



Destination Analytics Report:

Prepared for West Coast RTO

February 2023

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

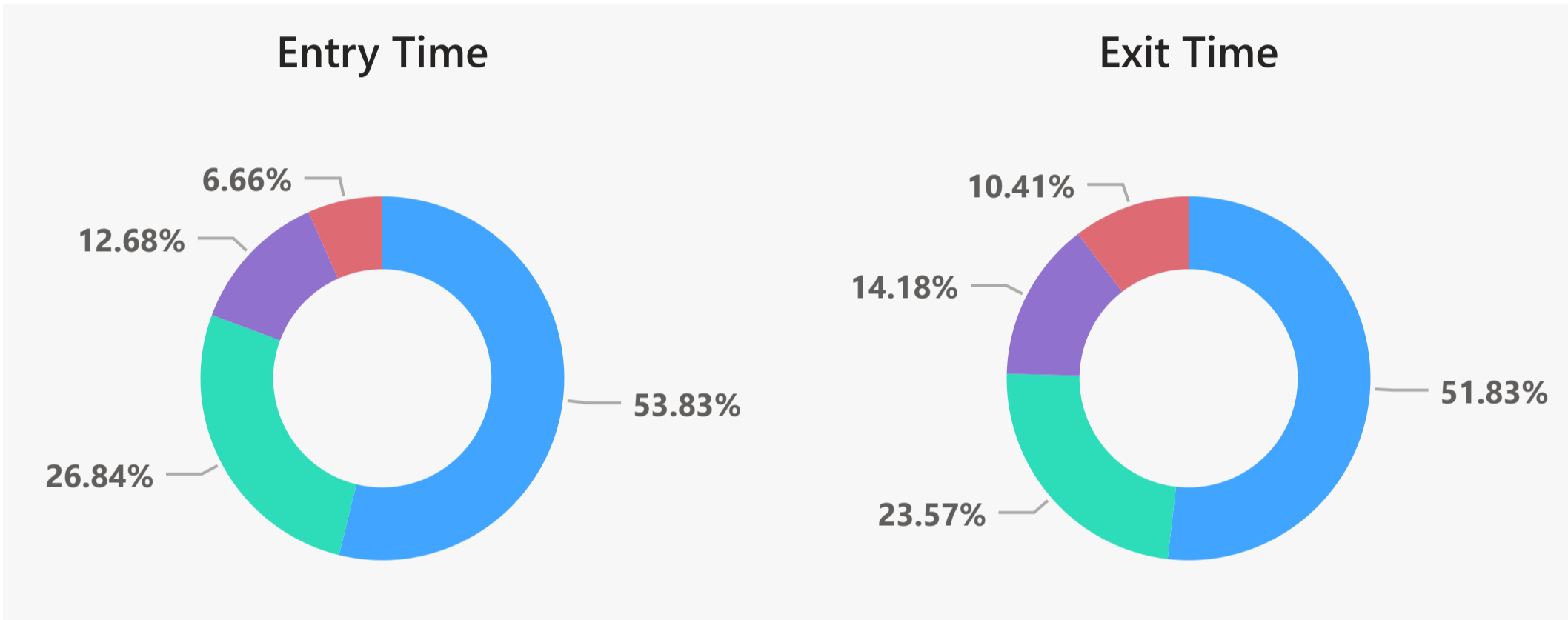
7,054 ▲ 2% Prior Period
▲ 368% Prior Year

Overnight Stays

2765 ▲ 10% Prior Period
▲ 375% Prior Year

Avg. Nights Stayed

1.57 ▲ 2% Prior Period
▲ 1% Prior Year



Country of Origin

Country	% of Visitors
Germany	19.4%
United Kingdom	13.2%
New Zealand	12.4%
France	10.9%
United States	7.6%

Top 5 Resident Localities

Home Locality	% of Visitors
Richmond West (Tasman District)	2.9%
Richmond Central (Tasman District)	2.6%
Kaiteriteri-Riwaka	2.3%
Lower Moutere	2.3%

Top 5 Resident Regions

Home Region	% Visitors
Nelson Tasman RTO	30.2%
Christchurch	22.6%
West Coast RTO	16.0%
Queenstown	4.7%
Waikato RTO	3.8%

Top 5 Prior Regions

Entered From Region	% of Visitors
Wanaka	31.8%
Nelson Tasman RTO	31.6%
Christchurch	21.6%
Queenstown	4.6%
MacKenzie	1.5%

Top 5 Next Regions

Went To Region	% of Visitors
Nelson Tasman RTO	34.2%
Wanaka	30.6%
Christchurch	22.8%
Queenstown	3.7%
Marlborough RTO	1.8%

