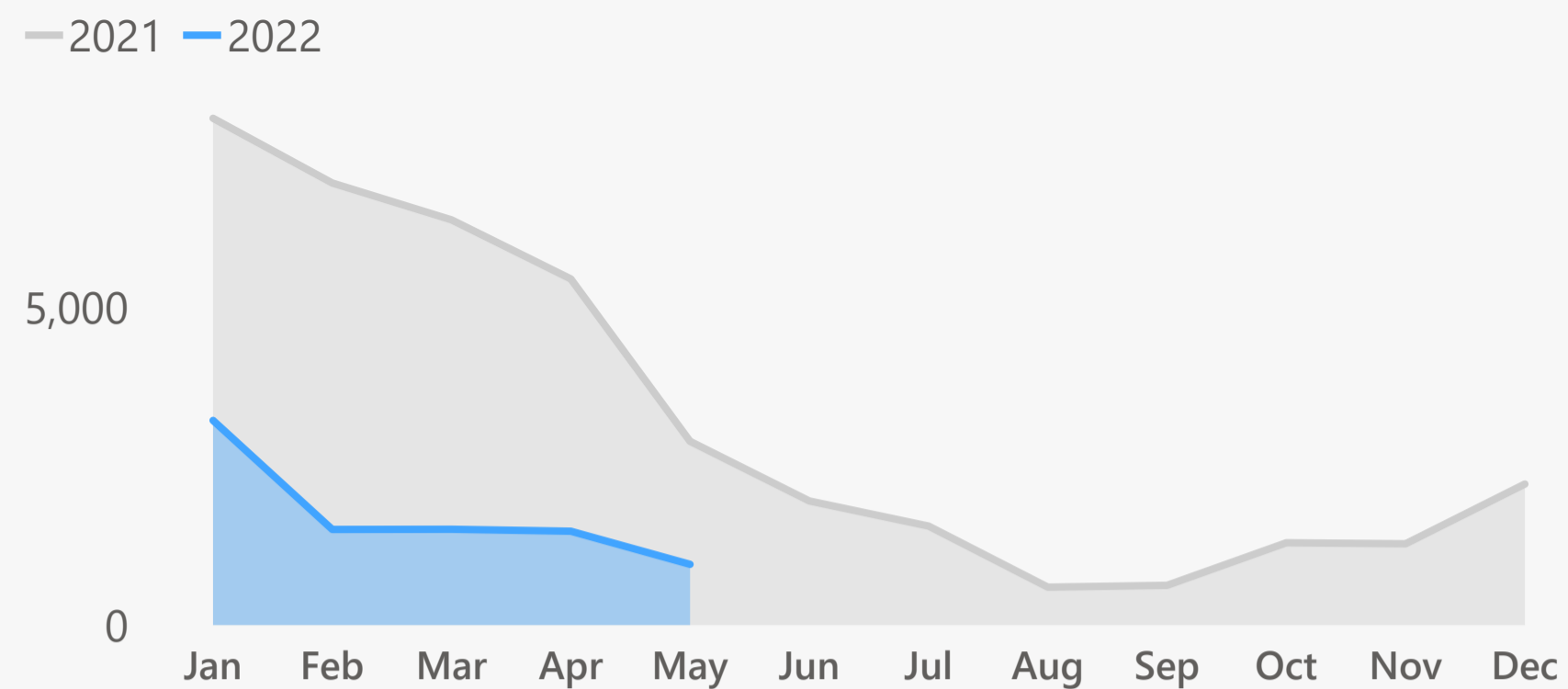


Total Visitors

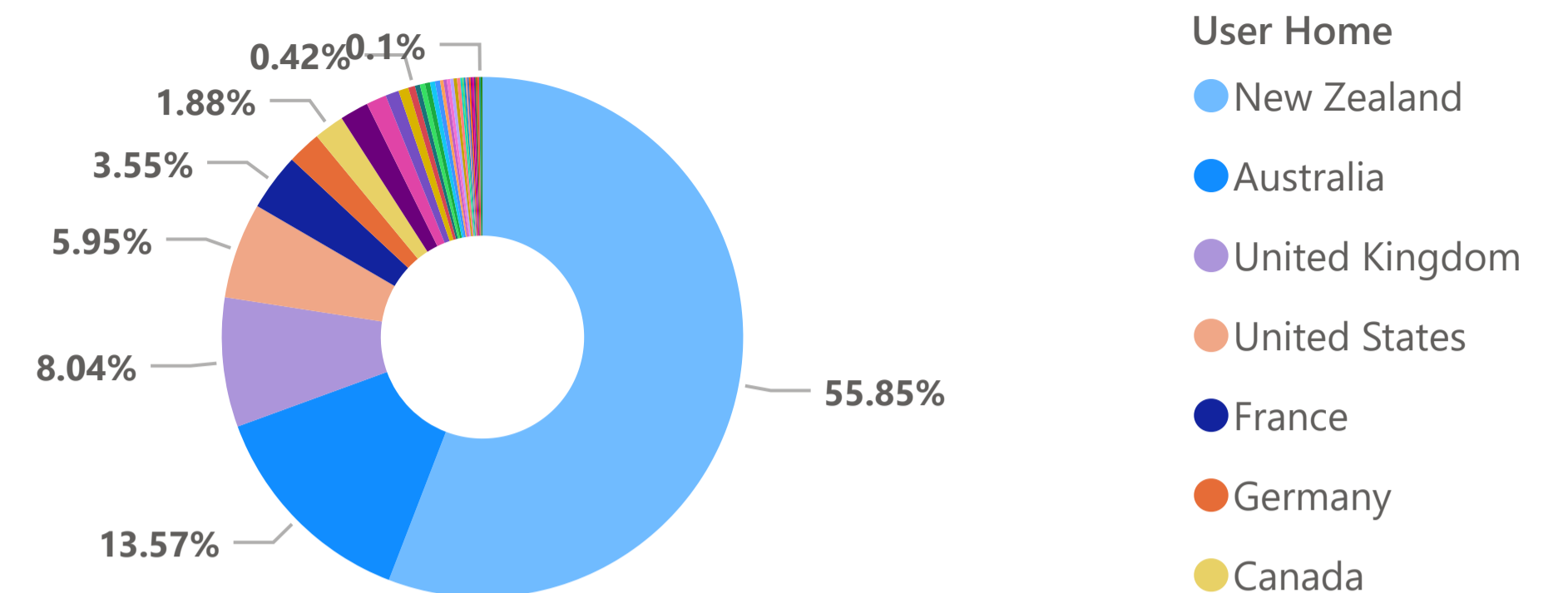
958

-35% Prior Period

-67% Prior Year



Visitor Country of Origin



Domestic

535

International

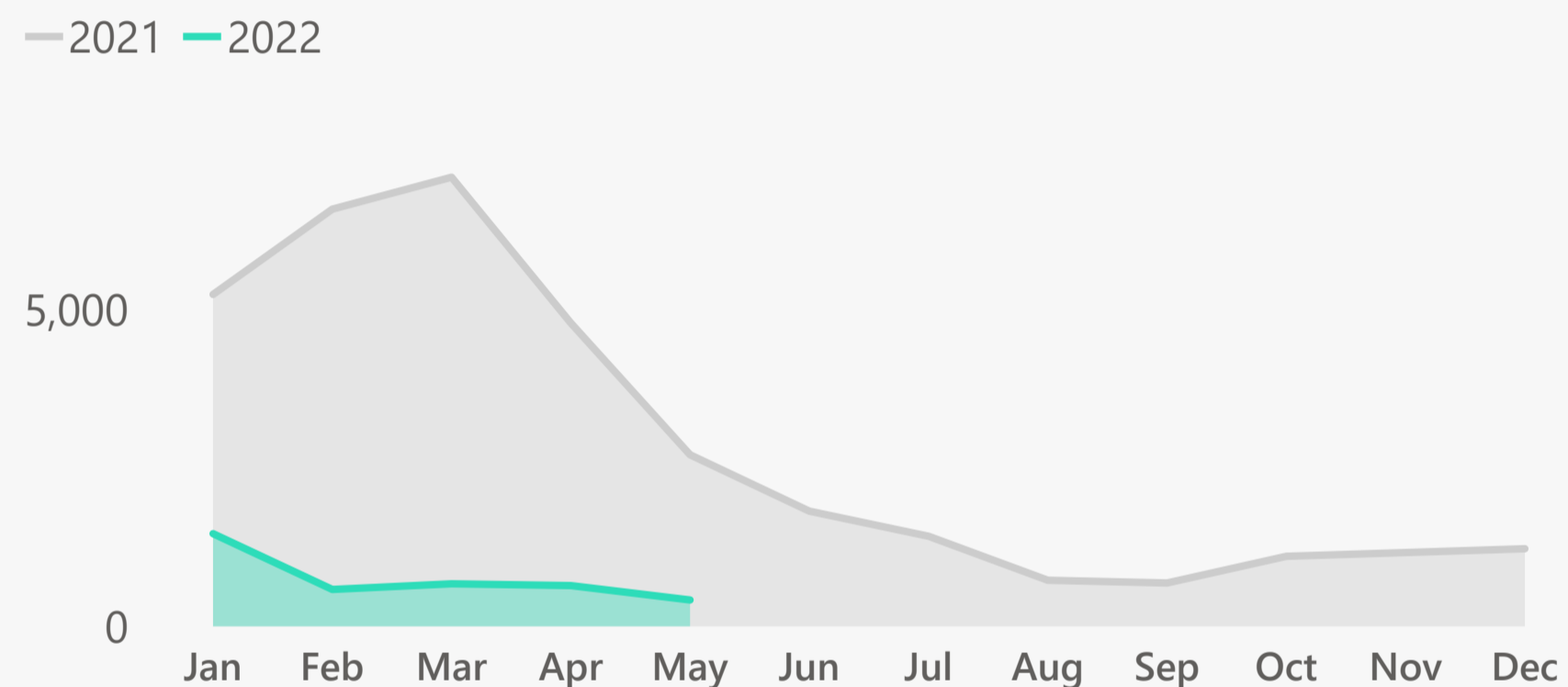
423

Overnight Stays

416

-35% Prior Period

-85% Prior Year

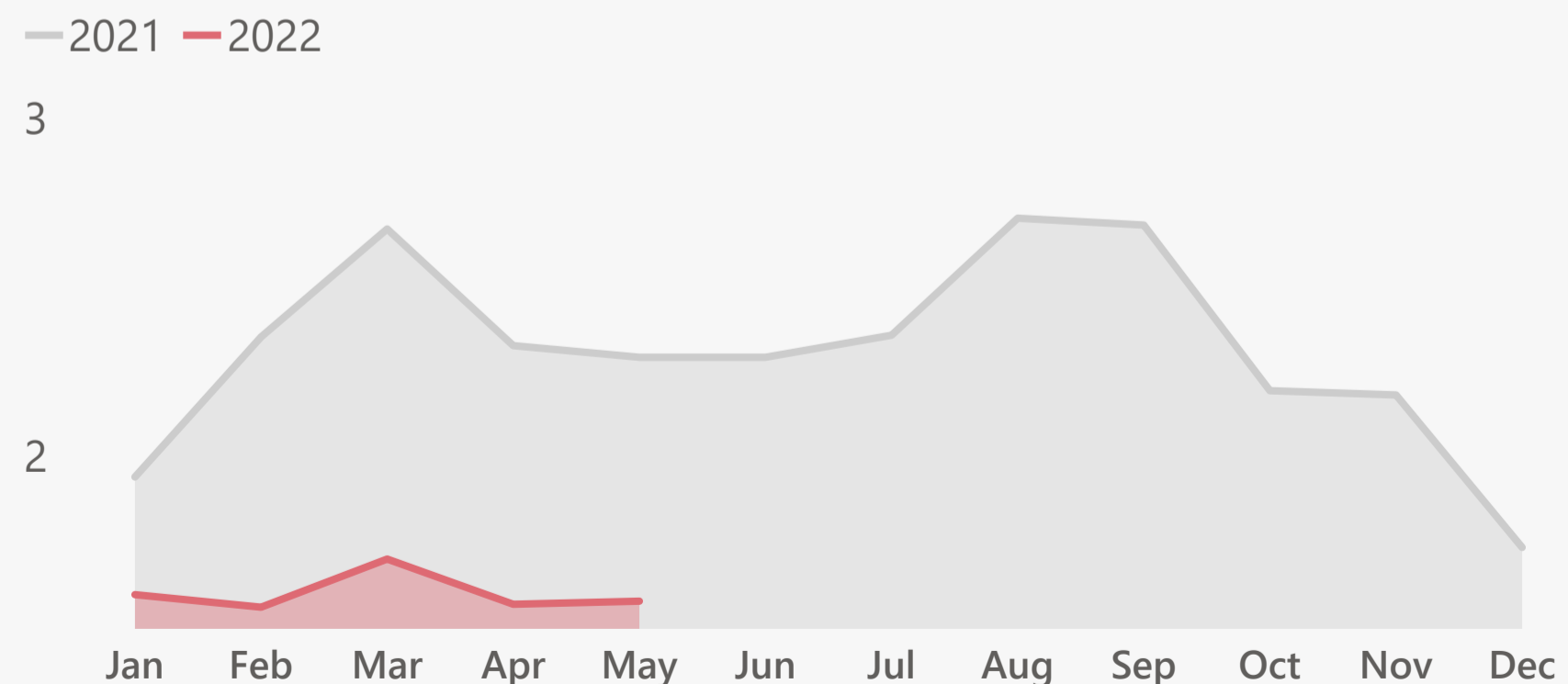


Avg. Nights Stayed

1.57

1% Prior Period

-31% Prior Year



Total Visitors

For May 2022, West Coast RTO saw a total of 958 visitors which was a decrease of -35% on the