triptech

Destination Analytics Report:

Prepared for West Coast RTO

November 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.
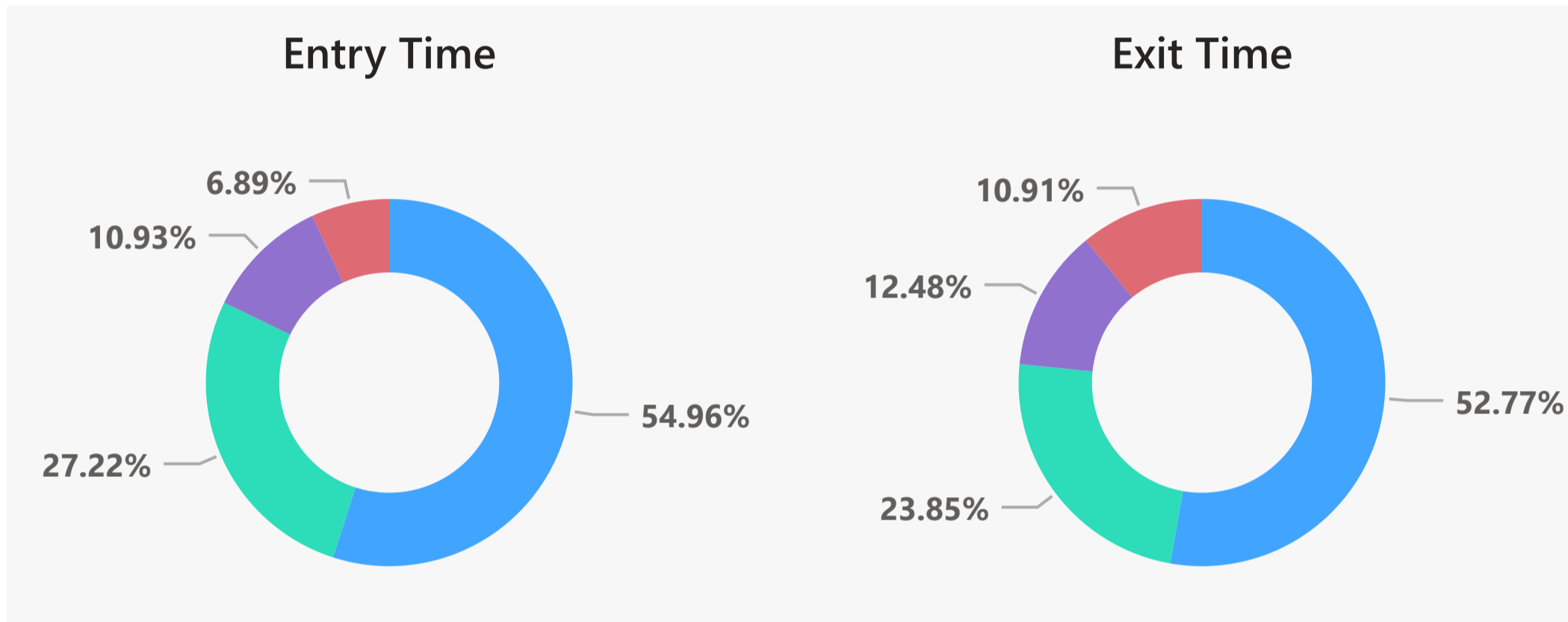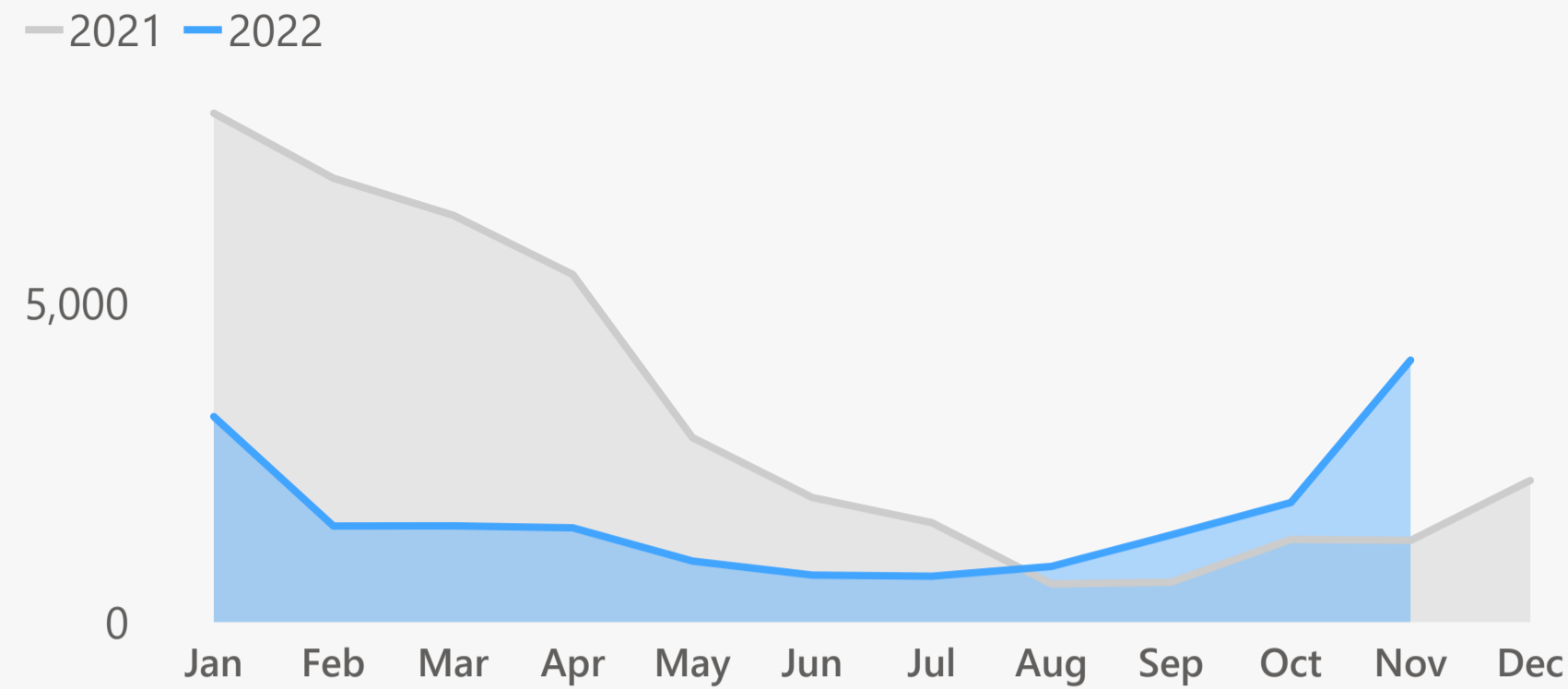
Monthly Regional Dashboard

