

West Coast Visitor Trends Report



June 2022

Key figures June 2022

Average Daily Visitors: 5,061

ECT Visitor Spend: \$8.4m

Average length of stay: 1.9 nights

Accommodation occupancy rate: 21%

Airbnb occupancy rate: 36%

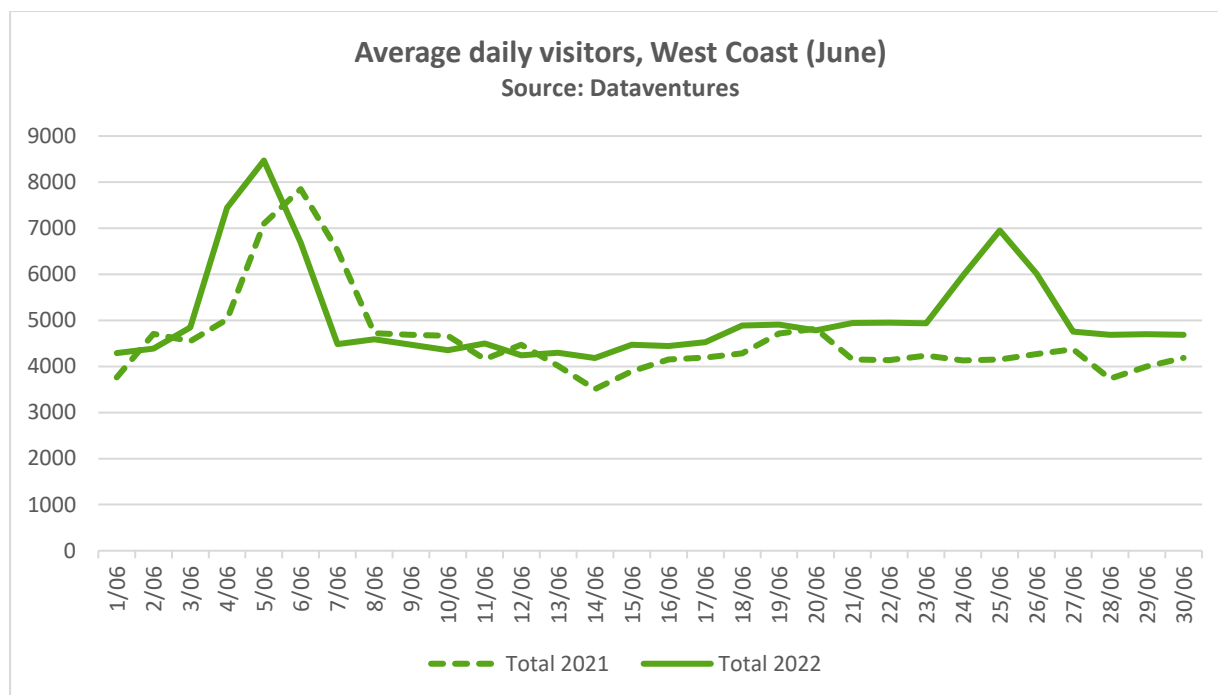
Dates	Events
6 th June	Queen's Birthday
21 st June	Travellers to New Zealand no longer need a COVID-19 pre-departure test
24 th June	Matariki

