



Destination Analytics Report:

Prepared for West Coast RTO

June 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

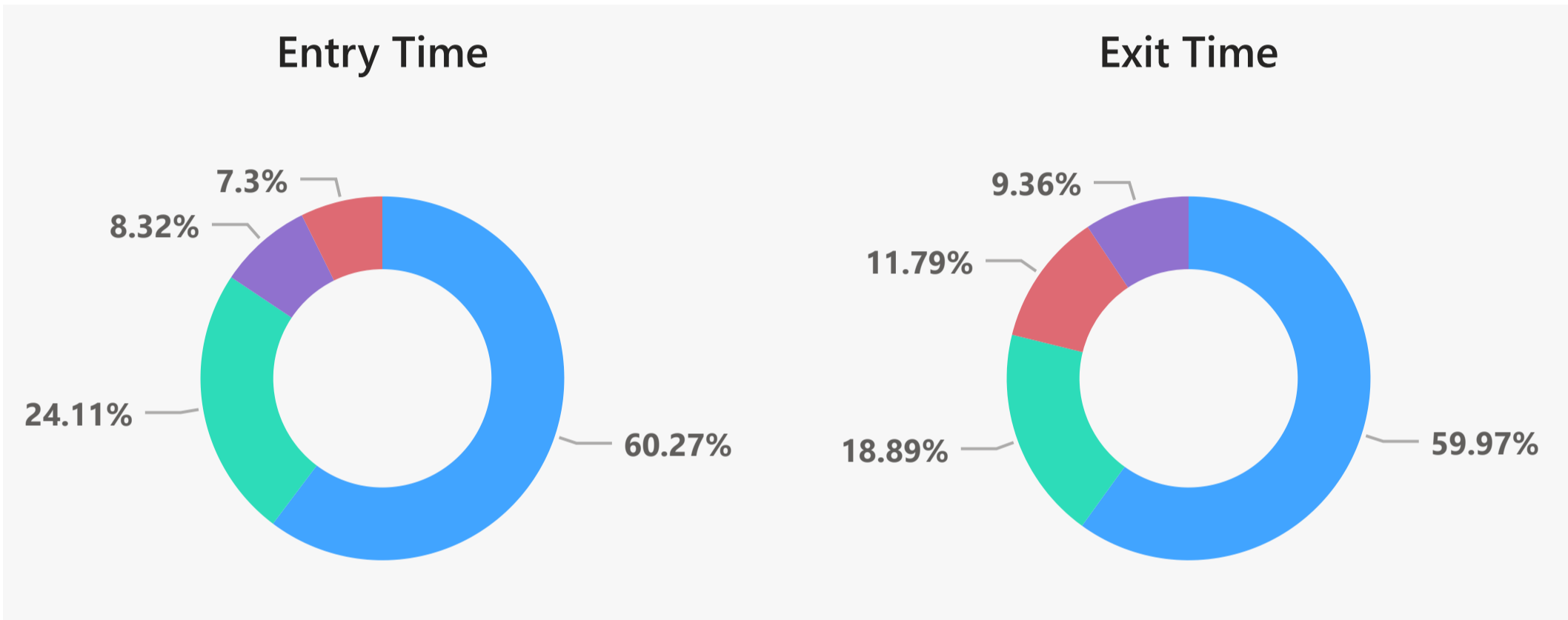
738 ▼ **-23%** Prior Period
▼ **-62%** Prior Year

Overnight Stays

263 ▼ **-37%** Prior Period
▼ **-86%** Prior Year

Avg. Nights Stayed

1.36 ▼ **-13%** Prior Period
▼ **-41%** Prior Year



Country of Origin

| Country | % of Visitors |
|----------------|---------------|
| New Zealand | 50.5% |
| Australia | 20.9% |
| United Kingdom | 6.2% |
| United States | 5.3% |
| France | 3.3% |

Top 5 Resident Localities

| Home Locality | % of Visitors |
|---------------------------------|---------------|
| Richmond West (Tasman District) | 5.1% |
| Arahura-Kumara | 3.4% |
| Ashburton Forks | 3.4% |
| Greymouth Central | 3.4% |
| Greymouth Rural | 3.4% |

