



Destination Analytics Report:

Prepared for West Coast RTO

August 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

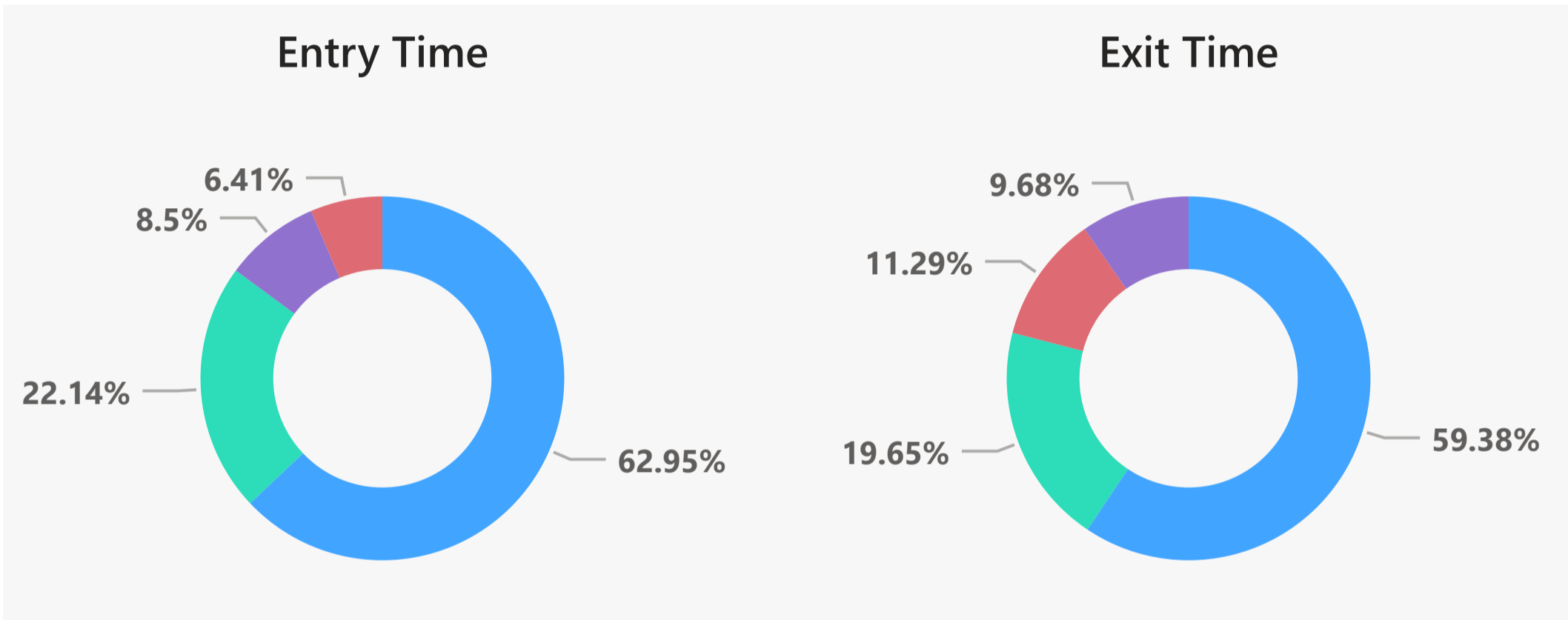
874 ▲ 21% Prior Period
▲ 46% Prior Year

Overnight Stays

289 ▲ 21% Prior Period
▼ -60% Prior Year

Avg. Nights Stayed

1.28 ▼ -3% Prior Period
▼ -52% Prior Year



Country of Origin

Country	% of Visitors
Australia	33.5%
New Zealand	31.9%
United Kingdom	9.0%
United States	6.2%
Spain	3.5%

Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	7.4%
Greymouth Central	7.4%
Rutherglen-Camersons	7.4%
Wanaka West	3.7%
Woodend	3.7%

Top 5 Resident Regions

Home Region	% Visitors
Christchurch	37.0%
West Coast RTO	25.9%
Nelson Tasman RTO	22.2%
Waikato RTO	3.7%
Wanaka	3.7%