Visitor numbers

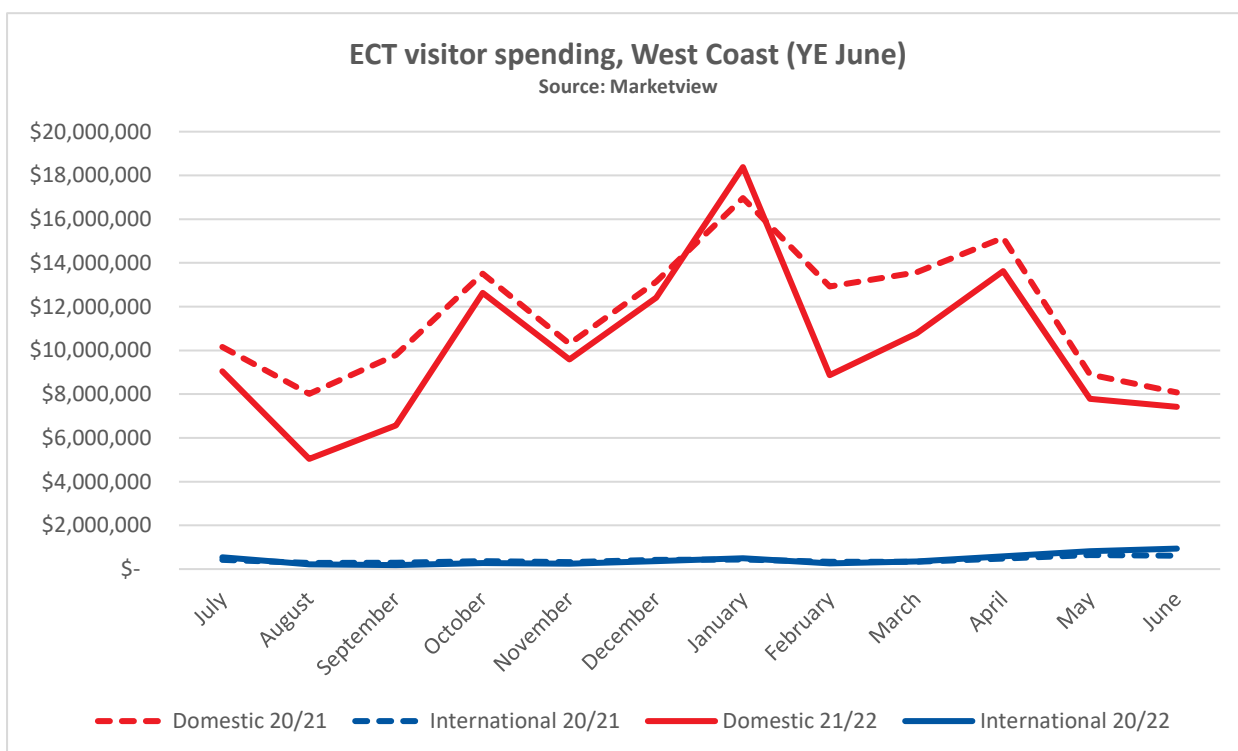
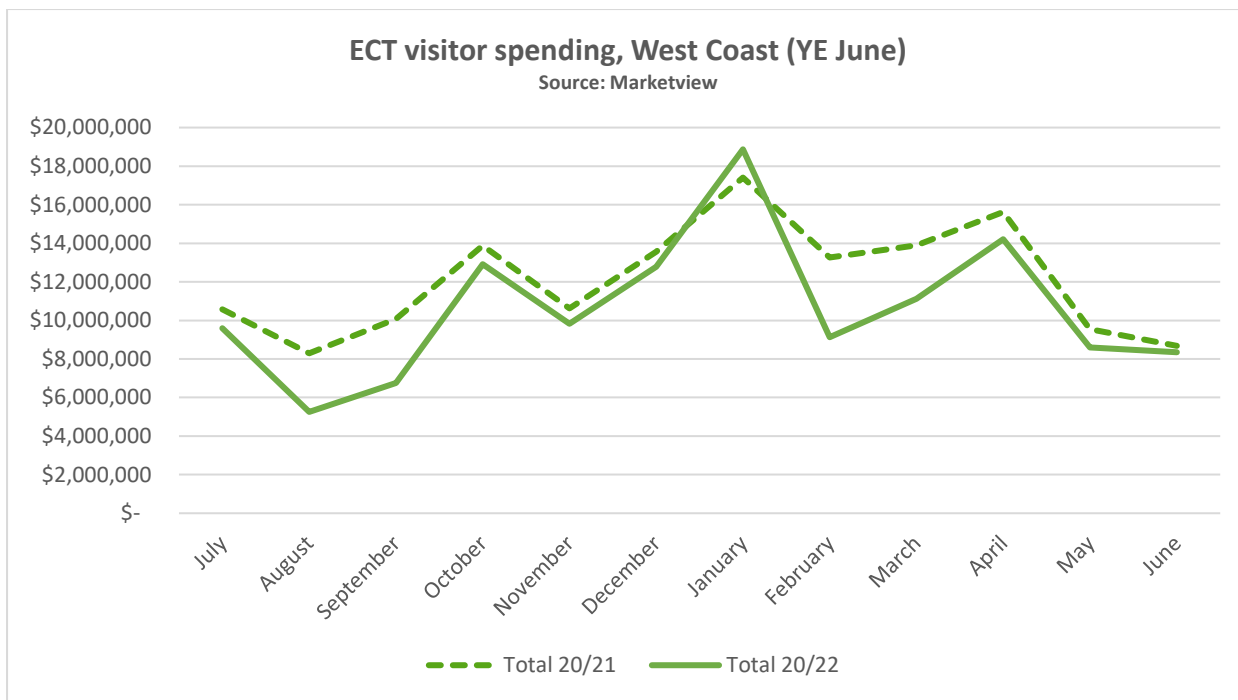
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 5,061 visitors were in the West Coast region each day in June 2022. This was a decrease of -15% or -906 average daily visitors from June 2020, and an increase of 11% or 491 average daily visitors from June 2021.

An estimated 4,914 of these were domestic visitors, down -18% or -1,051 average daily visitors from June 2020 and up 10% or 443 average daily visitors from June 2021. An average of 147 international visitors were in the West Coast region each day in June 2022, up 145 average daily visitors from June 2020 and up 48% or 48 daily visitors from June 2021.



Over the YE June 2022 period, an average of 5,417 visitors were in the West Coast region each day. This was a reduction of -17% or -1,104 average daily visitors when compared to the previous 12-month period. At least 5,349 of these were domestic visitors. Average daily domestic visitor counts were down -18% or -1,141 visitors compared to the YE June 2021. Average daily international visitor counts were 67. This was an increase of 122% or 37 average daily international visitors when compared to the previous 12-month period.

