

West Coast Visitor Trends Report



May 2023

Key Visitor Figures:



5,105

Average Visitor Numbers



448

Average Daily International Visitor



\$10.4m

ECT Visitor Spend



26%

Commercial Accommodation Occupancy



42%

Airbnb Occupancy





Dates & Events

Throughout the report, most figures in May 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).

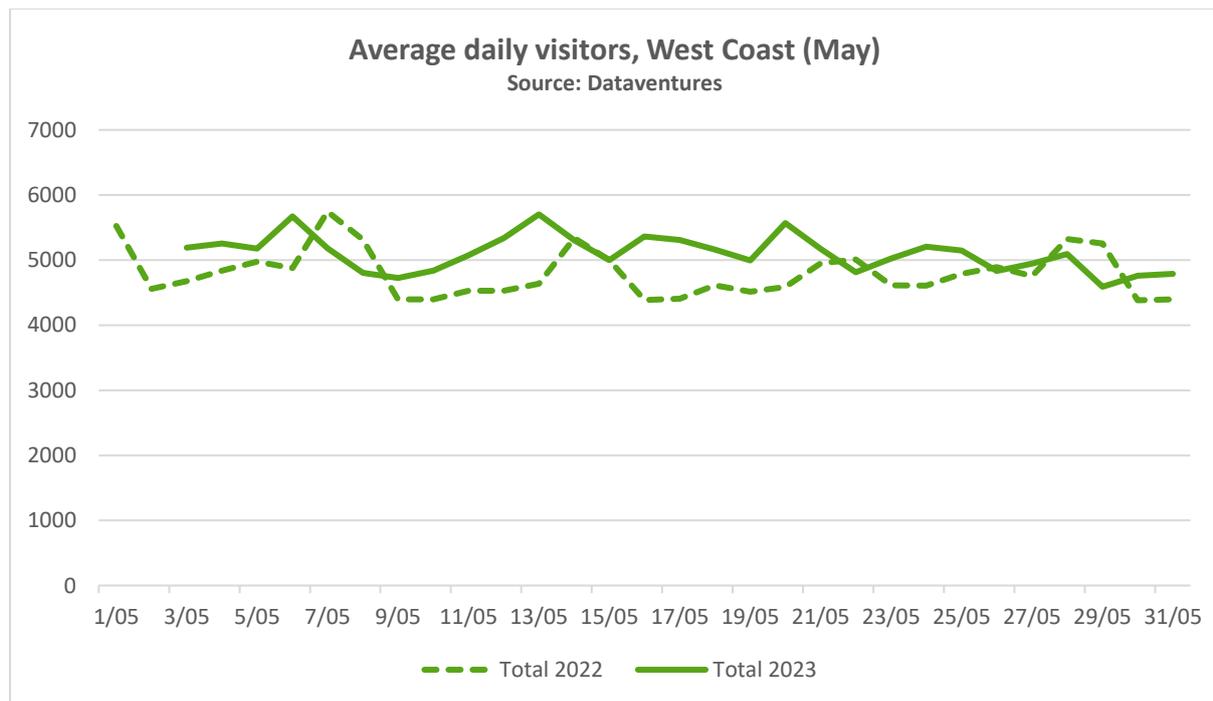
Visitor Numbers

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 5,105 visitors were in the West Coast region each day in May 2023. This was an increase of 6% or 299 average daily visitors from May 2022.

