

West Coast Visitor Trends Report



October 2022

Key Visitor Figures:



51,267

Visitor Numbers



11,754

International Visitor
Numbers



\$15.7m

ECT Visitor Spend



34%

Commercial
Accommodation
Occupancy



52%

Airbnb
Occupancy





Dates & Events

Dates	Events
24 th October 2022	Labour Day

Throughout the report, most figures in October 2022 would be compared to the same month last year 2021 and same month in the year 2019 which represents our last year of normal visitation (pre-Covid).

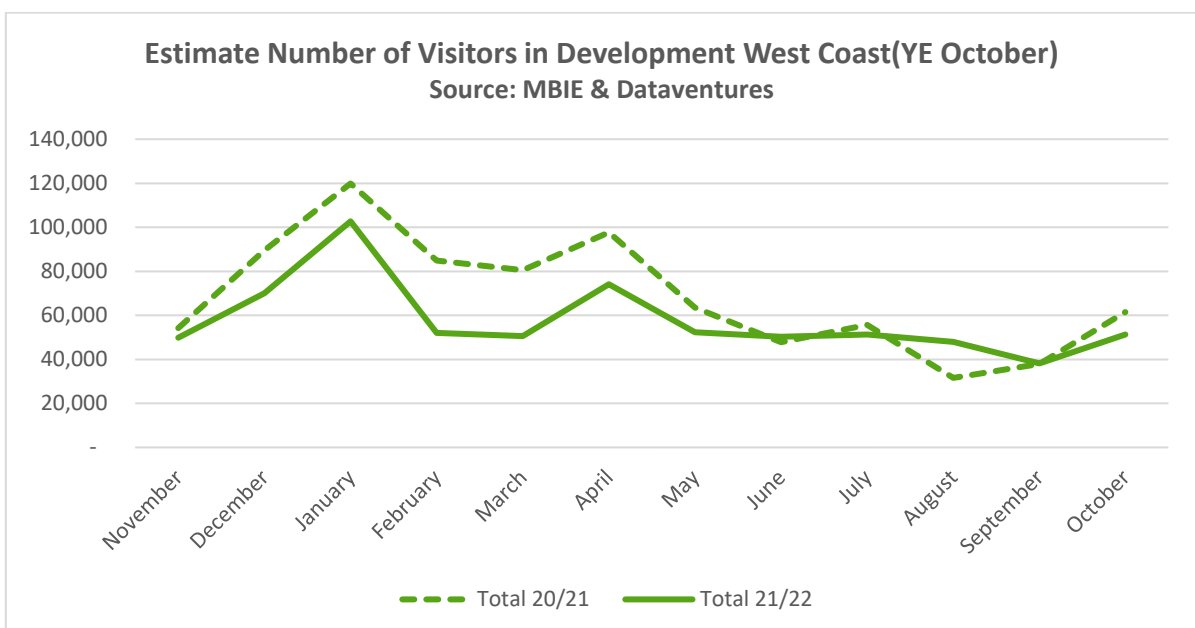
Visitor Numbers

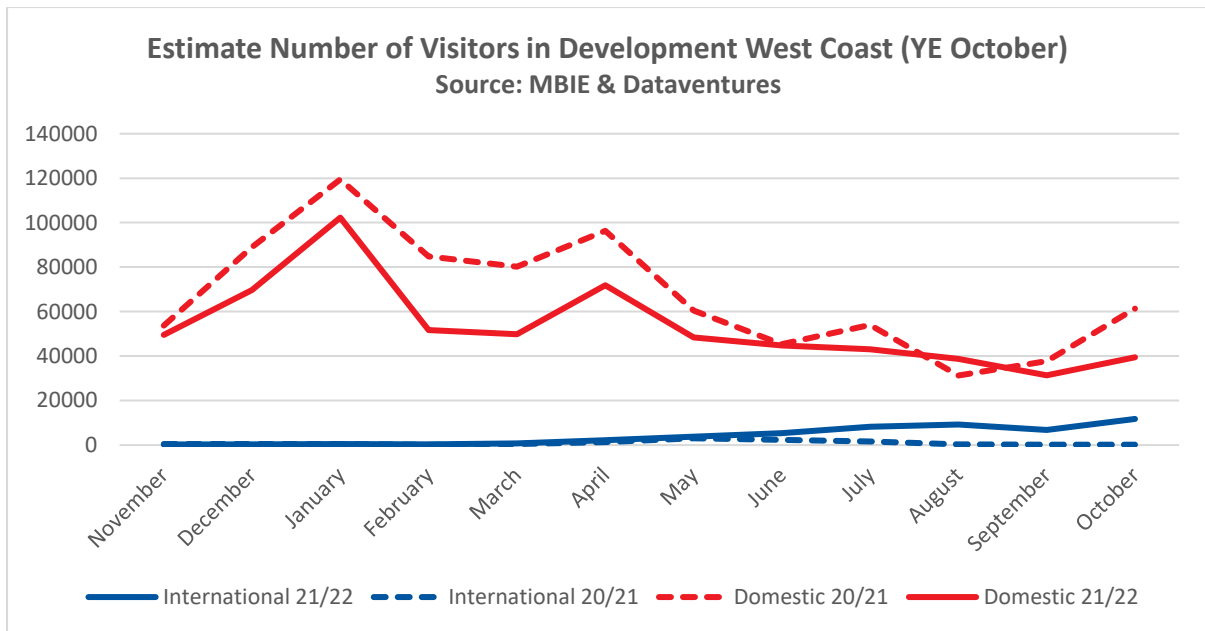
Visitor numbers are sourced from MBIE & Dataventures, which produce estimates for monthly unique local and visitor populations **in the West Coast RTO area** using phone data. 'Unique' means each person will only be counted once in each area they appear, regardless of how many times they appear or how long they stay there. Therefore, figures are estimates and are best used to monitor trends rather than exact figures.