Top 5 Resident Regions

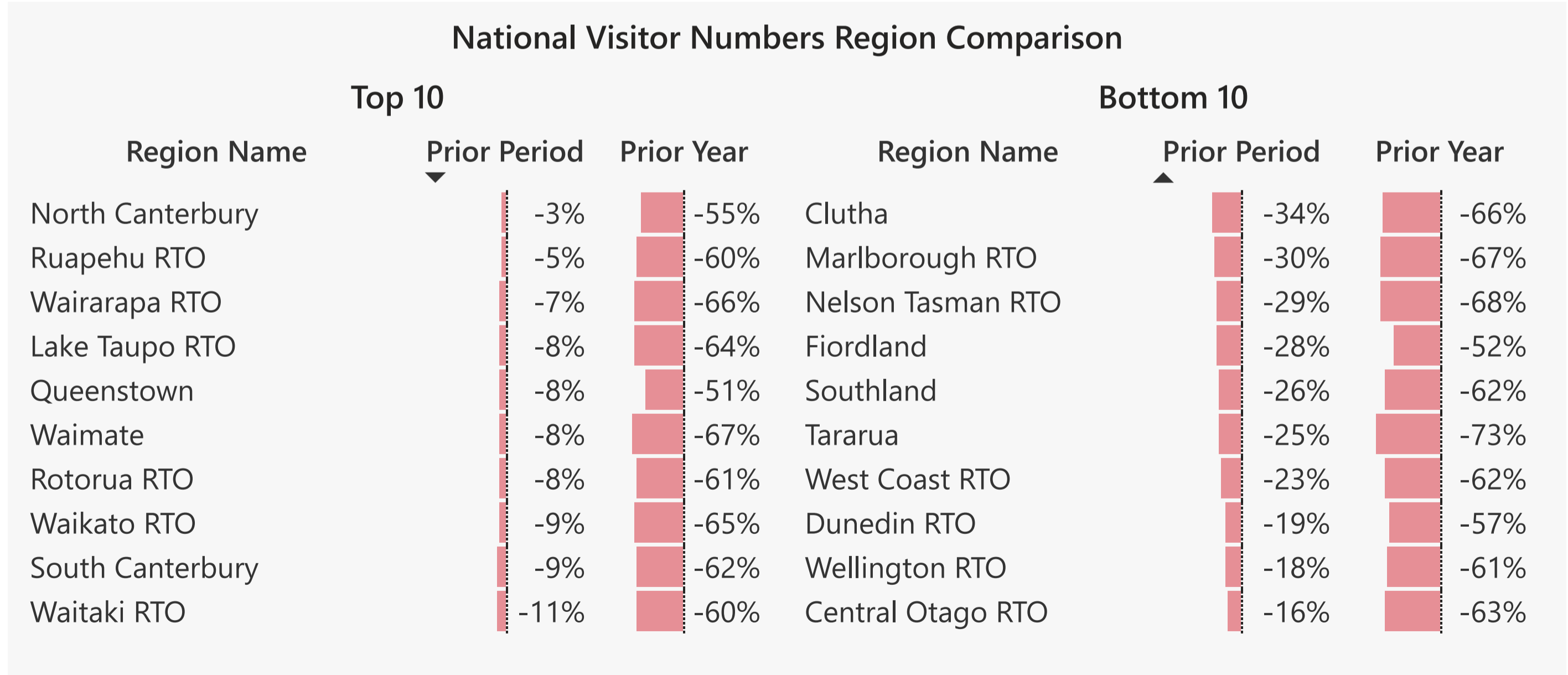
| Home Region | % of Visitors |
|---------------|---------------|
| Christchurch | 32.2% |
| Nelson Tasman | 15.3% |
| RTO | |
| Queenstown | 5.1% |
| Auckland RTO | 3.4% |
| Dunedin RTO | 3.4% |

Top 5 Prior Regions

| Entered From Region | % of Visitors |
|---------------------|---------------|
| Christchurch | 35.6% |
| Wanaka | 25.6% |
| Nelson Tasman RTO | 24.2% |
| Queenstown | 3.9% |
| North Canterbury | 1.8% |