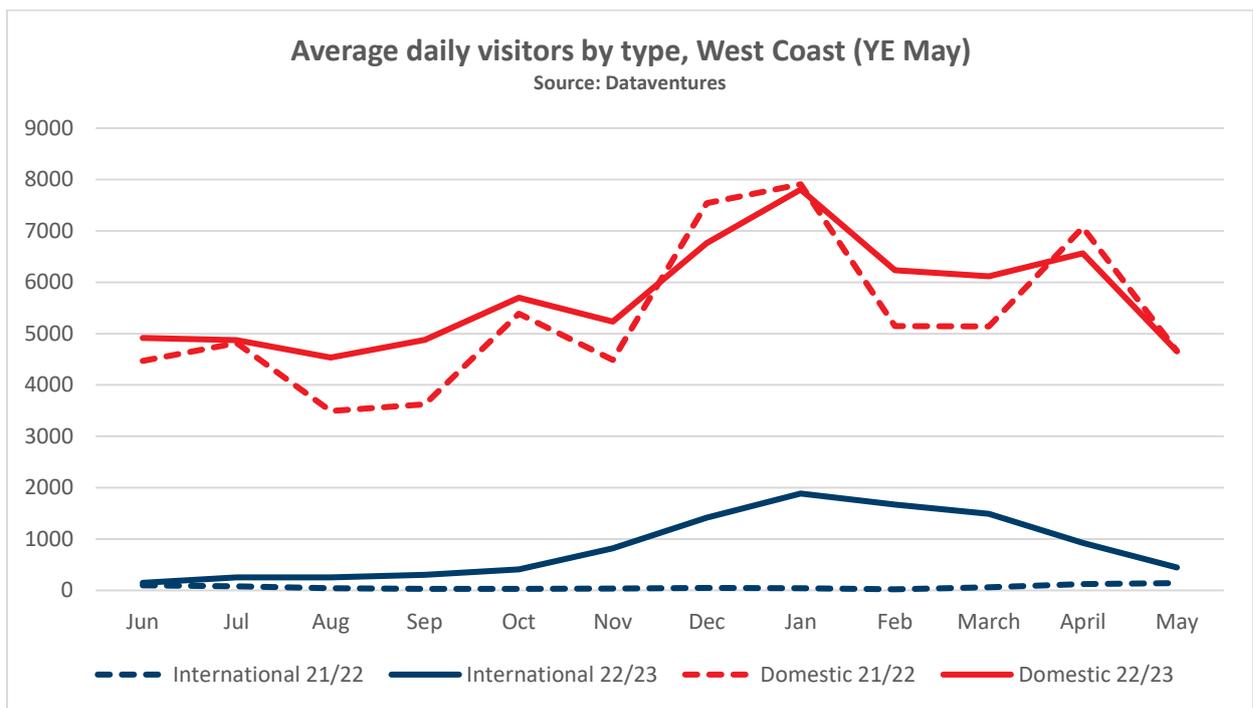
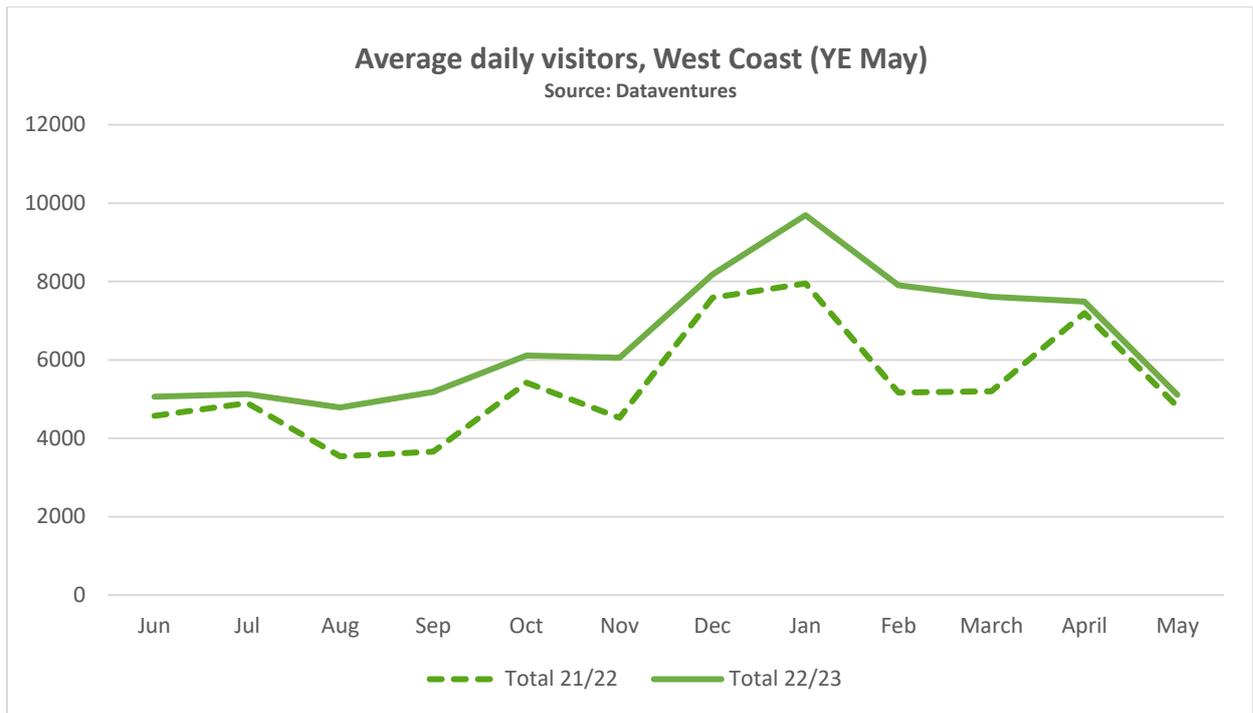
An estimated 4,657 of these were domestic visitors, down -0.2% or -7 average daily visitors from May 2022.

An average of 448 international visitors were in the West Coast region each day in May 2023, an increase of 306 average daily visitors from May 2022.



Daily visitors were highest on Saturday 13th May 2023 with 5,703 visitors. This was also the day of the South Island Ultra Marathon.

The unavailable data on the graph for 2023 was unrecoverable data loss that could have happened due to network outages, system outages or system reconfigurations.



Over the YE May 2023 period, an average of 6,524 visitors were in the West Coast region. This was up by 21% compared to the previous 12-month period, equivalent to an increase of 1,149 average daily visitors.

An estimated 5,690 of these were domestic visitors, an increase of 7.1% or 377 average daily visitors compared to the YE May 2022.

An average of 835 international visitors were in the West Coast region each day. This was an increase of 771 when compared to YE May 2022.



