

West Coast Visitor Trends Report



February 2023

Key Visitor Figures:



7,905

Average Visitor
Numbers



1,669

Average Daily
International
Visitor



\$22.0m

ECT Visitor Spend



63%

Commercial
Accommodation
Occupancy



81%

Airbnb
Occupancy





Dates & Events

Dates	Events
6 th February 2023	Waitangi Day (Public Holiday)
10 th -11 th February 2023	Kathmandu Coast to Coast Event
12 th -16 th February 2023	Cyclone Gabrielle
14 th February 2023	<p>The New Zealand Government declared a National State of Emergency, to assist in the response to Cyclone Gabrielle.</p> <p>This was applied to 6 regions that had already declared a local State of Emergency: Northland, Auckland, Tairāwhiti, Bay of Plenty, Waikato, Hawkes Bay.</p>

Throughout the report, most figures in February 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).

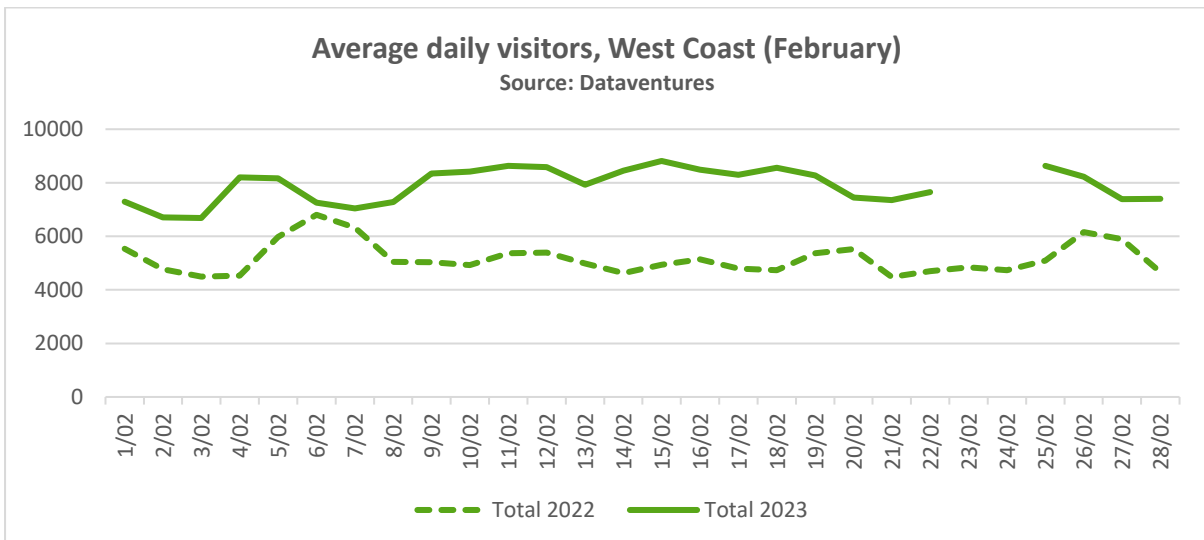
Visitor Numbers

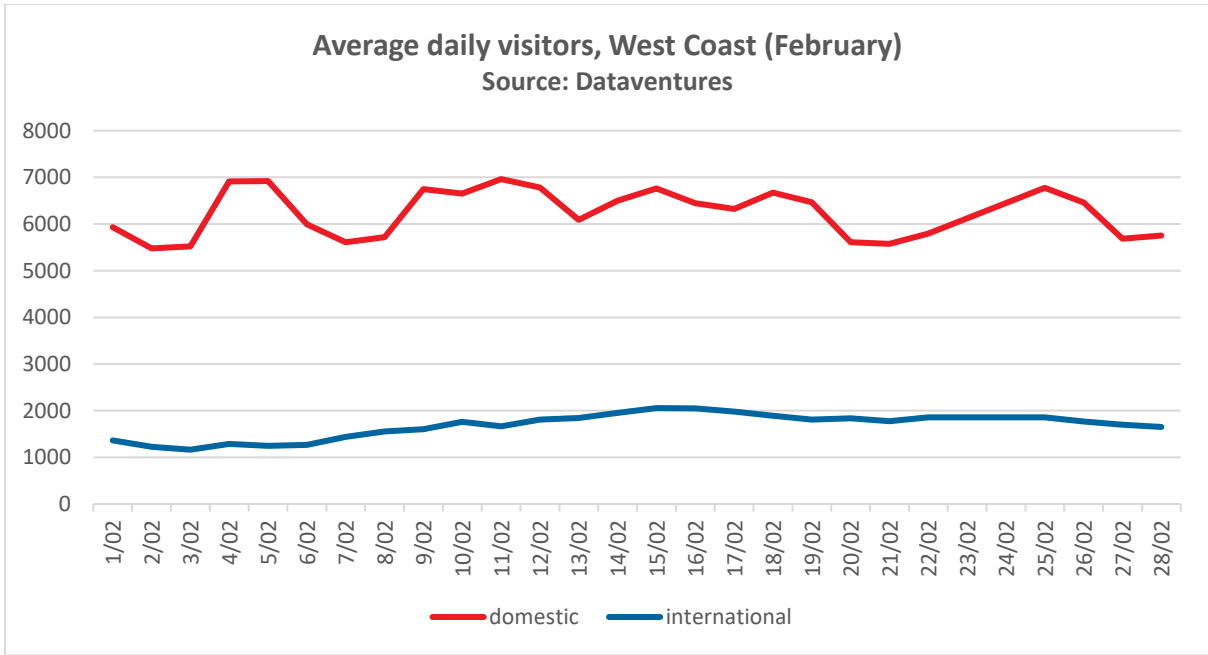
Average daily visitor counts are sourced from Dataventures, which measure the number of visitors in **the West Coast region** using phone data. This records the average number of visitors in an area every day at midday.