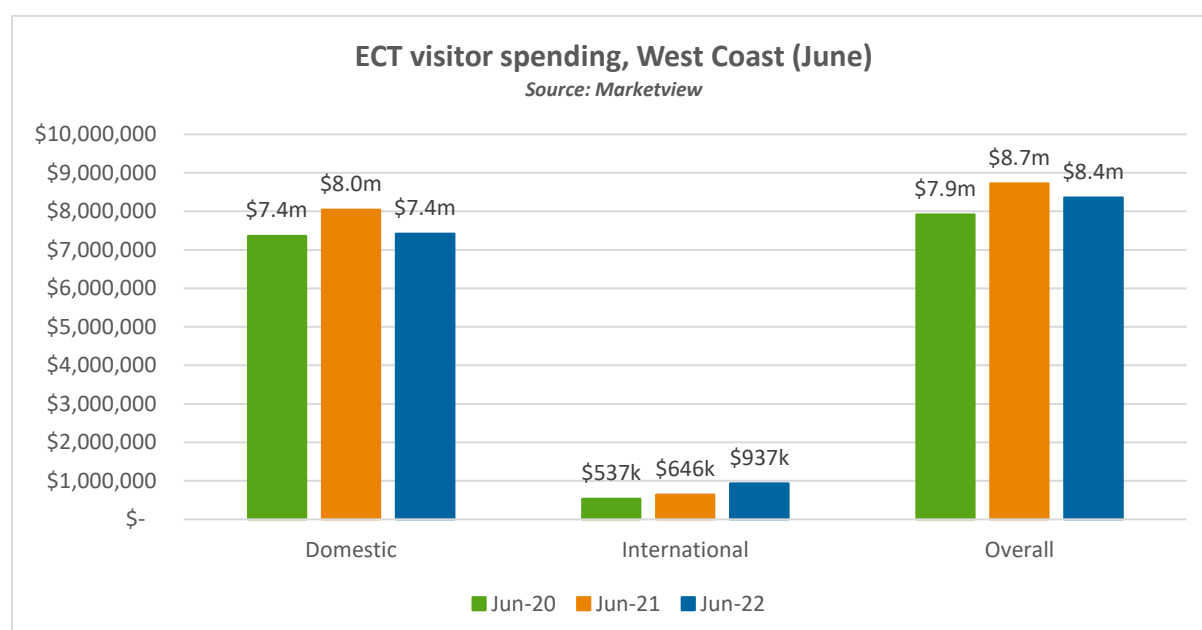


Visitor Spending

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 June 2022 was \$8.4m, up 6% or 439k from June 2020 and down -4% or \$367k from June 2021. ECT spending by domestic visitors made up \$7.4m of this, up 1% or \$56.7k on June 2020 and down -8% or \$621k from June 2021. International ECT visitor spend for the month was \$937k, up 75% or \$400k from June 2020 and up 45% or \$292k from June 2021.