prior month, and a decrease of -67% 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 May 2022, West Coast RTO saw a total of 416 overnight stays which is down of -35% on the previous month, and a decrease of -85% on the same time last year.

On average visitors stayed for 1.57 nights in the region which was down 1% on the previous month and up -31% 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 535 visitors and accounted for 56 % of all visitors. There were 423 international visitors (44 %) with the top 3 countries being Australia (13.6 %), United Kingdom (8.0 %) and United States (5.9 %)



Selected Region	Prior Period	Prior Year
West Coast RTO	▼ -35%	▼ -67%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Rotorua RTO	-16%	-61%	South Canterbury	-36%	-72%
Wellington RTO	-19%	-65%	Coromandel RTO	-36%	-67%
Christchurch	-24%	-63%	Gisborne RTO	-37%	-74%
Fiordland	-24%	-62%	Taranaki RTO	-37%	-66%
Auckland RTO	-25%	-59%	Whanganui RTO	-38%	-70%
Queenstown	-27%	-56%	Northland RTO	-39%	-69%
Manawatu RTO	-27%	-72%	Wairarapa RTO	-40%	-72%
Marlborough RTO	-28%	-71%	Waitaki RTO	-41%	-70%
Dunedin RTO	-28%	-65%	Waimate	-43%	-78%
Southland	-29%	-66%	Central Otago RTO	-44%	-70%

Regional Visitor Comparison Top & Bottom

For May 2022, West Coast RTO experienced a decrease of -35% in visitor numbers compared to the previous month and a decrease of -67% compared to the same time in the previous year. On average across New Zealand, visitor numbers were -30% down compared to the previous month and -66% lower when compared to the same time last year.

