

# West Coast Visitor Trends Report



## August 2022

### Key figures August 2022

Average Daily Visitors: 4,785

ECT Visitor Spend: \$8.2m

Average length of stay: 1.8 nights

Accommodation occupancy rate: 19%

Airbnb occupancy rate: 37%

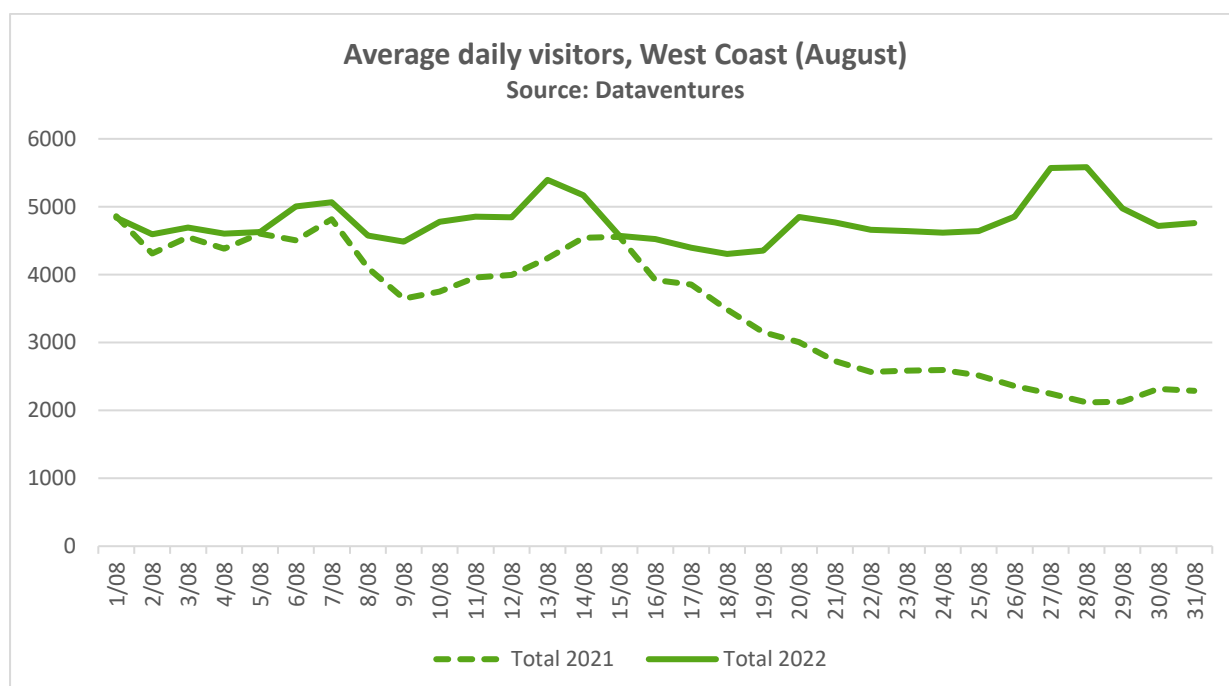
Dates	Events
<b>August</b>	New Zealand remains at the Orange Traffic Light Setting
<b>20<sup>th</sup> August</b>	The Black Ferns v Wallaroos held at Orangetheory Stadium, Christchurch
<b>27<sup>th</sup> August</b>	All Blacks v Argentina held at Orangetheory Stadium, Christchurch

