

West Coast Visitor Trends Report



April 2023

Key Visitor Figures:



7,490

Average Visitor Numbers



926

Average Daily International Visitor



\$20.1m

ECT Visitor Spend



48%

Commercial Accommodation Occupancy



61%

Airbnb Occupancy



Dates & Events

Throughout the report, most figures in April 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).

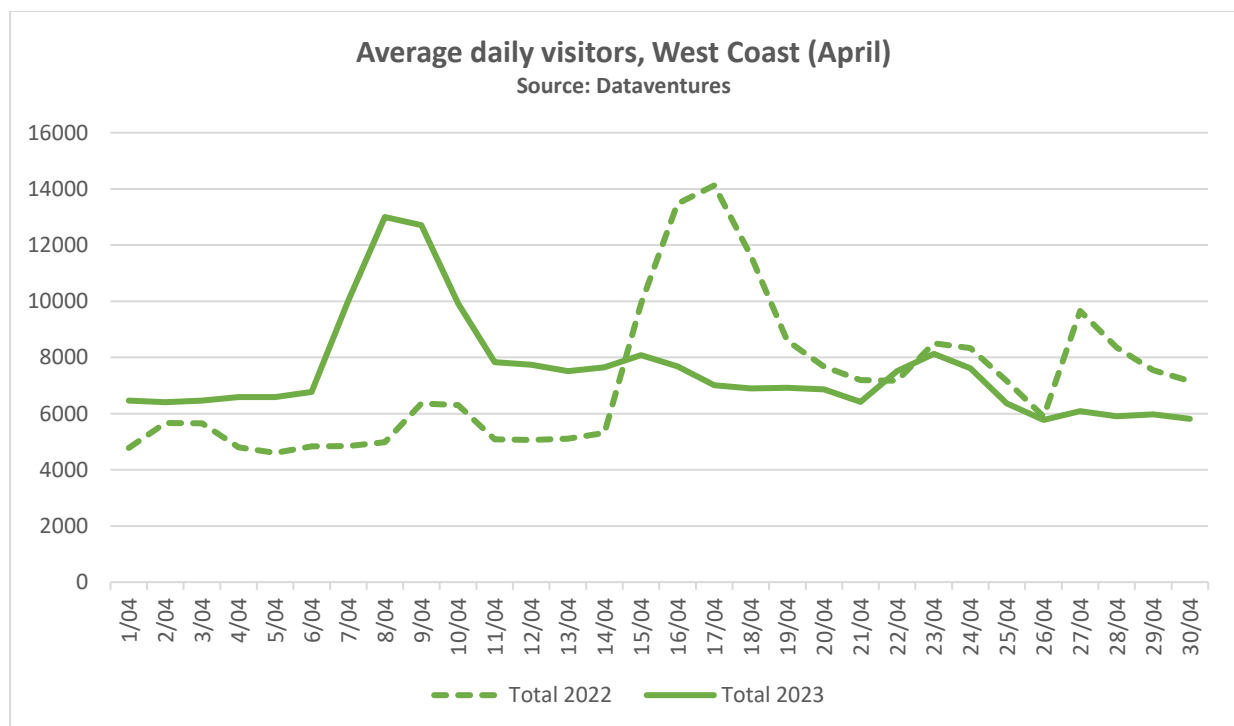
Visitor Numbers

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.

