

# West Coast Visitor Trends Report



## July 2022

### Key figures July 2022

Average Daily Visitors: 5,126

ECT Visitor Spend: \$9.3m

Average length of stay: 1.9 nights

Accommodation occupancy rate: 21%

Airbnb occupancy rate: 42%

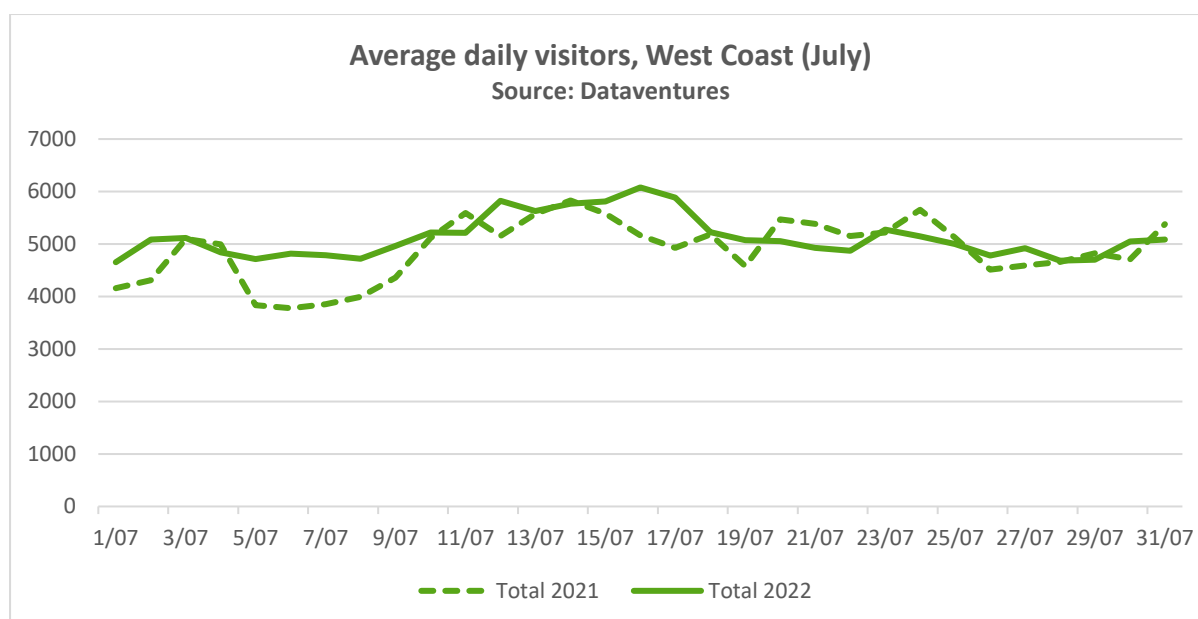
Dates	Events
<b>2<sup>nd</sup> July</b>	The Government announced an end to the requirement for border workers and corrections staff to be fully vaccinated.
<b>31<sup>st</sup> July</b>	New Zealand border fully reopened