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

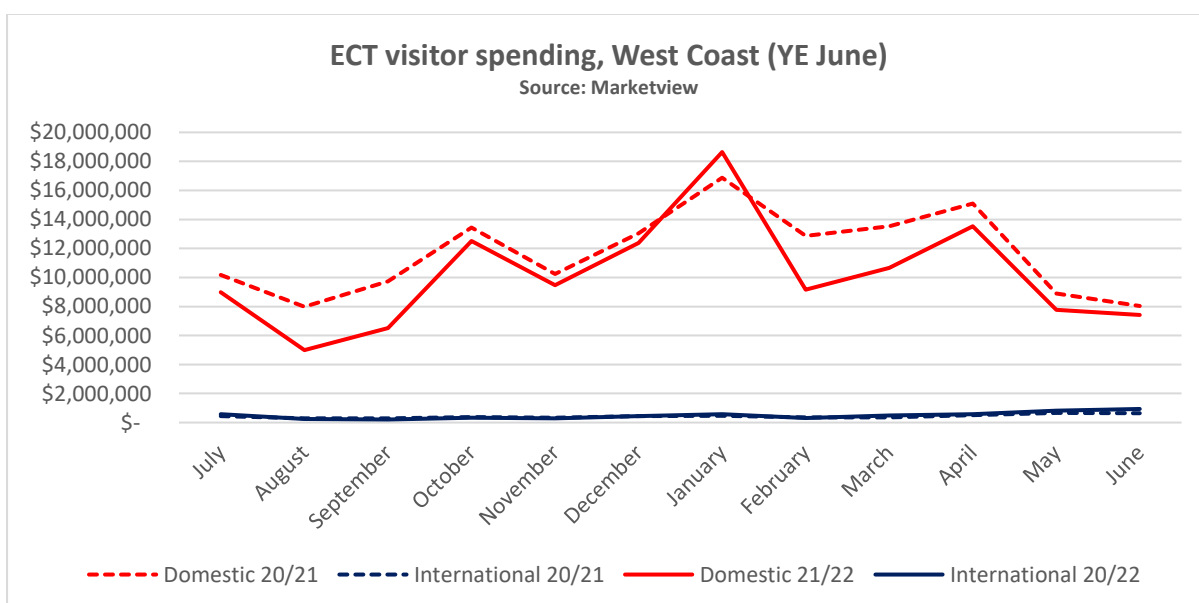
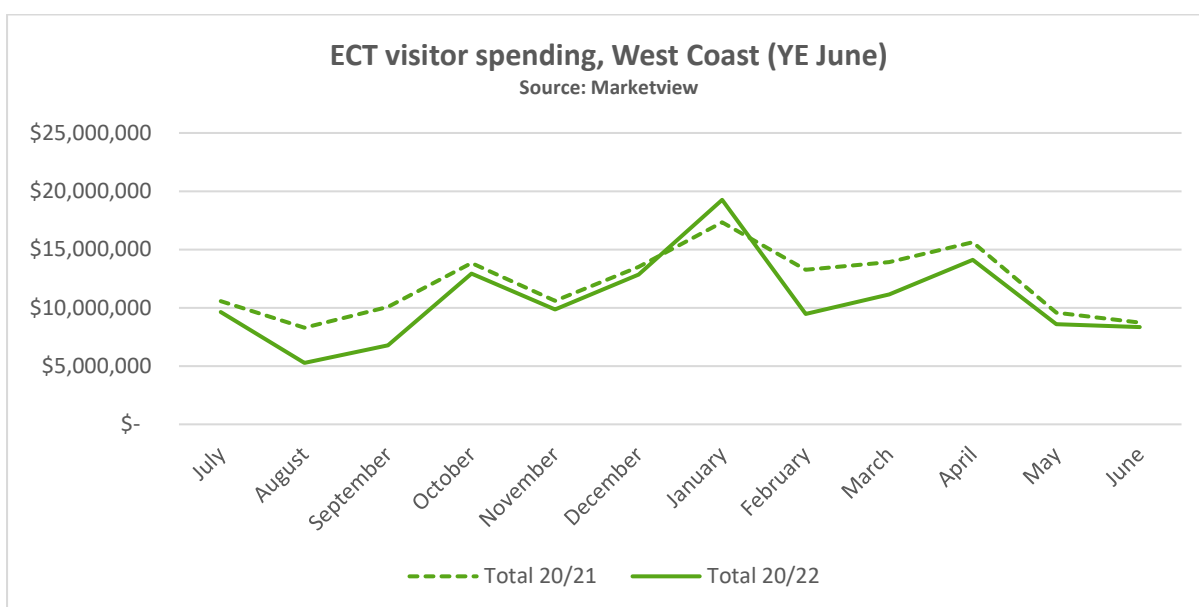
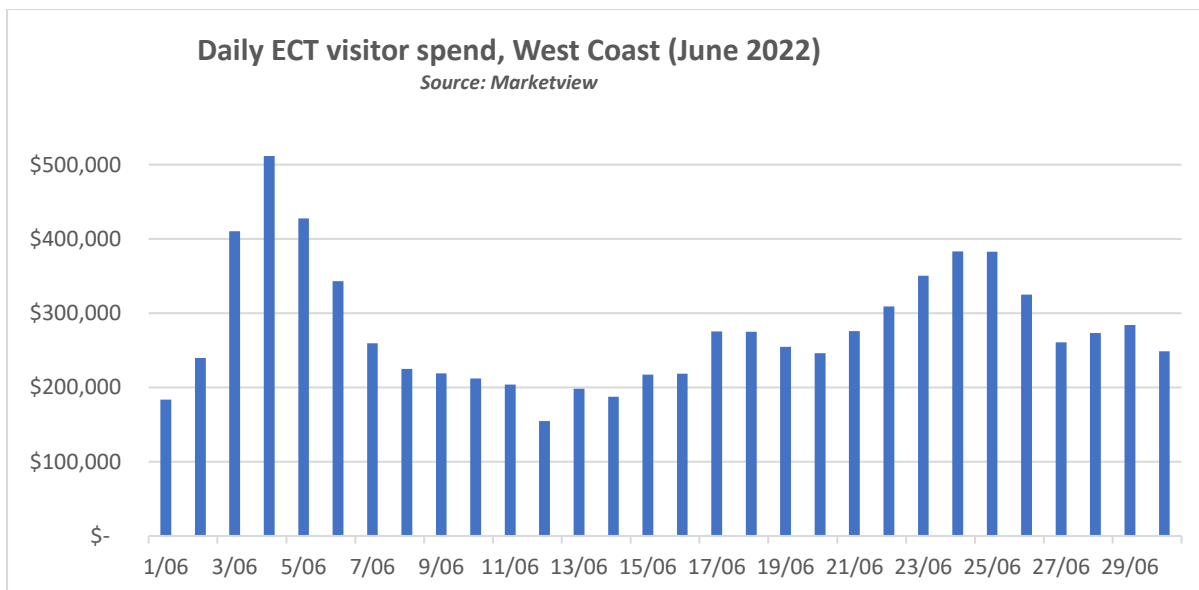


Average daily ECT visitor spending for June 2022 was \$278,550. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$55.

Daily ECT visitor spending was highest on Saturday 4th June 2022 at \$511,744.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in June 2022 at 42%, followed by visitors from Otago (12%); Auckland (8%); Tasman (8%) and Nelson (5%).

