



Destination Analytics Report:

Prepared for West Coast RTO

December 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.

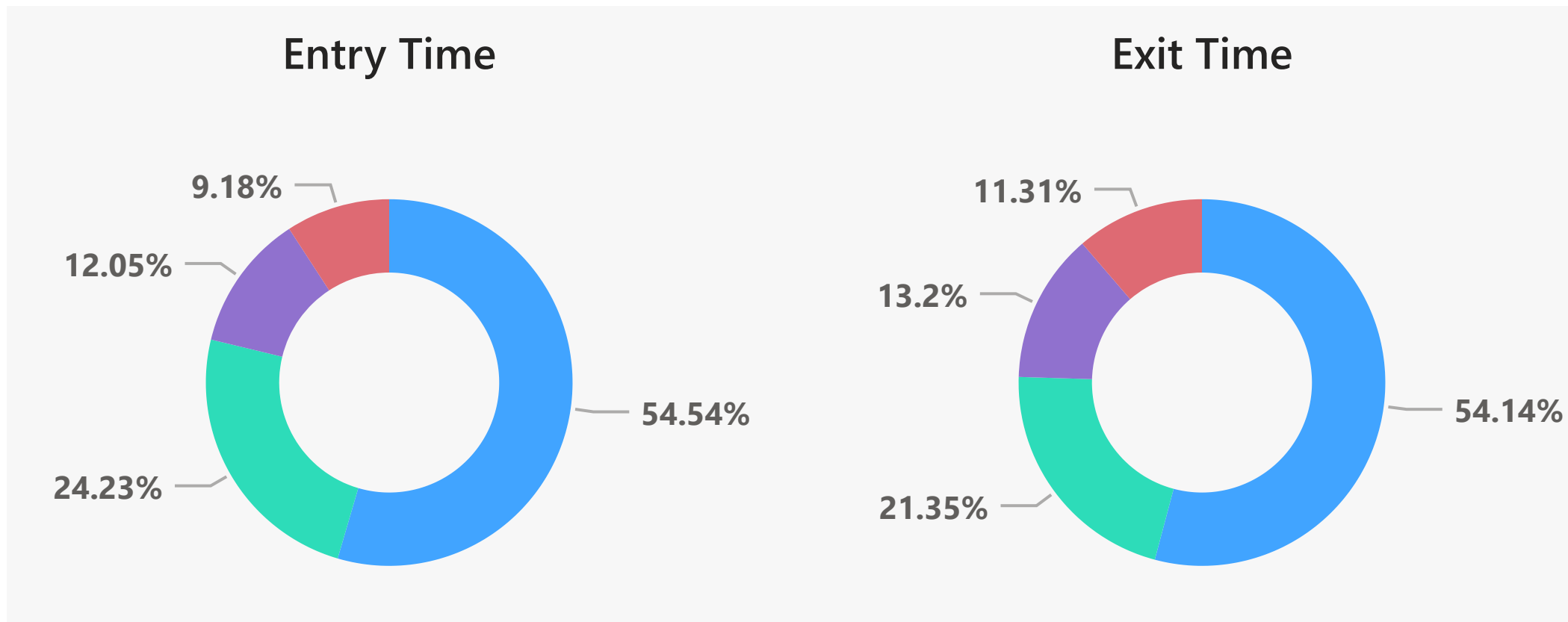


Monthly Regional Dashboard

Visitors
 5,016 ▲ 22% Prior Period
 ▲ 126% Prior Year

Overnight Stays
 1,704 ▲ 23% Prior Period
 ▲ 39% Prior Year

Avg. Nights Stayed
 1.53 ▲ 1% Prior Period
 ▼ -12% Prior Year



Country of Origin

Country	% of Visitors
Germany	18.3%
New Zealand	16.2%
United Kingdom	9.7%
France	9.1%
United States	9.0%

Top 5 Resident Localities

Home Locality	% of Visitors
Rutherglen-Cameron	5.1%
Wanaka West	2.6%
Warren Park	2.6%
Washdyke	2.6%
West Harbour	2.6%

Top 5 Resident Regions

Home Region	% Visitors
Christchurch	41.0%
Nelson Tasman RTO	15.4%
Auckland RTO	10.3%
West Coast RTO	10.3%
Queenstown	5.1%

