



## Destination Analytics Report:

## Prepared for West Coast RTO

July 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

720

- ▼ -2% Prior Period
- ▼ -54% Prior Year

### Overnight Stays

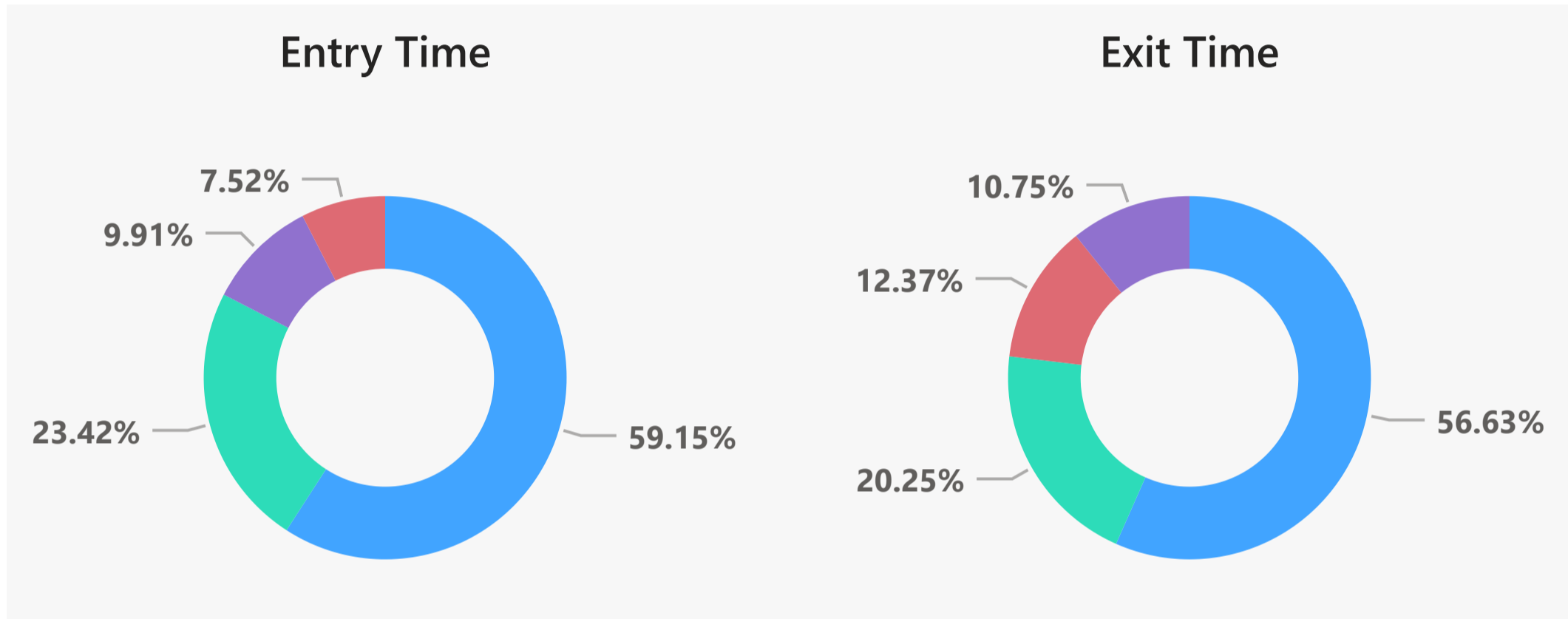
238

- ▼ -10% Prior Period
- ▼ -83% Prior Year

### Avg. Nights Stayed

1.33

- ▼ -2% Prior Period
- ▼ -44% Prior Year



