



Visitors

Visitors
2,854

MoM
↓ -50%

MoM YoY
↑ 198%

Visitors Across New Zealand

Visitors
28,214

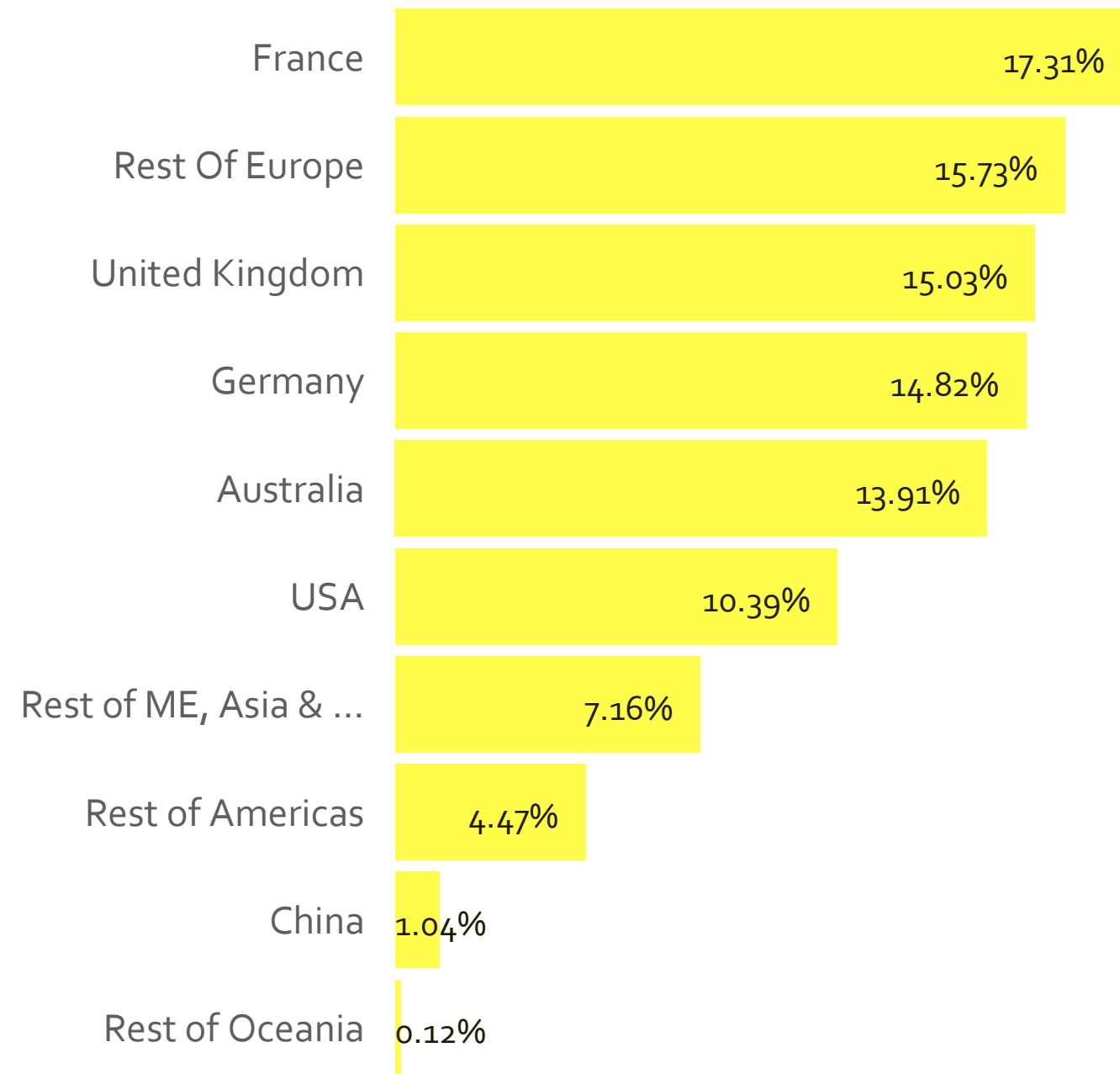
MoM
↓ -31%

MoM YoY
↑ 40%

Visitor Type ● Domestic ● International



International Visitor Origin



% of Visitors

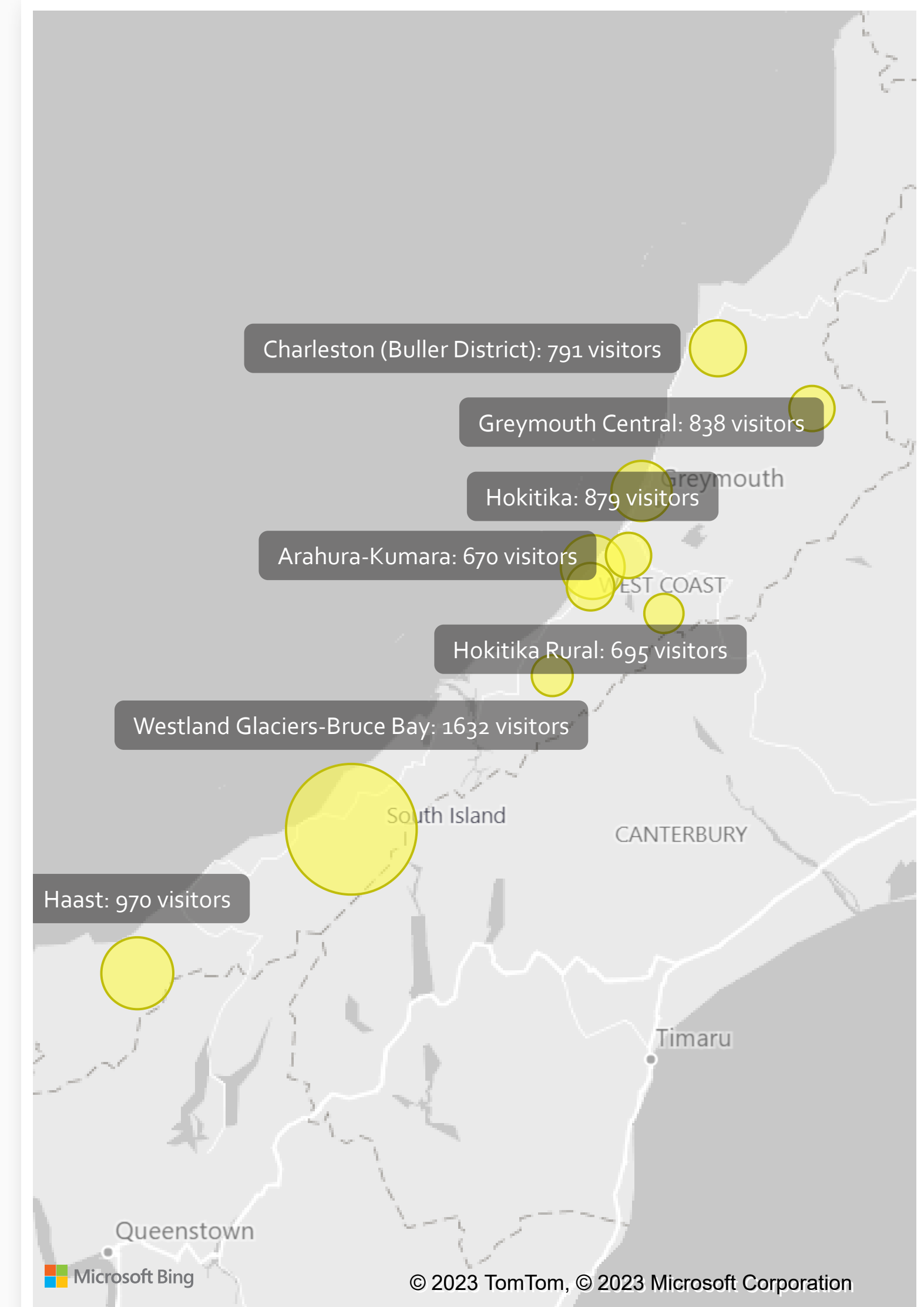
Top 10 Regions

Region	MoM %	MoM YoY %
Whanganui RTO	-32%	167%
Wellington RTO	-33%	67%
Waimate RTO	-33%	109%
Tararua RTO	-29%	60%
Rangitikei RTO	-33%	121%
Manawatu RTO	-28%	76%
Hawke's Bay RTO	-27%	27%
Gisborne RTO	-5%	50%
Coastal Bay of Plenty RTO	-30%	42%
Auckland RTO	-30%	38%

Bottom 10 Regions

Region	MoM %	MoM YoY %
West Coast RTO	-50%	198%
Fiordland RTO	-48%	329%
Wanaka RTO	-47%	220%
Coromandel RTO	-47%	47%
Clutha RTO	-47%	151%
Nelson Tasman RTO	-46%	116%
Mackenzie RTO	-45%	218%
Southland RTO	-45%	159%
Central Otago RTO	-44%	135%
Waitaki RTO	-43%	173%