National Visitor Numbers Region Comparison

Region Name	Top 10		Bottom 10	
	Prior Period	Prior Year	Prior Period	Prior Year
Gisborne RTO	51%	-1%	Clutha	4%
Central Otago RTO	48%	55%	Rotorua RTO	7%
Taranaki RTO	31%	55%	Fiordland	7%
Manawatu RTO	30%	38%	Dunedin RTO	9%
Rangitikei	25%	94%	Tararua	10%
Northland RTO	24%	66%	Southland	12%
Nelson Tasman RTO	24%	43%	South Canterbury	14%
Waikato RTO	23%	42%	Mackenzie	15%
Lake Taupo RTO	22%	128%	Waitaki RTO	15%
Marlborough RTO	22%	92%	Waimate	16%

Top 5 Prior Regions

Entered From Region	% of Visitors
Nelson Tasman RTO	32.6%
Wanaka	27.7%
Christchurch	24.2%
Queenstown	4.1%
Marlborough RTO	2.4%

Top 5 Next Regions

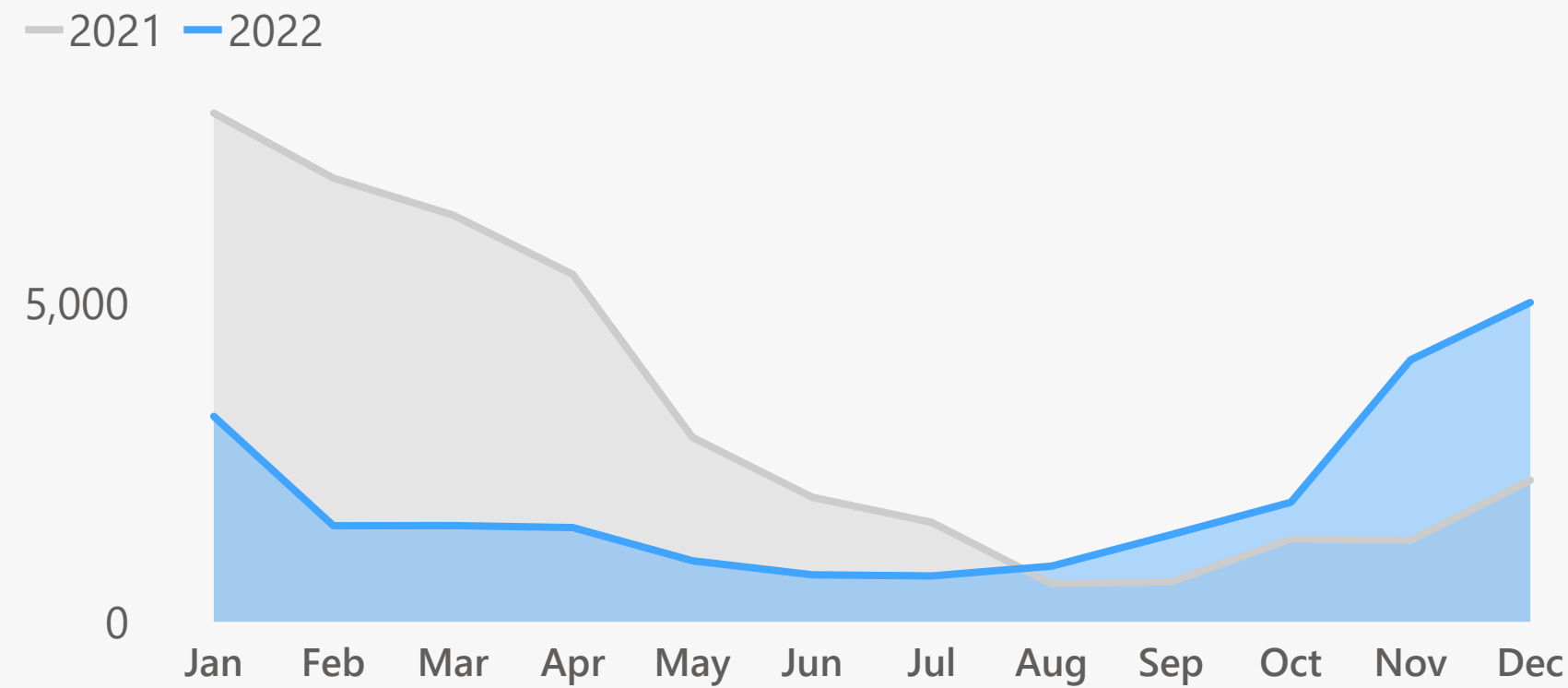
Went To Region	% of Visitors
Wanaka	33.9%
Nelson Tasman RTO	29.0%
Christchurch	23.3%
Queenstown	4.1%
Marlborough RTO	2.0%