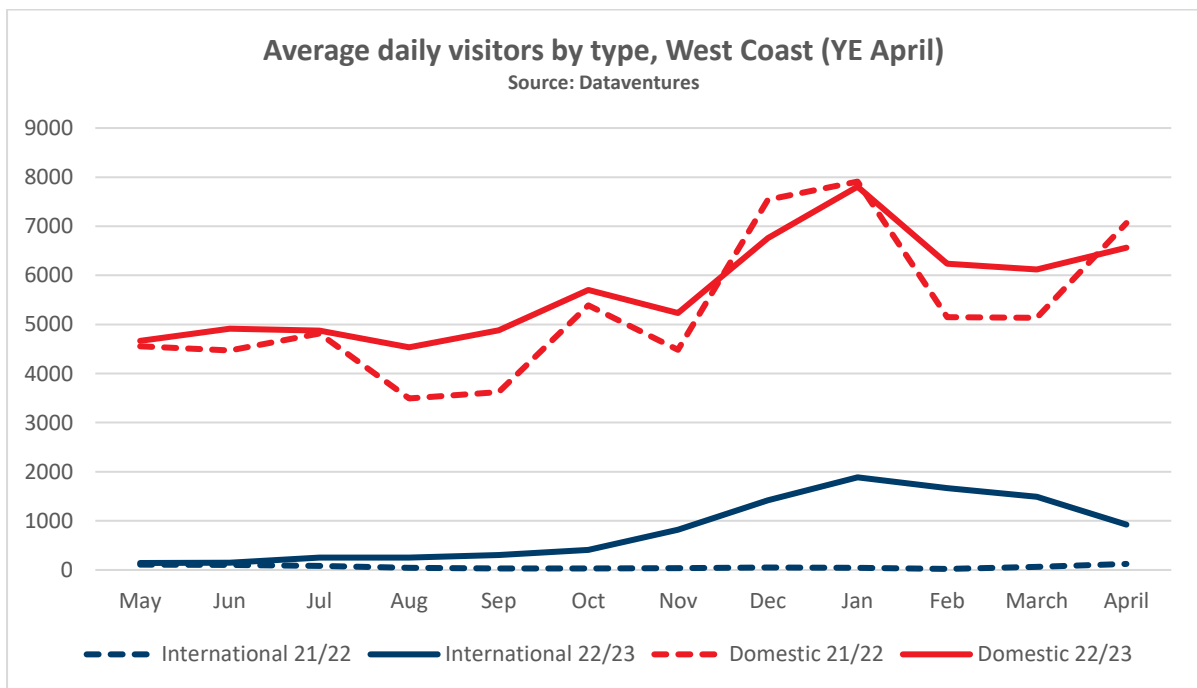
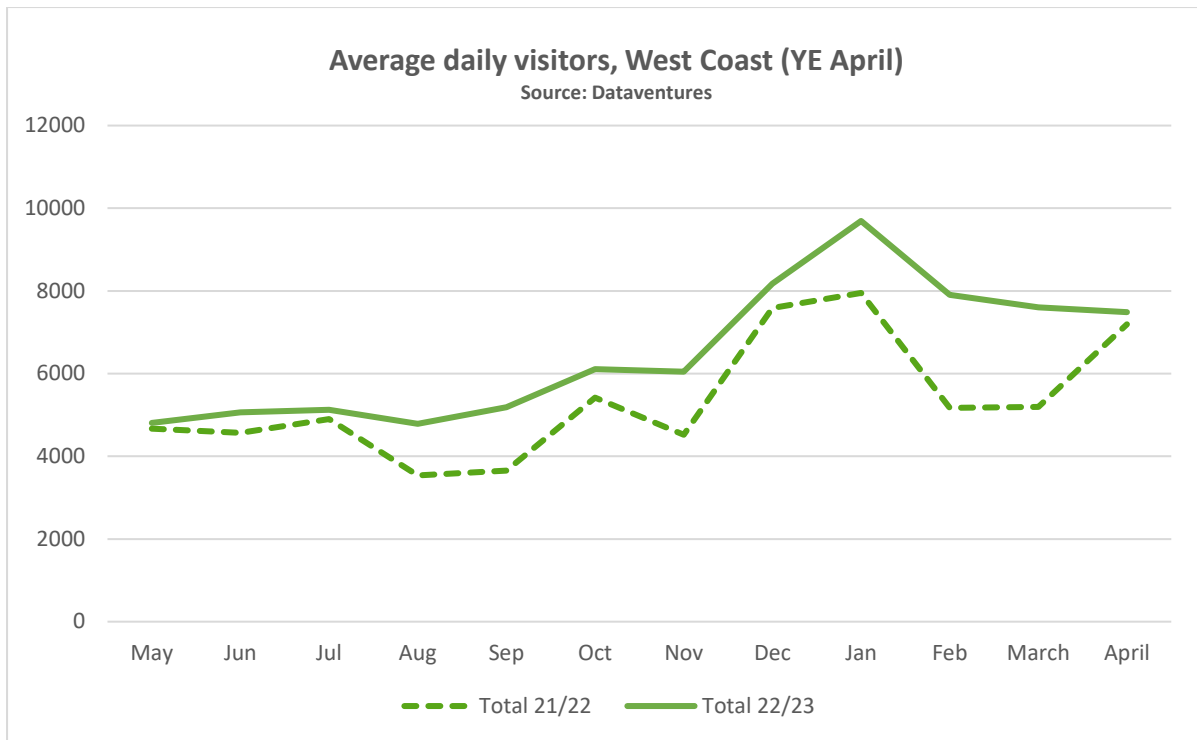
An average of 7,490 visitors were in the West Coast region each day in April 2023. This was an increase of 4% or 299 average daily visitors from April 2022.

An estimated 6,564 of these were domestic visitors, down -7% or -504 average daily visitors from April 2022.

An average of 926 international visitors were in the West Coast region each day in April 2023, an increase of 803 average daily visitors from April 2022.



Daily visitors were highest on Saturday 8th April 2023 (Easter weekend) with 12,999 visitors.



Over the YE April 2023 period, an average of 6,499 visitors were in the West Coast region. This was up by 21% compared to the previous 12-month period, equivalent to an increase of 1,135 average daily visitors.

An estimated 5,690 of these were domestic visitors, an increase of 7.3% or 387 average daily visitors compared to the YE April 2022.

An average of 809 international visitors were in the West Coast region each day. This was an increase of 748 when compared to YE April 2022.



Visitor Spending

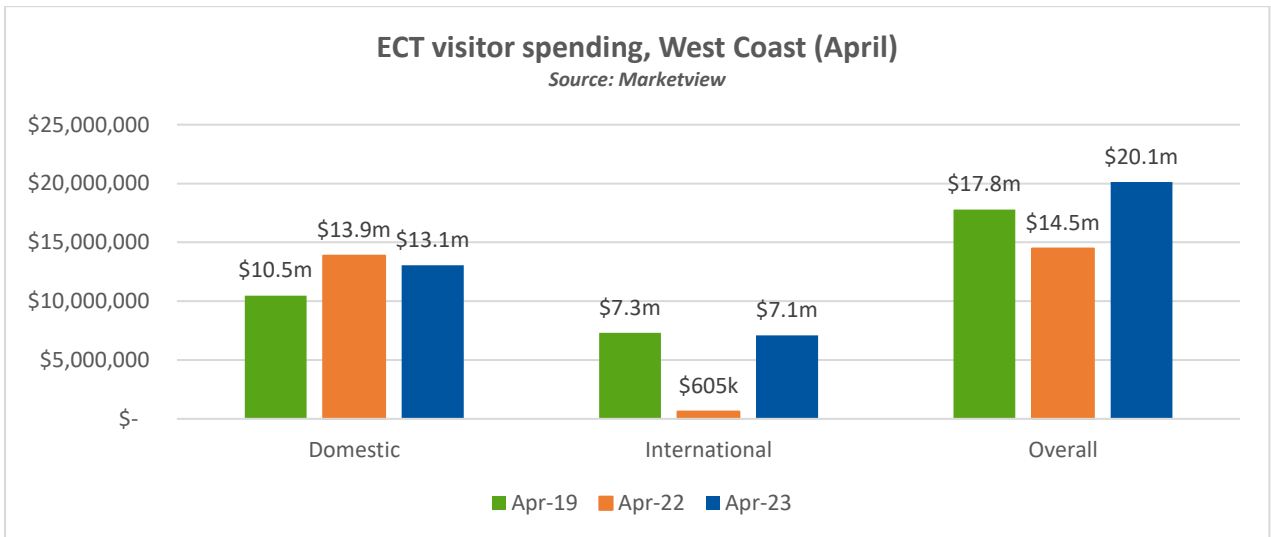
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Worldline network. This does not include cash spending, online pre-purchases or payments outside of the Worldline network. The figures should be treated as an indicator of trends in ECT spending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