## Visitor numbers

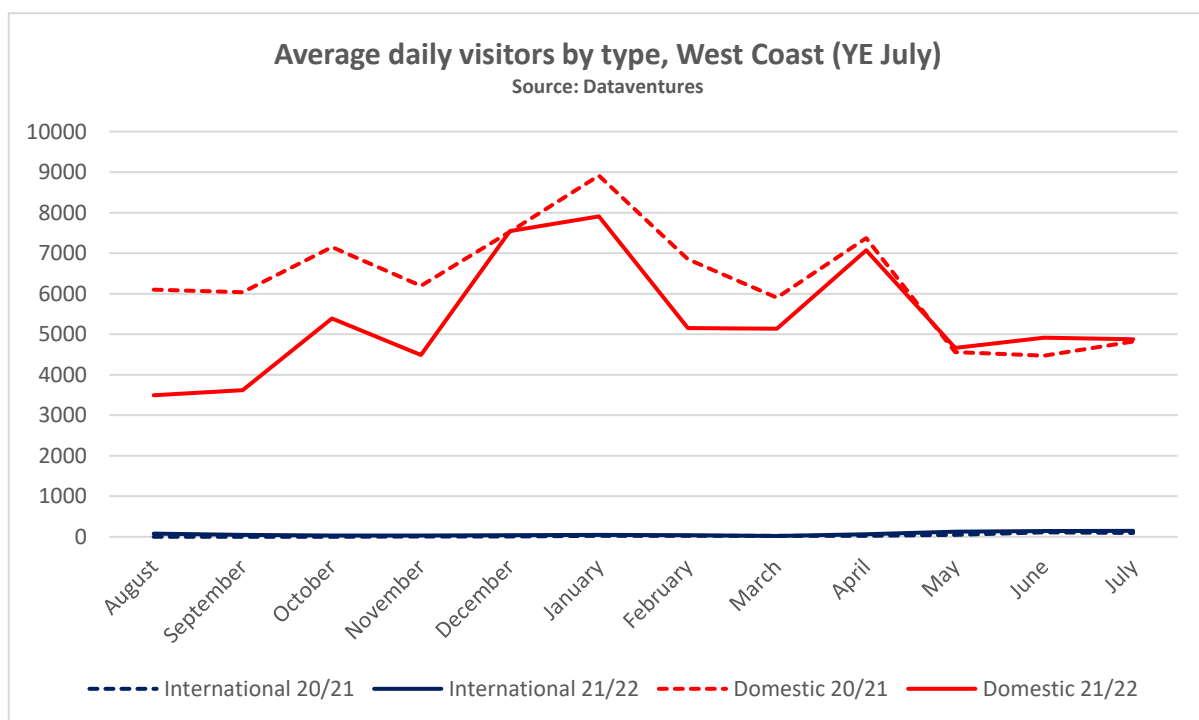
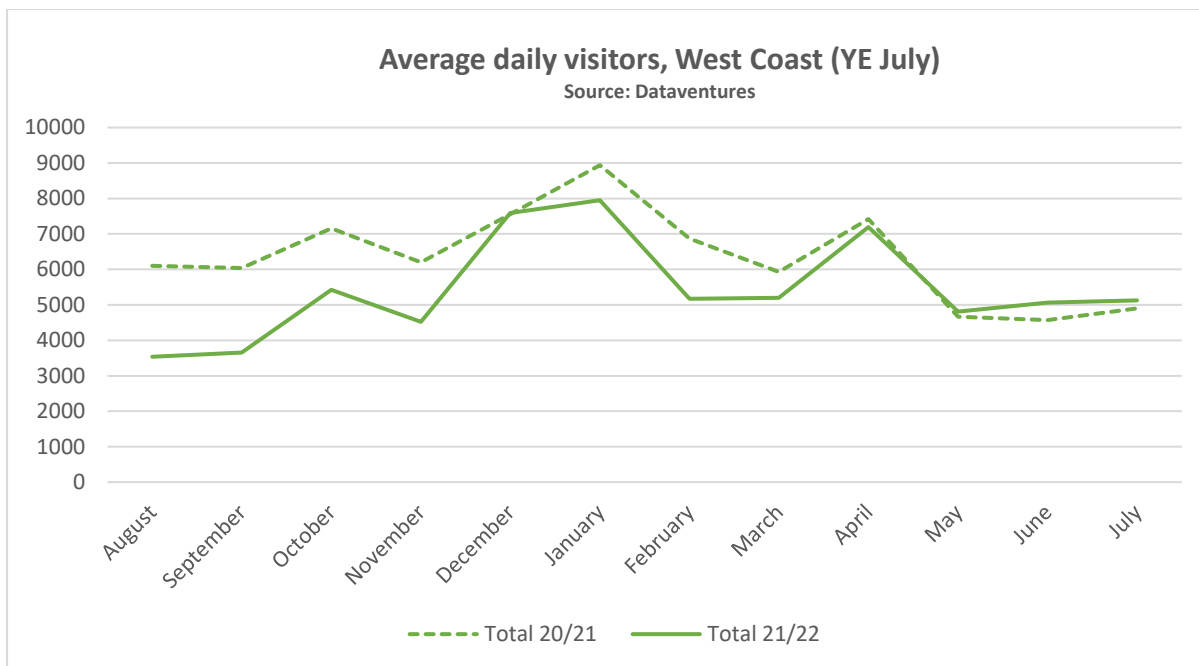
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

An average of 5,126 visitors were in the West Coast region each day in July 2022. This was a decrease of -25% or -1,694 average daily visitors from July 2020, and an increase of 5% or 227 average daily visitors from July 2021.

An estimated 4,873 of these were domestic visitors, down -29% or -1,946 average daily visitors from July 2020 and up 1% or 55 average daily visitors from July 2021. An average of 253 international visitors were in the West Coast region each day in July 2022, up 252 average daily visitors from July 2020 and up 172 daily visitors from July 2021.



Over the YE July 2022 period, an average of 5,436 visitors were in the West Coast region each day. This was a reduction of -15% or -925 average daily visitors when compared to the previous 12-month period. At least 5,354 of these were domestic visitors. Average daily domestic visitor counts were down -15% or -970 visitors compared to the YE July 2021. Average daily international visitor counts were 82. This was an increase of 121% or 45 average daily international visitors when compared to the previous 12-month period.