### Country of Origin

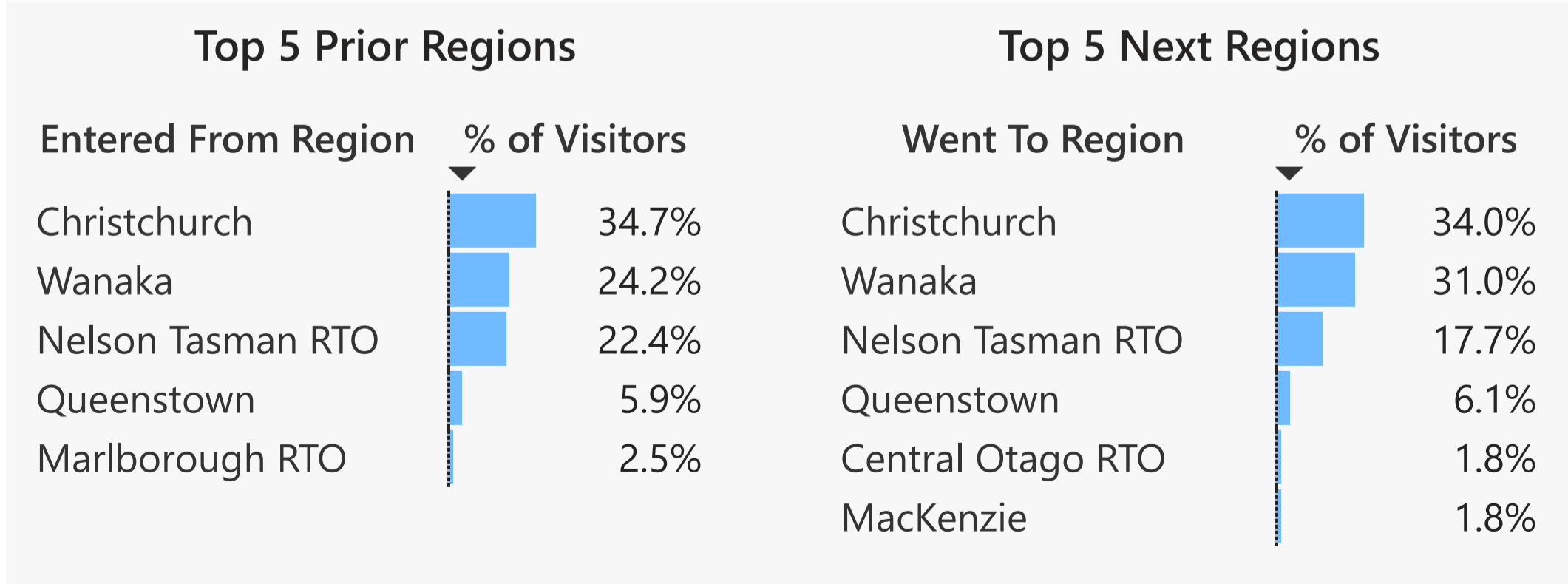
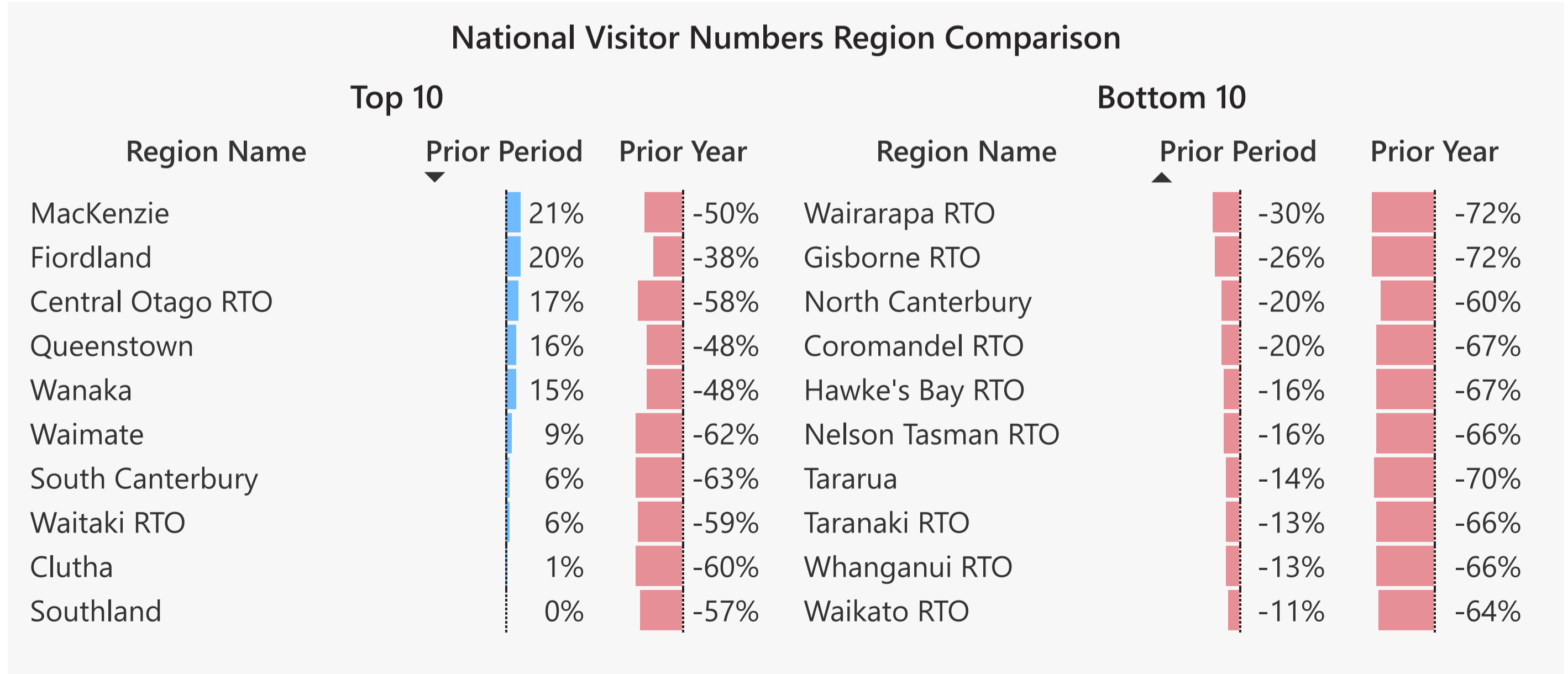
Country	% of Visitors
New Zealand	39.7%
Australia	31.9%
United Kingdom	5.8%
United States	5.0%
France	3.9%

### Top 5 Resident Localities

Home Locality	% of Visitors
Arahura-Kumara	5.7%
Ashburton Forks	5.7%
Greymouth Central	5.7%
Rutherglen-Camersons	5.7%
Awatea South	2.9%