## Visitor numbers

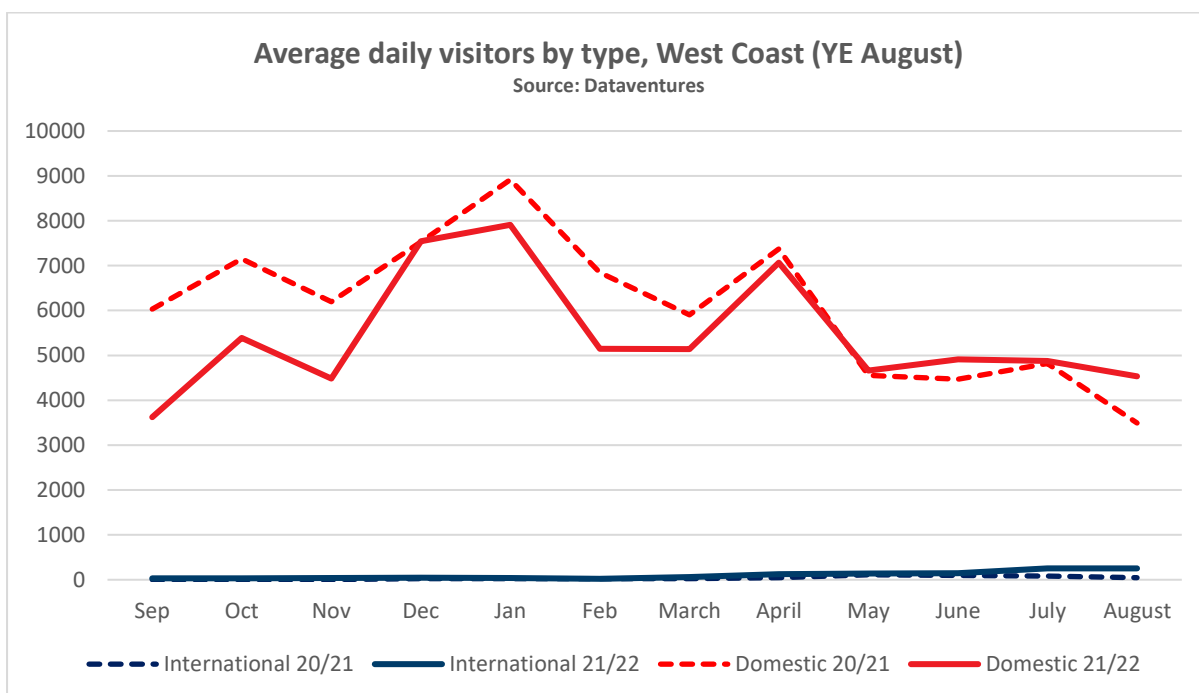
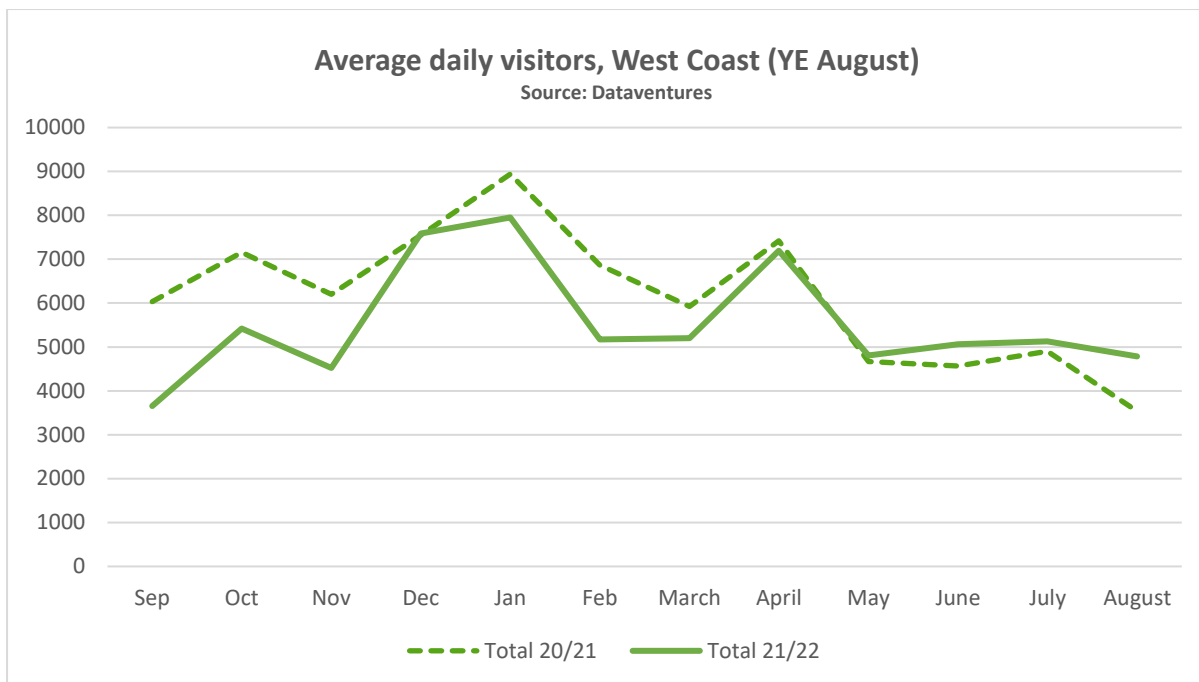
Dataventures figures capture the number of daily visitors in the West Coast region using phone data, which records the average number of visitors in an area every day at midday.

Looking back at August in 2021, New Zealand was in a nationwide lockdown under COVID Response Alert Level 4 resulting in a very low baseline. An average of 4,785 visitors were in the West Coast region each day in August 2022. This was a decrease of -22% or -1,317 average daily visitors from August 2020, and an increase of 35% or 1,248 average daily visitors from August 2021.

An estimated 4,534 of these were domestic visitors, down -26% or -1,565 average daily visitors from August 2020 and up 30% or 1,041 average daily visitors from August 2021. An average of 251 international visitors were in the West Coast region each day in August 2022, up 248 average daily visitors from August 2020 and up 207 daily visitors from August 2021.



Over the YE August 2022 period, an average of 5,540 visitors were in the West Coast region each day. This was a reduction of -10% or -607 average daily visitors when compared to the previous 12-month period. At least 5,441 of these were domestic visitors. Average daily domestic visitor counts were down -11% or -666 visitors compared to the YE August 2021. Average daily international visitor counts were 99. This was an increase of 145% or 59 average daily international visitors when compared to the previous 12-month period.

