

# West Coast Visitor Trends Report



## March 2023

### Key Visitor Figures:



7,606

Average Visitor  
Numbers



1,488

Average Daily  
International  
Visitor



\$22.8m

ECT Visitor Spend



62%

Commercial  
Accommodation  
Occupancy



71%

Airbnb  
Occupancy





## Dates & Events

Throughout the report, most figures in March 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).

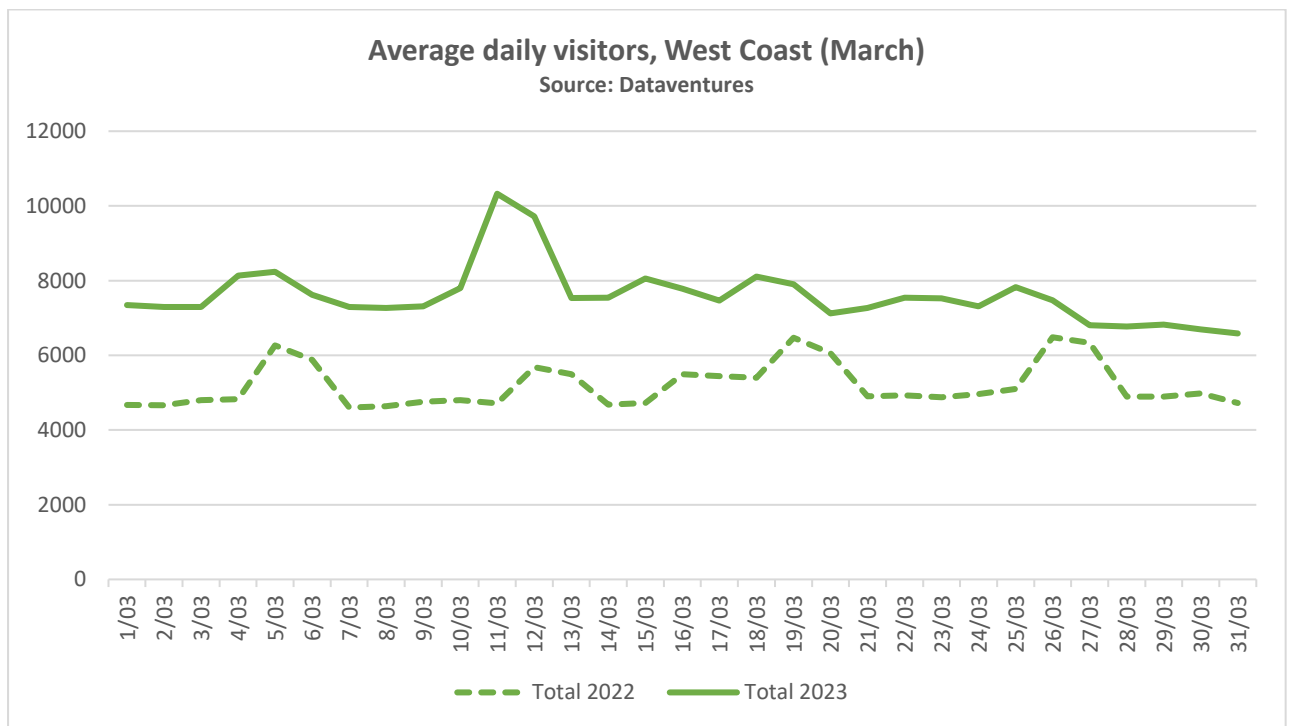
## Visitor Numbers

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.

