triptech

Destination Analytics Report:

Prepared for West Coast RTO

October 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.
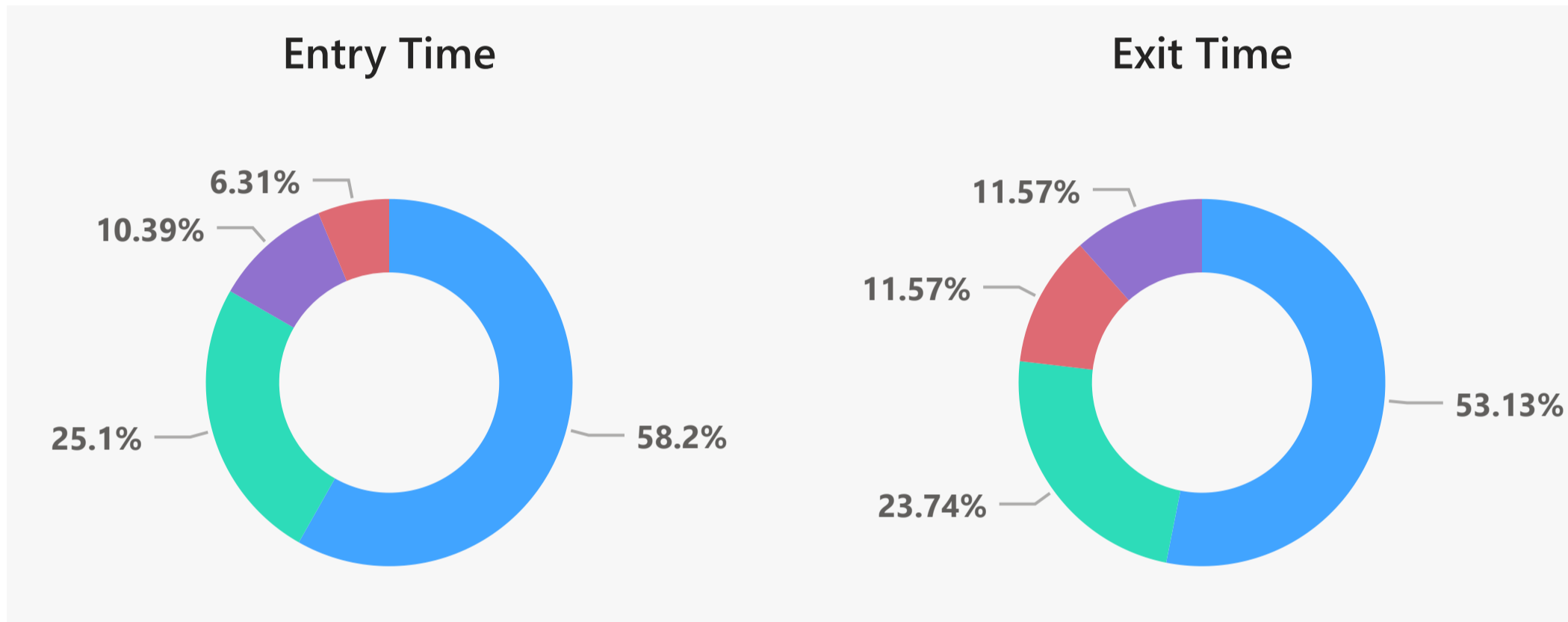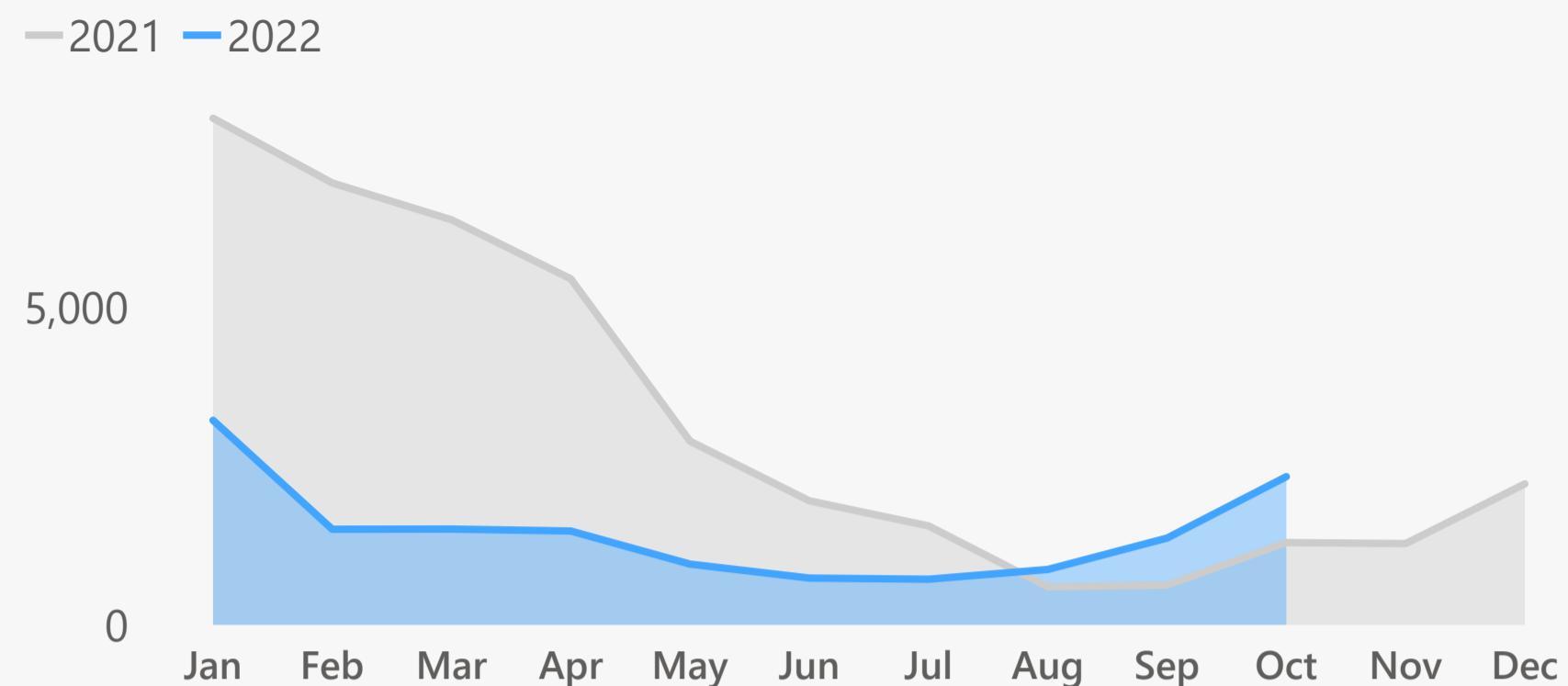
Monthly Regional Dashboard