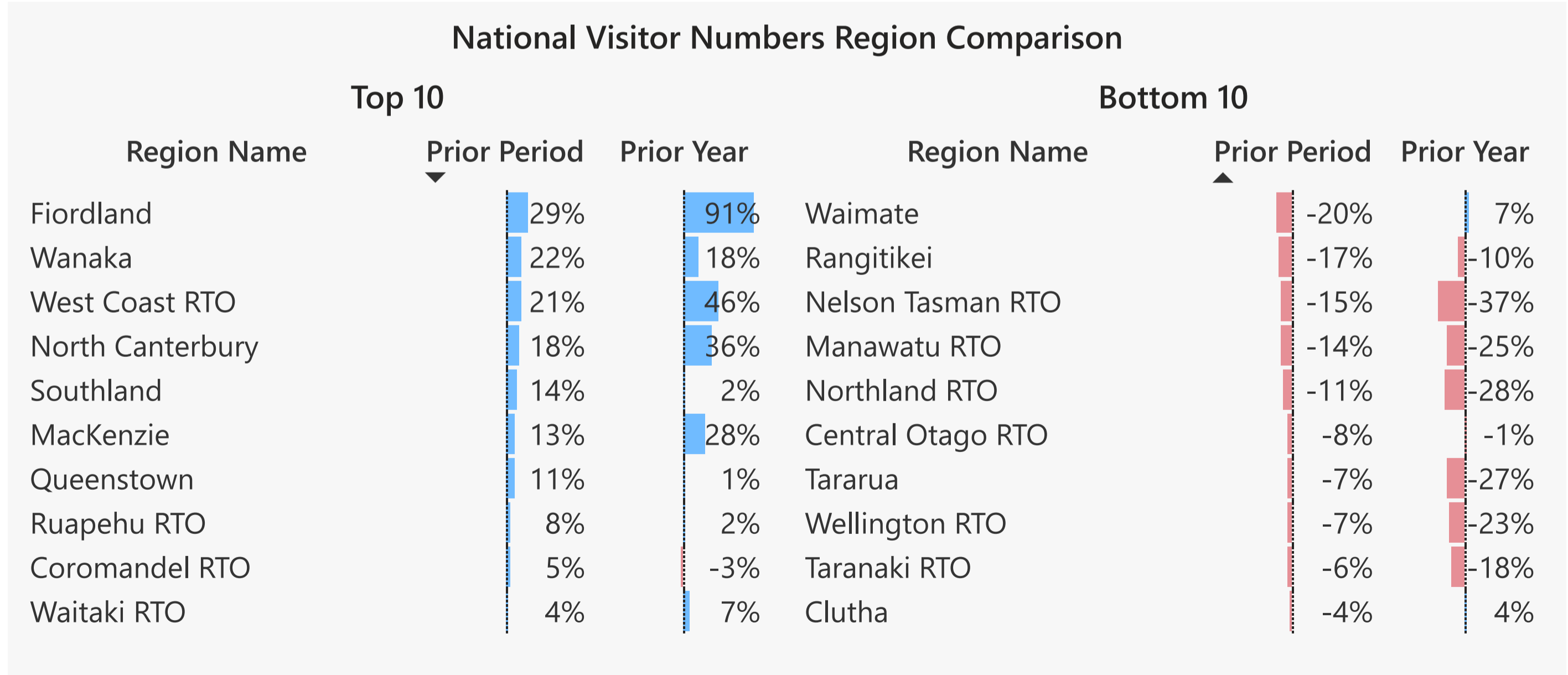


Top 5 Prior Regions

Entered From Region	% of Visitors
Christchurch	34.5%
Wanaka	28.9%
Nelson Tasman RTO	14.6%
Queenstown	6.5%
Marlborough RTO	3.1%

Top 5 Next Regions

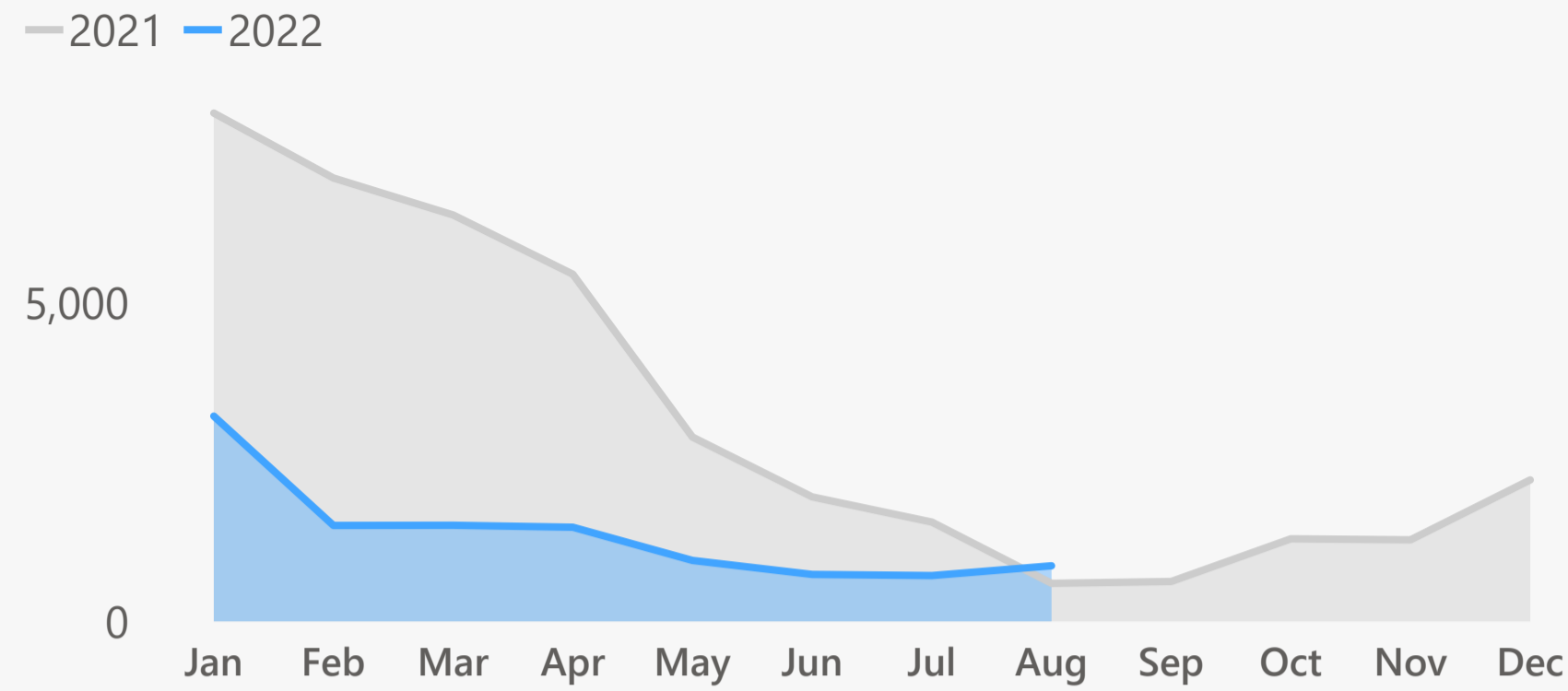
Went To Region	% of Visitors
Wanaka	35.3%
Christchurch	32.5%
Nelson Tasman RTO	15.6%
Queenstown	5.1%
Marlborough RTO	2.7%