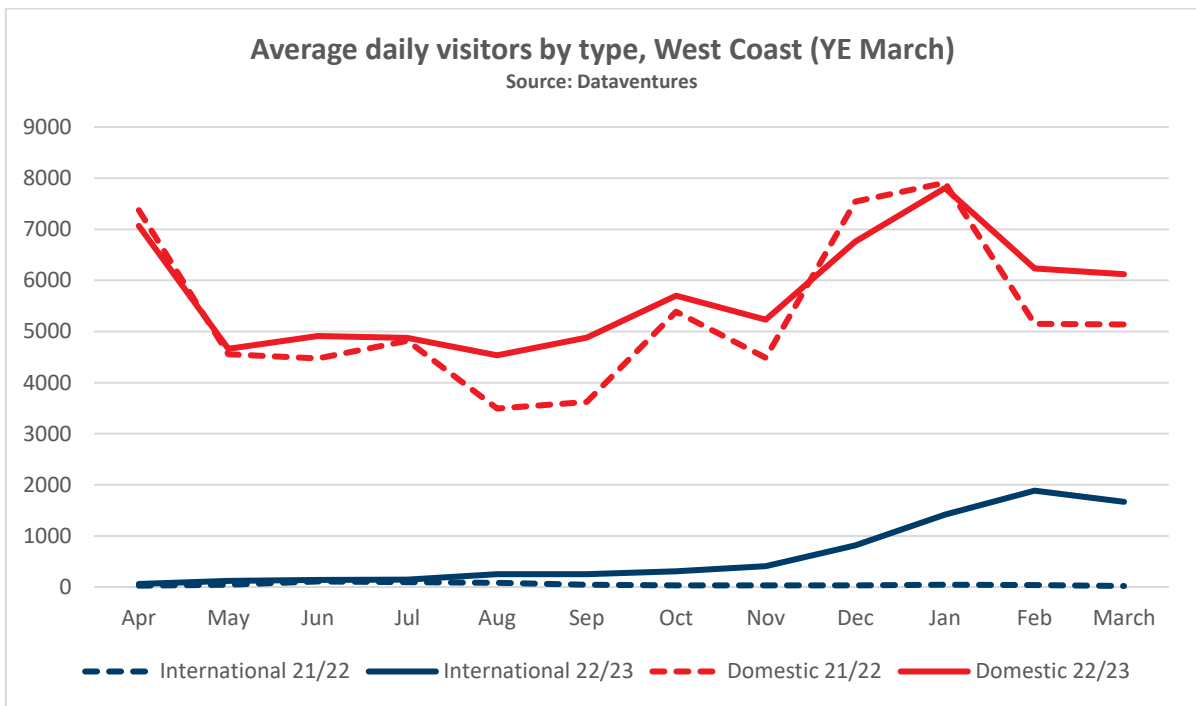
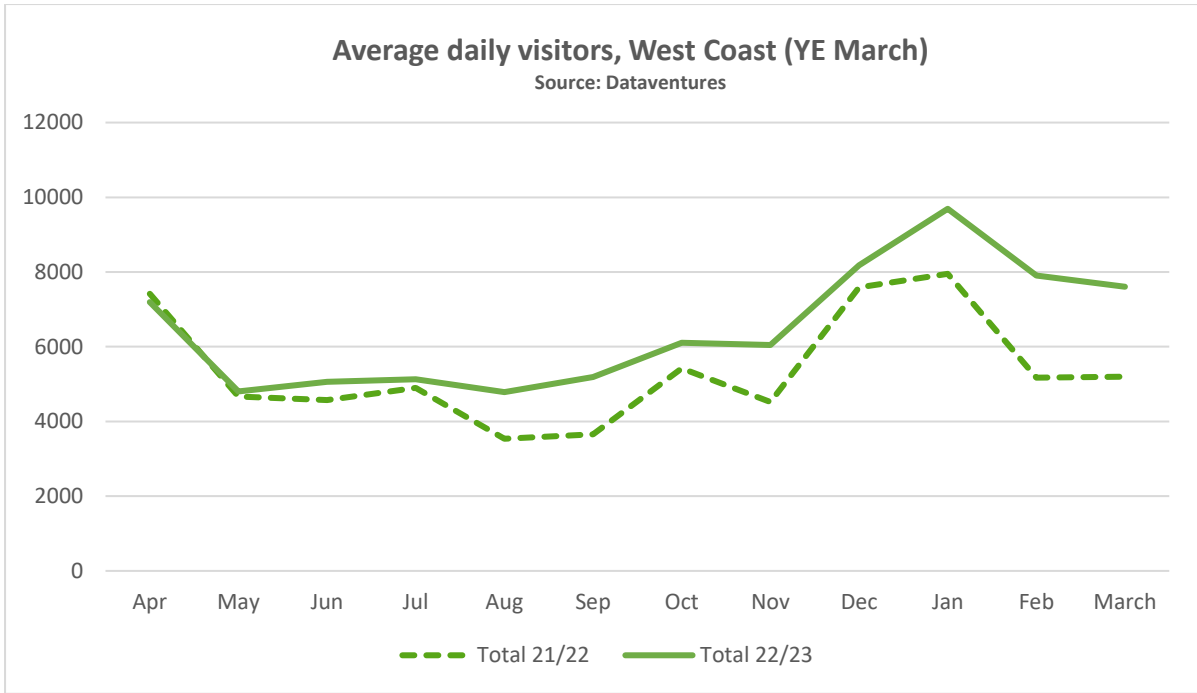
An average of 7,606 visitors were in the West Coast region each day in March 2023. This was a decrease of -4% or -315 average daily visitors from March 2020, and an increase of 46% or 2,408 average daily visitors from March 2022.

An estimated 6,118 of these were domestic visitors, down -8% or -508 average daily visitors from March 2020 and up 19% or 981 average daily visitors from March 2022.

An average of 1,488 international visitors were in the West Coast region each day in March 2023, an increase of 15% or 193 average daily visitors from March 2020 and up 1,427 daily visitors from March 2022.



Daily visitors were highest on Saturday 11<sup>th</sup> March 2023 with 10,326 visitors.



Over the YE March 2023 period, an estimated 6,475 visitors were in the West Coast region. This was up by 20% compared to the previous 12-month period, equivalent to an increase of 1,092 average daily visitors.

An estimated 5,732 of these were domestic visitors, an increase of 7.6% or 404 average daily visitors compared to the YE March 2022.

An average of 742 international visitors were in the West Coast region each day. This was an increase of 688 when compared to YE March 2022.



## Visitor Spending

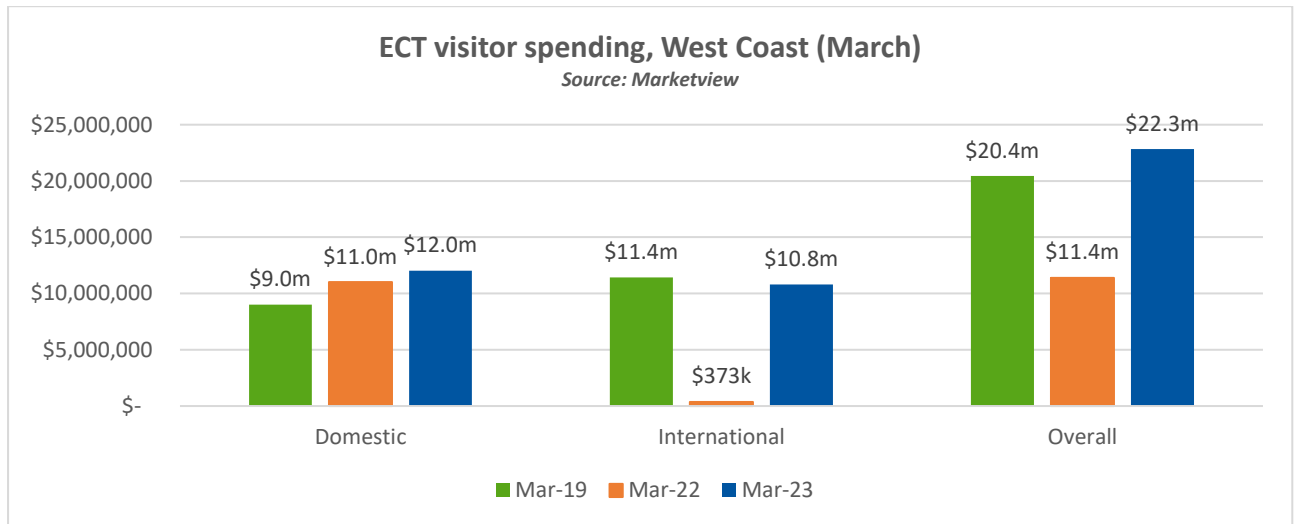
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Worldline network. This does not include cash spending, online pre-purchases or payments outside of the Worldline network. Figures should be treated as an indicator of trends in ECT spending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