An average of 7,905 visitors were in the West Coast region each day in February 2023. This was a decrease of -21% or -2,125 average daily visitors from February 2020, and an increase of 53% or 2,735 average daily visitors from February 2022.

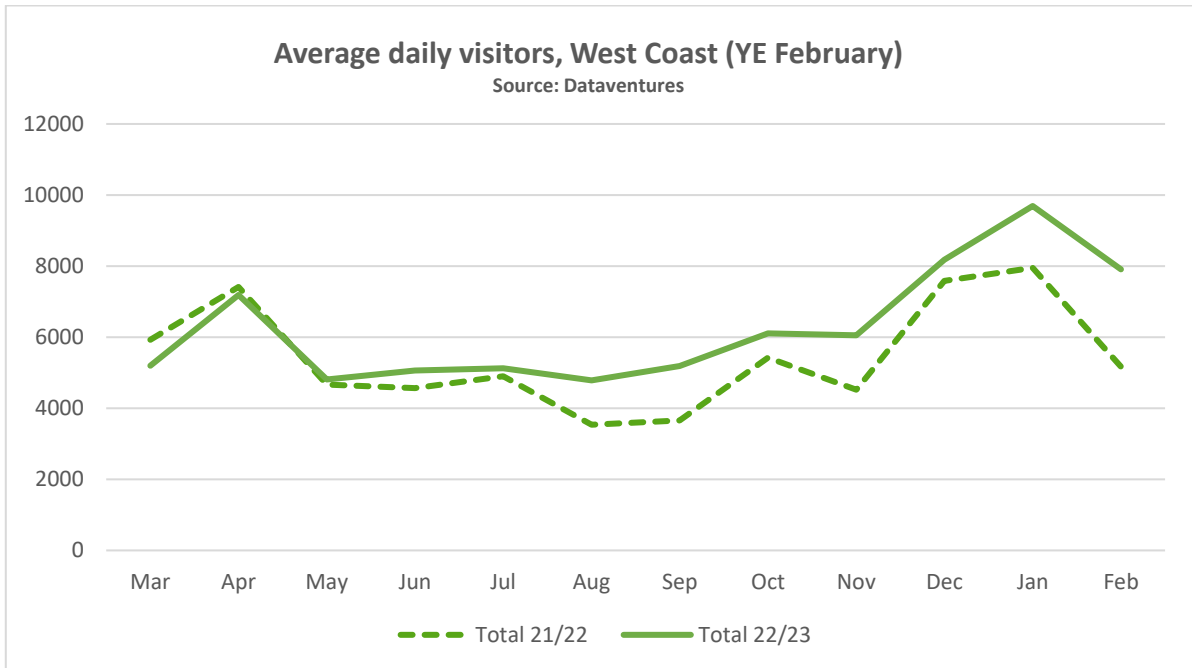
An estimated 6,236 of these were domestic visitors, down -15% or -1,076 average daily visitors from February 2020 and up 21% or 1,087 average daily visitors from February 2022.

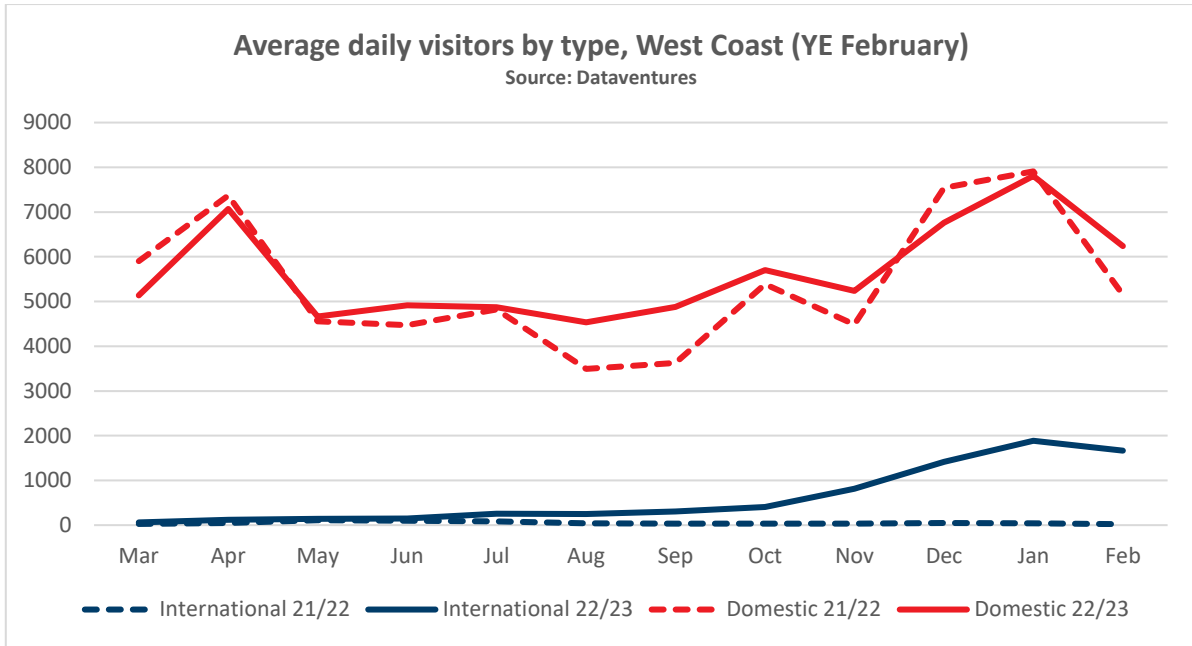
An average of 1,669 international visitors were in the West Coast region each day in February 2023, down by -39% or -1,049 average daily visitors from February 2020 and up 1,648 daily visitors from February 2022.