Top 5 Next Regions

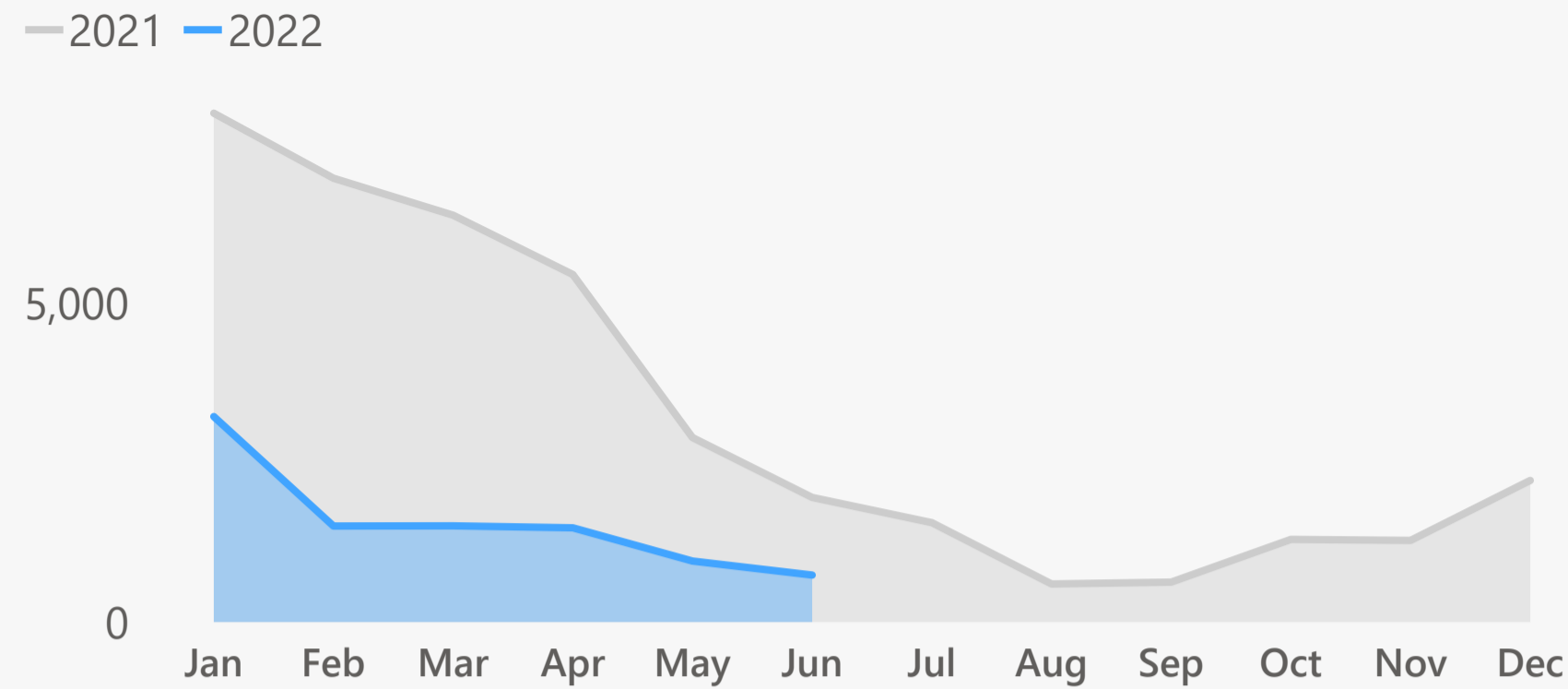
| Went To Region | % of Visitors |
|-------------------|---------------|
| Christchurch | 32.2% |
| Wanaka | 29.7% |
| Nelson Tasman RTO | 22.7% |
| Queenstown | 4.7% |
| MacKenzie | 2.3% |