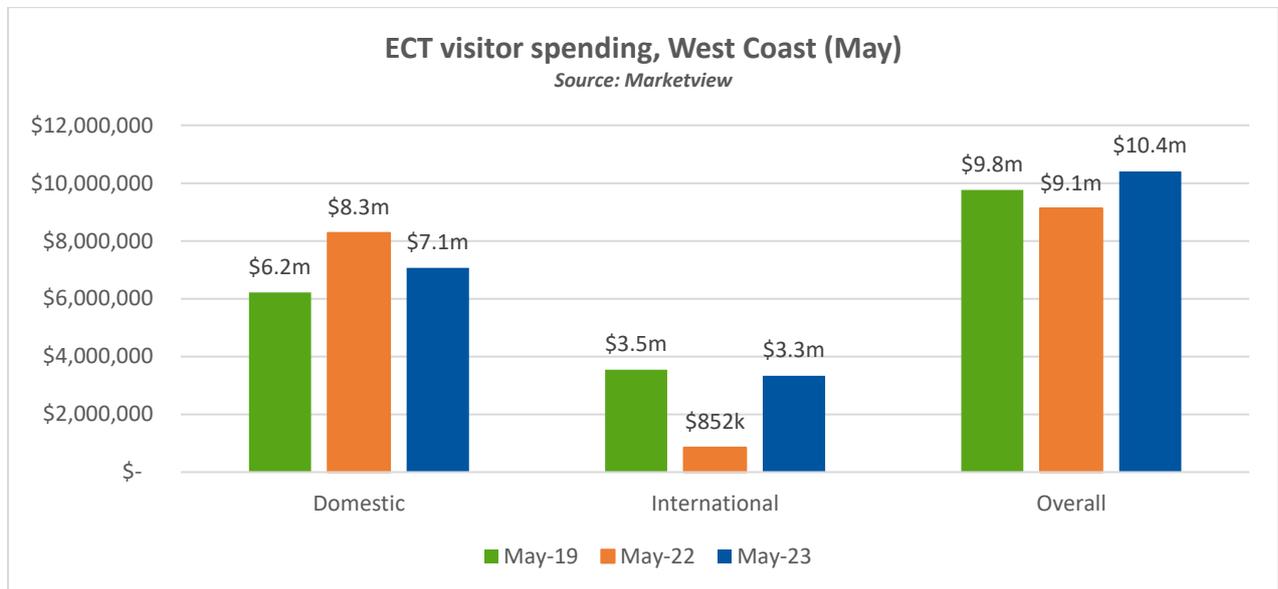
Visitor Spending

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.

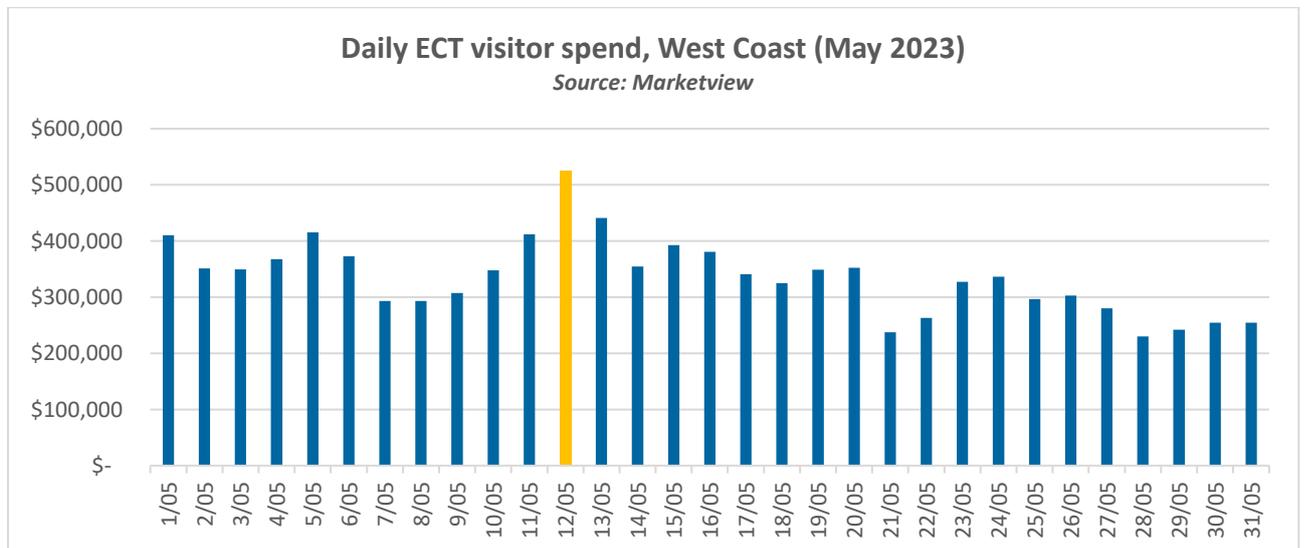
ECT visitor spending in the West Coast RTO region in May 2023 was \$10.4m, up 7% or \$649k from May 2019 and up 13% or \$1.2m from May 2022.

ECT spending by domestic visitors made up \$7.1m of this, up 14% or \$854k from May 2019 and down -15% or -\$1.2m from May 2022. International ECT visitor spend for the month was \$3.3m, down -6% or -\$207k from May 2019 and up \$2.5m from May 2022.

Spending in Westland District made up 45% of monthly visitor spending in the West Coast region in May 2023, followed by Grey District (31%) and Buller District (25%).

