

# West Coast Visitor Trends Report



## December 2022

### Key Visitor Figures:



8,177

Average Visitor Numbers



1,416

Average Daily International Visitor



\$21.1m

ECT Visitor Spend



46%

Commercial Accommodation Occupancy



72%

Airbnb Occupancy





## Dates & Events

Dates	Events
<b>26<sup>th</sup> December 2022</b>	Boxing Day (Public Holiday)
<b>31<sup>st</sup> December 2022</b>	New Year's Eve

Throughout the report, most figures for December 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

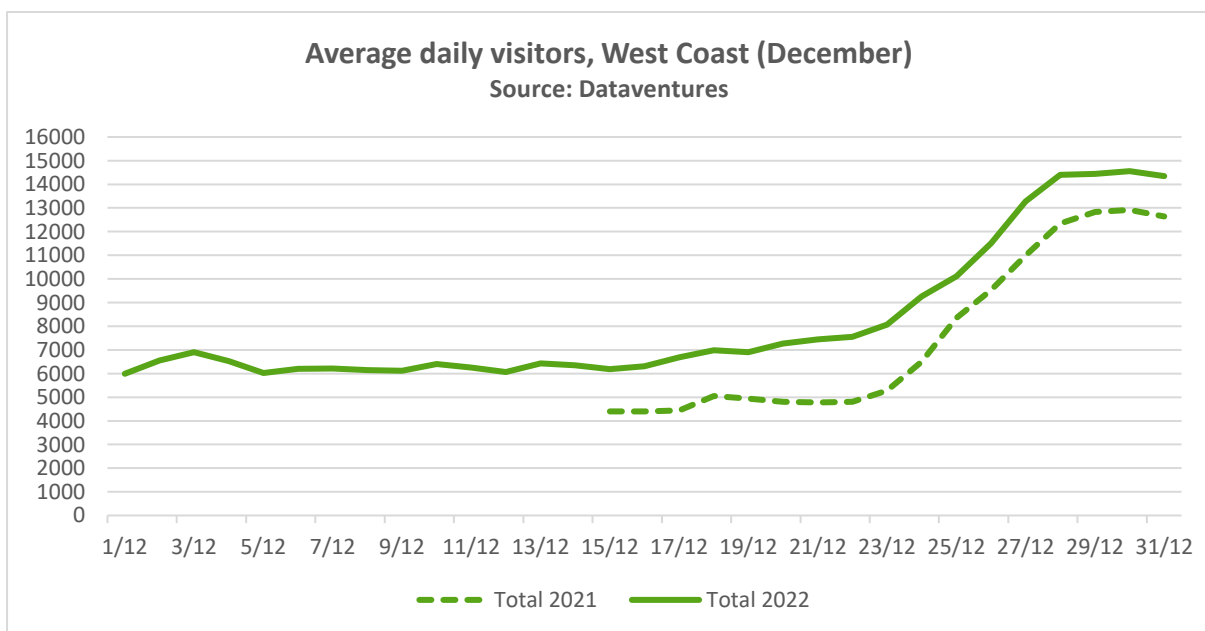
Average daily visitor counts are sourced from Dataventures, which measure the number of visitors in **the West Coast region** using phone data. This records the average number of visitors in an area every day at midday.

An average of 8,177 visitors were in the West Coast region each day in December 2022. This was an increase of 10% or 755 average daily visitors from December 2019, and an increase of 8% or 588 average daily visitors from December 2021.

An estimated 6,761 of these were domestic visitors, up 59% or 2,515 average daily visitors from December 2019 and down -10% or -781 average daily visitors from December 2021.

An average of 1,416 international visitors were in the West Coast region each day in December 2022, down -55% or -1,760 average daily visitors from December 2019 and up 1,380 daily visitors from December 2021.