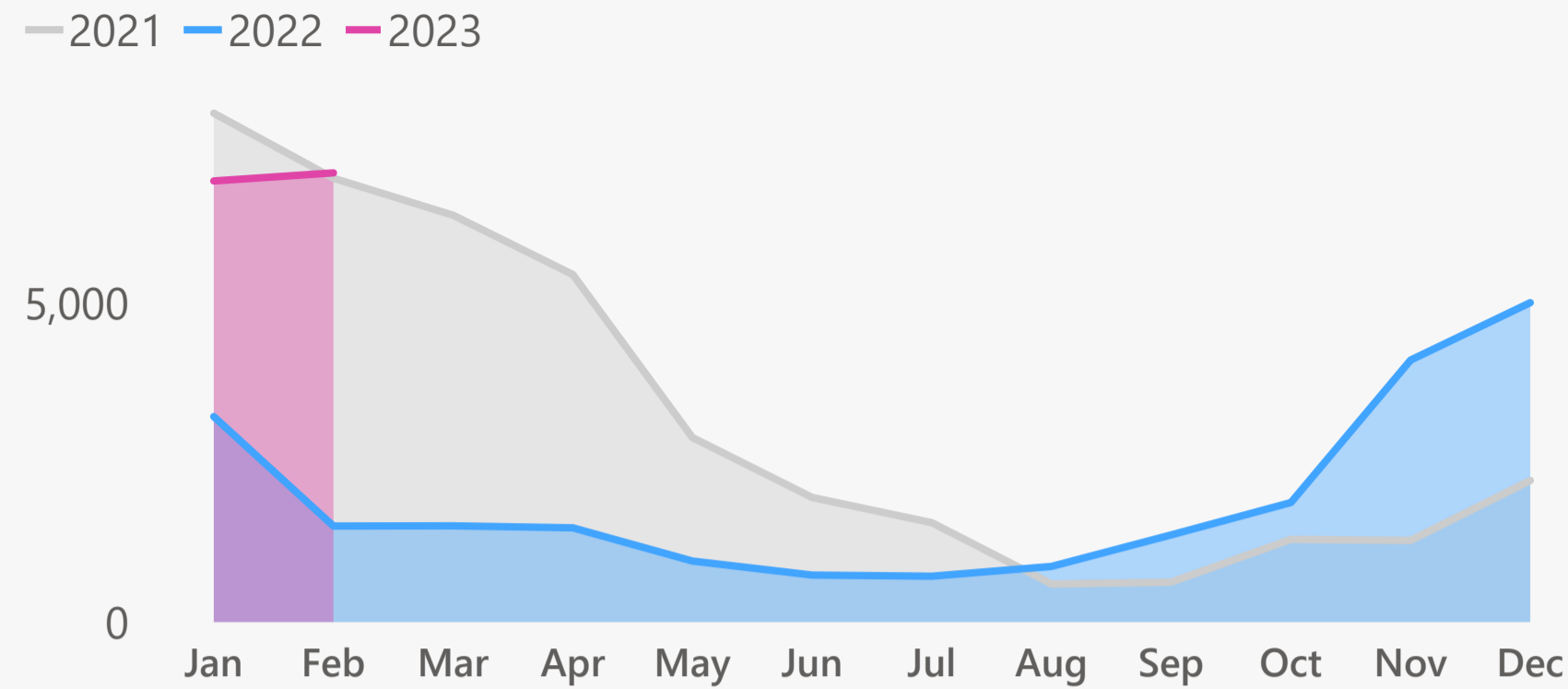
National Visitor Numbers Region Comparison

Region Name	Top 10		Bottom 10	
	Prior Period	Prior Year	Prior Period	Prior Year
Dunedin RTO	12%	223%	Gisborne RTO	-48%
Southland	12%	195%	Hawke's Bay RTO	-41%
Fiordland	12%	450%	Coromandel RTO	-36%
Clutha	11%	228%	Northland RTO	-33%
South Canterbury	9%	180%	Tararua	-23%
Waitaki RTO	8%	241%	Auckland RTO	-12%
MacKenzie	6%	356%	Central Otago RTO	-11%
Queenstown	4%	249%	Waikato RTO	-10%
Christchurch	3%	121%	North Canterbury	-9%
Ruapehu RTO	3%	346%	Wellington RTO	-9%