Visitors

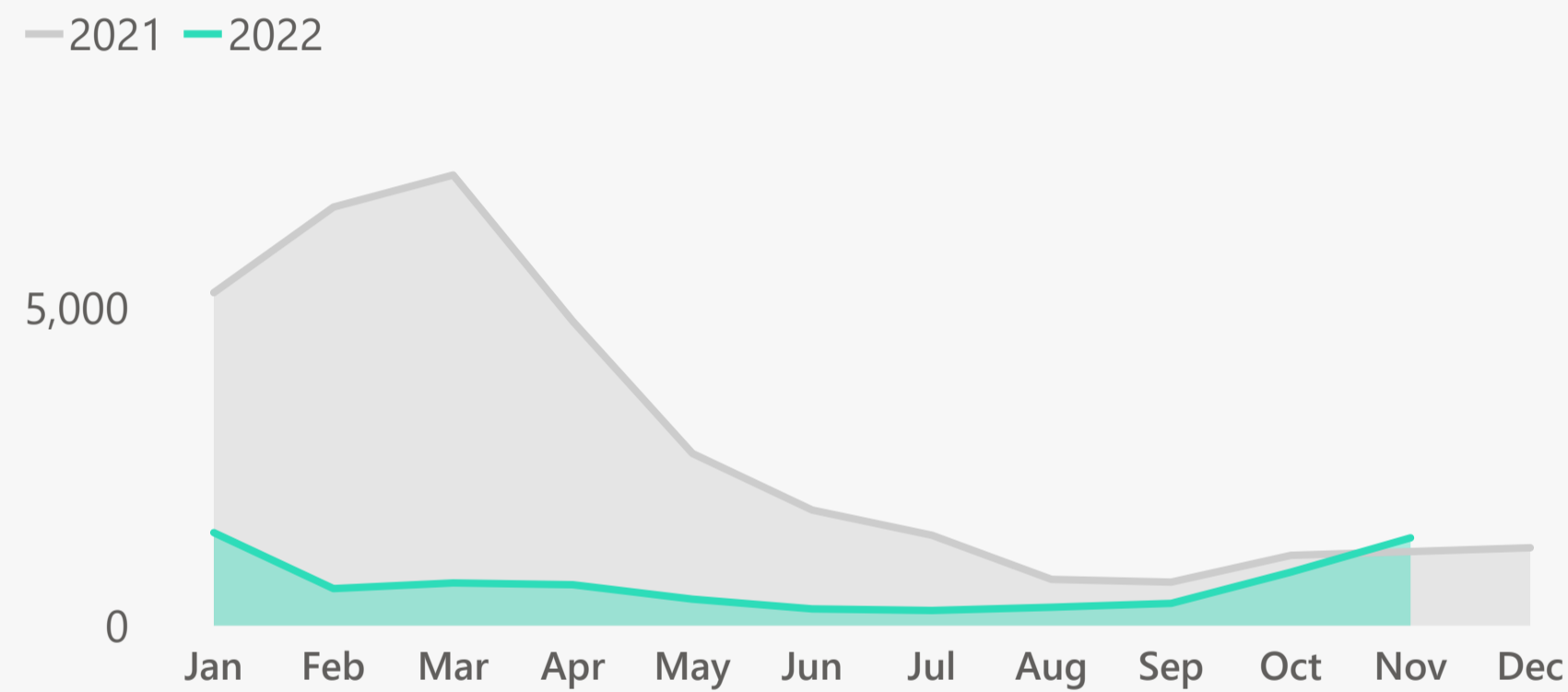4,114 ▲ 119% Prior Period
▲ 221% Prior Year

