

# West Coast Visitor Trends Report



## June 2023

### Key Visitor Figures:



6,473

Average Visitor Numbers



371

Average Daily International Visitor



\$9.4m

ECT Visitor Spend



22%

Commercial Accommodation Occupancy



43%

Airbnb Occupancy





## Dates & Events

Throughout the report, most figures in June 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).

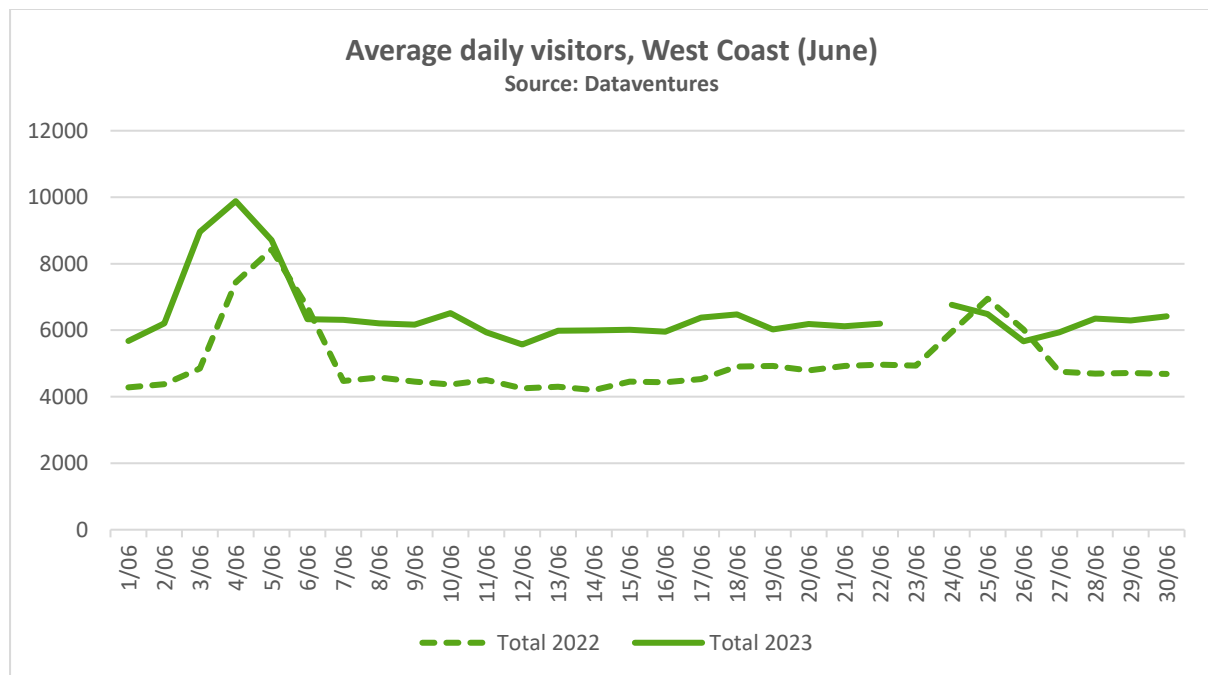
## Visitor Numbers

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 6,473 visitors were in the West Coast region each day in June 2023. This was an increase of 28% or 1,412 average daily visitors from June 2022.

