

West Coast Visitor Trends Report



May 2022

Key figures May 2022

Average Daily Visitors: 4,806

ECT Visitor Spend: \$8.6m

Average length of stay: 2 nights

Accommodation occupancy rate: 20%

Airbnb occupancy rate: 36%

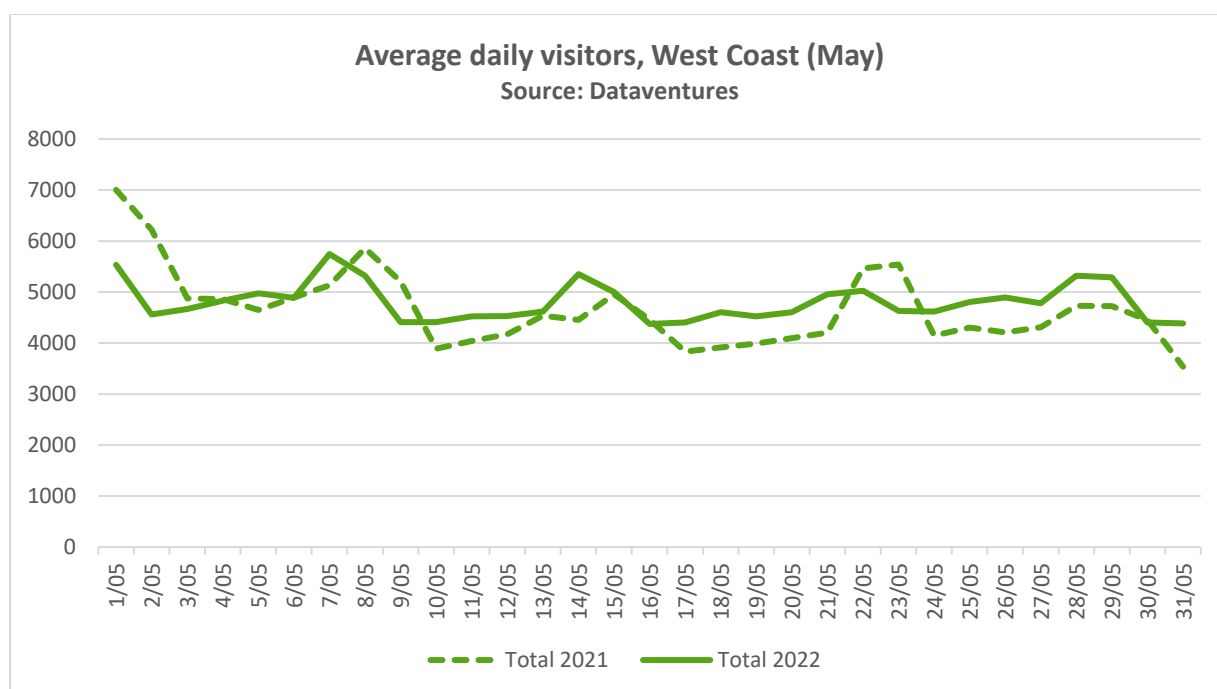
Dates	Events
3 rd May	People currently permitted to arrive via the maritime border no longer required to quarantine or isolate for 7 days.
6 th May	Residence class visa holders not vaccinated against COVID-19 were able to enter New Zealand