Daily visitors were highest on Wednesday 15th February 2023 with 8,814 visitors. International visitors were at highest on this day with 2,055 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 February 2023 period, an estimated 6,274 visitors were in the West Coast region. This was up by 15% compared to the previous 12-month period, equivalent to an increase of 830 average daily visitors.

An estimated 5,651 of these were domestic visitors, an increase of 4.8% or 258 average daily visitors compared to the YE February 2022.

An average of 623 international visitors were in the West Coast region each day. This was an increase of 572 when compared to YE February 2022.

Visitor Spending

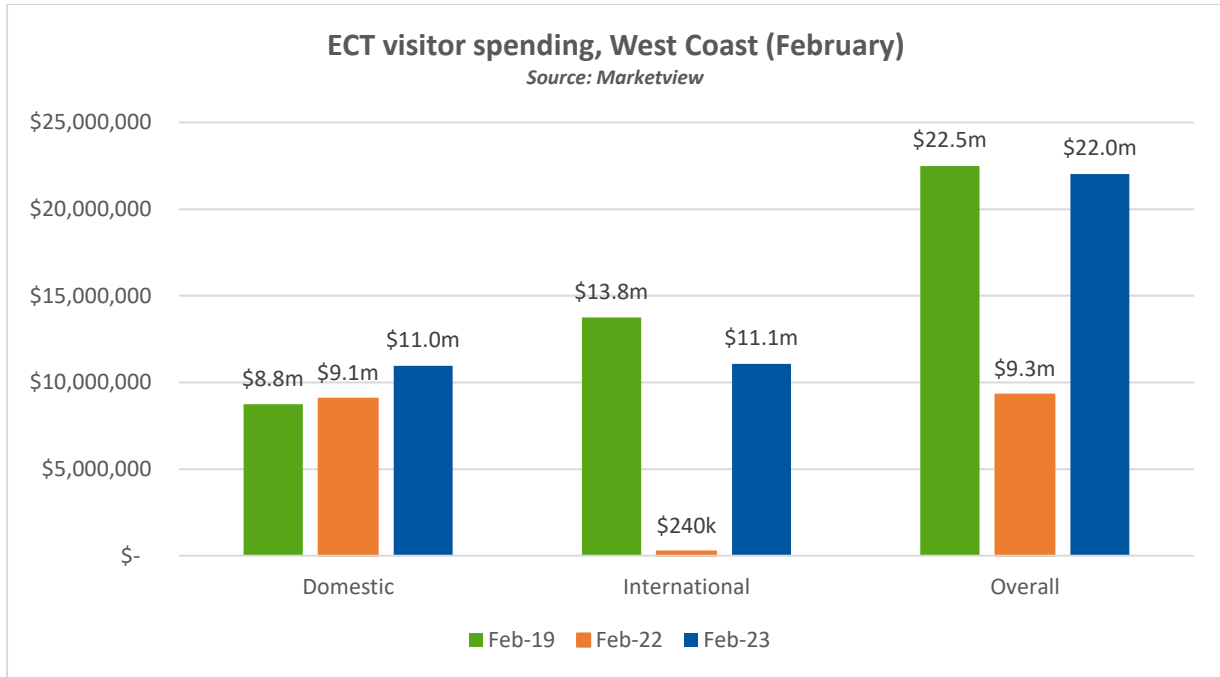
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Worldline network. This does not include cash spending, online pre-purchases or payments outside of the Worldline network. Figures should be treated as an indicator of trends in ECT spending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

ECT visitor spending in the West Coast RTO region in February 2023 was \$22.0m, down -2% or \$467k from February 2019 and up 137% or \$12.7m from February 2022.

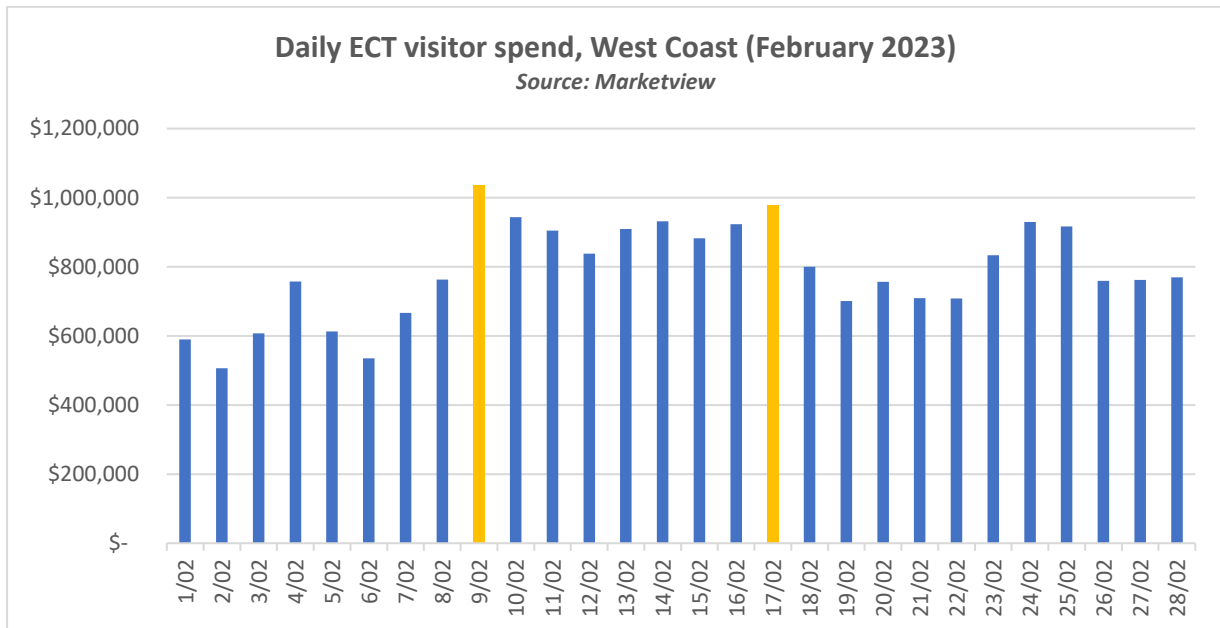
ECT spending by domestic visitors made up \$11.0m of this, up 25% or \$2.2m from February 2019 and up 21% or \$1.9m from February 2022.