ECT visitor spending in the West Coast RTO region in April 2023 was \$20.1m, up 13% or \$2.4m from April 2019 and up 38% or \$5.7m from April 2022.

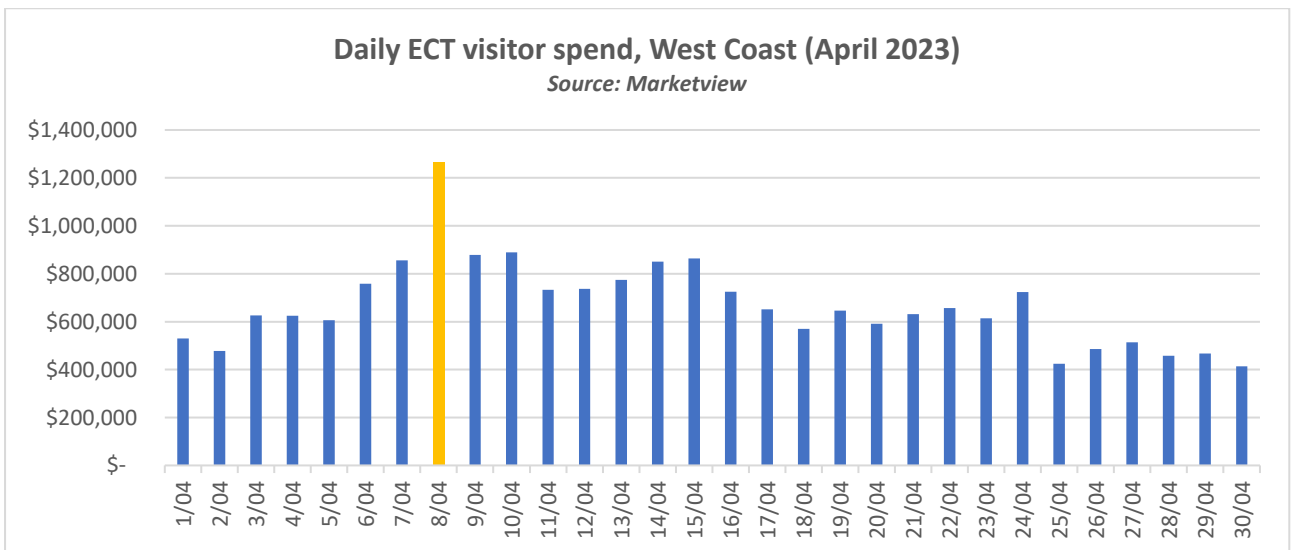
ECT spending by domestic visitors made up \$13.1m of this, up 25% or \$2.6m from April 2019 and down -6% or -\$815k from April 2022.

International ECT visitor spend for the month was \$7.1m, down -3% or -\$218k from April 2019 and up \$6.5m from April 2022.

Spending in Westland District made up 53% of monthly visitor spending in the West Coast region in April 2023, followed by Grey District (26%) and Buller District (21%).