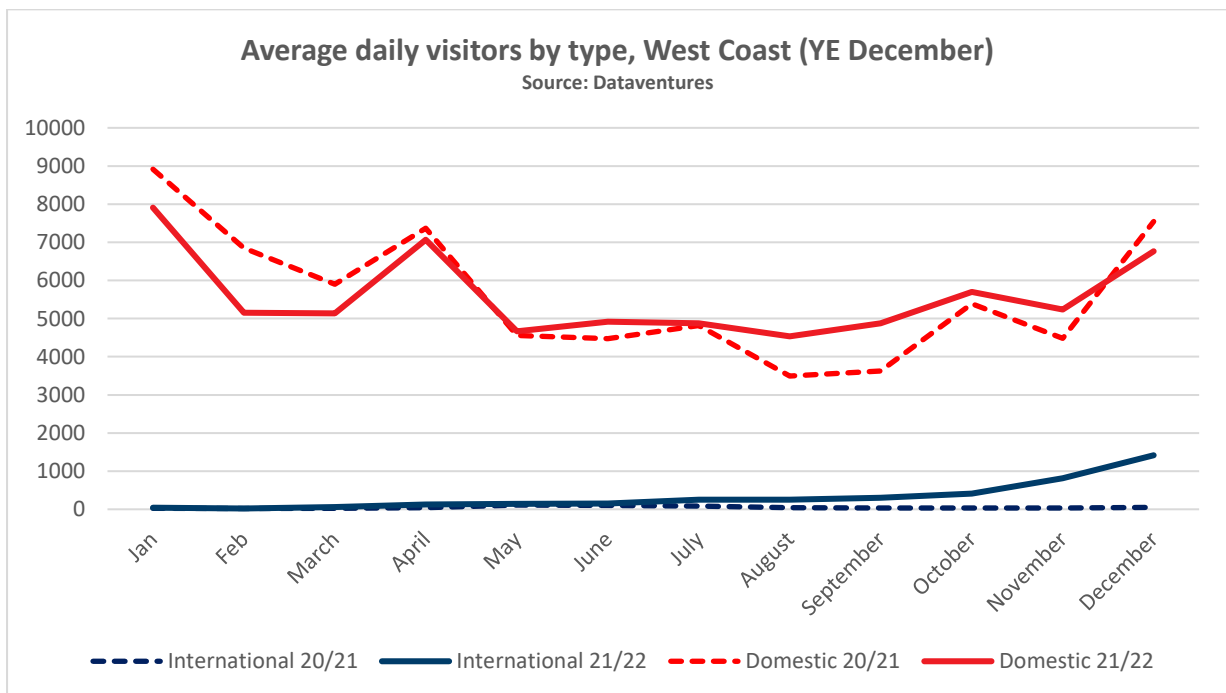
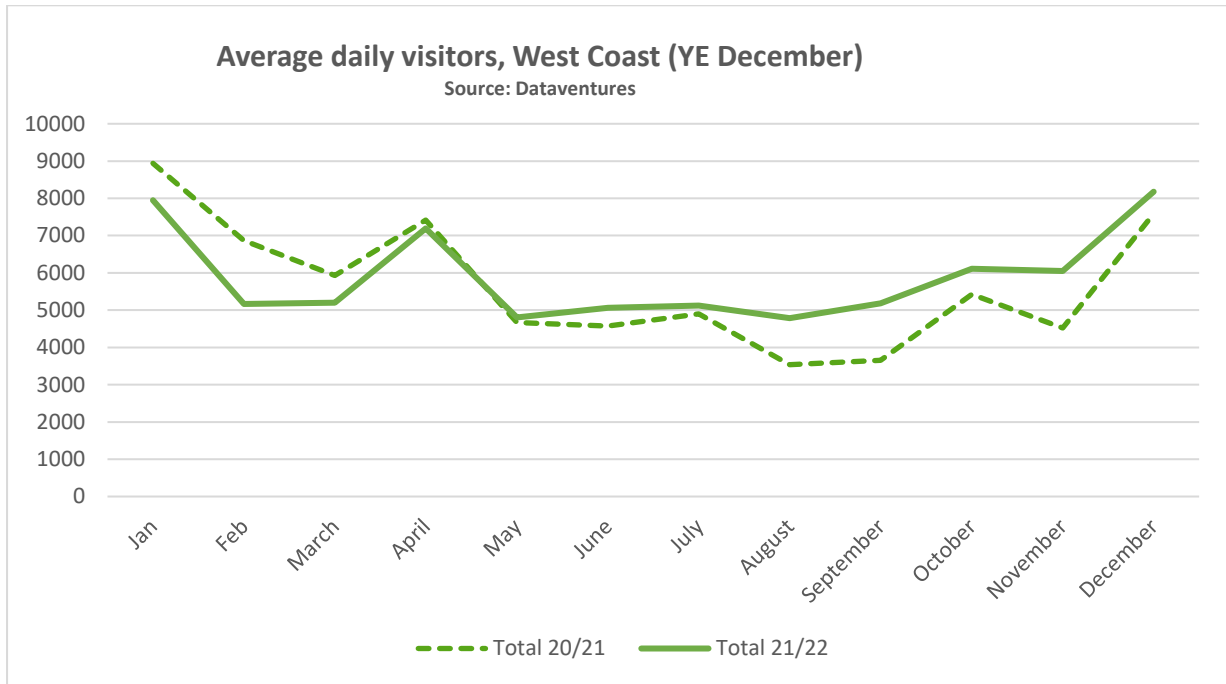
Daily visitors were highest on Friday 30<sup>th</sup> December 2022 with 14,556 visitors. The unavailable data on the graph for 2021 was an unrecoverable data loss that could have happened due to network outages, system outages or system reconfigurations.



Over the YE December 2022 period, an estimated 5,901 visitors were in the wider Canterbury region. This was up by 4% compared to the previous 12-month period, equivalent to an increase of 234 average daily visitors.

An estimated 5,569 of these were domestic visitors, a decrease of -1% or -49 average daily visitors compared to the YE December 2021.

An average of 332 international visitors were in the wider Canterbury region each day. This was an increase of 568% or 283 when compared to YE December 2021.