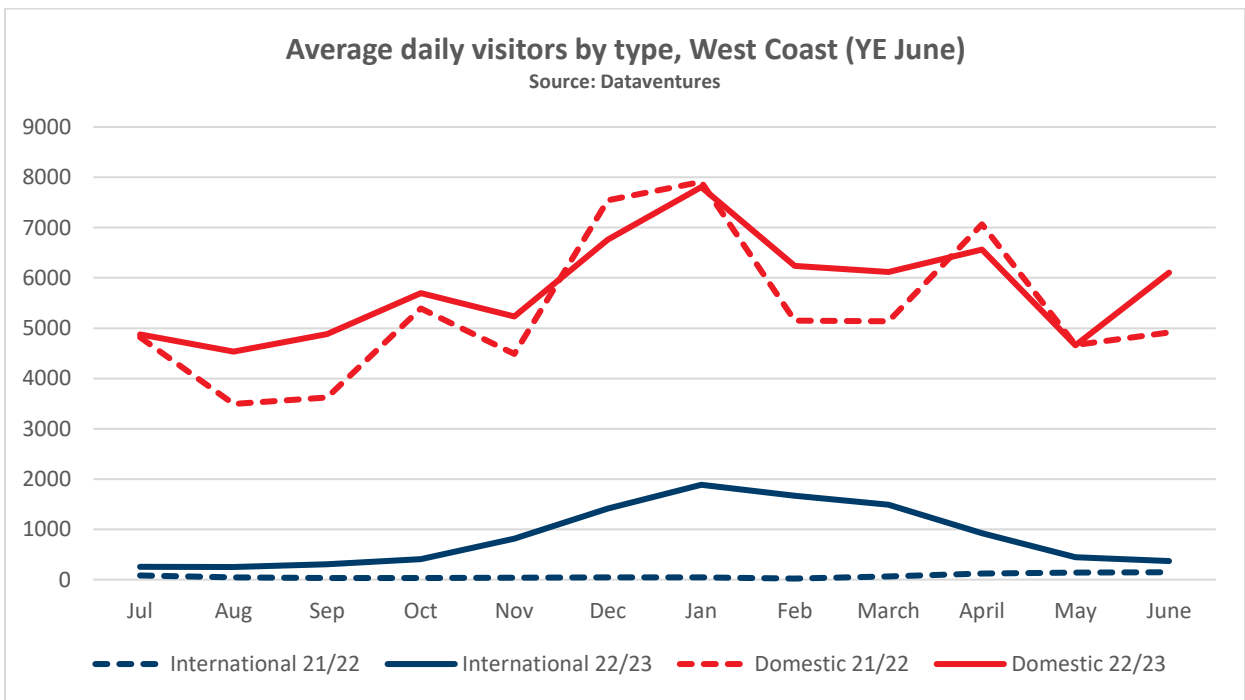
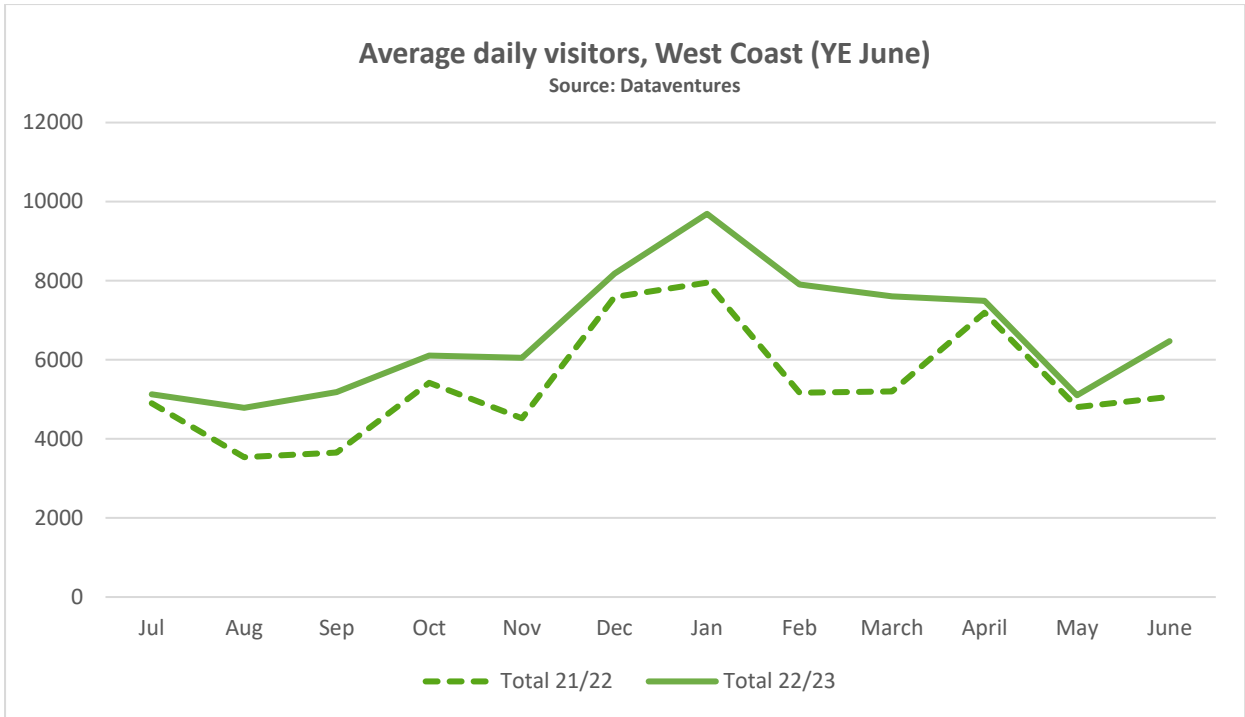
An estimated 6,102 of these were domestic visitors, up 24% or 1,188 average daily visitors from June 2022.