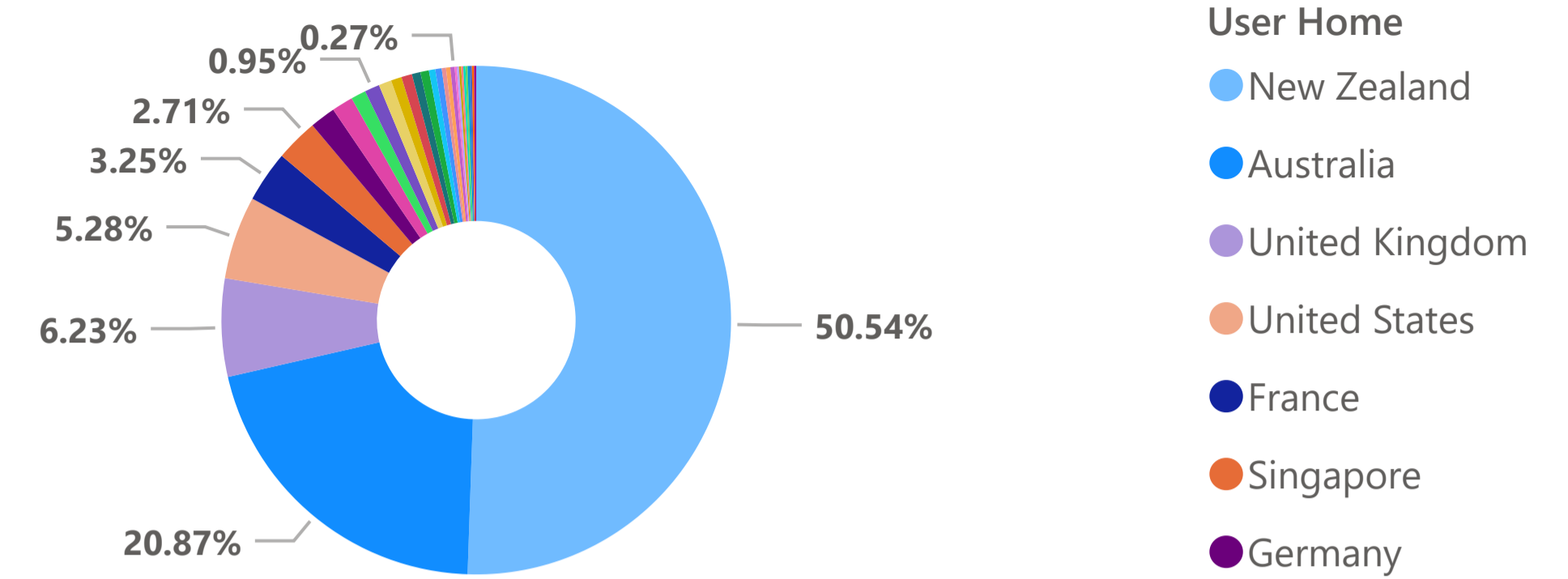
Total Visitors

738

-23% Prior Period
-62% Prior Year



Visitor Country of Origin



Domestic

373

International

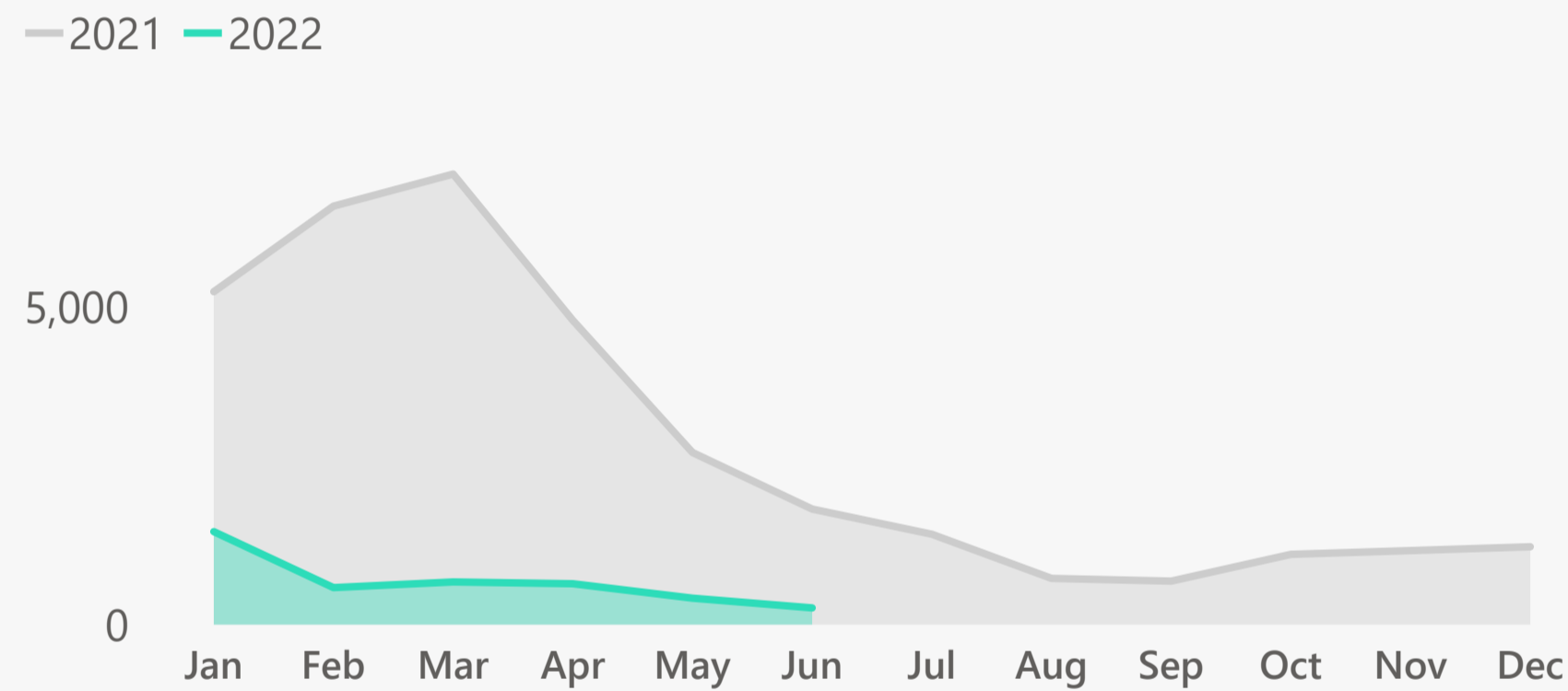
365

- User Home
- New Zealand
- Australia
- United Kingdom
- United States
- France
- Singapore
- Germany