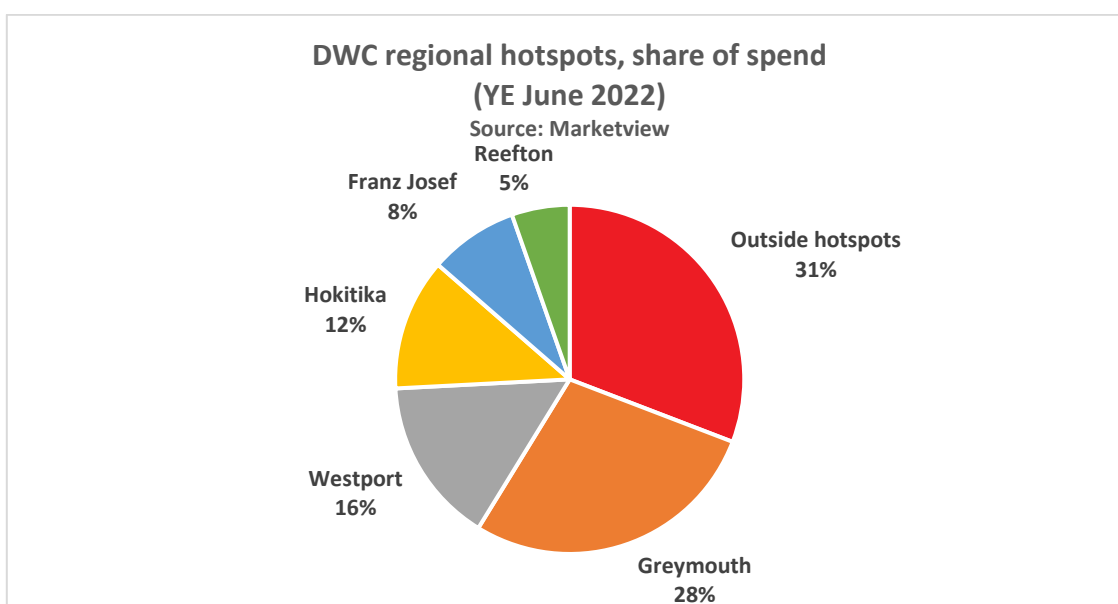
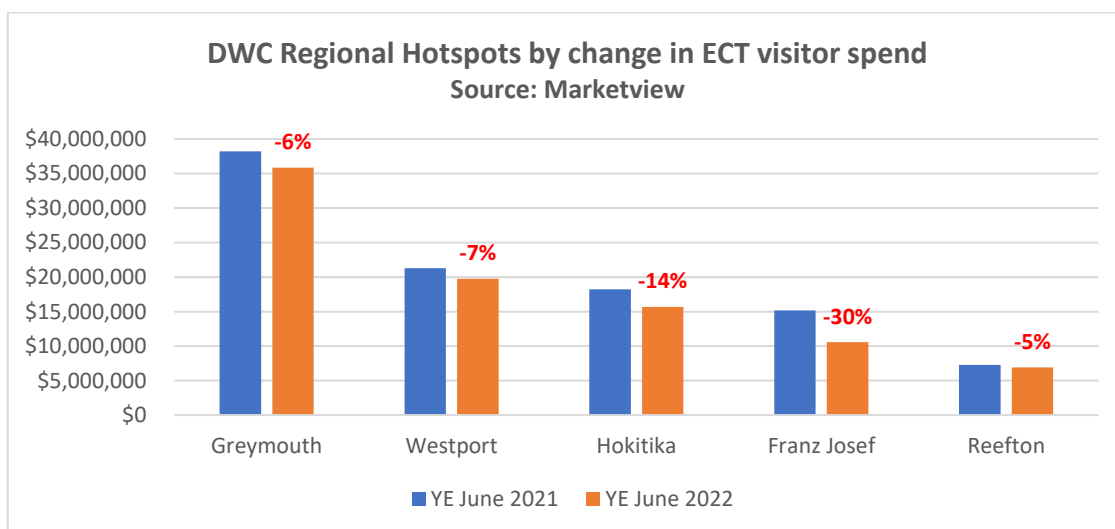
ECT visitor spending for the YE June 2022 was \$127.4m, down -12.4% or \$18m from that of the YE June 2021. Domestic ECT visitor spending for the YE June 2022 was \$122m, down -13.1% or -\$18.3m compared to the previous 12-month period. ECT spending by international visitors was \$5.3m, up 7% or \$328k from the YE June 2021.