An average of 371 international visitors were in the West Coast region each day in June 2023, an increase of 152% or 224 average daily visitors from June 2022.



Daily visitors were highest on Sunday 4<sup>th</sup> June 2023 with 9,882 visitors. This was during the long weekend for the King’s Birthday public holiday on the 5<sup>th</sup> of June 2023.

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



Over the YE June 2023 period, an average of 6,642 visitors were in the West Coast region. This was up by 23% compared to the previous 12-month period, equivalent to an increase of 1,225 average daily visitors.

An estimated 5,789 of these were domestic visitors, an increase of 8.2% or 439 average daily visitors compared to the YE June 2022.

An average of 853 international visitors were in the West Coast region each day. This was an increase of 786 when compared to YE June 2022.



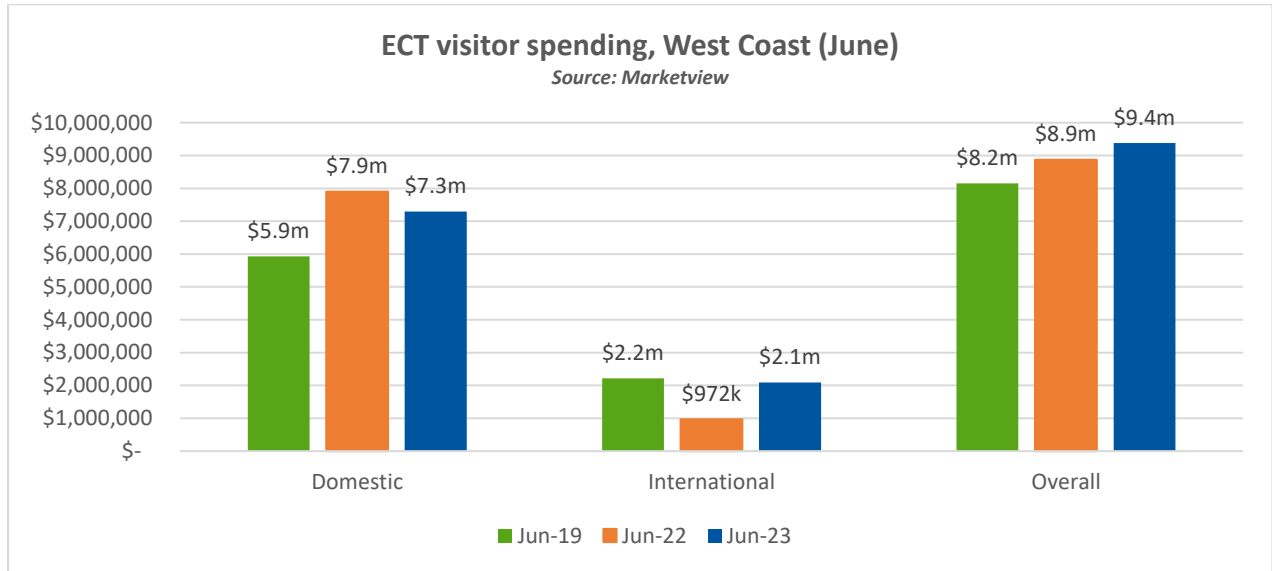
### Visitor Spending

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.