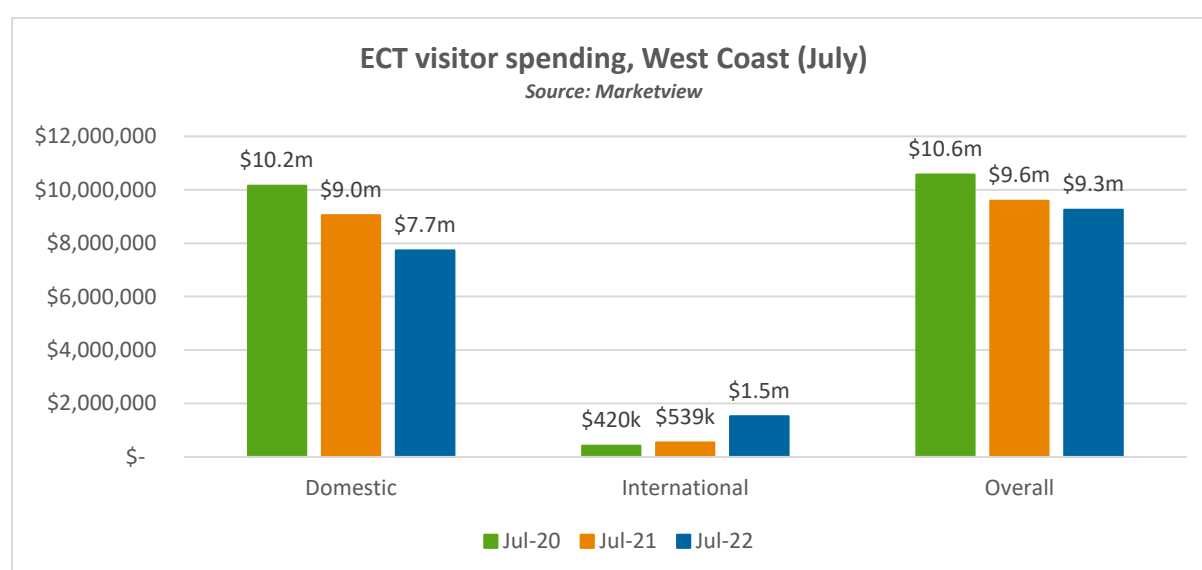


## Visitor Spending

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.

ECT visitor spending in the West Coast RTO region in July 2022 was \$9.3m, down -12% or -\$1.3m from July 2020 and down -3% or -\$334k from July 2021. ECT spending by domestic visitors made up \$7.7m of this, down -24% or -\$2.4m on July 2020 and down -15% or \$1.3m from July 2021. International ECT visitor spend for the month was \$1.5m, up 263% or \$1.1m from July 2020 and up 183% or \$985k from July 2021.

Spending in Westland District made up 41% of monthly visitor spending in the West Coast region in July 2022, followed by Grey District (35%) and Buller District (25%).