Total Visitors

874

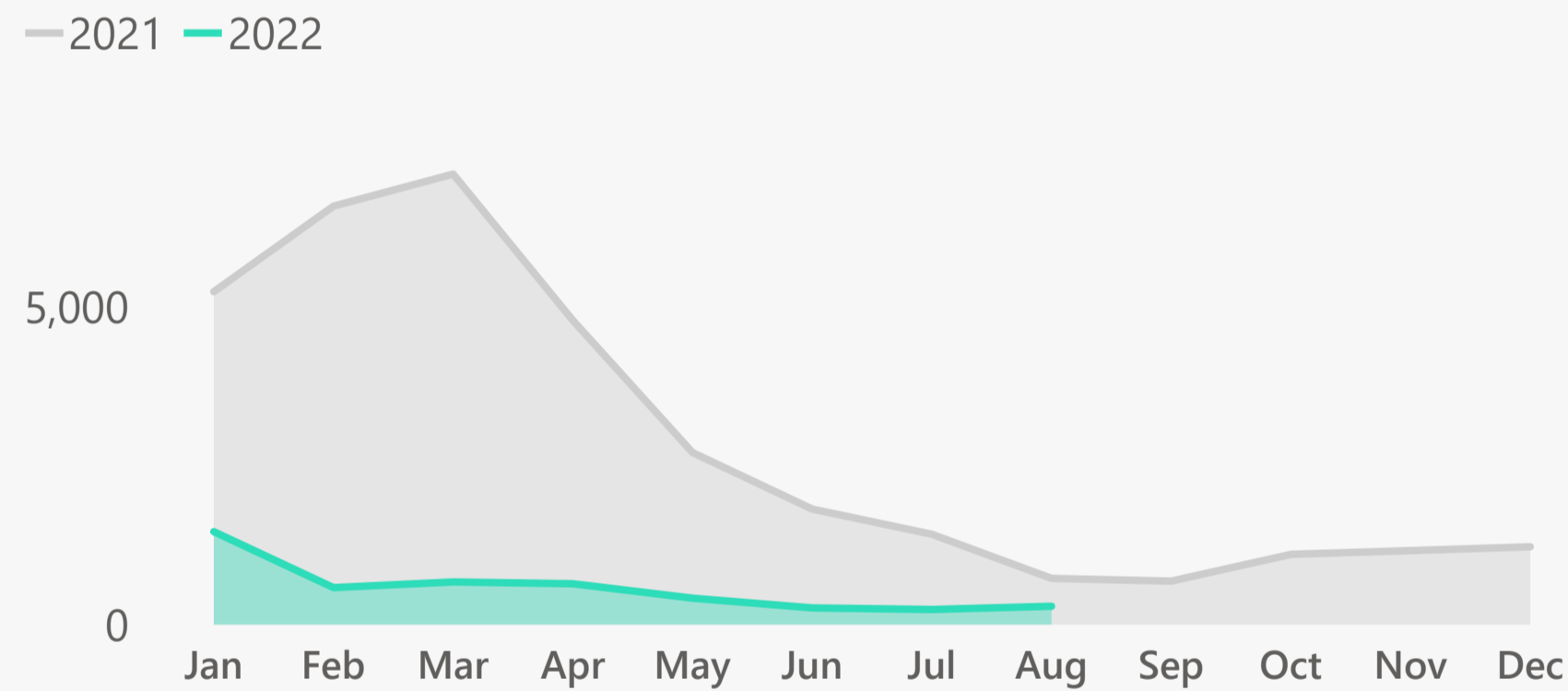
21% Prior Period
46% Prior Year



Overnight Stays

289

