

West Coast Visitor Trends Report



November 2022

Key Visitor Figures:



45,774

Visitor Numbers



12,387

International Visitor
Numbers



\$15.6m

ECT Visitor Spend



42%

Commercial
Accommodation
Occupancy



65%

Airbnb
Occupancy





Dates & Events

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

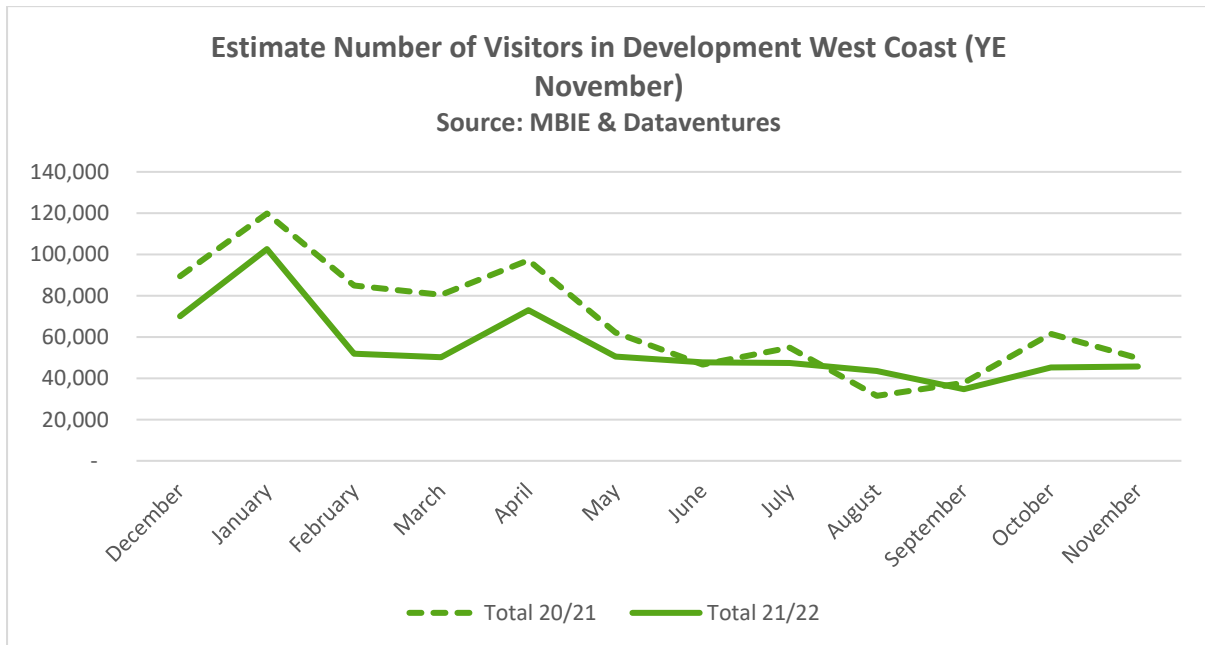
Visitor Numbers

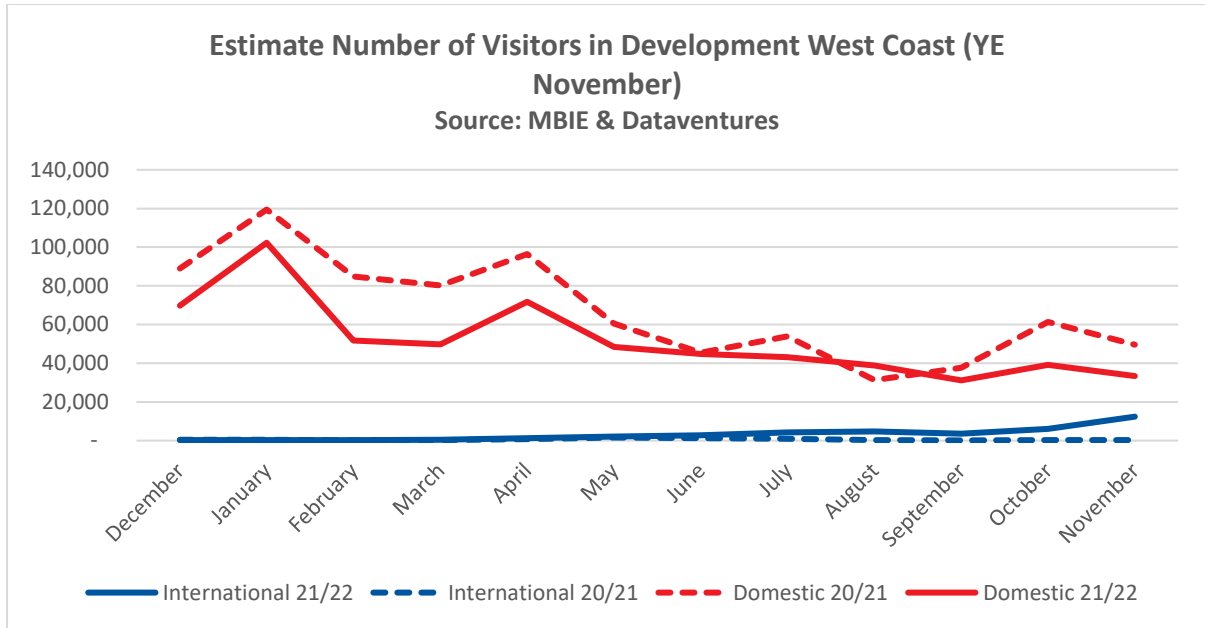
Visitor numbers are sourced from MBIE & Dataventures, which produce estimates for monthly unique local and visitor populations **in the West Coast RTO area** using phone data. 'Unique' means each person will only be counted once in each area they appear, regardless of how many times they appear or how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

A total estimate of 45,774 visitors were in the West Coast RTO area in November 2022. This was a decrease of -61% or -70,434 visitors from November 2019 and a decrease of -8% or 4,011 visitors compared to November 2021.