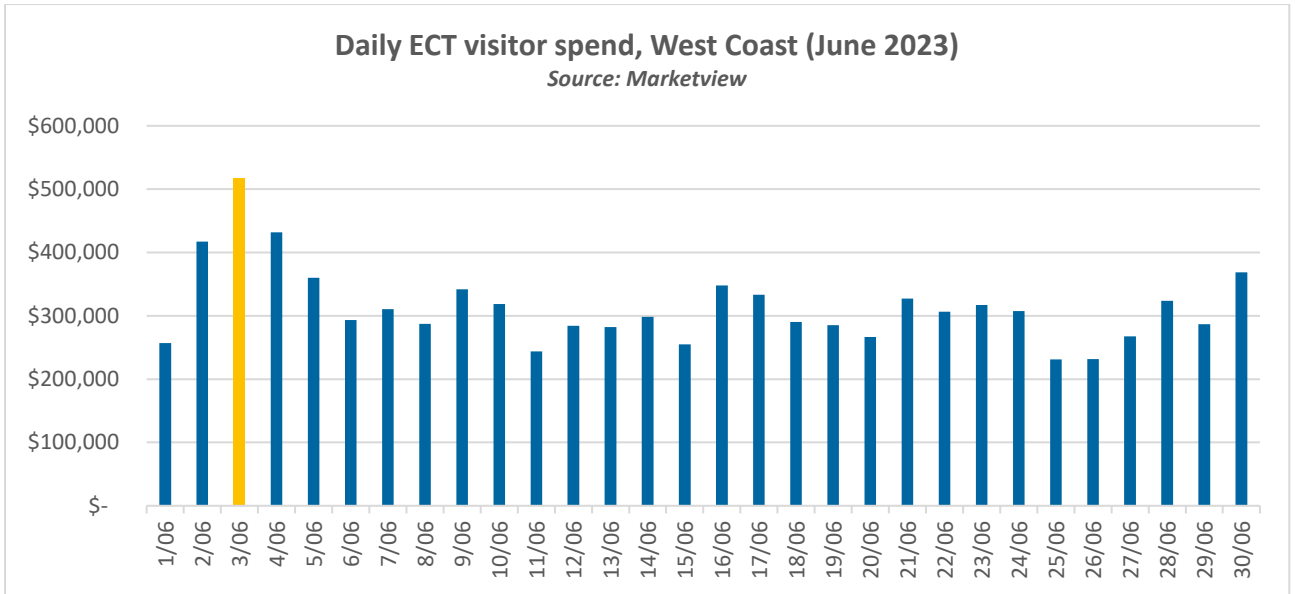
ECT visitor spending in the West Coast RTO region in June 2023 was \$9.4m, up 15% or \$1.2m from June 2019 and up 6% or \$510k from June 2022.

ECT spending by domestic visitors made up \$7.3m of this, up 23% or \$1.4m from June 2019 and down -8% or -\$607k from June 2022. International ECT visitor spend for the month was \$2.1m, down -6% or -\$135k from June 2019 and up 116% or \$1.1m from June 2022.

Spending in Westland District made up 41% of monthly visitor spending in the West Coast region in June 2023, followed by Grey District (32%) and Buller District (27%).