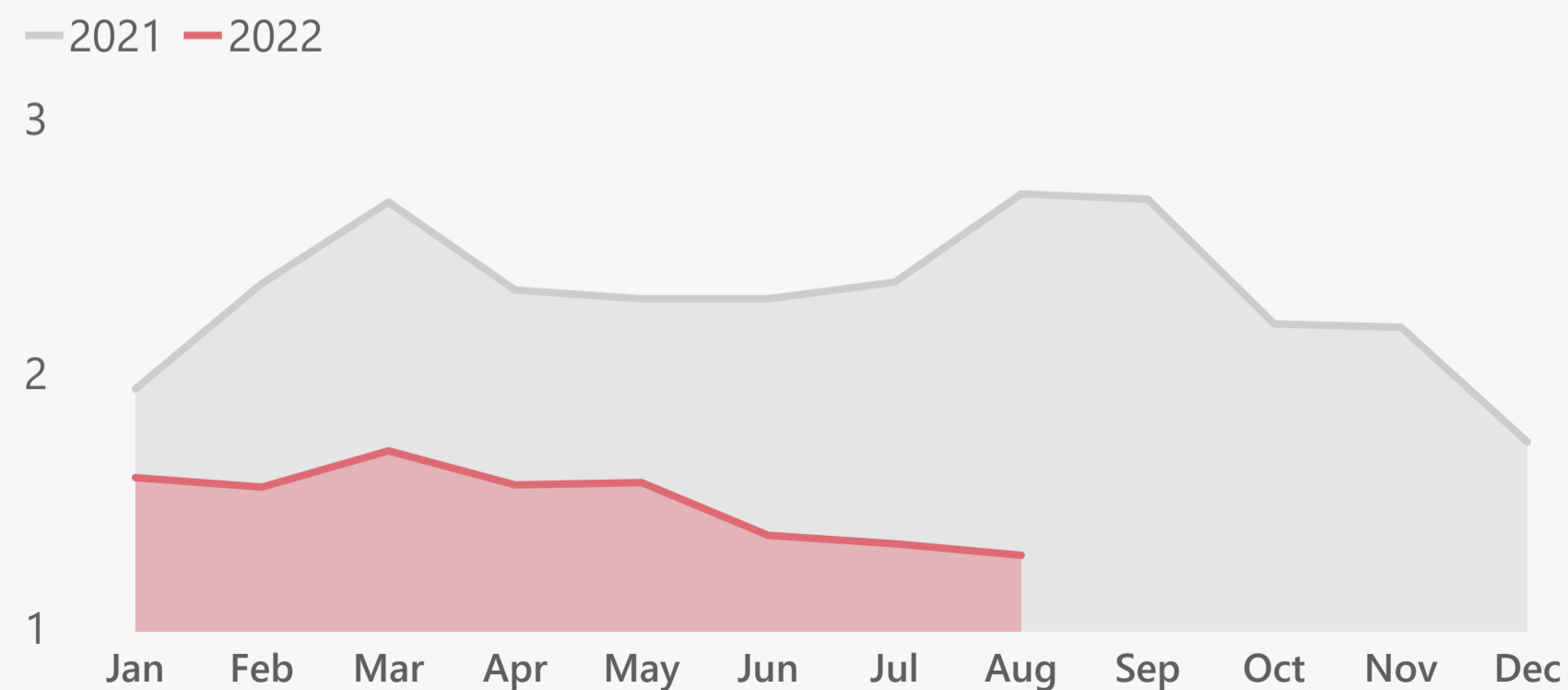
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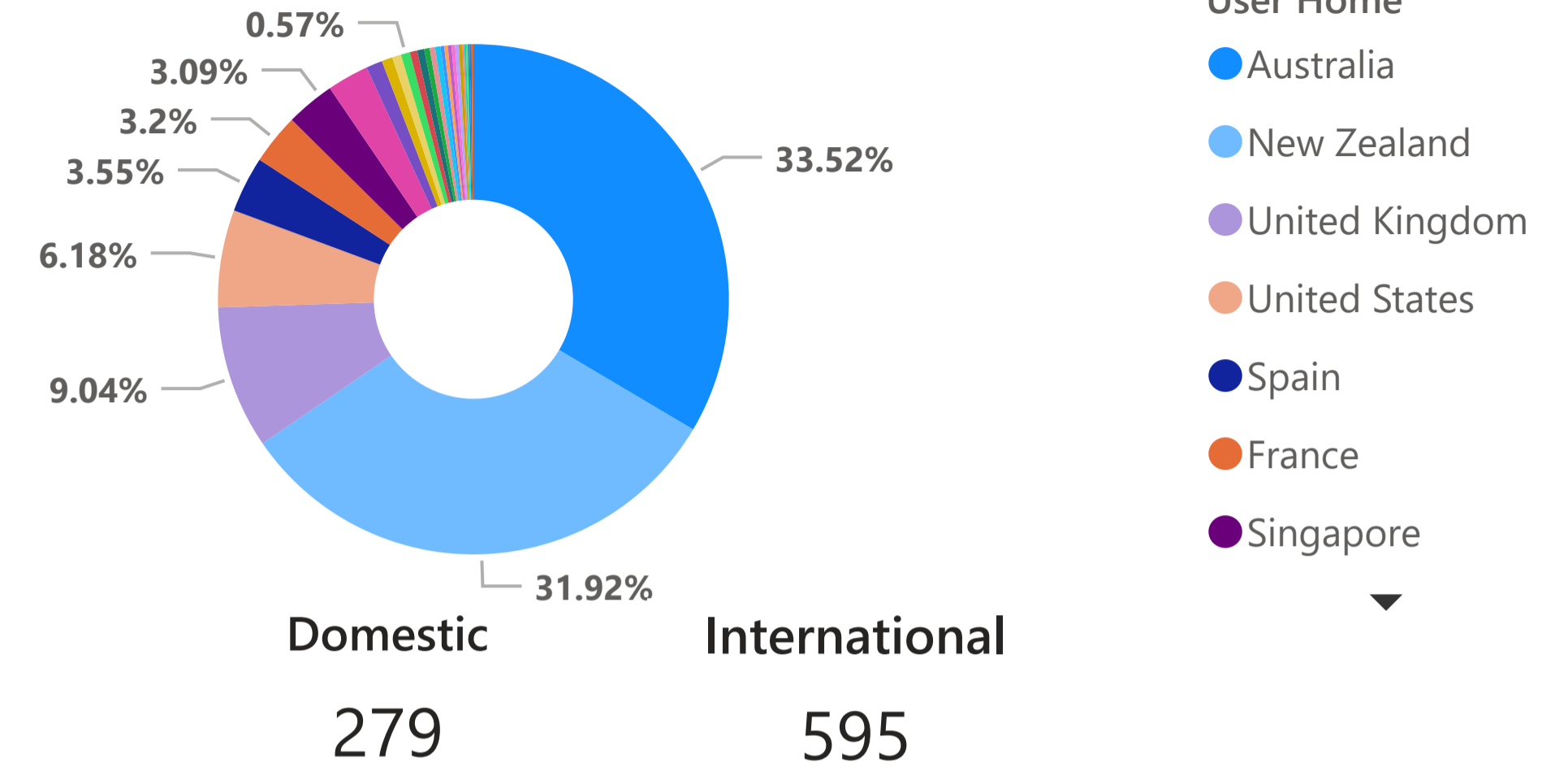
Avg. Nights Stayed