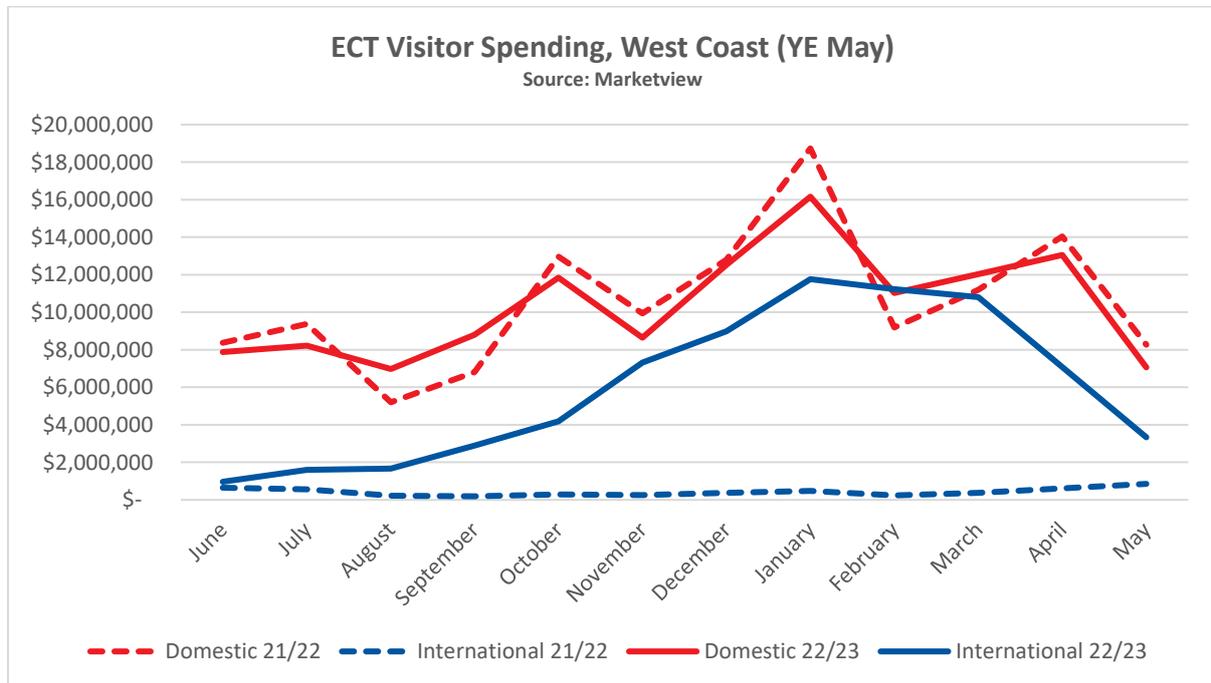
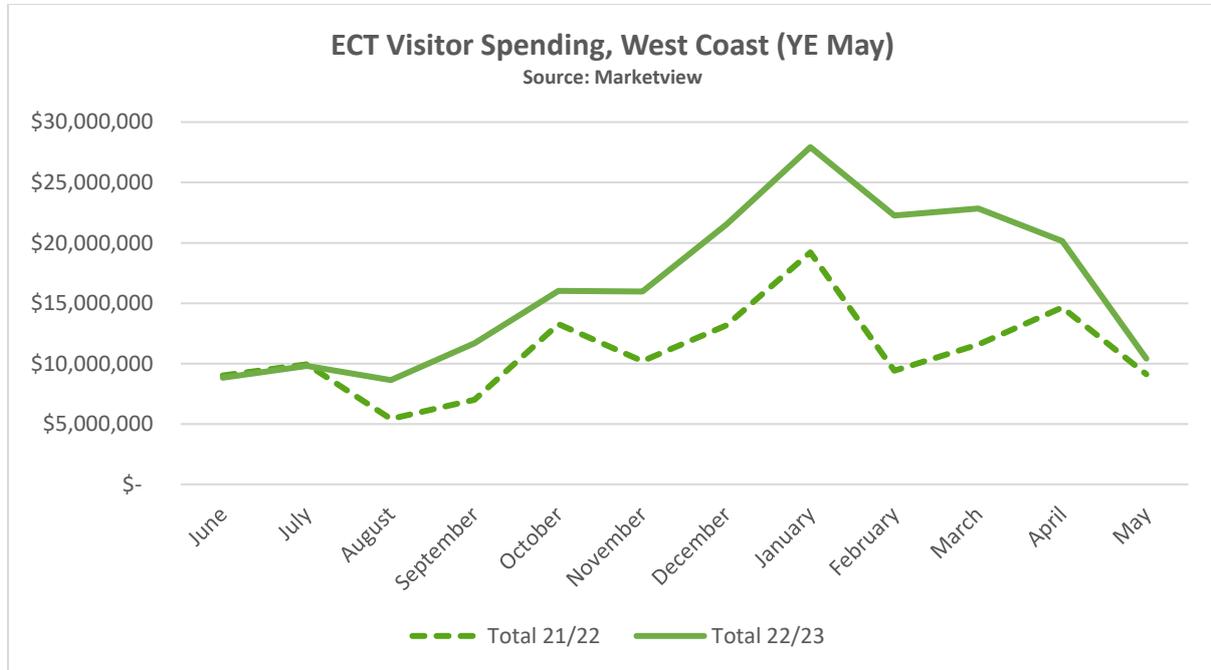


Average daily ECT visitor spending for May 2023 was \$335,710. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$66.



Daily ECT visitor spending was highest on Friday 12th May 2023 at \$524k. This was a day before the start of the South Island Ultra Marathon.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in May 2023 at 41%, followed by visitors from Otago (12%); Auckland (9%); Tasman (7%); and Nelson (5%).