Domestic visitors made up an estimated 33,387 of these visitors. Domestic visitor counts were down by -42% or 24,603 daily visitors from November 2019 and down -33% or 16,167 visitors from November 2021.

International visitors made up 12,387 of the estimated visitor numbers in November 2022. The international counts decreased by -79% or -45,831 daily visitors from November 2019 and increased by 12,156 from November 2021.





Over the YE November 2022 period, a total estimate of 663k visitors were in the West Coast RTO area. This was down by -19% compared to the previous 12-month period, equivalent to a decrease of -13,207 visitors.

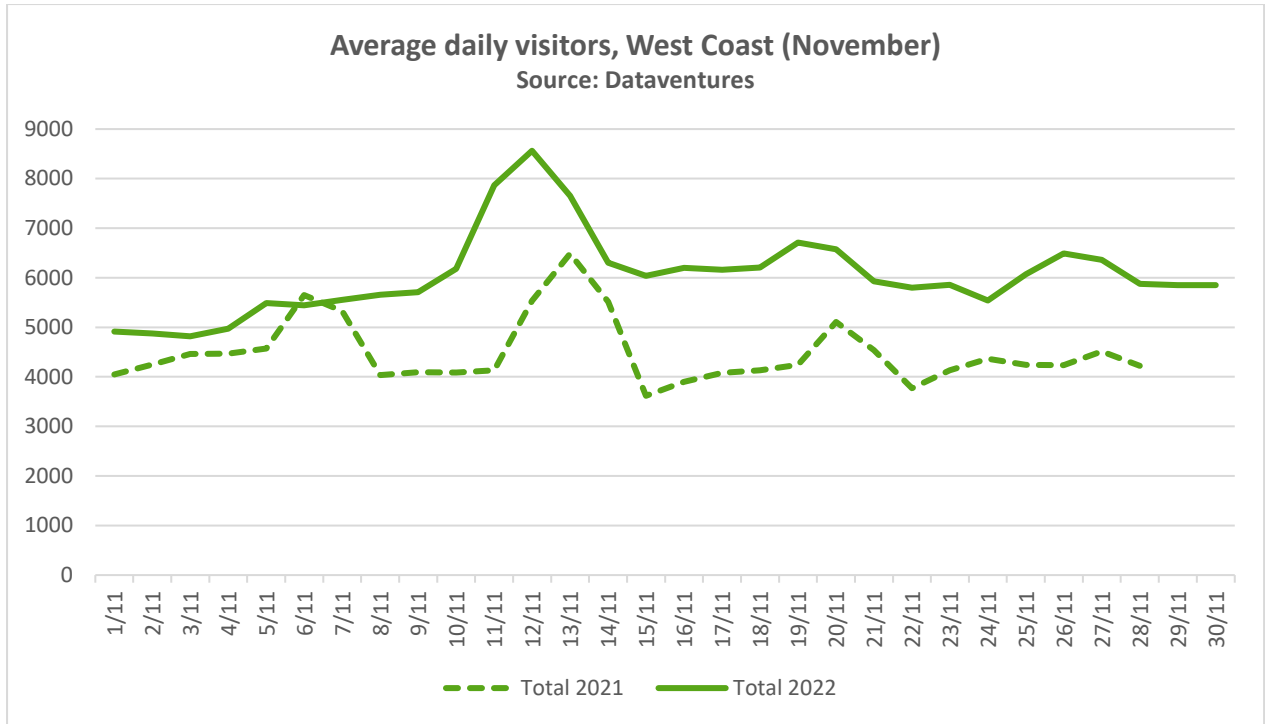
An estimated 624k of these were domestic visitors, a decrease of -23% or -185,151 visitors compared to the YE November 2021.

A total of 38,553 international visitors were in the West Coast RTO area. This was an increase of 483% or 31,944 when compared to the YE November 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 Saturday 12th November 2022 with an average of 8,562 visitors. On this day, the Ride the Wildness event was held at the West Coast Wilderness Trail. 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