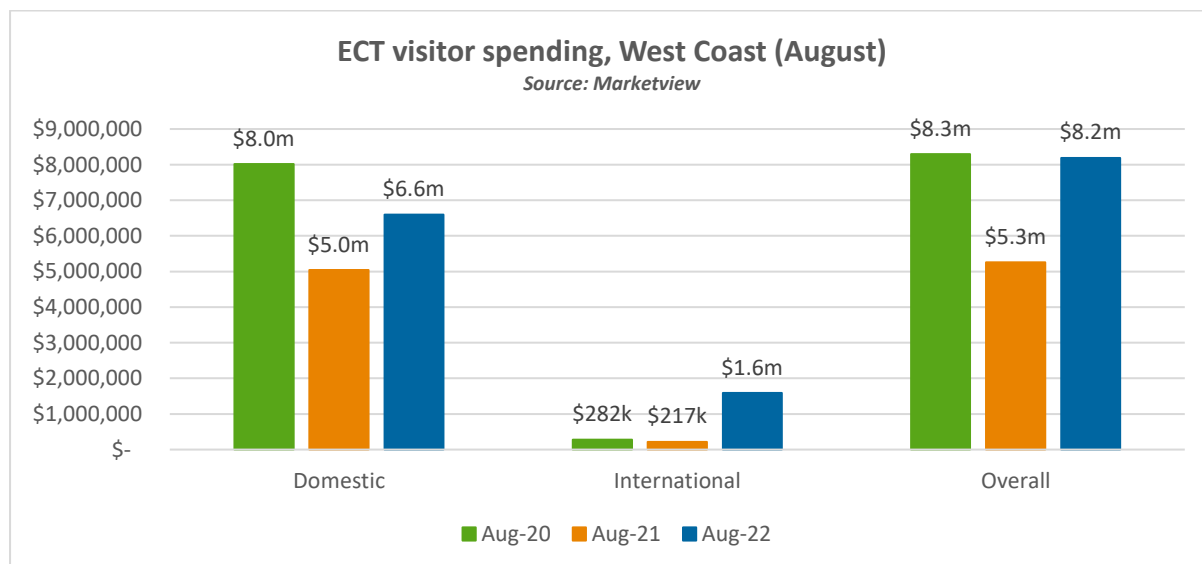


## Visitor Spending

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.

Looking back at August in 2021, New Zealand was in a nationwide lockdown under COVID Response Alert Level 4 resulting in a very low baseline. ECT visitor spending in the West Coast RTO region in August 2022 was \$8.2m, down -1% or -\$106k from August 2020 and up 56% or \$2.9m from August 2021. ECT spending by domestic visitors made up \$6.6m of this, down -18% or -\$1.4m from August 2020 and up 31% or \$1.6m from August 2021. International ECT visitor spend for the month was \$1.6m, up 464% or \$1.3m from August 2020 and up 631% or \$1.4m from August 2021.

Spending in Westland District made up 43% of monthly visitor spending in the West Coast region in August 2022, followed by Grey District (33%) and Buller District (24%).



Average daily ECT visitor spending for August 2022 was \$264,177. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$55.

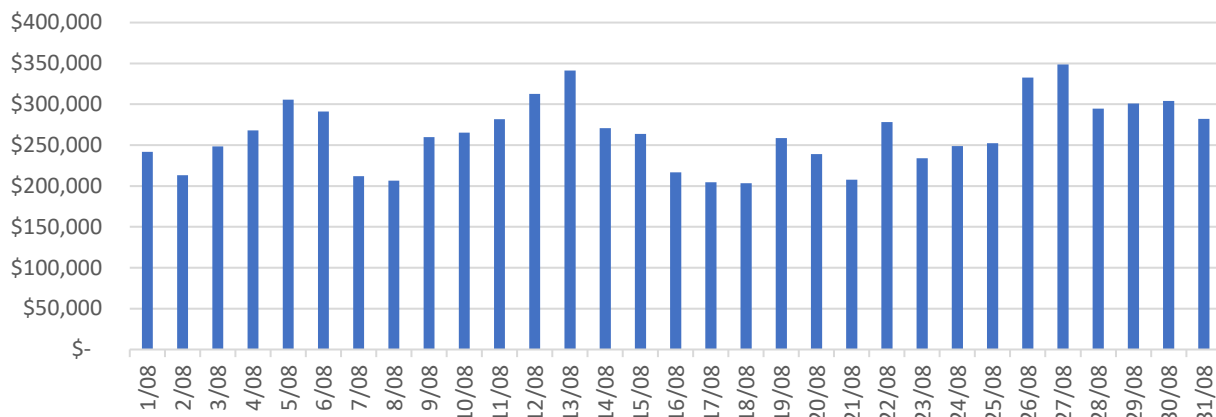
Daily ECT visitor spending was highest on Saturday 27<sup>th</sup> August and 13<sup>th</sup> August 2022 at \$348,611 and \$341,123 respectively.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in August 2022 at 39%, followed by visitors from Otago (13%); Auckland and Tasman (8%); and Nelson and Wellington (5%).

ECT visitor spending for the YE August 2022 was \$130m, down -8% or \$11.4m from that of the YE August 2021. Domestic ECT visitor spending for the YE August 2022 was \$122m, down -10% or -\$14.0m compared to the previous 12-month period. ECT spending by international visitors was \$7.6m, up 53% or \$2.6m from the YE August 2021.

