



---

## Destination Analytics Report:

## Prepared for West Coast RTO

March 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

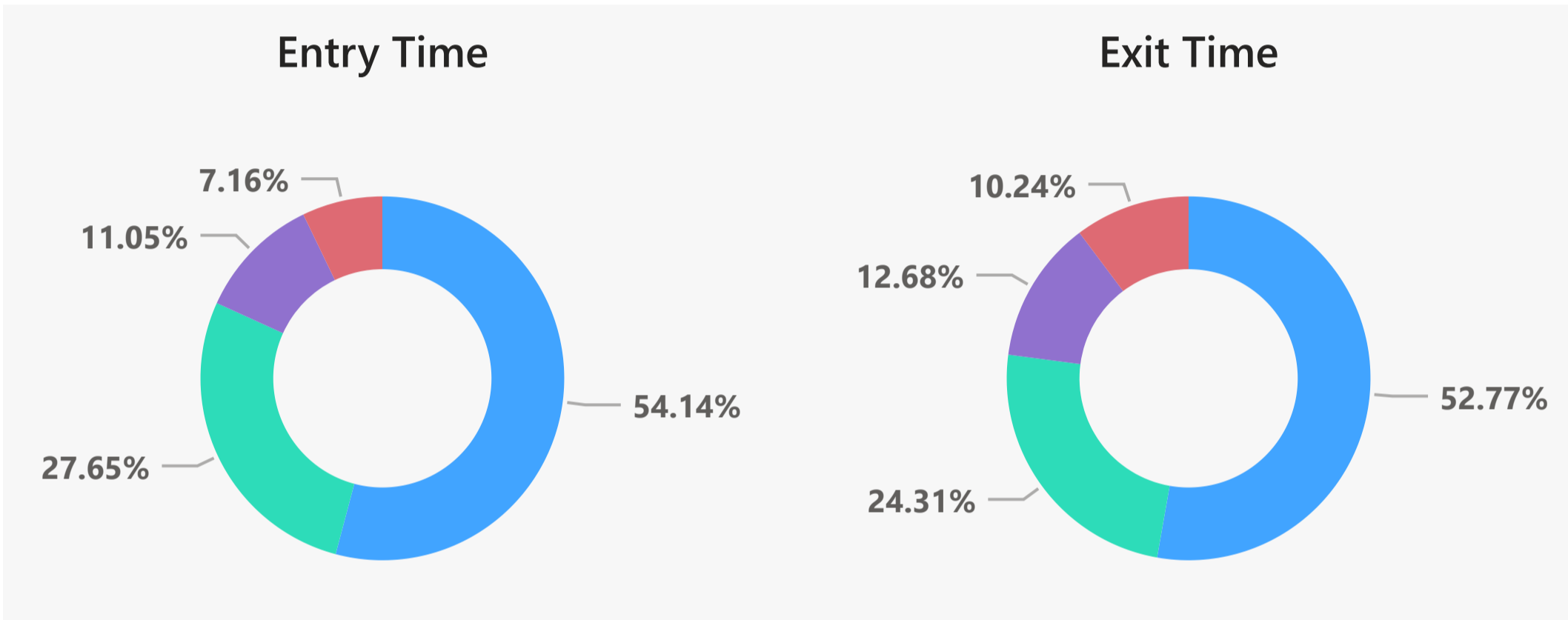
7,758 ▲ 10% Prior Period  
▲ 414% Prior Year

### Overnight Stays

3075 ▲ 11% Prior Period  
▲ 358% Prior Year

### Avg. Nights Stayed

1.61 ▲ 2% Prior Period  
▼ -5% Prior Year



### Country of Origin

Country	% of Visitors
Germany	21.1%
France	13.6%
United Kingdom	12.3%
New Zealand	10.8%
United States	9.4%

### Top 5 Resident Localities

Home Locality	% of Visitors
Richmond West (Tasman District)	3.0%
Richmond Central (Tasman District)	2.5%
Appleby	1.5%
Motueka East	1.3%

### Top 5 Resident Regions

Home Region	% Visitors
Nelson Tasman RTO	23.9%
Christchurch	23.0%
West Coast RTO	8.8%
Dunedin RTO	5.3%
Queenstown	5.3%

### National Visitor Numbers Region Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Coromandel RTO	52%	124%	Hawke's Bay RTO	-29%	-3%
Northland RTO	29%	117%	Gisborne RTO	-13%	-3%
North Canterbury	21%	377%	Tararua	-7%	98%
Ruapehu RTO	19%	532%	Clutha	-1%	264%
Taranaki RTO	19%	193%	Dunedin RTO	-0%	232%
Marlborough RTO	16%	289%	Central Otago RTO	1%	166%
Whanganui RTO	16%	288%	Wairarapa RTO	1%	133%
Rotorua RTO	14%	380%	Waitaki RTO	3%	300%
Nelson Tasman RTO	14%	263%	South Canterbury	3%	234%
Auckland RTO	13%	67%	Southland	4%	268%