1.28

-3% Prior Period
-52% Prior Year



Visitor Country of Origin



Total Visitors

For August 2022, West Coast RTO saw a total of 874 visitors which was an increase of 21% on the prior month, and an increase of 46% 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 August 2022, West Coast RTO saw a total of 289 overnight stays which is up 21% on the previous month, and down -60% on the same time last year. On average visitors stayed for 1.28 nights in the region which was down -3% on the previous month and down -52% 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 279 visitors and accounted for 32 % of all visitors. There were 595 international visitors (68 %) with the top 3 countries being Australia (33.5 %), United Kingdom (9.0 %) and United States (6.2 %)



Selected Region	Prior Period	Prior Year
West Coast RTO	▲ 21%	▲ 46%

Top 5 Resident Localities		Top 5 Resident Regions	
Home Locality	% of Visitors	Home Region	% Total Visitors
Ashburton Forks	7.4%	Christchurch	37.0%
Greymouth Central	7.4%	West Coast RTO	25.9%
Rutherglen-Cameron	7.4%	Nelson Tasman RTO	22.2%
Wanaka West	3.7%	Waikato RTO	3.7%
Woodend	3.7%	Wanaka	3.7%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Fiordland	29%	91%	Waimate	-20%	7%
Wanaka	22%	18%	Clutha	-4%	4%
West Coast RTO	21%	46%	Central Otago RTO	-8%	-1%
North Canterbury	18%	36%	Rangitikei	-17%	-10%
Southland	14%	2%	Taranaki RTO	-6%	-18%
Mackenzie	13%	28%	Wellington RTO	-7%	-23%
Queenstown	11%	1%	Manawatu RTO	-14%	-25%
Ruapehu RTO	8%	2%	Tararua	-7%	-27%
Coromandel RTO	5%	-3%	Northland RTO	-11%	-28%
Waitaki RTO	4%	7%	Nelson Tasman RTO	-15%	-37%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in August 2022. Rutherglen-Cameron 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 7.4% of the observed market.

Top 5 Resident Regions

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

- The top 3 regions were:
- Christchurch - 37.0% of visitors.
 - West Coast RTO - 25.9% of visitors.
 - Nelson Tasman RTO - 22.2% of visitors.