ECT visitor spending in the West Coast RTO region in March 2023 was \$22.8m, up 12% or \$2.4m from March 2019 and up 100% or \$11.4m from March 2022.

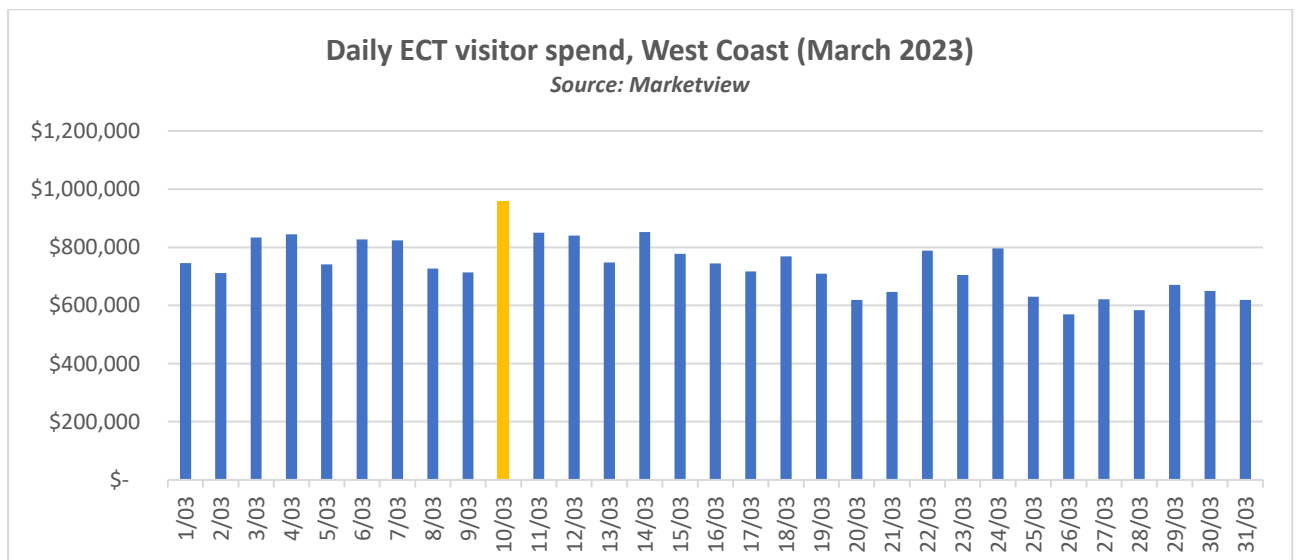
ECT spending by domestic visitors made up \$12.0m of this, up 33% or \$3.0m from March 2019 and up 9% or \$1.0m from March 2022.

International ECT visitor spend for the month was \$10.8m, down -5% or -\$621k from March 2019 and up \$10.4m from March 2022.

Spending in Westland District made up 56% of monthly visitor spending in the West Coast region in March 2022, followed by Grey District (24%) and Buller District (21%).