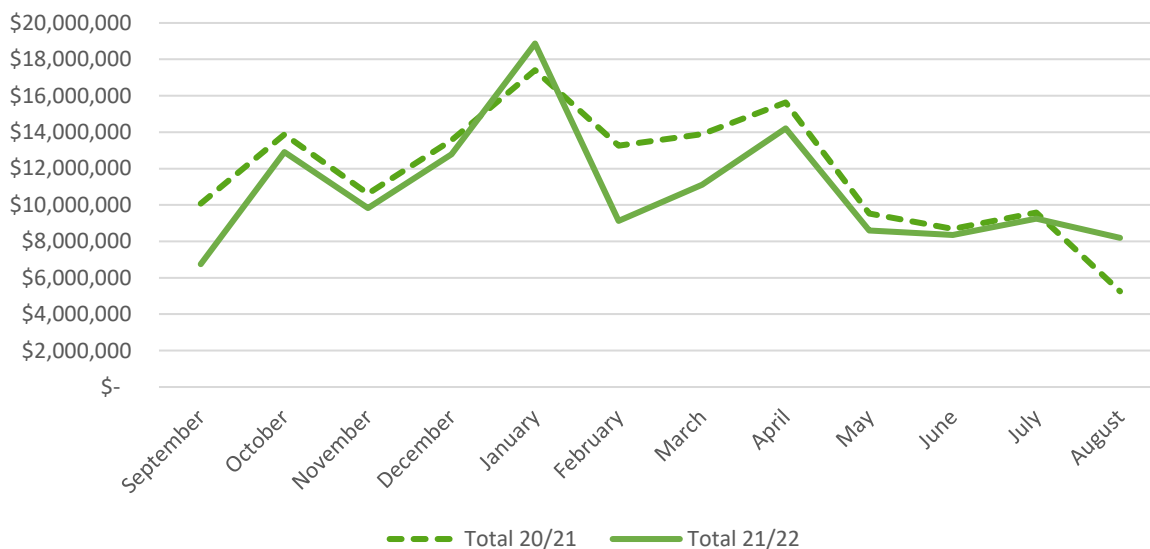
### Daily ECT visitor spend, West Coast (August 2022)

Source: Marketview



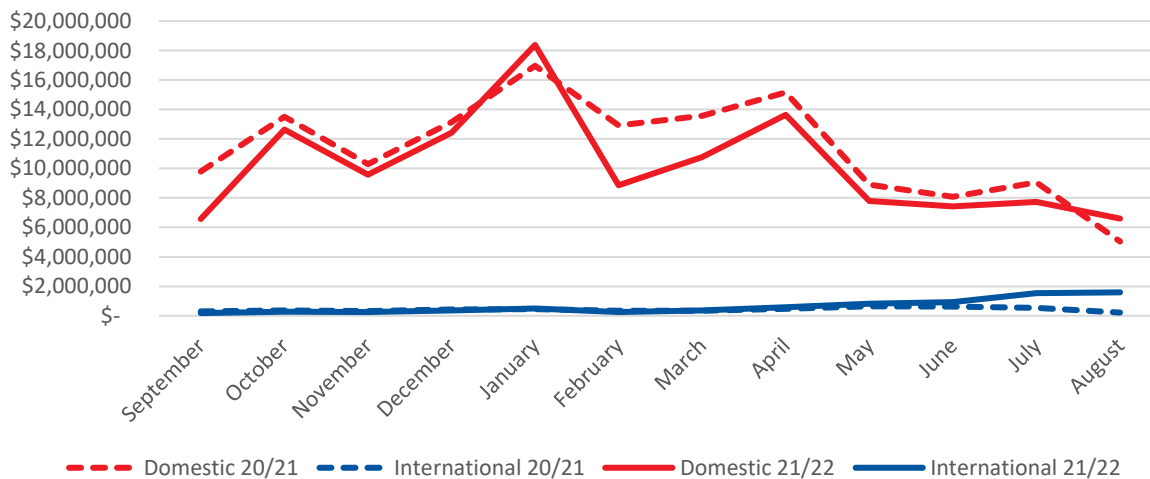
### ECT visitor spending, West Coast (YE August)