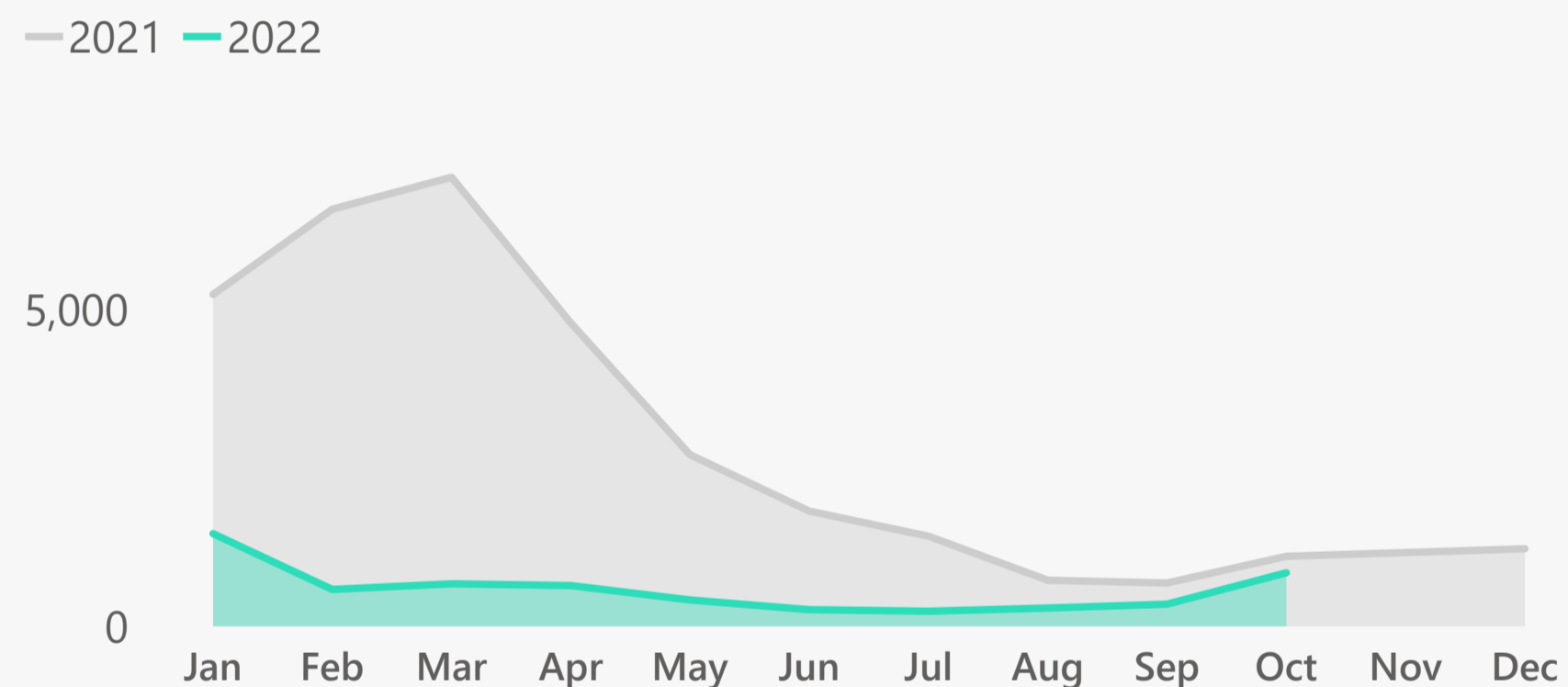## Visitors
2,338 ▲ 71% Prior Period
▲ 80% Prior Year