### Top 5 Prior Regions

Entered From Region	% of Visitors
Wanaka	32.9%
Nelson Tasman RTO	30.8%
Christchurch	21.5%
Queenstown	4.3%
Marlborough RTO	1.6%

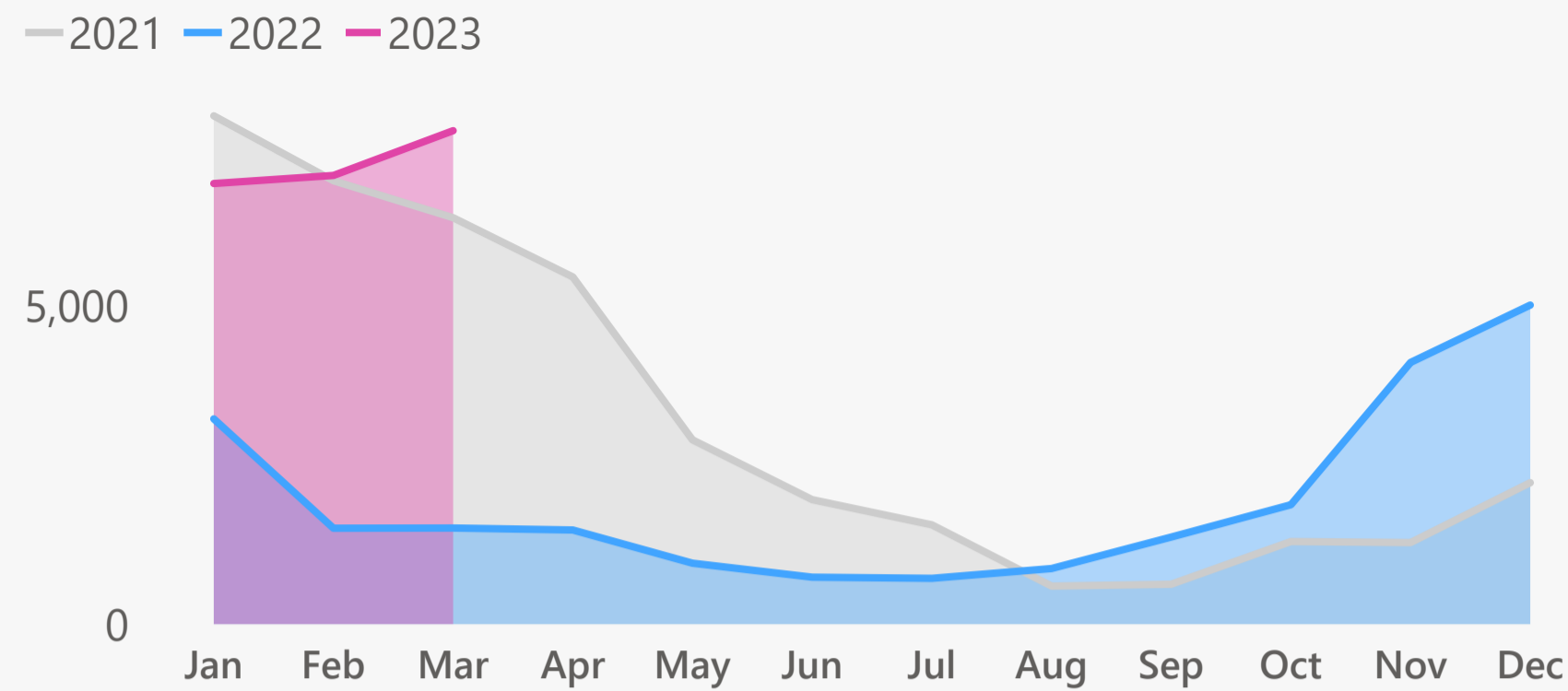
### Top 5 Next Regions

Went To Region	% of Visitors
Wanaka	33.9%
Nelson Tasman RTO	30.6%
Christchurch	22.3%
Queenstown	4.4%
Marlborough RTO	1.6%