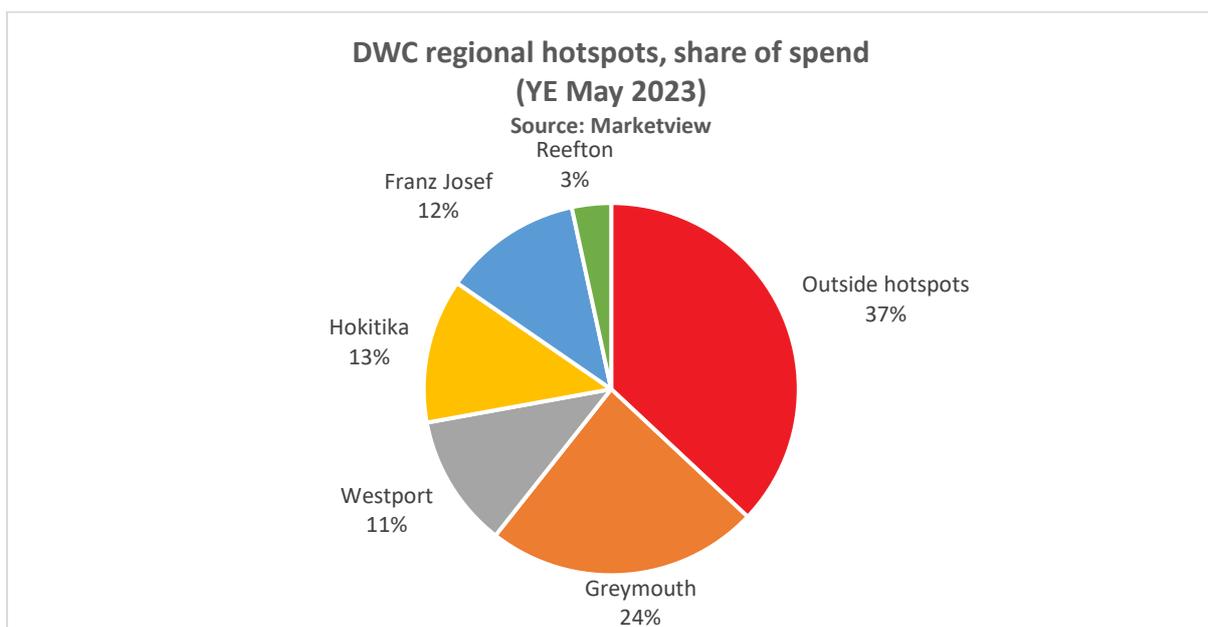
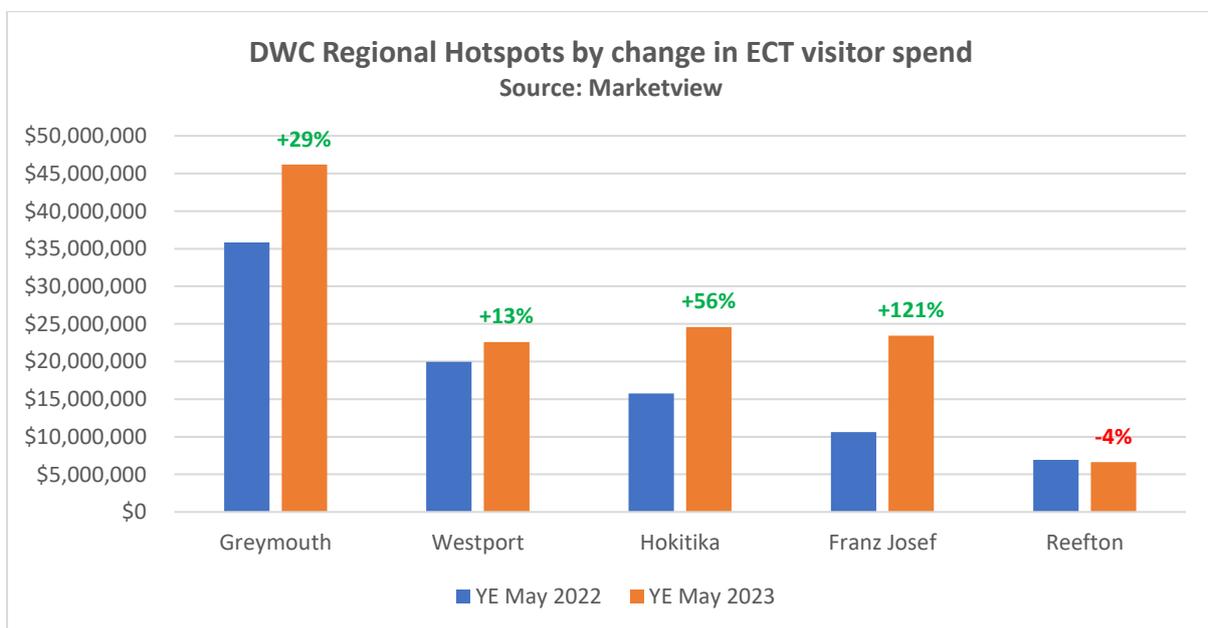
ECT visitor spending for the YE May 2023 was \$195m, up 47% or \$62.6m from YE May 2022.