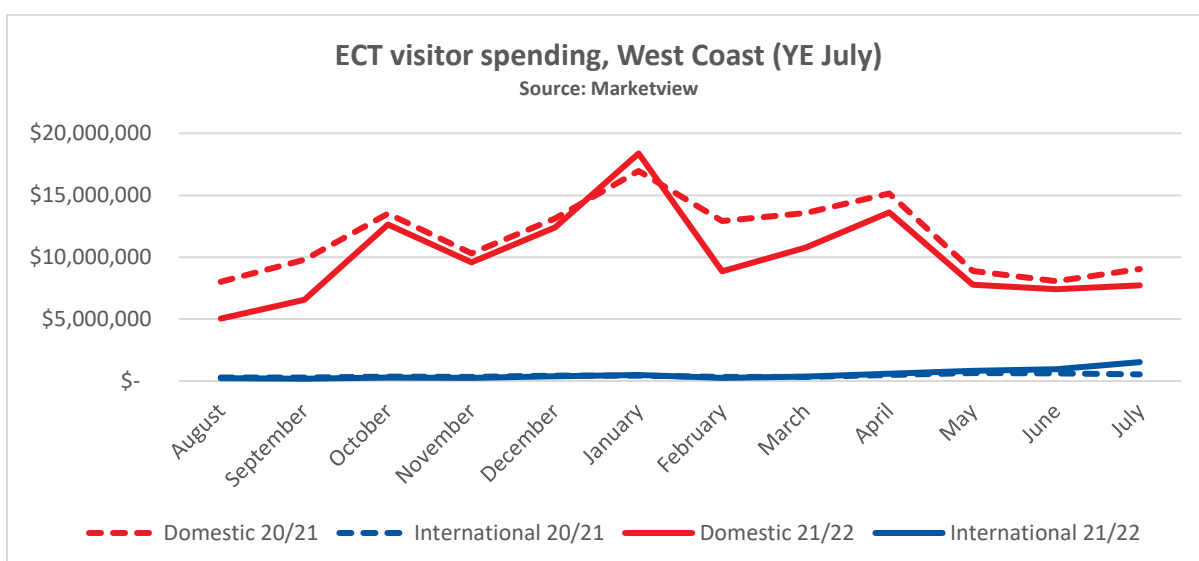
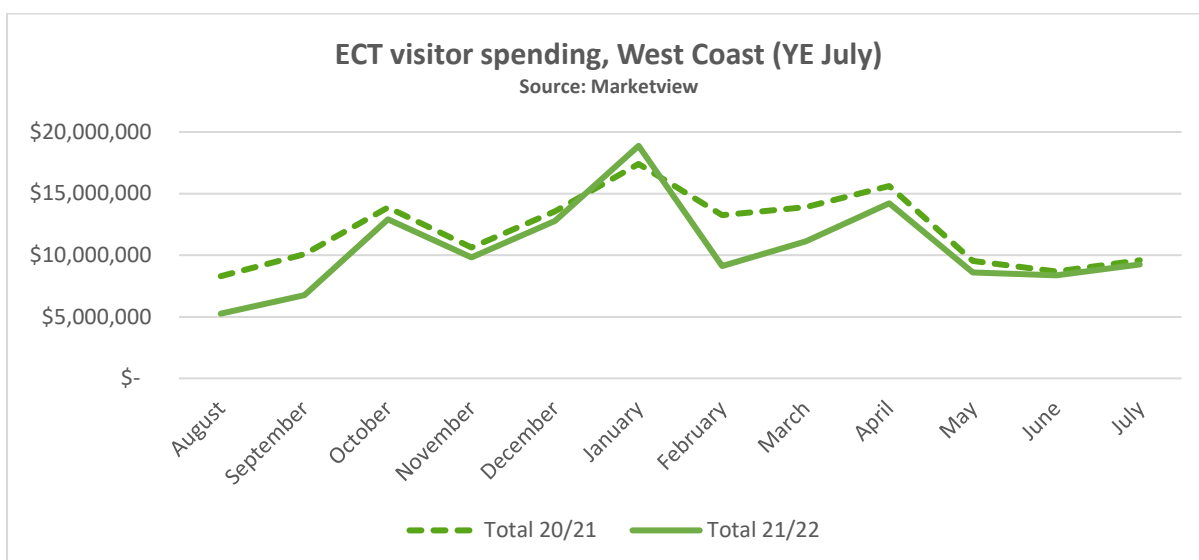
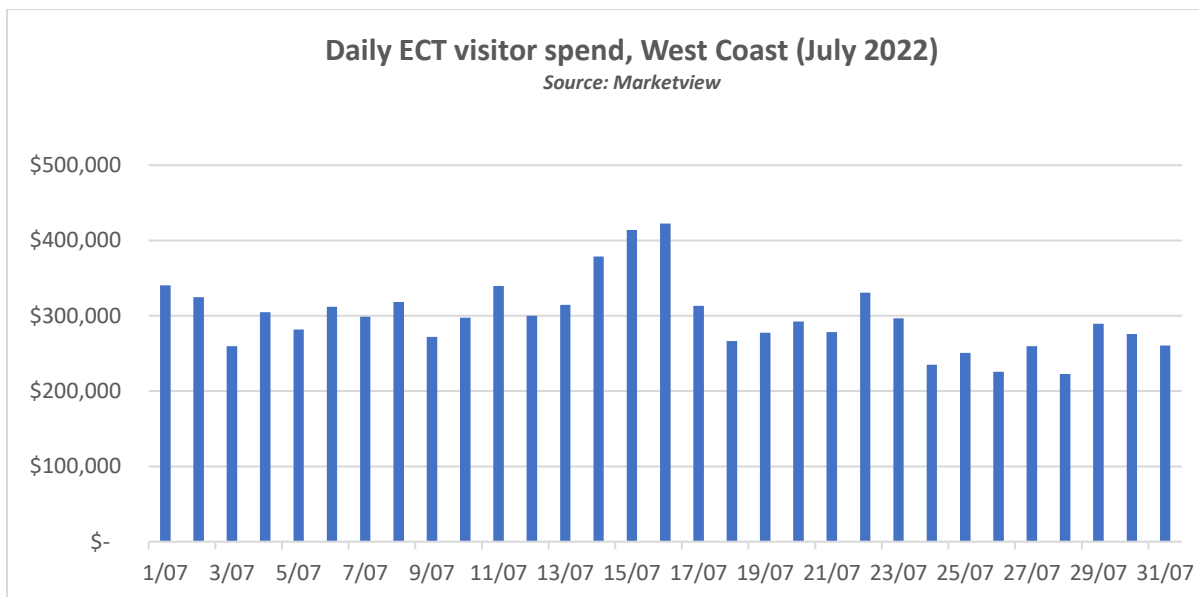


Average daily ECT visitor spending for July 2022 was \$298,517. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$58.

Daily ECT visitor spending was highest on Saturday 16<sup>th</sup> July and Friday 15<sup>th</sup> July 2022 at \$422,450 and 413,832 respectively.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in July 2022 at 38%, followed by visitors from Otago (11%); Auckland (10%); Tasman (8%) and Nelson (6%).