Source: Marketview



### ECT visitor spending, West Coast (YE August)

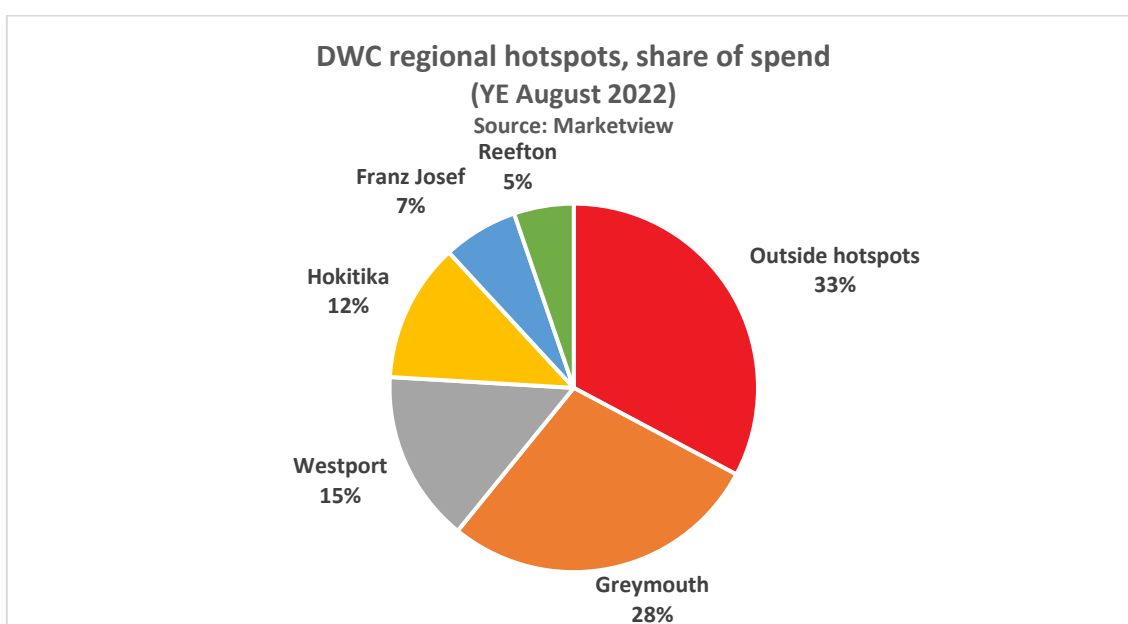
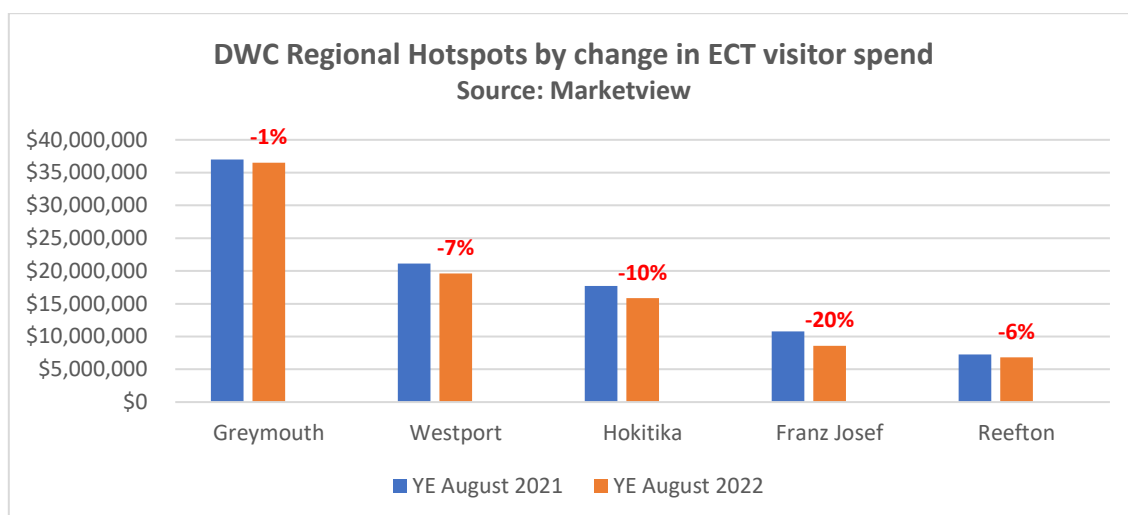
Source: Marketview