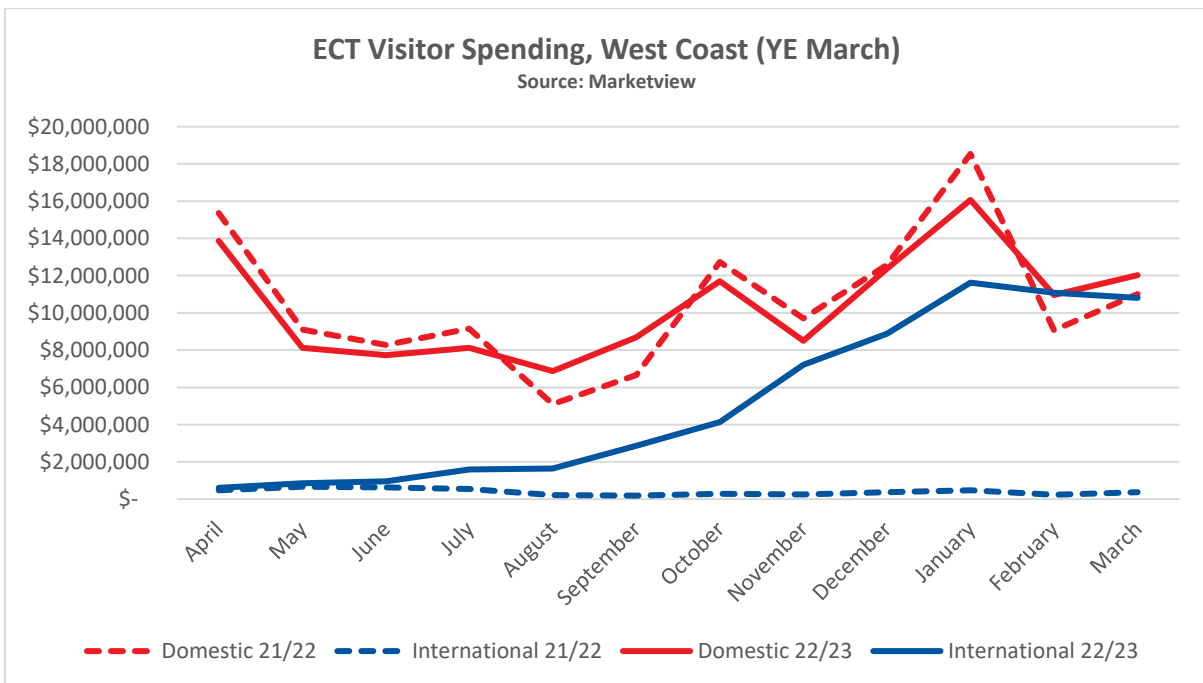
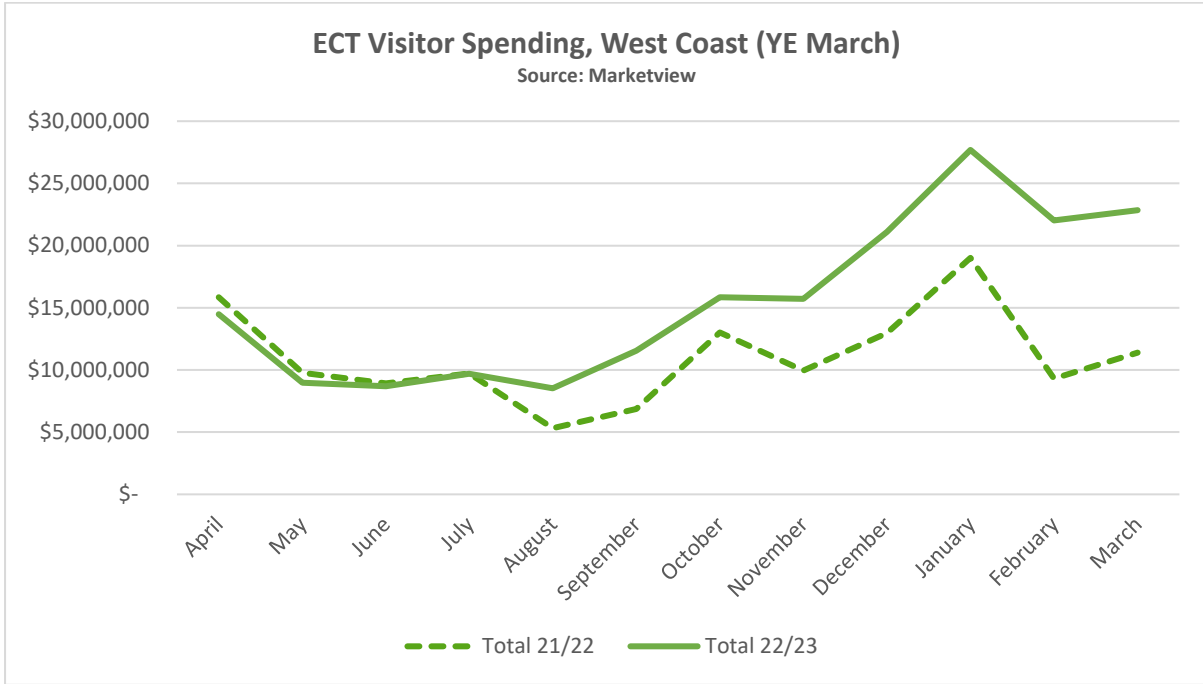


Average daily ECT visitor spending for March 2023 was \$736,524. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$96.83.



Daily ECT visitor spending was highest on Friday 10<sup>th</sup> March 2023 at \$959k. According to Waka Kotahi NZ Transport Agency, the Arthur’s Pass route connecting the West Coast and Canterbury, SH73, was opened on this day.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in March 2023 at 36%, followed by visitors from Otago (11%); Auckland (10%); Tasman (7%); and Wellington (6%).



ECT visitor spending for the YE March 2023 was \$187.1m, up 41% or \$55.1m from YE March 2022.

Domestic ECT visitor spending for the YE March 2023 was \$132m, down -2% or -\$2.3m compared to the previous 12-month period.