A total estimate of 51,267 visitors were in the West Coast RTO area in October 2022. This was a decrease of -64% or -89,442 visitors from October 2019 and a decrease of -17% or 10,269 visitors compared to October 2021.

Domestic visitors made up an estimated 39,513 of these visitors. Domestic visitor counts were down by -37% or 22,983 daily visitors from October 2019 and down -36% or 21,777 visitors from October 2021.

International visitors made up 11,754 of the estimated visitor numbers in October 2022. The international counts decreased by -85% or -66,459 daily visitors from October 2019 and increased by 11,508 from October 2021.





Over the YE October 2022 period, a total estimate of 691k visitors were in the West Coast RTO area. This was down by -16% compared to the previous 12-month period, equivalent to a decrease of 134,136 visitors.

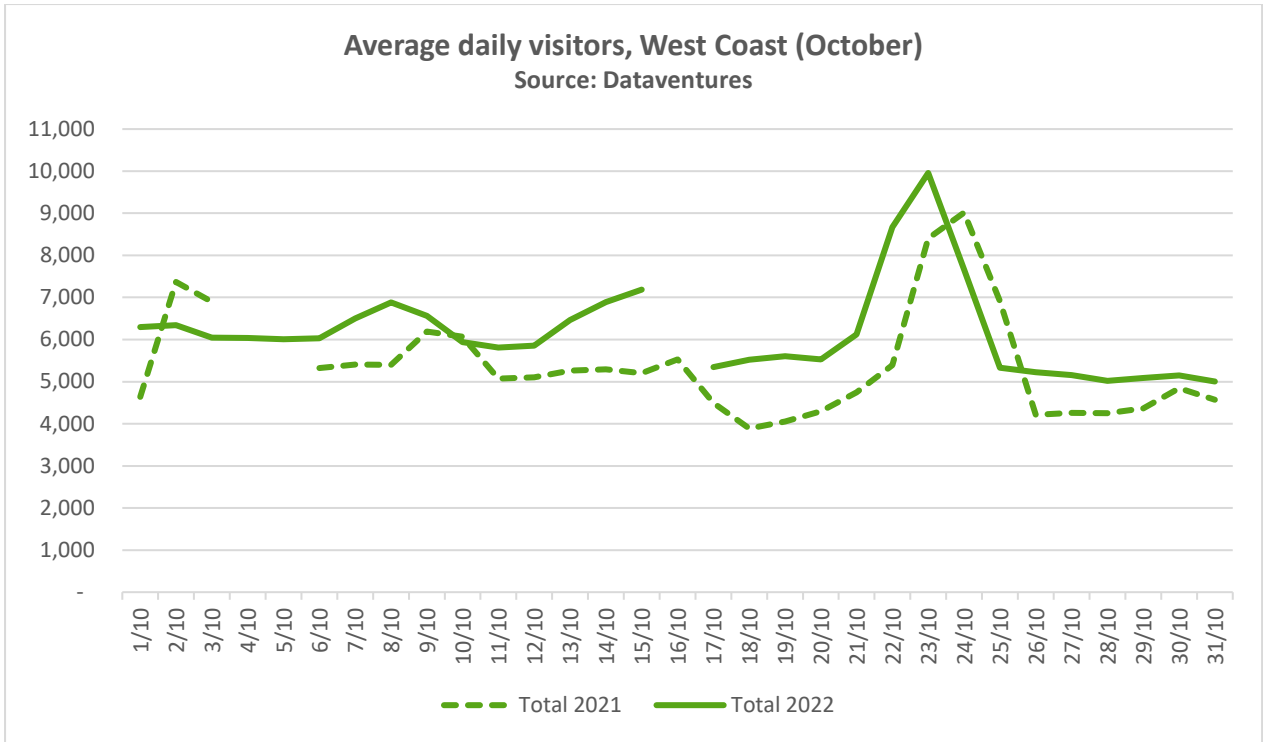
An estimated 641k of these were domestic visitors, a decrease of -21% or -172,674 visitors compared to the YE October 2021.

A total of 49,587 international visitors were in the West Coast RTO area. This was an increase of 349% or 38,538 when compared to the YE October 2021.

Average Daily Visitor

Average daily visitor counts are sourced from Dataventures, which measure the number of visitors in **the West Coast region** using phone data. This records the average number of visitors in an area every day at midday.

Average daily visitors were highest on Sunday 23rd October 2022 with an average of 9,957 visitors. This was in the middle of a long weekend with a public holiday for Labour Day that was held on Monday the 24th of October 2022. The unavailable data on the graph was an unrecoverable data loss that could have happened due to network outages, system outages or system reconfigurations.