Visitor numbers

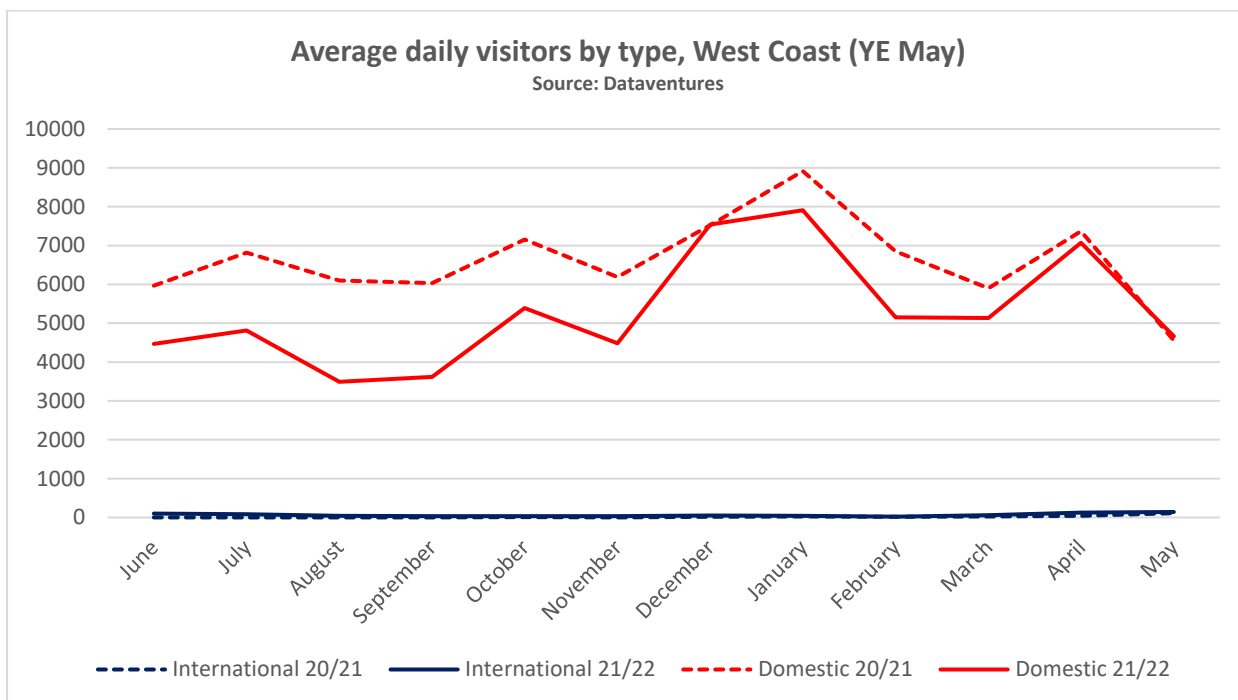
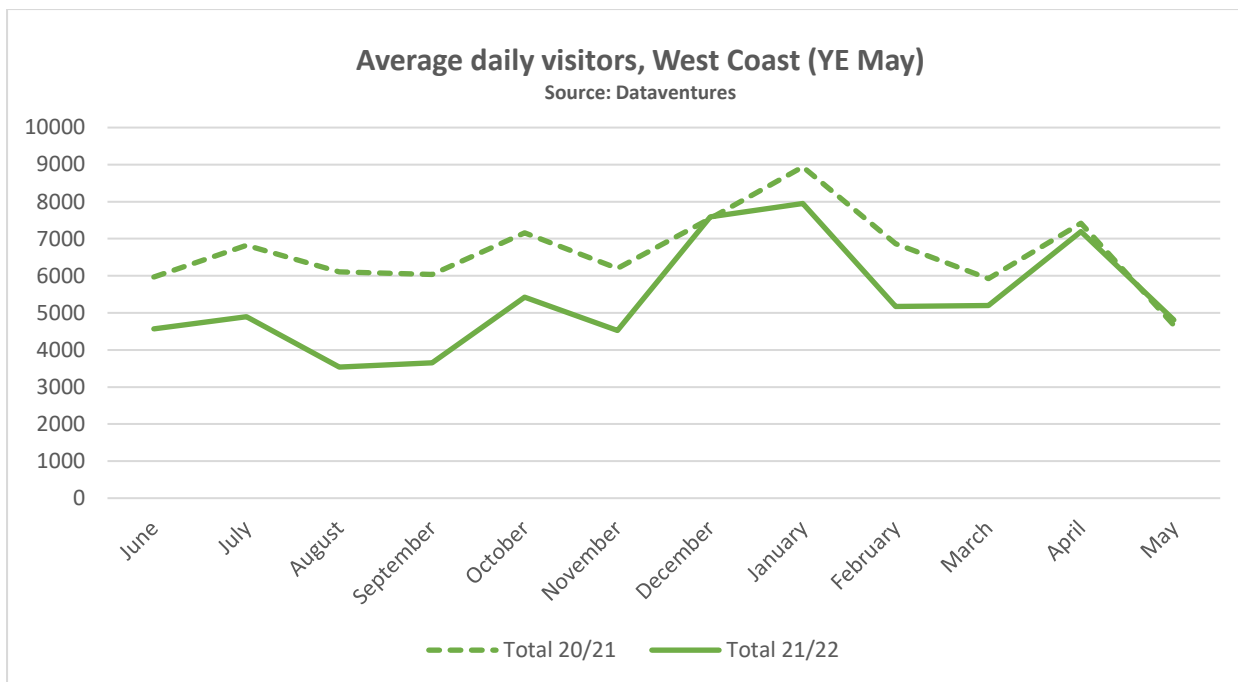
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 4,806 visitors were in the West Coast region each day in May 2022. This was a decrease of -6% or -309 average daily visitors from May 2020, and an increase of 3% or 140 average daily visitors from May 2021.

An estimated 4,664 of these were domestic visitors, down -8% or -433 average daily visitors from May 2020 and up 2% or 108 average daily visitors from May 2021. An average of 142 international visitors were in the West Coast region each day in May 2022, up 124 average daily visitors from May 2020 and up 29% or 32 daily visitors from May 2021.



Over the YE May 2022 period, an average of 5,376 visitors were in the West Coast region each day. This was a reduction of -19% or -1,261 average daily visitors when compared to the previous 12-month period. At least 5,312 of these were domestic visitors. Average daily domestic visitor counts were down -20% or -1,302 visitors compared to the YE May 2021. Average daily international visitor counts were 63. This was an increase of 186% or 41 international visitors when compared to the previous 12-month period.