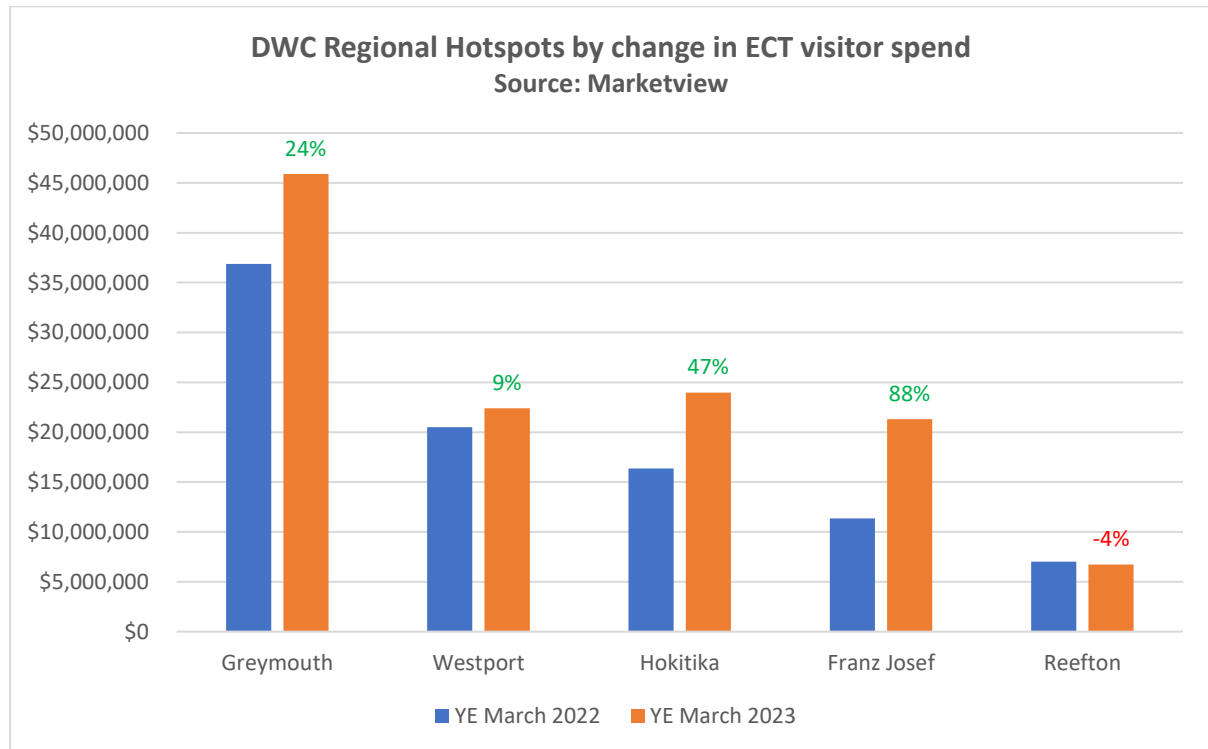


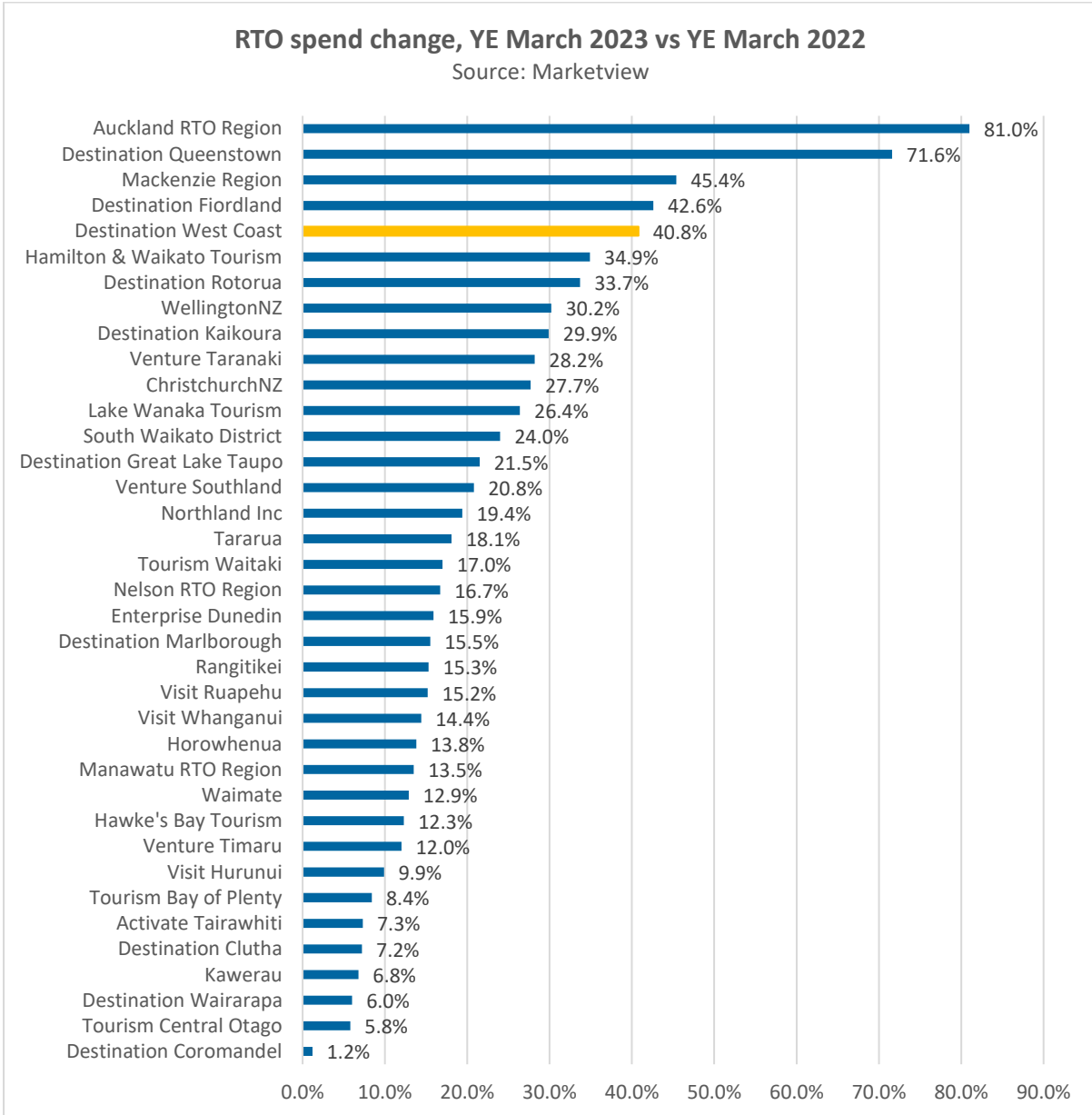
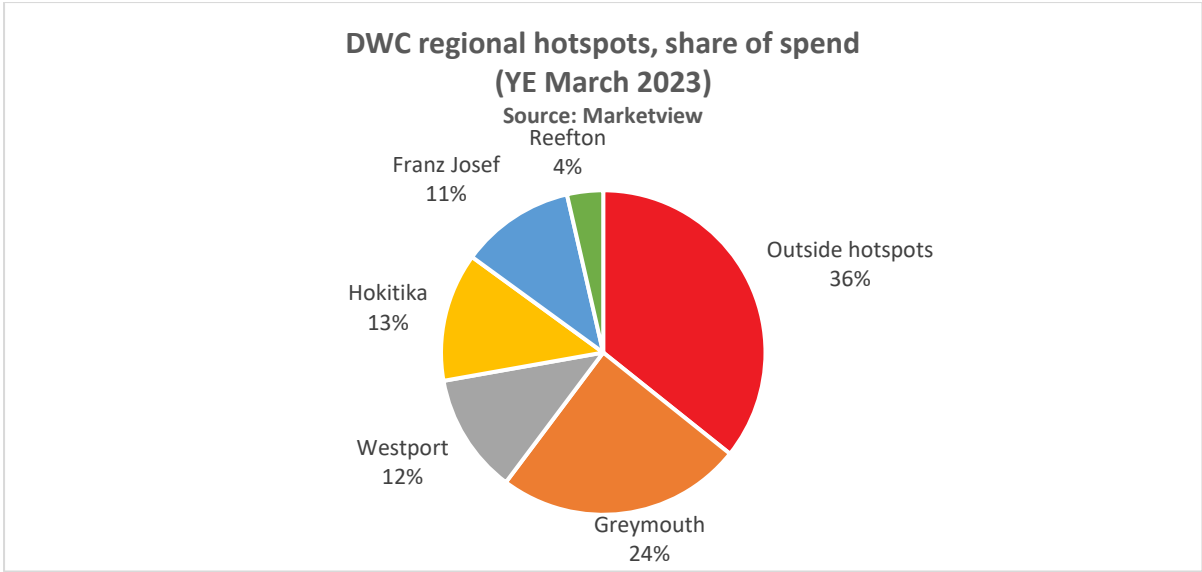
ECT spending by international visitors was \$62.3m, up \$57.5m from the YE March 2022.