### Top 5 Resident Regions

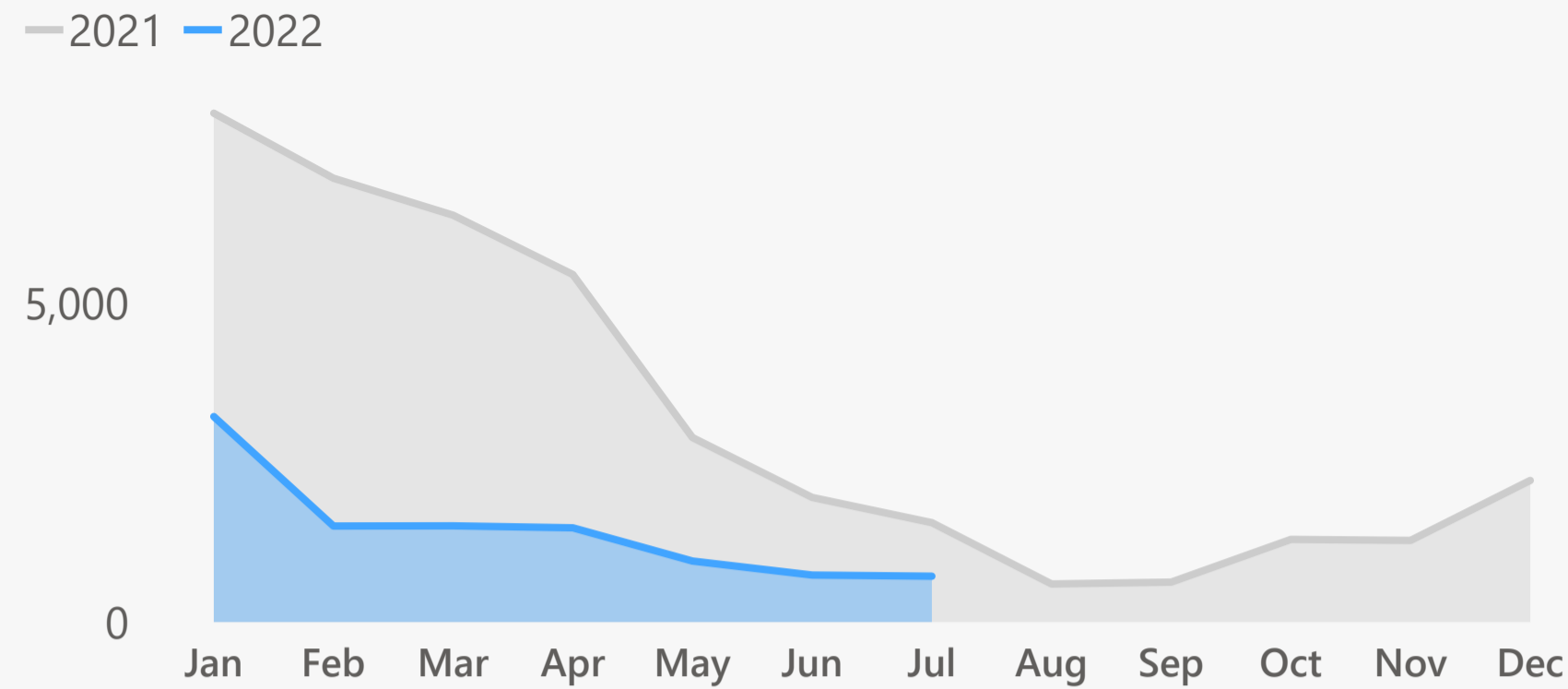
Home Region	% of Visitors
West Coast RTO	28.6%
Christchurch	22.9%
Nelson Tasman RTO	17.1%
Auckland RTO	8.6%
Wellington RTO	5.7%