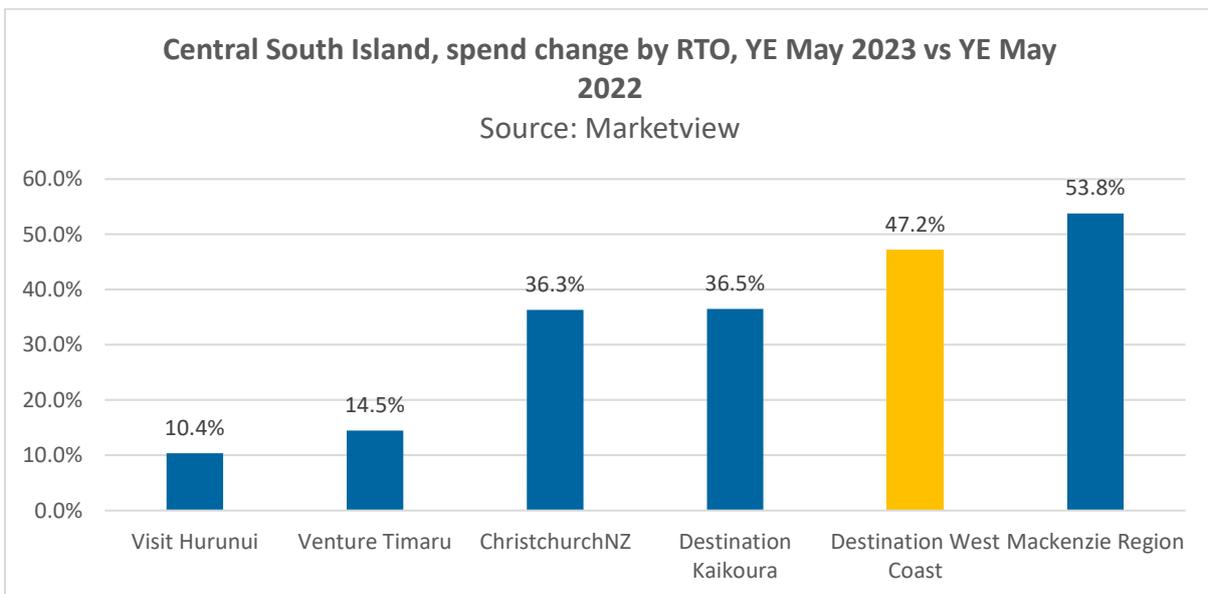
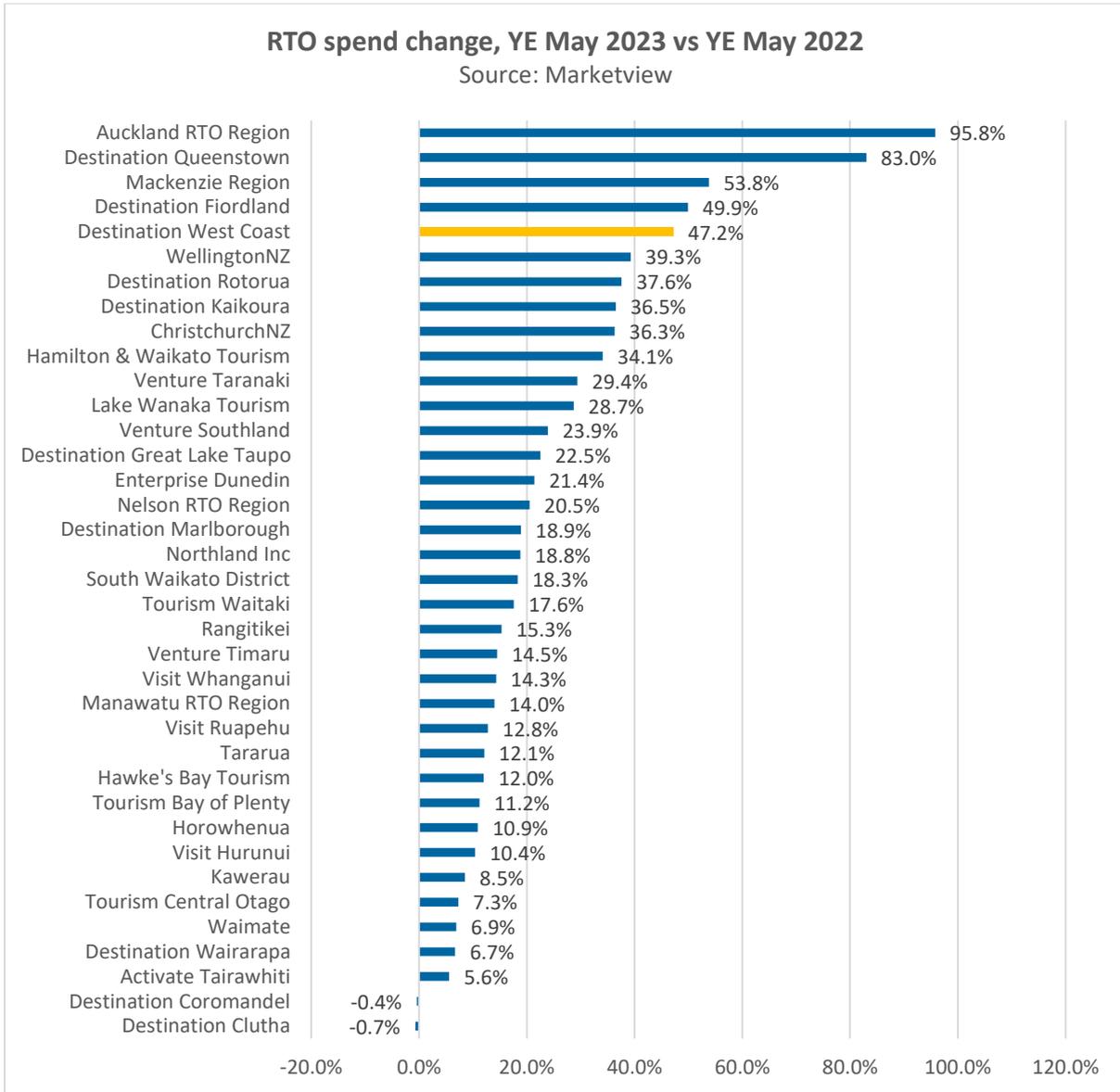
Domestic ECT visitor spending for the YE May 2023 was \$123m, down -4% or -\$4.6m compared to the previous 12-month period. ECT spending by international visitors was \$72.3m, up \$67.2m from the YE May 2022.

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 **63%** of ECT visitor spending in the West Coast in YE May 2023.

Hotspot	May 2023 spend	Change from May 2019	Change from May 2022	YE May 2023 spend	Change from YE May 2022
Greymouth	\$2.8m	+10.4%	+7.5%	\$46.2m	+26.3%
Westport	\$1.2m	+14.8%	-10.7%	\$22.6m	+6.6%
Hokitika	\$1.4m	+38.1%	+19.6%	\$24.6m	+51.7%
Fox & Franz Josef	\$1.2m	-19.9%	+121.6%	\$23.4m	+191.5%
Reefton	\$365k	+8.5%	-26.3%	\$6.6m	-4.6%