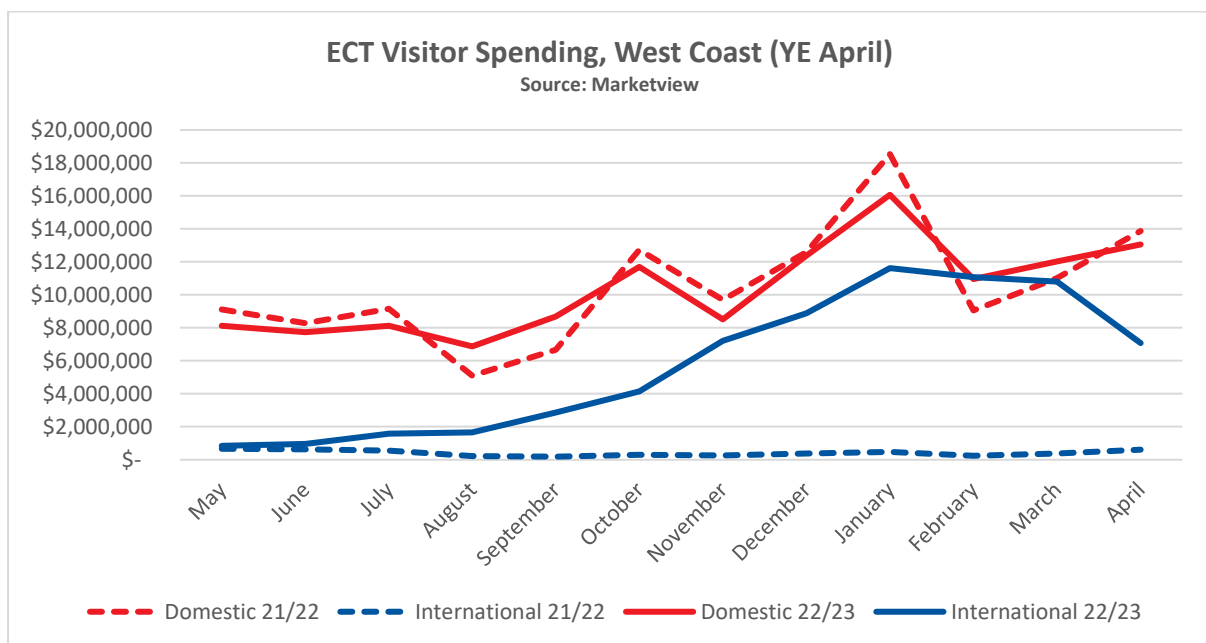
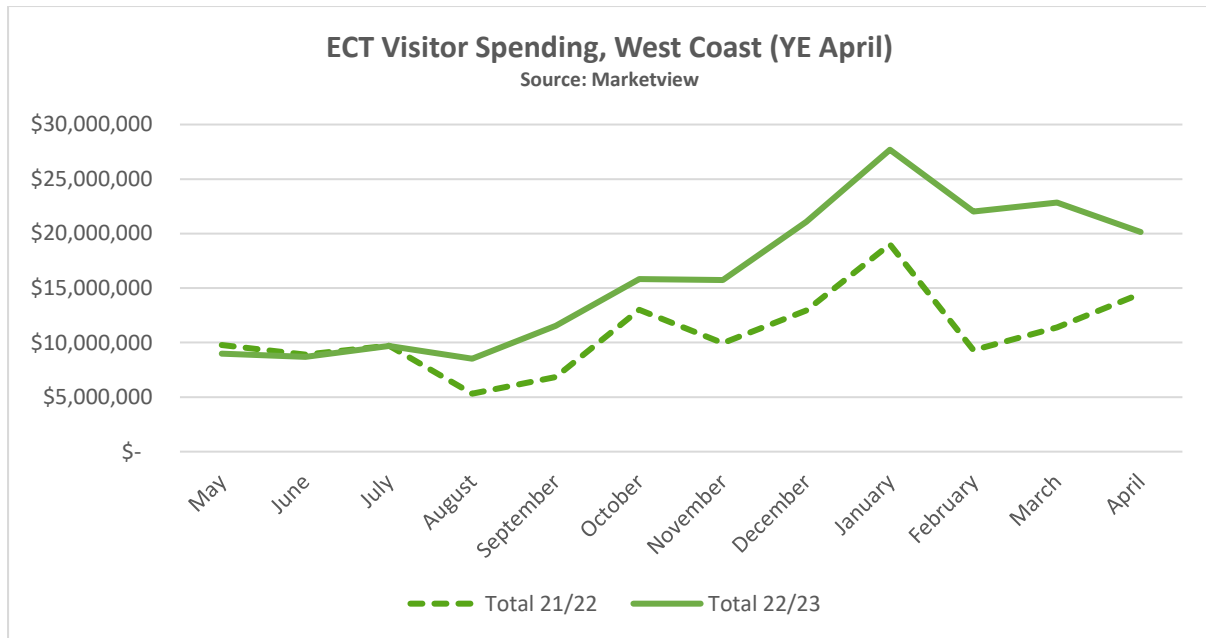


Average daily ECT visitor spending for April 2023 was \$671,149. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$90.



Daily ECT visitor spending was highest on Saturday 8th April 2023 at \$1.3m. This was during Easter weekend.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in April 2023 at 45%, followed by visitors from Otago (10%); Auckland (8%); Tasman (8%); and Wellington (5%).



ECT visitor spending for the YE April 2023 was \$194.7m, up 47% or \$62.0m from YE April 2022.