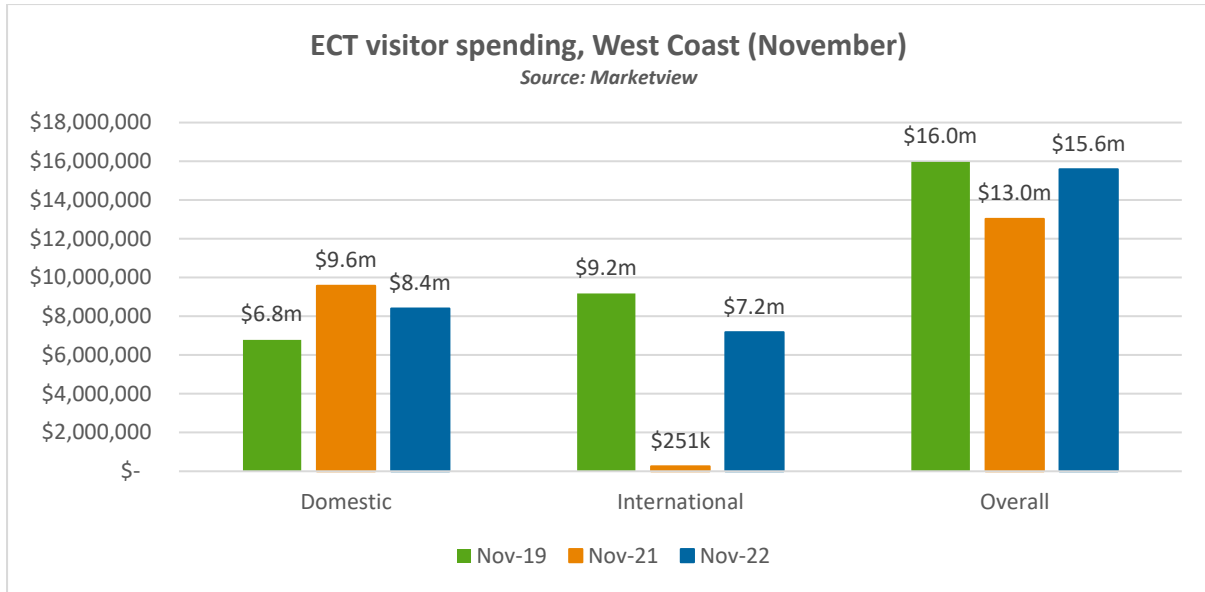
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Paymark network. This does not include cash spending, online pre-purchases or payments outside of the Paymark network. Figures should be treated as an indicator of trends in ECT spending only,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

ECT visitor spending in the West Coast RTO region in November 2022 was \$15.6m, down -2% or \$383k from November 2019 and up 20% or \$2.6m from November 2021.

ECT spending by domestic visitors made up \$8.4m of this, up 24% or \$1.6m from November 2019 and down -12% or -\$1.2m from November 2021.

International ECT visitor spend for the month was \$7.2m, down -22% or -\$2.0m from November 2019 and up \$6.9m from November 2021.

Spending in Westland District made up 53% of monthly visitor spending in the West Coast region in November 2022, followed by Grey District (28%) and Buller District (20%).



Average daily ECT visitor spending for November 2022 was \$519,405. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$86.

Daily ECT visitor spending was highest on Friday 11th and Saturday 12th November 2022 at \$751,064 and \$729,419. The Ride the Wildness event was held on the 12th of November at the West Coast Wilderness Trail.