Overnight Stays

1,380 ▲ 64% Prior Period
▲ 19% Prior Year

Avg. Nights Stayed

1.52 ▼ -2% Prior Period
▼ -30% Prior Year

Country of Origin

Country	% of Visitors
Germany	17.8%
United Kingdom	12.4%
New Zealand	10.2%
Australia	9.9%
France	9.1%

Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	6.9%
Oaklands East	6.9%
Rutherglen-Camerons	6.9%
The Wood	3.4%
Waipaoa	3.4%

Top 5 Resident Regions

Home Region	% Visitors
Christchurch	37.9%
West Coast RTO	20.7%
Nelson Tasman RTO	13.8%
Manawatu RTO	6.9%
Whanganui RTO	3.4%

Entry Time

6.89%
10.93%
27.22%
54.96%

Exit Time

10.91%
12.48%
23.85%
52.77%

● 6am to 10am ● 10am to 5pm ● 5pm to 8pm ● 8pm to 6am

Top 5 Prior Regions

Entered From Region	% of Visitors
Nelson Tasman RTO	35.2%
Wanaka	28.9%
Christchurch	20.0%
Queenstown	4.9%
Marlborough RTO	2.3%

Top 5 Next Regions

Went To Region	% of Visitors
Wanaka	35.4%
Nelson Tasman RTO	29.6%
Christchurch	22.1%
Queenstown	4.5%
Marlborough RTO	1.5%

National Visitor Numbers Region Comparison

Top 10

Region Name	Prior Period	Prior Year
Fiordland	139%	400%
MacKenzie	123%	314%
Wanaka	121%	228%
West Coast RTO	119%	221%
North Canterbury	119%	200%
Clutha	118%	147%
Nelson Tasman RTO	117%	99%
Marlborough RTO	116%	173%
Whanganui RTO	112%	174%
Waitaki RTO	110%	168%

Bottom 10

Region Name	Prior Period	Prior Year
Auckland RTO	44%	64%
Gisborne RTO	48%	9%
Northland RTO	53%	250%
Waikato RTO	62%	149%
Hawke's Bay RTO	70%	37%
Waimate	73%	65%
Christchurch	74%	51%
Manawatu RTO	75%	55%
Wairarapa RTO	80%	73%
Coromandel RTO	81%	253%

Total Visitors

2021 2022

4,114

119% Prior Period

221% Prior Year

Line chart (Jan–Dec) with y-axis at 0 and 5,000, comparing 2021 and 2022 total visitors.

Overnight Stays

2021 2022

1,380

64% Prior Period

19% Prior Year

Line chart (Jan–Dec) with y-axis at 0 and 5,000, comparing 2021 and 2022 overnight stays.

Avg. Nights Stayed

2021 2022

1.52

-2% Prior Period

-30% Prior Year

Line chart (Jan–Dec) with y-axis at 1, 2, 3, comparing 2021 and 2022 average nights stayed.

