

# West Coast Visitor Trends Report



## January 2023

### Key Visitor Figures:



9,692

Average Visitor  
Numbers



1,886

Average Daily  
International  
Visitor



\$27.7m

ECT Visitor Spend



60%

Commercial  
Accommodation  
Occupancy



81%

Airbnb  
Occupancy



## Dates & Events

Dates	Events
<b>1<sup>st</sup> January 2023</b>	New Year's Day
<b>2<sup>nd</sup> January 2023</b>	Day after New Year's Day
<b>3<sup>rd</sup> January 2023</b>	New Year's Day (Public Holiday Observed)

Throughout the report, most figures in January 2023 would be compared to the same month last year 2022 and same month in the year 2019 which represents our last year of normal visitation (pre-Covid).

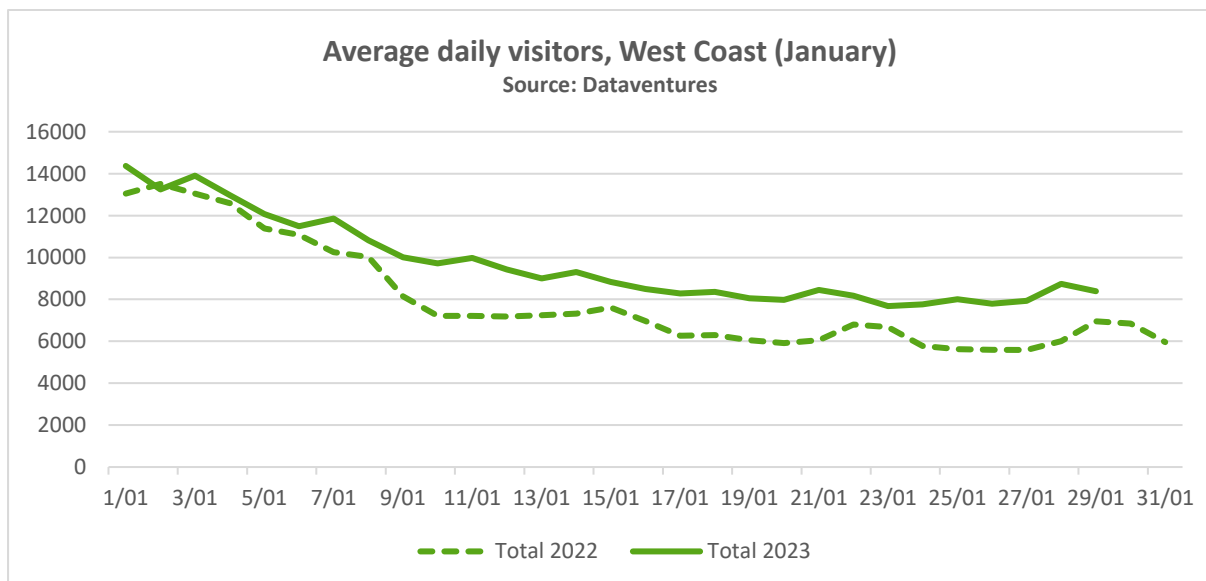
## Visitor Numbers

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.