International ECT visitor spend for the month was \$11.1m, down -19% or -\$2.7m from February 2019 and up \$10.8m from February 2022. This is the first time that monthly international visitor spend has been higher than domestic visitor spending in the West Coast in the post-COVID period.

Spending in Westland District made up 55% of monthly visitor spending in the West Coast region in February 2022, followed by Grey District (25%) and Buller District (21%).

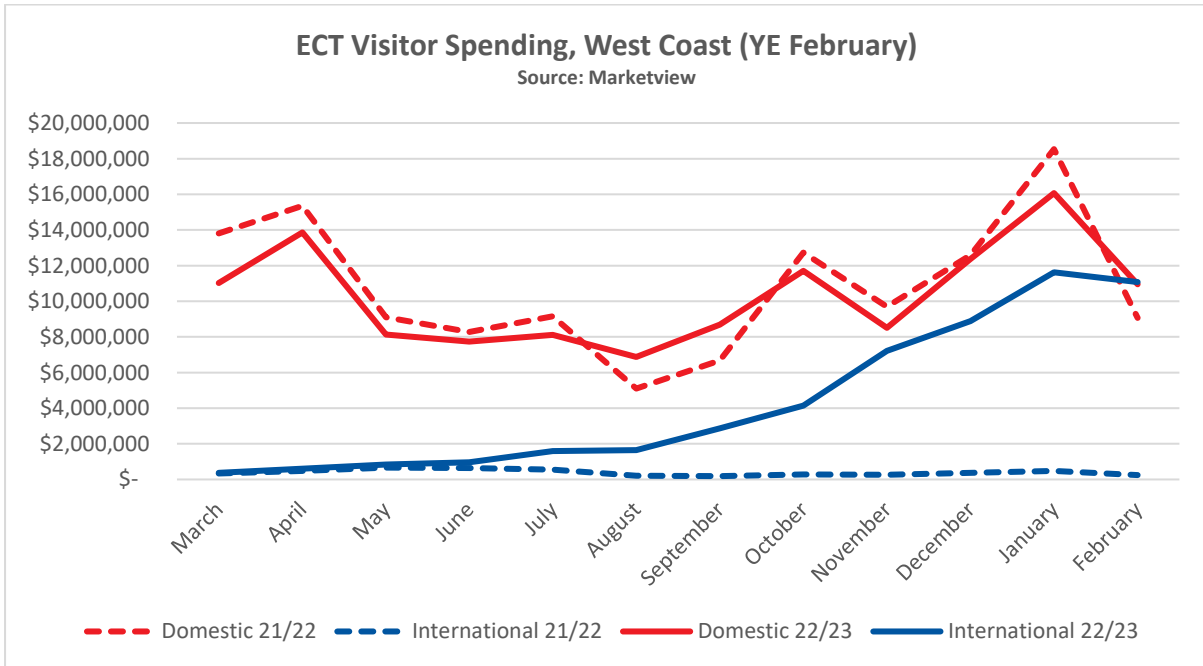
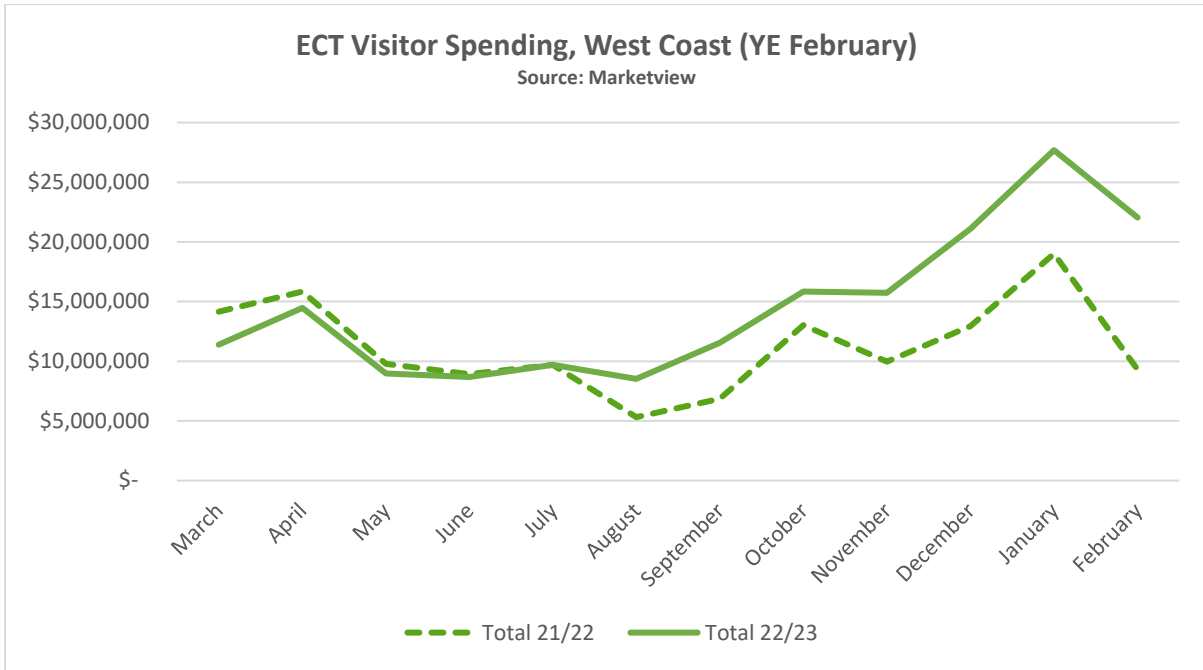


Average daily ECT visitor spending for February 2023 was \$786,816. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$100.