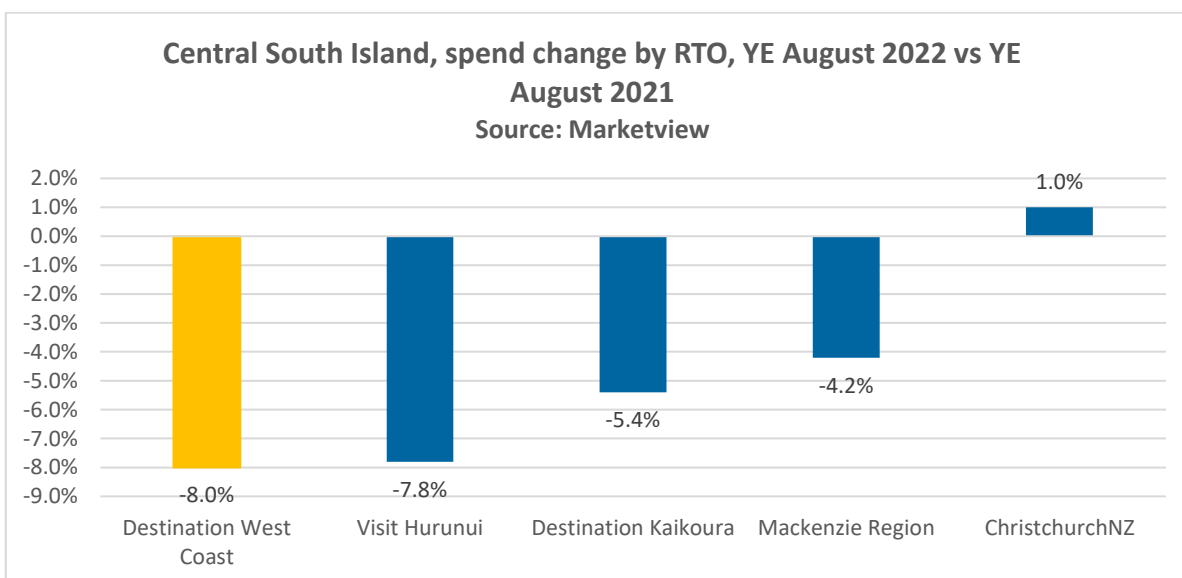
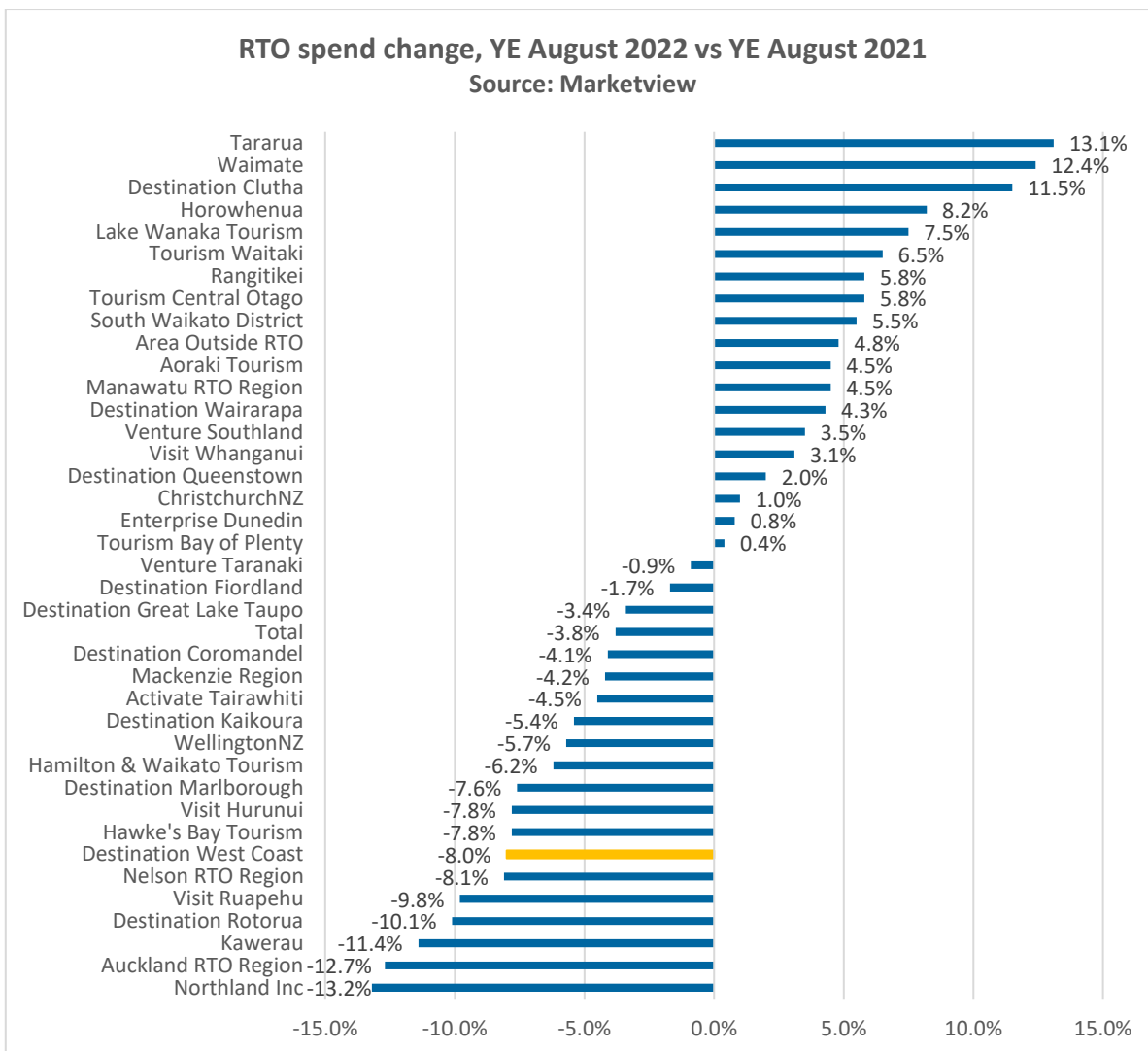


### Regional hotspots

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 August 2022.

Hotspot	August 2022 spend	Change from August 2020	Change from August 2021	YE August 2022 spend	Change from YE August 2021
Greymouth	\$2.5m	+5.2%	+47.8%	\$36.5m	-1.3%
Westport	\$1.0m	-8.5%	+25.0%	\$19.6m	-7.3%
Hokitika	\$951k	-9.1%	+45.7%	\$15.9m	-10.4%
Fox & Franz Josef	\$766k	+17.2%	+142%	\$8.6m	-20.2%
Reefton	\$328k	-11.1%	+4.3%	\$6.8m	-5.8%