As such West Coast RTO is trending below the New Zealand average in May 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
Greymouth Central	3.9%	Christchurch	28.6%
Arahura-Kumara	2.6%	West Coast RTO	22.1%
Ashburton Forks	2.6%	Nelson Tasman RTO	13.0%
Charleston (Buller District)	2.6%	Auckland RTO	9.1%
Rutherglen-Cameron	2.6%	Marlborough RTO	6.5%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in April 2022. Greymouth Central 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 3.9% of the observed market.

Top 5 Resident Regions

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

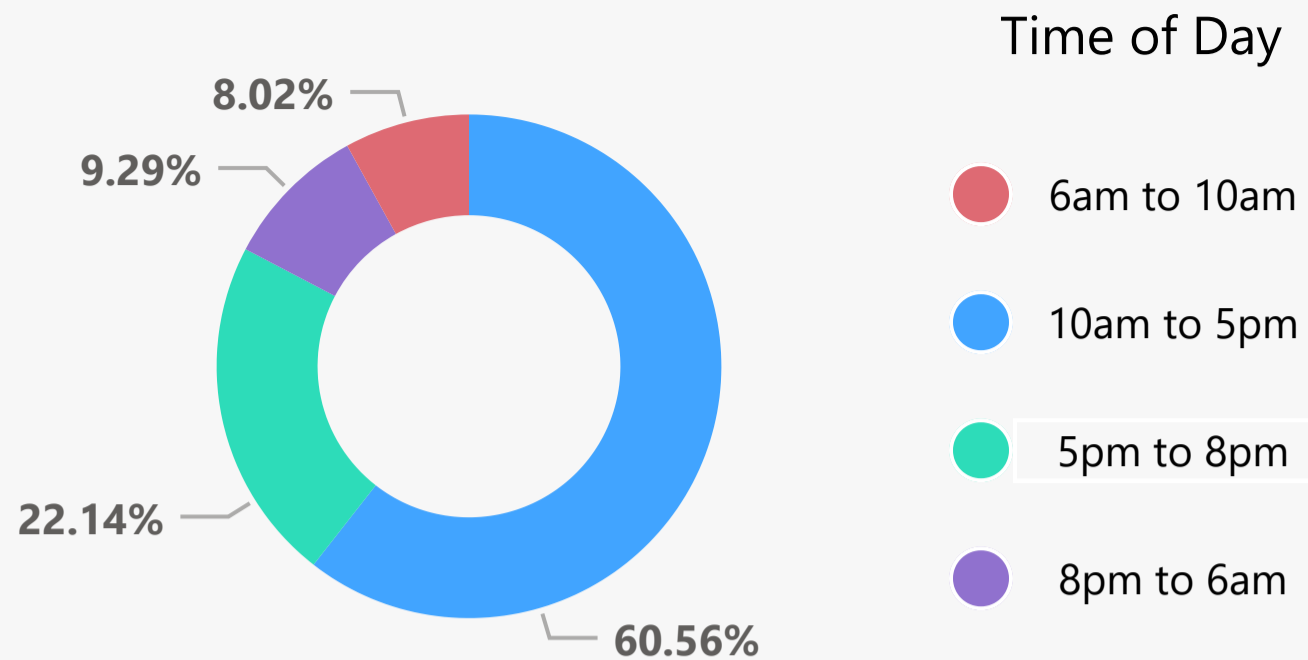
The top 3 regions were:

- Christchurch - 28.6% of visitors.
- West Coast RTO - 22.1% of visitors
- Nelson Tasman RTO - 13% of visitors.