## Total Visitors

720

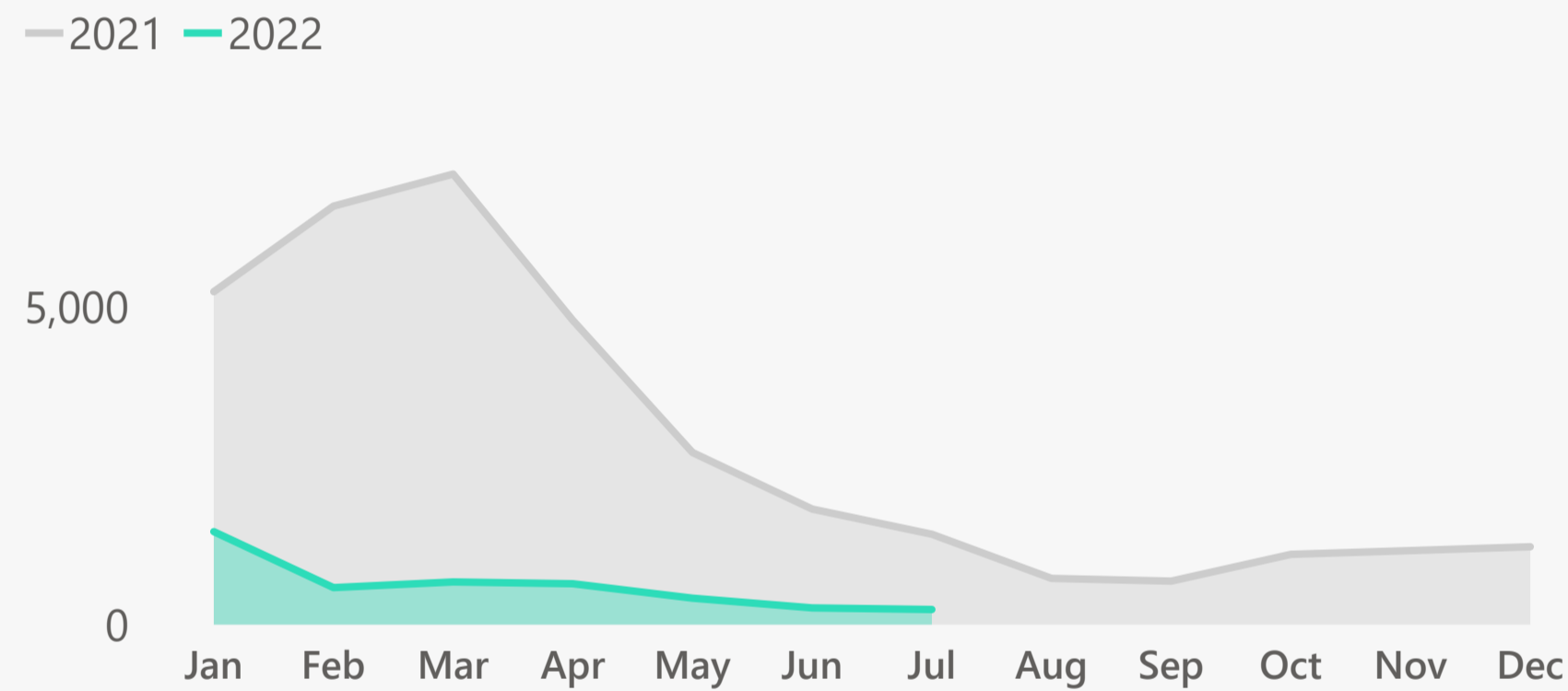
-2% Prior Period  
-54% Prior Year



## Overnight Stays

238

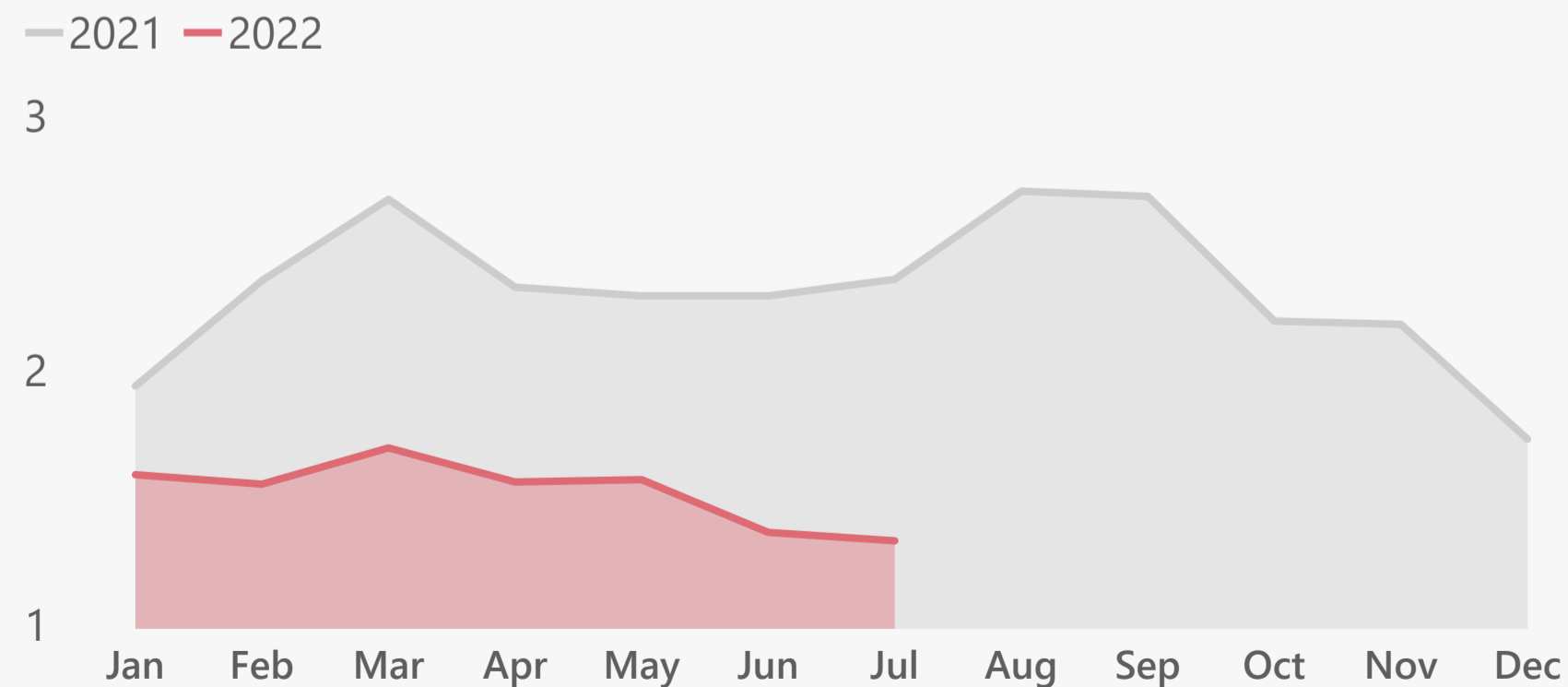
-10% Prior Period  
-83% Prior Year



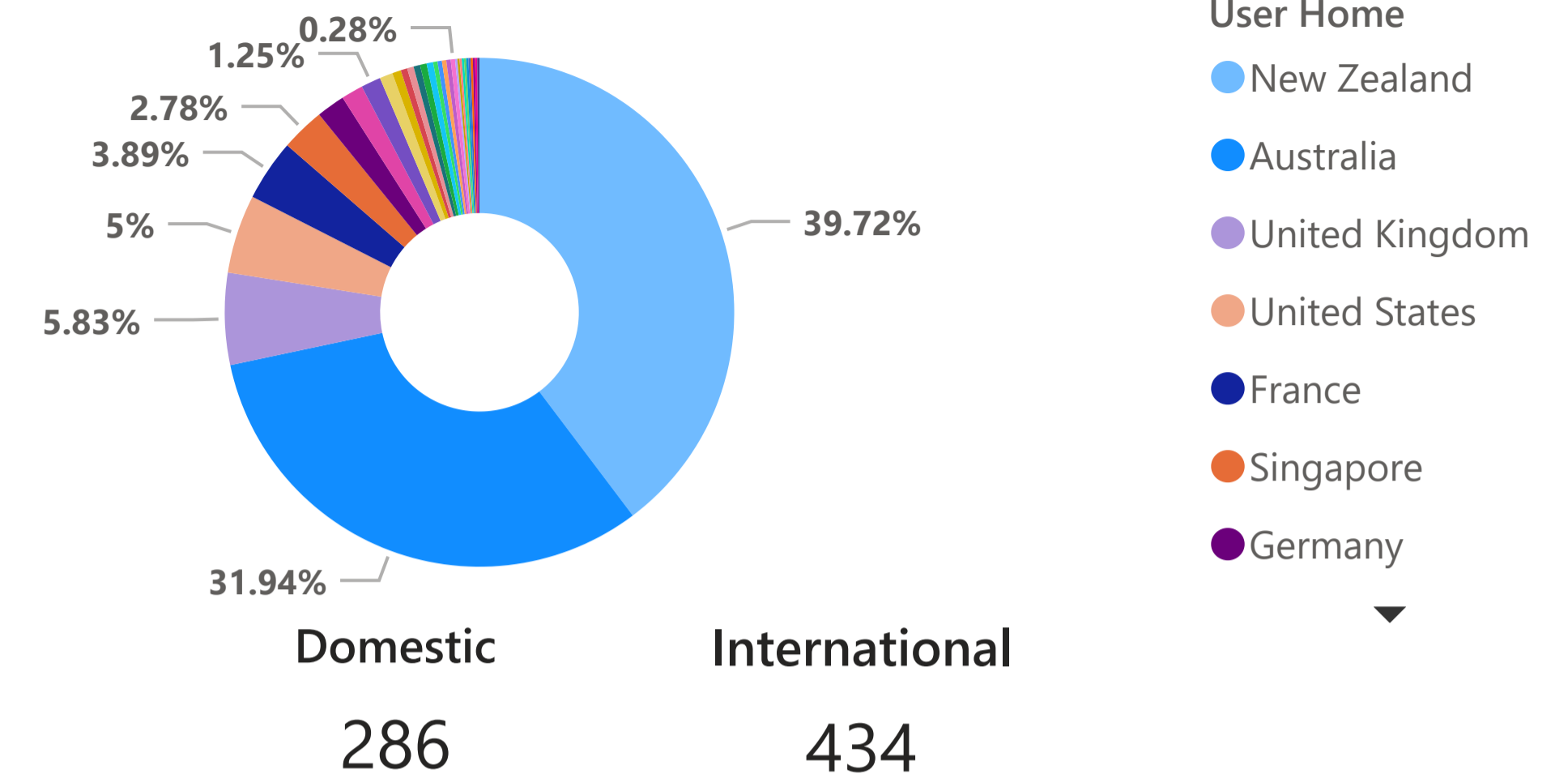
## Avg. Nights Stayed

1.33

-2% Prior Period  
-44% Prior Year



## Visitor Country of Origin



### Total Visitors

For July 2022, West Coast RTO saw a total of 720 visitors which was a decrease of -2% on the prior month, and a decrease of -54% 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 July 2022, West Coast RTO saw a total of 238 overnight stays which is down -10% on the previous month, and down -83% on the same time last year. On average visitors stayed for 1.33 nights in the region which was down -2% on the previous month and down -44% 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 286 visitors and accounted for 40 % of all visitors. There were 434 international visitors (60 %) with the top 3 countries being Australia (31.9 %), United Kingdom (5.8 %) and United States (5.0 %)



<b>Selected Region</b>	<b>Prior Period</b>	<b>Prior Year</b>
West Coast RTO	▼ -2%	▼ -54%

### National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Mackenzie	21%	-50%	Waikato RTO	-11%	-64%
Fiordland	20%	-38%	Whanganui RTO	-13%	-66%
Central Otago RTO	17%	-58%	Taranaki RTO	-13%	-66%
Queenstown	16%	-48%	Tararua	-14%	-70%
Wanaka	15%	-48%	Nelson Tasman RTO	-16%	-66%
Waimate	9%	-62%	Hawke's Bay RTO	-16%	-67%
South Canterbury	6%	-63%	Coromandel RTO	-20%	-67%
Waitaki RTO	6%	-59%	North Canterbury	-20%	-60%
Clutha	1%	-60%	Gisborne RTO	-26%	-72%
Southland	0%	-57%	Wairarapa RTO	-30%	-72%

### Regional Visitor Comparison Top & Bottom

For July 2022, West Coast RTO experienced a decrease of -2% in visitor numbers compared to the previous month and a decrease of -54% compared to the same time in the previous year. On average across New Zealand, visitor numbers were down -6% lower compared to the previous month and -60% lower when compared to the same time last year.