Visitor Hotspots





Overnight Stays

Overnight Stays

1,190

MoM

↓ -53%

MoM YoY

↑ 136%

Avg. Nights

1.88

Camping Stays

Paid Camp Stays

711

MoM

↓ -54%

Paid Avg. Nights

1.81

Free Camp Stays

170

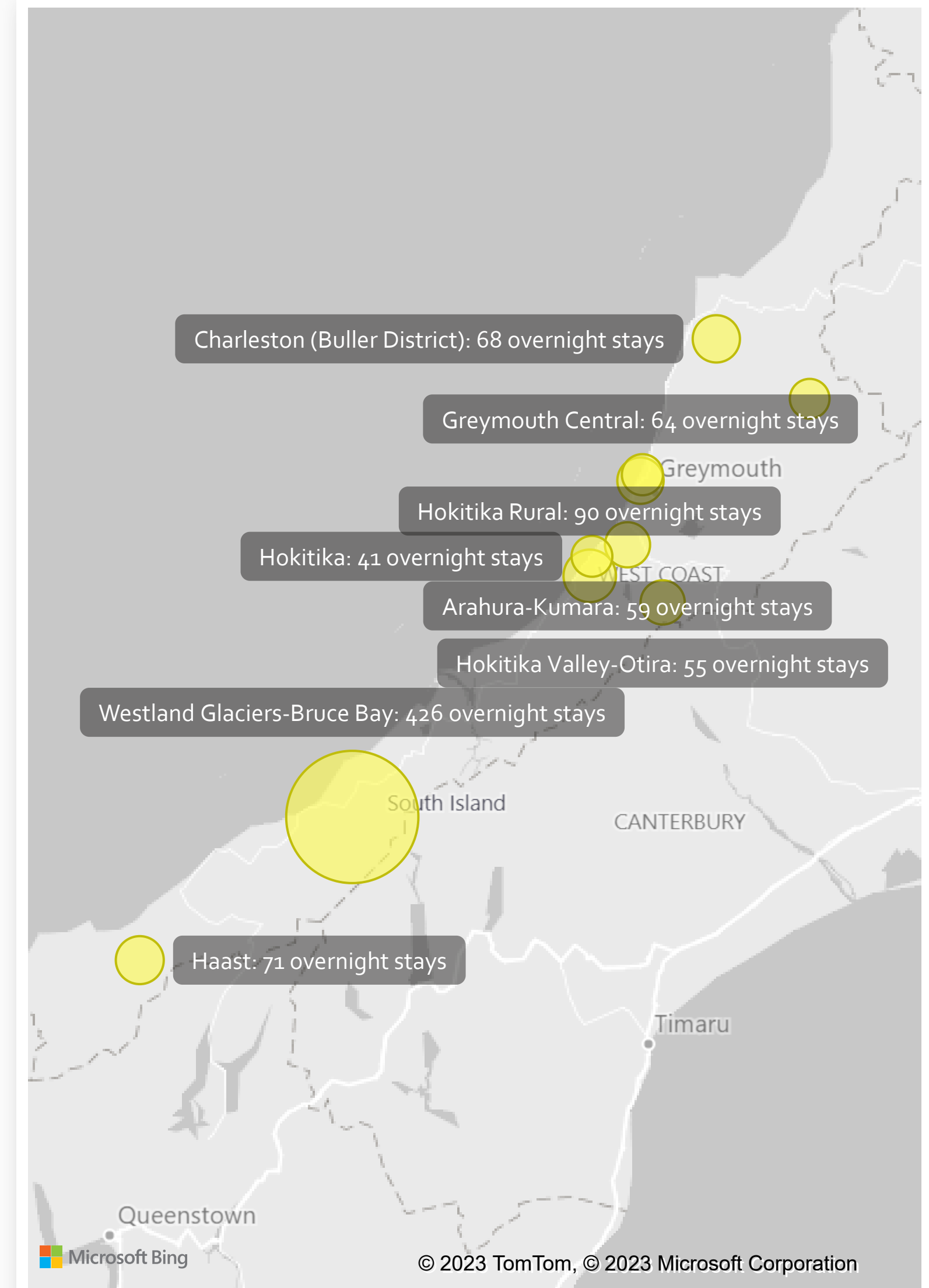
MoM

↓ -52%

Free Avg. Nights

1.24

Overnight Stays Hotspots



Top 5 Localities for Paid Camps

Locality	Overnight Stays	MoM	MoM YoY
Westland Glaciers-Bruce Bay	350	-56%	145%
Haast	55	-54%	244%
Hokitika Rural	46	-54%	15%
Hokitika Valley-Otira	40	9%	300%
Hokitika	28	-56%	300%