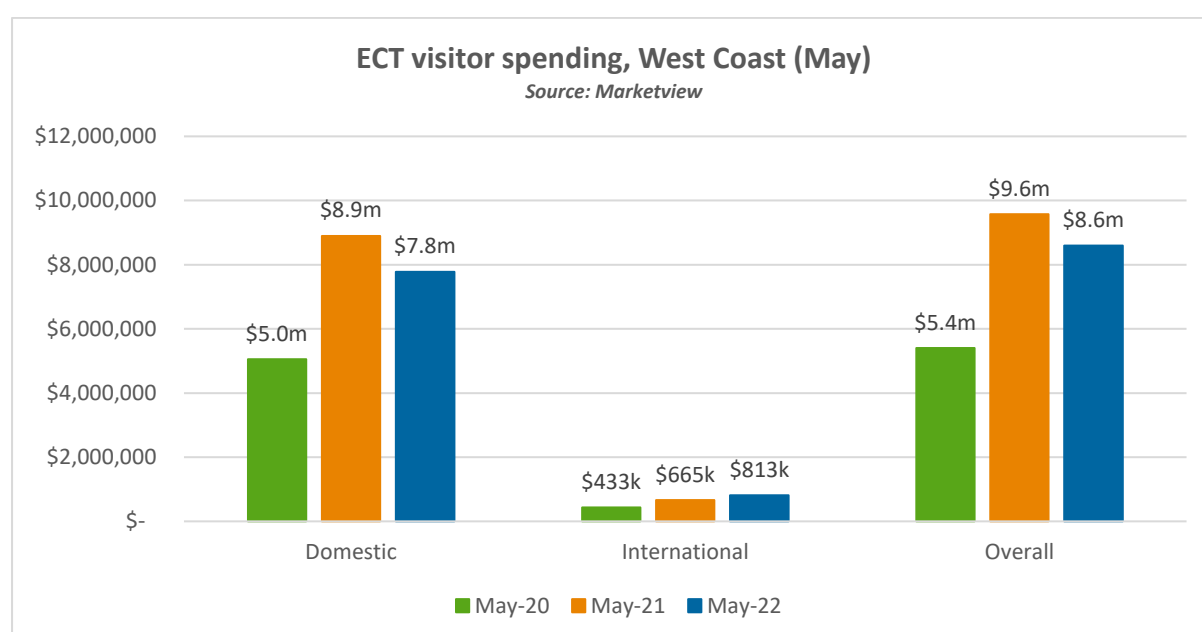


Visitor Spending

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 May 2022 was \$8.6m, up 59% or 3.2m from May 2020 and down -10% or \$981k from May 2021. ECT spending by domestic visitors made up \$7.8m of this, up 54% or \$2.7m on May 2020 and down -13% or \$1.1m from May 2021. International ECT visitor spend for the month was \$813k, up 88% or \$380k from May 2020 and up 22% or \$148k from May 2021.

Spending in Westland District made up 37% of monthly visitor spending in the West Coast region in May 2022, followed by Grey District (34%) and Buller District (29%).