Overnight Stays

263

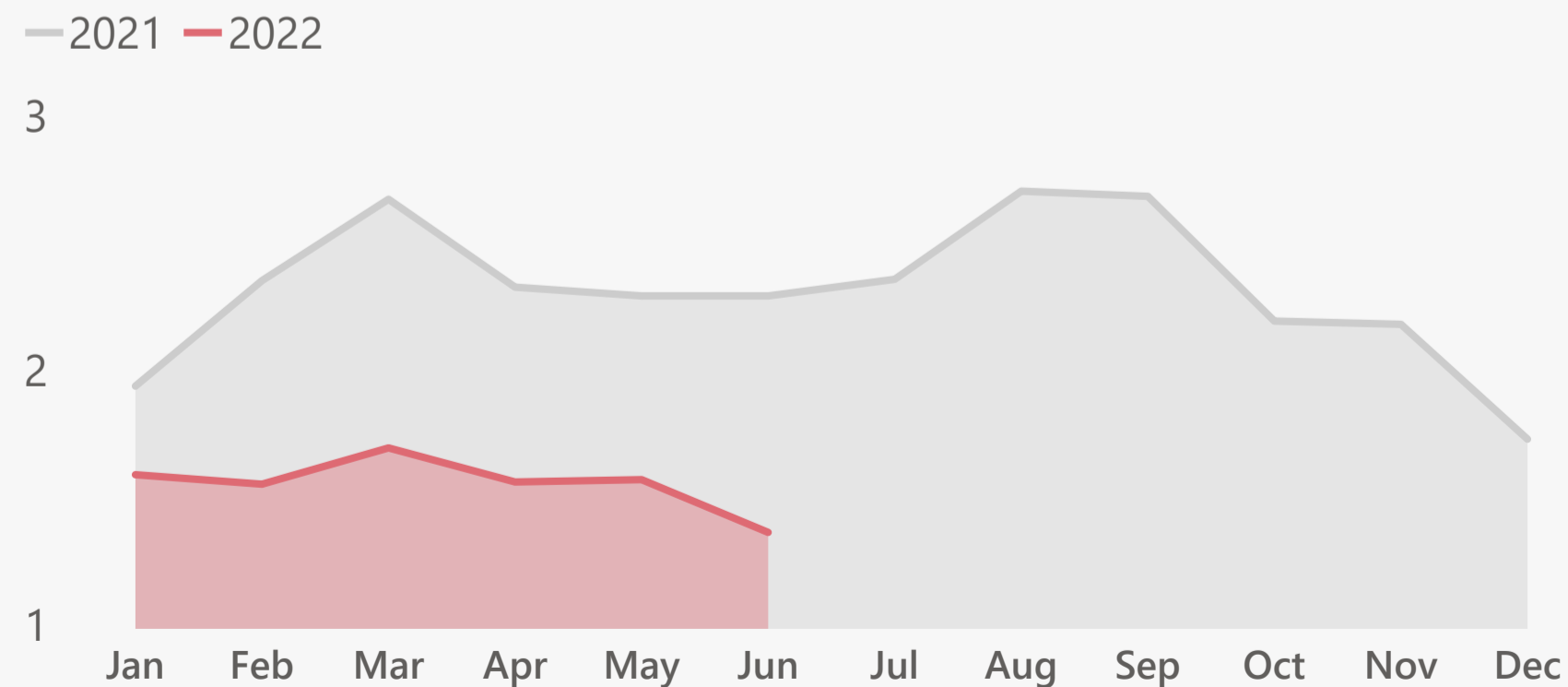
-37% Prior Period
-86% Prior Year



Avg. Nights Stayed

1.36

-13% Prior Period
-41% Prior Year



Total Visitors

For June 2022, West Coast RTO saw a total of 738 visitors which was a decrease of -23% on the prior month, and a decrease of -62% 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 June 2022, West Coast RTO saw a total of 263 overnight stays which is down -37% on the previous month, and down -86% on the same time last year. On average visitors stayed for 1.36 nights in the region which was down -13% on the previous month and down -41% 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 373 visitors and accounted for 51 % of all visitors. There were 365 international visitors (49 %) with the top 3 countries being Australia (20.9 %), United Kingdom (6.2 %) and United States (5.3 %)



| | | |
|------------------------|---------------------|-------------------|
| Selected Region | Prior Period | Prior Year |
| West Coast RTO | ▼ -23% | ▼ -62% |

National Visitor Numbers Comparison

| Top 10 | | | Bottom 10 | | |
|------------------|--------------|------------|-------------------|--------------|------------|
| Region Name | Prior Period | Prior Year | Region Name | Prior Period | Prior Year |
| North Canterbury | -3% | -55% | Central Otago RTO | -16% | -63% |
| Ruapehu RTO | -5% | -60% | Wellington RTO | -18% | -61% |
| Wairarapa RTO | -7% | -66% | Dunedin RTO | -19% | -57% |
| Lake Taupo RTO | -8% | -64% | West Coast RTO | -23% | -62% |
| Queenstown | -8% | -51% | Tararua | -25% | -73% |
| Waimate | -8% | -67% | Southland | -26% | -62% |
| Rotorua RTO | -8% | -61% | Fiordland | -28% | -52% |
| Waikato RTO | -9% | -65% | Nelson Tasman RTO | -29% | -68% |
| South Canterbury | -9% | -62% | Marlborough RTO | -30% | -67% |
| Waitaki RTO | -11% | -60% | Clutha | -34% | -66% |

Regional Visitor Comparison Top & Bottom

For June 2022, West Coast RTO experienced a decrease of -23% in visitor numbers compared to the previous month and a decrease of -62% compared to the same time in the previous year. On average across New Zealand, visitor numbers were down -14% lower compared to the previous month and -61% lower when compared to the same time last year.

As such West Coast RTO is trending below the New Zealand average in June 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 | Home Region | % of Visitors |
| Richmond West (Tasman District) | 5.1% | Christchurch | 32.2% |
| Arahura-Kumara | 3.4% | Nelson Tasman RTO | 15.3% |
| Ashburton Forks | 3.4% | Queenstown | 5.1% |
| Charleston (Buller District) | 3.4% | Auckland RTO | 3.4% |
| Greymouth Central | 3.4% | Dunedin RTO | 3.4% |

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in April 2022. Richmond West (Tasman District) 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 5.1% of the observed market.