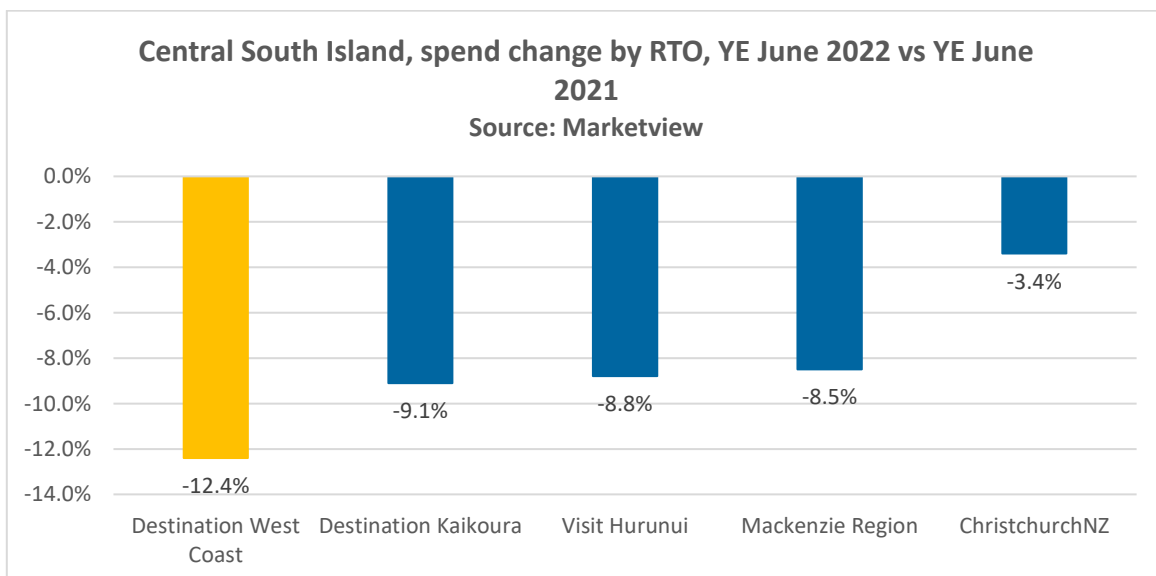
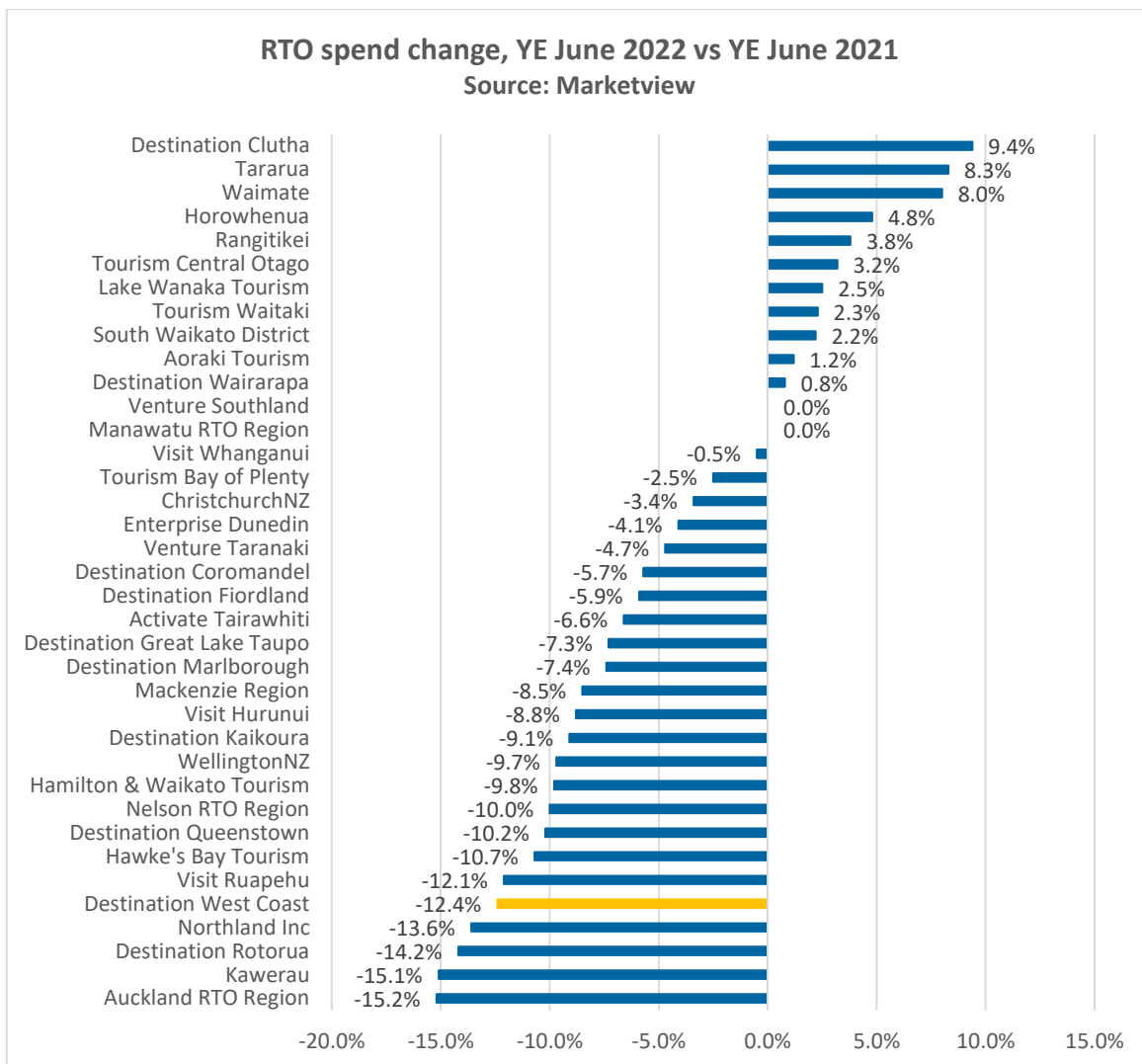


Regional hotspots

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 June 2022.

Hotspot	June 2022 spend	Change from June 2020	Change from June 2021	YE June 2022 spend	Change from YE June 2021
Greymouth	\$2.5m	+17.9%	+0.7%	\$35.8m	-6.3%
Westport	\$1.2m	+7.1%	-14.7%	\$19.8m	-7.2%
Hokitika	\$1.0m	+1.0%	-4.9%	\$15.7m	-14.0%
Fox & Franz Josef	\$717k	-15.5%	-7.2%	\$10.6m	-30.3%
Reefton	\$483k	+39.8%	-7.5%	\$6.9m	-5.5%