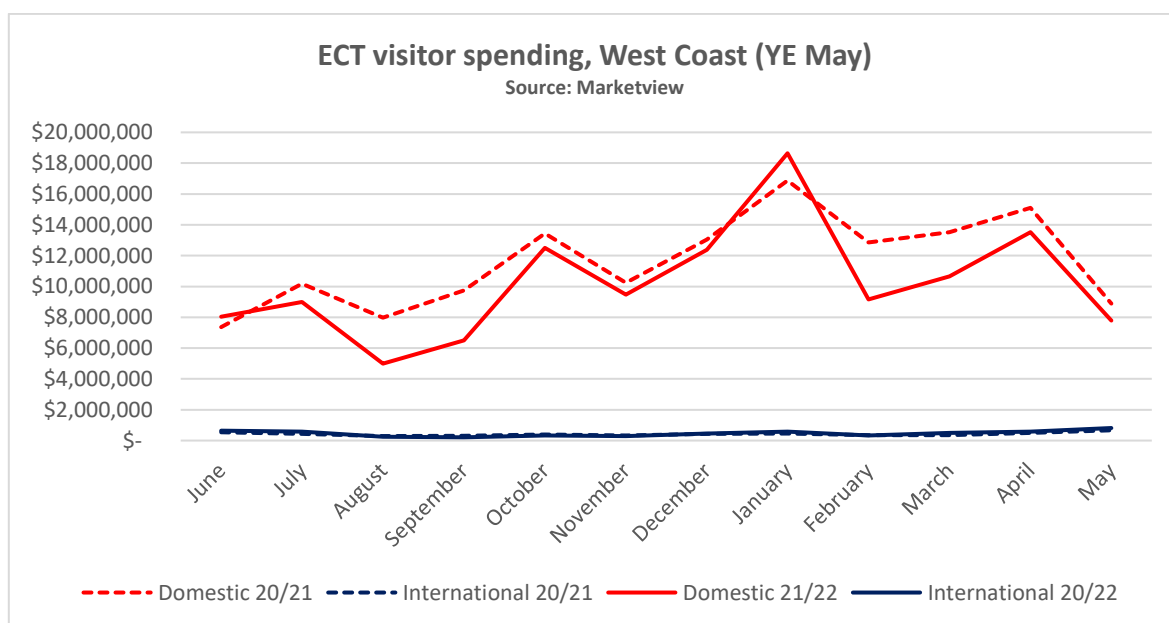
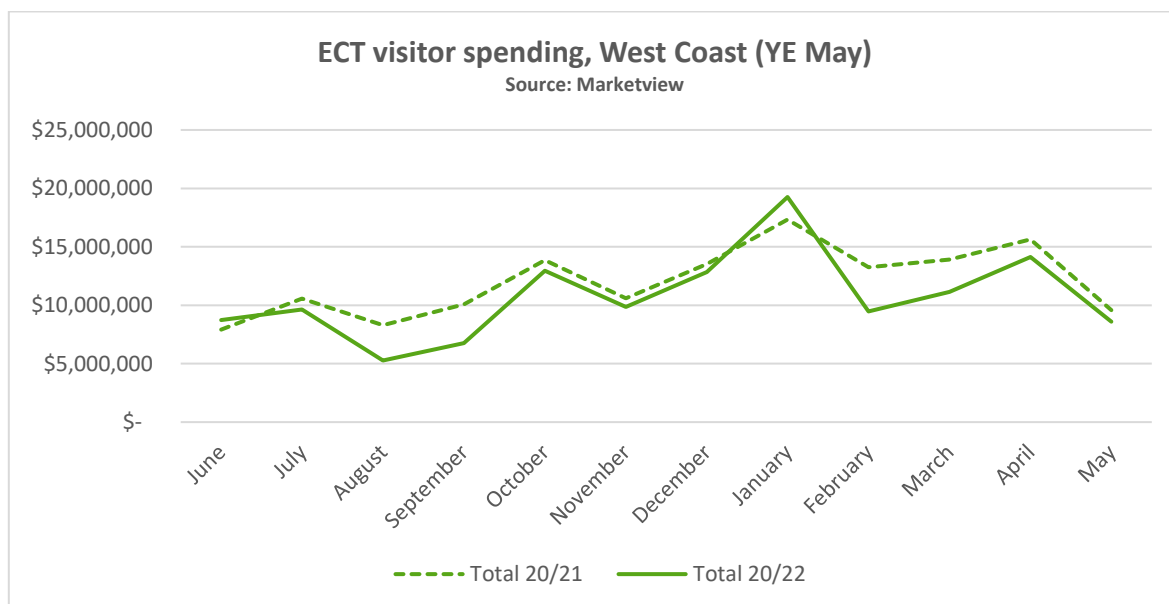
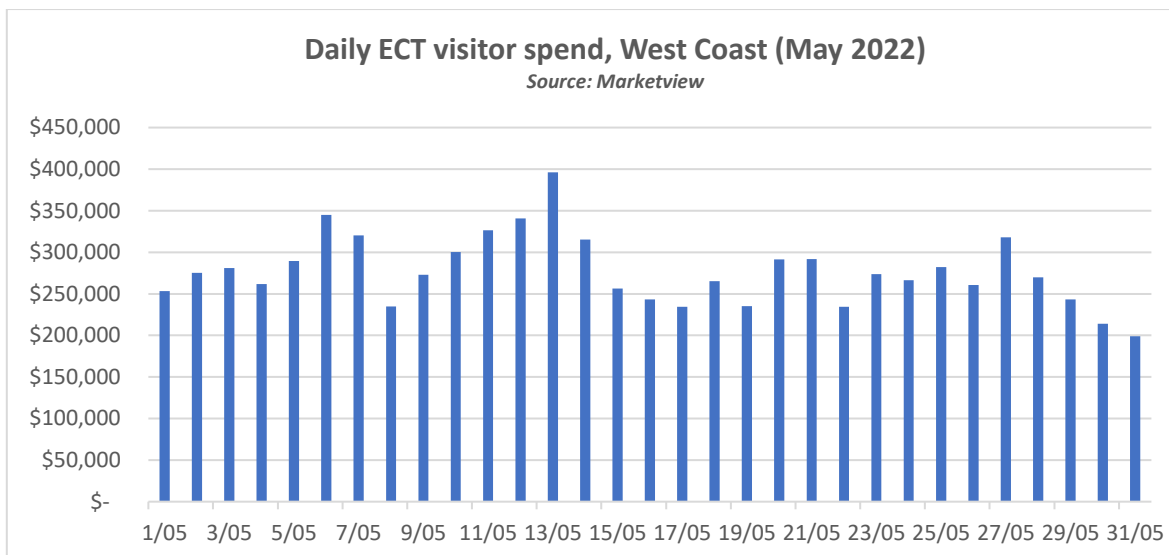


Average daily ECT visitor spending for May 2022 was \$277,139. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$58.

Daily ECT visitor spending was highest on Friday 13th May 2022 at \$396,289.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in May 2022 at 39%, followed by visitors from Otago (12%); Auckland (9%); Tasman (8%) and Nelson (6%).