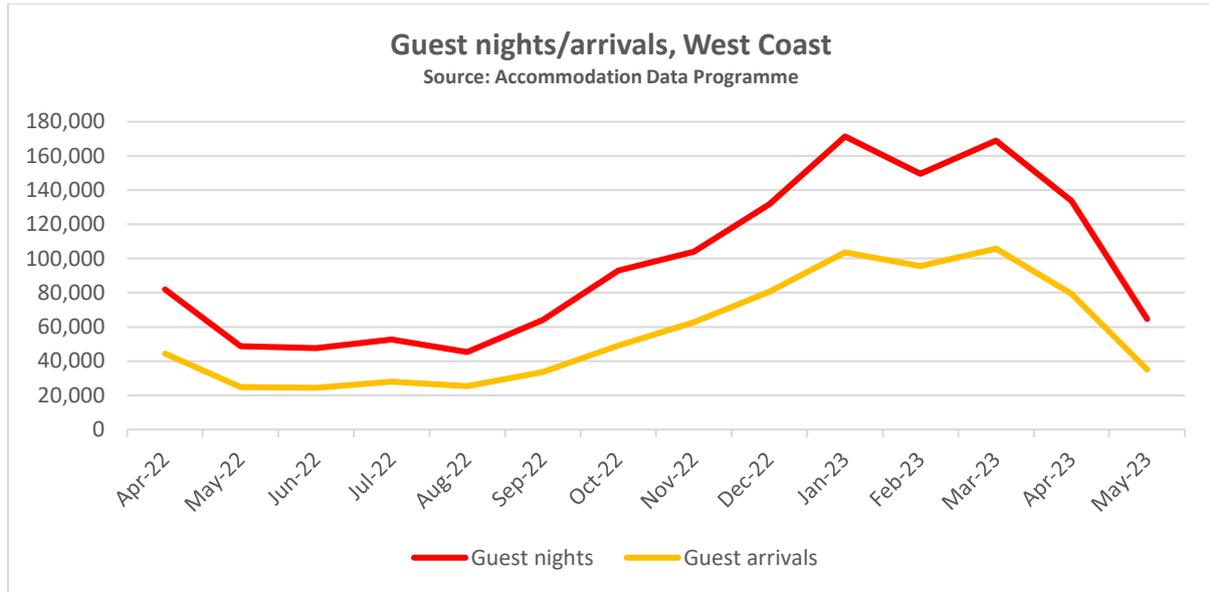


Accommodation

Commercial

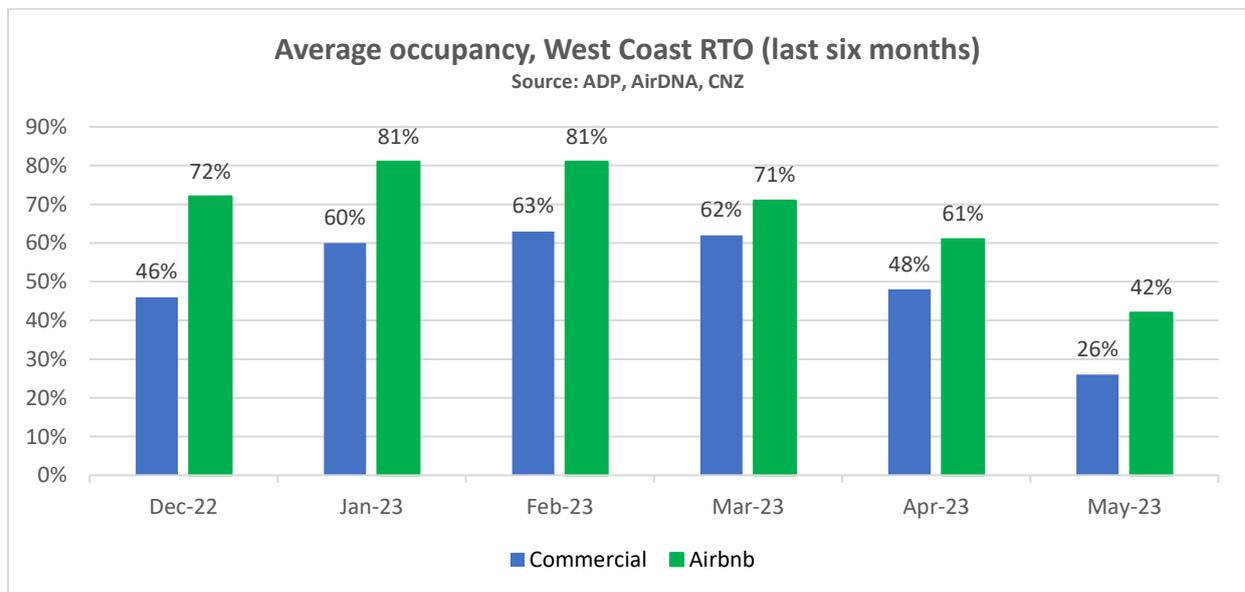
In total, 144 accommodation providers on the West Coast were registered on the ADP in May 2023, with 134 of these identifying as 'active'.

35,000 recorded guest arrivals spent 64,600 guest nights in commercial accommodation in the West Coast RTO area in May 2023. Guest arrivals were up 41% from May 2022 and guest nights up 33%. The average length of stay was 1.8 nights, below the national average of 2.1 nights.



Of these guest nights, 57% were spent in the Westland District, 22% in Buller District and 21% in Grey District. Guest nights spent on the West Coast made up 2.7% of total guest nights in NZ for the month.

The average occupancy rate was 26%, below the national average of 46%. Occupancy in Grey District was 31%, followed by Westland District at 27% and Buller District at 22%.





Airbnb

A total of 570 active rentals in the West Coast region were listed on Airbnb in May 2023, a decrease of -126 listings from the previous month. Of these, 44% were in Westland District, 36% in Buller District and 20% in Grey District.