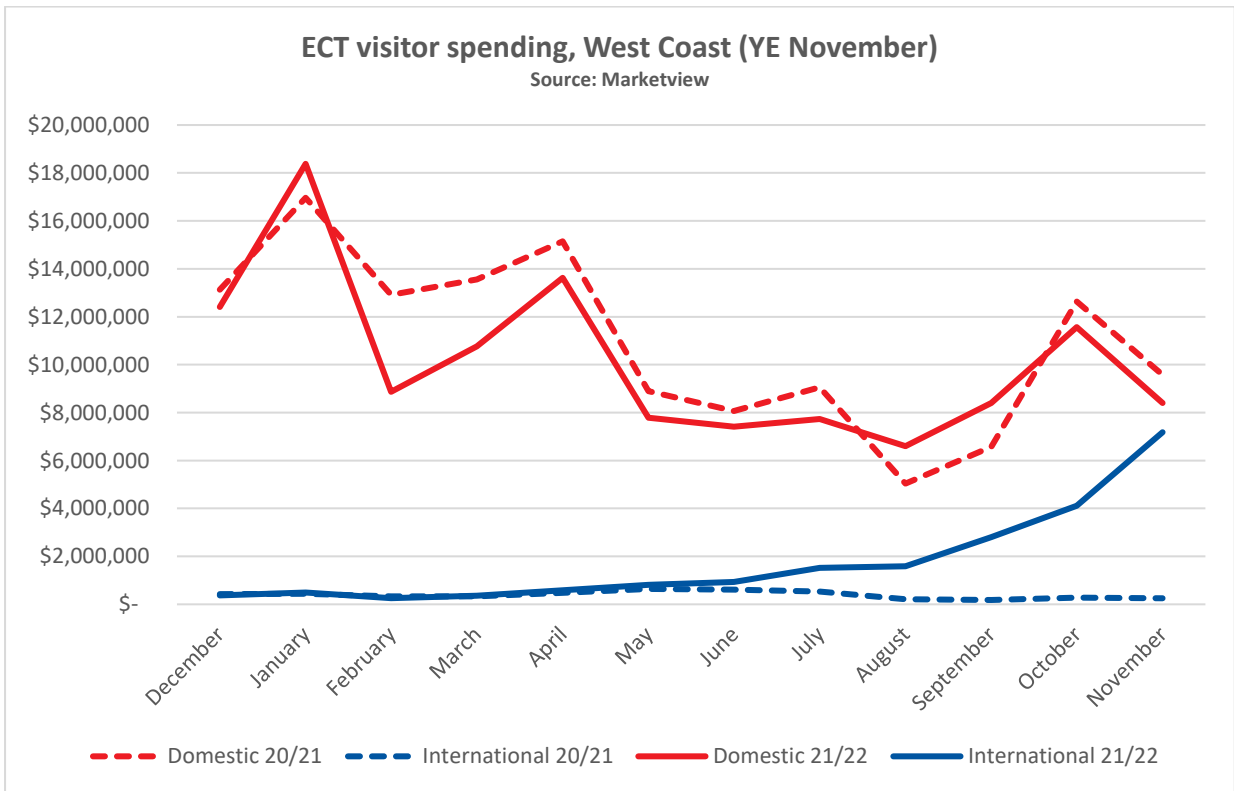
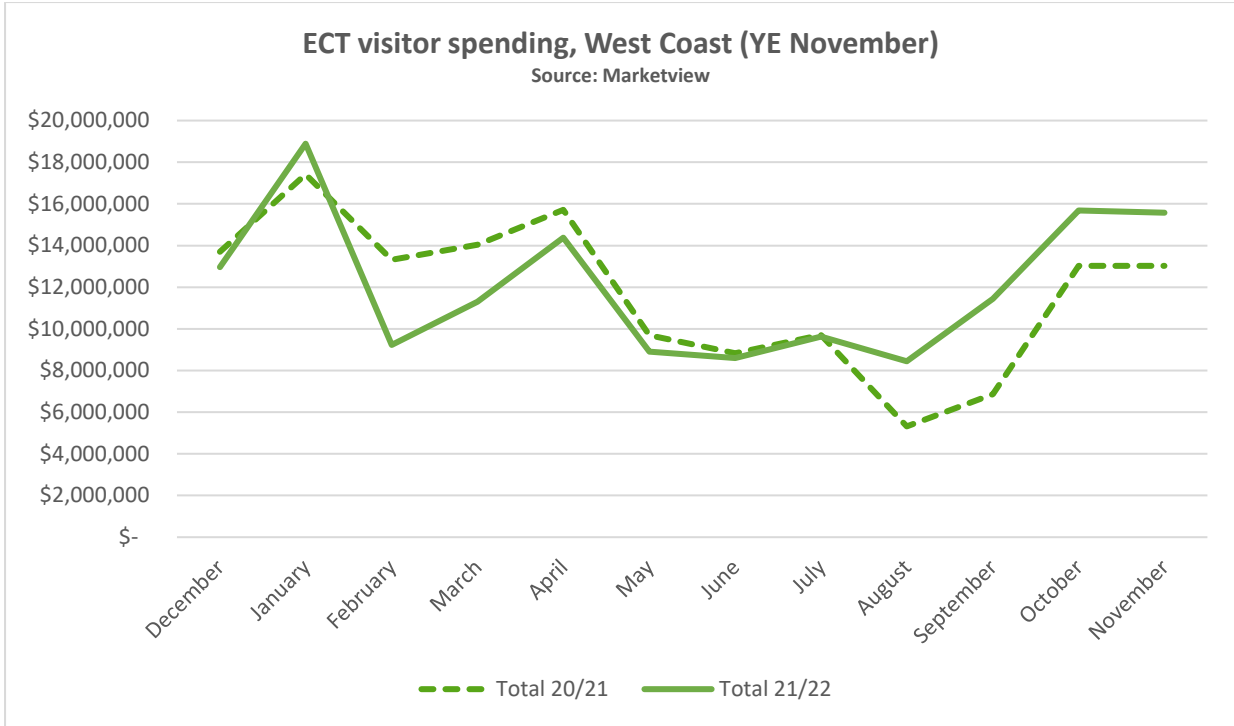


Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in November 2022 at 40%, followed by visitors from Otago (12%); Auckland (9%); Tasman (7%); and Wellington (6%).

ECT visitor spending for the YE November 2022 was \$145m, up 5.4% or \$7.5m from YE November 2021.

Domestic ECT visitor spending for the YE November 2022 was \$122m, down -7% or -\$9.6m compared to the previous 12-month period.

ECT spending by international visitors was \$21m, up 343% or \$16.3m from the YE November 2021.