## Total Visitors

7,758

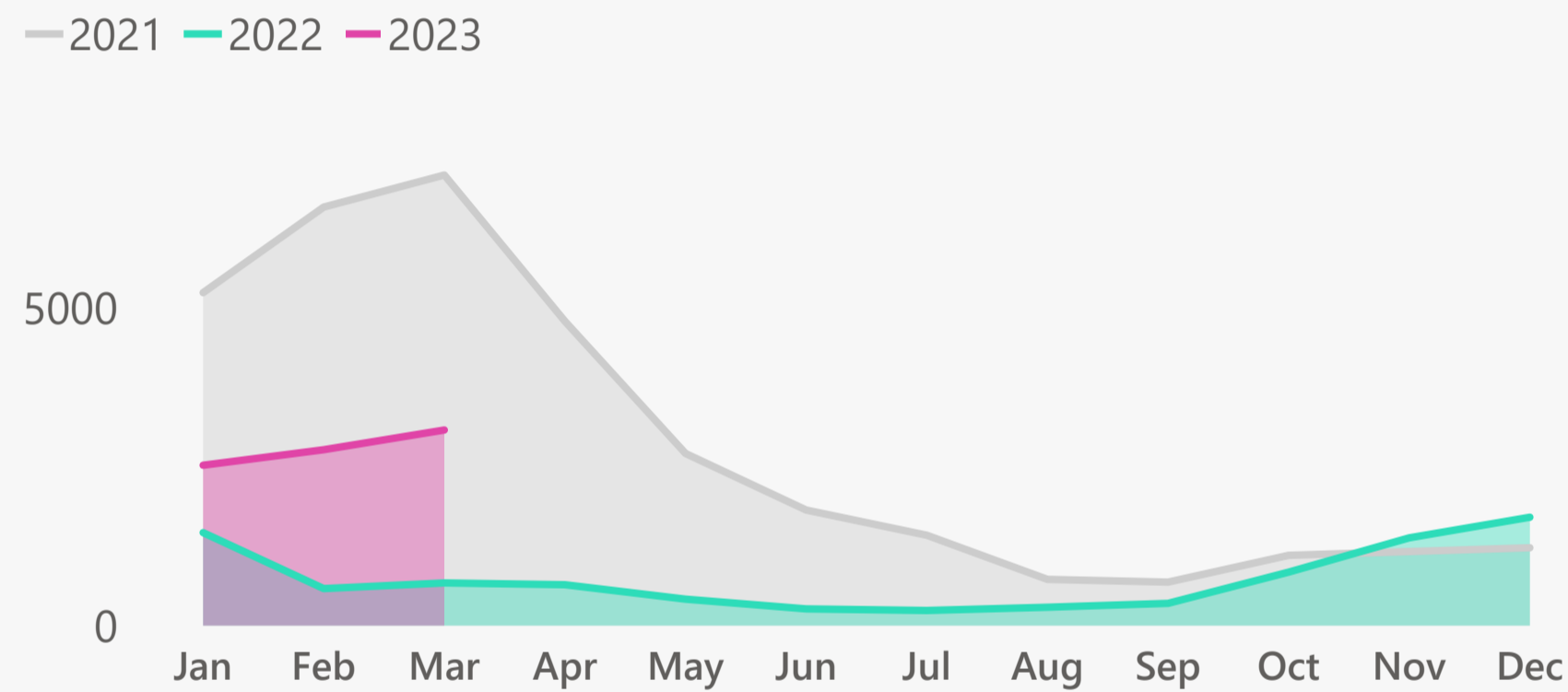
10% Prior Period  
413% Prior Year



## Overnight Stays

3075

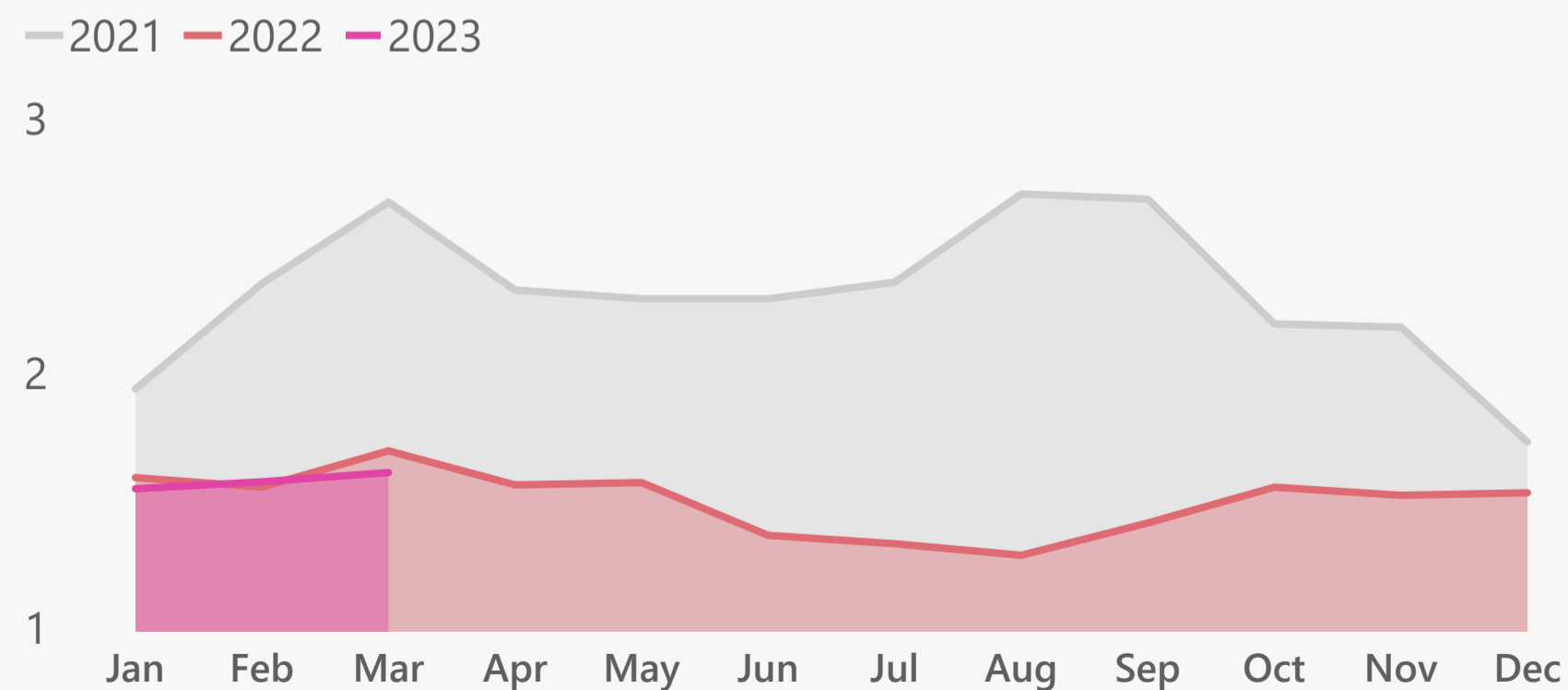
11% Prior Period  
358% Prior Year



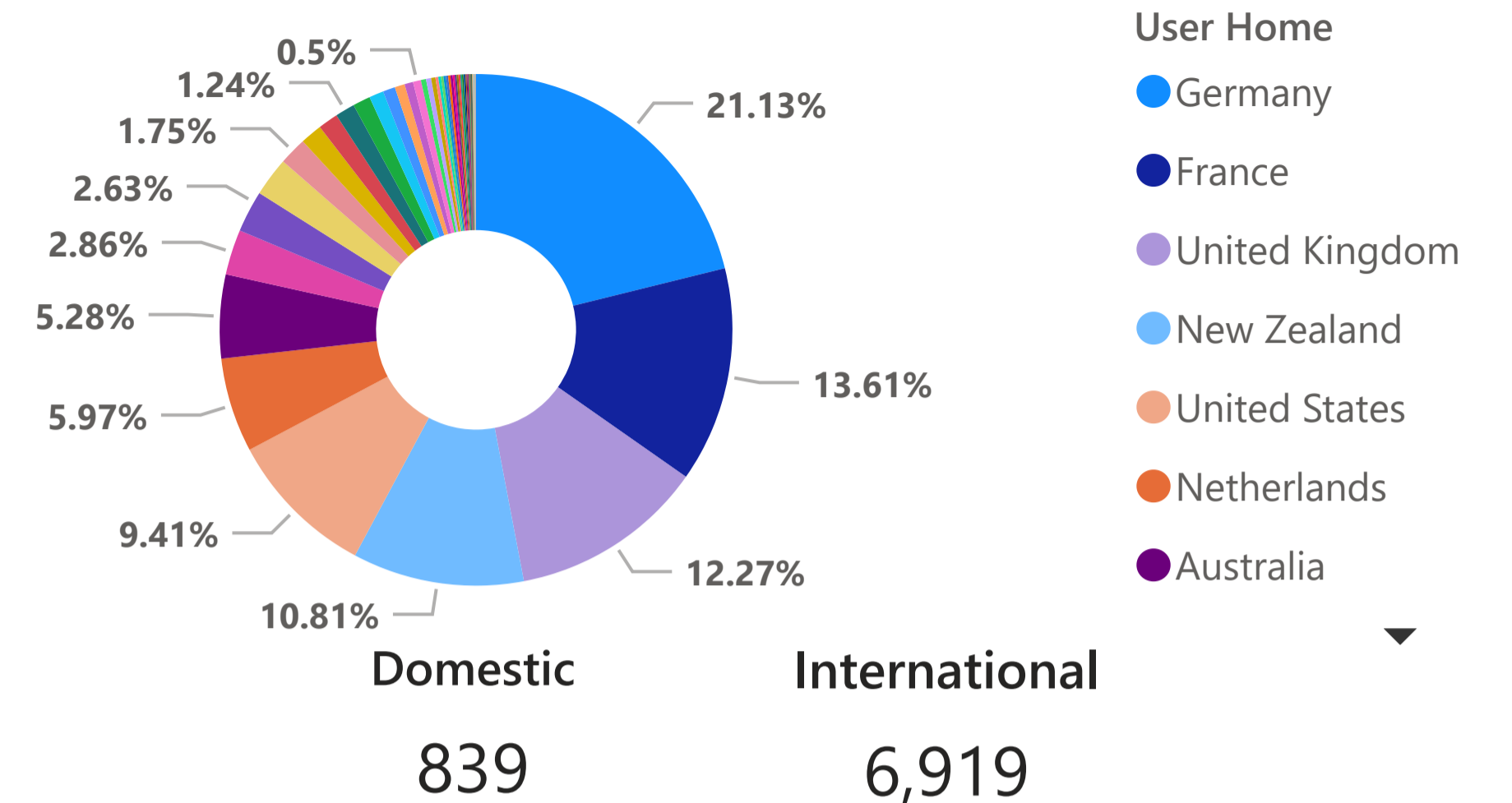
## Avg. Nights Stayed

1.61

2% Prior Period  
-5% Prior Year



## Visitor Country of Origin



### Total Visitors

For March 2023, West Coast RTO saw a total of 7,758 visitors which was an increase of 10% on the prior month, and an increase of 413% 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 March 2023, West Coast RTO saw a total of 3075 overnight stays which is up 11% on the previous month, and up 358% on the same time last year. On average visitors stayed for 1.61 nights in the region which was up 2% on the previous month and down -5% 