Total Visitors

5,016

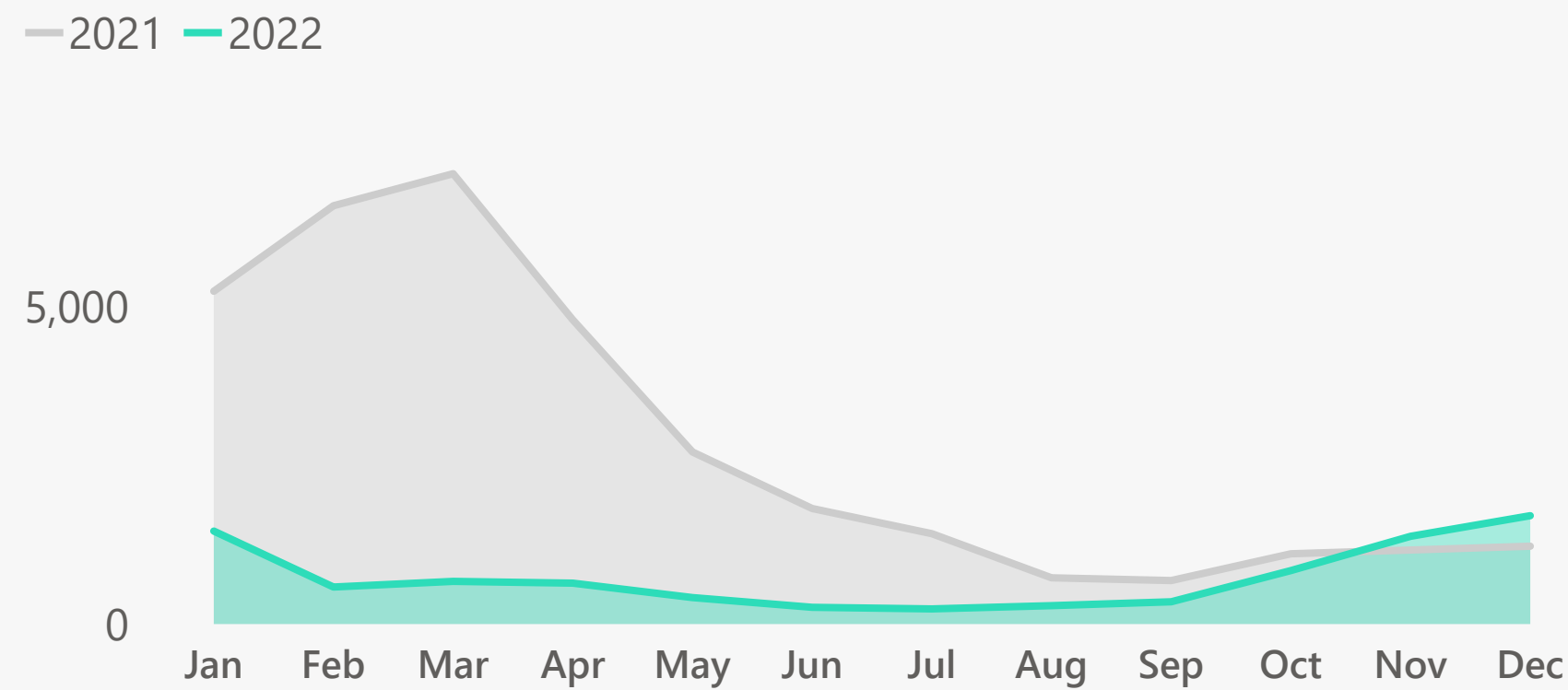
22% Prior Period
126% Prior Year



Overnight Stays

1,704

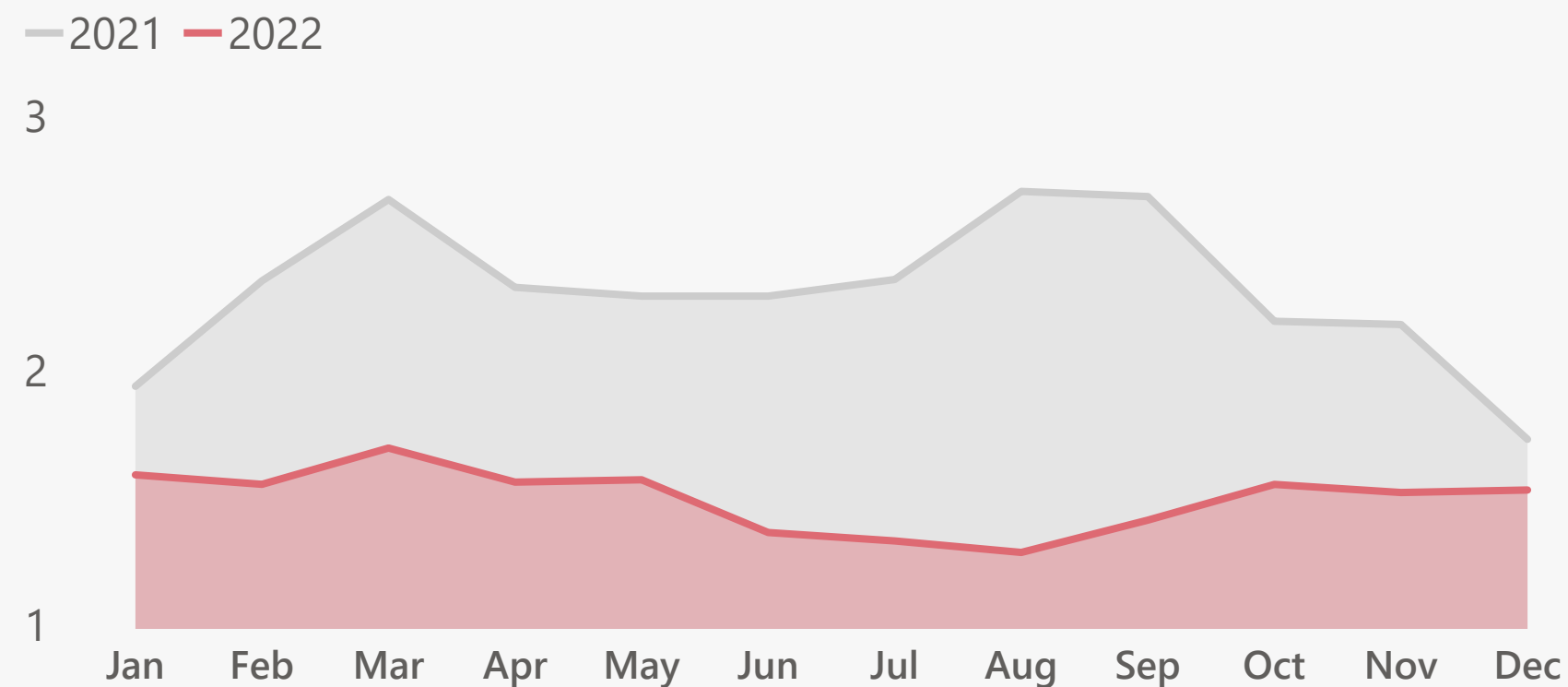
23% Prior Period
39% Prior Year



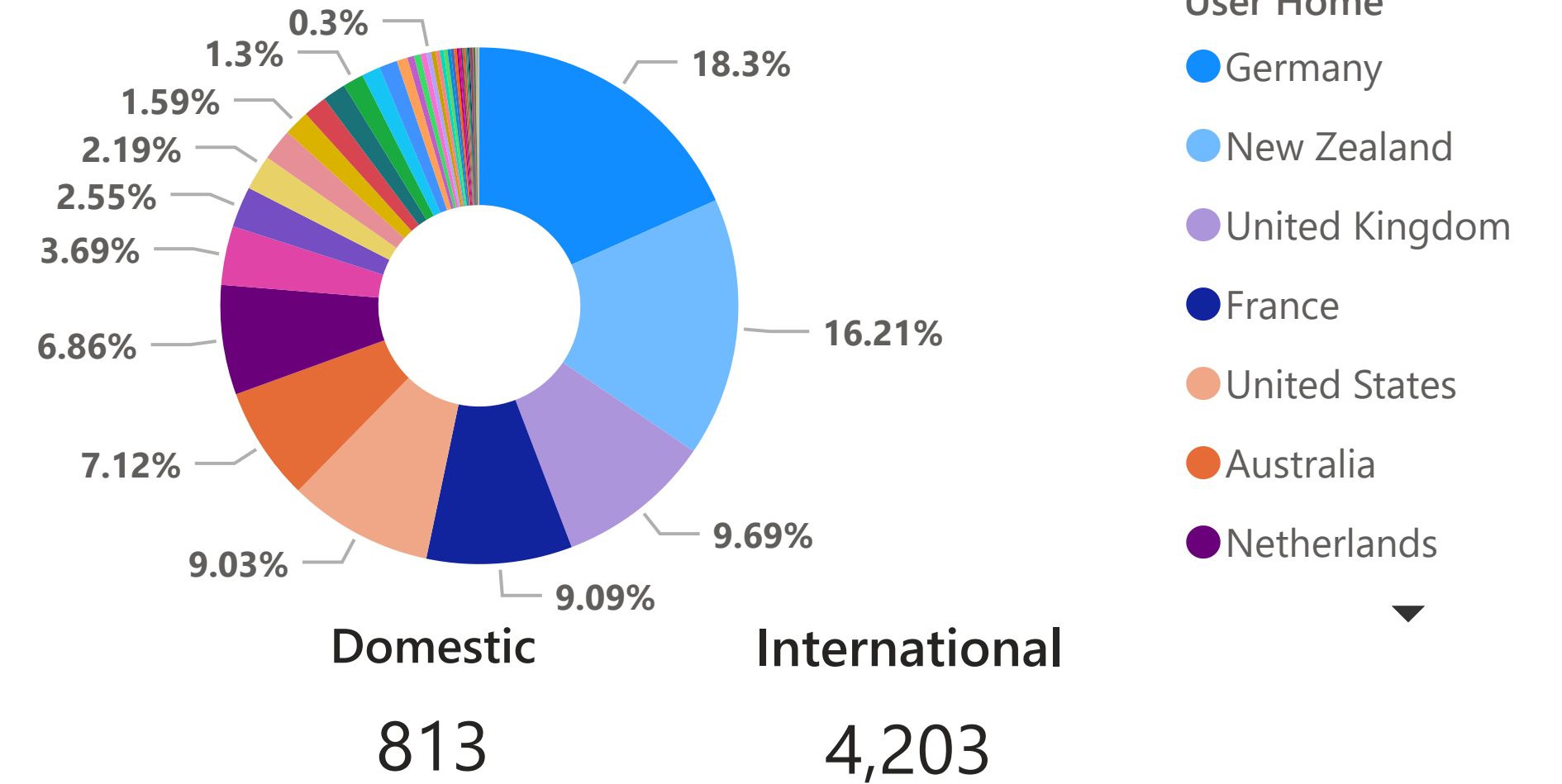
Avg. Nights Stayed

1.53

1% Prior Period
-12% Prior Year



Visitor Country of Origin



Total Visitors

For December 2022, West Coast RTO saw a total of 5,016 visitors which was an increase of 22% on the prior month, and an increase of 126% 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 December 2022, West Coast RTO saw a total of 1,704 overnight stays which is up 23% on the previous month, and up 39% on the same time last year. On average visitors stayed for 1.53 nights in the region which was up 1% on the previous month and down -12% 