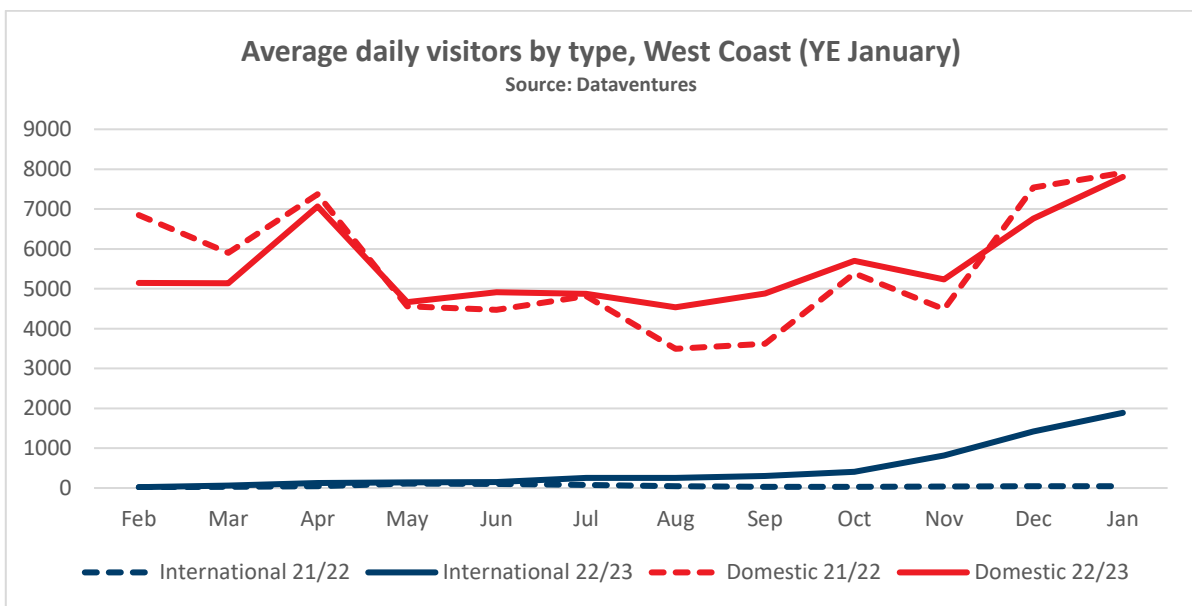
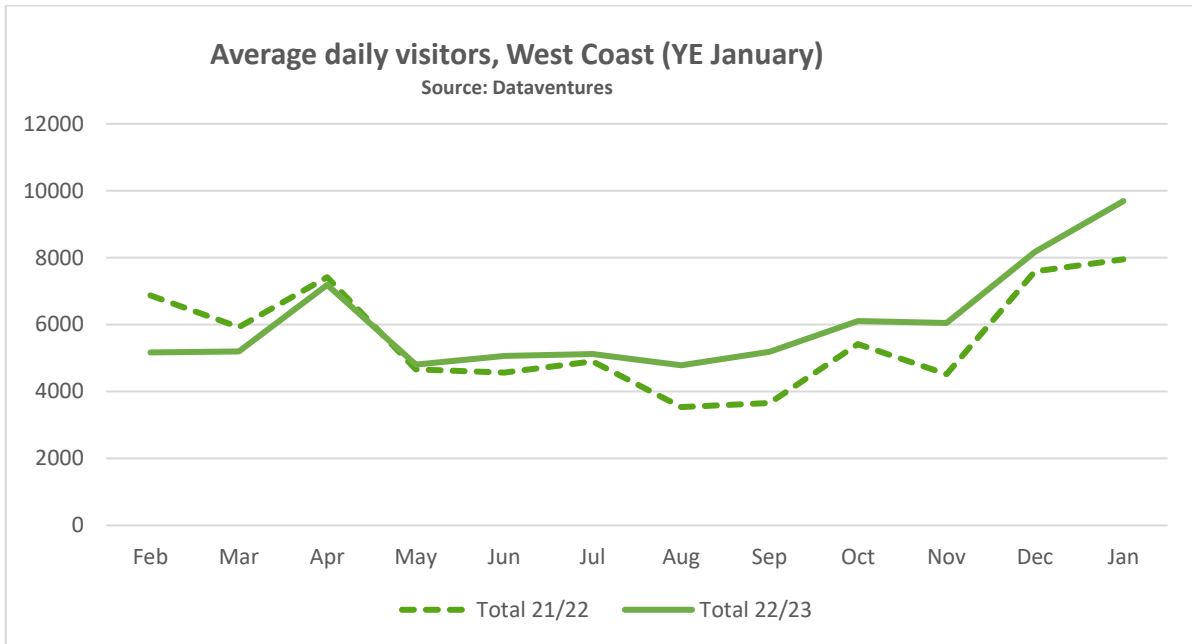
An average of 9,692 visitors were in the West Coast region each day in January 2023. This was a decrease of -11% or -1,242 average daily visitors from January 2020, and an increase of 22% or 362 average daily visitors from January 2022.

An estimated 7,806 of these were domestic visitors, down -1% or -104 average daily visitors from January 2020 and down -1% or -103 average daily visitors from January 2022.

An average of 1,886 international visitors were in the West Coast region each day in January 2023, down by 1,138 average daily visitors from January 2020 and up 1,844 daily visitors from January 2022.



Daily visitors were highest on Sunday 1<sup>st</sup> January 2023 with 14,367 visitors. The unavailable data on the graph for 2023 was an unrecoverable data loss that could have happened due to network outages, system outages or system reconfigurations.



Over the YE January 2023 period, an estimated 6,046 visitors were in the West Coast region. This was up by 8% compared to the previous 12-month period, equivalent to an increase of 461 average daily visitors.

An estimated 5,560 of these were domestic visitors, an increase of 0.5% or 26 average daily visitors compared to the YE January 2022.

An average of 486 international visitors were in the West Coast region each day. This was an increase of 848% or 435 when compared to YE January 2022.