As such West Coast RTO is trending above the New Zealand average in July 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
Arahura-Kumara	5.7%	West Coast RTO	28.6%
Ashburton Forks	5.7%	Christchurch	22.9%
Greymouth Central	5.7%	Nelson Tasman RTO	17.1%
Rutherglen-Cameron	5.7%	Auckland RTO	8.6%
Awatea South	2.9%	Wellington RTO	5.7%

### Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in July 2022. Arahura-Kumara 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 5.7% of the observed market.

### Top 5 Resident Regions

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

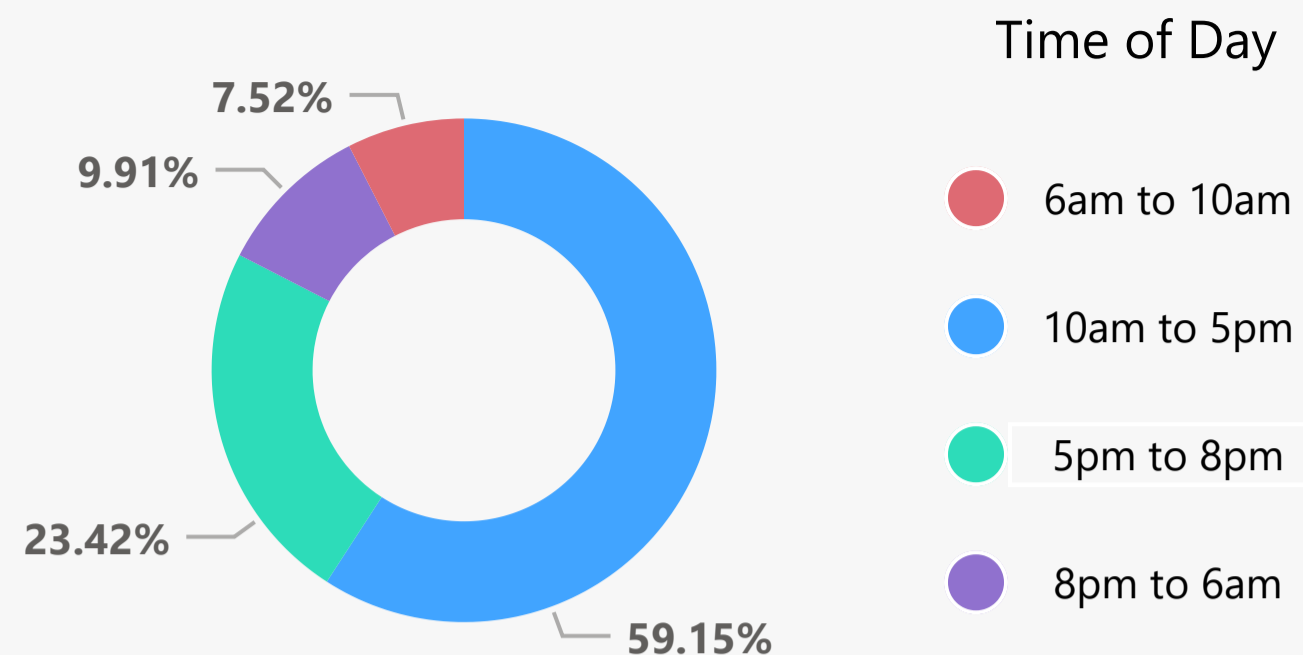
The top 3 regions were:

- West Coast RTO - 28.6% of visitors.
- Christchurch - 22.9% of visitors
- Nelson Tasman RTO - 17.1% of visitors.

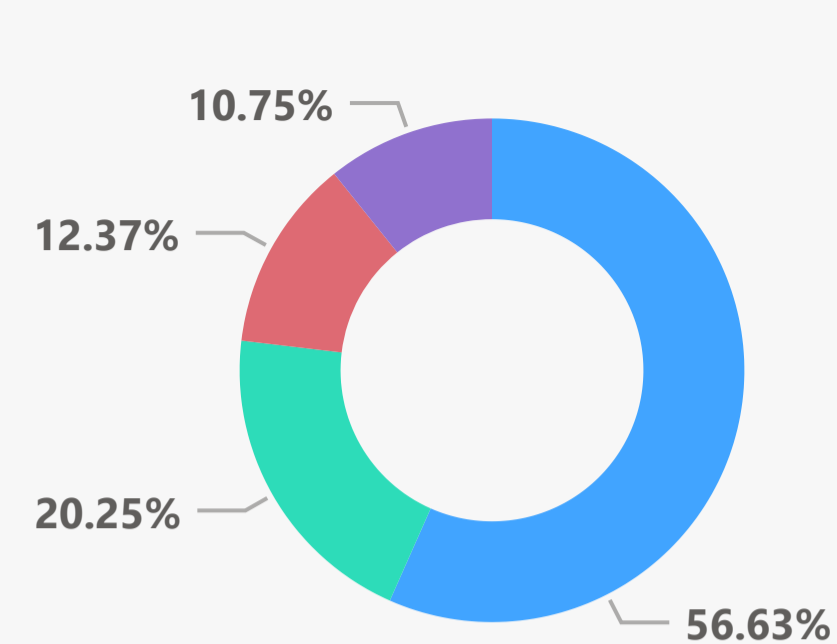
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