Daily ECT visitor spending was highest on Thursday 9th February 2023 at \$1.04m, which was the day before the Coast to Coast event started. This was followed by Friday 17th February 2023 at \$979k.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in February 2023 at 39%, followed by visitors from Otago (12%); Auckland (9%); Tasman (7%); and Wellington (5%).



ECT visitor spending for the YE February 2023 was \$175.7m, up 30% or \$40.9m from YE February 2022.

Domestic ECT visitor spending for the YE February 2023 was \$124m, down -5% or -\$6.1m compared to the previous 12-month period.

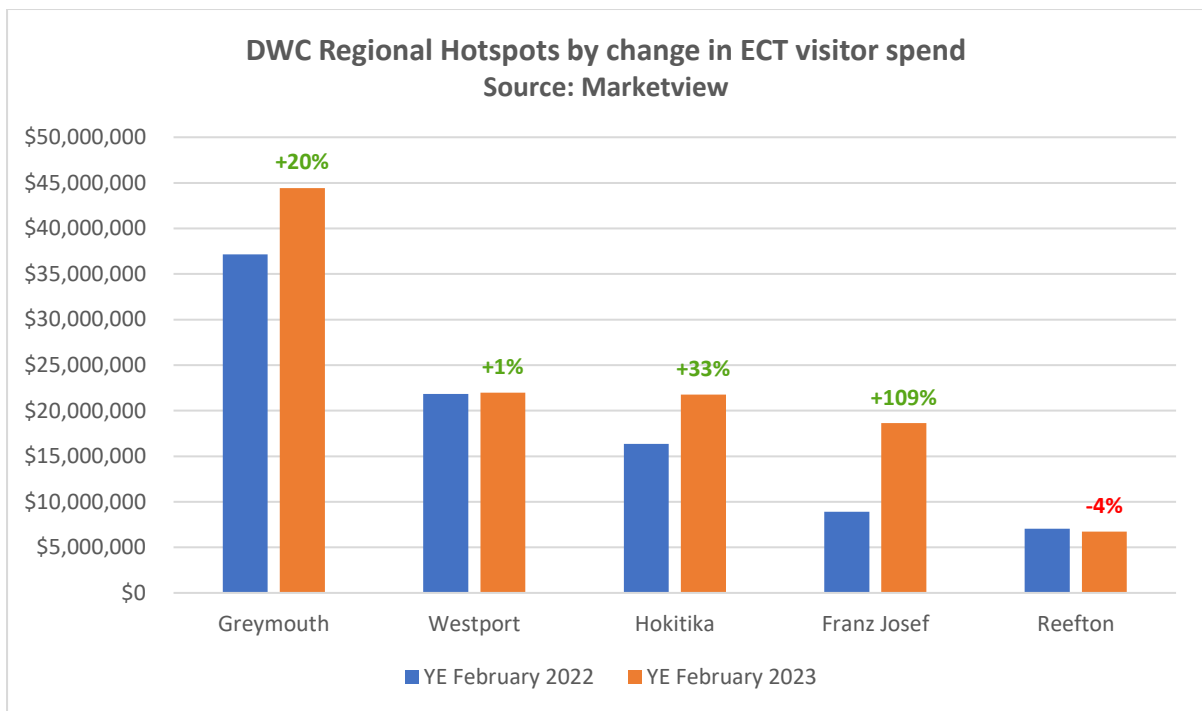
ECT spending by international visitors was \$51.8m, up \$47.1m from the YE February 2022.