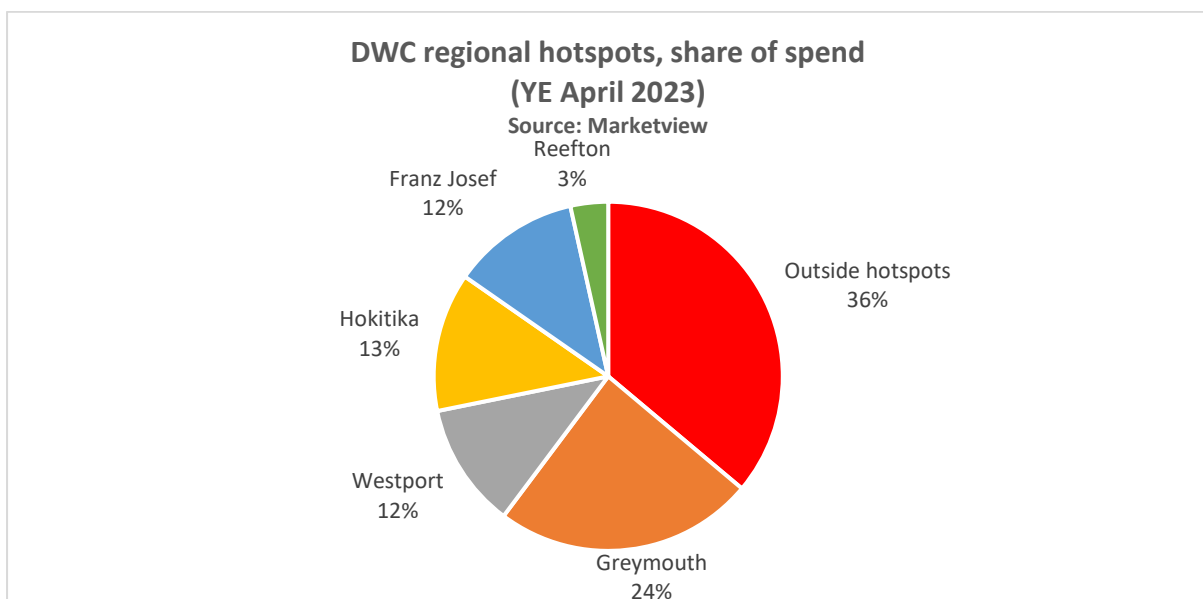
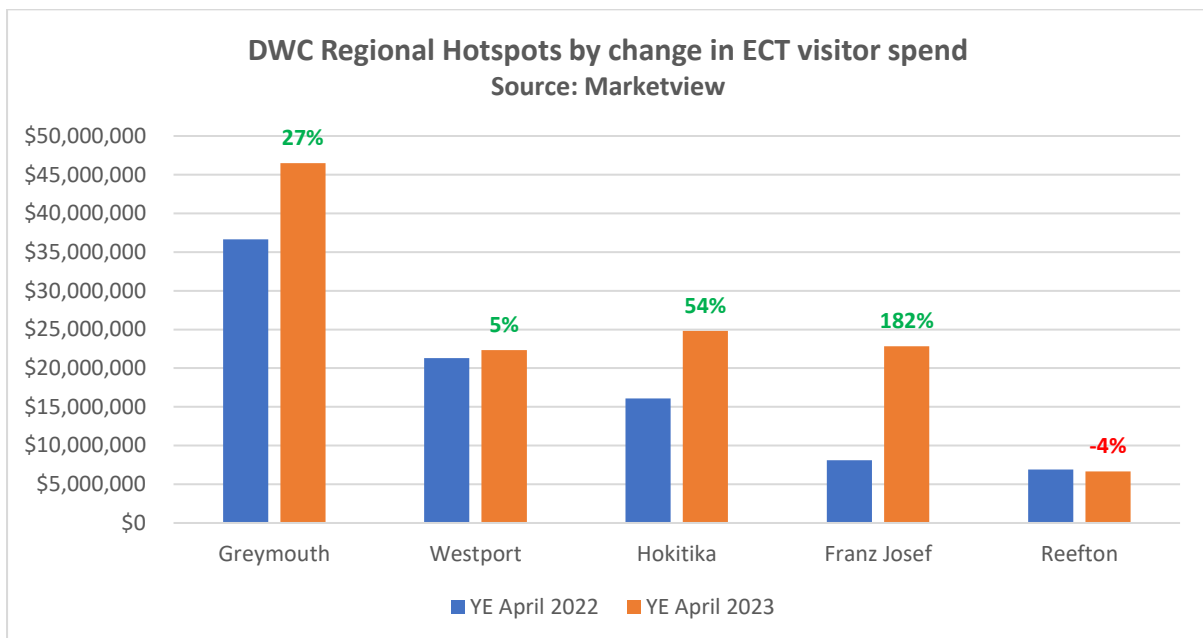
Domestic ECT visitor spending for the YE April 2023 was \$125m, down -2% or -\$2.4m compared to the previous 12-month period.