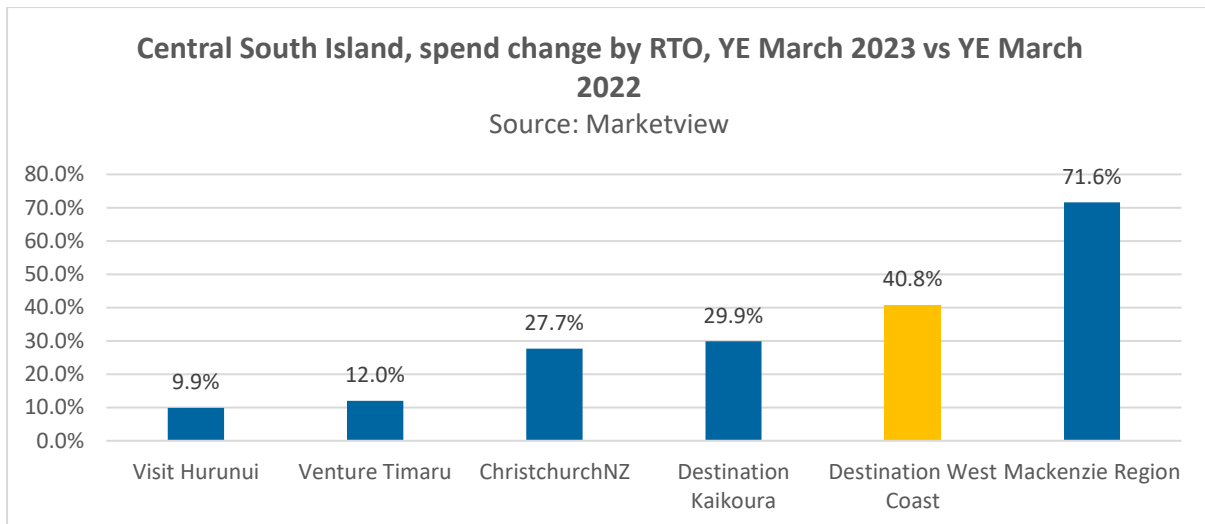
**Regional hotspots**

The below table shows monthly and yearly spend figures for hotspot locations within the West Coast region. Spending within these hotspots made up **64%** of ECT visitor spending in the West Coast in YE March 2023.

| Hotspot           | March 2023 spend | Change from March 2019 | Change from March 2022 | YE March 2023 spend | Change from YE March 2022 |
|-------------------|------------------|------------------------|------------------------|---------------------|---------------------------|
| Greymouth         | \$4.7m           | +25.8%                 | +54.3%                 | \$45.9m             | +25.5%                    |
| Westport          | \$2.3m           | +13.6%                 | +20.2%                 | \$22.4m             | +3.8%                     |
| Hokitika          | \$3.2m           | +38.7%                 | +133.1%                | \$24.0m             | +48.6%                    |
| Fox & Franz Josef | \$3.2m           | -11.6%                 | +438.6%                | \$21.3m             | +150.3%                   |
| Reefton           | \$668k           | +36.2%                 | -2.3%                  | \$6.7m              | -3.3%                     |