## Visitor Spending

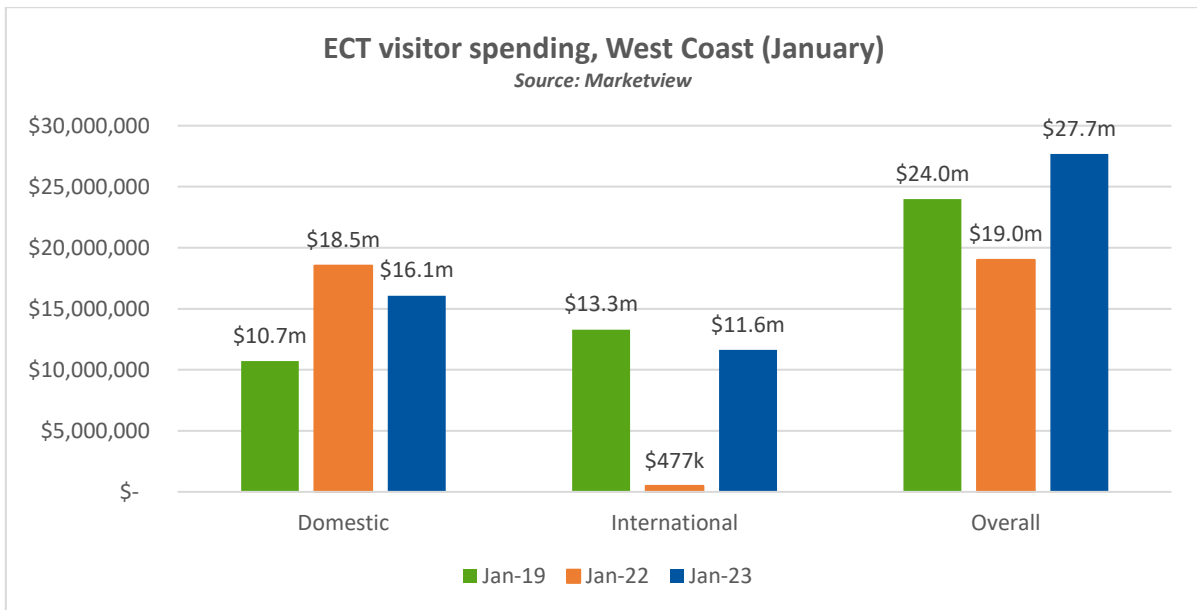
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Worldline network. This does not include cash spending, online pre-purchases or payments outside of the Worldline network. Figures should be treated as an indicator of trends in ECT spending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

ECT visitor spending in the West Coast RTO region in January 2023 was \$27.7m, up 23% or \$5.2m from January 2019 and up 46% or \$8.7m from January 2022.

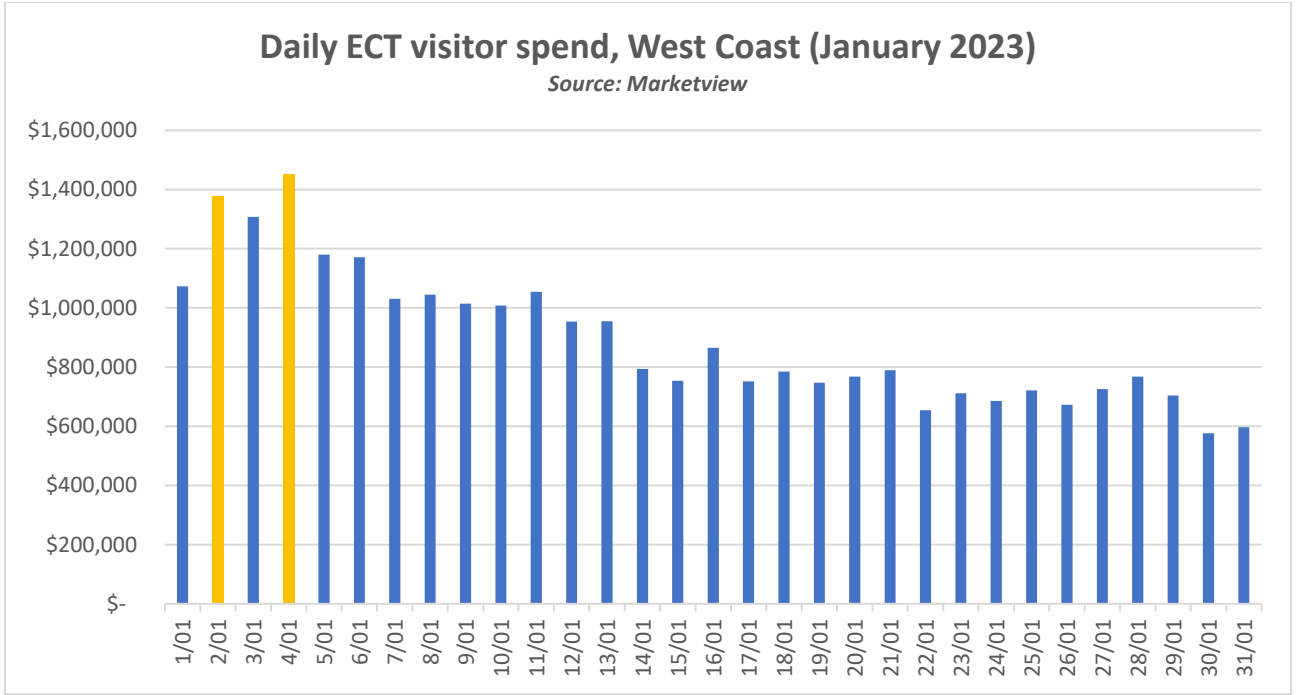
ECT spending by domestic visitors made up \$16.1m of this, up 50% or \$5.3m from January 2019 and down -13% or -\$2.5m from January 2022.