Overnight Stays
845 ▲ 141% Prior Period
▼ -24% Prior Year

Avg. Nights Stayed
1.55 ▲ 10% Prior Period
▼ -29% Prior Year

Country of Origin

Country	% of Visitors ▼
New Zealand	20.3%
Australia	17.5%
Germany	10.8%
United Kingdom	9.8%
United States	7.4%

Top 5 Resident Localities

Home Locality	% of Visitors ▼
Oaklands East	7.3%
Ashburton Forks	4.9%
Mandeville-Ohoka	4.9%
Rutherglen-Camerons	4.9%
Washington	2.4%

Top 5 Resident Regions

Home Region	% Visitors
Christchurch	39.0%
Nelson Tasman RTO	19.5%
West Coast RTO	12.2%
Auckland RTO	7.3%
Waitaki RTO	2.4%

Entry Time

- 6.31%
- 10.39%
- 25.1%
- 58.2%

Exit Time

- 11.57%
- 11.57%
- 23.74%
- 53.13%

Legend:
- ● 6am to 10am
- ● 10am to 5pm
- ● 5pm to 8pm
- ● 8pm to 6am

Top 5 Prior Regions

Entered From Region	% of Visitors ▼
Nelson Tasman RTO	31.1%
Wanaka	26.8%
Christchurch	26.1%
Queenstown	4.6%
Marlborough RTO	3.2%

Top 5 Next Regions

Went To Region	% of Visitors ▼
Wanaka	33.8%
Christchurch	25.6%
Nelson Tasman RTO	24.9%
Queenstown	5.1%
Marlborough RTO	3.0%

National Visitor Numbers Region Comparison

Top 10

Region Name	Prior Period ▼	Prior Year
Tararua	110%	-6%
Marlborough RTO	101%	68%
North Canterbury	97%	75%
Wairarapa RTO	95%	-10%
Nelson Tasman RTO	95%	26%
Ruapehu RTO	91%	139%
Gisborne RTO	84%	-23%
Clutha	81%	29%
Fiordland	80%	173%
Lake Taupo RTO	78%	111%

Bottom 10

Region Name	Prior Period ▲	Prior Year
Auckland RTO	35%	78%
Christchurch	37%	1%
Queenstown	39%	48%
Waikato RTO	42%	127%
South Canterbury	47%	14%
Central Otago RTO	48%	5%
MacKenzie	49%	93%
Wanaka	53%	71%
Taranaki RTO	56%	35%
Northland RTO	57%	182%