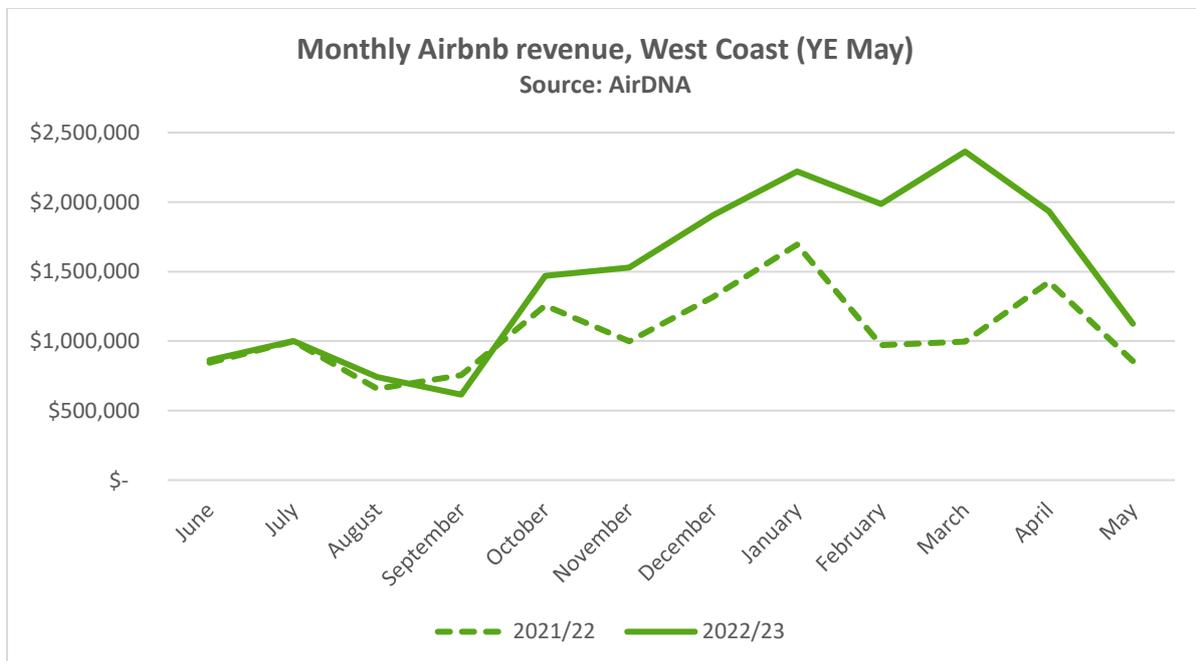
The average Airbnb occupancy rate in the region in May 2023 was 42%, an increase of 2 percentage points from same month last year.

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

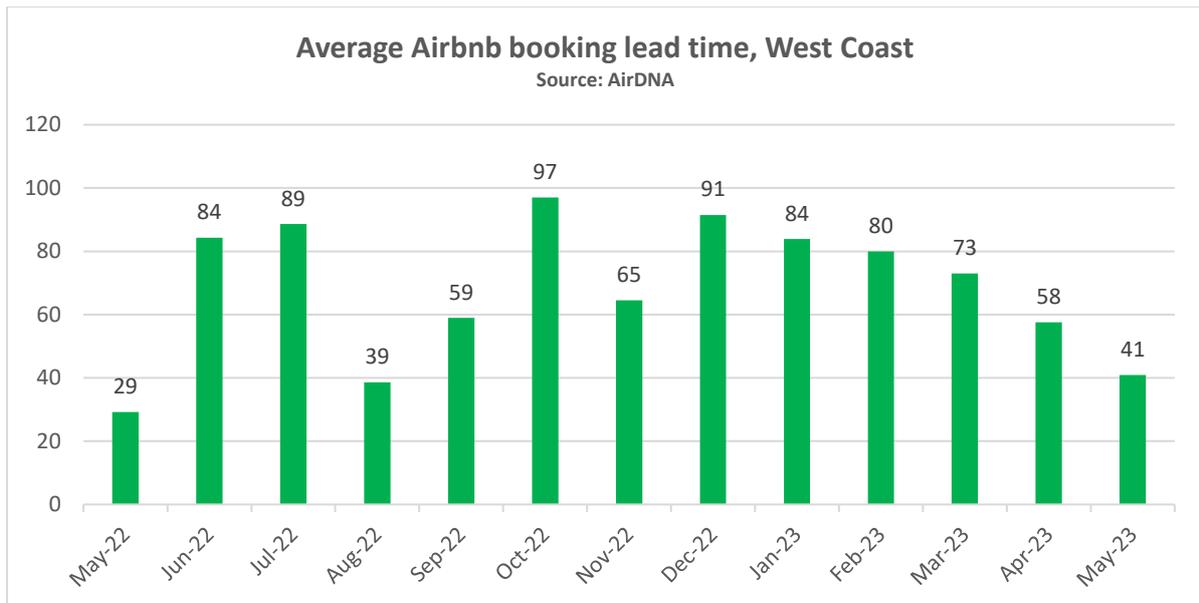
Airbnb average daily rates, West Coast (May 2023)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$297	-11%	\$237	-6%	\$191	-8%	\$153	-6%	\$133	-4%
Buller District	\$343		\$199	-5%	\$190	-3%	\$155	+3%	\$111	-3%
Grey District	\$347	+4	\$199	-7%	\$153	-5%	\$152	+6%	\$105	-2%

Airbnb revenue for the month totaled \$1.1m in the West Coast region, up 78% from May 2019 and up 31% from May 2022.

A total of \$17.8m in Airbnb revenue was generated over the YE May 2023, up 39% or \$5.0m from the YE May 2022. Revenue increased by 67% in Westland, in Grey District by 23% and in Buller by 17% (compared to the previous twelve-month period).



The average booking lead time for West Coast Airbnb listings booked for May 2023 was 41 days. This was 12 days longer than the average booking lead time in May 2022. Booking lead times were longest for listings in Westland District at 51 days; followed by Grey District at 36 days and 32 days in Buller District.



Campermate

The Campermate report delivers an in-depth analysis of camping trends in Christchurch, detailing visitor numbers, their origin (domestic or international), and specific camping preferences, making it an essential resource for those involved in the camping and tourism industry.

Please see the separate Campermate report for this section.