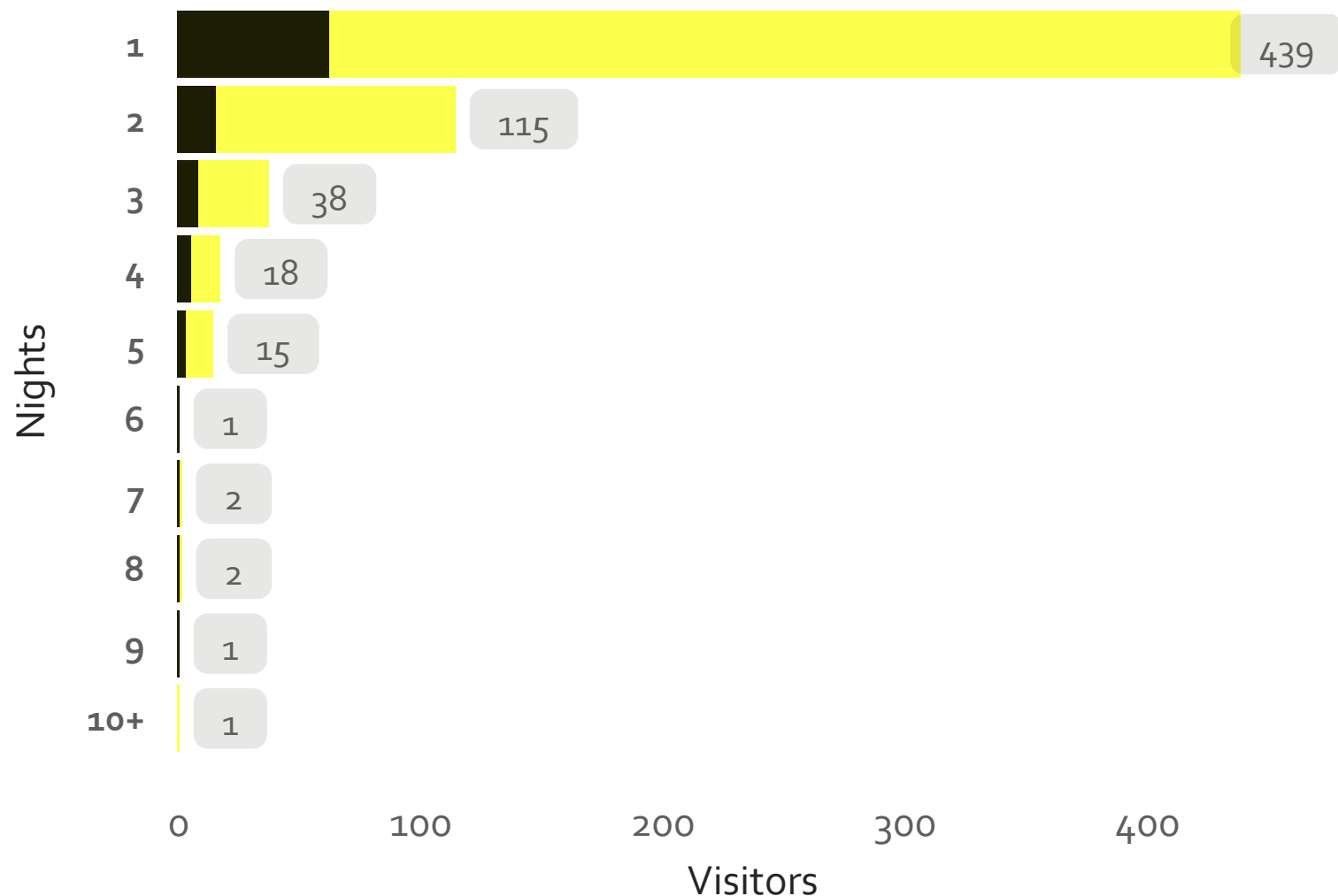
Top 5 Localities for Free Camps

Locality	Overnight Stays	MoM	MoM YoY
Cobden	40	-56%	208%
Charleston (Buller District)	30	-52%	900%
Arahura-Kumara	22	-45%	
Westland Glaciers-Bruce Bay	18	-58%	157%
Waitaha	11	-39%	57%