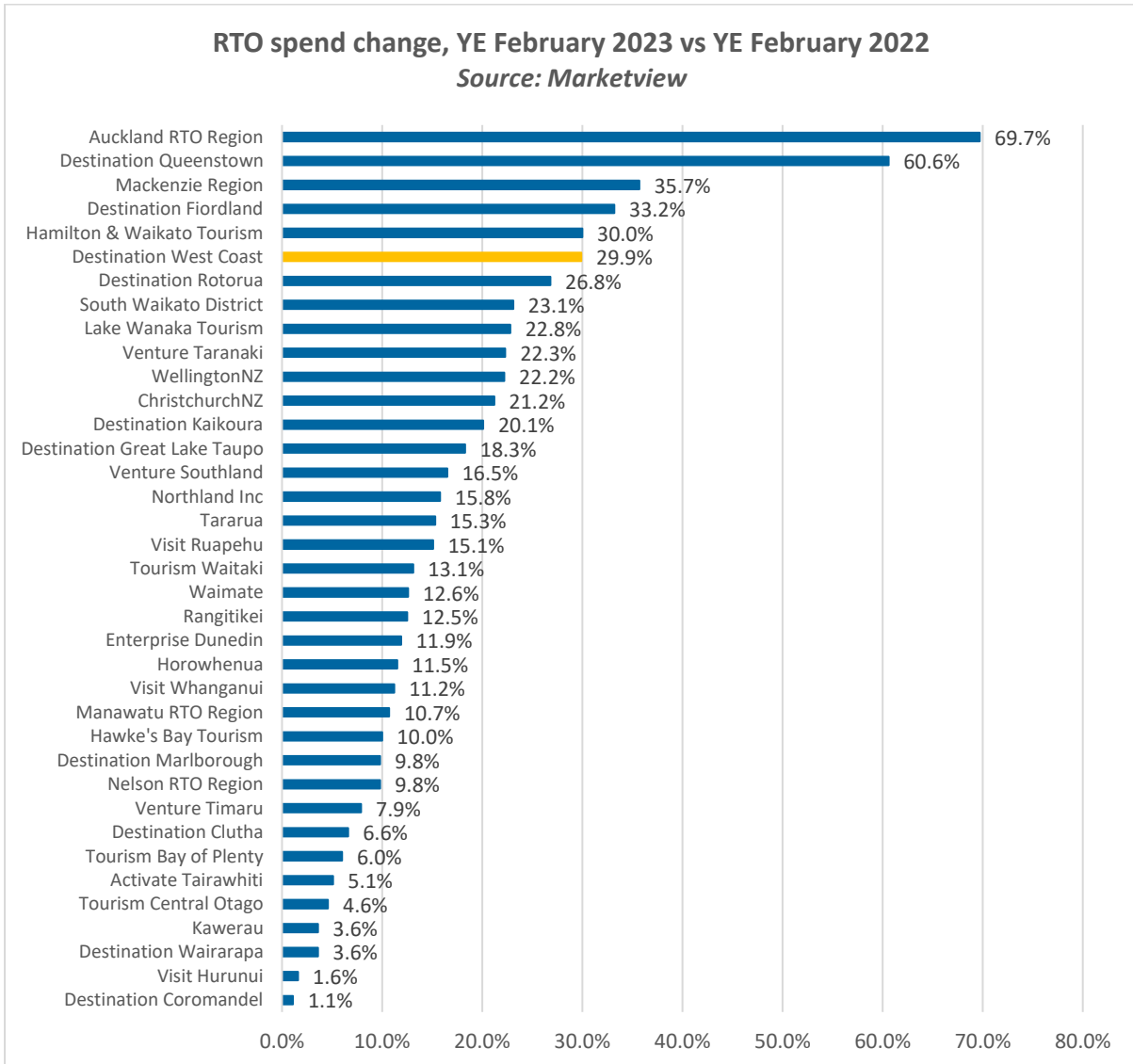
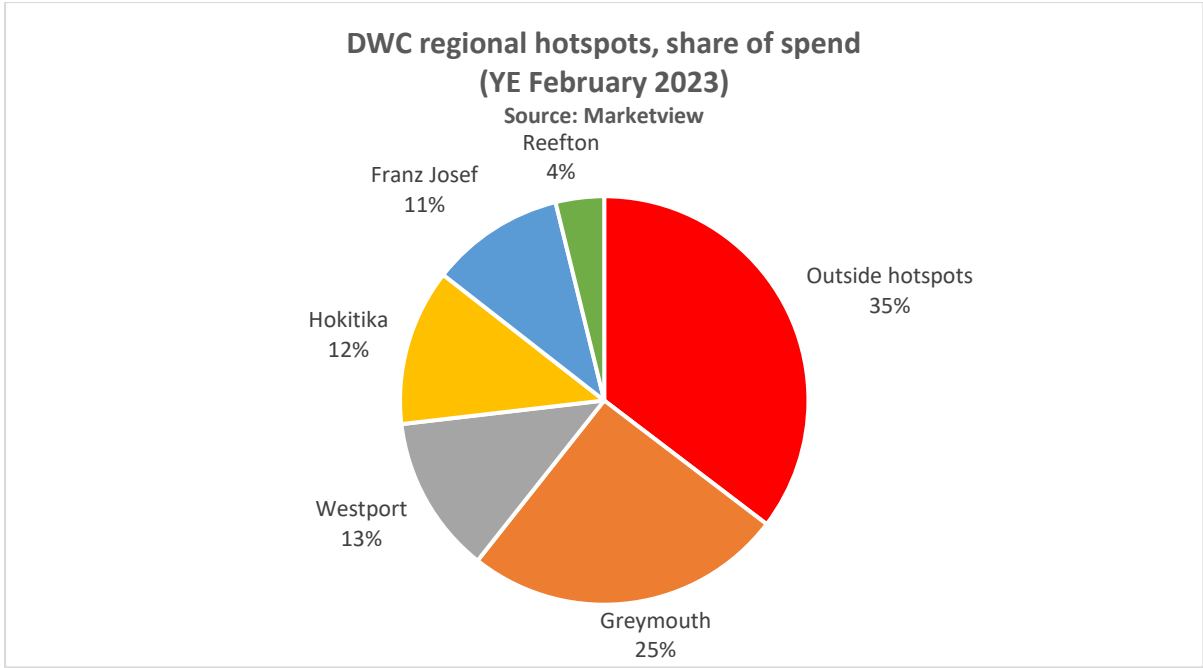
Regional hotspots