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 839 visitors and accounted for 11% of all visitors. There were 6,919 international visitors (89%) with the top 3 countries being Germany (21.1%), France (13.6%) and United Kingdom (12.3%)





<b>Selected Region</b>	<b>Prior Period</b>	<b>Prior Year</b>
West Coast RTO	▲ 10%	▲ 414%

### National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Coromandel RTO	52%	124%	Waitaki RTO	3%	300%
Northland RTO	29%	117%	Southland	4%	268%
North Canterbury	21%	377%	Clutha	-1%	264%
Ruapehu RTO	19%	532%	South Canterbury	3%	234%
Taranaki RTO	19%	193%	Dunedin RTO	-0%	232%
Marlborough RTO	16%	289%	Central Otago RTO	1%	166%
Whanganui RTO	16%	288%	Wairarapa RTO	1%	133%
Rotorua RTO	14%	380%	Tararua	-7%	98%
Nelson Tasman RTO	14%	263%	Gisborne RTO	-13%	-3%
Auckland RTO	13%	67%	Hawke's Bay RTO	-29%	-3%

### Regional Visitor Comparison Top & Bottom

For March 2023, West Coast RTO experienced an increase of 10% in visitor numbers compared to the previous month and an increase of 414% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 10% higher compared to the previous month and 211% higher when compared to the same time last year.

As such West Coast RTO is trending below the New Zealand average in March 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)	3.0%	Nelson Tasman RTO	23.9%
Richmond Central (Tasman District)	2.5%	Christchurch	23.0%
Appleby	1.5%	West Coast RTO	8.8%
Motueka East	1.3%	Dunedin RTO	5.3%
		Queenstown	5.3%

### Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited West Coast RTO in March 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 3.0% of the observed market.