Visitor Spending

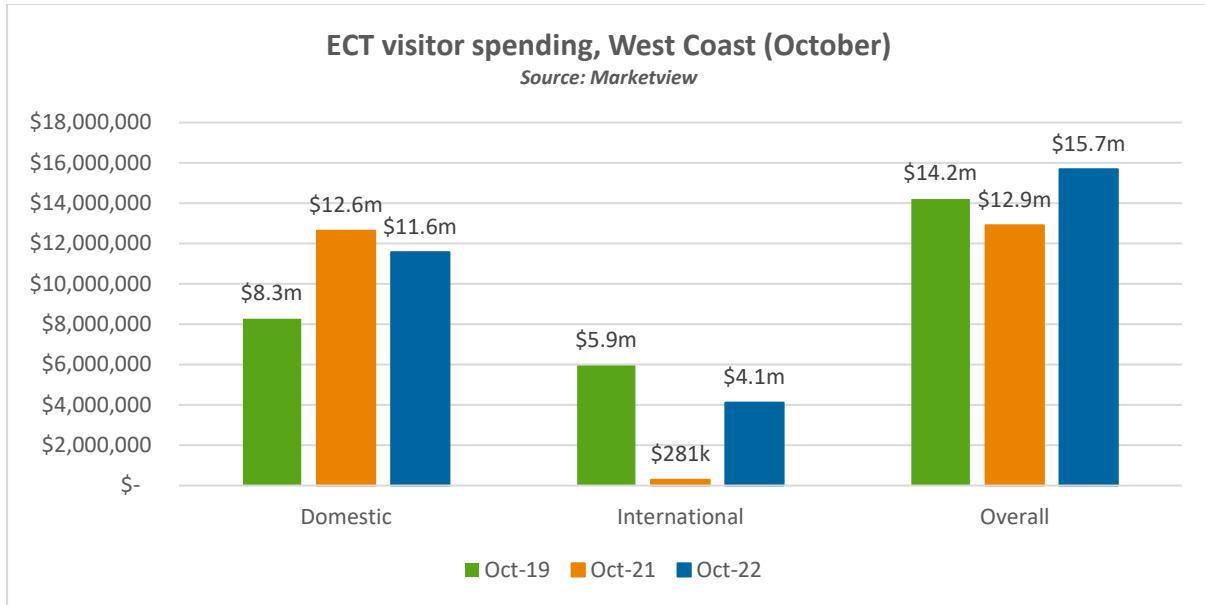
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Paymark network. This does not include cash spending, online pre-purchases or payments outside of the Paymark network. Figures should be treated as an indicator of trends in ECT spending only, and not as a proxy for total tourism spending.

ECT visitor spending in the West Coast RTO region in October 2022 was \$15.7m, up 10% or \$1.5m from October 2019 and up 21% or \$2.8m from October 2021.

ECT spending by domestic visitors made up \$11.6m of this, up 40% or \$3.3m from October 2019 and down -8% or -\$1.1m from October 2021.

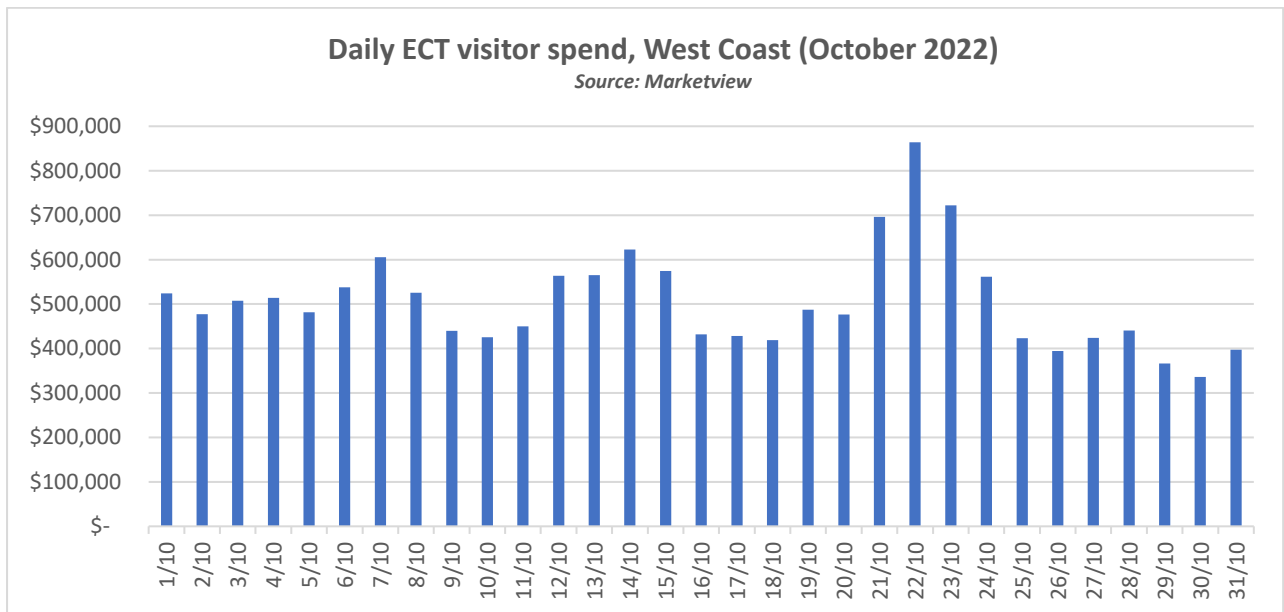
International ECT visitor spend for the month was \$4.1m, down -31% or -\$1.8m from October 2019 and up 1364% or \$3.8m from October 2021.

Spending in Westland District made up 46% of monthly visitor spending in the West Coast region in October 2022, followed by Grey District (29%) and Buller District (25%).



Average daily ECT visitor spending for October 2022 was \$505,914. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$82.

Daily ECT visitor spending was highest on Saturday 22nd October 2022 at \$864,069.