## Visitor Spending

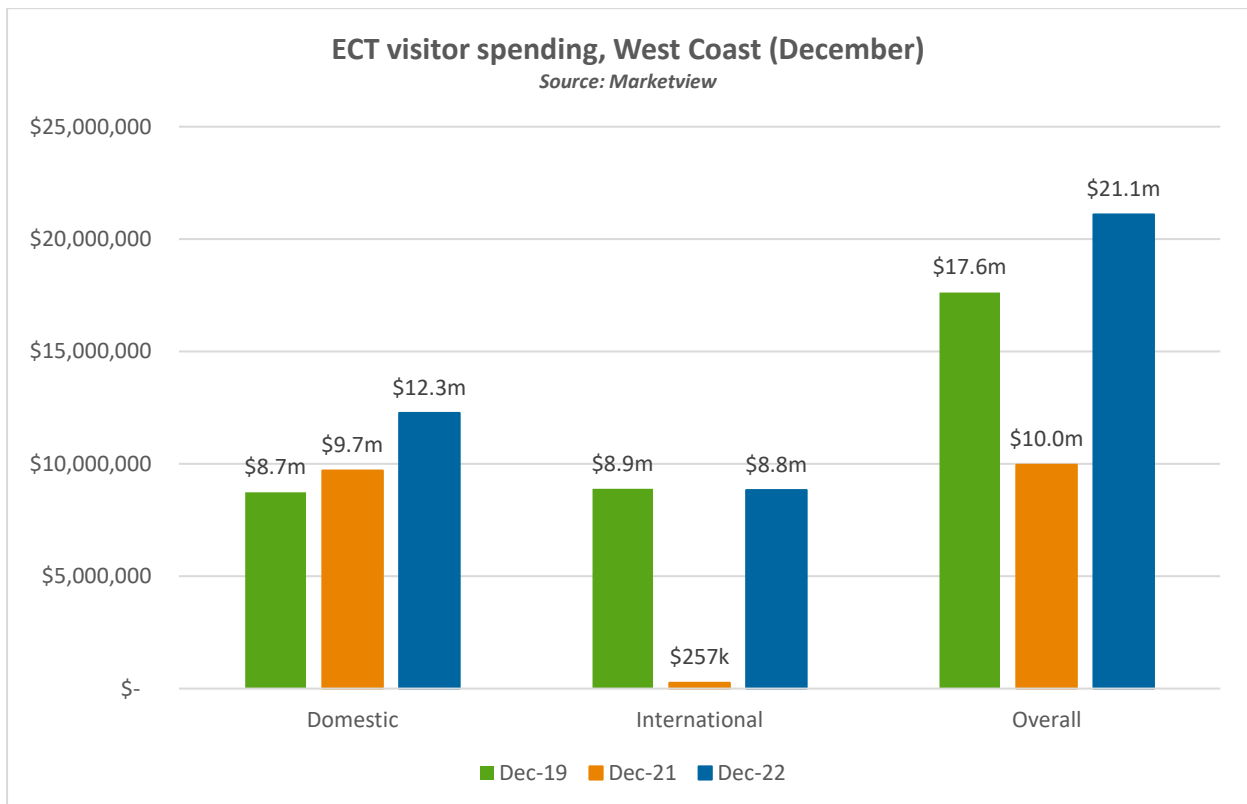
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Worldline network. This does not include cash spending, online pre-purchases or payments outside of the Worldline network. Figures should be treated as an indicator of trends in ECT spending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

ECT visitor spending in the West Coast RTO region in December 2022 was \$21.1m, up 20% or \$3.5m from December 2019 and up 112% or \$11.1m from December 2021.

ECT spending by domestic visitors made up \$12.3m of this, up 40% or \$3.5m from December 2019 and up 26% or \$2.6m from December 2021.

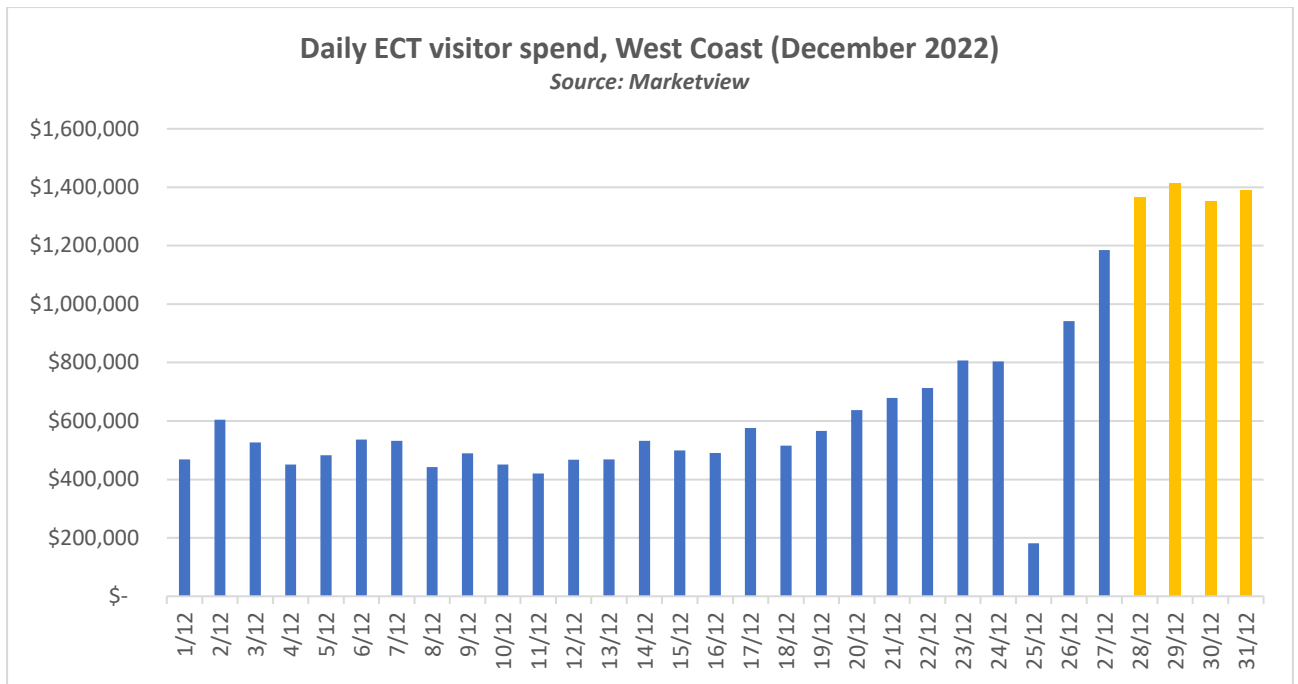
International ECT visitor spend for the month was \$8.8m, down -1% or -\$53k from December 2019 and up \$8.6m from December 2021.

Spending in Westland District made up 51% of monthly visitor spending in the West Coast region in December 2022, followed by Grey District (27%) and Buller District (22%).



Average daily ECT visitor spending for December 2022 was \$680,342. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$83.

Daily ECT visitor spending was highest on Thursday 29<sup>th</sup> December 2022 at \$1.41m, followed by Saturday 31<sup>st</sup> December 2022 at \$1.39m.