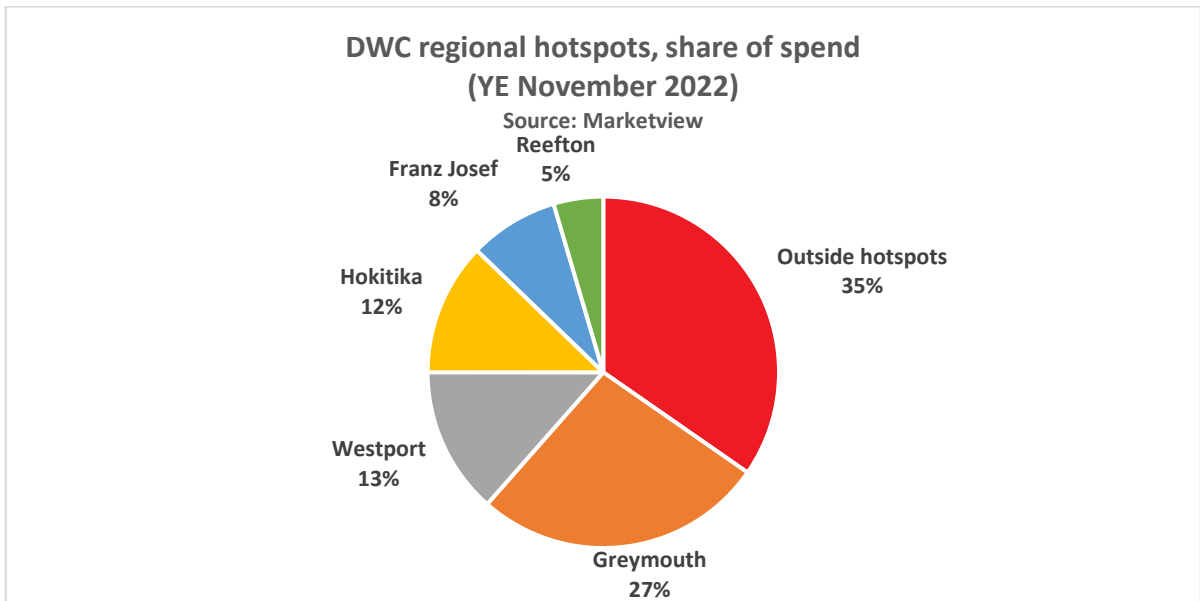
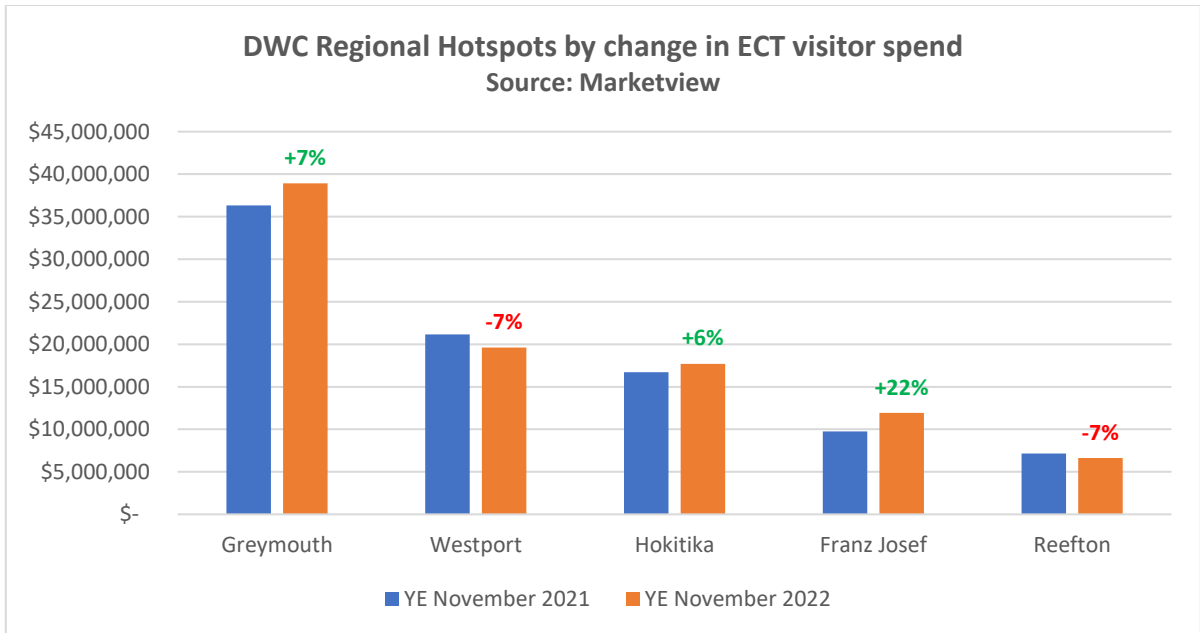