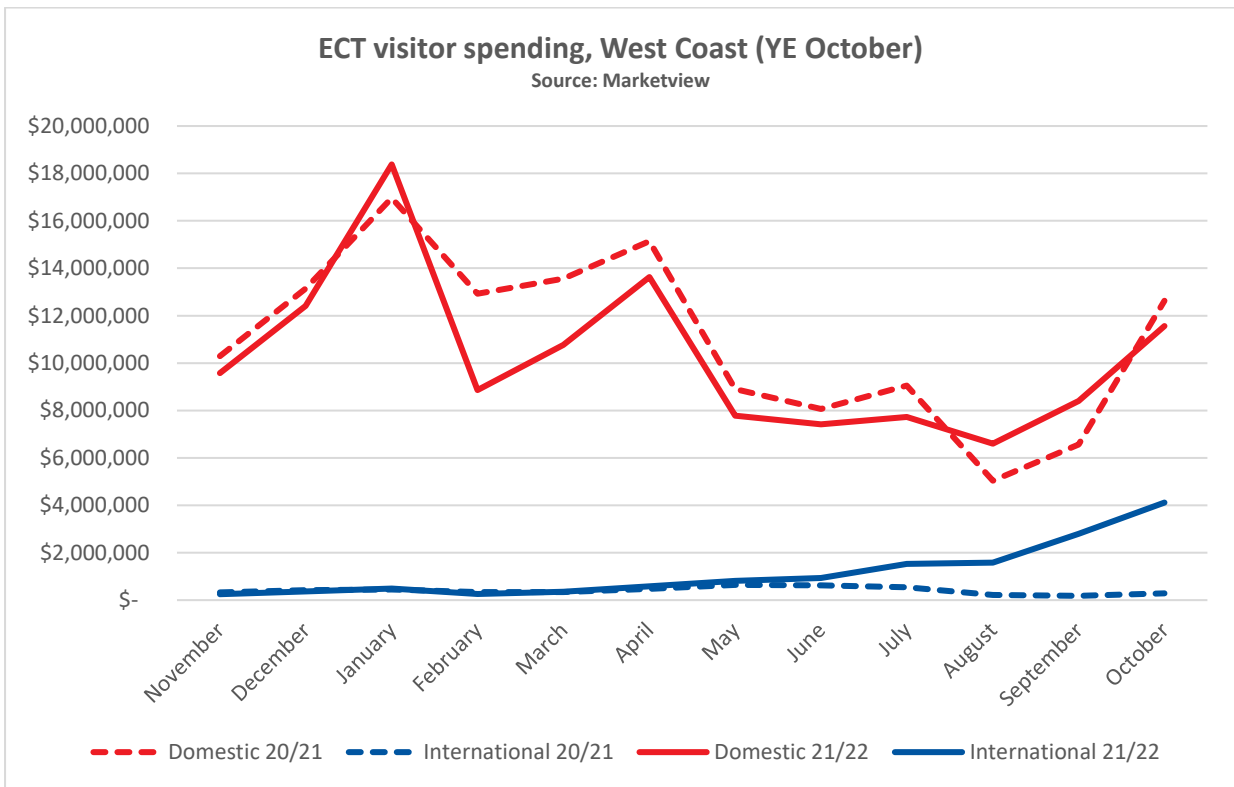
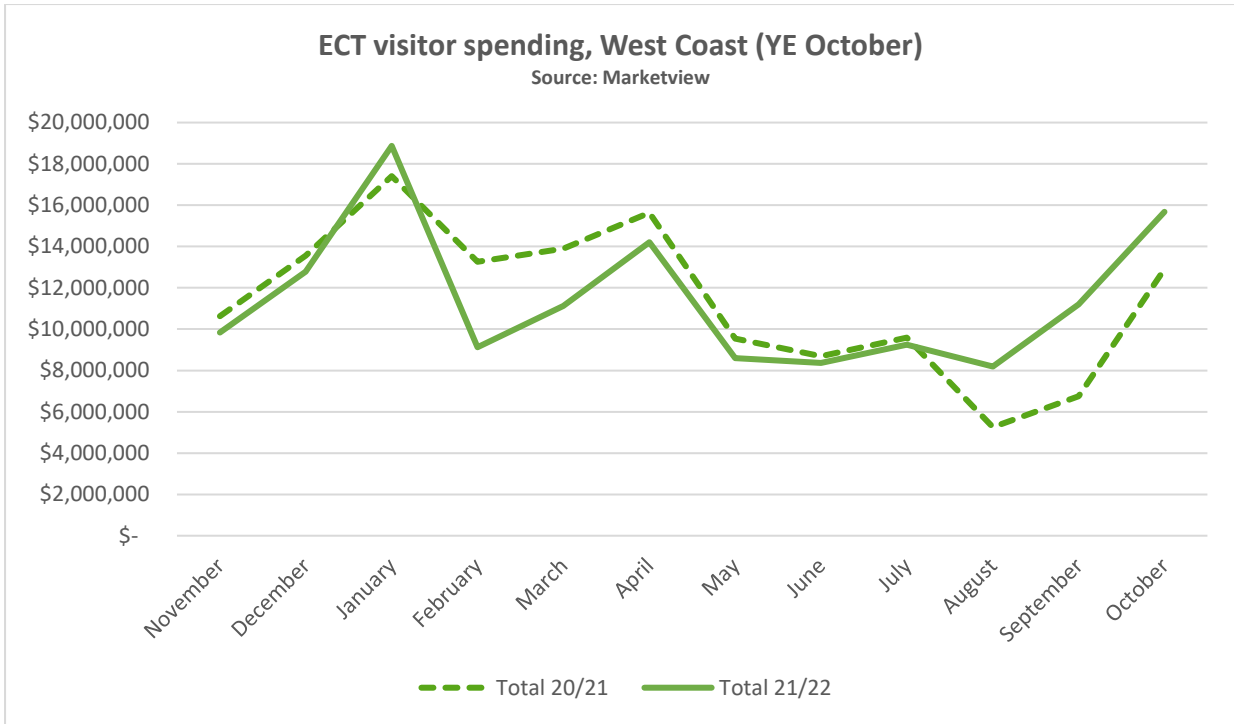


Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in October 2022 at 42%, followed by visitors from Otago (12%); Auckland and Tasman (8%); and Nelson and Wellington (5%).

ECT visitor spending for the YE October 2022 was \$139m, up 0.8% or \$1.1m from YE October 2021.

Domestic ECT visitor spending for the YE October 2022 was \$123m, down -7% or -\$9.1m compared to the previous 12-month period.

ECT spending by international visitors was \$14.1m, up 192% or \$9.3m from the YE October 2021.

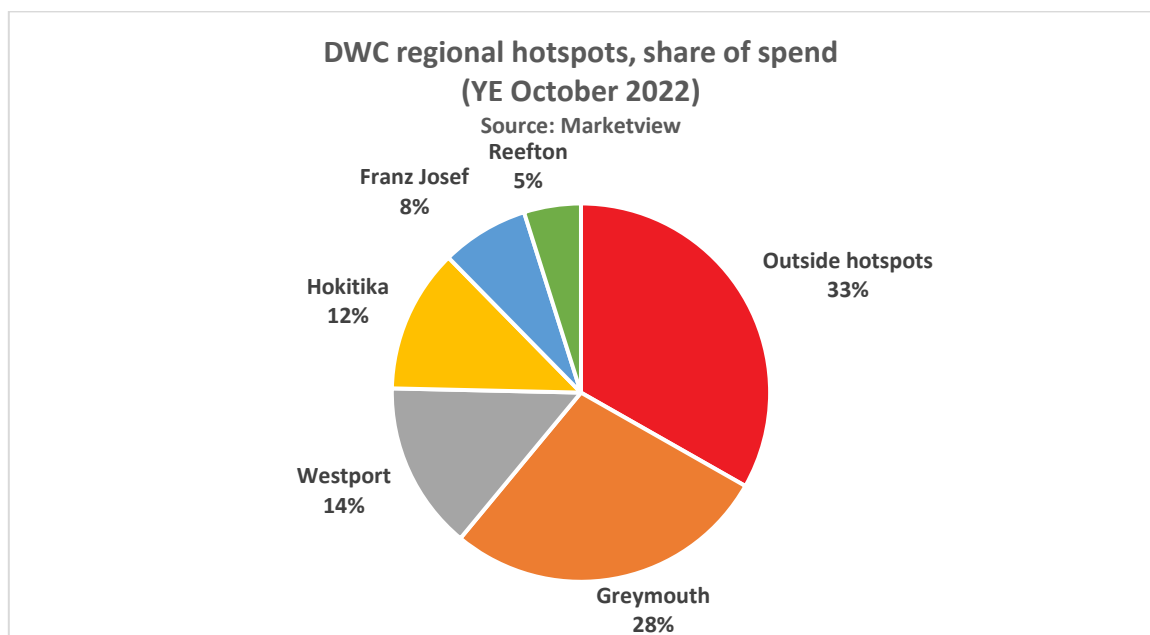
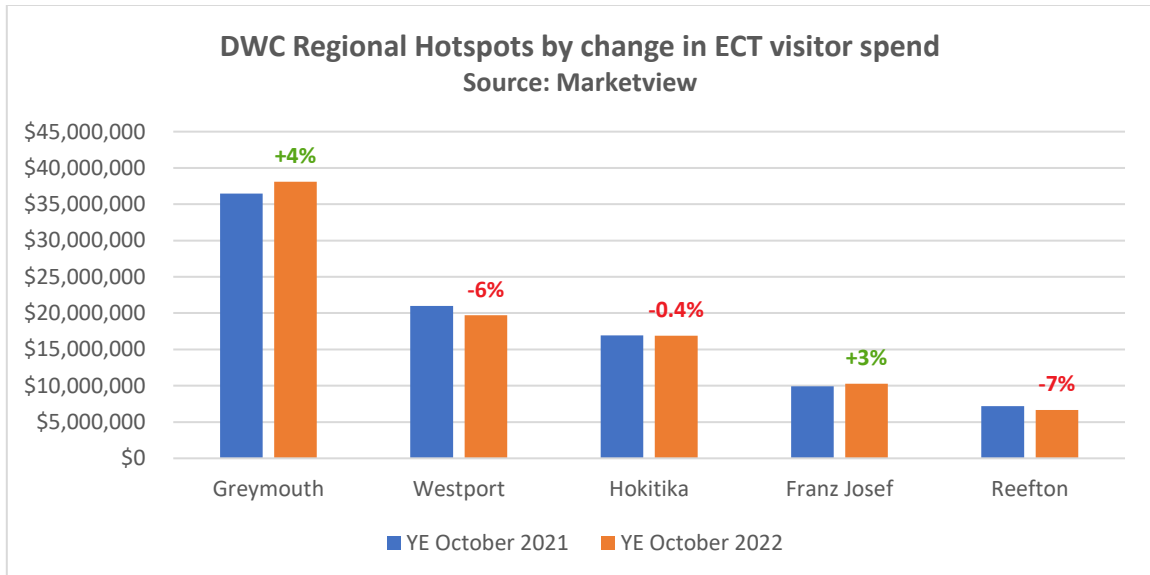