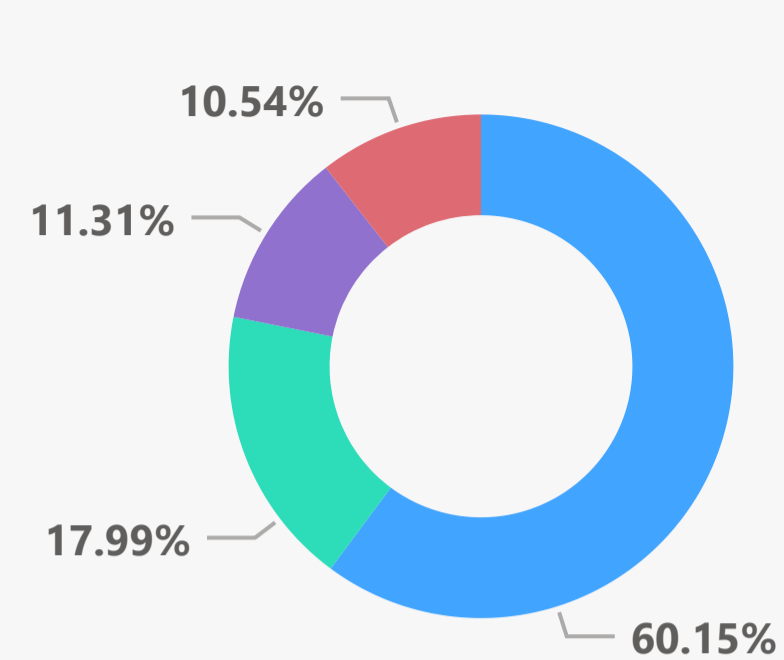
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



Entry Time



Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
Nelson Tasman RTO	40.9%
Wanaka	40.6%
Marlborough RTO	2.8%
Queenstown	2.8%
Central Otago RTO	2.4%

Top 5 Next Regions

Went To Region	% of Visitors
Christchurch	32.8%
Wanaka	28.7%
Nelson Tasman RTO	27.6%
Queenstown	3.6%
Marlborough RTO	2.1%