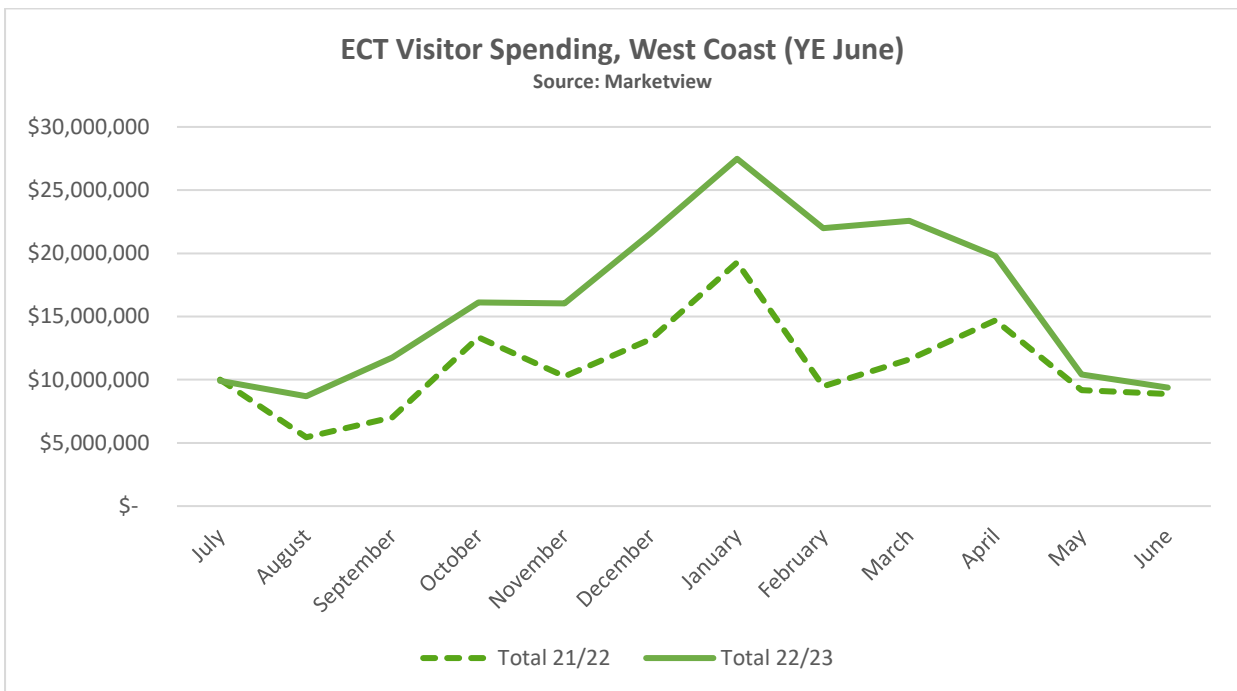


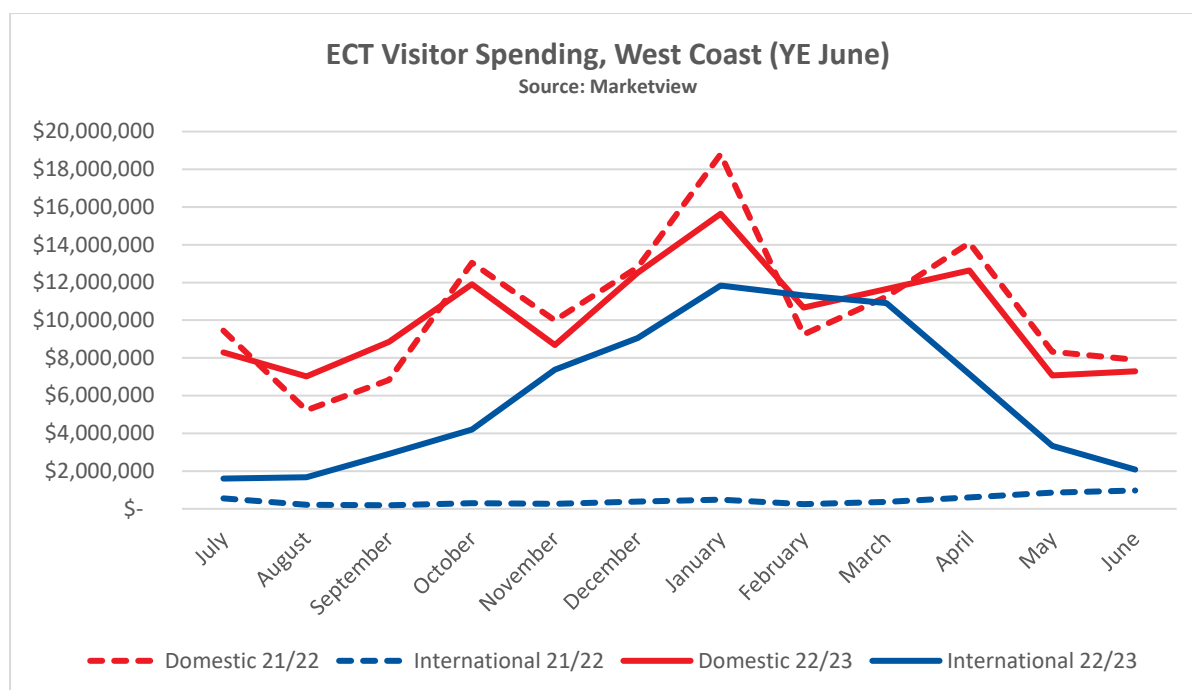
Average daily ECT visitor spending for June 2023 was \$312,763. Combining this with Dataventures average daily visitor numbers produces an estimated average daily ECT spend per visitor of \$48.