Total Visitors

7,054

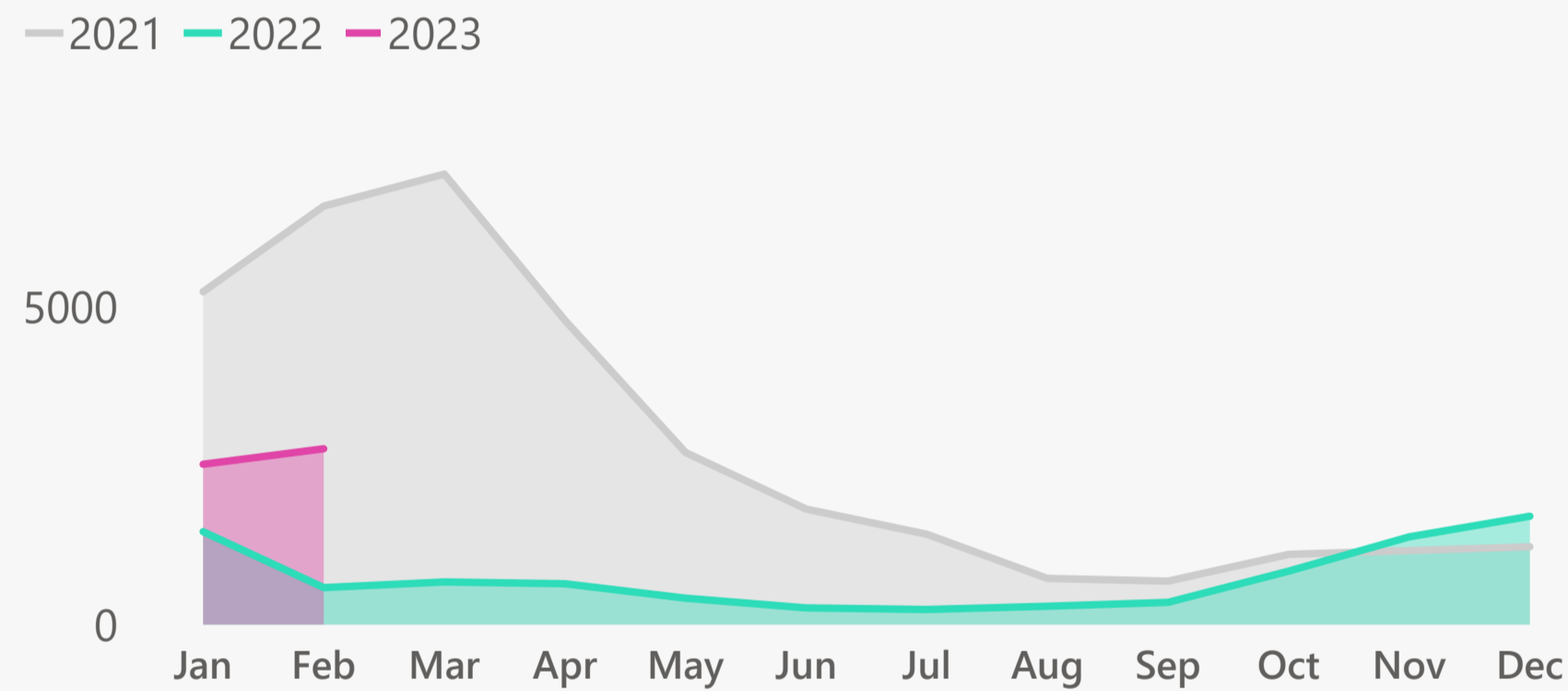
2% Prior Period
368% Prior Year



Overnight Stays

2765

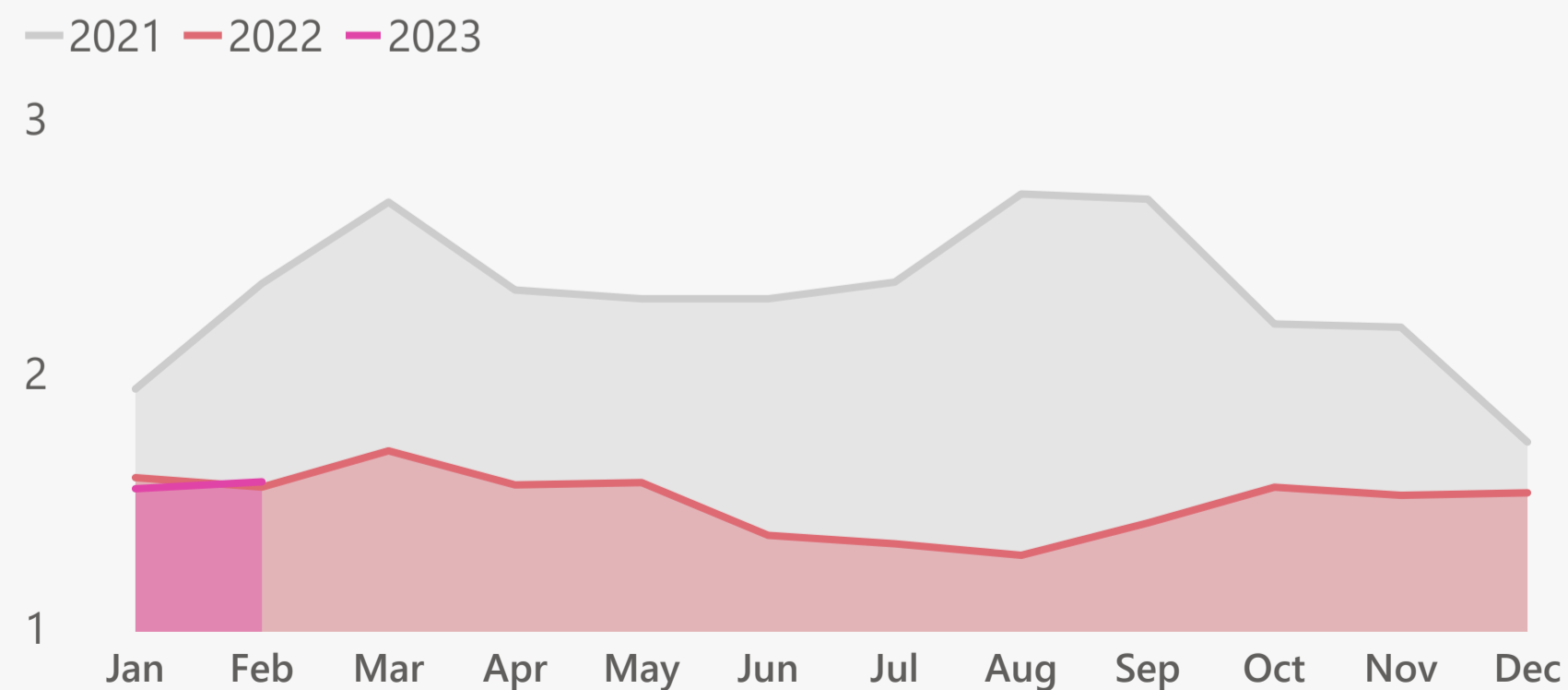
10% Prior Period
375% Prior Year



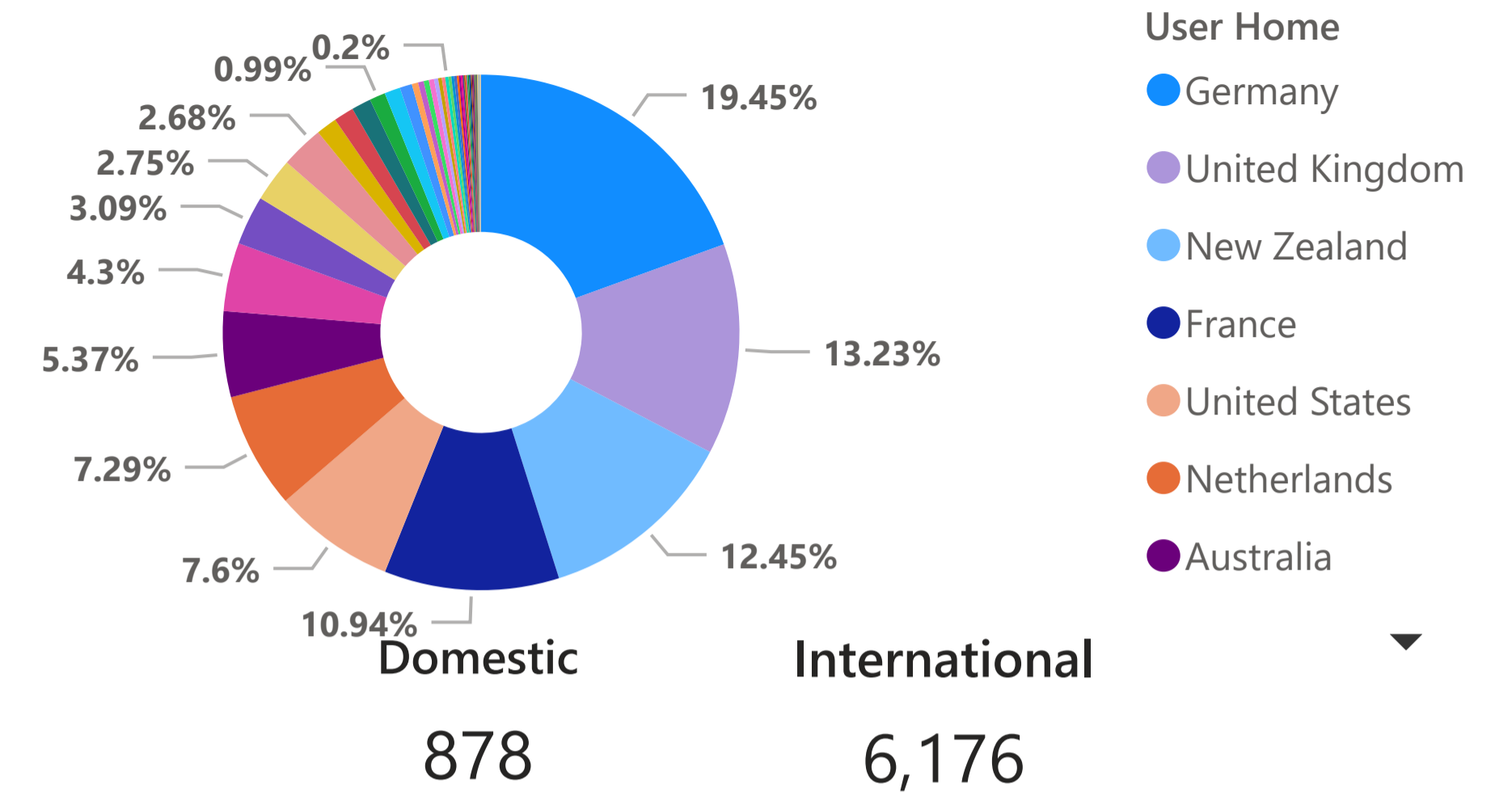
Avg. Nights Stayed

1.57

2% Prior Period
1% Prior Year



Visitor Country of Origin



Total Visitors

For February 2023, West Coast RTO saw a total of 7,054 visitors which was an increase of 2% on the prior month, and an increase of 368% 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 February 2023, West Coast RTO saw a total of 2765 overnight stays which is up 10% on the previous month, and up 375% on the same time last year. On average visitors stayed for 1.57 nights in the region which was up 2% on the previous month and up 1% 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 878 visitors and accounted