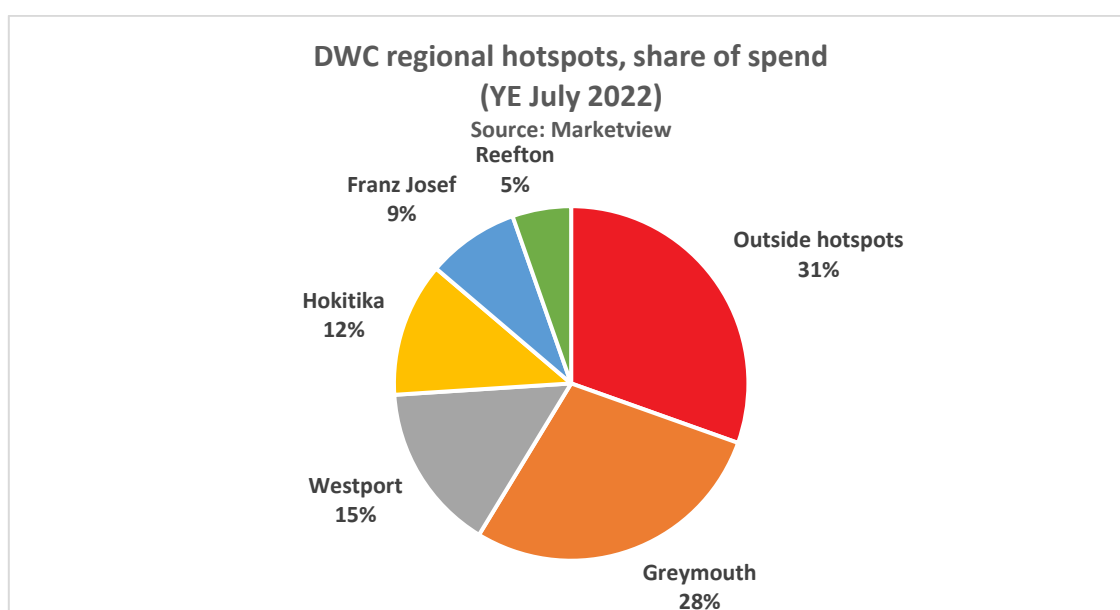
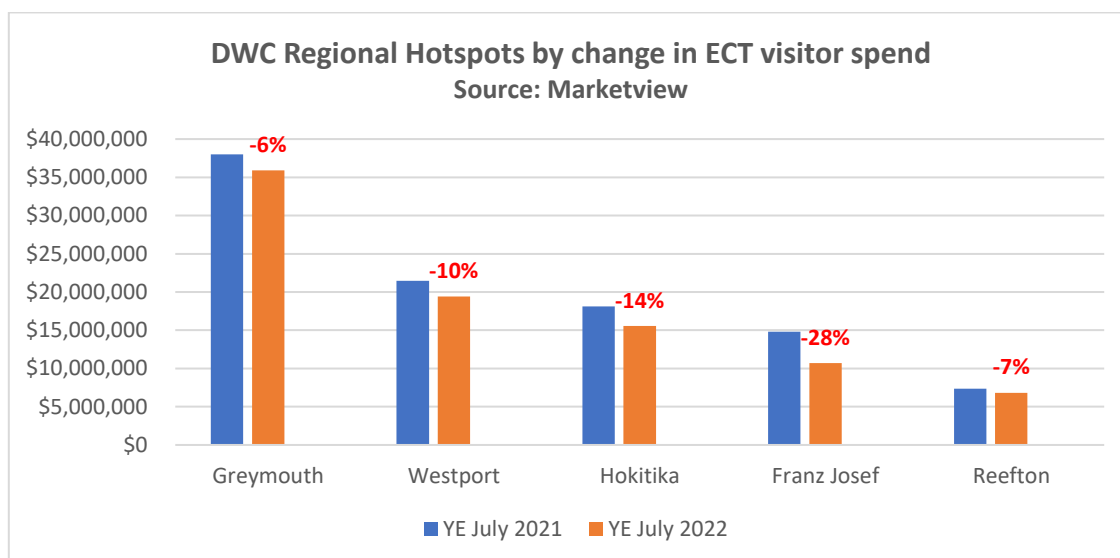
ECT visitor spending for the YE July 2022 was \$127.1m, down -12% or \$17.3m from that of the YE July 2021. Domestic ECT visitor spending for the YE July 2022 was \$121m, down -13.3% or -\$18.6m compared to the previous 12-month period. ECT spending by international visitors was \$6.3m, up 24% or \$1.2m from the YE July 2021.