Total Visitors

2,338

71% Prior Period

80% Prior Year

5,000

0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Overnight Stays

2021 2022

845

141% Prior Period

-24% Prior Year

5,000

0

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Avg. Nights Stayed

2021 2022

1.55

10% Prior Period

-29% Prior Year

3

2

1

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Visitor Country of Origin

0.64% 0.04%
1.88%
2.69%
2.82%
2.91%
4.45%
7.36%
7.44%
9.84%
10.82%
17.49%
20.27%

User Home

- New Zealand
- Australia
- Germany
- United Kingdom
- United States
- France
- Netherlands

Domestic **International**

474 1,864
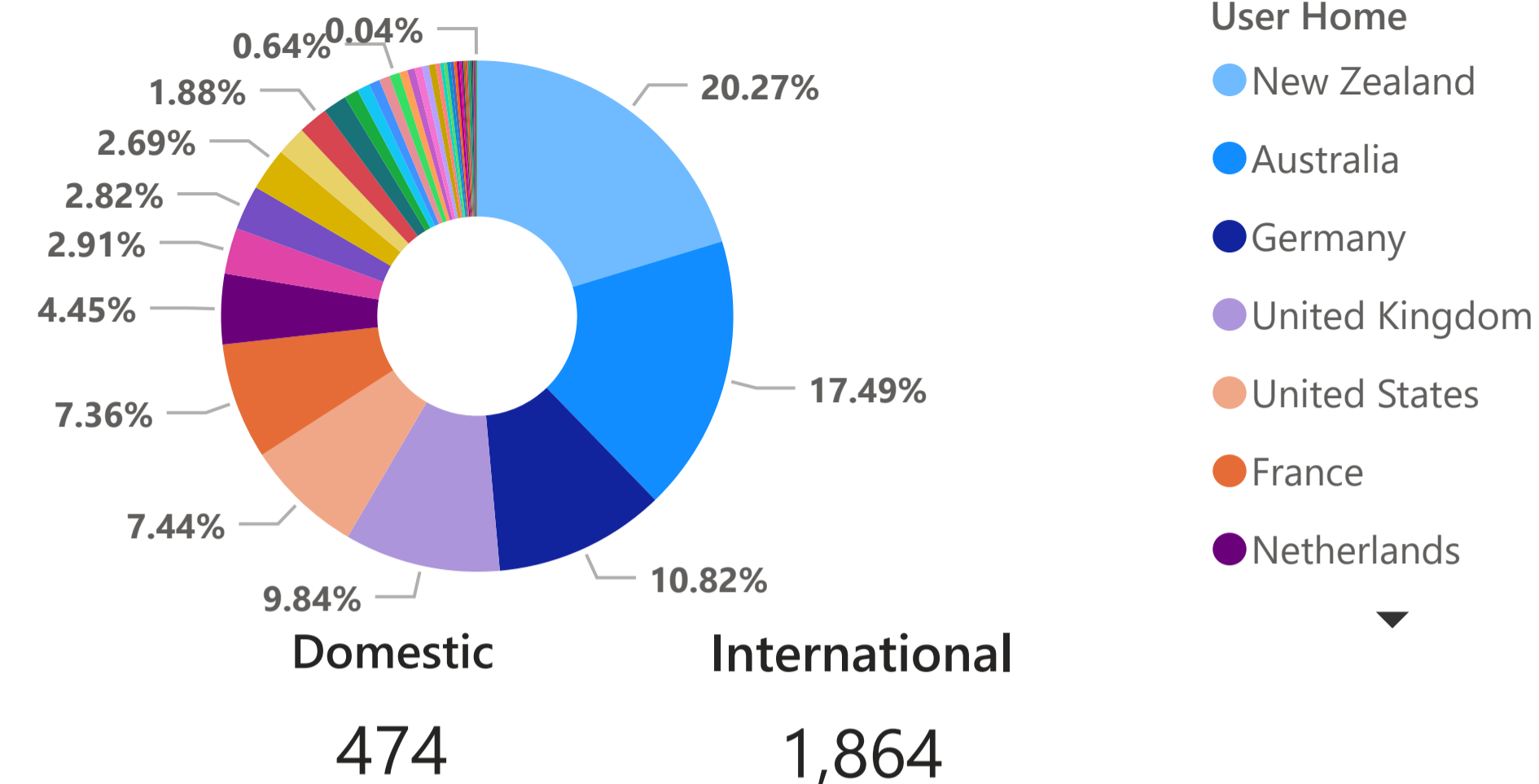
Total Visitors

For October 2022, West Coast RTO saw a total of 2,338 visitors which was an increase of 71% on the prior month, and an increase of 80% 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 October 2022, West Coast RTO saw a total of 845 overnight stays which is up 141% on the previous month, and down -24% on the same time last year.
On average visitors stayed for 1.55 nights in the region which was up 10% on the previous month and down -29% 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 474 visitors and accounted for 20 % of all visitors. There were 1,864 international visitors (80 %) with the top 3 countries being Australia (17.5 %), Germany (10.8 %) and United Kingdom (9.8 %)