Visitor Country of Origin

0.1%
0.95%
1.6%
2.6%
2.8%
3.55%
8.17%
8.99%
9.09%
9.94%
10.23%
12.4%
17.79%

User Home
- Germany
- United Kingdom
- New Zealand
- Australia
- France
- United States
- Netherlands

Domestic	International
421	3,693
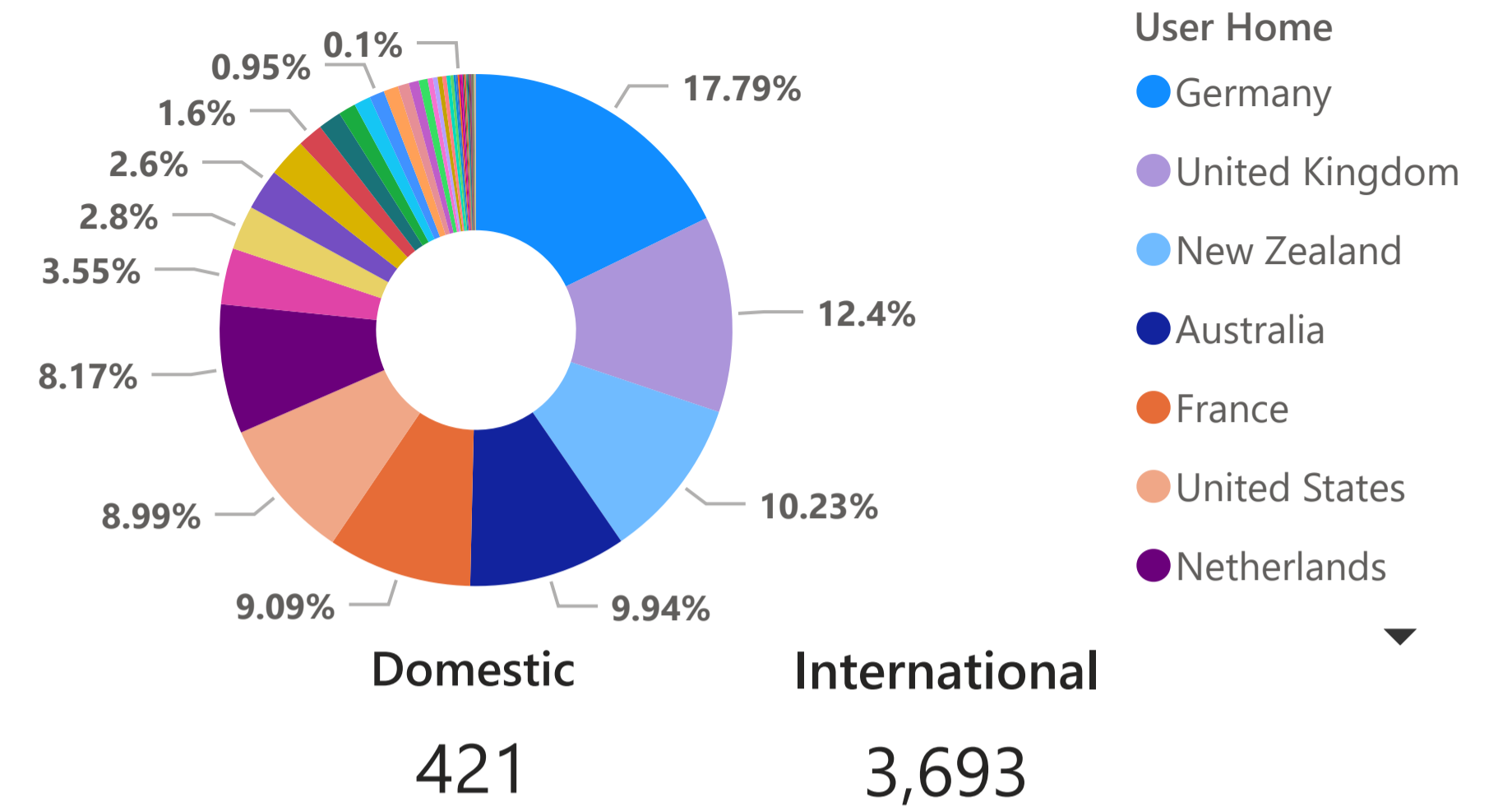
Total Visitors