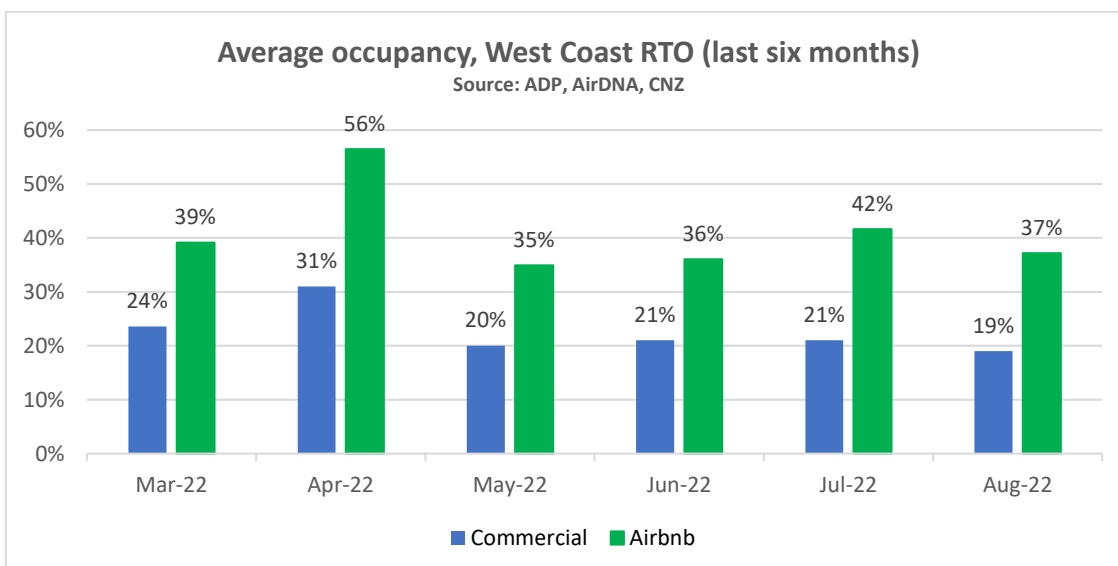
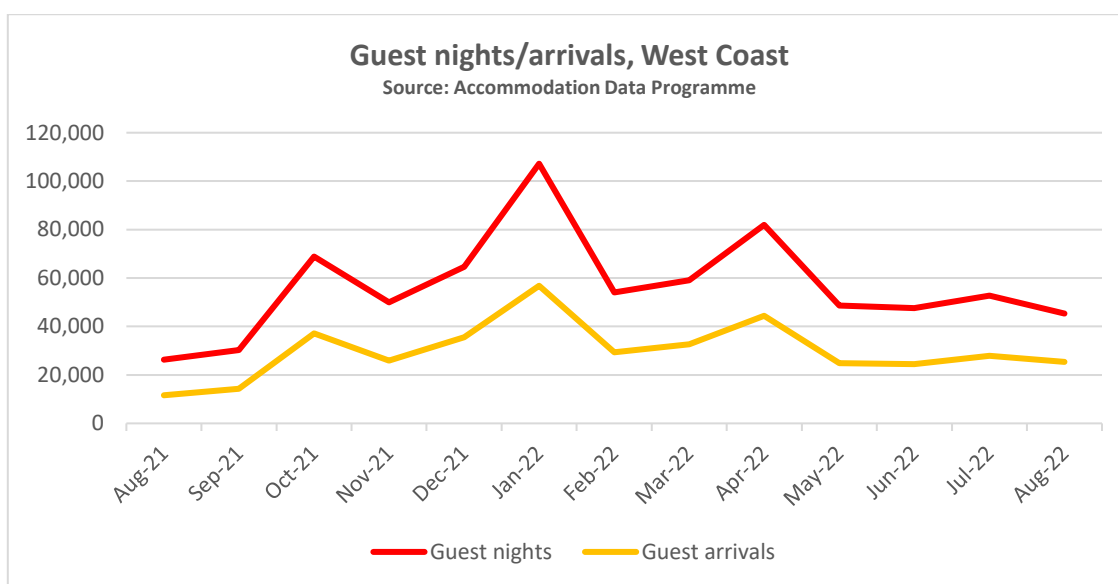


## Accommodation

### Commercial

In total, 140 accommodation providers on the West Coast were registered on the ADP in August 2022, with 130 of these identifying as 'active'. 25,400 recorded guest arrivals spent 45,300 guest nights in commercial accommodation in the West Coast RTO area in August 2022. Guest arrivals were up 119% from August 2021 and guest nights up 72%. Of these guest nights, 47% were spent in the Westland District, 27% in Buller District and 26% in Grey District. Guest nights spent on the West Coast made up 2.0% of total guest nights in NZ for the month.

The average occupancy rate was 19%, below the national average of 44%. Occupancy in Grey District was 28%, followed by Buller District at 18% and Westland District at 17%. The average length of stay was 1.8 nights, below the national average of 2.2 nights.