Selected Region	Prior Period	Prior Year
West Coast RTO	▲ 71%	▲ 80%

National Visitor Numbers Comparison

Top 10

Region Name	Prior Period	Prior Year
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Bottom 10

Region Name	Prior Period	Prior Year
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Queenstown	39%	48%
Taranaki RTO	56%	35%
South Canterbury	47%	14%
Central Otago RTO	48%	5%
Christchurch	37%	1%

Top 5 Resident Localities

Home Locality	% of Visitors
Oaklands East	7.3%
Ashburton Forks	4.9%
Mandeville-Ohoka	4.9%
Rutherglen-Camerons	4.9%
Washington	2.4%

Top 5 Resident Regions

Home Region	% Total Visitors
Christchurch	39.0%
Nelson Tasman RTO	19.5%
West Coast RTO	12.2%
Auckland RTO	7.3%
Waitaki RTO	2.4%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in October 2022. Oaklands East 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 7.3% of the observed market.

Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited West Coast RTO in October 2022.
The top 3 regions were:
- Christchurch - 39.0% of visitors.
- Nelson Tasman RTO - 19.5% of visitors.
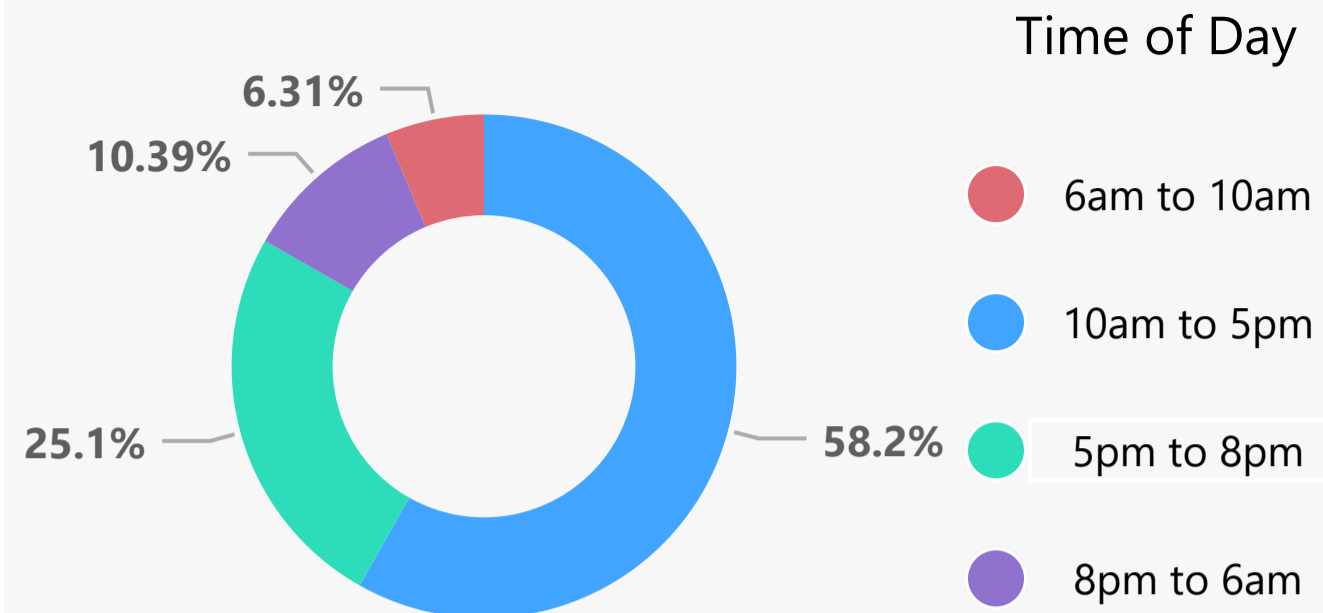- West Coast RTO - 12.2% of visitors.