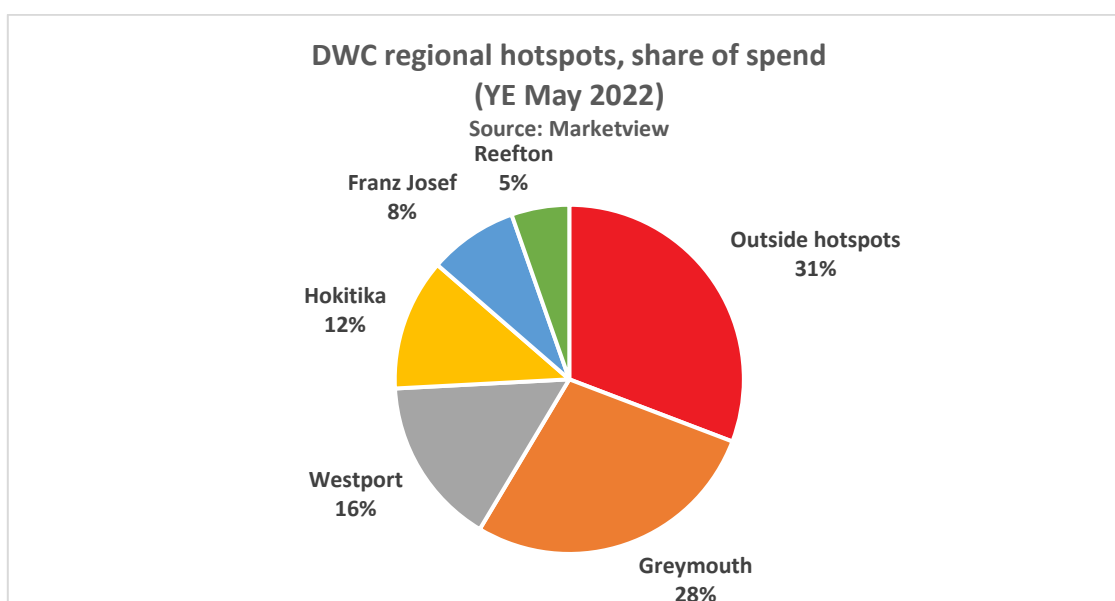
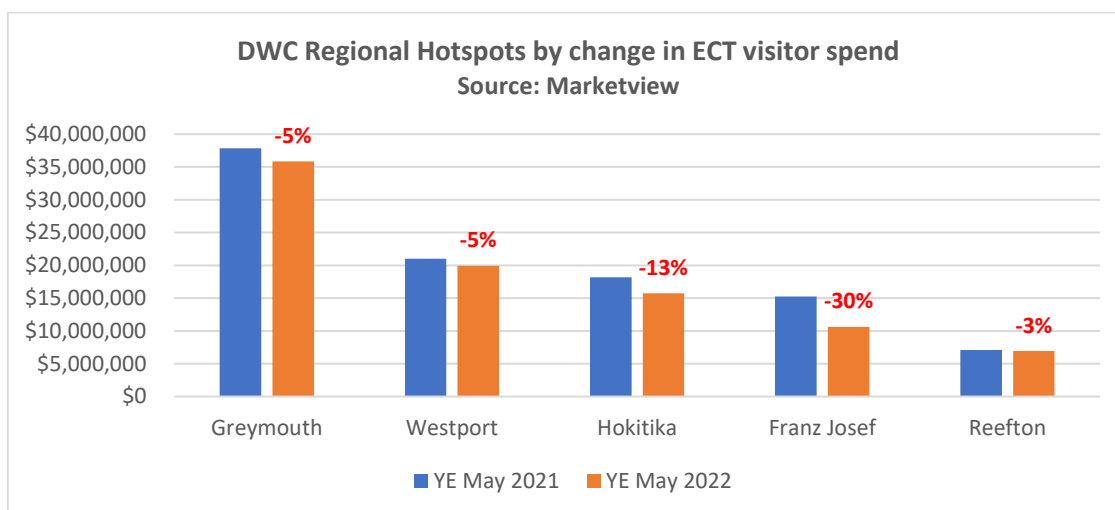
ECT visitor spending for the YE May 2022 was \$128.7m, down -11% or \$15.9m from that of the YE May 2021. Domestic ECT visitor spending for the YE May 2022 was \$122.7m, down -11.9% or - \$16.6m compared to the previous 12-month period. ECT spending by international visitors was \$474k, up 9% or \$474k from the YE May 2021.