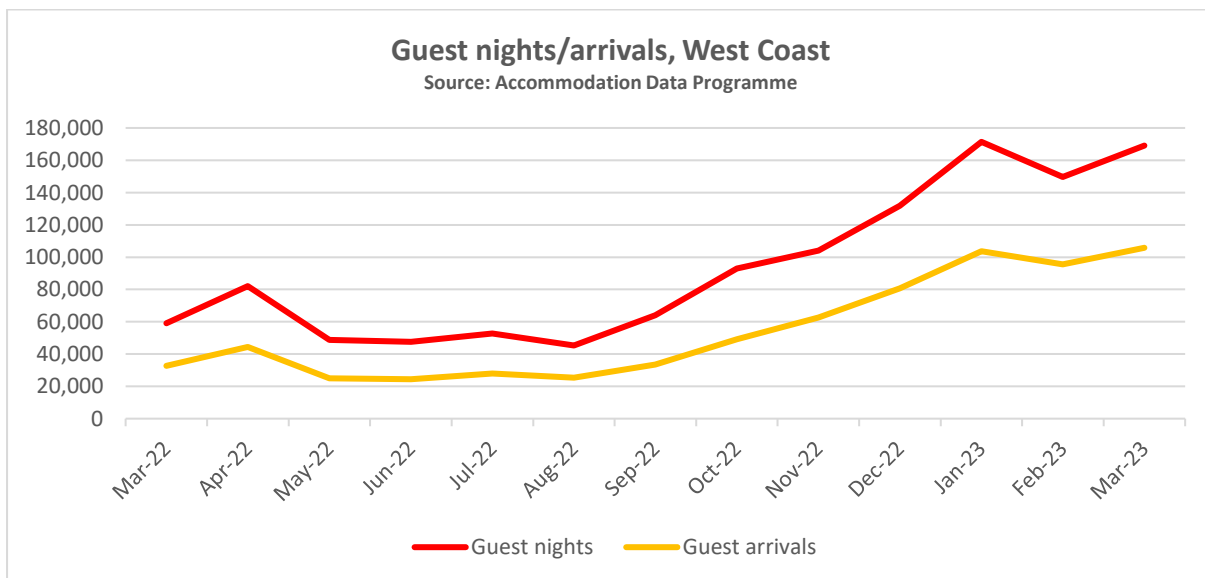


## Accommodation

### Commercial

In total, 144 accommodation providers on the West Coast were registered on the ADP in March 2023, with 137 of these identifying as 'active'.

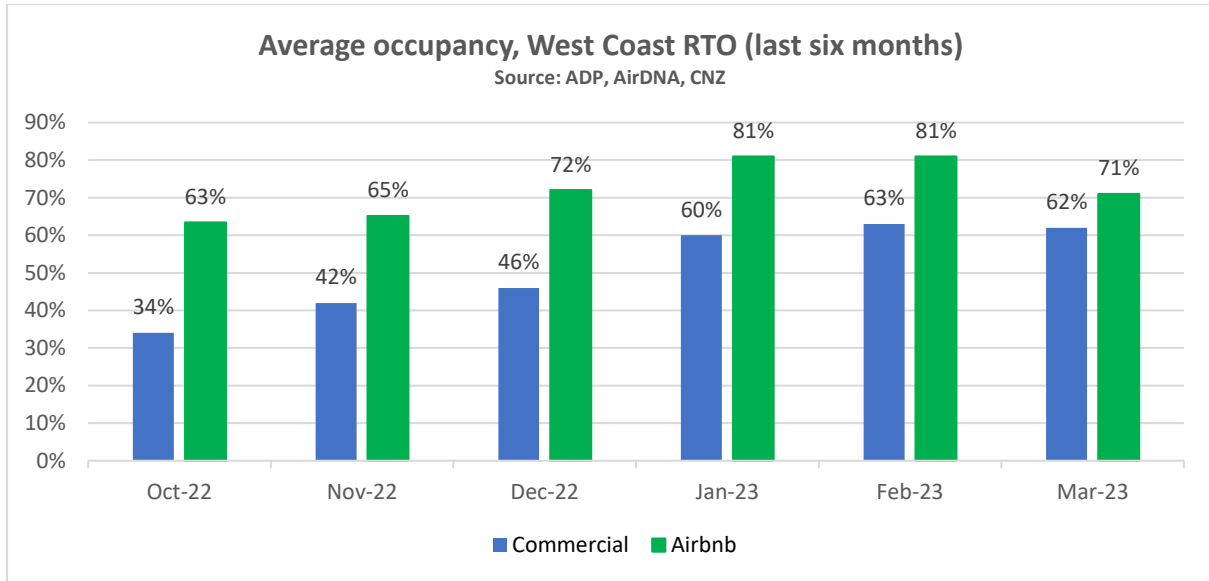
105,800 recorded guest arrivals spent 169,000 guest nights in commercial accommodation in the West Coast RTO area in March 2023. Guest arrivals were up 224% from March 2022 and guest nights up 186%. The average length of stay was 1.6 nights, below the national average of 2 nights.



Of these guest nights, 55% were spent in the Westland District, 26% 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 62%, below the national average of 65%. Occupancy in Grey District was 66%, followed by Westland District at 64% and Buller District at 56%.





**Airbnb**

A total of 701 active rentals in the West Coast region were listed on Airbnb in March 2023, an increase of 241 listings from the previous month. Of these, 39% were in Westland District, 30% in Buller District and 30% in Grey District.