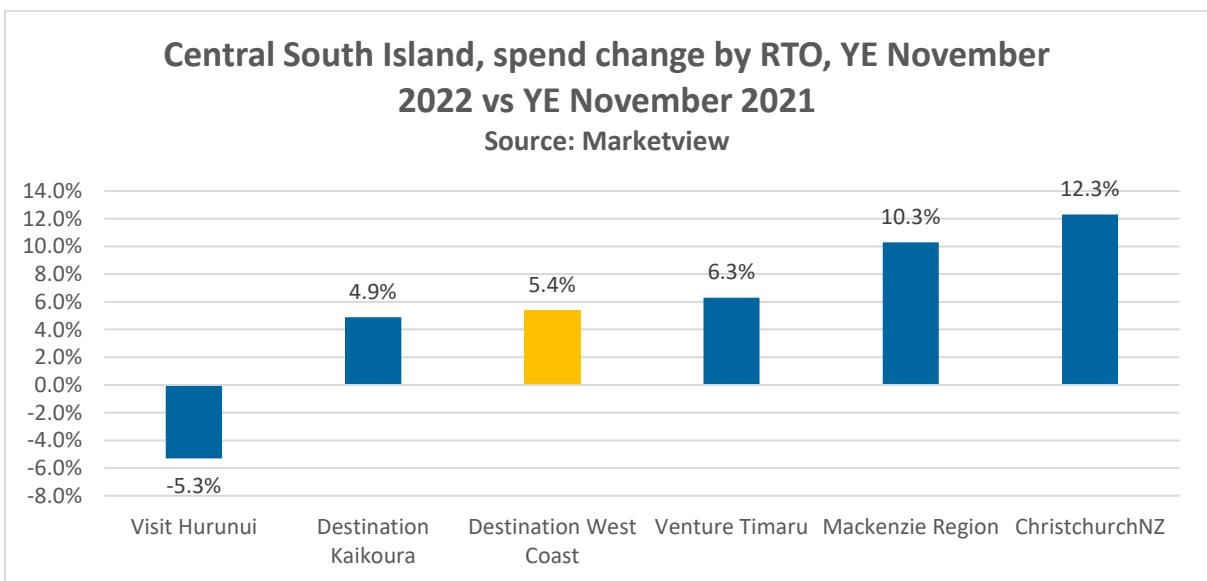
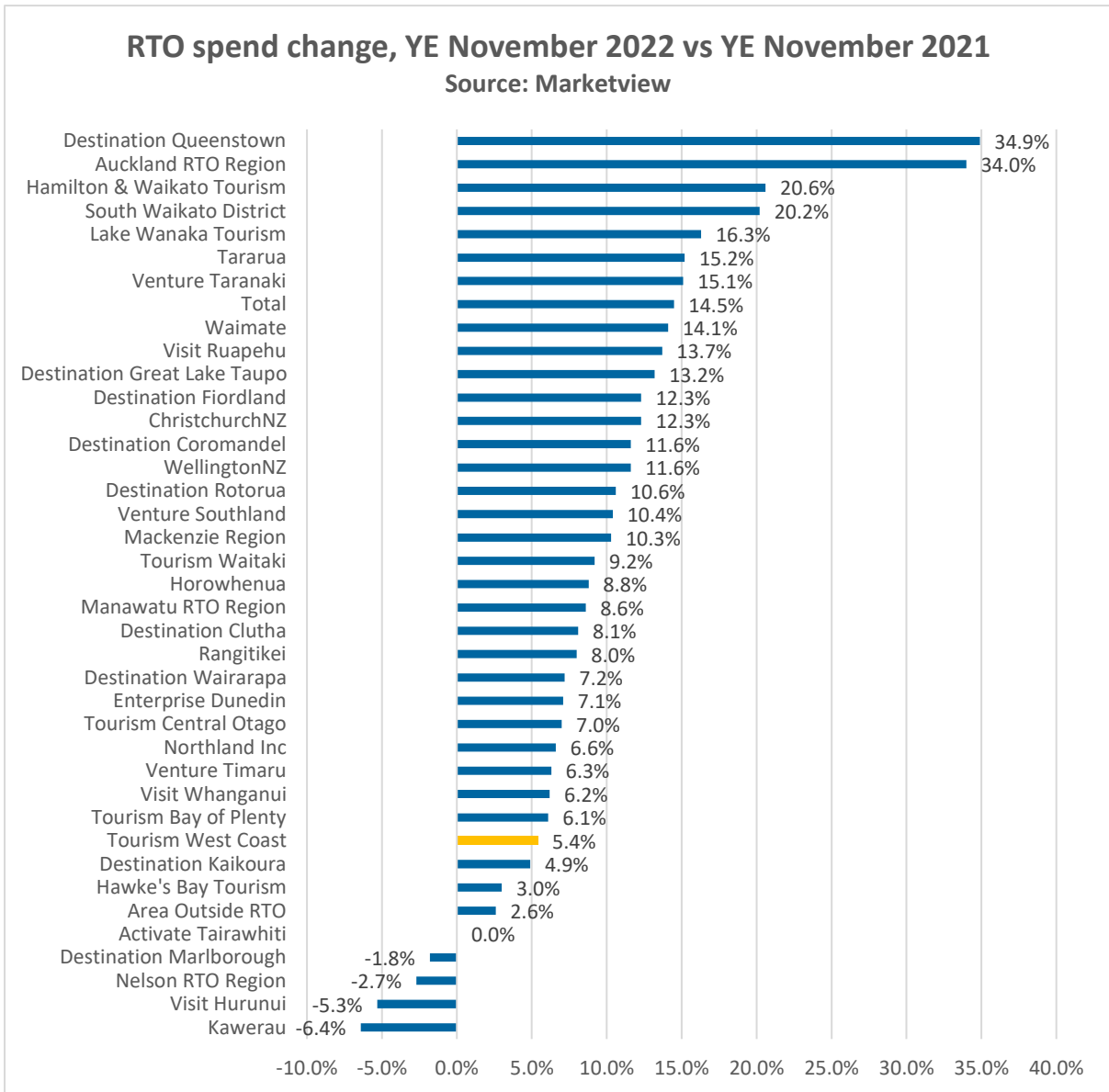


Regional hotspots

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up 65% of ECT visitor spending in the West Coast in November 2022.

Hotspot	November 2022 spend	Change from November 2019	Change from November 2021	YE November 2022 spend	Change from YE November 2021
Greymouth	\$3.6m	+22.5%	+28.4%	\$38.9m	+7.1%
Westport	\$1.5m	+1.5%	-6.3%	\$19.6m	-7.3%
Hokitika	\$2.0m	+21.5%	+73.7%	\$17.7m	+5.8%
Fox & Franz Josef	\$2.2m	-28.5%	+315.5%	\$11.9m	+22.2%
Reefton	\$473k	+8.0%	-10.4%	\$6.6m	-7.4%