For November 2022, West Coast RTO saw a total of 4,114 visitors which was an increase of 119% on the prior month, and an increase of 221% 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 November 2022, West Coast RTO saw a total of 1,380 overnight stays which is up 64% on the previous month, and up 19% on the same time last year.
On average visitors stayed for 1.52 nights in the region which was down -2% on the previous month and down -30% 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 421 visitors and accounted for 10 % of all visitors. There were 3,693 international visitors (90 %) with the top 3 countries being Germany (17.8 %), United Kingdom (12.4 %) and Australia (9.9 %)

Selected Region	Prior Period	Prior Year
West Coast RTO	▲ 119%	▲ 221%

National Visitor Numbers Comparison

Top 10

Region Name	Prior Period	Prior Year
Fiordland	139%	400%
MacKenzie	123%	314%
Wanaka	121%	228%
West Coast RTO	119%	221%
North Canterbury	119%	200%
Clutha	118%	147%
Nelson Tasman RTO	117%	99%
Marlborough RTO	116%	173%
Whanganui RTO	112%	174%
Waitaki RTO	110%	168%

Bottom 10

Region Name	Prior Period	Prior Year
Coromandel RTO	81%	253%
Northland RTO	53%	250%
Waikato RTO	62%	149%
Wairarapa RTO	80%	73%
Waimate	73%	65%
Auckland RTO	44%	64%
Manawatu RTO	75%	55%
Christchurch	74%	51%
Hawke's Bay RTO	70%	37%
Gisborne RTO	48%	9%

Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	6.9%
Oaklands East	6.9%
Rutherglen-Camerons	6.9%
The Wood	3.4%
Waipaoa	3.4%

Top 5 Resident Regions

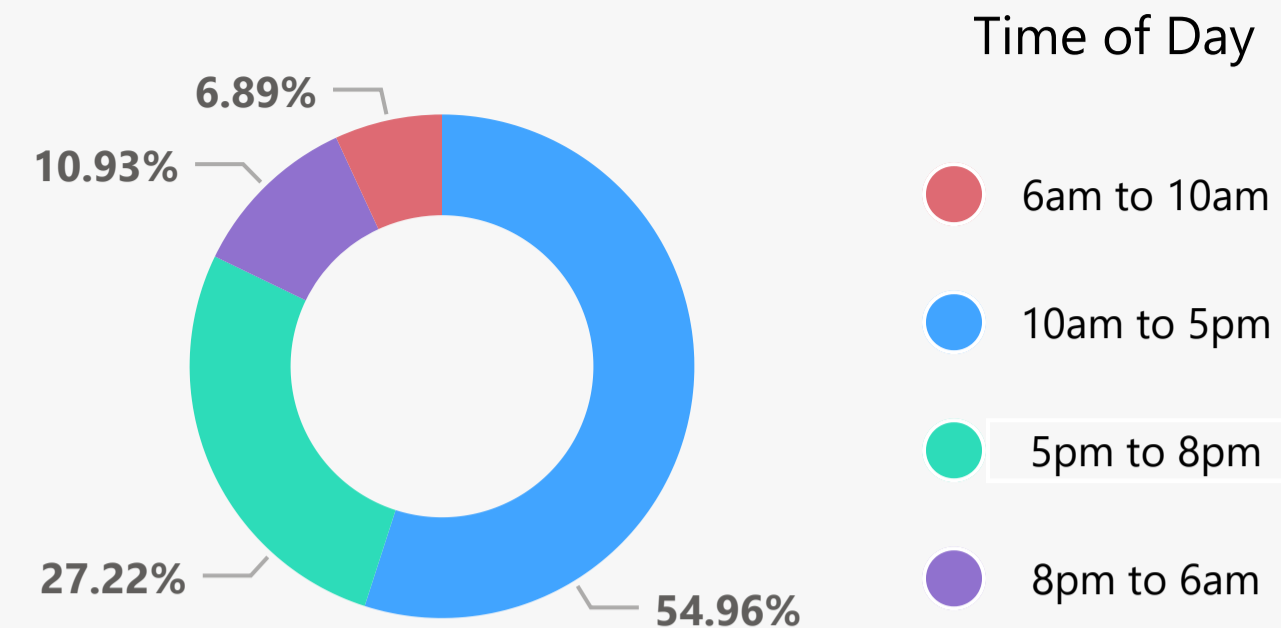| Home Region	% Total Visitors
Christchurch	37.9%
West Coast RTO	20.7%
Nelson Tasman RTO	13.8%
Manawatu RTO	6.9%
Whanganui RTO	3.4%