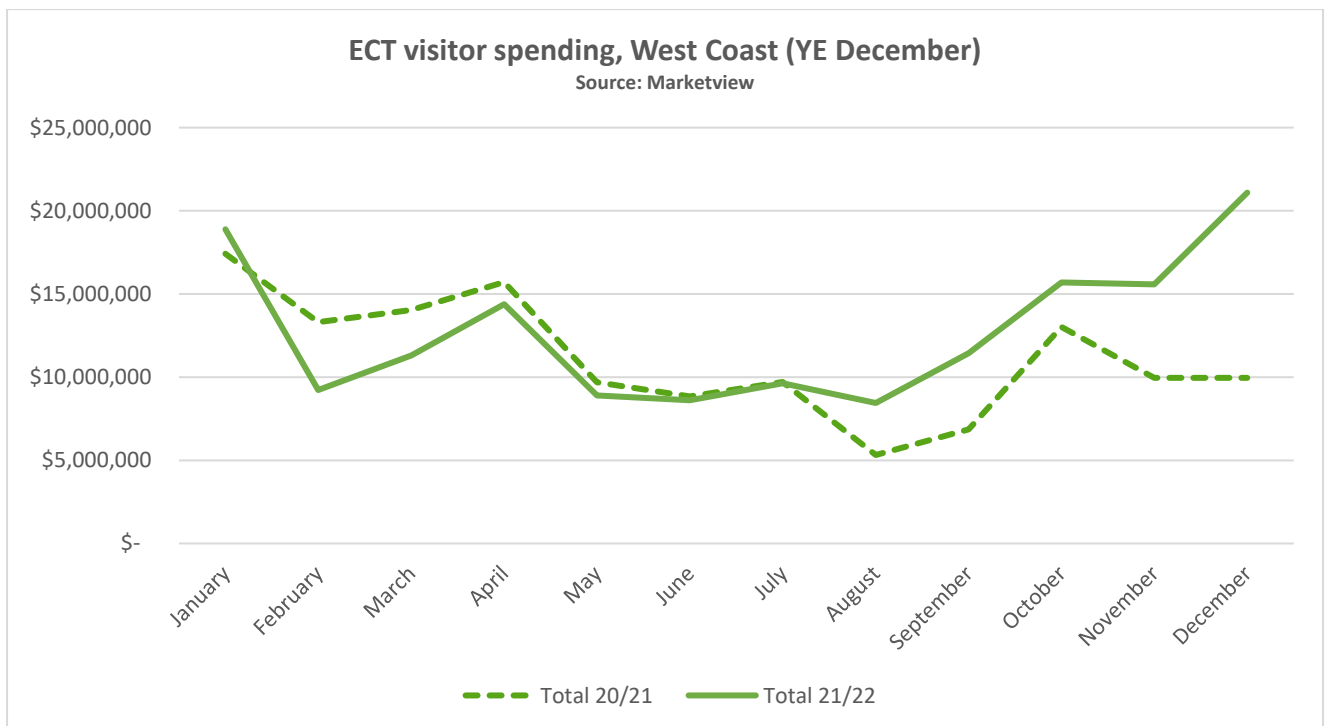


Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in December 2022 at 43%, followed by visitors from Otago (12%); Auckland (9%); Wellington (7%); and Tasman (6%).

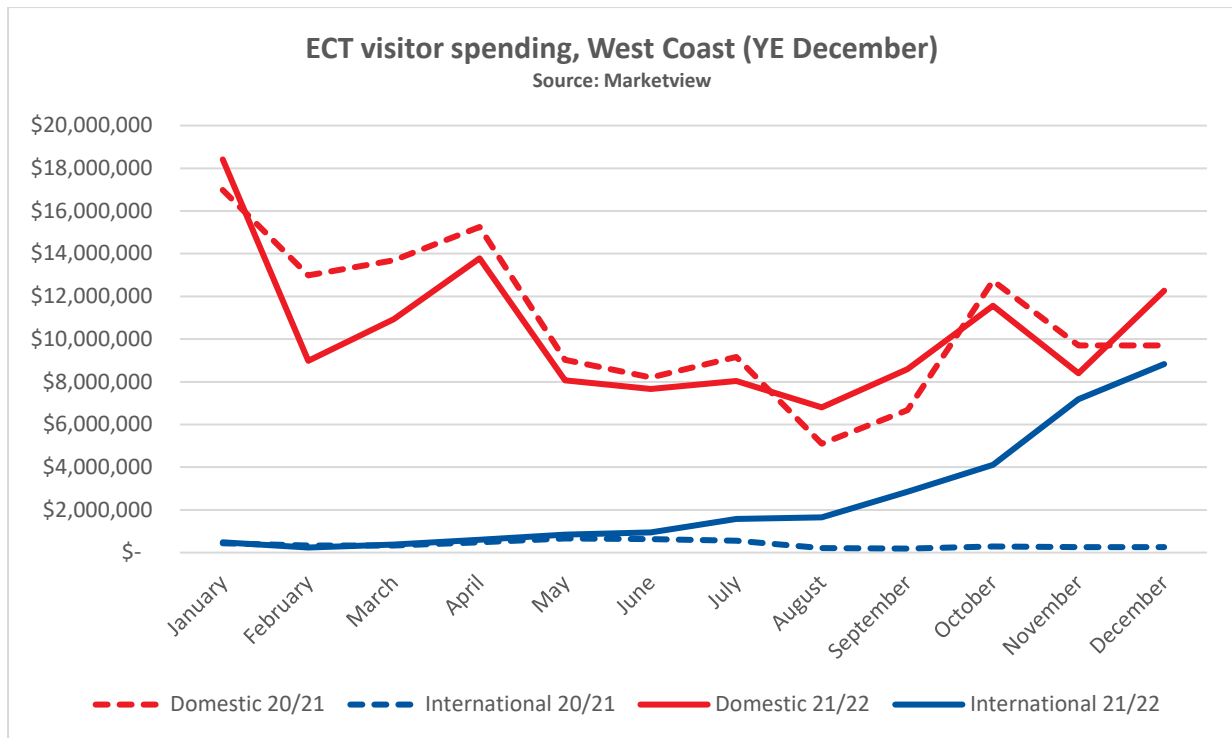
ECT visitor spending for the YE December 2022 was \$154m, up 11.9% or \$16.4m from YE December 2021.