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 813 visitors and accounted for 16% of all visitors. There were 4,203 international visitors (84%) with the top 3 countries being Germany (18.3%), United Kingdom (9.7%) and France (9.1%).



Selected Region	Prior Period	Prior Year
West Coast RTO	▲ 22%	▲ 126%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Gisborne RTO	51%	-1%	Fiordland	7%	344%
Central Otago RTO	48%	55%	Mackenzie	15%	173%
Taranaki RTO	31%	55%	Rotorua RTO	7%	161%
Manawatu RTO	30%	38%	Waitaki RTO	15%	103%
Rangitikei	25%	94%	Clutha	4%	102%
Northland RTO	24%	66%	Southland	12%	87%
Nelson Tasman RTO	24%	43%	South Canterbury	14%	63%
Waikato RTO	23%	42%	Dunedin RTO	9%	60%
Lake Taupo RTO	22%	128%	Waimate	16%	42%
Marlborough RTO	22%	92%	Tararua	10%	27%

Regional Visitor Comparison Top & Bottom

For December 2022, West Coast RTO experienced an increase of 22% in visitor numbers compared to the previous month and an increase of 126% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 19% higher compared to the previous month and 64% higher when compared to the same time last year.

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

Top 5 Resident Localities		Top 5 Resident Regions	
Home Locality	% of Visitors	Home Region	% Total Visitors
Rutherglen-Cameron	5.1%	Christchurch	41.0%
Wanaka West	2.6%	Nelson Tasman RTO	15.4%
Warren Park	2.6%	Auckland RTO	10.3%
Washdyke	2.6%	West Coast RTO	10.3%
West Harbour Clearwater	2.6%	Queenstown	5.1%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in December 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 5.1% of the observed market.