for 12 % of all visitors. There were 6,176 international visitors (88 %) with the top 3 countries being Germany (19.4 %), United Kingdom (13.2 %) and France (10.9 %)



Selected Region	Prior Period	Prior Year
West Coast RTO	▲ 2%	▲ 368%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Dunedin RTO	12%	223%	North Canterbury	-9%	209%
Southland	12%	195%	Central Otago RTO	-11%	143%
Fiordland	12%	450%	Wellington RTO	-9%	94%
Clutha	11%	228%	Waikato RTO	-10%	91%
South Canterbury	9%	180%	Tararua	-23%	62%
Waitaki RTO	8%	241%	Northland RTO	-33%	45%
MacKenzie	6%	356%	Auckland RTO	-12%	38%
Queenstown	4%	249%	Coromandel RTO	-36%	29%
Christchurch	3%	121%	Hawke's Bay RTO	-41%	9%
Ruapehu RTO	3%	346%	Gisborne RTO	-48%	-7%

Regional Visitor Comparison Top & Bottom

For February 2023, West Coast RTO experienced an increase of 2% in visitor numbers compared to the previous month and an increase of 368% compared to the same time in the previous year. On average across New Zealand, visitor numbers were -4% lower compared to the previous month and 151% higher when compared to the same time last year.

As such West Coast RTO is trending above the New Zealand average in February 2023. 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
Richmond West (Tasman District)	2.9%	Nelson Tasman RTO	30.2%
Richmond Central (Tasman District)	2.6%	Christchurch	22.6%
Kaiteriteri-Riwaka	2.3%	West Coast RTO	16.0%
Lower Moutere	2.3%	Queenstown	4.7%
		Waikato RTO	3.8%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in February 2023. Richmond West (Tasman District) 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 2.9% of the observed market.

Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited West Coast RTO in February 2023.