International ECT visitor spend for the month was \$11.6m, down -12% or -\$1.7m from January 2019 and up \$11.1m from January 2022.

Spending in Westland District made up 52% of monthly visitor spending in the West Coast region in January 2022, followed by Grey District (26%) and Buller District (22%).



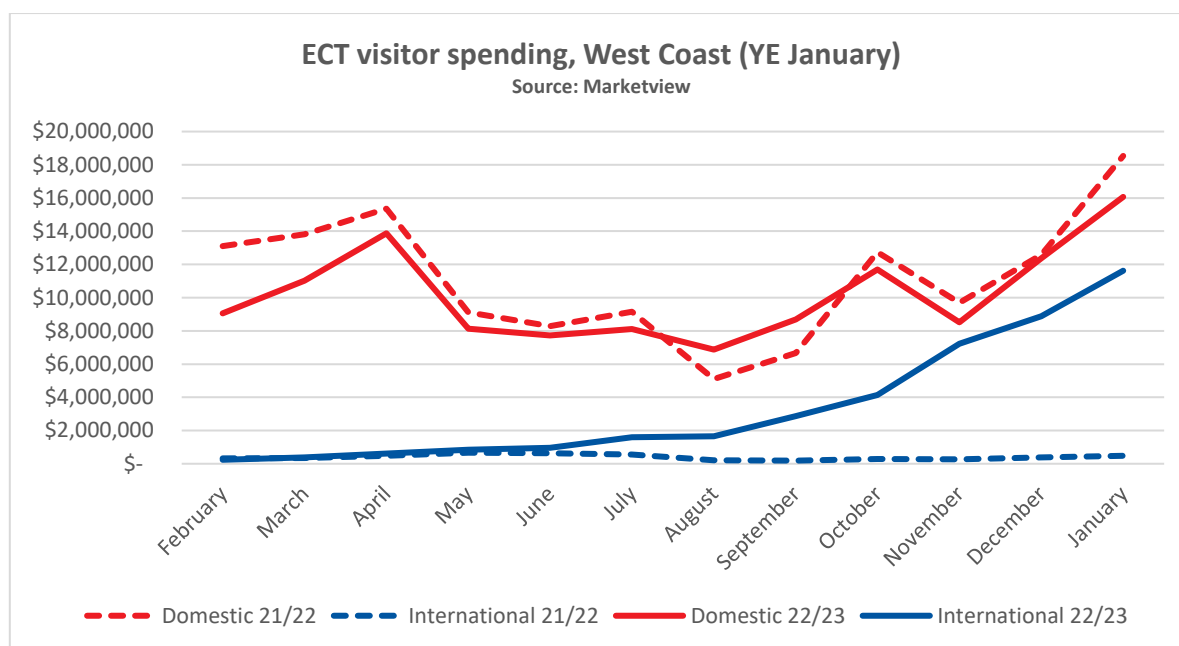
Average daily ECT visitor spending for January 2023 was \$893,150. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$92.



Daily ECT visitor spending was highest on Wednesday 4<sup>th</sup> January 2023 at \$1.45m, followed by Monday 2<sup>nd</sup> January 2023 at \$1.38m.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in January 2023 at 45%, followed by visitors from Otago (11%); Auckland (9%); Wellington (7%); and Tasman (7%).





ECT visitor spending for the YE January 2023 was \$163m, up 17% or \$24.0m from YE January 2022.