Visitor Type ● Domestic ● International

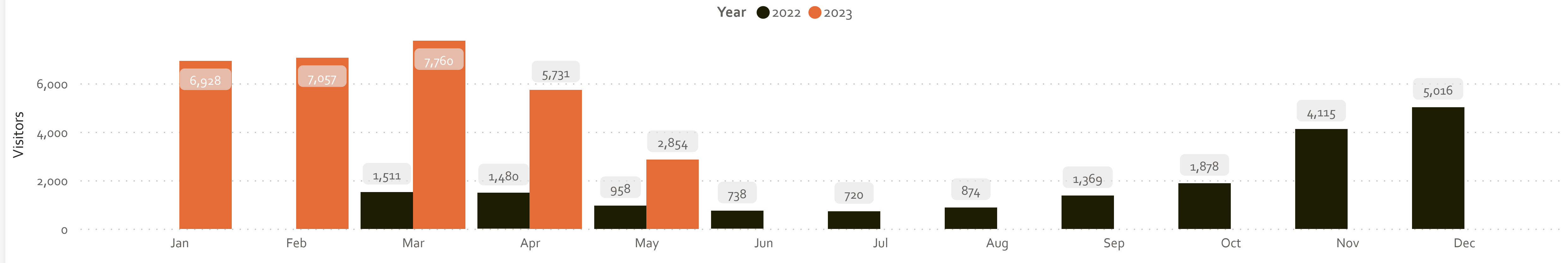


Visitor Type ● Domestic ● International

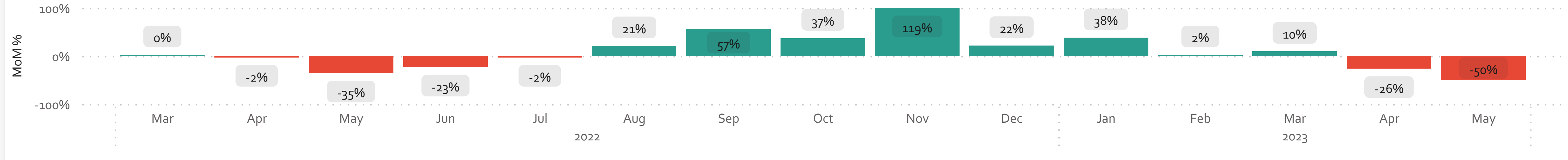




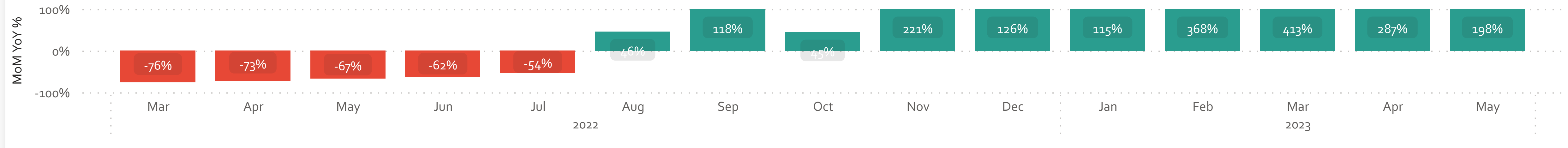
Visitors



MoM Change in Visitors

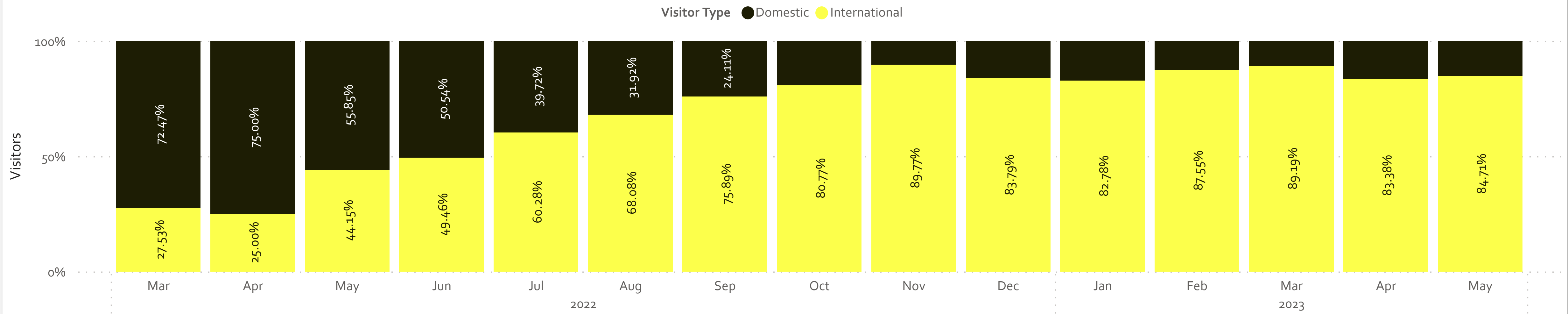


MoM YoY Change in Visitors

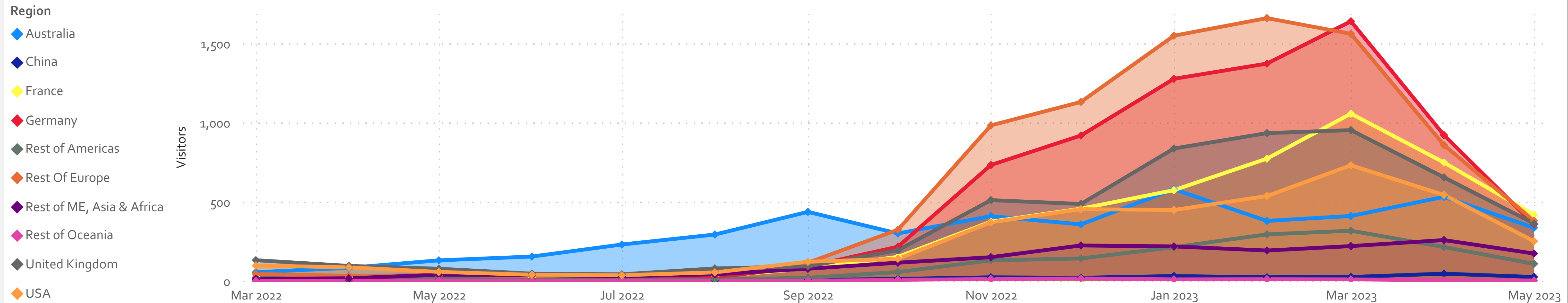




Domestic vs International Visitors



International Visitor Markets



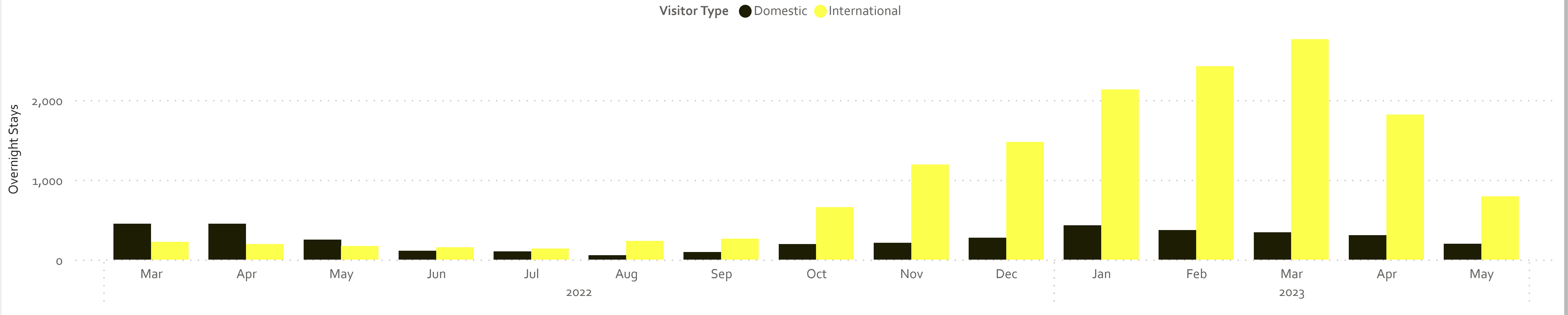


Visitors By Locality

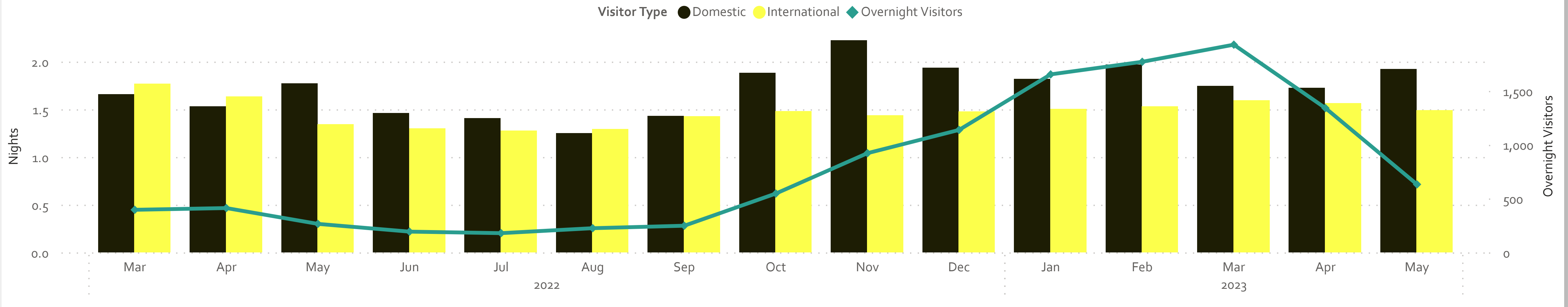
Year	2022											2023					
Locality	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	May	Total
<input type="checkbox"/> Westland Glaciers-Bruce Bay	561	537	424	341	360	465	758	1,065	2,627	2,880	10,018	4,031	4,206	4,860	3,393	1,632	18,122
International	165	168	239	233	276	385	664	962	2,496	2,642	8,230	3,632	3,897	4,566	3,096	1,490	16,681
Domestic	396	369	185	108	84	80	94	103	131	238	1,788	399	309	294	297	142	1,441
<input type="checkbox"/> Haast	378	397	267	199	183	299	467	631	1,606	1,760	6,187	2,476	2,572	2,888	2,033	970	10,939
International	116	116	137	136	135	235	408	559	1,513	1,600	4,955	2,188	2,374	2,680	1,821	877	9,940