Regional Visitor Comparison Top & Bottom

For November 2022, West Coast RTO experienced an increase of 119% in visitor numbers compared to the previous month and an increase of 221% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 88% higher compared to the previous month and 129% higher when compared to the same time last year.
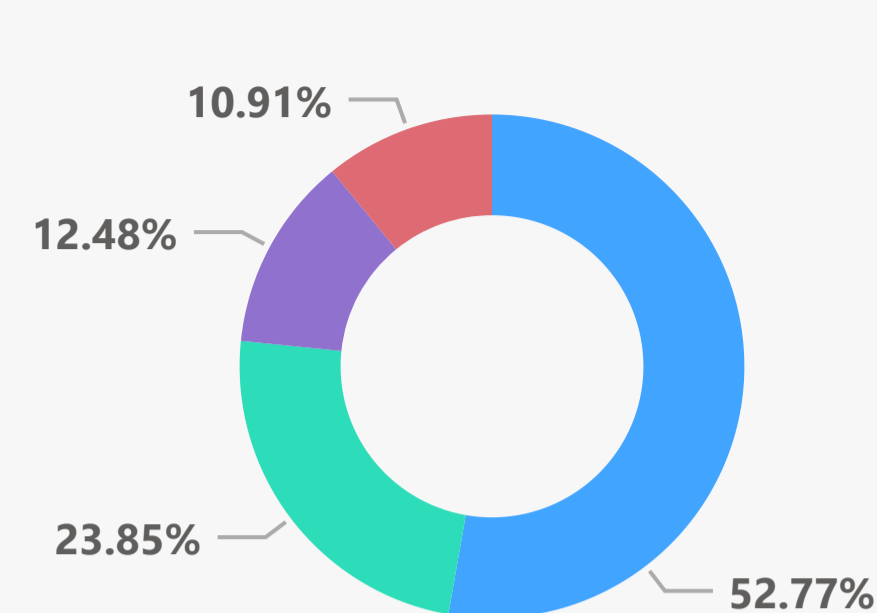
As such West Coast RTO is trending above the New Zealand average in November 2022. The rest of the table highlights the performance of the top and bottom 10 regions compared to the previous month and shows regions that are experiencing seasonal upturns or downturns.

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in November 2022. Rutherglen-Camerons 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 6.9% of the observed market.

Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited West Coast RTO in November 2022.
The top 3 regions were:
- Christchurch - 37.9% of visitors.
- West Coast RTO - 20.7% of visitors.
- Nelson Tasman RTO - 13.8% 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

6.89%
10.93%
27.22%
54.96%

Exit Time

10.91%
12.48%
23.85%
52.77%

Time of Day

- 🔴 6am to 10am
- 🔵 10am to 5pm
- 🟢 5pm to 8pm
- 🟣 8pm to 6am

Top Visitor Localities

Inangahua: 1046 visitors
Charleston (Buller District): 1532 visitors
Hokitika: 1262 visitors
Greymouth Central: 1151 visitors
WEST COAST
Hokitika Rural: 1104 visitors
Westland Glaciers-Bruce Bay: 2627 visitors
Whataroa-Harihari: 931 visitors
Christchurch
South Island
CANTERBURY
Haast: 1606 visitors

Top 5 Prior Regions

Entered From Region	% of Visitors ▼
Nelson Tasman RTO	35.2%
Wanaka	28.9%
Christchurch	20.0%
Queenstown	4.9%
Marlborough RTO	2.3%

Top 5 Next Regions

| Went To Region	% of Visitors ▼
Wanaka	35.4%
Nelson Tasman RTO	29.6%
Christchurch	22.1%
Queenstown	4.5%
Marlborough RTO	1.5%

Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for November 2022. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 55% of visitors recorded in that time frame.
The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 52.8% 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 November 2022.
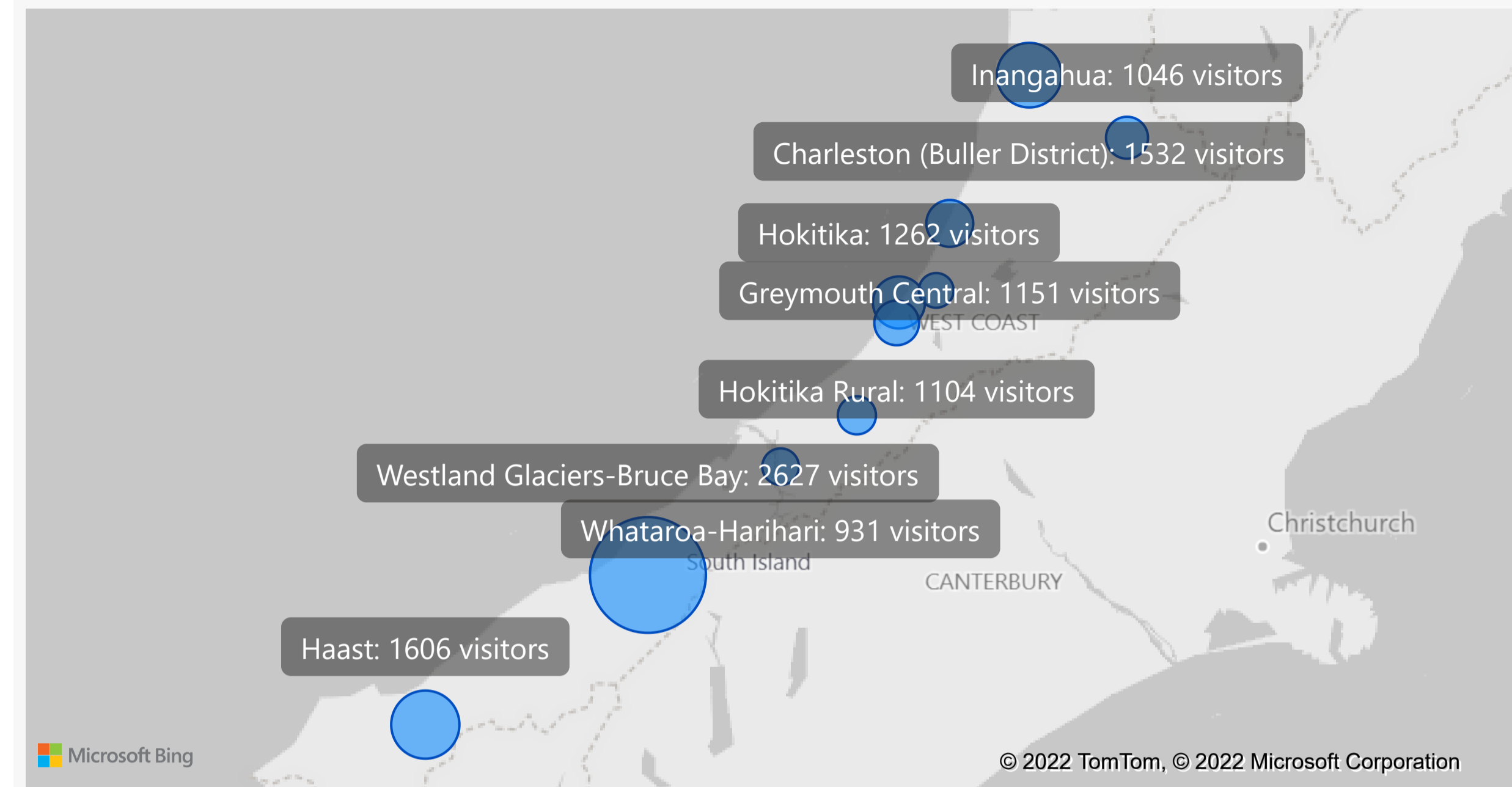
Most Popular Localities