Domestic ECT visitor spending for the YE December 2022 was \$125m, down -6% or -\$8.5m compared to the previous 12-month period.

ECT spending by international visitors was \$30m, up 525% or \$25m from the YE December 2021.



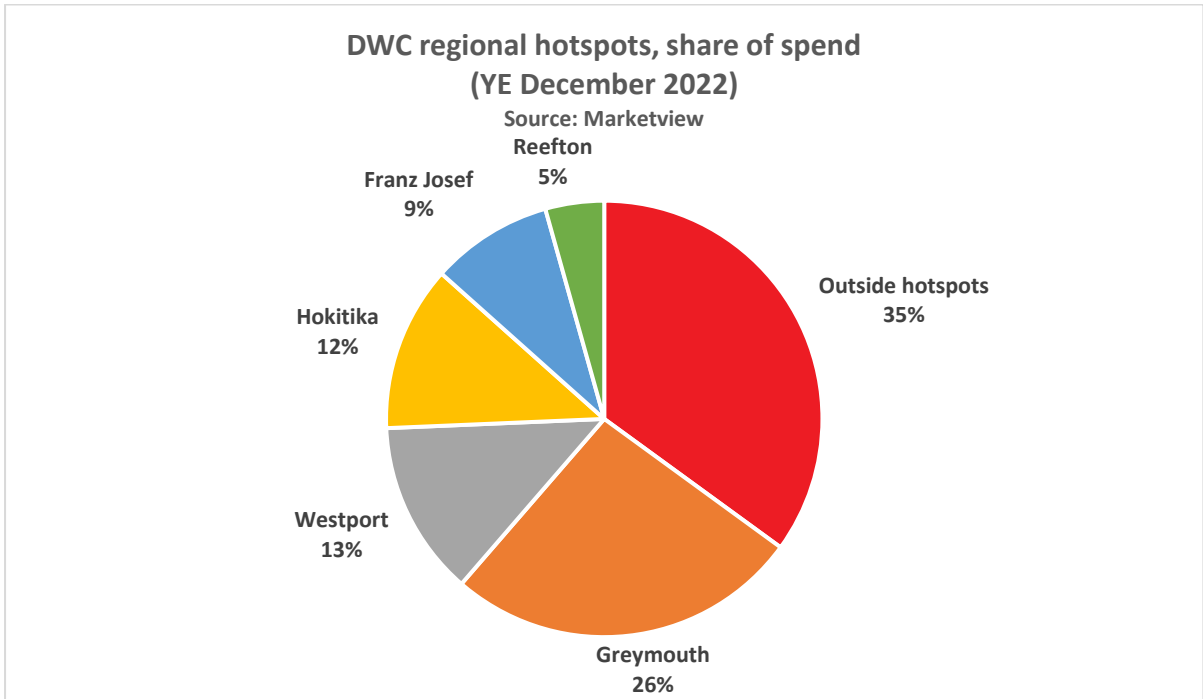
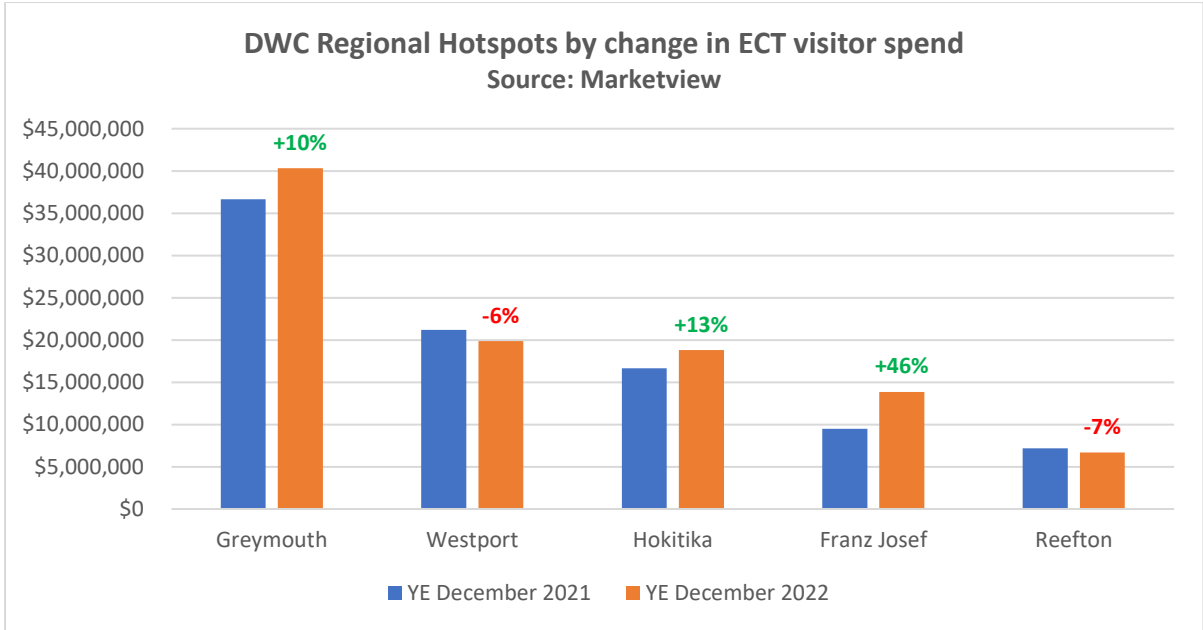