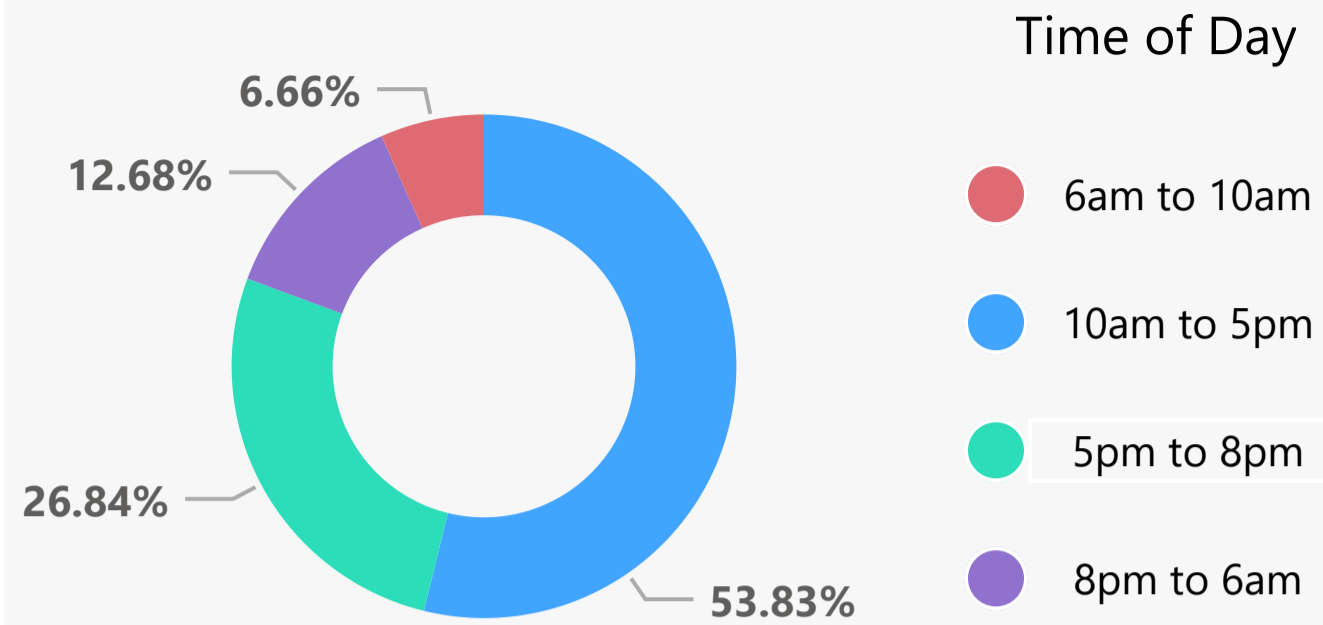
The top 3 regions were:

- Nelson Tasman RTO - 30.2% of visitors.
- Christchurch - 22.6% of visitors.
- West Coast RTO - 16.0% of visitors.

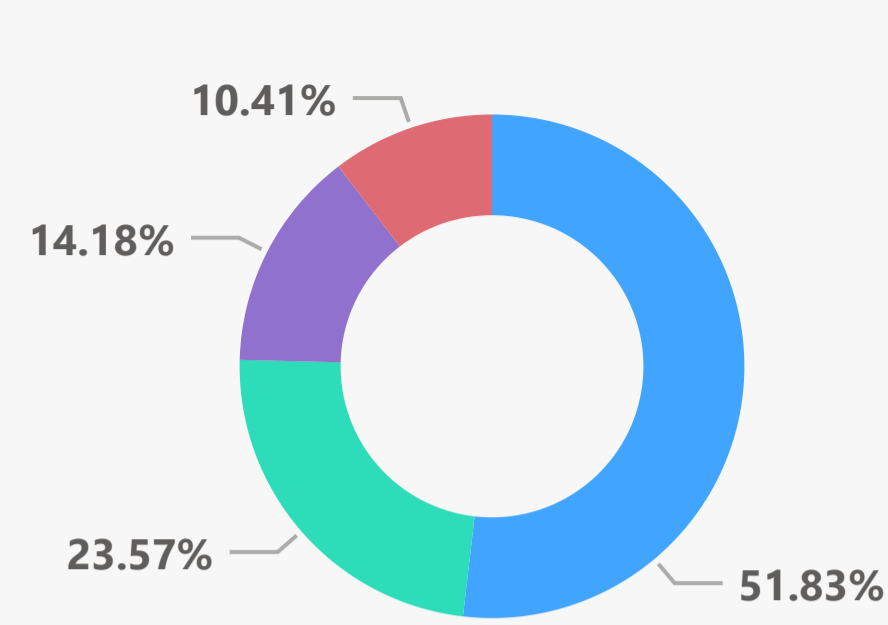
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



Entry Time



Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
Wanaka	31.8%
Nelson Tasman RTO	31.6%
Christchurch	21.6%
Queenstown	4.6%
Mackenzie	1.5%