Top 5 Resident Regions

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

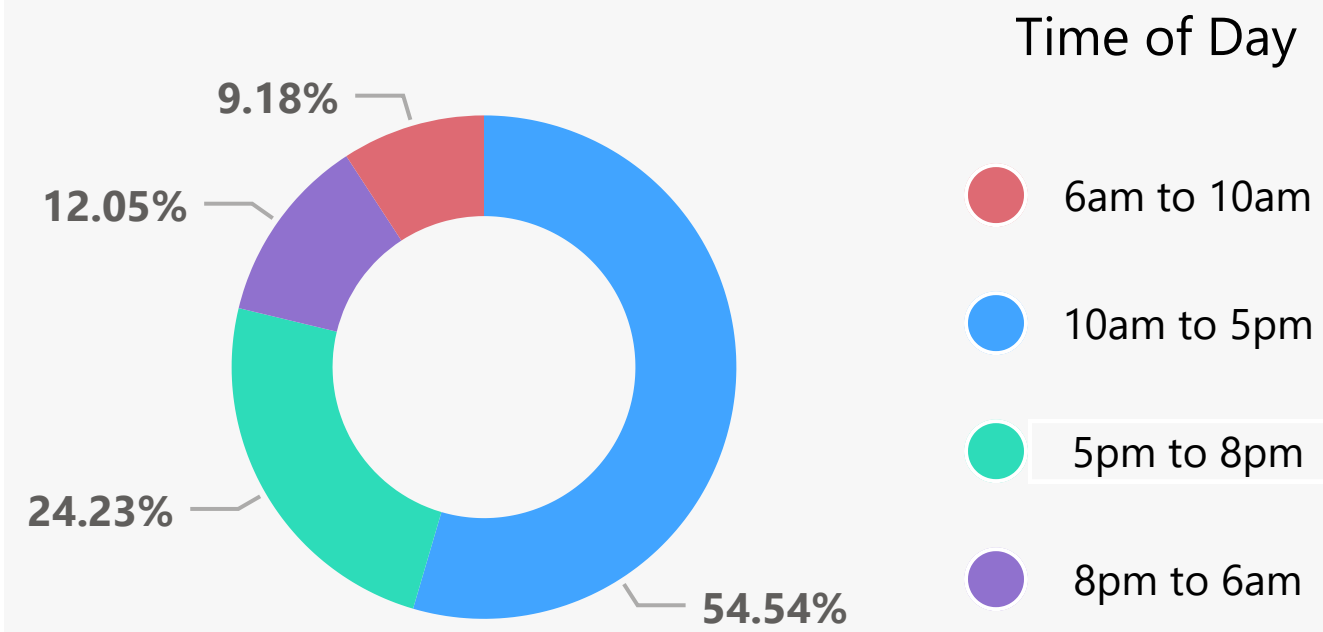
The top 3 regions were:

- Christchurch - 41.0% of visitors.
- Nelson Tasman RTO - 15.4% of visitors.
- West Coast RTO - 10.3% of visitors.

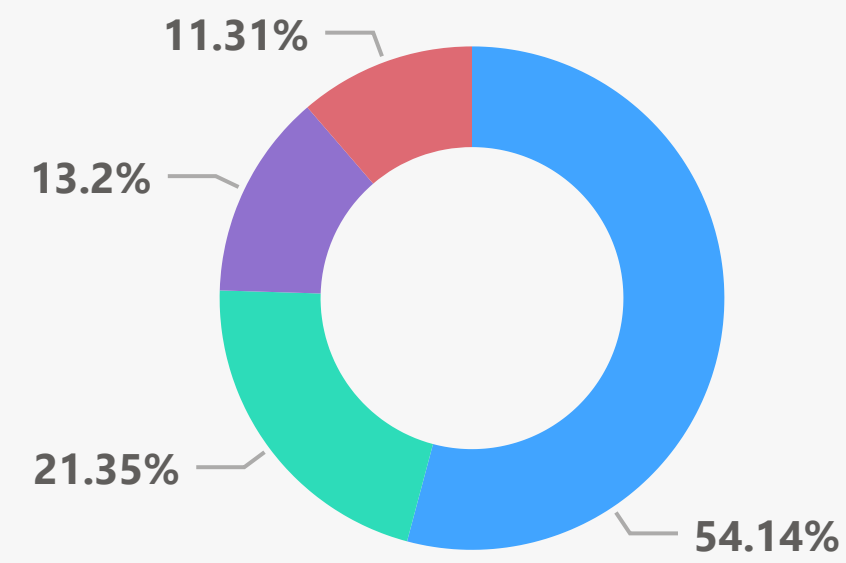
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



Entry Time



Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
Nelson Tasman RTO	32.6%
Wanaka	27.7%
Christchurch	24.2%
Queenstown	4.1%
Marlborough RTO	2.4%

Top 5 Next Regions

Went To Region	% of Visitors
Wanaka	33.9%
Nelson Tasman RTO	29.0%
Christchurch	23.3%
Queenstown	4.1%
Marlborough RTO	2.0%