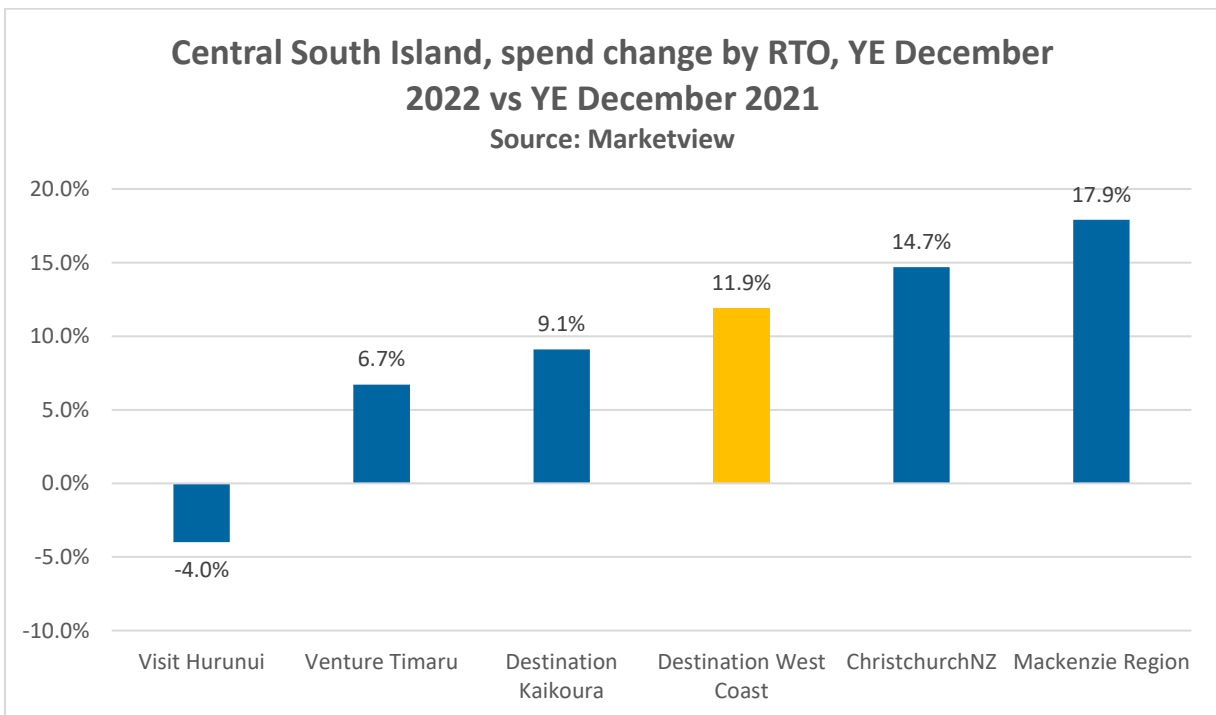
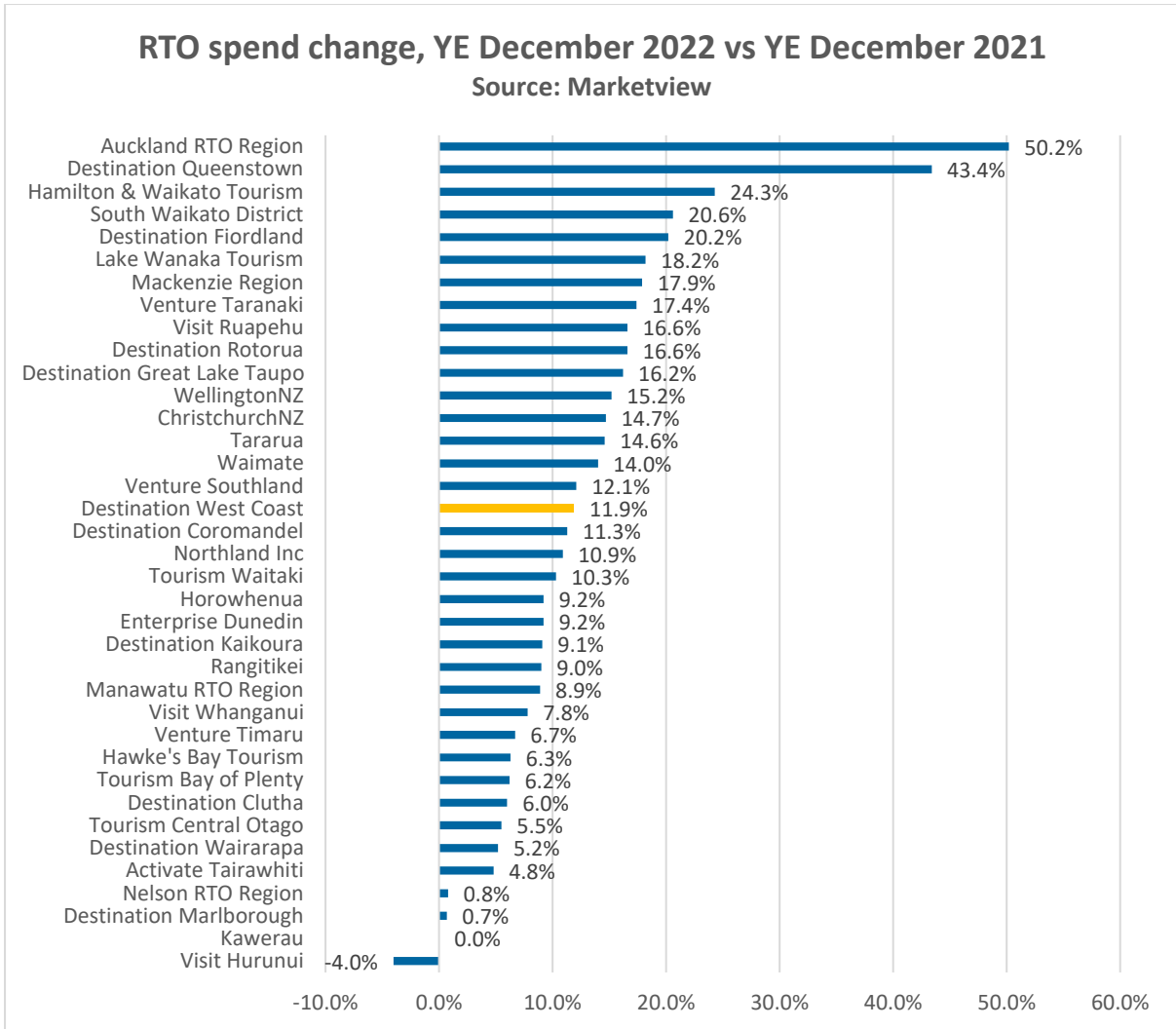