### Top 5 Resident Regions

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

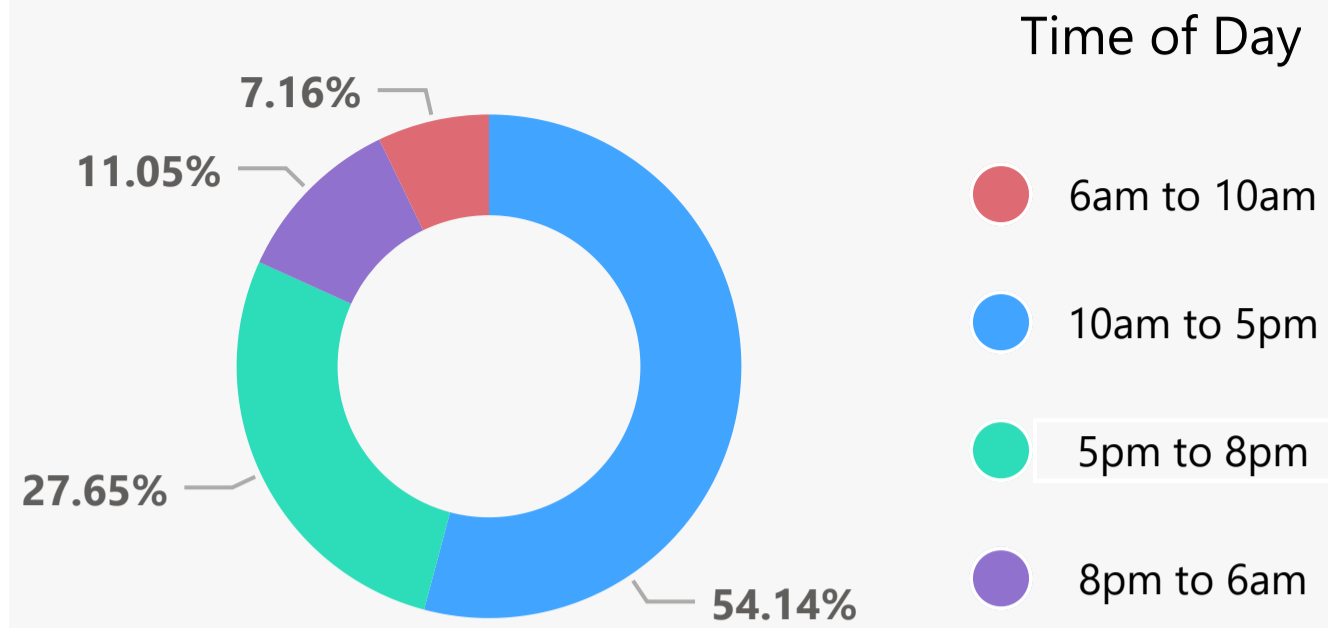
The top 3 regions were:

- Nelson Tasman RTO - 23.9% of visitors.
- Christchurch - 23.0% of visitors.
- West Coast RTO - 8.8% of visitors.

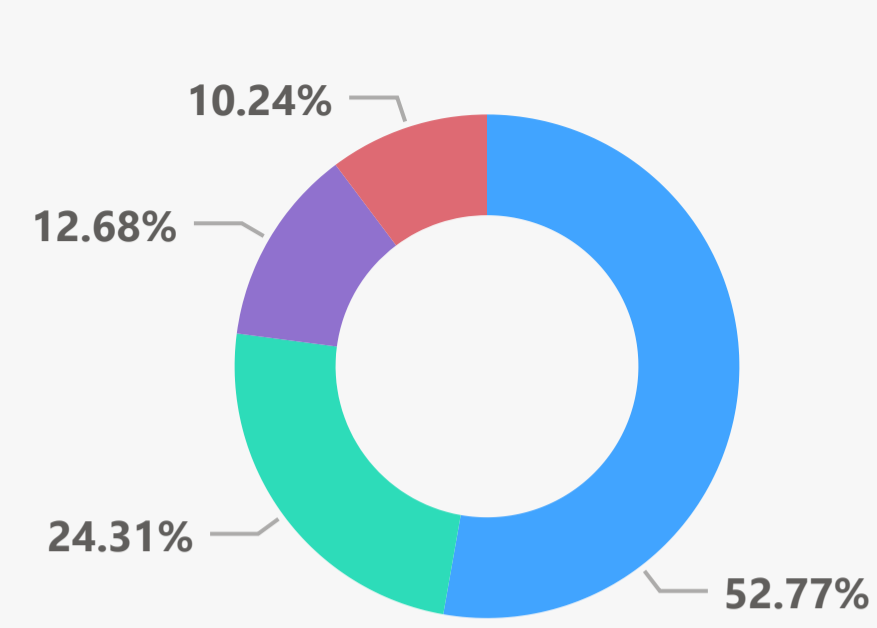
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