Daily ECT visitor spending was highest on Sunday 3<sup>rd</sup> June 2023 at \$516k. This was during the long weekend for the King’s Birthday public holiday on the 5<sup>th</sup> of June 2023.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in June 2023 at 45%, followed by visitors from Otago (12%); Tasman (7%); Auckland (6%); and Nelson (5%).





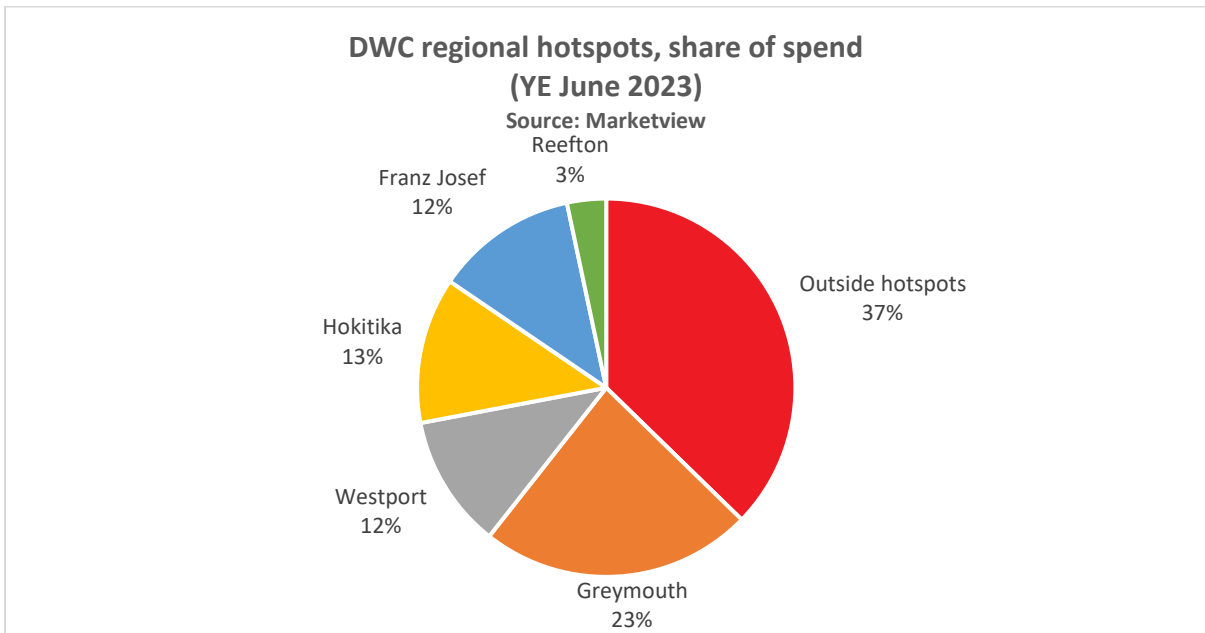
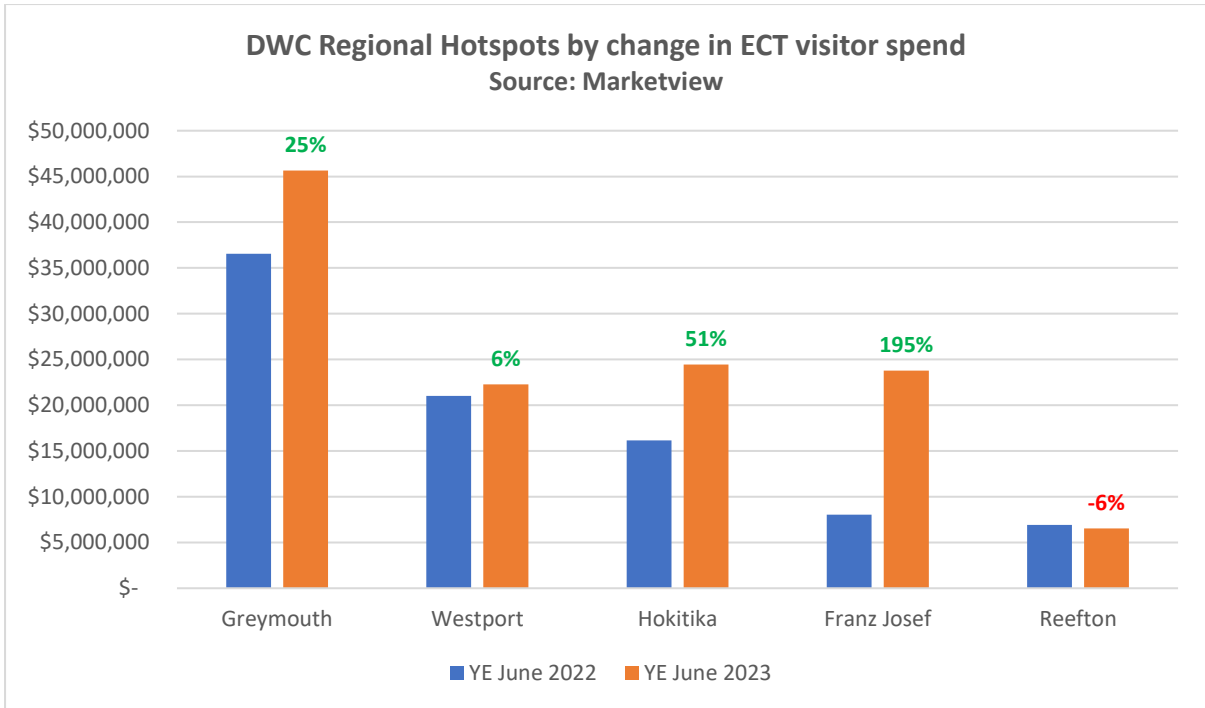
ECT visitor spending for the YE June 2023 was \$194m, up 47% or \$62.0m from YE June 2022.