Entry & Exit Time

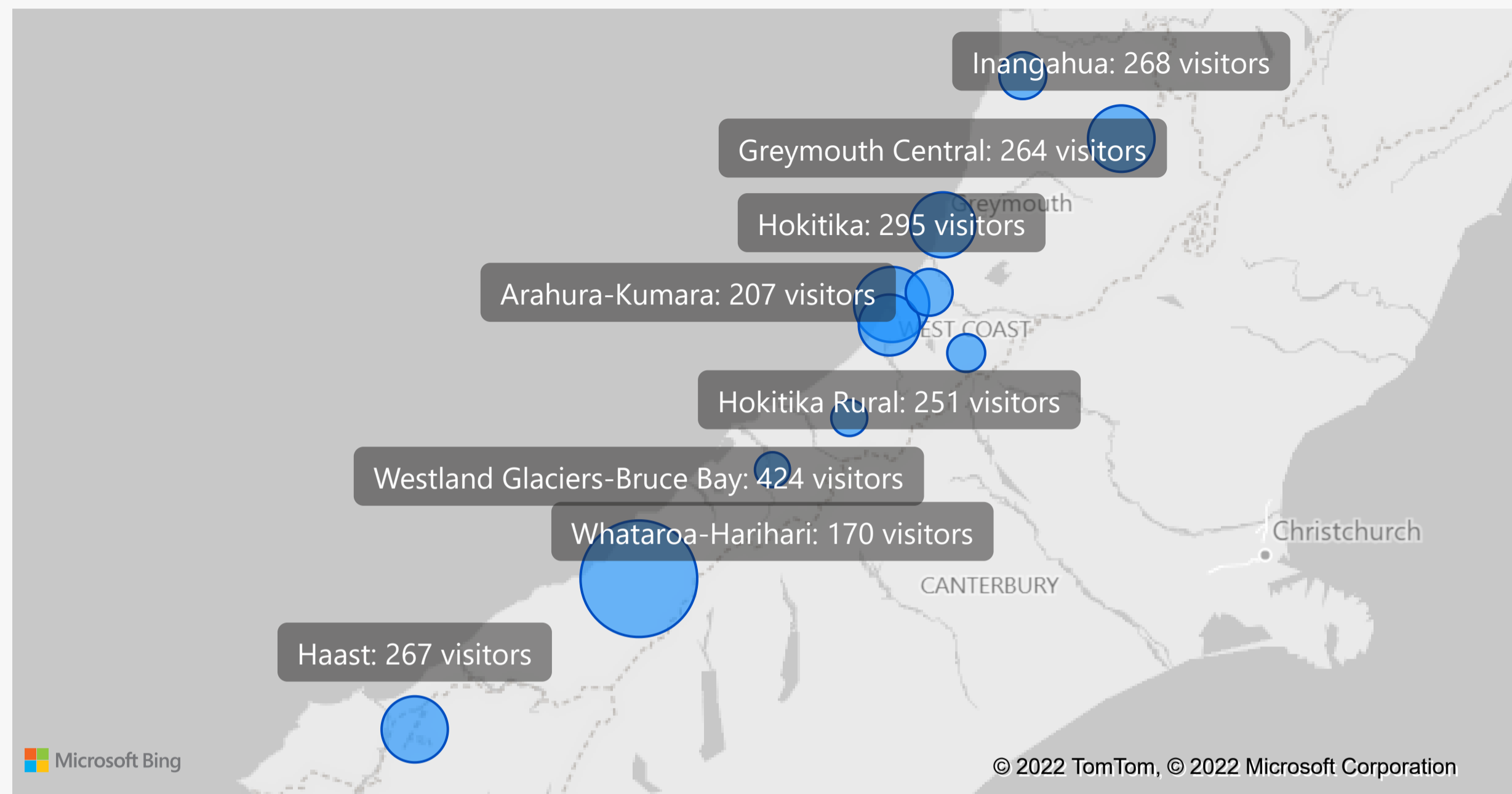
The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for May 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 60.6% of visitors recorded in that time frame.

The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 60.2% 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 May 2022.