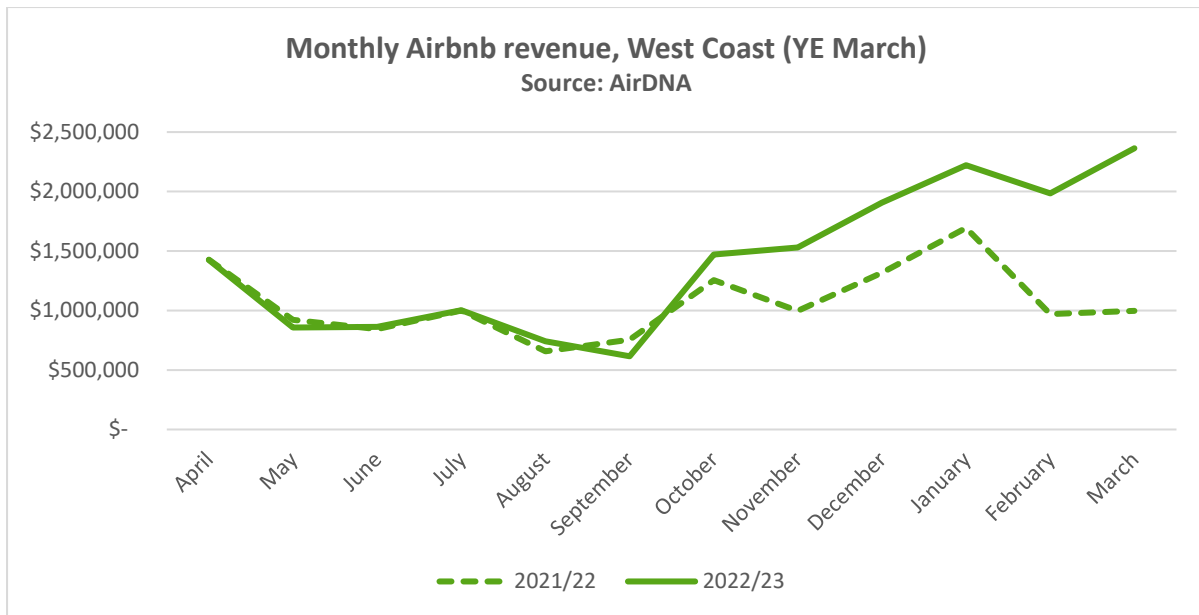
The average Airbnb occupancy rate in the region in March 2023 was 71%, an increase of 25 percentage points from same month last year.

Average daily rates by price tier and location are listed below with changes in pricing compared to the previous month (if applicable):

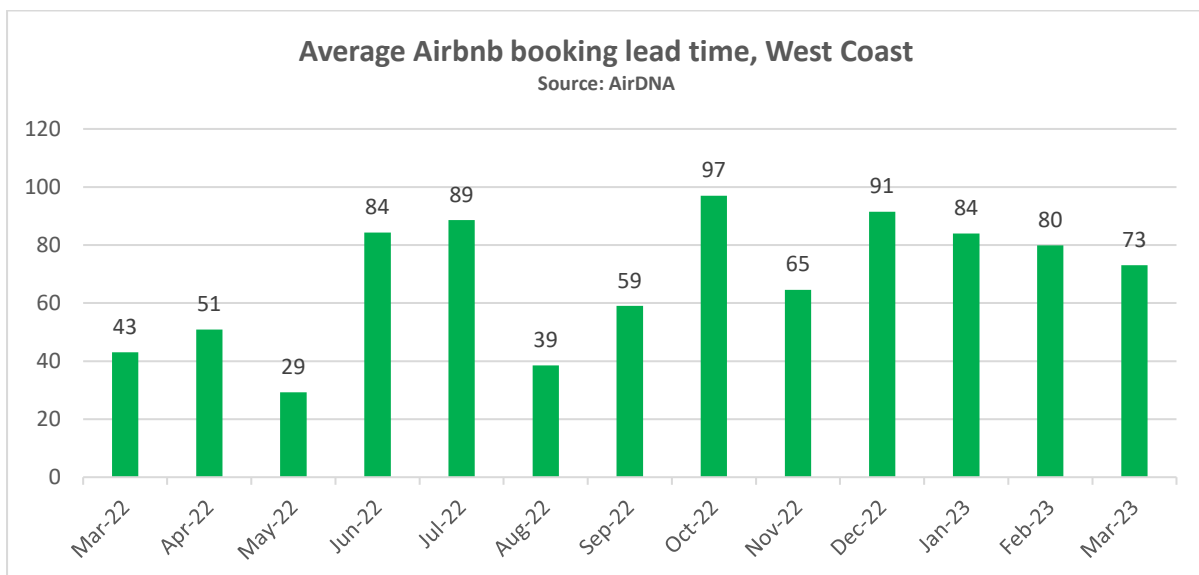
| <b>Airbnb average daily rates, West Coast (March 2023)</b> |               |      |                |     |                 |     |                |     |               |     |
|--|---------------|------|----------------|-----|-----------------|-----|----------------|-----|---------------|-----|
| <b>District</b>  | <b>Luxury</b> |      | <b>Upscale</b> |     | <b>Midscale</b> |     | <b>Economy</b> |     | <b>Budget</b> |     |
| Westland District  | \$320         | -1%  | \$217          | +5% | \$158           | +1% | \$135          | -3% | \$102         | -2% |
| Buller District  | \$346         | -1%  | \$204          |     | \$190           | -1% | \$140          | -3% | \$113         | +2% |
| Grey District  | \$375         | -11% | \$259          | -4% | \$204           |     | \$167          | +2% | \$140         | -2% |

Airbnb revenue for the month totaled \$2.4m in the West Coast region, up 59% from March 2019 and up 137% from March 2022.

A total of \$17.0m in Airbnb revenue was generated over the YE March 2023, up 32% or \$4.1m from the YE March 2022. Revenue increased in the YE March 2023 for Westland compared to the previous year by 58%, in Buller by 15% and in Grey Districts by 12%.



The average booking lead time for West Coast Airbnb listings booked for March 2023 was 73 days. This was 30 days longer than the average booking lead time in March 2022. Booking lead times were longest for listings in Westland District at 85 days; followed by Grey District at 53 days and 48 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.