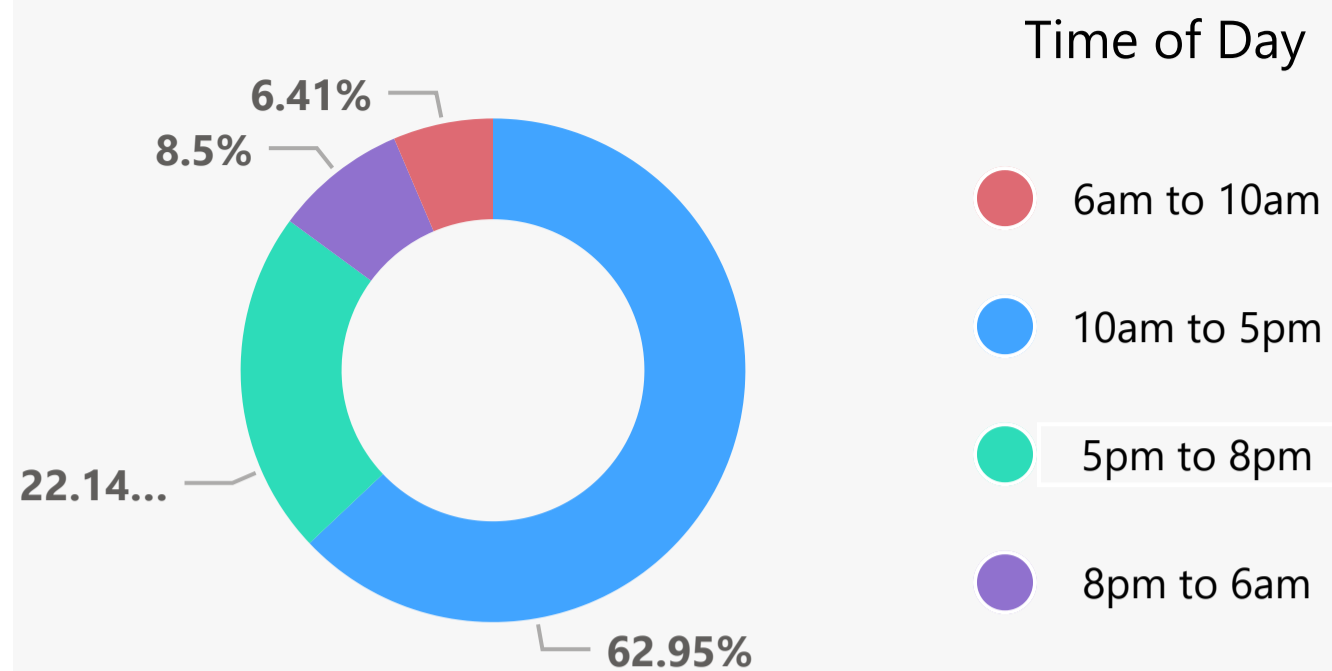
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.

Regional Visitor Comparison Top & Bottom

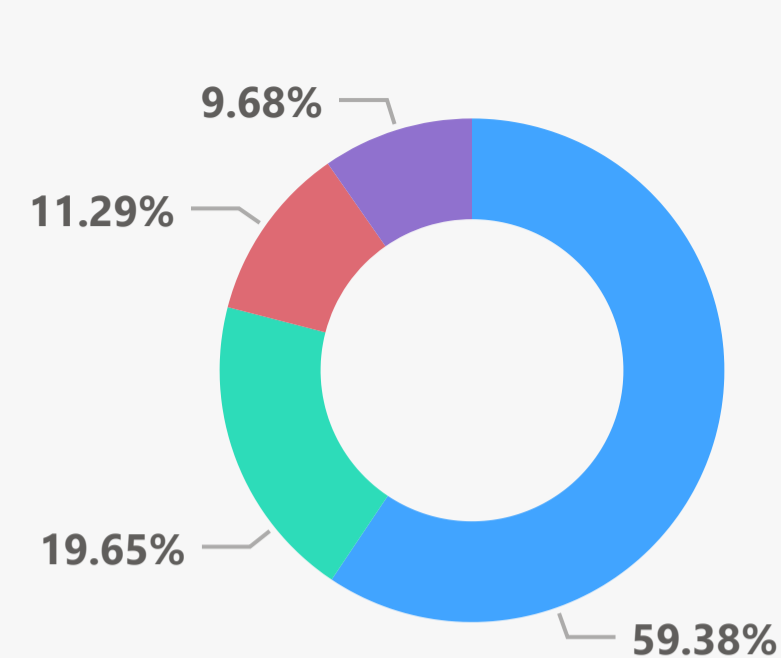
For August 2022, West Coast RTO experienced an increase of 21% in visitor numbers compared to the previous month and an increase of 46% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 1% higher compared to the previous month and -11% lower when compared to the same time last year.