### Regional hotspots

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 December 2022.

Hotspot	December 2022 spend	Change from December 2019	Change from December 2021	YE December 2022 spend	Change from YE December 2021
Greymouth	\$5.0m	+25.2%	+31.5%	\$40.3m	+10.1%
Westport	\$2.5m	+15.7%	+3.9%	\$19.9m	-6.2%
Hokitika	\$2.6m	+42.1%	+73.3%	\$18.8m	+13.0%
Fox & Franz Josef	\$2.7m	-1.4%	+242.1%	\$13.9m	+45.9%
Reefton	\$671k	+17.5%	+3.9%	\$6.7m	-7.0%







## Accommodation

### Commercial

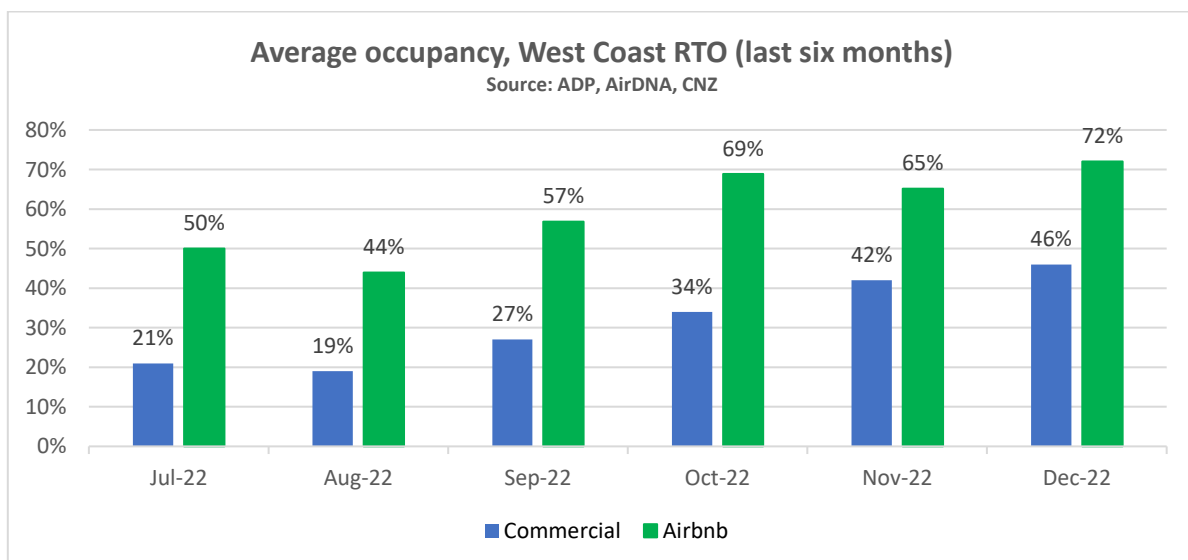
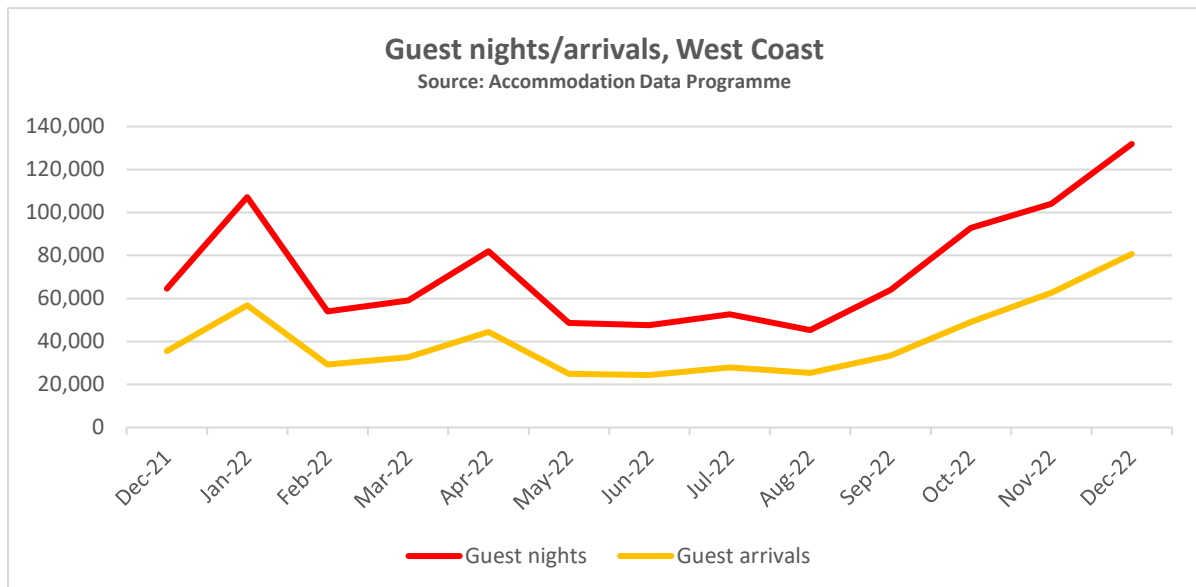
In total, 141 accommodation providers on the West Coast were registered on the ADP in December 2022, with 136 of these identifying as 'active'.