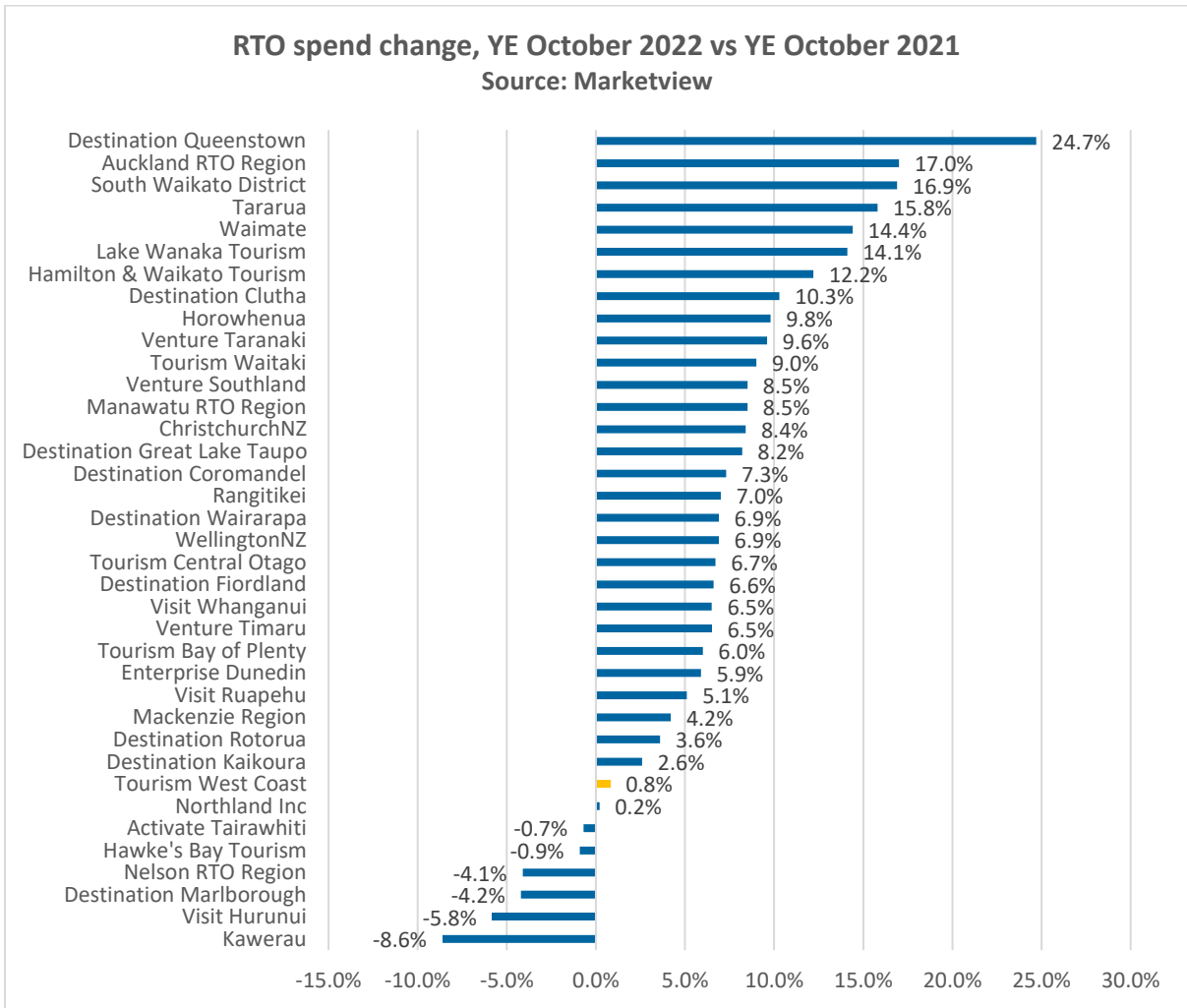
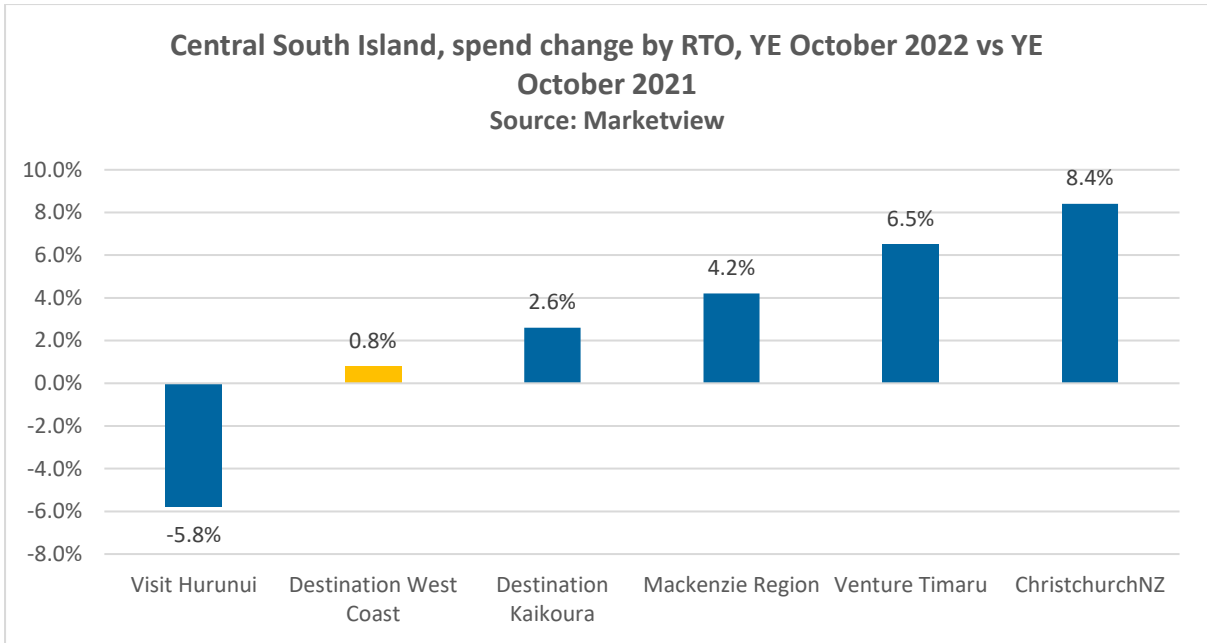