## Entry Time



## Exit Time



## Top 5 Prior Regions

Entered From Region	% of Visitors
Christchurch	34.7%
Wanaka	24.2%
Nelson Tasman RTO	22.4%
Queenstown	5.9%
Marlborough RTO	2.5%

## Top 5 Next Regions

Went To Region	% of Visitors
Christchurch	34.0%
Wanaka	31.0%
Nelson Tasman RTO	17.7%
Queenstown	6.1%
Central Otago RTO	1.8%
MacKenzie	1.8%

## Entry & Exit Time

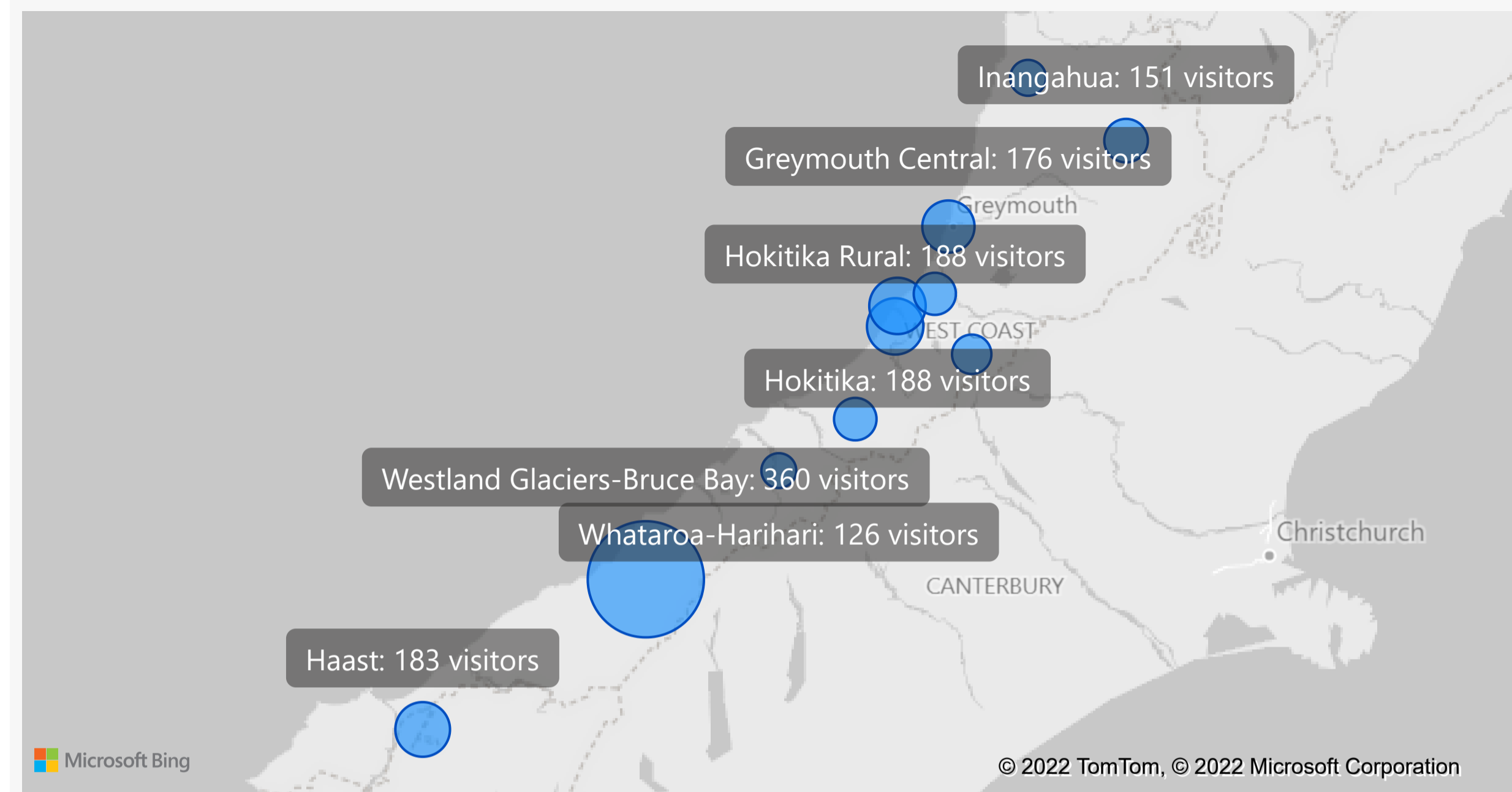
The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for July 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 59.1% of visitors recorded in that time frame.

The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 56.6% 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 July 2022.