Accommodation

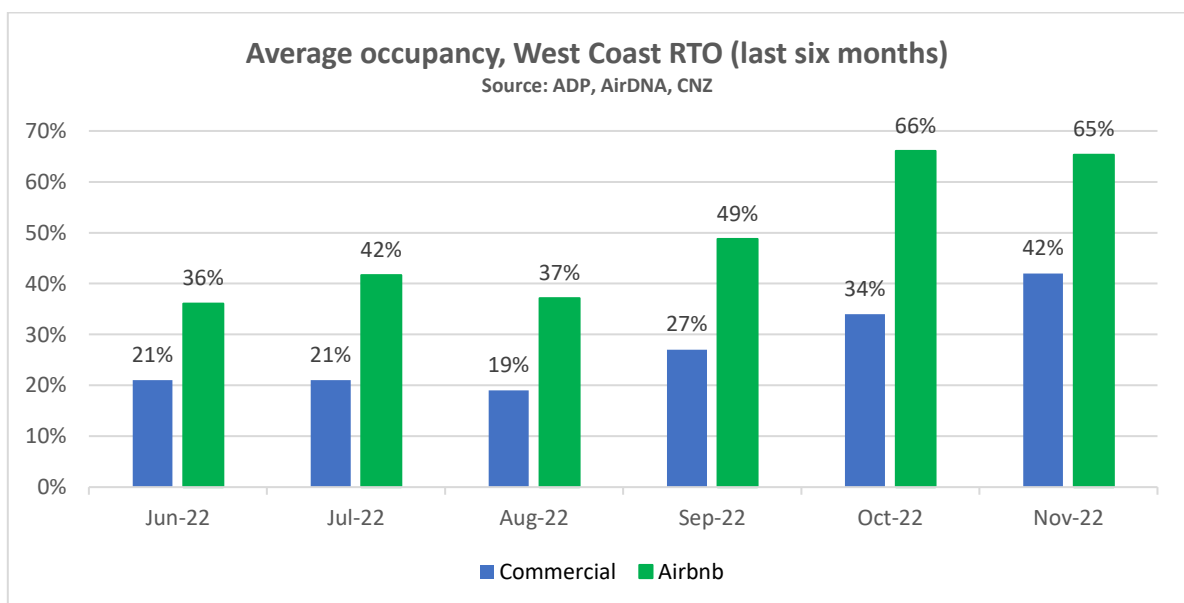
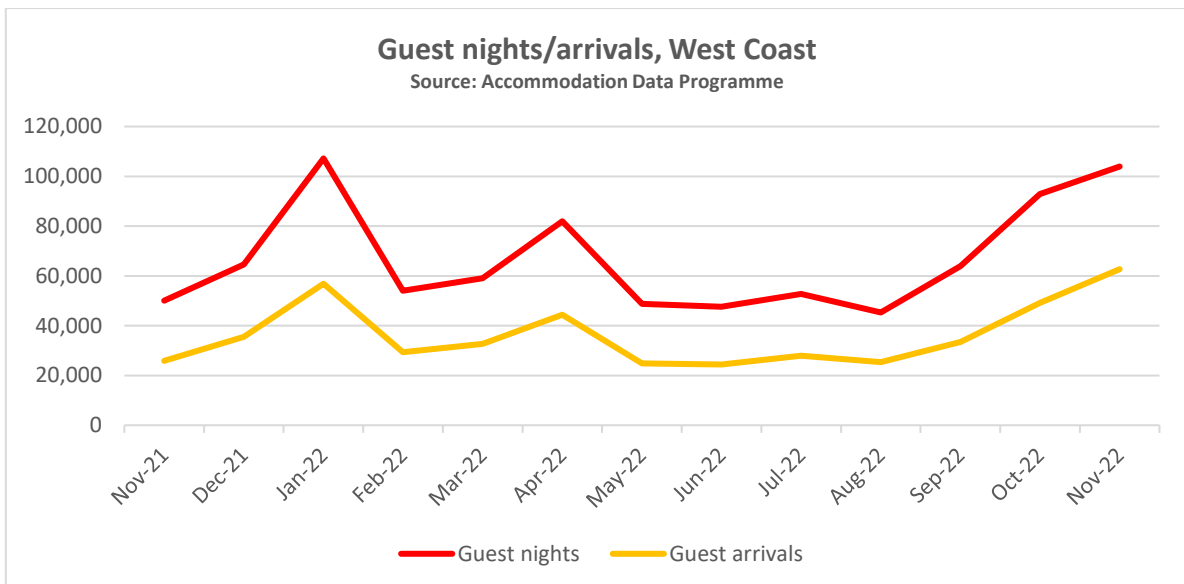
Commercial

In total, 142 accommodation providers on the West Coast were registered on the ADP in November 2022, with 134 of these identifying as 'active'.

62,700 recorded guest arrivals spent 104,000 guest nights in commercial accommodation in the West Coast RTO area in November 2022. Guest arrivals were up 142% from November 2021 and guest nights up 142%. Of these guest nights, 56% were spent in the Westland District, 24% in Buller District and 19% in Grey District. Guest nights spent on the West Coast made up 0.3% of total guest nights in NZ for the month.

The average occupancy rate was 42%, below the national average of 57%. Occupancy in Grey District was 48%, followed by Westland District at 43% and Buller District at 35%.

The average length of stay was 1.7 nights, below the national average of 2 nights.