Domestic	262	281	130	63	48	64	59	72	93	160	1,232	288	198	208	212	93	999
<input type="checkbox"/> Charleston (Buller District)	314	321	207	125	129	152	329	564	1,532	1,676	5,349	2,467	2,528	2,796	1,760	791	10,342
International	88	82	95	66	81	107	258	487	1,432	1,498	4,194	2,177	2,304	2,603	1,564	693	9,341
Domestic	226	239	112	59	48	45	71	77	100	178	1,155	290	224	193	196	98	1,001
<input type="checkbox"/> Hokitika	399	462	295	214	188	258	406	538	1,262	1,514	5,536	2,081	2,194	2,410	1,808	879	9,372
International	115	129	141	117	128	186	330	455	1,164	1,314	4,079	1,783	1,981	2,192	1,582	777	8,315
Domestic	284	333	154	97	60	72	76	83	98	200	1,457	298	213	218	226	102	1,057
<input type="checkbox"/> Greymouth Central	287	338	264	180	176	212	327	482	1,151	1,334	4,751	1,934	1,933	2,196	1,559	838	8,460
International	91	86	123	88	112	153	251	390	1,056	1,146	3,496	1,653	1,749	1,987	1,366	715	7,470
Domestic	196	252	141	92	64	59	76	92	95	188	1,255	281	184	209	193	123	990
<input type="checkbox"/> Hokitika Rural	269	348	251	183	188	194	315	493	1,104	1,282	4,627	1,899	1,850	2,061	1,427	695	7,932
International	78	100	132	105	138	134	260	425	1,022	1,124	3,518	1,666	1,677	1,897	1,262	624	7,126