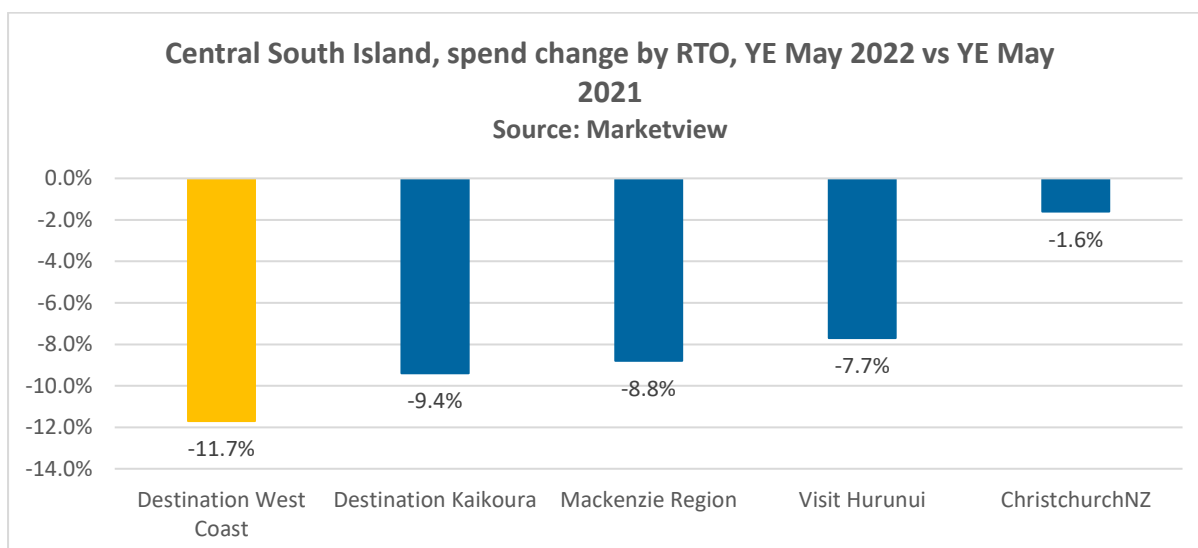
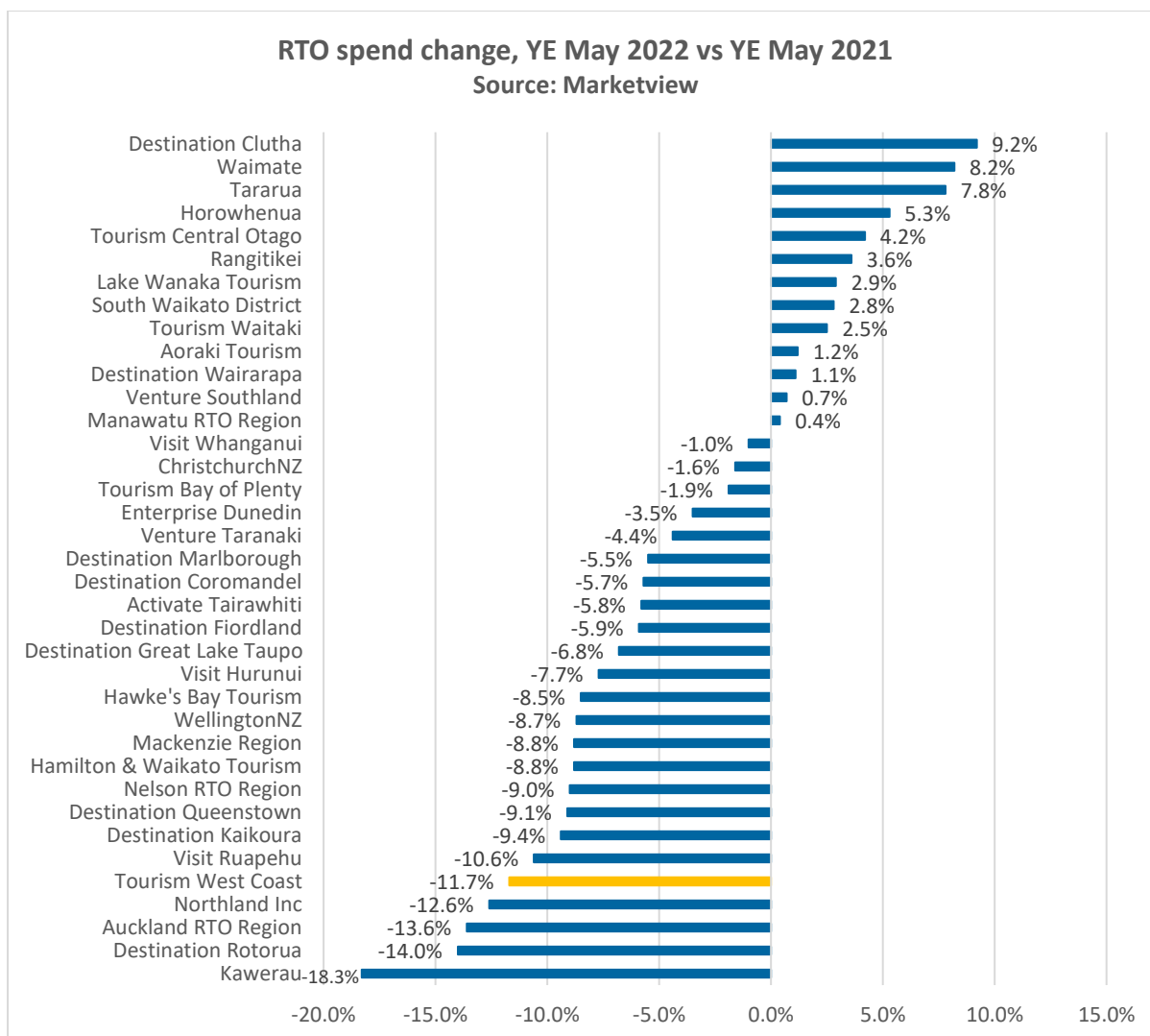


Regional hotspots

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 May 2022.

Hotspot	May 2022 spend	Change from May 2020	Change from May 2021	YE May 2022 spend	Change from YE May 2021
Greymouth	\$2.5m	+48.7%	-7.2%	\$35.8m	-5.4%
Westport	\$1.3m	+51.5%	-17.1	\$20.0m	-4.9%
Hokitika	\$1.1m	+69.3%	-7.3%	\$15.7m	-13.4%
Fox & Franz Josef	\$739k	+79.9%	-11.5%	\$10.6m	-30.3%
Reefton	\$487k	+74.8%	-4.1%	\$6.9m	-2.6%