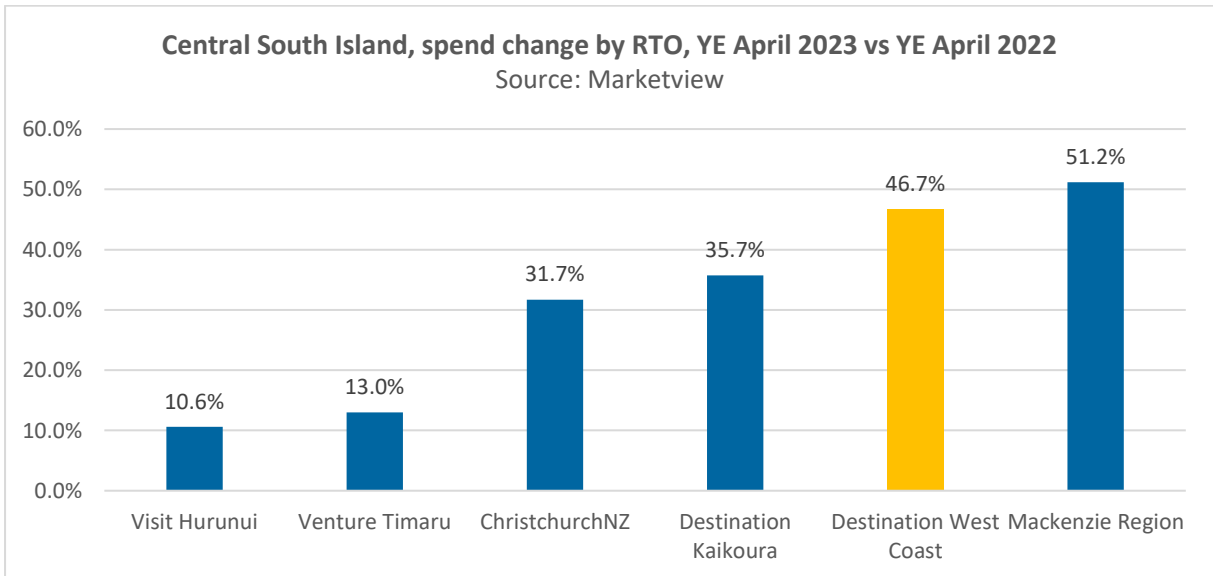
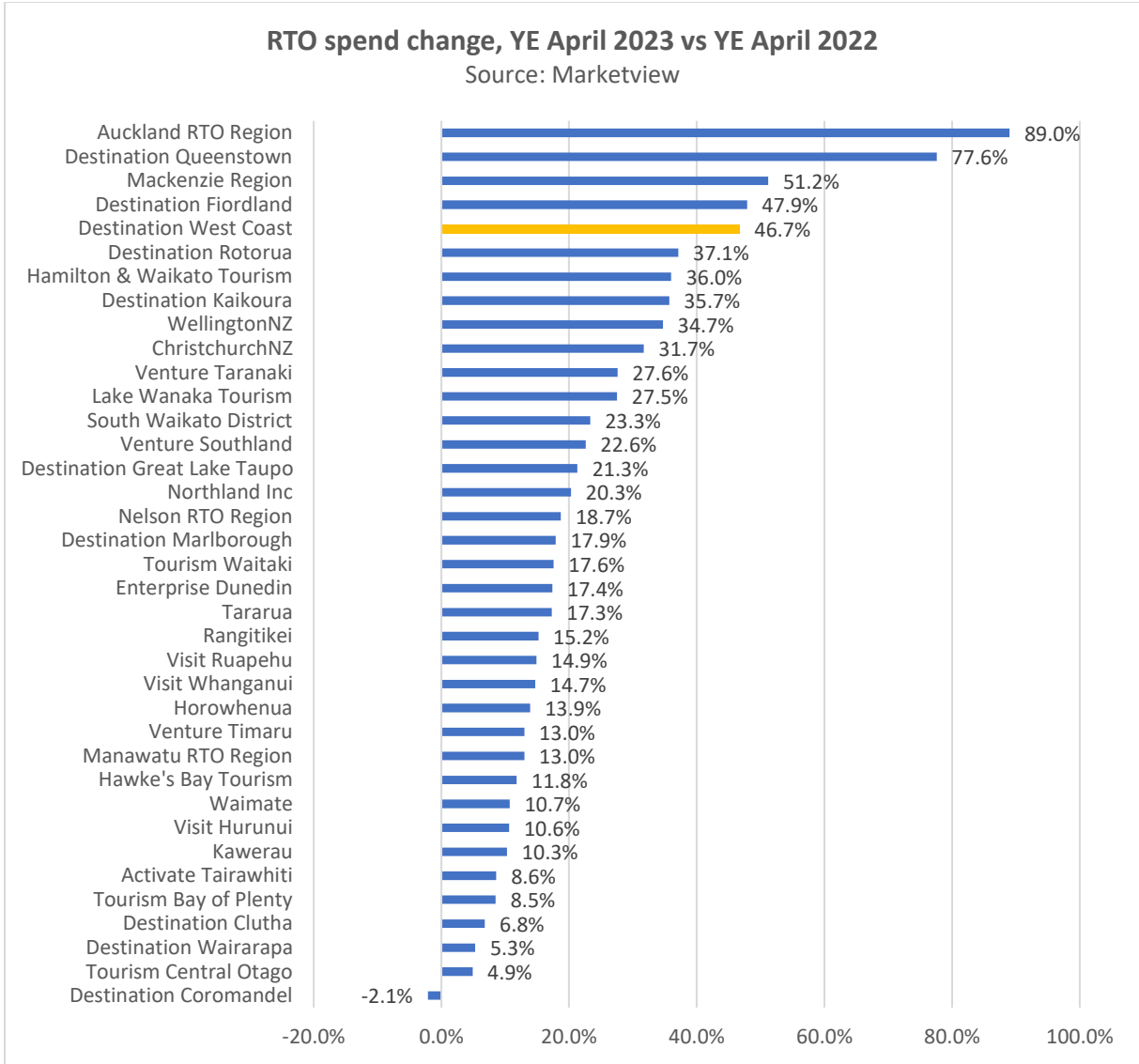
ECT spending by international visitors was \$69.3m, up \$64.4m from the YE April 2022.

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 April 2023.

Hotspot	April 2023 spend	Change from April 2019	Change from April 2022	YE April 2023 spend	Change from YE April 2022
Greymouth	\$4.5m	+24.1%	+15.9%	\$46.5m	+26.8%
Westport	\$2.0m	+4.3%	-2.9%	\$22.3m	+4.8%
Hokitika	\$2.8m	+52.6%	+42.7%	\$24.8m	+54.3%
Fox & Franz Josef	\$2.5m	-9.1%	+149.1%	\$22.3m	+182.1%
Reefton	\$647k	+27.7%	-11.3%	\$6.6m	-3.9%