## Top Visitor Localities



## Most Popular Localities

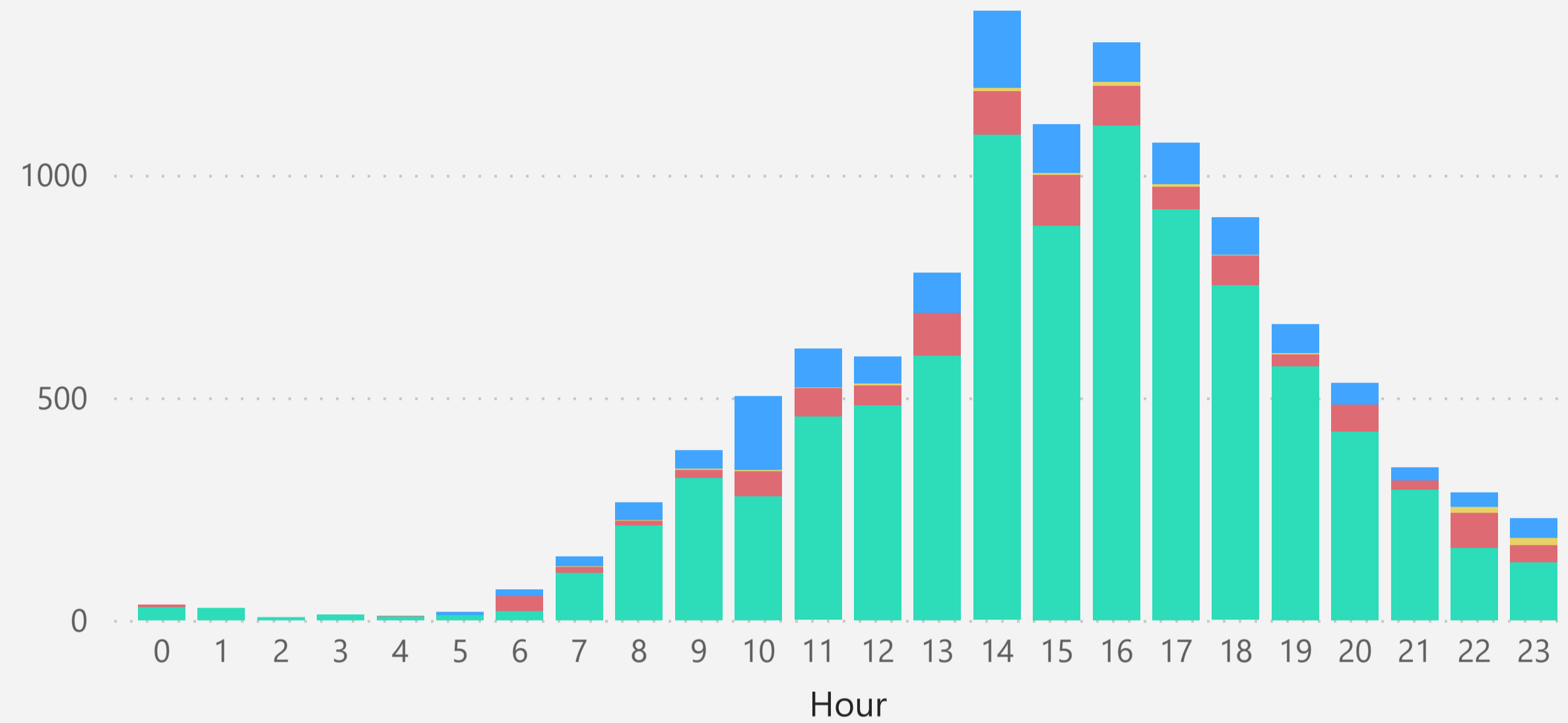
In July 2022, the most visited localities in West Coast RTO were:

- Westland Glaciers-Bruce Bay - 360 visitors ( 84 domestic, 276 international).
- Hokitika - 376 visitors ( 110 domestic, 266 international).
- Haast - 183 visitors (48 domestic, 135 international).
- Greymouth Central - 176 visitors (64 domestic, 112 international).
- Inangahua - 151 visitors (63 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 2 - 3am.
- Services were most searched between 2 - 3pm and least searched between 5 - 6am.
- Attractions were most searched between 3 - 4pm and least searched between 4 - 5am.
- Food was most searched between 11pm - Midnight and least searched between 1 - 2pm.

## Search Categories Insights

There were a total of 11,260 searches in West Coast RTO for July 2022 which was down -10% on the previous month. The most searched categories were:

- Paid Campground 3,633 searches (up 2% on previous month).
- Low-cost Campground: 2,686 searches (down 5% on previous month).
- Free Camping Area: 2,264 searches (down 4% on previous month).

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

- Dump Station: up 13% (to 206 searches).
- Public Toilet: up 9% (to 338 searches).
- Paid Campground: up 2% (to 3,633 searches).

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

- Walking / Hiking Trail: down 43% (to 526 searches).
- Fishing: down 35% (to 147 searches).
- Motel: down 34% (to 107 searches).

## Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	3,633	3,568	2%
Low-cost Campground	2,686	2,835	-5%
Free Camping Area	2,264	2,369	-4%
Walking / Hiking Trail	526	917	-43%
Public Toilet	338	310	9%
Dump Station	206	182	13%
Petrol Station	164	184	-11%
Fishing	147	226	-35%
Hot Shower	131	148	-11%
Motel	107	161	-34%





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For more information email [info@triptech.com](mailto:info@triptech.com)

Or visit [www.triptech.com](http://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.