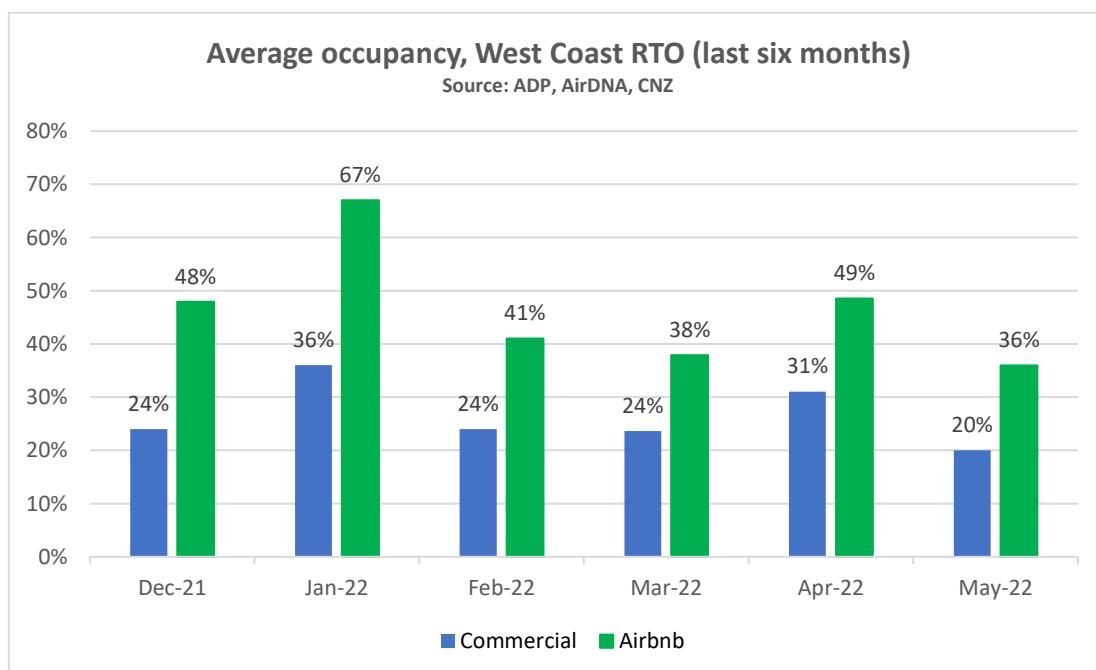
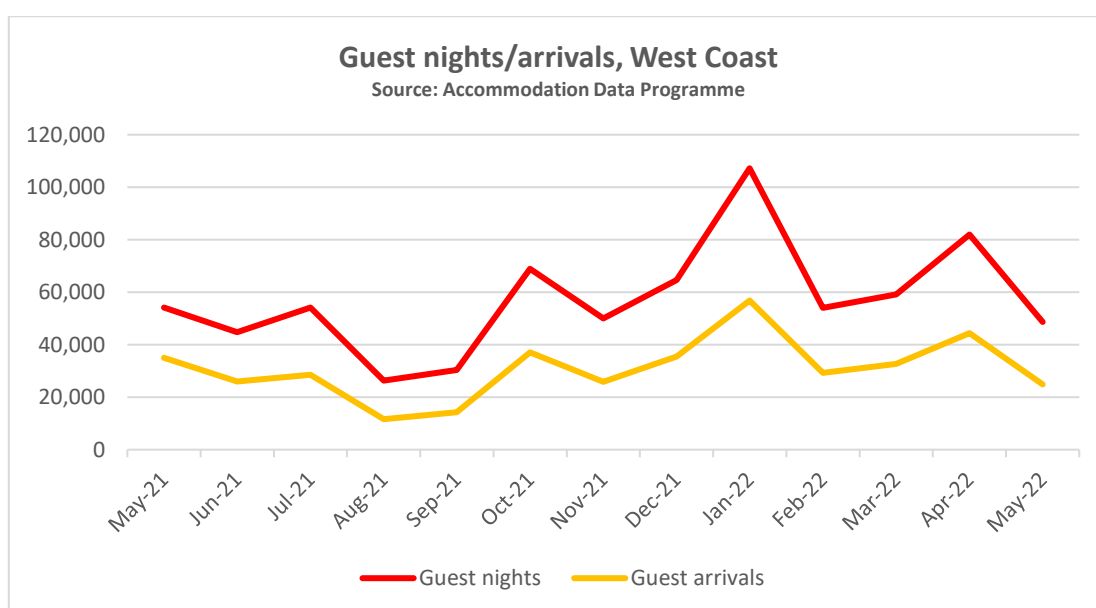


Accommodation

Commercial

In total, 140 accommodation providers on the West Coast were registered on the ADP in May 2022, with 132 of these identifying as 'active'. 24,900 recorded guest arrivals spent 48,700 guest nights in commercial accommodation in the West Coast RTO area in May 2022. Guest arrivals were down -29% from May 2021 and guest nights down -10%. Of these guest nights, 48% were spent in the Westland District, 28% in Buller District and 24% in Grey District. Guest nights spent on the West Coast made up 2.6% of total guest nights in NZ for the month.

The average occupancy rate was 20%, below the national average of 38%. Occupancy in Grey District was 24%, followed by Buller District at 20% and Westland District at 19%. The average length of stay was 2 nights, below the national average of 2.1 nights.