Top 5 Resident Regions

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

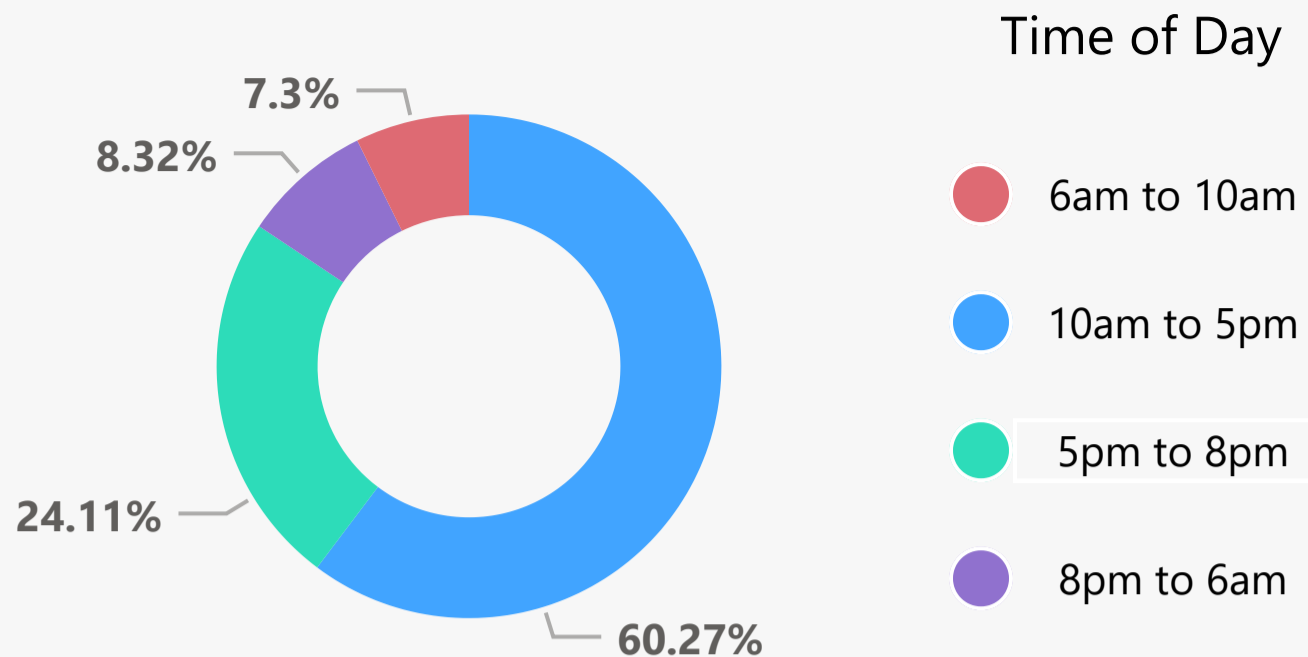
The top 3 regions were:

- Christchurch - 32.2% of visitors.
- Nelson Tasman RTO - 15.3% of visitors
- Queenstown - 5.1% of visitors.

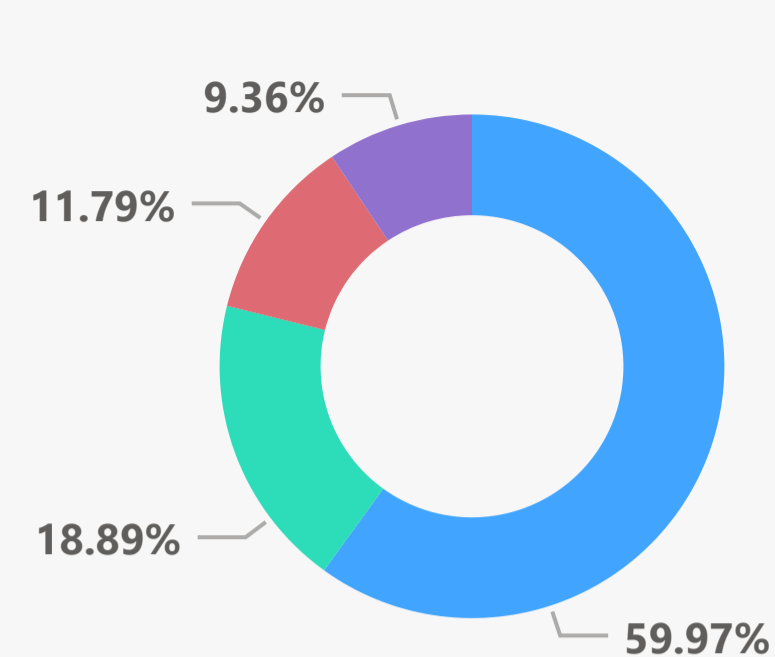
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



Entry Time



Exit Time



Top 5 Prior Regions

| Entered From Region | % of Visitors |
|---------------------|---------------|
| Christchurch | 35.6% |
| Wanaka | 25.6% |
| Nelson Tasman RTO | 24.2% |
| Queenstown | 3.9% |
| North Canterbury | 1.8% |

Top 5 Next Regions

| Went To Region | % of Visitors |
|-------------------|---------------|
| Christchurch | 32.2% |
| Wanaka | 29.7% |
| Nelson Tasman RTO | 22.7% |
| Queenstown | 4.7% |
| Mackenzie | 2.3% |