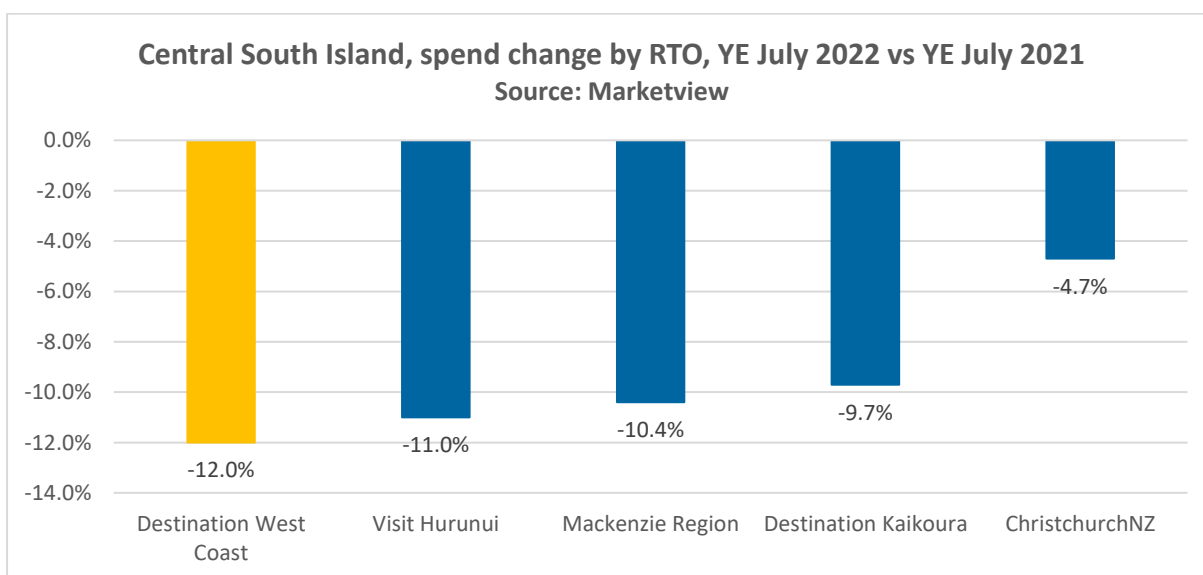
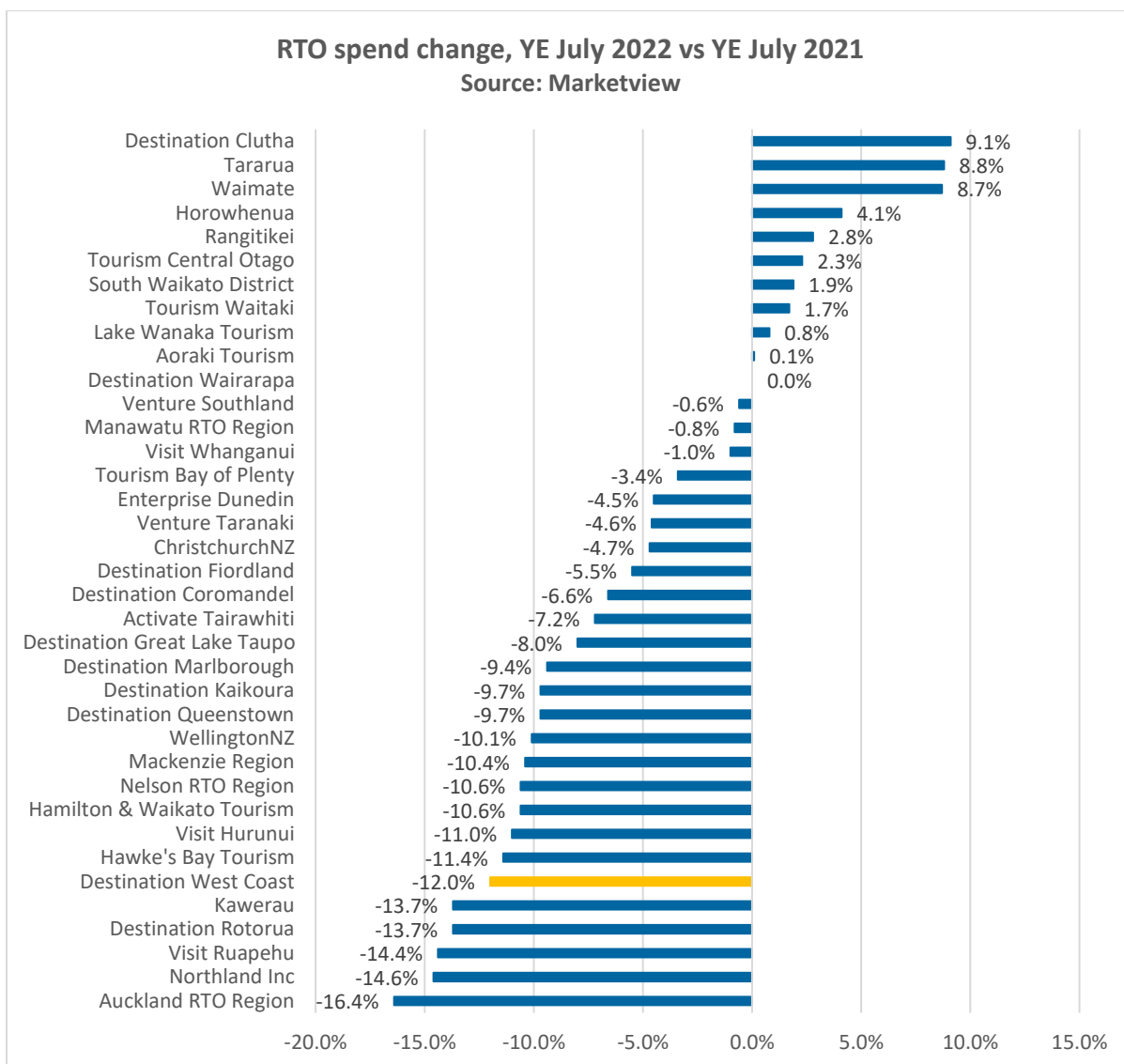
### Regional hotspots

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up **70%** of ECT visitor spending in the West Coast in July 2022.

Hotspot	July 2022 spend	Change from July 2020	Change from July 2021	YE July 2022 spend	Change from YE July 2021
Greymouth	\$2.9m	-5.7%	+1.9%	\$35.9m	-5.6%
Westport	\$1.2m	-12.5%	-23.0%	\$19.4m	-9.6%
Hokitika	\$1.1m	-19.3%	-10.5%	\$15.6m	-14.1%
Fox & Franz Josef	\$1.1m	-16.0%	+13.4%	\$10.7m	-27.8%
Reefton	\$382k	-4.6%	-16.7%	\$6.8m	-7.3%