Domestic	191	248	119	78	50	60	55	68	82	158	1,109	233	173	164	165	71	806
<input type="checkbox"/> Inangahua	341	361	268	177	151	182	241	440	1,046	1,202	4,409	1,655	1,649	1,771	1,260	669	7,004
International	124	105	114	86	88	116	189	343	931	998	3,094	1,366	1,447	1,565	1,056	558	5,992
Domestic	217	256	154	91	63	66	52	97	115	204	1,315	289	202	206	204	111	1,012
<input type="checkbox"/> Waitaha	213	271	173	142	148	178	286	395	964	1,130	3,900	1,680	1,700	1,891	1,283	621	7,175
International	56	83	89	83	107	141	243	346	907	1,005	3,060	1,499	1,575	1,778	1,156	563	6,571
Domestic	157	188	84	59	41	37	43	49	57	125	840	181	125	113	127	58	604
<input type="checkbox"/> Arahura-Kumara	195	320	207	147	147	181	307	416	891	1,078	3,889	1,552	1,495	1,712	1,226	670	6,655
International	54	89	105	80	100	133	244	351	825	932	2,913	1,348	1,346	1,584	1,072	590	5,940
Domestic	141	231	102	67	47	48	63	65	66	146	976	204	149	128	154	80	715
<input type="checkbox"/> Whataroa-Harihari	189	237	170	124	126	154	254	366	931	1,079	3,630	1,581	1,517	1,696	1,208	580	6,582
International	50	71	80	78	80	115	222	325	885	971	2,887	1,200	1,107	1,586	1,002	527	6,012