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

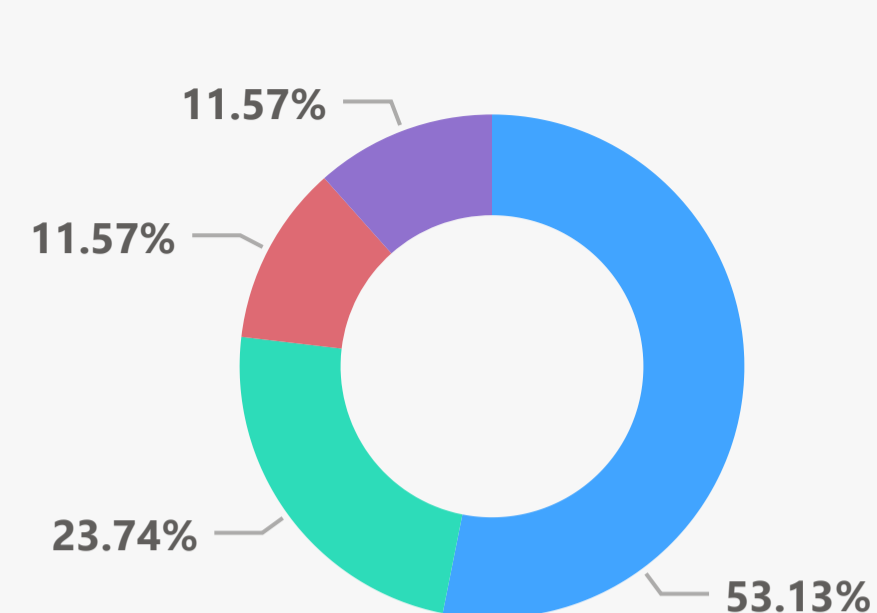## Regional Visitor Comparison Top & Bottom

For October 2022, West Coast RTO experienced an increase of 71% in visitor numbers compared to the previous month and an increase of 80% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 57% higher compared to the previous month and 50% higher when compared to the same time last year.

As such West Coast RTO is trending above the New Zealand average in October 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.
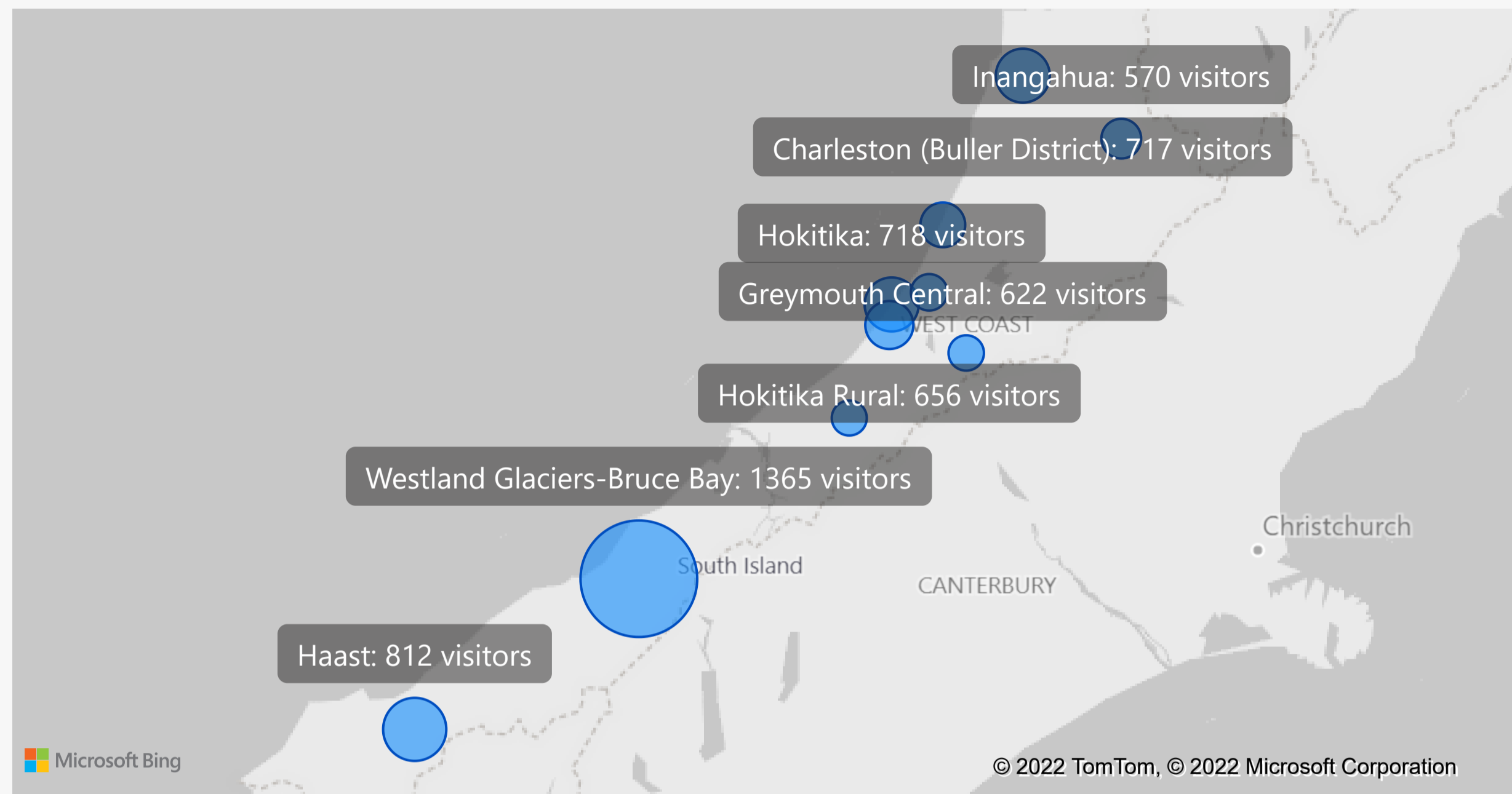
Entry Time