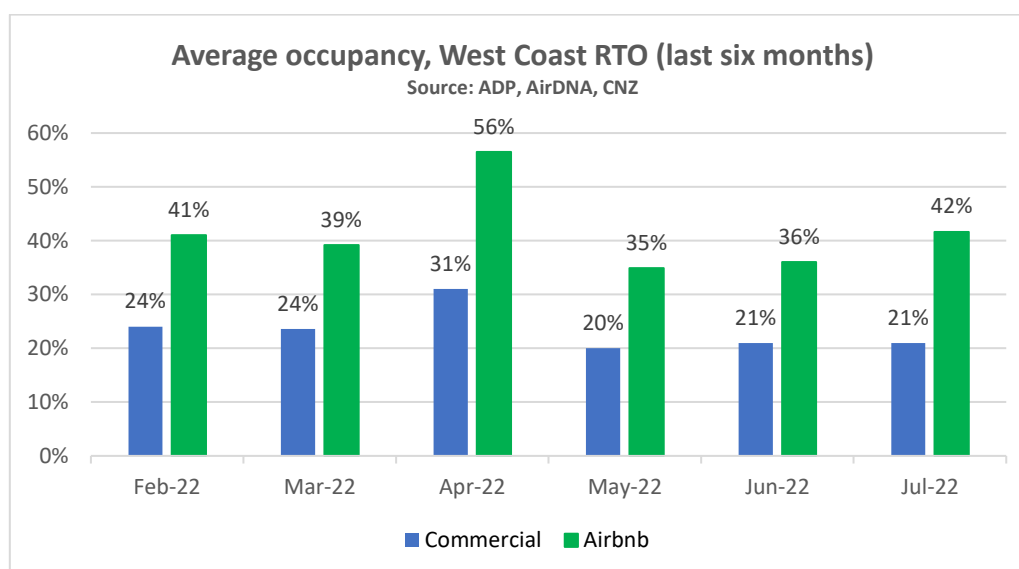
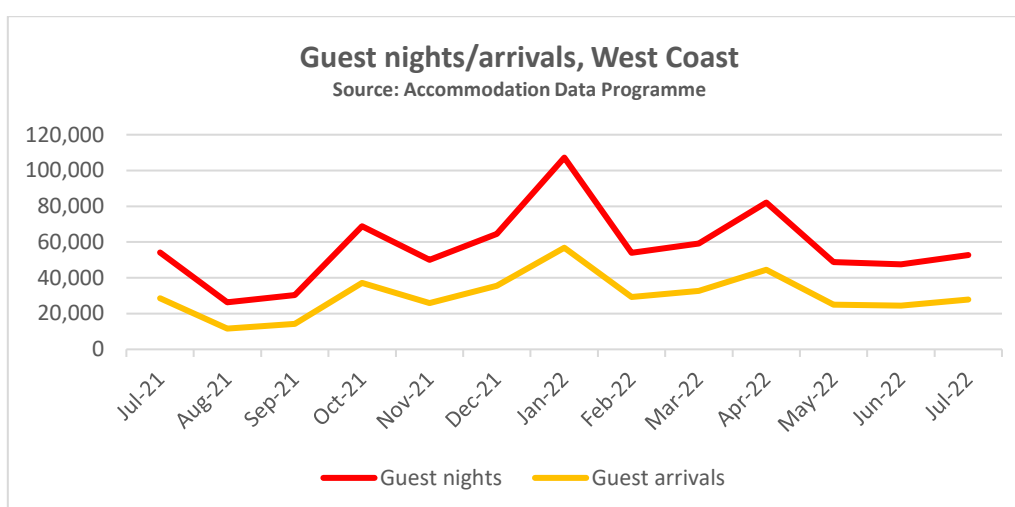


## Accommodation

### Commercial

In total, 140 accommodation providers on the West Coast were registered on the ADP in July 2022, with 129 of these identifying as 'active'. 27,900 recorded guest arrivals spent 52,700 guest nights in commercial accommodation in the West Coast RTO area in July 2022. Guest arrivals were down - 2.1% from July 2021 and guest nights down -3%. Of these guest nights, 45% were spent in the Westland District, 28% in Buller District and 27% in Grey District. Guest nights spent on the West Coast made up 2.1% of total guest nights in NZ for the month.

The average occupancy rate was 21%, below the national average of 44%. Occupancy in Grey District was 29%, followed by Buller District at 20% and Westland District at 18%. The average length of stay was 1.9 nights, below the national average of 2.3 nights.