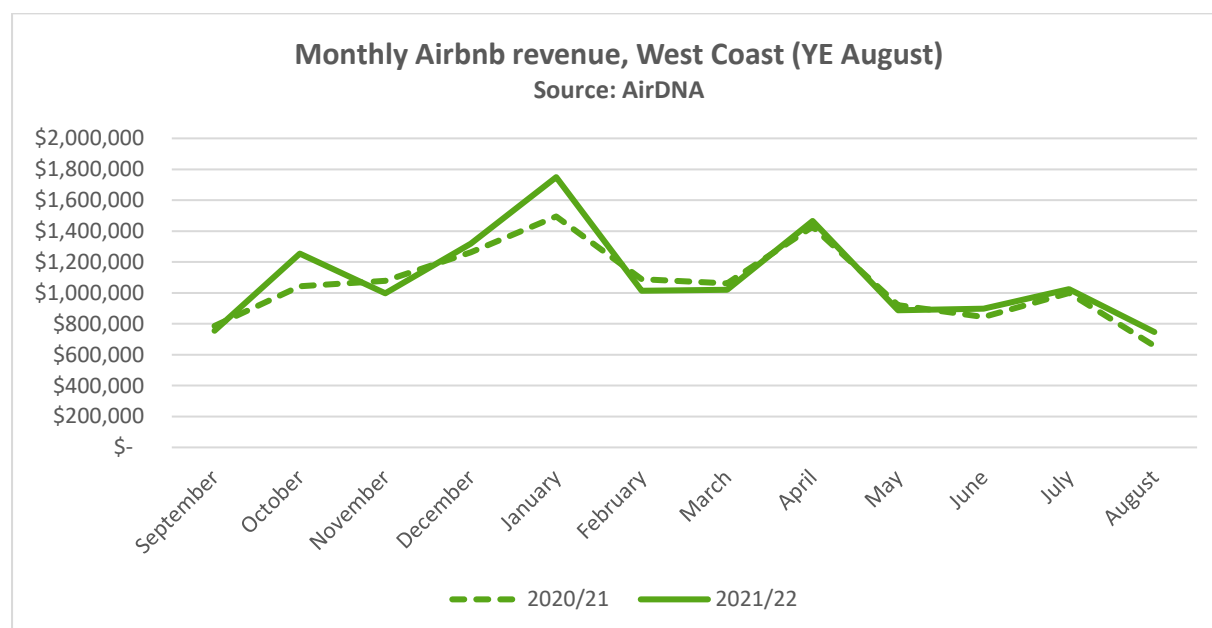
## Airbnb

A total of 504 active rentals in the West Coast region were listed on Airbnb in August 2022, a decrease of -17 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 August 2022 was 37%, an increase of 8 percentage points from same month last year.

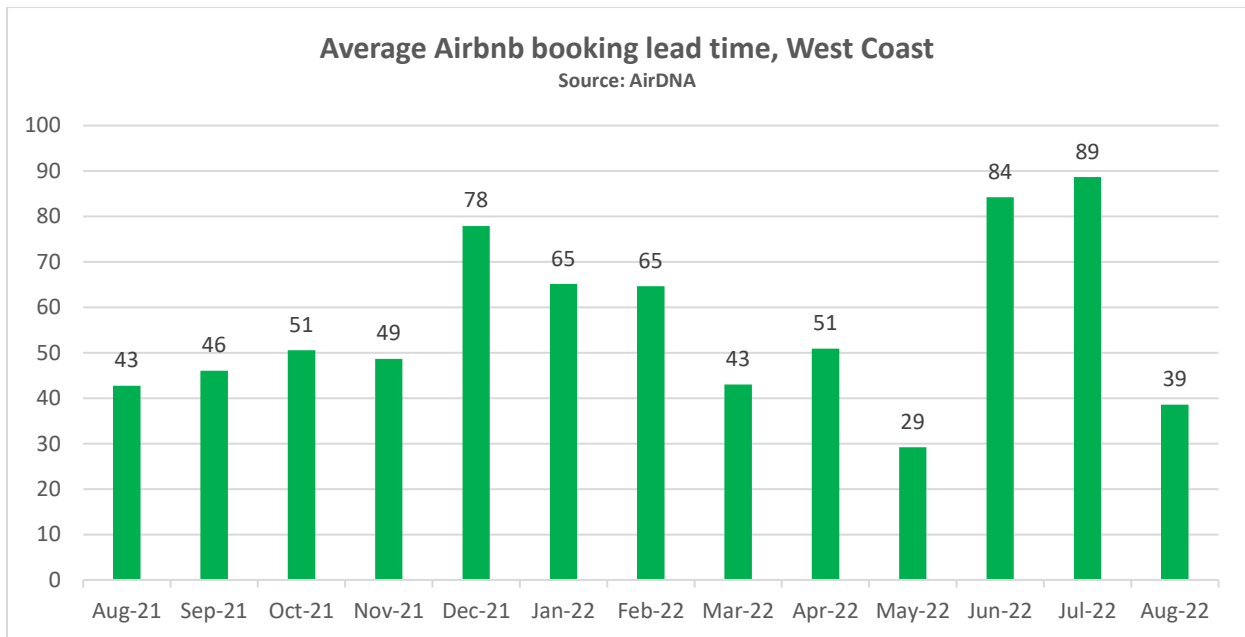
Average daily rates by listing type are listed below.

Airbnb average daily rates, West Coast (August 2022)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$288	+7%	\$221	+17%	\$161	+5%	\$154	-3%	\$137	+19%
Buller District	\$303	-5%	\$197	+4%	\$188	+17%	\$137	+6%	\$118	+10%
Grey District	\$318	+23%	\$192	-6%	\$148	+7%	\$137	+18%	\$104	+13%

Airbnb revenue for the month totaled at \$747k in the West Coast region, up 17% from August 2020 and up 14% from August 2021. A total of \$13.1m in Airbnb revenue was generated over the YE August 2022, up 4% or \$3.8m from the YE August 2021. Revenue decreased in the YE August 2022 for Grey Districts compared to the previous year (down -1%) and increased in Buller and Westland by 11% and 1% respectively.



The average booking lead time for West Coast Airbnb listings booked for August 2022 was 39 days. This was 4 days shorter than the average booking lead time in August 2021. Booking lead times were longest for listings in Buller District at 40 days; followed by Westland at 39 days and 35 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.