Entry & Exit Time

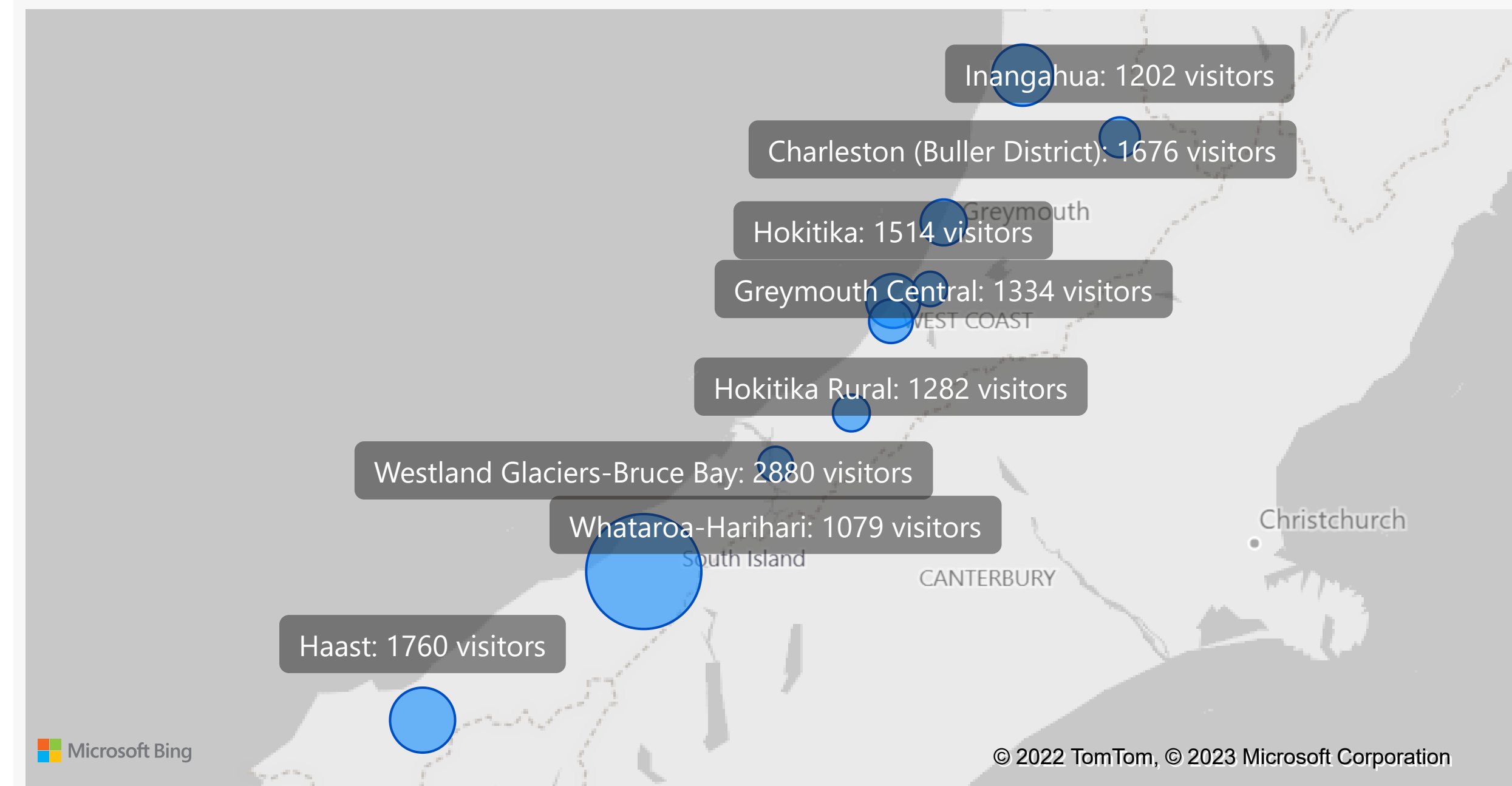
The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for December 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 54.5% of visitors recorded in that time frame.

The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 54.1% 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 December 2022.