### Entry Time



### Exit Time



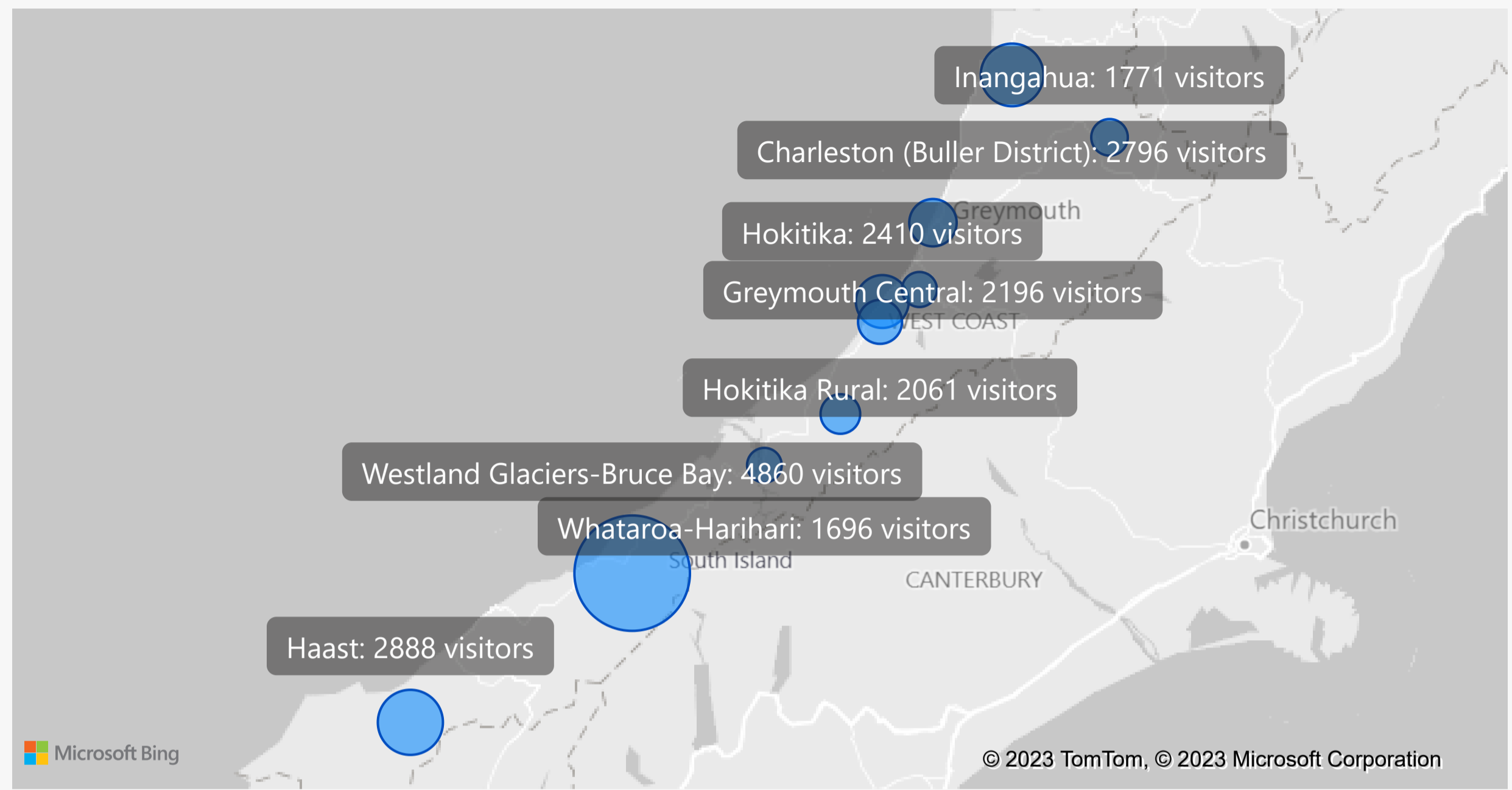
### Top 5 Prior Regions

Entered From Region	% of Visitors
Wanaka	32.9%
Nelson Tasman RTO	30.8%
Christchurch	21.5%
Queenstown	4.3%
Marlborough RTO	1.6%

### Top 5 Next Regions

Went To Region	% of Visitors
Wanaka	33.9%
Nelson Tasman RTO	30.6%
Christchurch	22.3%
Queenstown	4.4%
Marlborough RTO	1.6%

### Top Visitor Localities



### Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit West Coast RTO for March 2023. 10am to 5pm was the most common time travellers were seen entering West Coast RTO with 54.1% 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 March 2023.