Entry & Exit Time

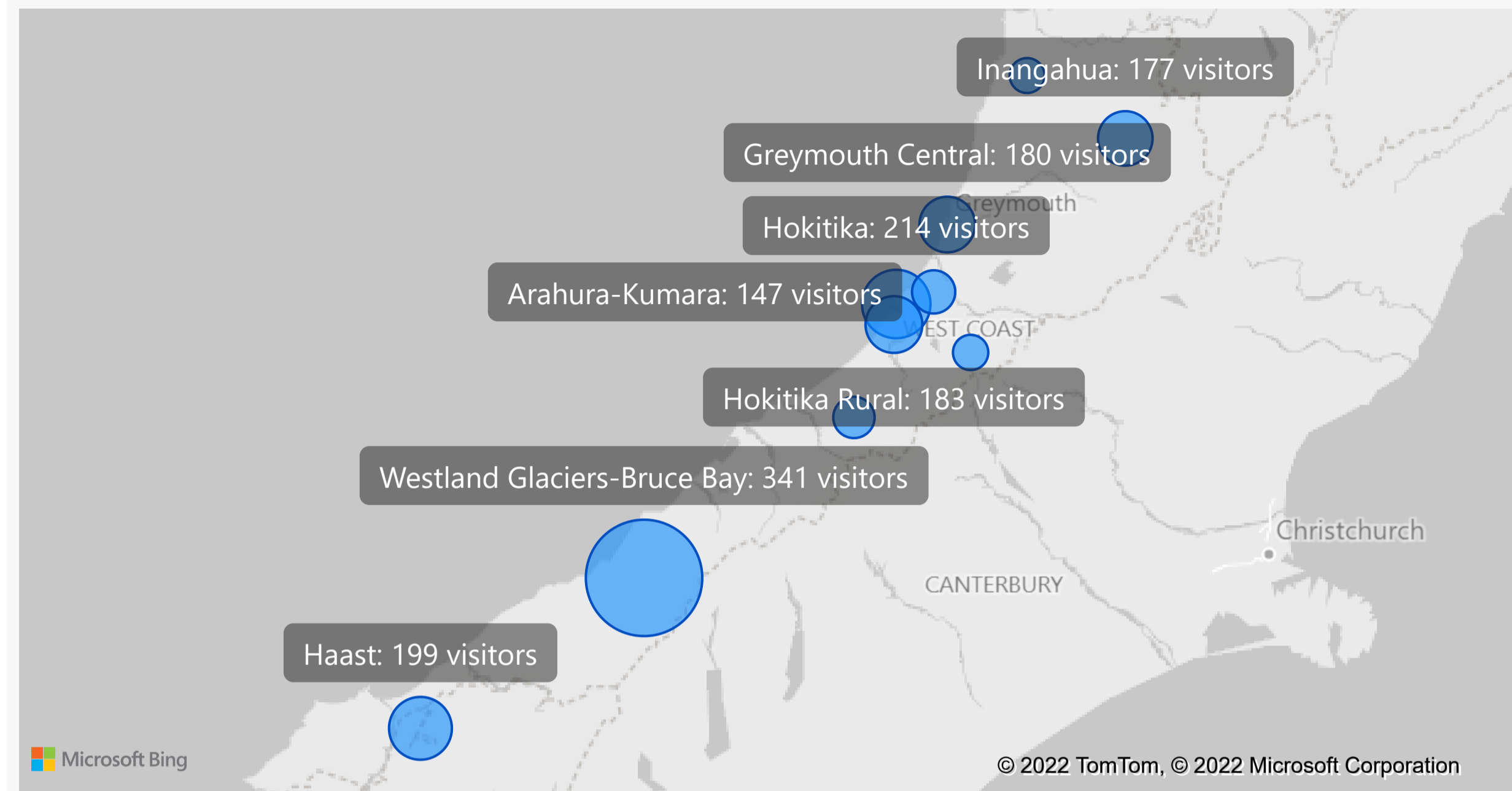
The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for June 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 60.3% of visitors recorded in that time frame.

The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 60% 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 June 2022.