As such West Coast RTO is trending above the New Zealand average in August 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



Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
Christchurch	34.5%
Wanaka	28.9%
Nelson Tasman RTO	14.6%
Queenstown	6.5%
Marlborough RTO	3.1%

Top 5 Next Regions

Went To Region	% of Visitors
Wanaka	35.3%
Christchurch	32.5%
Nelson Tasman RTO	15.6%
Queenstown	5.1%
Marlborough RTO	2.7%

Entry & Exit Time

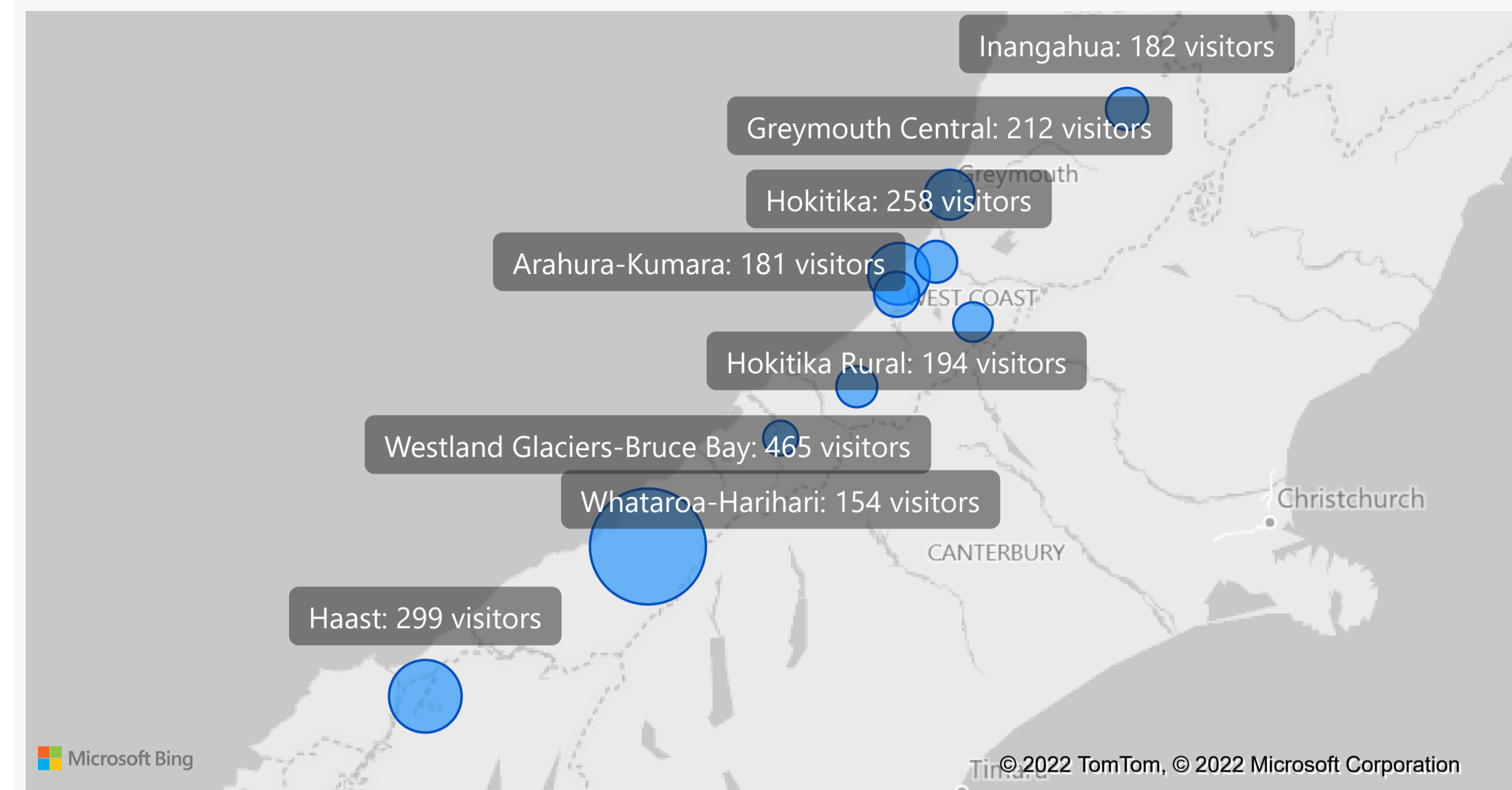
The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for August 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 63% of visitors recorded in that time frame.

The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 59.4% 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 August 2022.