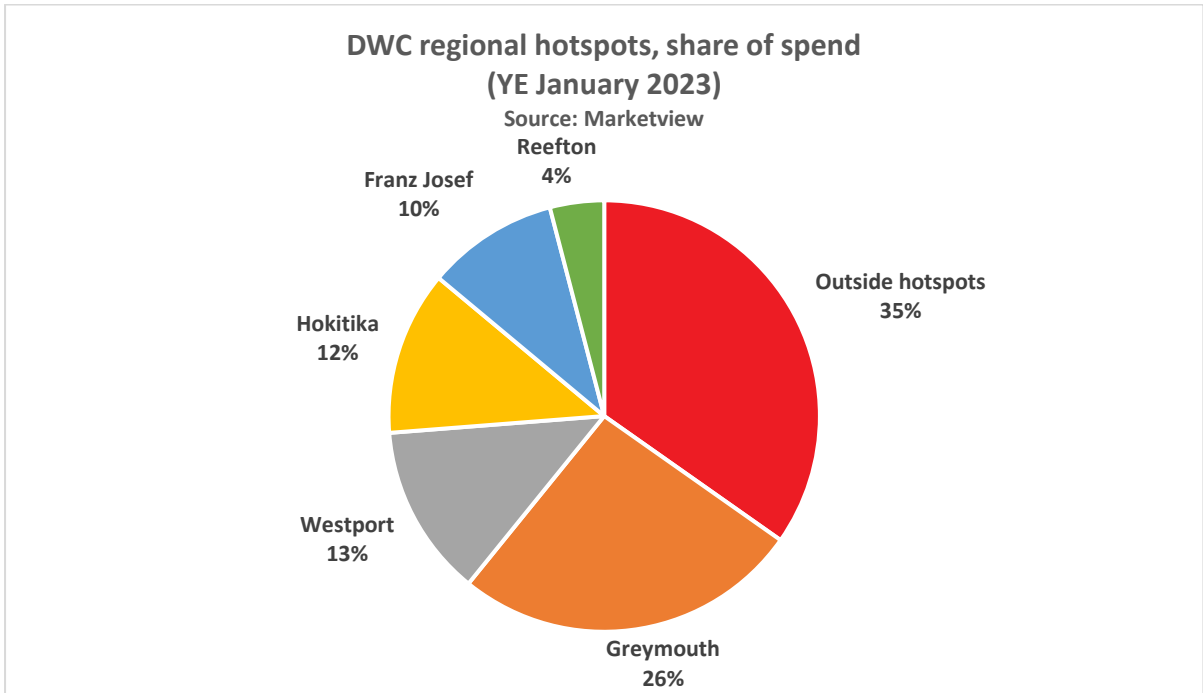
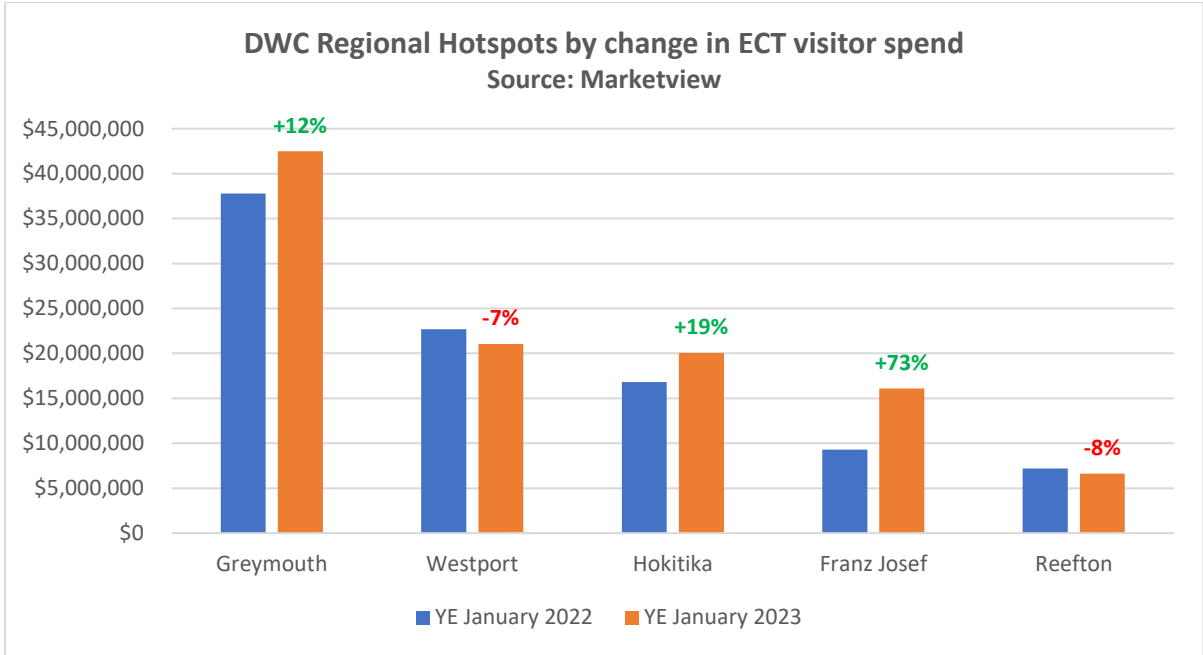
Domestic ECT visitor spending for the YE January 2023 was \$122m, down -9% or -\$12.0m compared to the previous 12-month period.