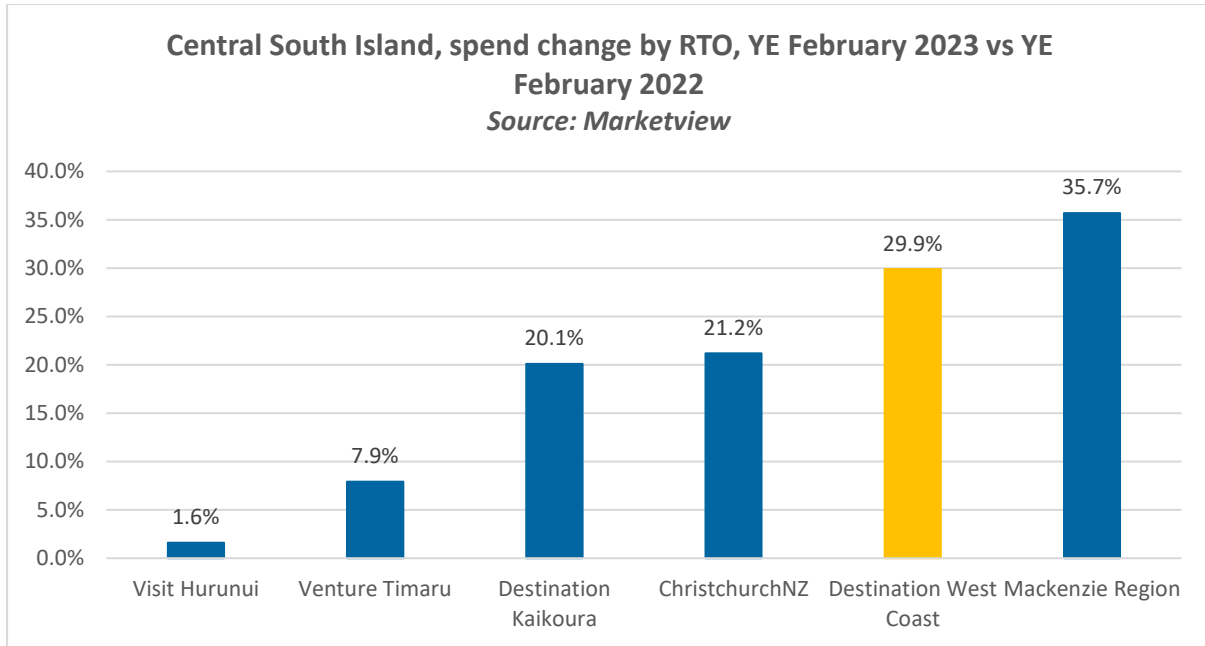


The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up 65% of ECT visitor spending in the West Coast in YE February 2023.

Hotspot	February 2023 spend	Change from February 2019	Change from February 2022	YE February 2023 spend	Change from YE February 2022
Greymouth	\$4.7m	+19.0%	+71.0%	\$44.4m	+19.6%
Westport	\$2.3m	-1.2%	+64.7%	\$22.0m	+0.6%
Hokitika	\$2.9m	+28.3%	+149.6%	\$21.8m	+33.2%
Fox & Franz Josef	\$3.1m	-27.2%	+492.6%	\$18.7m	+109.4%
Reefton	\$657k	+28.0%	+22.7%	\$6.7m	-4.2%