Top Visitor Localities



Most Popular Localities

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

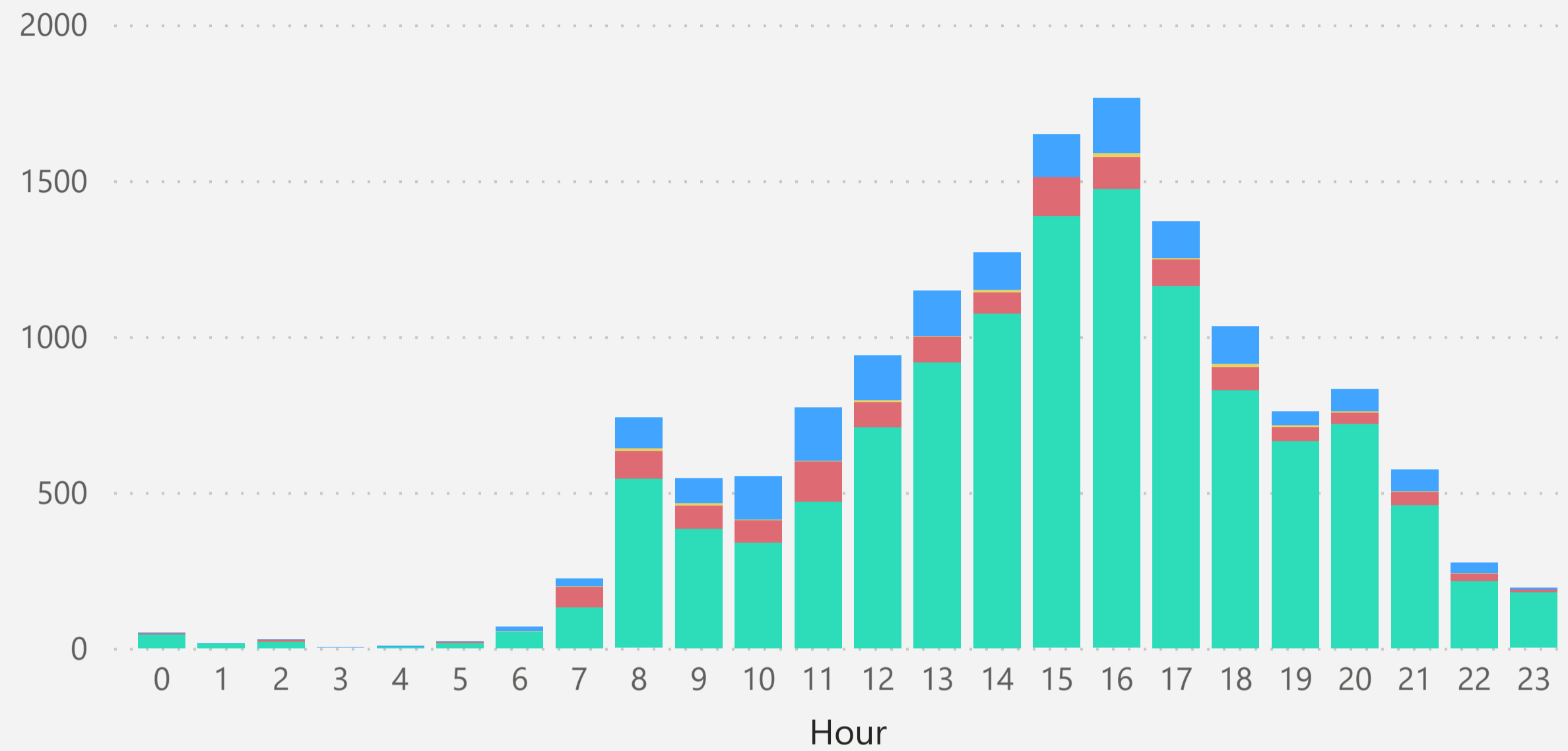
- Westland Glaciers-Bruce Bay - 424 visitors (185 domestic, 239 international).
- Hokitika - 295 visitors (154 domestic, 141 international).
- Inangahua - 268 visitors (154 domestic, 114 international).
- Haast - 267 visitors (130 domestic, 137 international).
- Greymouth Central - 264 visitors (141 domestic, 123 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, Paid 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 3 - 4am.
- Services were most searched between 4 - 5pm and least searched between 3 - 4am.
- Attractions were most searched between 11am - Noon and least searched between 4 - 5am.
- Food was most searched between 4 - 5pm and least searched between 6 - 7am.

Search Categories Insights

There were a total of 14,815 searches in West Coast RTO for May 2022 which was down -32% on the previous month. The most searched categories were:

- Paid Campground 4,187 searches (down 27% on previous month).
- Low-cost Campground: 4,095 searches (down 32% on previous month).
- Free Camping Area: 3,090 searches (down 20% on previous month).

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

- Petrol Station: down 12% (to 270 searches).
- Free Camping Area: down 20% (to 3,090 searches).
- Hot Shower: down 20% (to 166 searches).

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

- Walking / Hiking Trail: down 60% (to 623 searches).
- Motel: down 50% (to 117 searches).
- Public Toilet: down 49% (to 459 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	4,187	5,704	-27%
Low-cost Campground	4,095	6,043	-32%
Free Camping Area	3,090	3,864	-20%
Walking / Hiking Trail	623	1,549	-60%
Public Toilet	459	905	-49%
Petrol Station	270	306	-12%
Dump Station	259	480	-46%
Fishing	209	395	-47%
Hot Shower	166	207	-20%
Motel	117	236	-50%





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