Regional hotspots

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up 67% of ECT visitor spending in the West Coast in October 2022.

Hotspot	October 2022 spend	Change from October 2019	Change from October 2021	YE October 2022 spend	Change from YE October 2021
Greymouth	\$4.1m	+32.9%	+19.0%	\$38.1m	+4.5%
Westport	\$1.9m	+21.6%	-4.1%	\$19.7m	-6.1%
Hokitika	\$1.9m	+31.2%	+25.8%	\$16.9m	-0.4%
Fox & Franz Josef	\$1.6m	-30.4%	+109.2%	\$10.3m	+3.4%
Reefton	\$546k	+33.1%	-23.7%	\$6.7m	-6.9%





Accommodation

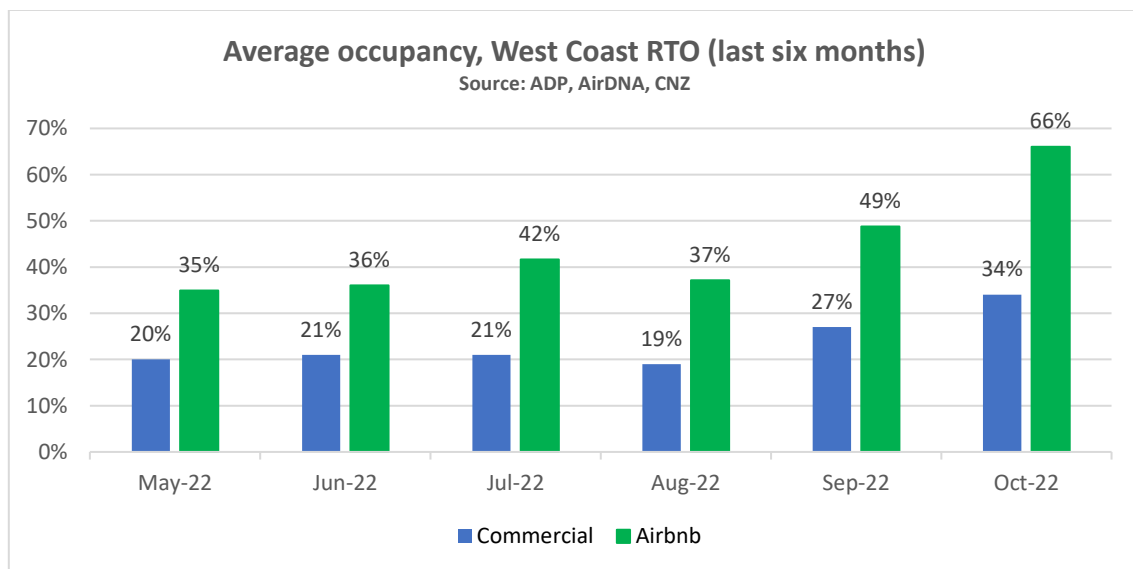
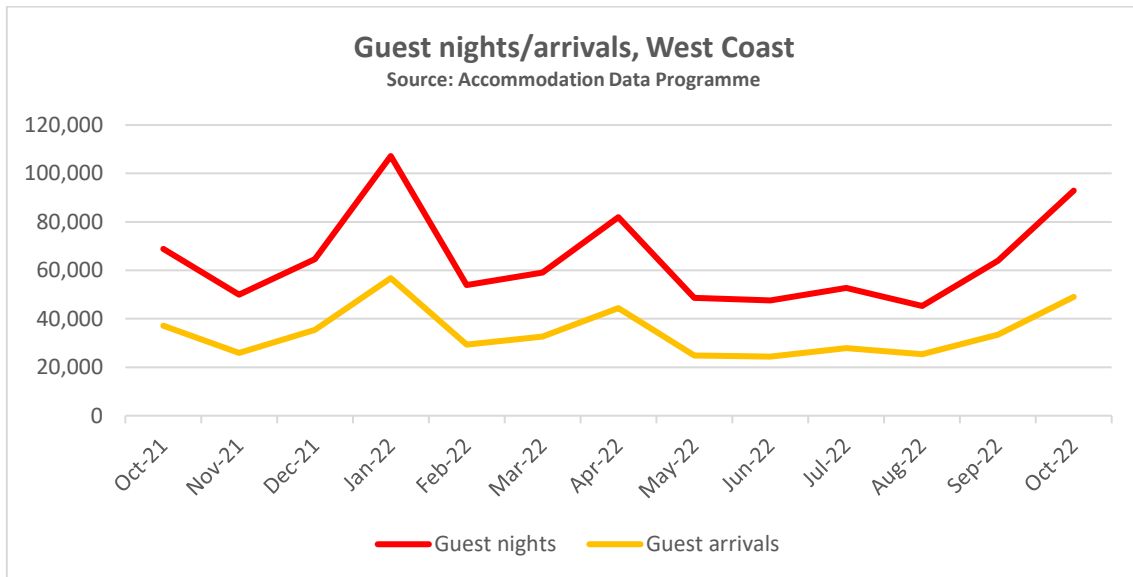
Commercial