Top Visitor Localities



Most Popular Localities

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

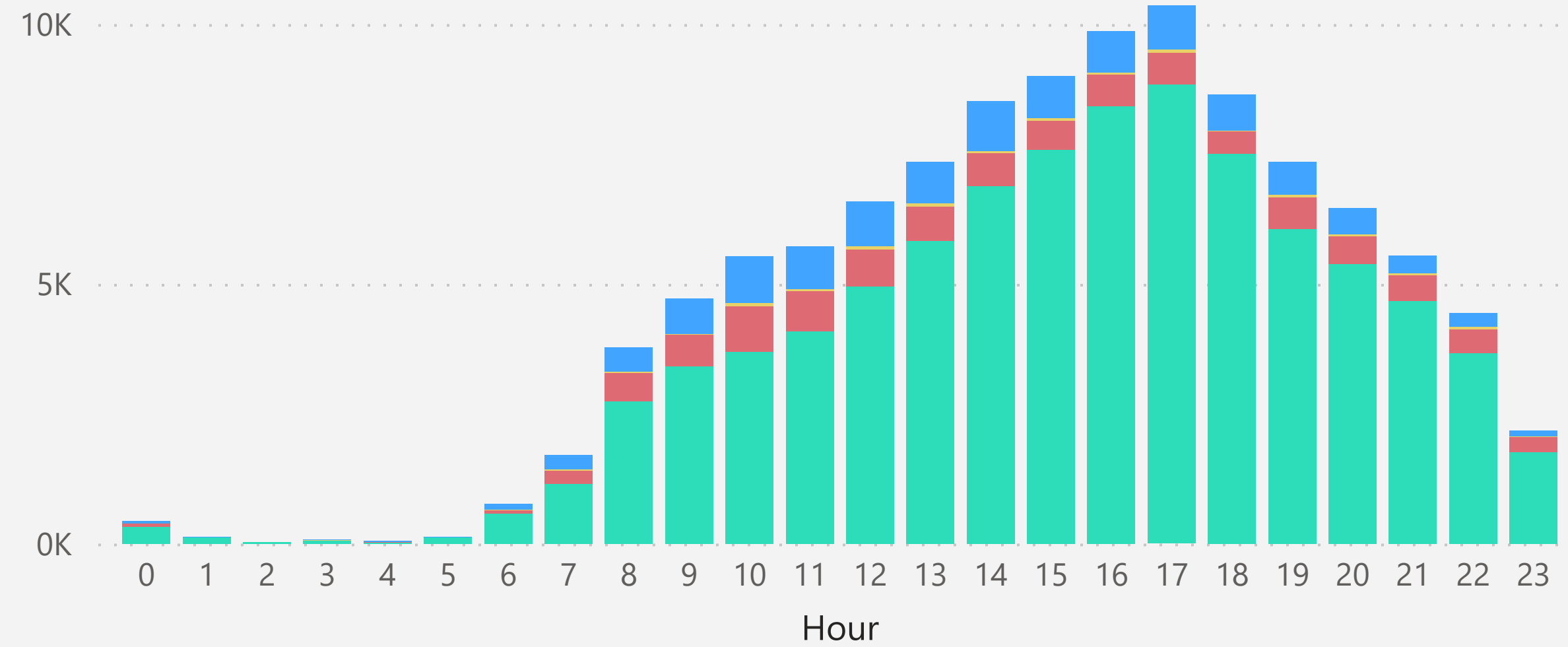
Westland Glaciers-Bruce Bay - 2880 visitors (238 domestic, 2642 international).

- Haast - 1,760 visitors (160 domestic, 1600 international).
- Charleston (Buller District) - 1676 visitors (178 domestic, 1498 international).
- Hokitika - 1514 visitors (200 domestic, 1314 international).
- Greymouth Central - 1334 visitors (188 domestic, 1146 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 5 - 6pm and least searched between 4 - 5am.
- Services were most searched between 2 - 3pm and least searched between 1 - 2am.
- Attractions were most searched between 10 - 11am and least searched between 1 - 2am.
- Food was most searched between 5 - 6pm and least searched between 3 - 4am.

Search Categories Insights

There were a total of 109,352 searches in West Coast RTO for December 2022 which was an increase of 15% on the previous month. The most searched categories were:

- Paid Campground 32,026 searches (up 8% on previous month).
- Low-cost Campground: 31,208 searches (up 22% on previous month).
- Free Camping Area: 21,679 searches (up 19% on previous month).

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

- Low-cost Campground: up 22% (to 31208 searches).
- Motel: up 20% (to 986 searches).
- Walking / Hiking Trail: up 20% (to 5770 searches).

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

- Petrol Station: down -3% (to 1821 searches).
- Supermarket: up 1% (to 1187 searches).
- Paid Campground: up 8% (to 32026 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	32,026	29,622	8%
Low-cost Campground	31,208	25,618	22%
Free Camping Area	21,679	18,286	19%
Walking / Hiking Trail	5,770	4,828	20%
Public Toilet	2,754	2,342	18%
Petrol Station	1,821	1,881	-3%
Dump Station	1,635	1,501	9%
Fishing	1,311	1,204	9%
Supermarket	1,187	1,174	1%
Motel	986	824	20%





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.