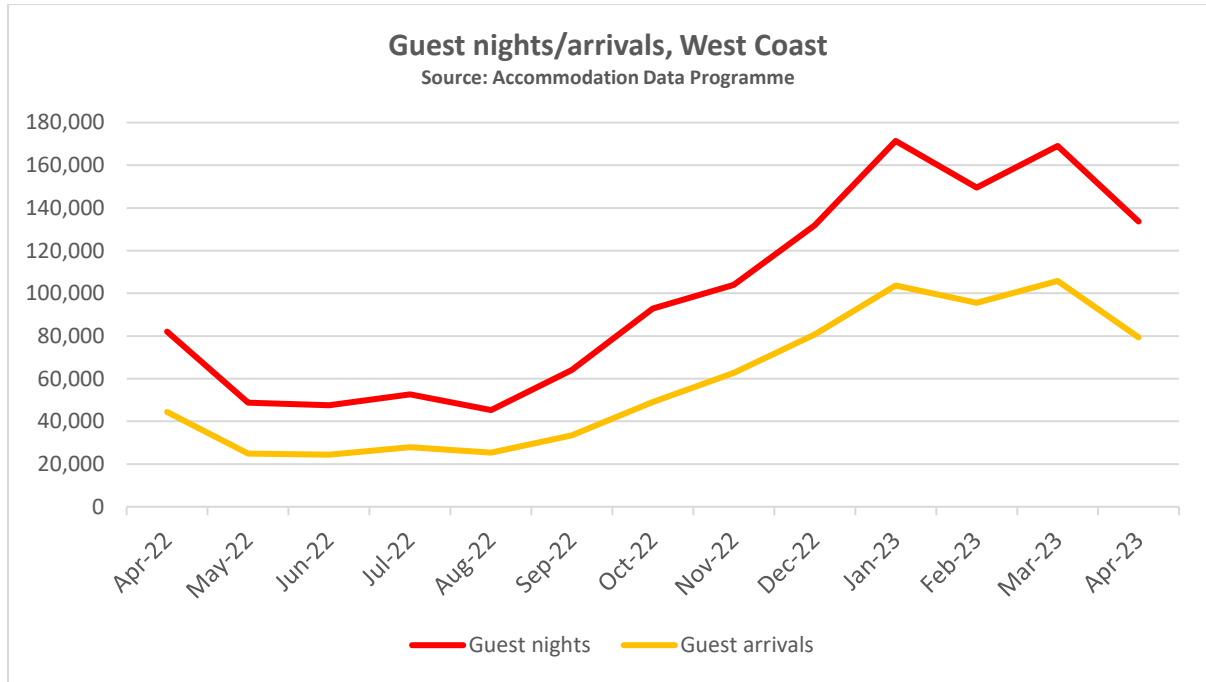


Accommodation

Commercial

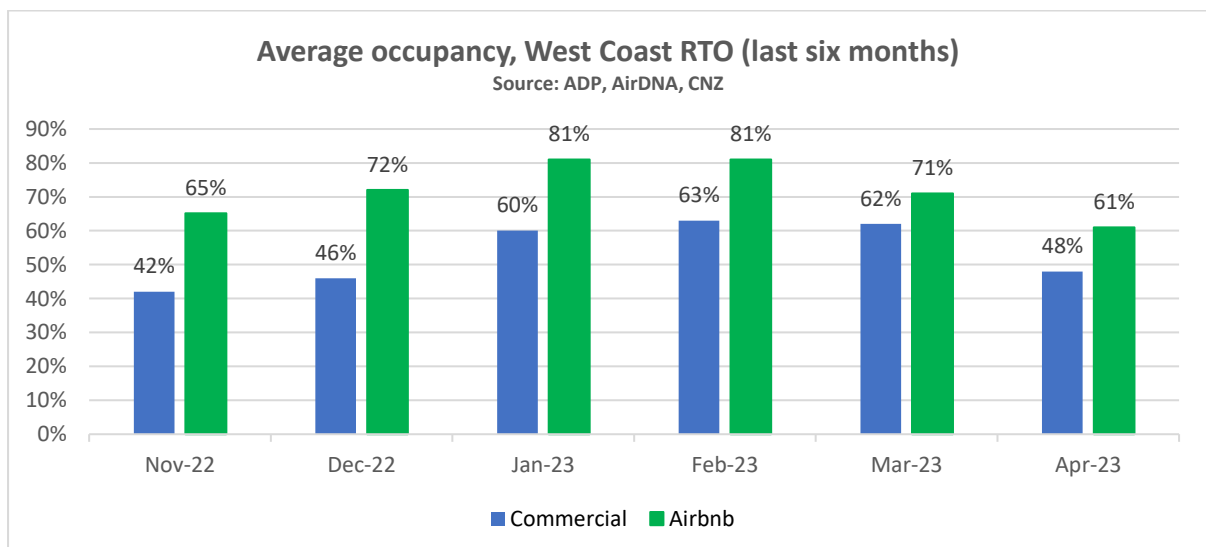
In total, 144 accommodation providers on the West Coast were registered on the ADP in April 2023, with 138 of these identifying as 'active'.

79,400 recorded guest arrivals spent 133,600 guest nights in commercial accommodation in the West Coast RTO area in April 2023. Guest arrivals were up 79% from April 2022 and guest nights up 63%. The average length of stay was 1.7 nights, below the national average of 2.1 nights.



Of these guest nights, 54% were spent in the Westland District, 26% in Buller District and 19% in Grey District. Guest nights spent on the West Coast made up 3.9% of total guest nights in NZ for the month.

The average occupancy rate was 48%, below the national average of 55%. Occupancy in Grey District was 51%, followed by Westland District at 48% and Buller District at 44%.



Airbnb

A total of 696 active rentals in the West Coast region were listed on Airbnb in April 2023, a decrease of -5 listings from the previous month. Of these, 39% were in Westland District, 30% in Buller District and 30% in Grey District.