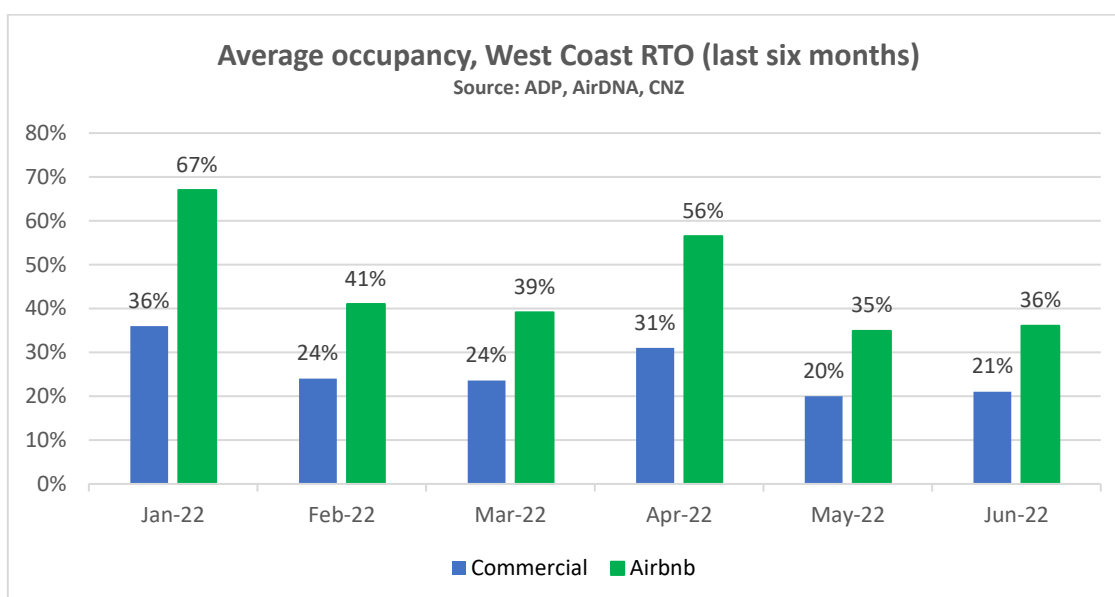
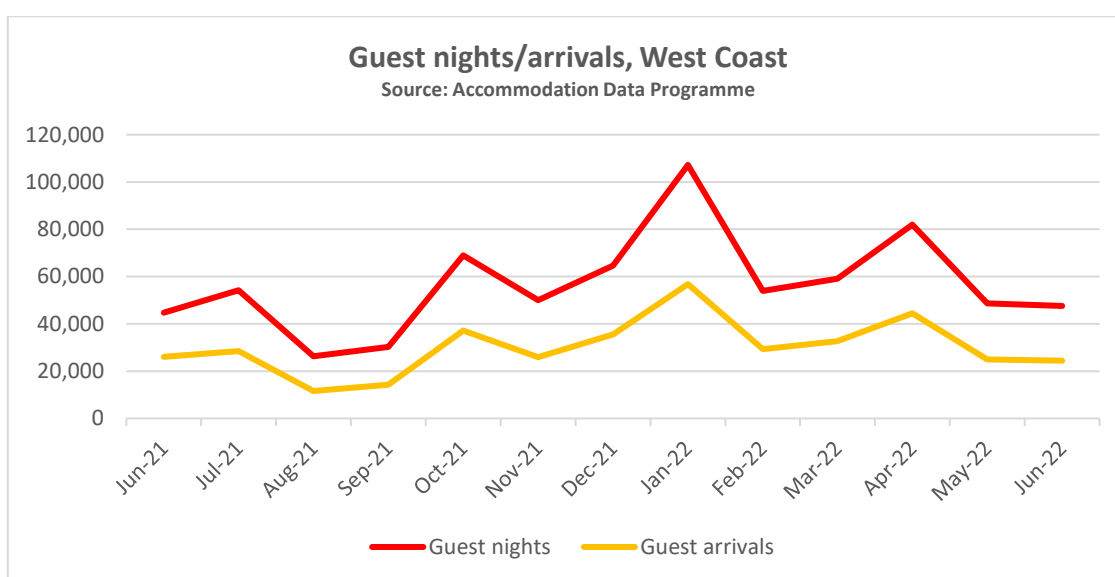


Accommodation

Commercial

In total, 140 accommodation providers on the West Coast were registered on the ADP in June 2022, with 130 of these identifying as 'active'. 24,400 recorded guest arrivals spent 47,600 guest nights in commercial accommodation in the West Coast RTO area in June 2022. Guest arrivals were down - 6.2% from June 2021 and guest nights up 6%. Of these guest nights, 48% were spent in the Westland District, 27% in Buller District and 26% in Grey District. Guest nights spent on the West Coast made up 2.3% of total guest nights in NZ for the month.

The average occupancy rate was 21%, below the national average of 41%. Occupancy in Grey District was 26%, followed by Buller District at 21% and Westland District at 18%. The average length of stay was 1.9 nights, below the national average of 2.1 nights.