- 6.31%
- 10.39%
- 25.1%
- 58.2%

Exit Time

- 11.57%
- 11.57%
- 23.74%
- 53.13%

Time of Day

- 🔴 6am to 10am
- 🔵 10am to 5pm
- 🟢 5pm to 8pm
- 🟣 8pm to 6am

Top Visitor Localities

- Inangahua: 570 visitors
- Charleston (Buller District): 717 visitors
- Hokitika: 718 visitors
- Greymouth Central: 622 visitors
- Hokitika Rural: 656 visitors
- Westland Glaciers-Bruce Bay: 1365 visitors
- Haast: 812 visitors

WEST COAST · South Island · CANTERBURY · Christchurch

Microsoft Bing

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Top 5 Prior Regions

Entered From Region	% of Visitors ▼
Nelson Tasman RTO	31.1%
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Top 5 Next Regions

Went To Region	% of Visitors ▼
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Most Popular Localities

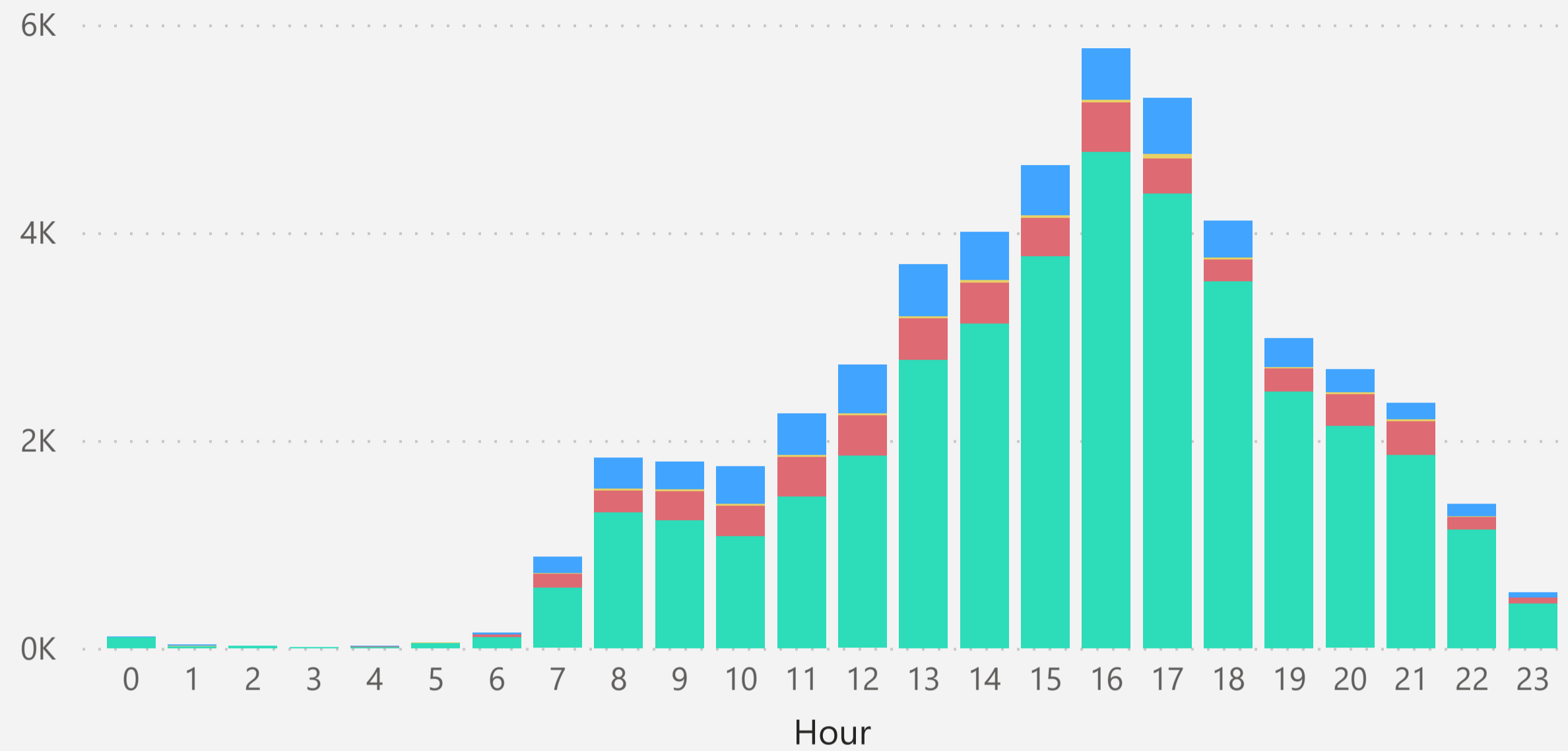In October 2022, the most visited localities in West Coast RTO were:

- Westland Glaciers-Bruce Bay - 1365 visitors (138 domestic, 1227 international).
- Haast - 812 visitors (97 domestic, 715 international).
- Hokitika - 718 visitors (116 domestic, 602 international).
- Charleston (Buller District) - 717 visitors (112 domestic, 605 international).
- Hokitika Rural - 656 visitors (92 domestic, 564 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.

Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for October 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 58.2% of visitors recorded in that time frame.
The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 53.1% 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 October 2022.

Active Search Times

Category ● Accommodation ● Attractions ● Food ● Services

Most Popular Search Categories