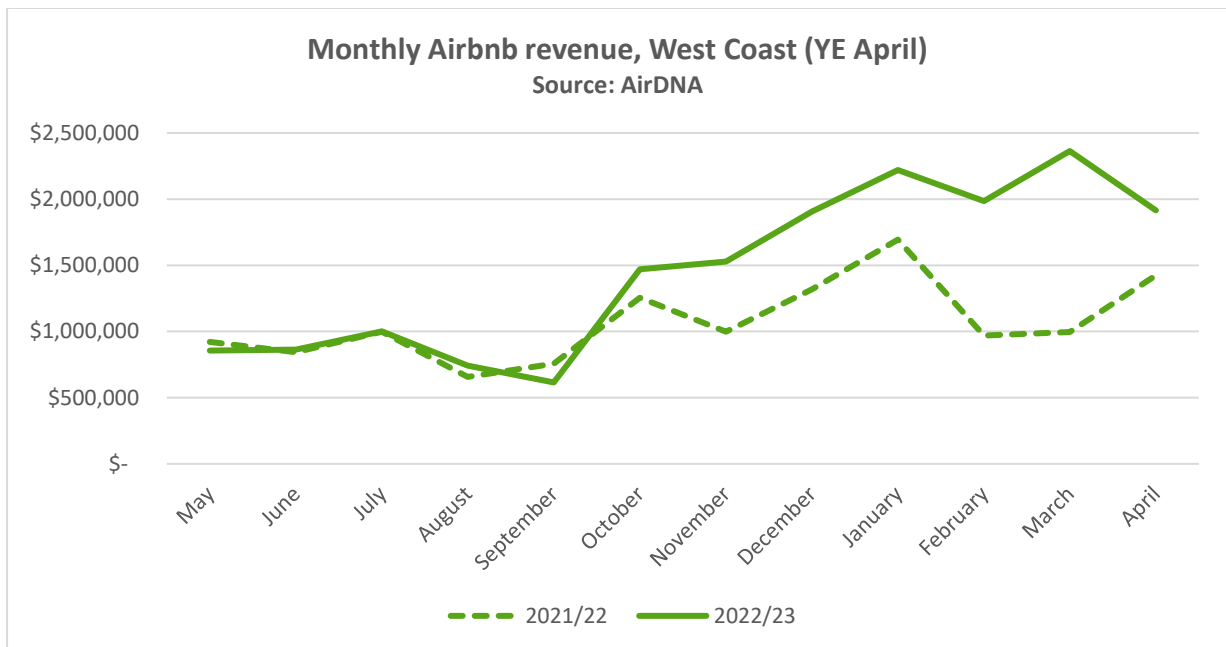
The average Airbnb occupancy rate in the region in April 2023 was 61%, a decrease of -2 percentage points from same month last year.

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

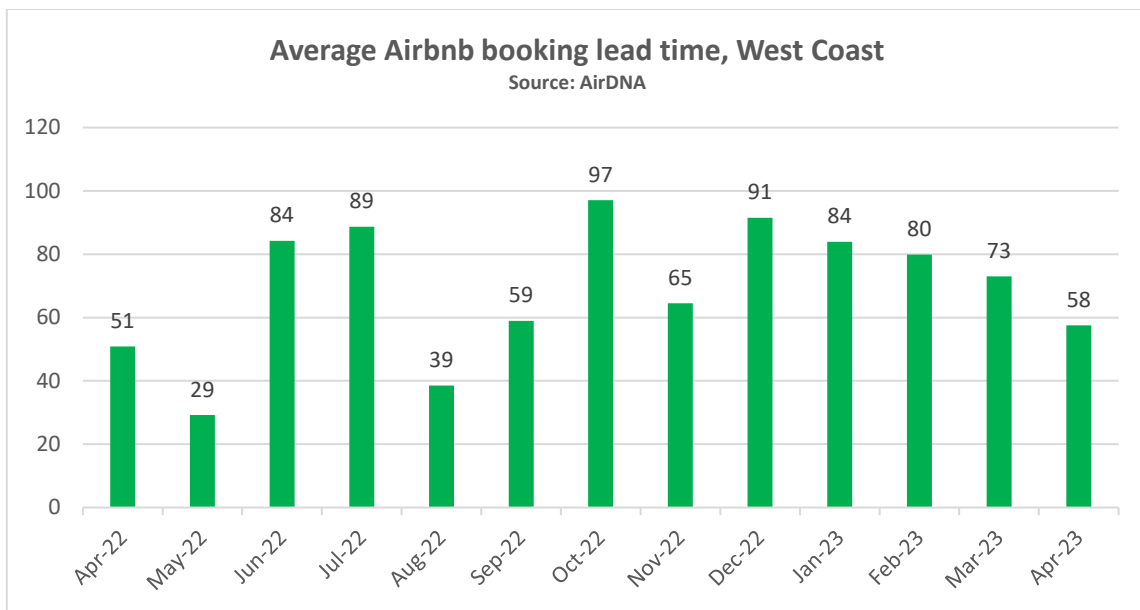
Airbnb average daily rates, West Coast (April 2023)									
District	Luxury		Upscale		Midscale		Economy		Budget
Westland District	\$332	-11%	\$251	-3%	\$207	+2%	\$162	-4%	\$139
Buller District	\$339	-2%	\$210	+3%	\$196	+3%	\$150	+7%	\$113 +1%
Grey District	\$333	+34	\$215	-1%	\$159	+1%	\$143	+6%	\$107 +5%

Airbnb revenue for the month totaled \$1.9m in the West Coast region, up 50% from April 2019 and up 34% from April 2022.

A total of \$17.5m in Airbnb revenue was generated over the YE April 2023, up 36% or \$4.6m from the YE April 2022. Revenue increased in the YE April 2023 for Westland compared to the previous year by 63%, in Grey District by 19% and in Buller by 9%.



The average booking lead time for West Coast Airbnb listings booked for April 2023 was 58 days. This was 7 days longer than the average booking lead time in April 2022. Booking lead times were longest for listings in Westland District at 68 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.