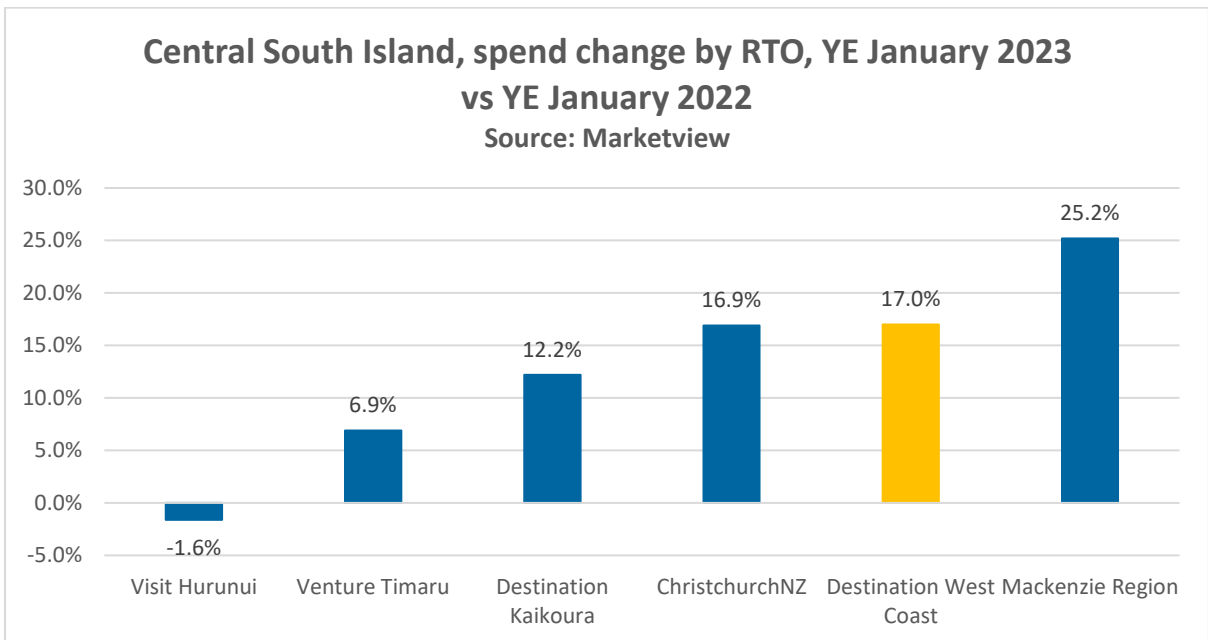
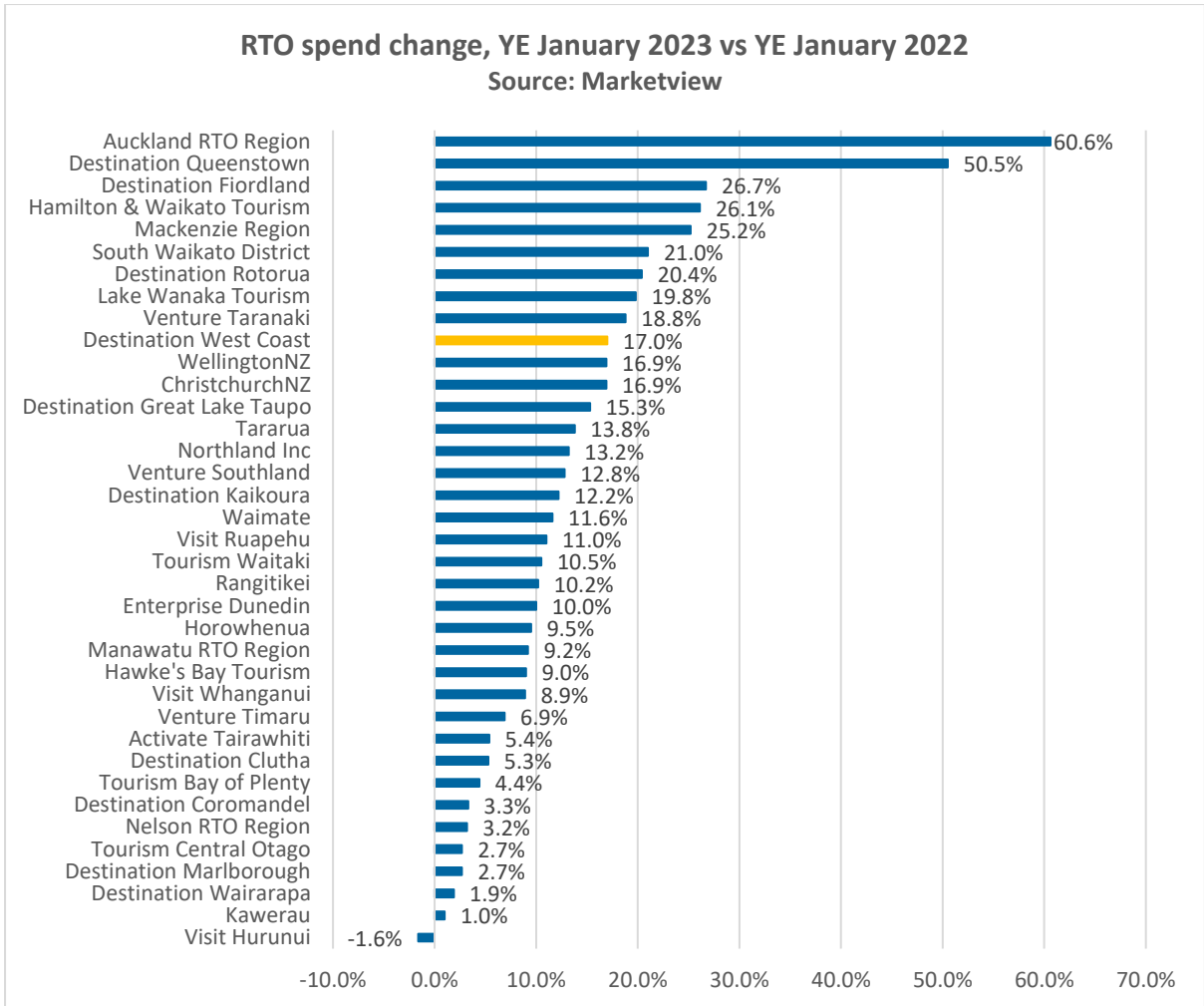
ECT spending by international visitors was \$41m, up 753% or \$36.2m from the YE January 2022.