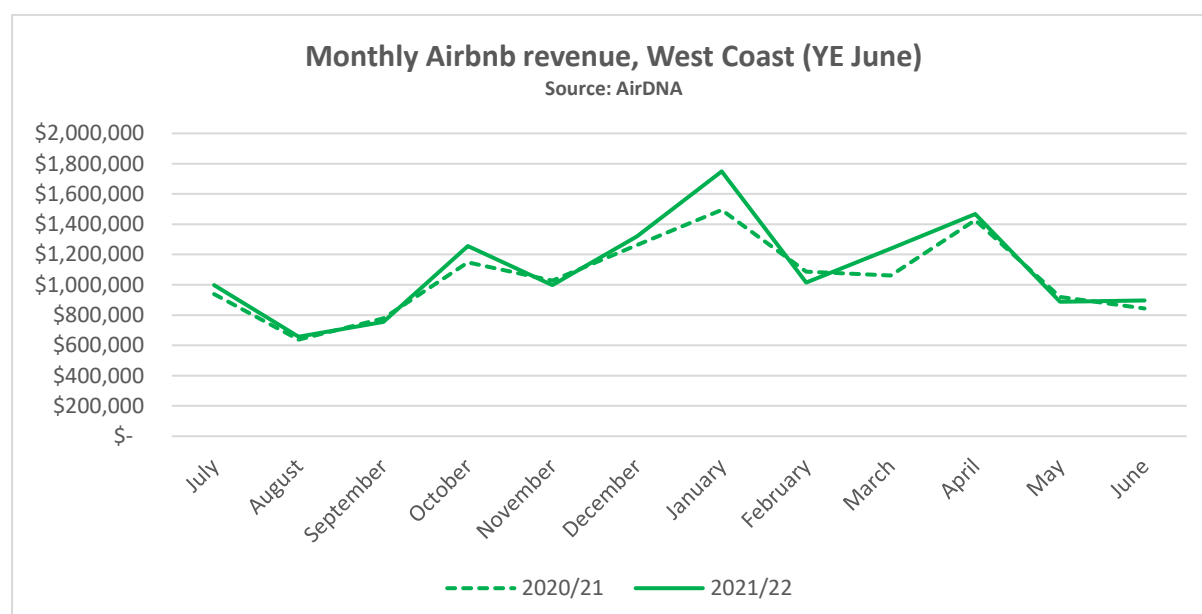
Airbnb

A total of 529 active rentals in the West Coast region were listed on Airbnb in June 2022, a decrease of -6 from the previous month. Of these, 42% were in Westland District, 39% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in June 2022 was 36%, an increase of 1 percentage points from same month last year.

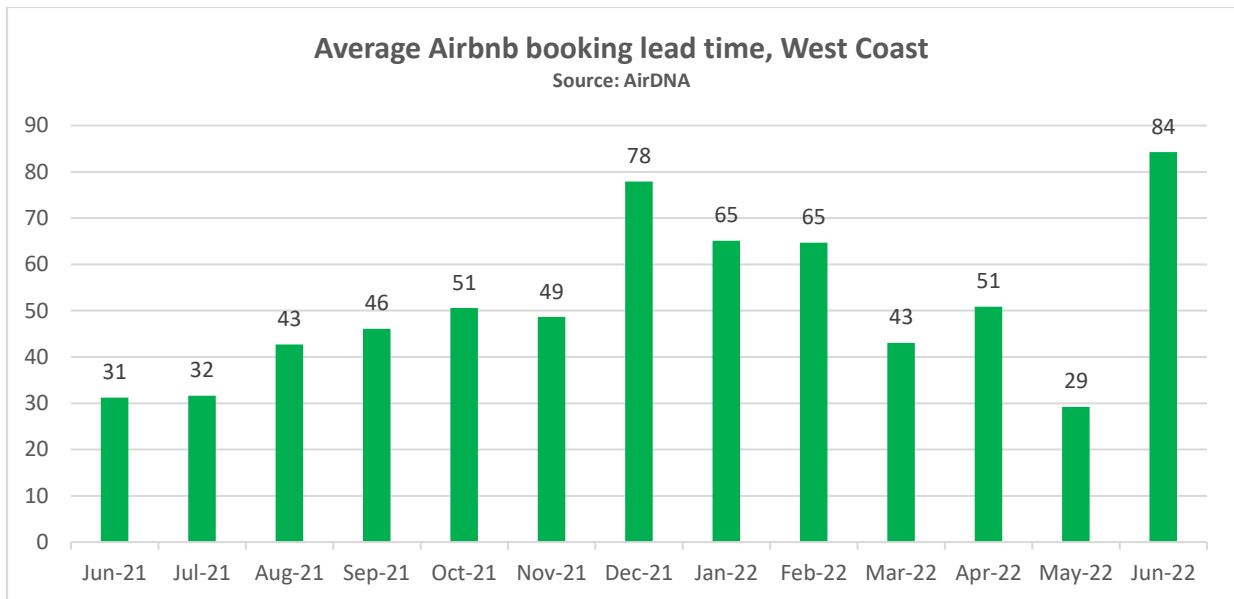
Average daily rates by listing type are listed below.

Airbnb average daily rates, West Coast (June 2022)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$285	-7%	\$222	+3%	\$157	+3%	\$150	+3%	\$129	-6%
Buller District	\$279	-12%	\$209		\$180	-3%	\$138	+1%	\$112	+11%
Grey District	\$282	-6%	\$189	-3%	\$140	-6%	\$130	-4%	\$107	+11%

Airbnb revenue for the month totaled at \$897k in the West Coast region, up 40% from June 2020 and up 6% from June 2021. A total of \$13.2m in Airbnb revenue was generated over the YE June 2022, up 5% or \$608k from the YE June 2021. Revenue decreased in the YE June 2022 for Westland and Grey Districts compared to the previous year (with both revenue down -3%) and increased in Buller by 14%.



The average booking lead time for West Coast Airbnb listings booked for June 2022 was 84 days. This was 53 days longer than the average booking lead time in June 2021. Booking lead times were longest for listings in Buller District at 176 days; followed by Westland at 32 days and 31 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.