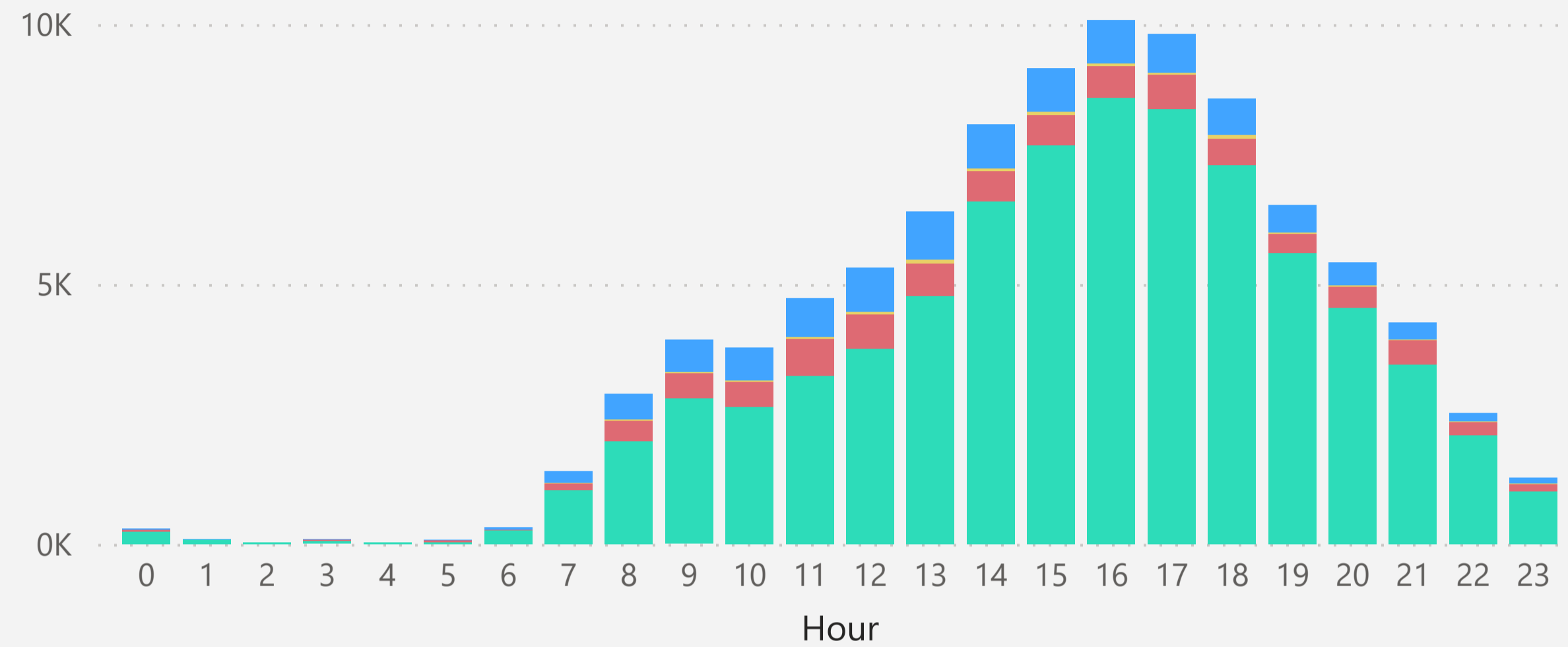In November 2022, the most visited localities in West Coast RTO were:

- Westland Glaciers-Bruce Bay - 2627 visitors (131 domestic, 2496 international).
- Haast - 1,606 visitors (93 domestic, 1513 international).
- Charleston (Buller District) - 1532 visitors (100 domestic, 1432 international).
- Hokitika - 1262 visitors (98 domestic, 1164 international).
- Greymouth Central - 1151 visitors (95 domestic, 1056 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

Most Popular Search Categories

Category	Current Period ▼	Previous Period	% Change
Paid Campground	29,622	14,733	101%
Low-cost Campground	25,618	11,872	116%
Free Camping Area	18,286	10,277	78%
Walking / Hiking Trail	4,828	2,808	72%
Public Toilet	2,342	1,435	63%
Petrol Station	1,881	919	105%
Dump Station	1,501	945	59%
Fishing	1,204	780	54%
Supermarket	1,174	517	127%
Motel	824	399	107%

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 4 - 5am.
- Services were most searched between 1 - 2pm and least searched between 1 - 2am.
- Attractions were most searched between 11am - Noon and least searched between 6 - 7am.
- Food was most searched between 1 - 2pm and least searched between 5 - 6am.

Search Categories Insights

There were a total of 95,040 searches in West Coast RTO for November 2022 which was an increase of 94% on the previous month. The most searched categories were:
- Paid Campground 29,622 searches (up 101% on previous month).
- Low-cost Campground: 25,618 searches (up 116% on previous month).
- Free Camping Area: 18,286 searches (up 78% on previous month).

The fastest growing categories or those that declined the least in the top 10 over the last month were:
- Supermarket: up 127% (to 1174 searches).
- Low-cost Campground: up 116% (to 25618 searches).
- Motel: up 107% (to 824 searches).

The categories that declined the most or had the least growth over the last month were:
- Fishing: up 54% (to 1204 searches).
- Dump Station: up 59% (to 1501 searches).
- Public Toilet: up 63% (to 2342 searches).

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.

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For more information email **info@triptech.com**

Or visit www.triptech.com