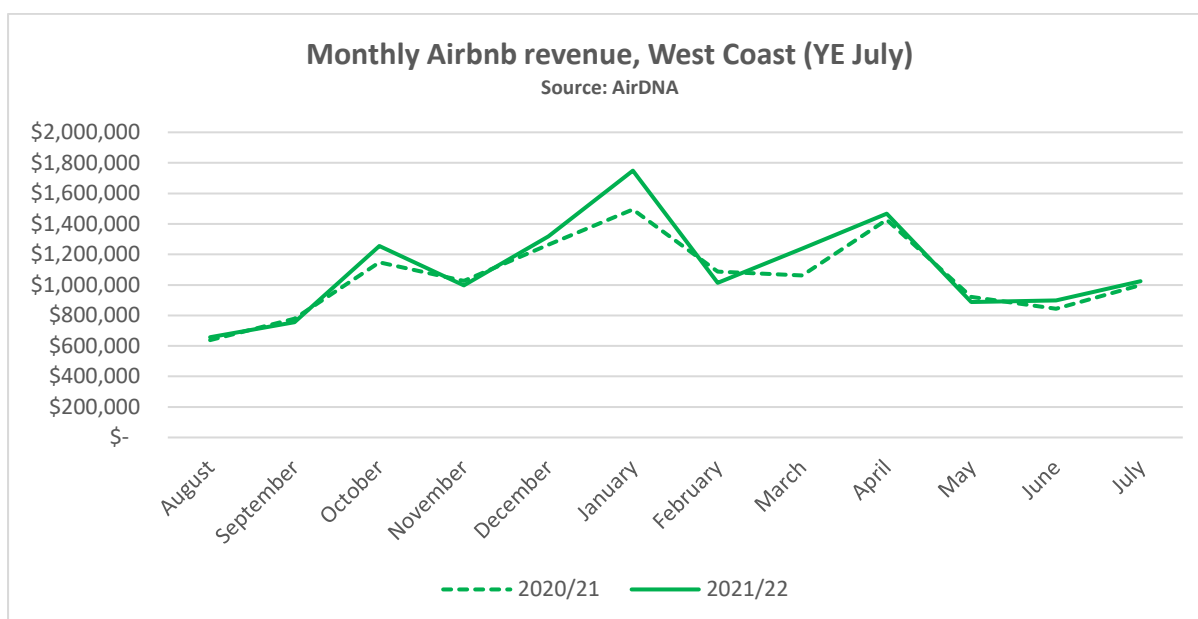
## Airbnb

A total of 521 active rentals in the West Coast region were listed on Airbnb in July 2022, a decrease of -8 from the previous month. Of these, 43% were in Westland District, 37% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in July 2022 was 42%, an increase of 2 percentage points from same month last year.

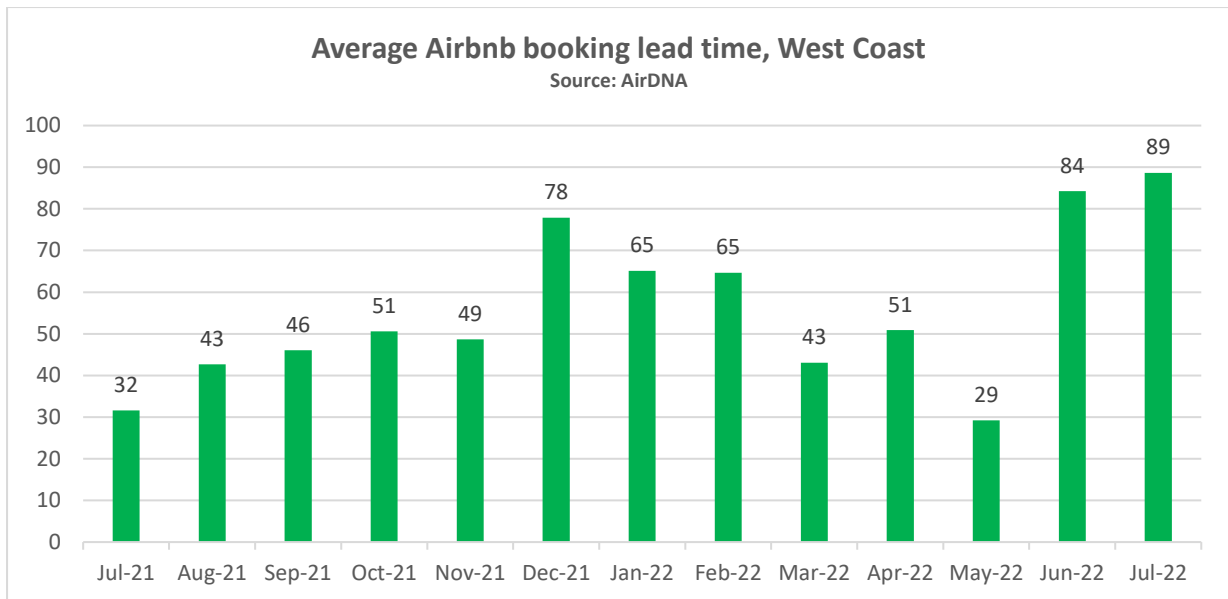
Average daily rates by listing type are listed below.

Average daily rates by listing type, West Coast Airbnb (July 2022)					
District	Entire home		Private room	Shared room	
Westland District	\$169	-0.5%	\$128	+6%	N/A
Buller District	\$169	-6%	\$103	+12%	\$28
Grey District	\$161	+3%	\$120	-24%	N/A

Airbnb revenue for the month totaled at \$1.0m in the West Coast region, up 9% from July 2020 and up 3% from July 2021. A total of \$13.3m in Airbnb revenue was generated over the YE July 2022, up 5% or \$575k from the YE July 2021. Revenue decreased in the YE July 2022 for Westland and Grey Districts compared to the previous year (down -1% and -3% respectively) and increased in Buller by 11%.



The average booking lead time for West Coast Airbnb listings booked for July 2022 was 89 days. This was 57 days longer than the average booking lead time in July 2021. Booking lead times were longest for listings in Buller District at 185 days; followed by Westland at 34 days and 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.