### **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 YE January 2023.

Hotspot	January 2023 spend	Change from January 2019	Change from January 2022	YE January 2023 spend	Change from YE January 2022
Greymouth	\$5.9m	+34.9%	+26.3%	\$42.5m	+12.4%
Westport	\$2.9m	+26.7%	-2.5%	\$21.1m	-7.2%
Hokitika	\$3.6m	+40.7%	+53.9%	\$20.1m	+19.3%
Fox & Franz Josef	\$3.6m	-25.5%	+158.5%	\$16.1m	+73.0%
Reefton	\$866k	+46.4%	-5.7%	\$6.6m	-8.2%





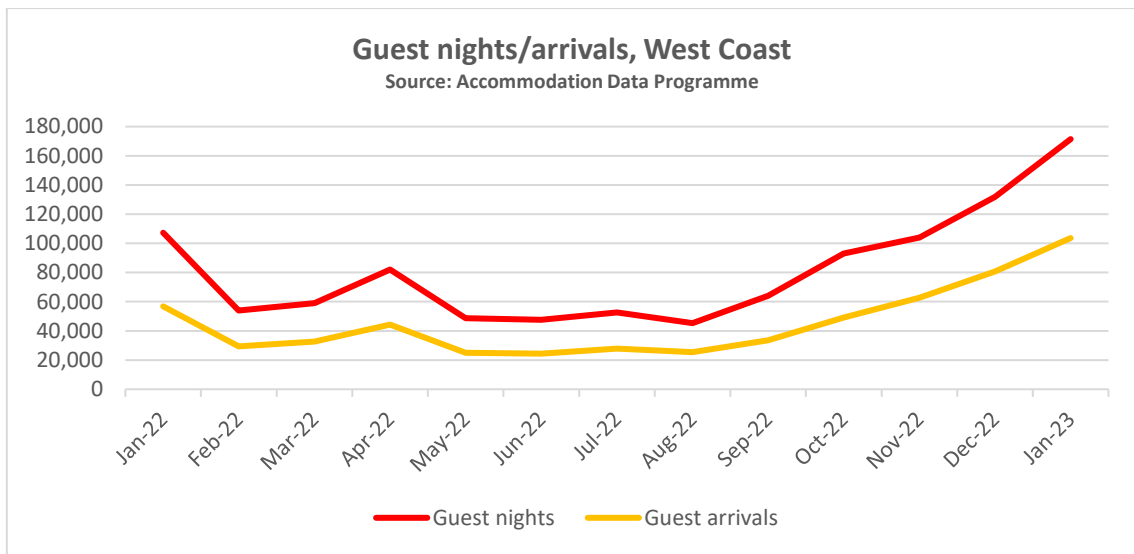


## Accommodation

### Commercial

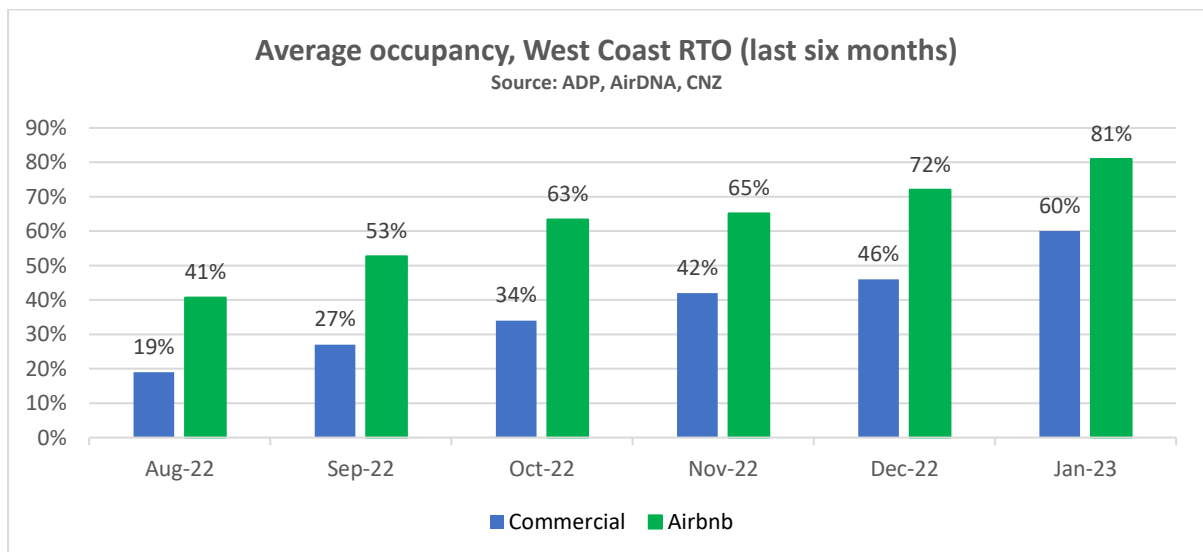
In total, 140 accommodation providers on the West Coast were registered on the ADP in January 2023, with 136 of these identifying as 'active'.