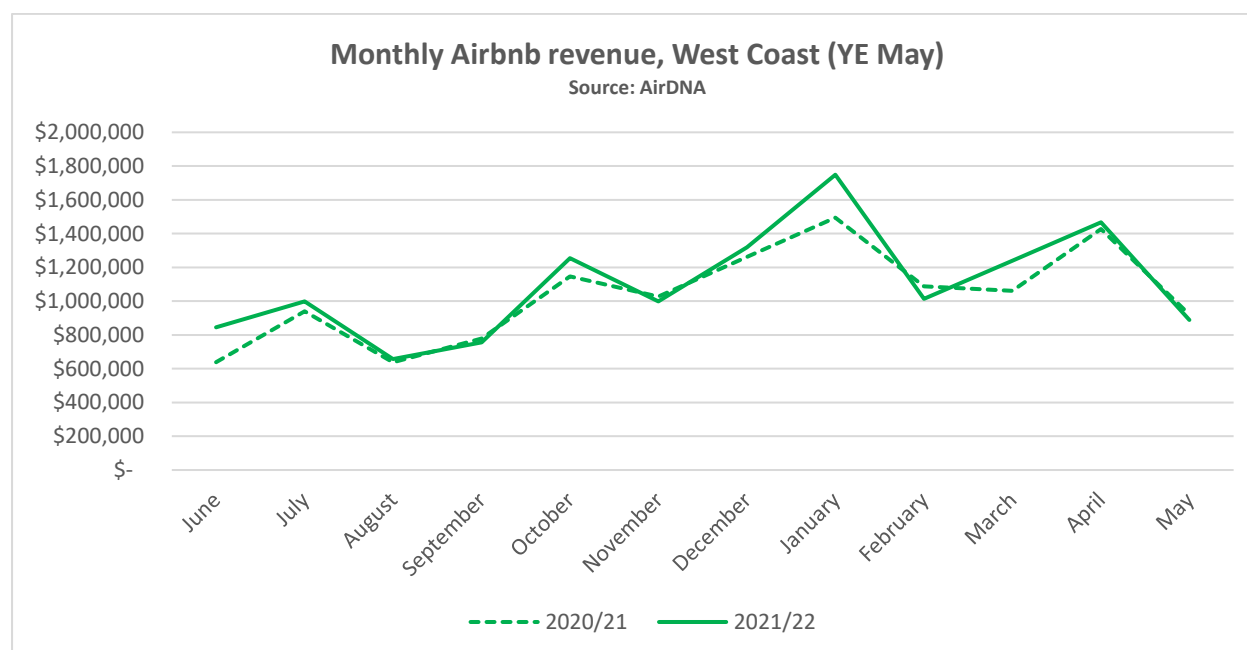
Airbnb

A total of 541 active rentals in the West Coast region were listed on Airbnb in May 2022, a decrease of -27 from the previous month. Of these, 42% were in Westland District, 40% in Buller District and 18% in Grey District. The average Airbnb occupancy rate in the region in May 2022 was 36%, a decrease of 1 percentage points from same month last year.

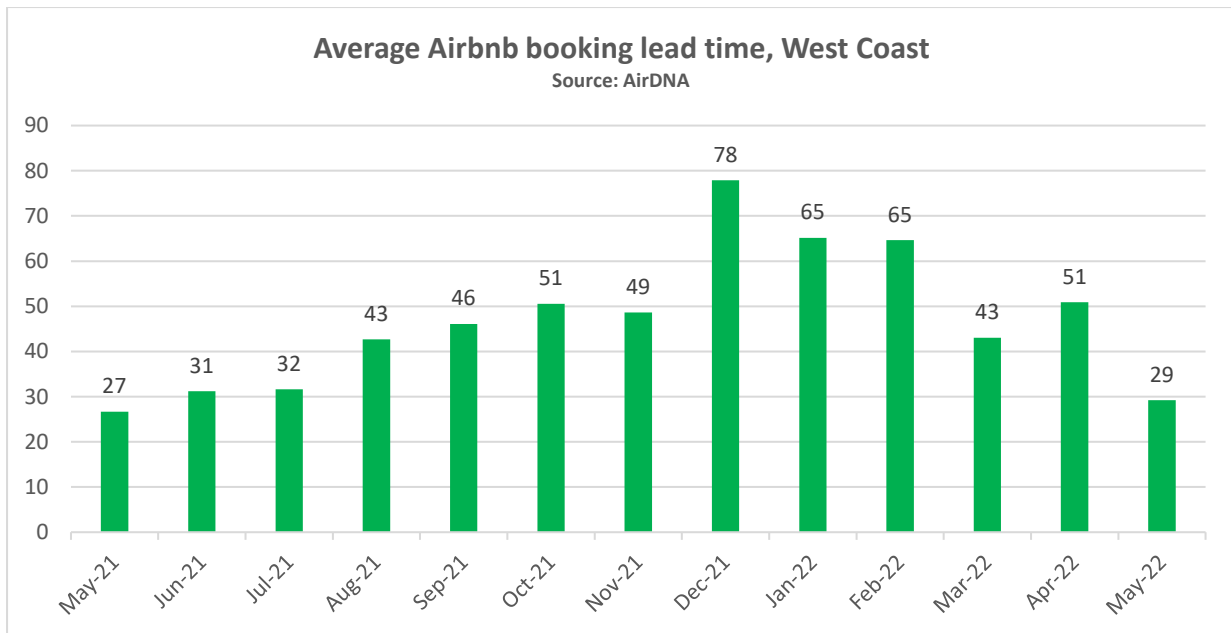
Average daily rates by listing type are listed below.

Average daily rates by listing type, West Coast Airbnb (May 2022)			
District	Entire home	Private room	Shared room
Westland District	\$168	\$123	N/A
Buller District	\$175	\$110	N/A
Grey District	\$156	\$104	N/A

Airbnb revenue for the month totaled at \$888k in the West Coast region, up 26% from May 2020 and down -4% from May 2021. A total of \$13.2m in Airbnb revenue was generated over the YE May 2022, up 6% or \$761k from the YE May 2021. Revenue decreased in the YE May 2022 for Westland and Grey Districts compared to the previous year (with revenue down -1% and -3.4%, respectively) and increased in Buller by 16%.



The average booking lead time for West Coast Airbnb listings booked for May 2022 was 29 days. This was 2 days longer than the average booking lead time in May 2021. Booking lead times were longest for listings in both Westland and Buller District at 30 days; followed by 26 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.