In total, 142 accommodation providers on the West Coast were registered on the ADP in October 2022, with 135 of these identifying as ‘active’.

49,100 recorded guest arrivals spent 92,900 guest nights in commercial accommodation in the West Coast RTO area in October 2022. Guest arrivals were up 32% from October 2021 and guest nights up 35%. Of these guest nights, 51% were spent in the Westland District, 26% in Buller District and 23% in Grey District. Guest nights spent on the West Coast made up 3.0% of total guest nights in NZ for the month.

The average occupancy rate was 34%, below the national average of 52%. Occupancy in Grey District was 42%, followed by Westland District at 34% and Buller District at 30%.

The average length of stay was 1.9 nights, below the national average of 2.1 nights.



Airbnb

A total of 538 active rentals in the West Coast region were listed on Airbnb in October 2022, an increase of 36 listings from the previous month. Of these, 43% were in Westland District, 38% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in October 2022 was 66%, an increase of 15 percentage points from same month last year.

Average daily rates by price tier and location are listed below with changes in pricing compared to the previous month (if applicable):

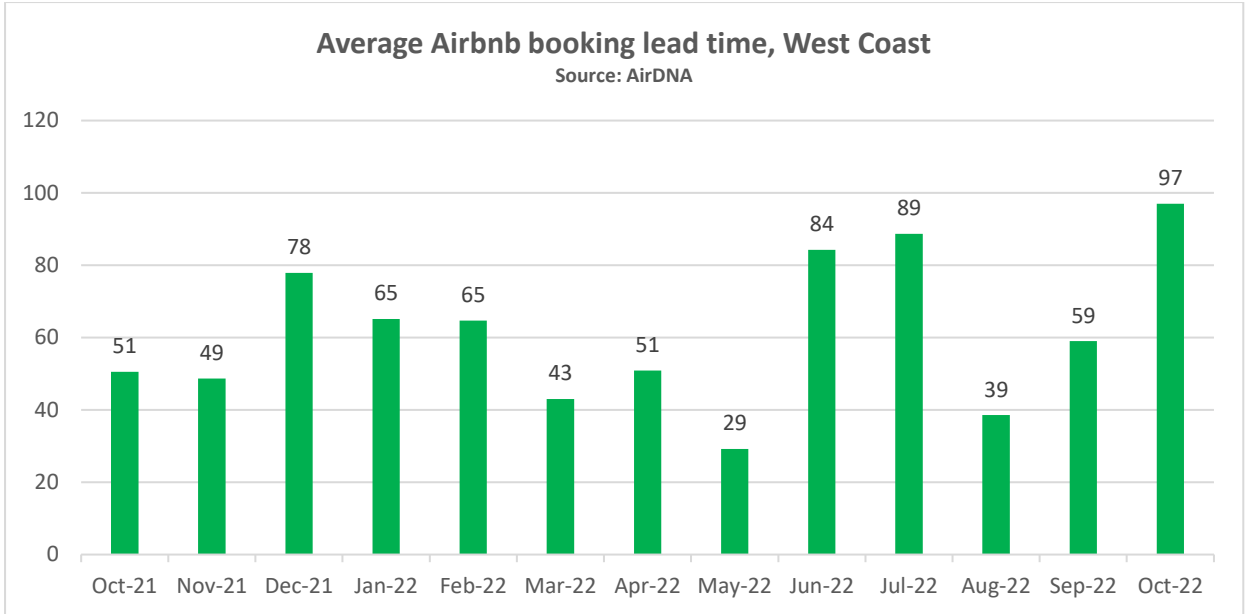
Airbnb average daily rates, West Coast (October 2022)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$351	+12%	\$247	-1%	\$182	+2%	\$160	-1%	\$152	+3%
Buller District	\$334	+6%	\$214	-2%	\$203	+4%	\$146	-1%	\$118	-1%
Grey District	\$344	+10%	\$188	-6%	\$154		\$145	-1%	\$105	-2%

Airbnb revenue for the month totaled at \$1.5m in the West Coast region, down 14% from October 2019 and up 20% from October 2021.

A total of \$13.2m in Airbnb revenue was generated over the YE October 2022, up 3% or \$326k from the YE October 2021. Revenue decreased in the YE October 2022 for Grey Districts compared to the previous year (down -3%) and increased in Buller and Westland by 5% and 4% respectively.



The average booking lead time for West Coast Airbnb listings booked for October 2022 was 97 days. This was 46 days longer than the average booking lead time in October 2021. Booking lead times were longest for listings in Buller District at 163 days; followed by Westland at 60 days and 54 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.