Category ▼	Current Period	Previous Period	% Change
Paid Campground	14,733	7,003	110%
Low-cost Campground	11,872	5,473	117%
Free Camping Area	10,277	5,424	89%
Walking / Hiking Trail	2,808	1,924	46%
Public Toilet	1,435	627	129%
Dump Station	945	485	95%
Petrol Station	919	522	76%
Fishing	780	371	110%
Supermarket	517	270	91%
Sports & Adventure	456	338	35%

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 3 - 4am.
  • Services were most searched between 5 - 6pm and least searched between 4 - 5am.
  • Attractions were most searched between 4 - 5pm and least searched between 5 - 6am.
  • Food was most searched between 5 - 6pm and least searched between 1 - 2am.

Search Categories Insights

There were a total of 49,078 searches in West Coast RTO for October 2022 which was an increase of 95% on the previous month. The most searched categories were:
  • Paid Campground 14,733 searches (up 110% on previous month).
  • Low-cost Campground: 11,872 searches (up 117% on previous month).
  • Free Camping Area: 10,277 searches (up 89% on previous month).

The fastest growing categories or those that declined the least in the top 10 over the last month were:
  • Public Toilet: up 129% (to 1435 searches).
  • Low-cost Campground: up 117% (to 11872 searches).
  • Paid Campground: up 110% (to 14733 searches).

The categories that declined the most or had the least growth over the last month were:
  • Sports & Adventure: up 35% (to 456 searches).
  • Walking / Hiking Trail: up 46% (to 2808 searches).
  • Petrol Station: up 76% (to 919 searches).

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.

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For more information email **info@triptech.com**

Or visit www.triptech.com