Airbnb

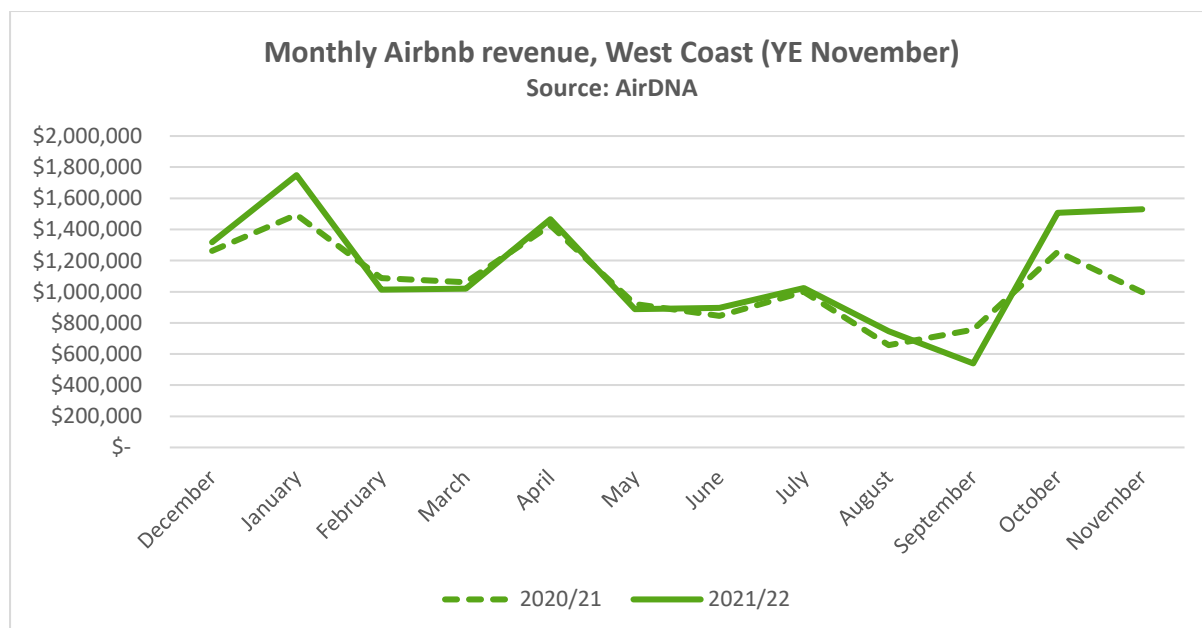
A total of 429 active rentals in the West Coast region were listed on Airbnb in November 2022, an increase of 16 listings from the previous month. Of these, 42% were in Westland District, 37% in Buller District and 20% in Grey District. The average Airbnb occupancy rate in the region in November 2022 was 65%, an increase of 18 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):

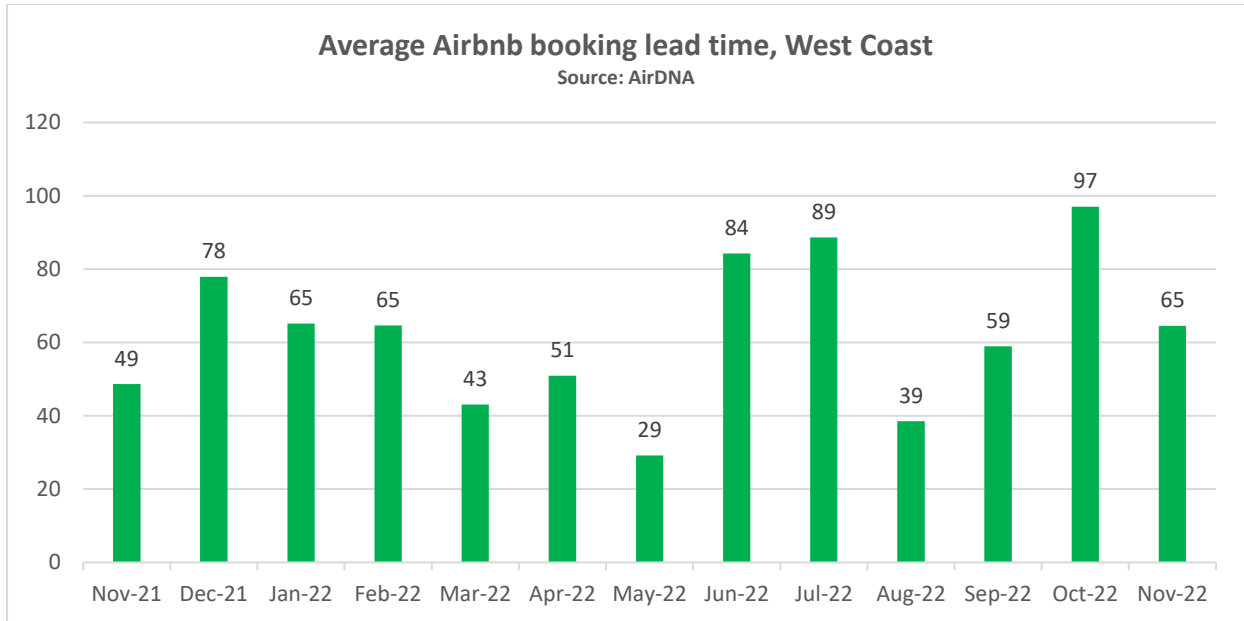
Airbnb average daily rates, West Coast (November 2022)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$403	+15%	\$264	+6%	\$198	+8%	\$166	+4%	\$141	-7%
Buller District	\$344	+4%	\$200	-7%	\$191	-7%	\$145	-1%	\$116	-2%
Grey District	\$406	+31%	\$200	+1%	\$166	+8%	\$156	+8%	\$107	+2%

Airbnb revenue for the month totaled at \$1.9m in the West Coast region, down -9% from November 2019 and up 53% from November 2021.

A total of \$13.7m in Airbnb revenue was generated over the YE November 2022, up 7% or \$936k from the YE November 2021. Revenue decreased in the YE November 2022 for Grey Districts compared to the previous year (down -0.04%) and increased in Westland and Buller by 13% and 5% respectively.



The average booking lead time for West Coast Airbnb listings booked for November 2022 was 65 days. This was 16 days longer than the average booking lead time in November 2021. Booking lead times were longest for listings in Westland District at 100 days; followed by Grey District at 89 days and 83 days in Buller 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.