Top Visitor Localities



Most Popular Localities

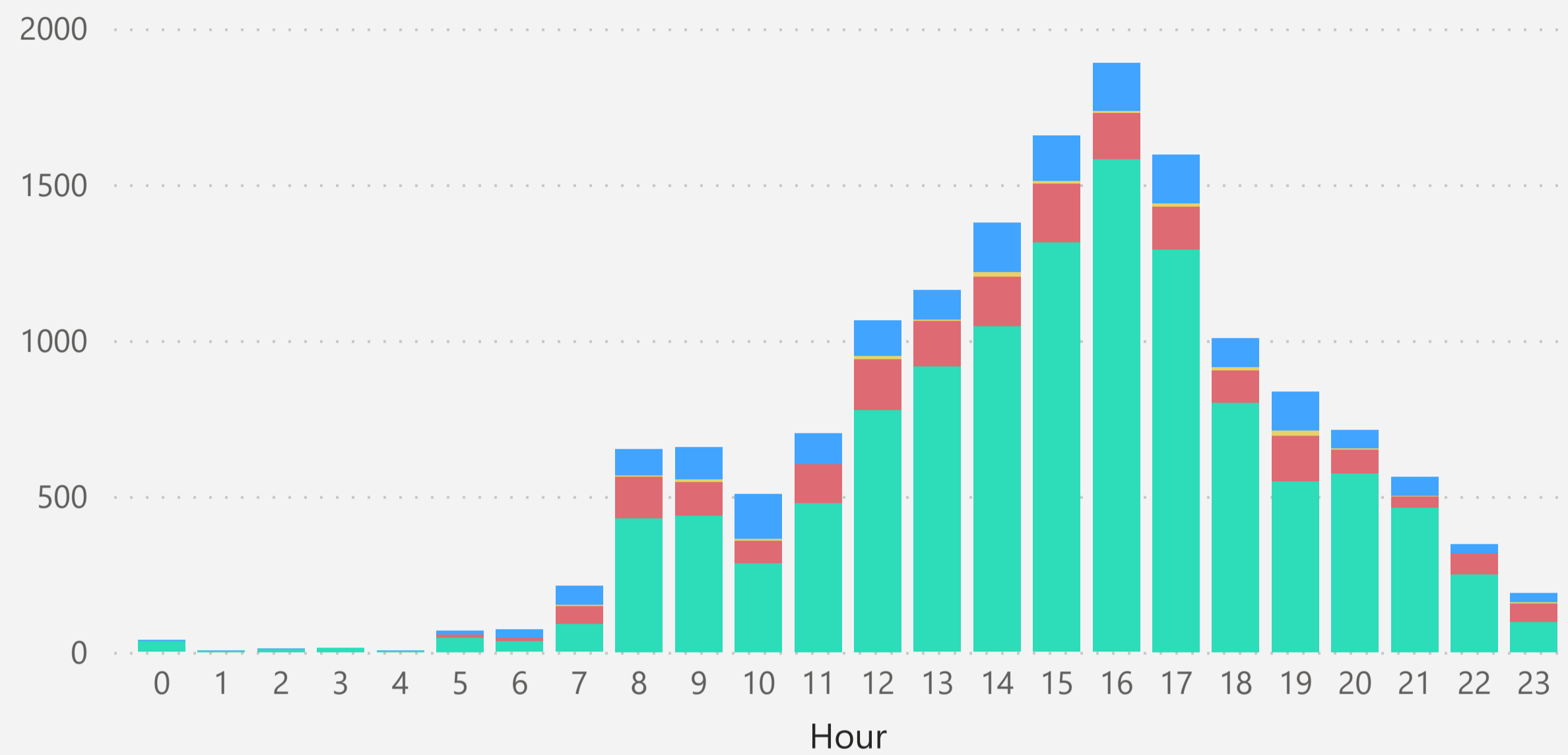
In August 2022, the most visited localities in West Coast RTO were:

- Westland Glaciers-Bruce Bay - 465 visitors (80 domestic, 385 international).
- Haast - 299 visitors (64 domestic, 235 international).
- Hokitika - 258 visitors (72 domestic, 186 international).
- Greymouth Central - 212 visitors (59 domestic, 153 international).
- Hokitika Rural - 194 visitors (60 domestic, 134 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 1 - 2am.
- Services were most searched between 2 - 3pm and least searched between 1 - 2am.
- Attractions were most searched between 3 - 4pm and least searched between 1 - 2am.
- Food was most searched between 7 - 8pm and least searched between 10 - 11pm.

Search Categories Insights

There were a total of 15,339 searches in West Coast RTO for August 2022 which was an increase of 36% on the previous month. The most searched categories were:

- Paid Campground 4,829 searches (up 33% on previous month).
- Low-cost Campground: 3,336 searches (up 24% on previous month).
- Free Camping Area: 2,785 searches (up 23% on previous month).

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

- Fishing: up 141% (to 354 searches).
- Petrol Station: up 129% (to 376 searches).
- Walking / Hiking Trail: up 81% (to 954 searches).

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

- Free Camping Area: up 23% (to 2785 searches).
- Low-cost Campground: up 24% (to 3336 searches).
- Dump Station: up 32% (to 272 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	4,829	3,633	33%
Low-cost Campground	3,336	2,686	24%
Free Camping Area	2,785	2,264	23%
Walking / Hiking Trail	954	526	81%
Public Toilet	493	338	46%
Petrol Station	376	164	129%
Fishing	354	147	141%
Dump Station	272	206	32%
Motel	184	107	72%
Sports & Adventure	181	101	79%





For more information email info@triptech.com

Or visit 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.