### Most Popular Localities

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

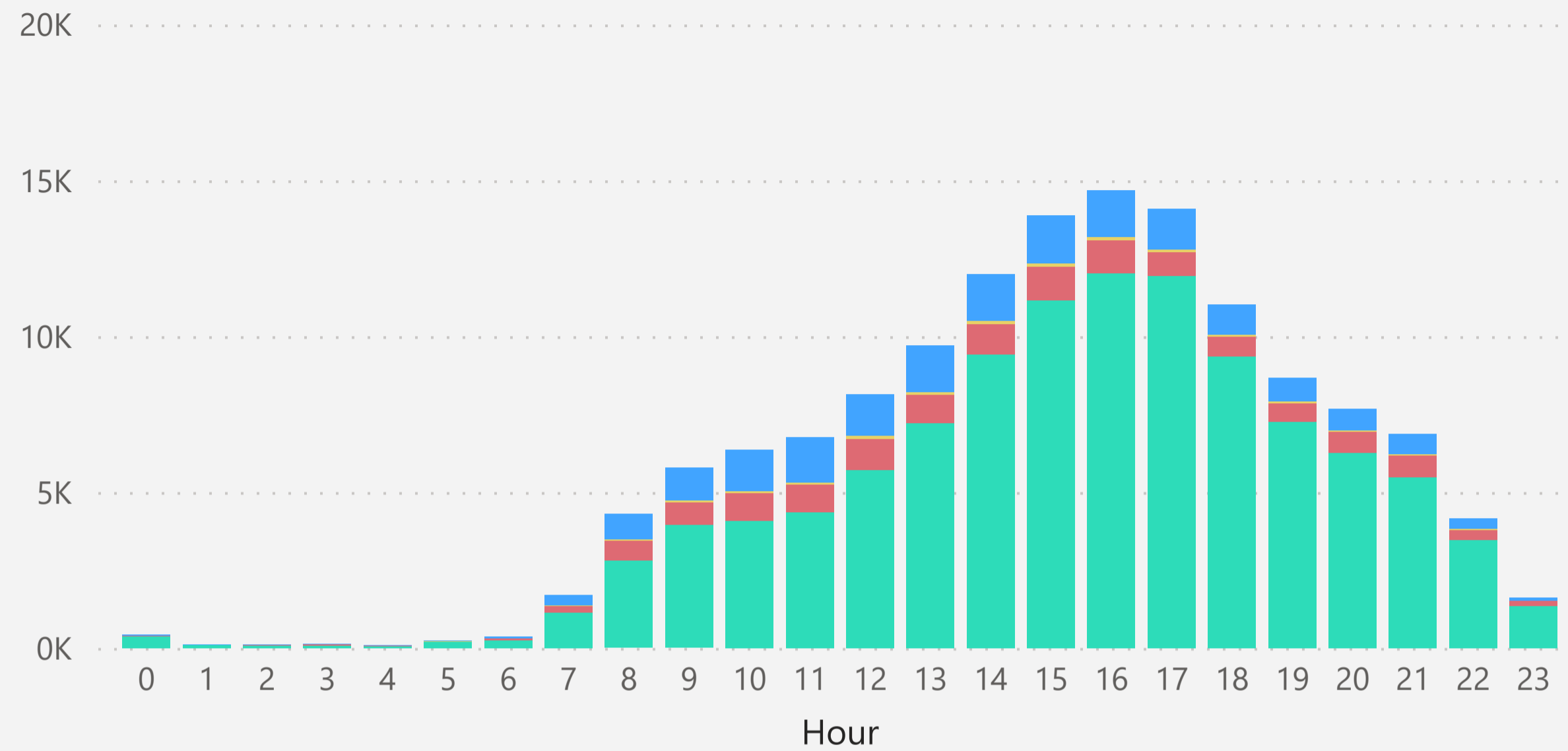
- Westland Glaciers-Bruce Bay - 4860 visitors (294 domestic, 4566 international).
- Haast - 2,888 visitors (208 domestic, 2680 international).
- Charleston (Buller District) - 2796 visitors (193 domestic, 2603 international).
- Hokitika - 2410 visitors (218 domestic, 2192 international).
- Greymouth Central - 2196 visitors (218 domestic, 1987 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 3 - 4pm and least searched between 2 - 3am.
- Attractions were most searched between 3 - 4pm and least searched between 1 - 2am.
- Food was most searched between 3 - 4pm and least searched between 3 - 4am.

## Search Categories Insights

There were a total of 138,864 searches in West Coast RTO for March 2023 which was a decrease of -8% on the previous month. The most searched categories were:

- Paid Campground 47,381 searches (up 3% on previous month).
- Free Camping Area: 33,113 searches (up 16% on previous month).
- Low-cost Campground: 24,118 searches (down -45% on previous month).

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

- Hot Shower: up 27% (to 1491 searches).
- Petrol Station: up 23% (to 2747 searches).
- Free Camping Area: up 16% (to 33113 searches).

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

- Low-cost Campground: down -45% (to 24118 searches).
- Fishing: down -7% (to 1655 searches).
- Supermarket: down -4% (to 1748 searches).

## Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	47,381	46,219	3%
Free Camping Area	33,113	28,474	16%
Low-cost Campground	24,118	44,038	-45%
Walking / Hiking Trail	7,756	7,148	9%
Public Toilet	4,180	3,907	7%
Petrol Station	2,747	2,229	23%
Dump Station	2,113	2,043	3%
Supermarket	1,748	1,829	-4%
Fishing	1,655	1,787	-7%
Hot Shower	1,491	1,173	27%







## 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.

---

For more information email [info@triptech.com](mailto:info@triptech.com)

Or visit [www.triptech.com](http://www.triptech.com)