103,600 recorded guest arrivals spent 171,400 guest nights in commercial accommodation in the West Coast RTO area in January 2023. Guest arrivals were up 82% from January 2022 and guest nights up 60%. The average length of stay was 1.7 nights, below the national average of 2.4 nights.



Of these guest nights, 54% were spent in the Westland District, 26% in Buller District and 20% in Grey District. Guest nights spent on the West Coast made up 3.6% of total guest nights in NZ for the month.

The average occupancy rate was 60%, below the national average of 66%. Occupancy in Buller District was 53%, followed by Grey District at 64% and Westland District at 62%.



### Airbnb

A total of 461 active rentals in the West Coast region were listed on Airbnb in January 2023, an increase of 8 listings from the previous month. Of these, 43% were in Westland District, 36% in Buller District and 21% in Grey District.

The average Airbnb occupancy rate in the region in January 2023 was 81%, 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 (January 2023)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$425	-4%	\$311	+3%	\$223	+7%	\$174	+3%	\$157	+5%
Buller District	\$355	-1%	\$221	+3%	\$217	+10%	\$152	-3%	\$117	+1%
Grey District	\$417		\$217	+6%	\$179	+5%	\$153	-2%	\$113	+3%

Airbnb revenue for the month totaled at \$2.2m in the West Coast region, up 28% from January 2019 and up 31% from January 2022.

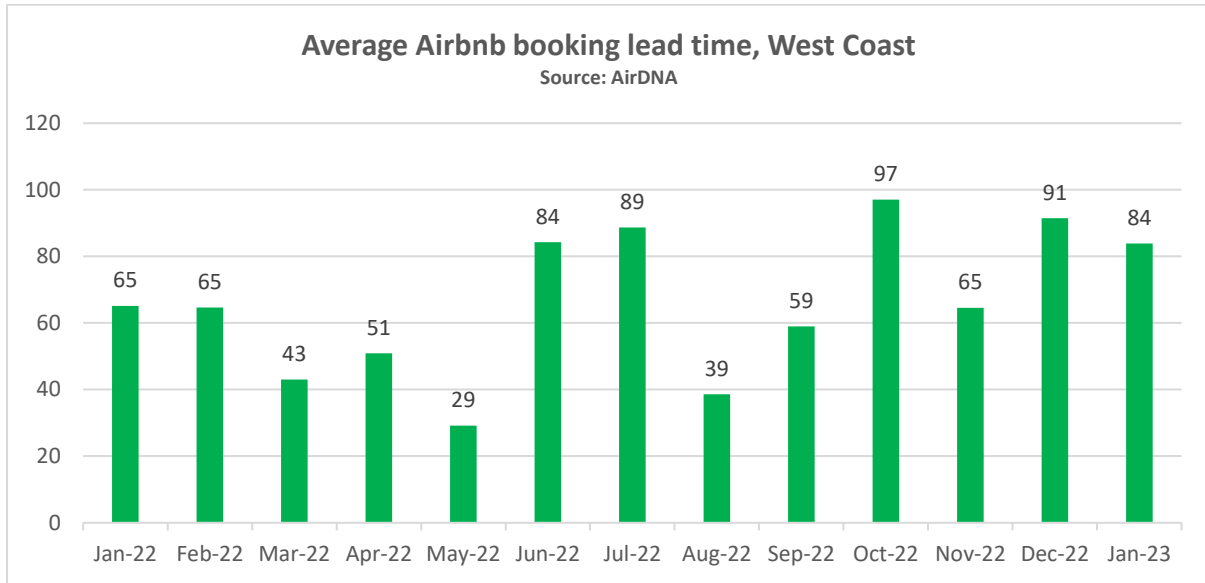
A total of \$14.6m in Airbnb revenue was generated over the YE January 2023, up 12% or \$1.6m from the YE January 2022. Revenue decreased in the YE January 2023 for Grey Districts compared to the previous year (down -5%) and increased in Westland and Buller by 29% and 3% respectively.



The average booking lead time for West Coast Airbnb listings booked for January 2023 was 84 days. This was 19 days longer than the average booking lead time in January 2022. Booking lead times



were longest for listings in Westland District at 96 days; followed by Grey District at 78 days and 69 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.