Top 5 Next Regions

Went To Region	% of Visitors
Nelson Tasman RTO	34.2%
Wanaka	30.6%
Christchurch	22.8%
Queenstown	3.7%
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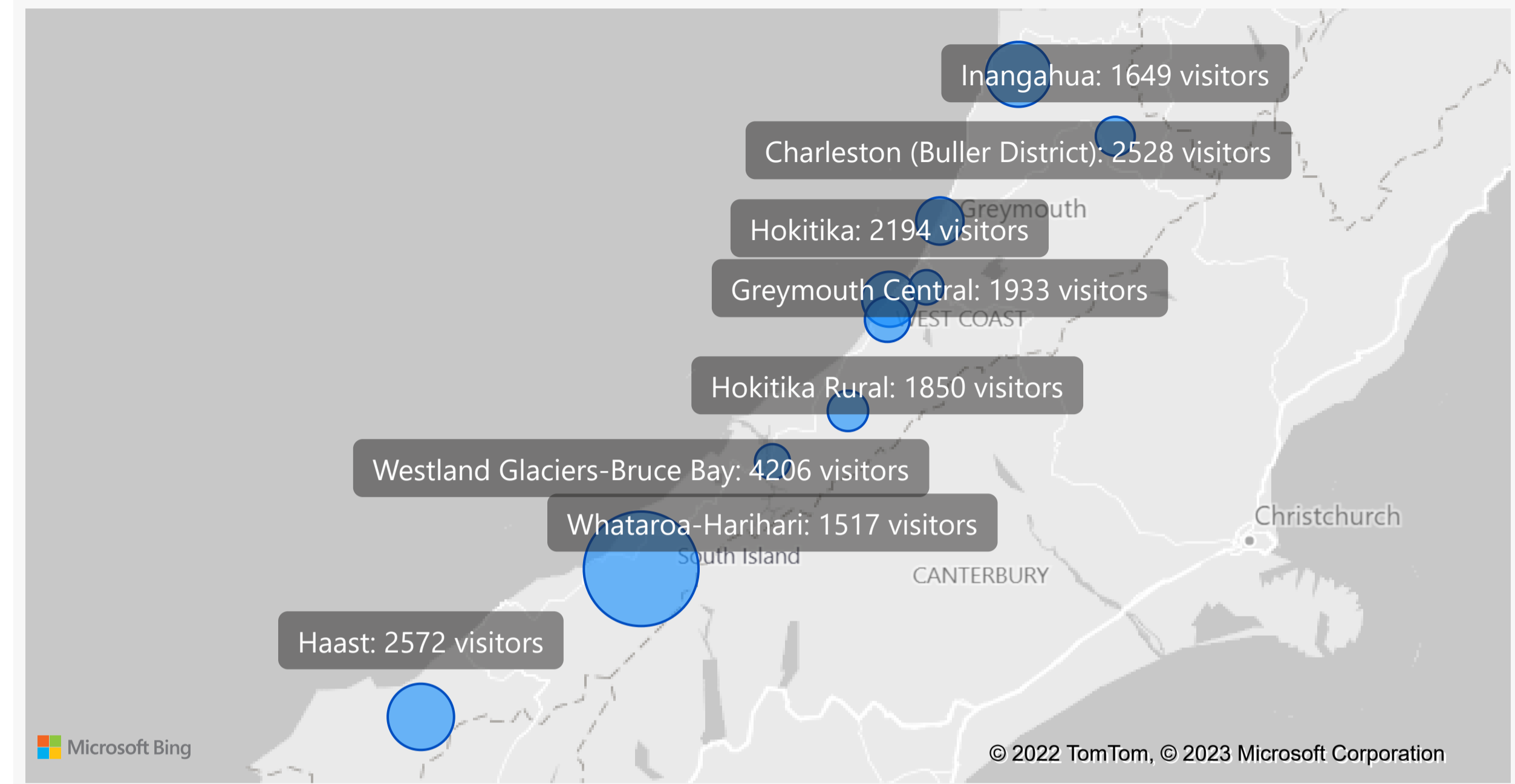
Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for February 2023. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 59.7% of visitors recorded in that time frame. The most common time travellers were leaving West Coast RTO was between 10am to 5pm with 59.5% 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 February 2023.

Top Visitor Localities



Most Popular Localities

In February 2023, the most visited localities in West Coast RTO were:

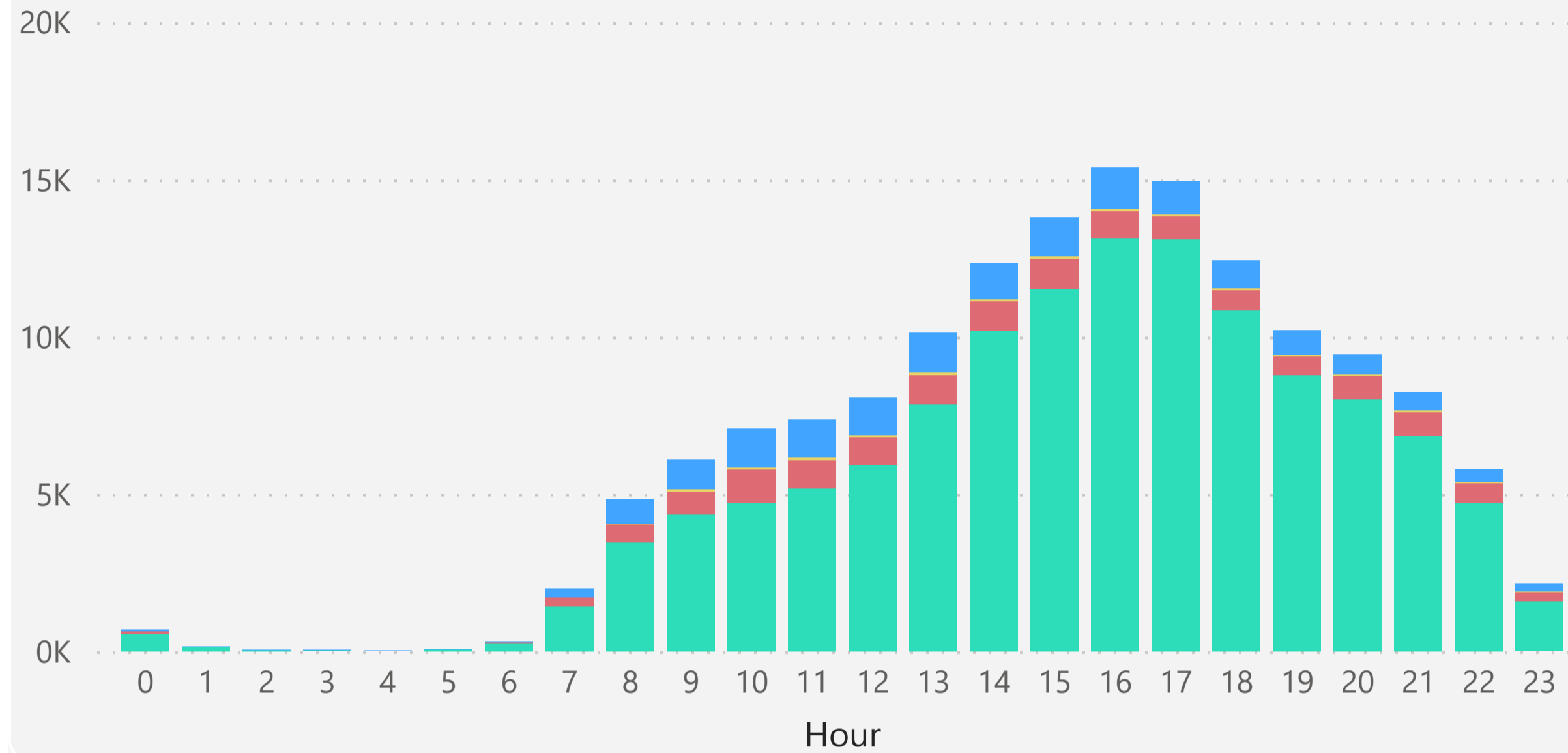
- Westland Glaciers-Bruce Bay - 4206 visitors (309 domestic, 3897 international).
- Haast - 2,572 visitors (198 domestic, 2374 international).
- Charleston (Buller District) - 2528 visitors (224 domestic, 2304 international).
- Hokitika - 2194 visitors (213 domestic, 1981 international).
- Greymouth Central - 1933 visitors (213 domestic, 1749 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 4 - 5pm and least searched between 4 - 5am.
- Services were most searched between 4 - 5pm and least searched between 3 - 4am.
- Attractions were most searched between 10 - 11am and least searched between 2 - 3am.
- Food was most searched between 1 - 2pm and least searched between 1 - 2am.

Search Categories Insights

There were a total of 151,688 searches in West Coast RTO for February 2023 which was an increase of 3% on the previous month. The most searched categories were:

- Paid Campground 46,219 searches (up 10% on previous month).
- Low-cost Campground: 44,038 searches (up 2% on previous month).
- Free Camping Area: 28,474 searches (down -1% on previous month).

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

- Motel: up 15% (to 1412 searches).
- Paid Campground: up 10% (to 46219 searches).
- Supermarket: up 4% (to 1829 searches).

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

- Dump Station: down -18% (to 2043 searches).
- Petrol Station: down -7% (to 2229 searches).
- Walking / Hiking Trail: down -6% (to 7148 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	46,219	42,086	10%
Low-cost Campground	44,038	43,179	2%
Free Camping Area	28,474	28,766	-1%
Walking / Hiking Trail	7,148	7,628	-6%
Public Toilet	3,907	3,811	3%
Petrol Station	2,229	2,386	-7%
Dump Station	2,043	2,496	-18%
Supermarket	1,829	1,753	4%
Fishing	1,787	1,876	-5%
Motel	1,412	1,226	15%





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.