80,700 recorded guest arrivals spent 131,900 guest nights in commercial accommodation in the West Coast RTO area in December 2022. Guest arrivals were up 127% from December 2021 and guest nights up 104%.

Of these guest nights, 55% were spent in the Westland District, 25% in Buller District and 20% in Grey District. Guest nights spent on the West Coast made up 3.5% of total guest nights in NZ for the month.

The average occupancy rate was 46%, below the national average of 56%. Occupancy in Buller District was 56%, followed by Grey District at 51% and Westland District at 48%.

The average length of stay was 1.6 nights, below the national average of 2.2 nights.



### Airbnb

A total of 453 active rentals in the West Coast region were listed on Airbnb in December 2022, an increase of 24 listings from the previous month. Of these, 43% were in Westland District, 36% in Buller District and 20% in Grey District.

The average Airbnb occupancy rate in the region in December 2022 was 72%, an increase of 14 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):

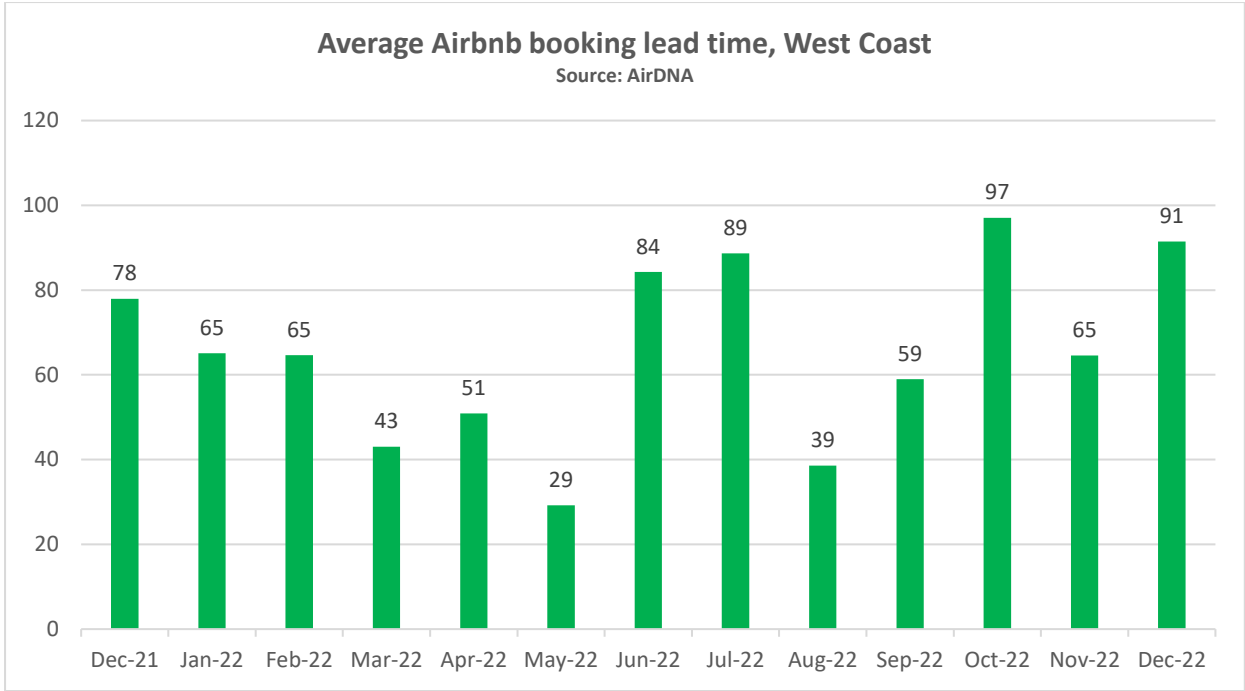
Airbnb average daily rates, West Coast (December 2022)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$443	+10%	\$303	+15%	\$211	+7%	\$169	+2%	\$149	+6%
Buller District	\$360	+5%	\$215	+8%	\$198	+4%	\$156	+8%	\$116	
Grey District	\$418	+3%	\$205	+2%	\$170	+2%	\$156		\$107	+3%

Airbnb revenue for the month totaled at \$1.9m in the West Coast region, down -2% from December 2019 and up 45% from December 2021.

A total of \$14.3m in Airbnb revenue was generated over the YE December 2022, up 11% or \$1.5m from the YE December 2021. Revenue decreased in the YE December 2022 for Grey Districts compared to the previous year (down -0.1%) and increased in Westland and Buller by 23% and 5% respectively.



The average booking lead time for West Coast Airbnb listings booked for November 2022 was 91 days. This was 14 days longer than the average booking lead time in December 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.