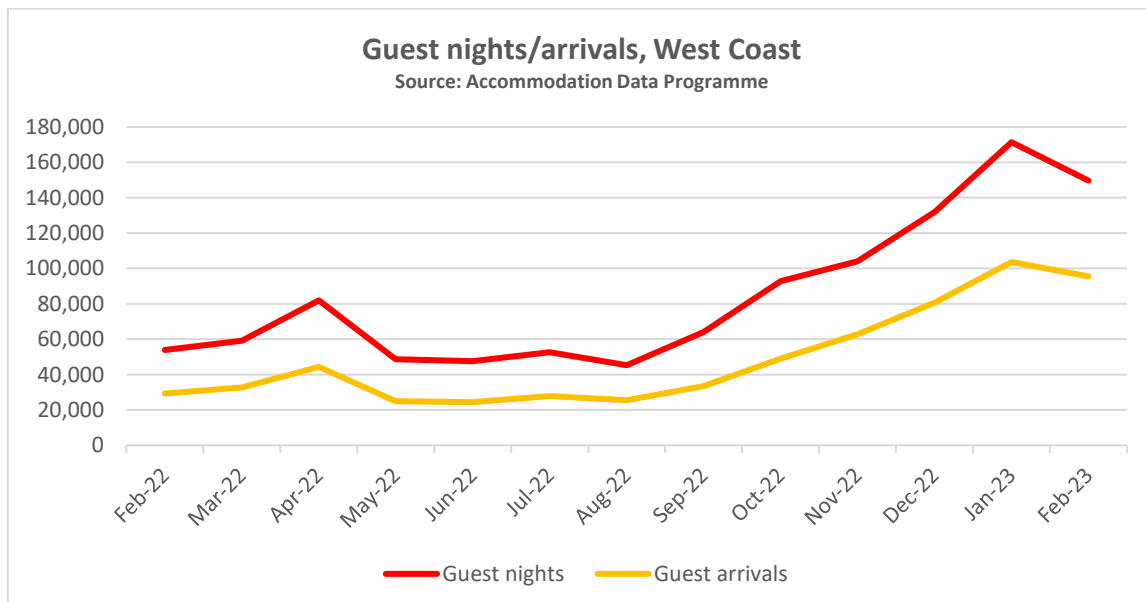


Accommodation

Commercial

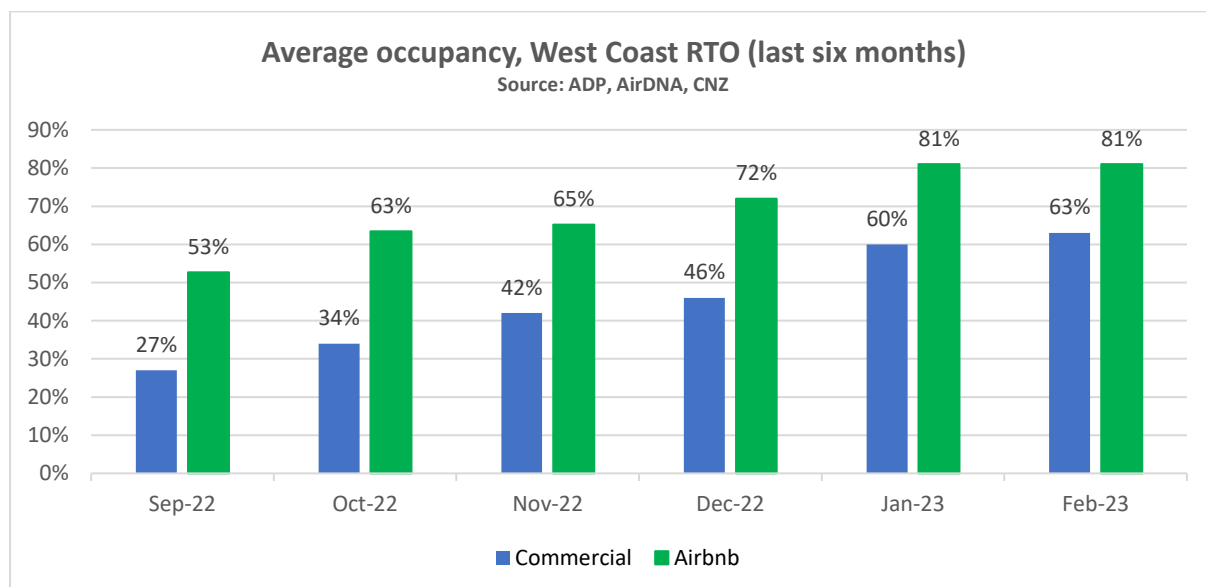
In total, 144 accommodation providers on the West Coast were registered on the ADP in February 2023, with 139 of these identifying as 'active'.

95,500 recorded guest arrivals spent 149,600 guest nights in commercial accommodation in the West Coast RTO area in February 2023. Guest arrivals were up 226% from February 2022 and guest nights up 177%. The average length of stay was 1.6 nights, below the national average of 2 nights.



Of these guest nights, 57% were spent in the Westland District, 24% in Buller District and 19% in Grey District. Guest nights spent on the West Coast made up 4.3% of total guest nights in NZ for the month.

The average occupancy rate was 63%, below the national average of 66%. This is the highest occupancy rate since the ADP began. Occupancy in Grey District was 67%, followed by Westland District at 66% and Buller District at 54%.



Airbnb

A total of 460 active rentals in the West Coast region were listed on Airbnb in February 2023, a decrease of -1 listings from the previous month. Of these, 44% were in Westland District, 36% in Buller District and 20% in Grey District.

The average Airbnb occupancy rate in the region in February 2023 was 81%, an increase of 37 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):

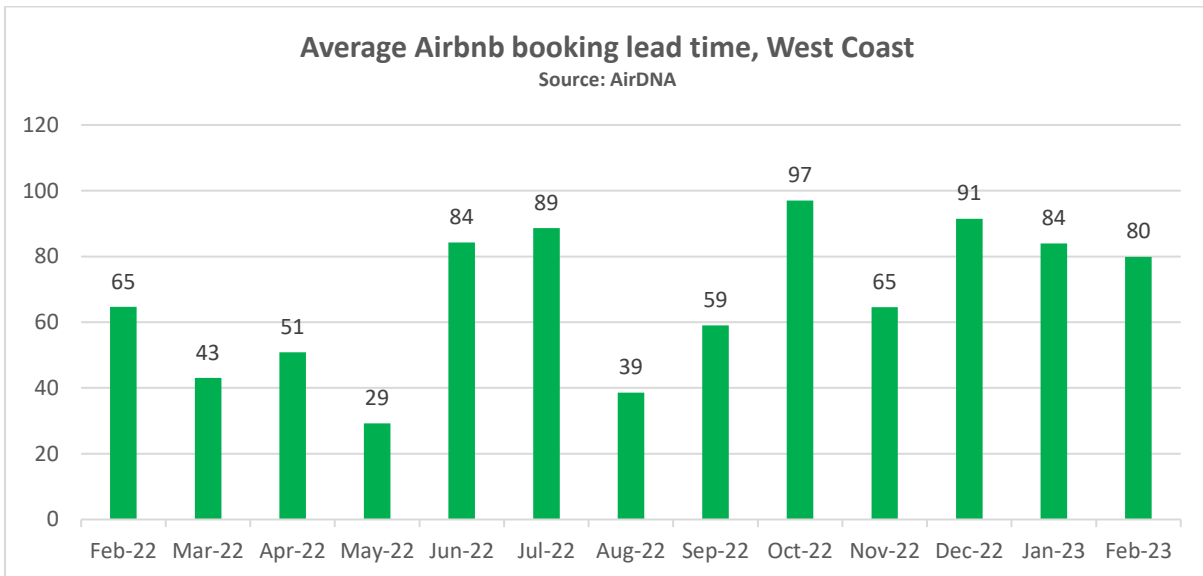
Airbnb average daily rates, West Coast (February 2023)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$445	+5%	\$292	-6%	\$220	-1%	\$174		\$156	-1%
Buller District	\$364	+3%	\$225	+2%	\$202	-7%	\$156	+3%	\$117	
Grey District	\$373	-11%	\$222	+2%	\$173	-3%	\$152	-1%	\$109	-4%

Airbnb revenue for the month totaled \$2.0m in the West Coast region, up 23% from February 2019 and up 105% from February 2022.

A total of \$15.6m in Airbnb revenue was generated over the YE February 2023, up 21% or \$2.7m from the YE February 2022. Revenue increased in the YE February 2023 for Westland compared to the previous year by 41%, in Buller by 9% and in Grey Districts by 3%.



The average booking lead time for West Coast Airbnb listings booked for February 2023 was 80 days. This was 15 days longer than the average booking lead time in February 2022. Booking lead times were longest for listings in Westland District at 91 days; followed by Grey District at 73 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.