Top Visitor Localities



Most Popular Localities

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

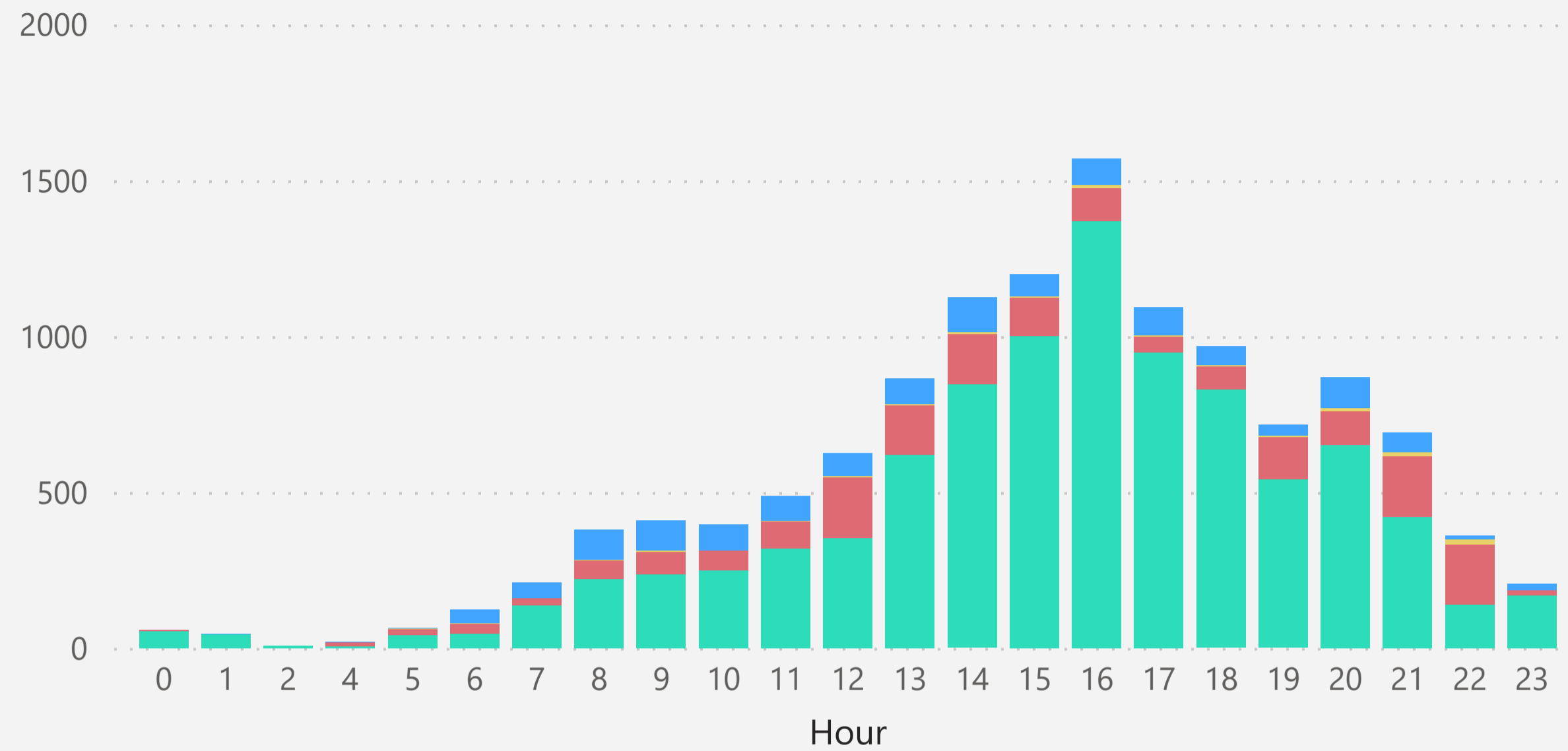
- Westland Glaciers-Bruce Bay - 341 visitors (108 domestic, 233 international).
- Hokitika - 214 visitors (97 domestic, 117 international).
- Haast - 199 visitors (63 domestic, 136 international).
- Hokitika Rural - 183 visitors (78 domestic, 105 international).
- Greymouth Central - 180 visitors (92 domestic, 88 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 4 - 5am.
- Services were most searched between 2 - 3pm and least searched between 1 - 2am.
- Attractions were most searched between Noon - 1pm and least searched between Midnight - 1am.
- Food was most searched between 10 - 11pm and least searched between 11pm - Midnight.

Search Categories Insights

There were a total of 12,492 searches in West Coast RTO for June 2022 which was down -16% on the previous month. The most searched categories were:

- Paid Campground 3,568 searches (down 15% on previous month).
- Low-cost Campground: 2,835 searches (down 31% on previous month).
- Free Camping Area: 2,369 searches (down 23% on previous month).

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

- Sports & Adventure: up 190% (to 299 searches).
- Activities & Attractions: up 178% (to 164 searches).
- Walking / Hiking Trail: up 47% (to 917 searches).

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

- Public Toilet: down 32% (to 310 searches).
- Petrol Station: down 32% (to 184 searches).
- Low-cost Campground: down 31% (to 2,835 searches).

Most Popular Search Categories

| Category | Current Period | Previous Period | % Change |
|--------------------------|----------------|-----------------|----------|
| Paid Campground | 3,568 | 4,187 | -15% |
| Low-cost Campground | 2,835 | 4,095 | -31% |
| Free Camping Area | 2,369 | 3,090 | -23% |
| Walking / Hiking Trail | 917 | 623 | 47% |
| Public Toilet | 310 | 459 | -32% |
| Sports & Adventure | 299 | 103 | 190% |
| Fishing | 226 | 209 | 8% |
| Petrol Station | 184 | 270 | -32% |
| Dump Station | 182 | 259 | -30% |
| Activities & Attractions | 164 | 59 | 178% |





For more information email info@triptech.com

Or visit www.triptech.com

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.