Overnight Stays



Avg. Number of Nights Stayed





Region

West Coast RTO



Time Period

1/03/2022

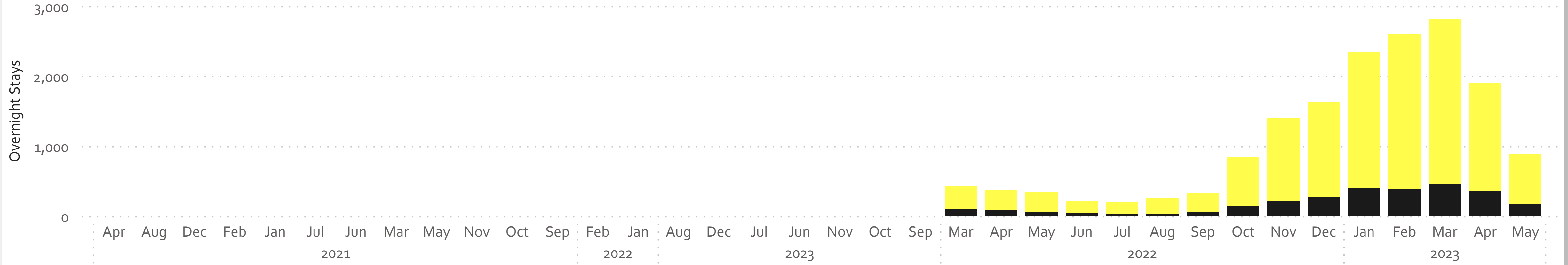
31/05/2023



Campsites Overnight Stays

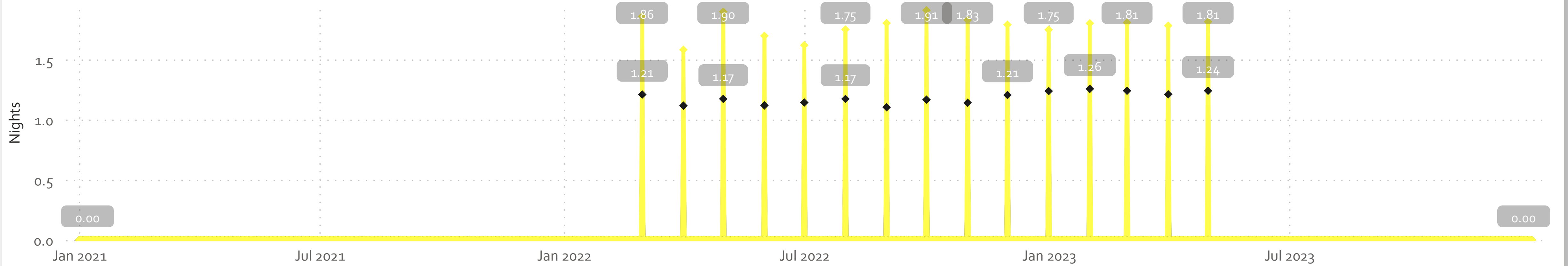


Camping Type ● Free ● Paid



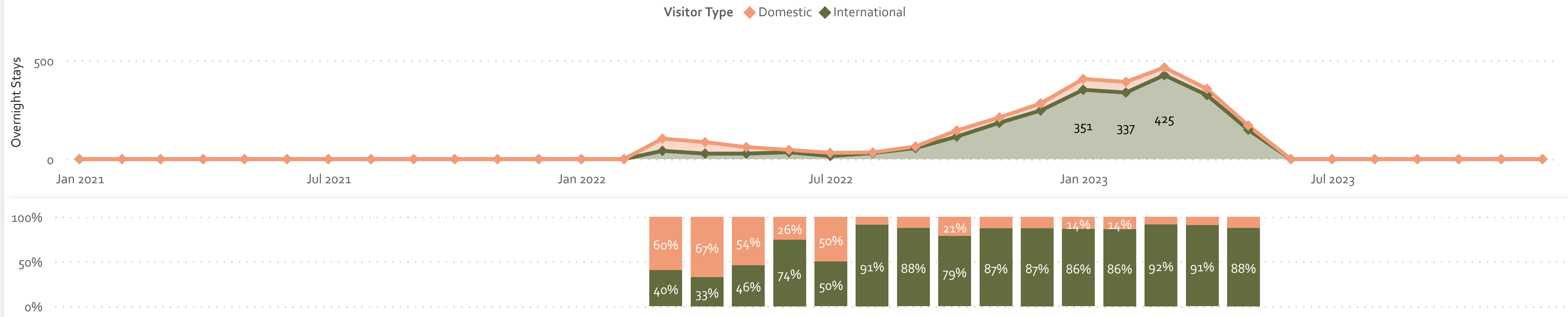
Avg. Nights Stayed at Campsites

Camping Type ◆ Free ◆ Paid

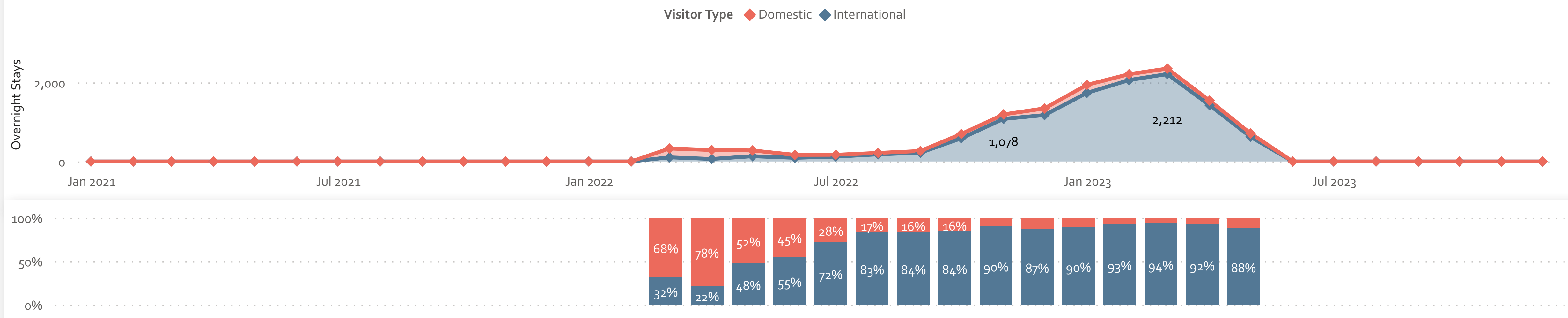




Who stays at free campsites?



Who stays at paid campsites?





Region

West Coast RTO



Time Period

1/03/2022

31/05/2023



% of User by Month and Number of Regions

Users by Town and Month

Year

Town

Total



Number of Regions

All



Region

West Coast RTO



Time Period

1/03/2022

31/05/2023



Popular Road Trips

Year

Number of Regions

Total



Terminology

MoM - percentage change in a metric from one month to another.

MoM YoY - percentage change in a metric month on month on the previous year. e.g. change between January 2022 and January 2023.

Free Camps - camps designated for self-contained campervans and are primarily overseen by councils.

Paid Camps - are commercially run parks or DOC managed campgrounds where a fee is payable to stay overnight.

Locality - a suburb like area based on StatsNZ Statistical Area 2 zones. This is designed to breakdown visitor patterns into smaller areas.

International Visitors - the app identifies the home country of a user by analysing the location of where they purchased their mobile phone.

Metrics

Visitors - refers to the app users that have been detected in a specific region or across New Zealand.

Overnight Stays - are recorded when an app user first detected within 500m of their previous day's last location on the following day. e.g. If an app user stays in the same location multiple times, each night is counted as an overnight stay.

Overnight Visitors - are app users who have registered at least one overnight stay in a specific region.

Avg. Nights Stayed - the avg. number of nights stayed is calculated by dividing the total number of overnight stays by the number of visitors who were recorded staying overnight.

Paid Camps Stays - refer to overnight stays within a 200-meter radius of a paid campground's GPS coordinates.

Free Camps Stays - refer to overnight stays within a 200-meter radius of a free campground's GPS coordinates.