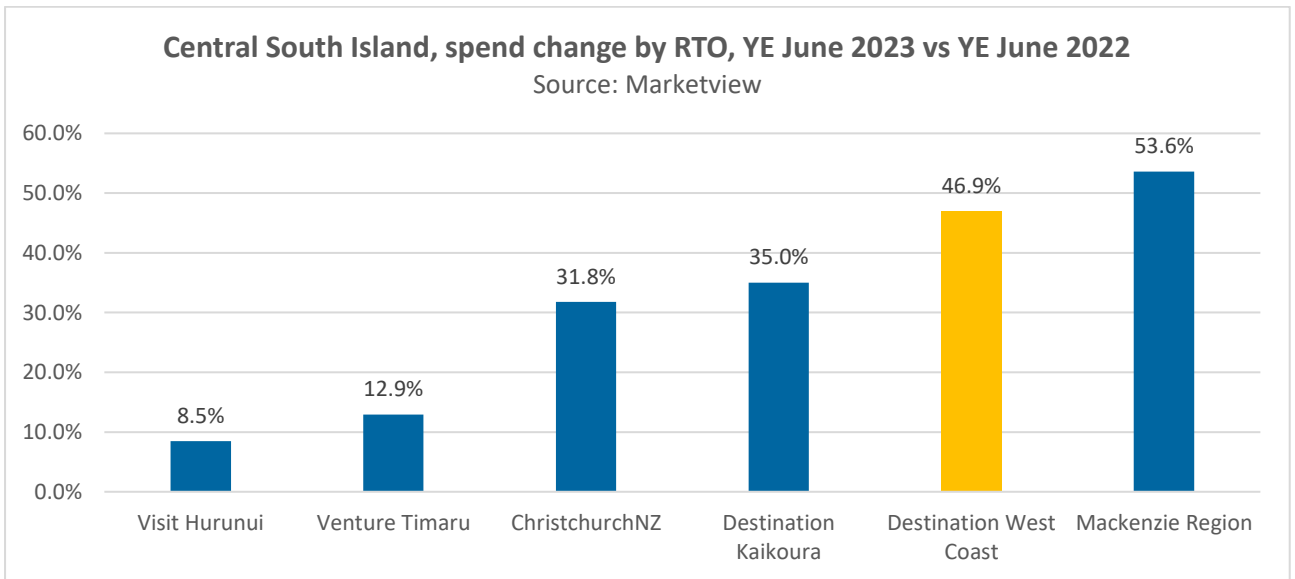
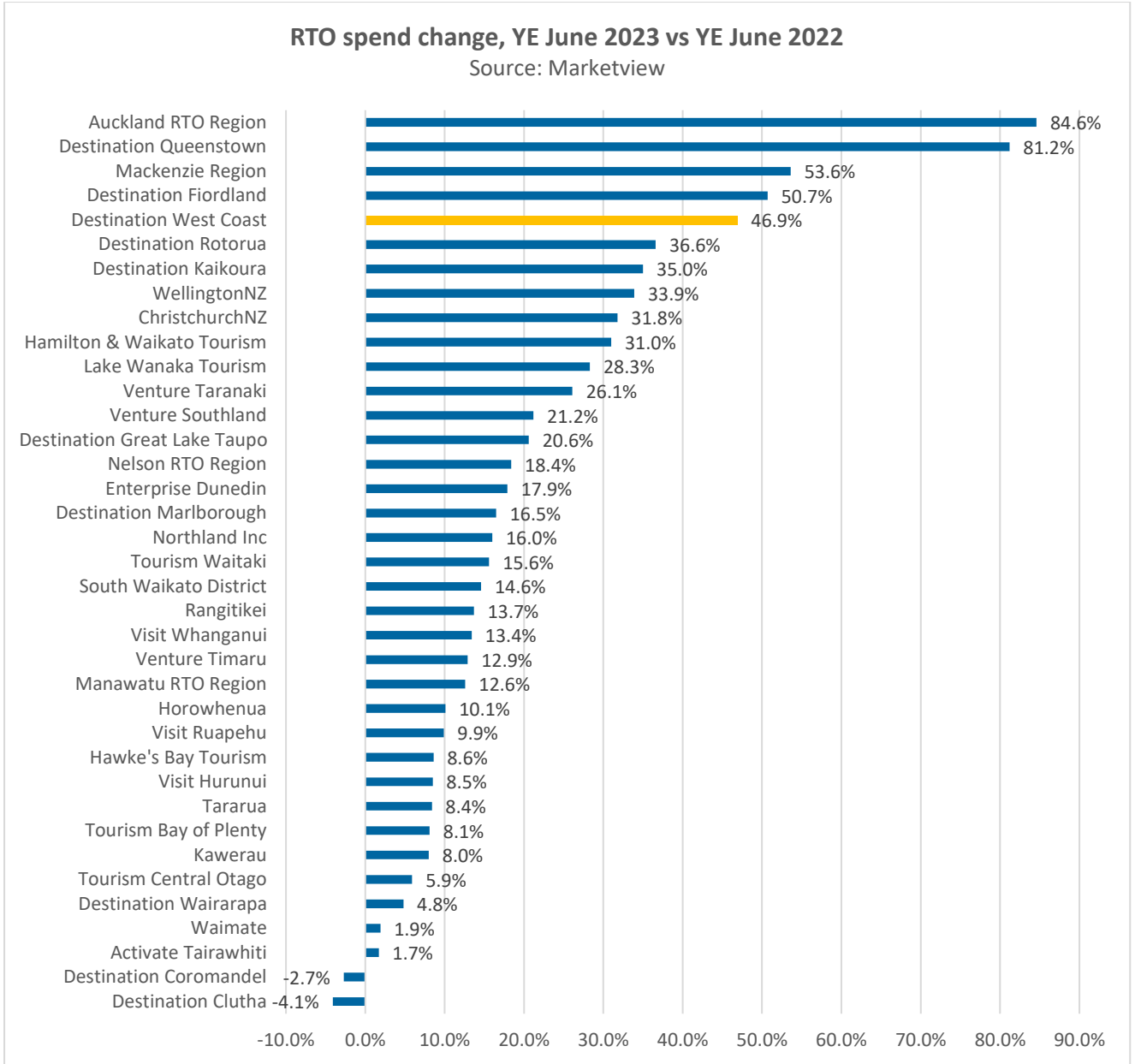
Domestic ECT visitor spending for the YE June 2023 was \$123m, down -3% or -\$4.2m compared to the previous 12-month period. ECT spending by international visitors was \$71.47m, up \$66.3m from the YE June 2022.

### *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 June 2023.

Hotspot	June 2023 spend	Change from June 2019	Change from June 2022	YE June 2023 spend	Change from YE June 2022
Greymouth	\$2.6m	+14.7%	+1.4%	\$45.7m	+24.9%
Westport	\$1.2m	+26.8%	-6.4%	\$22.3m	+6.0%
Hokitika	\$1.2m	+37.2%	+10.4%	\$24.5m	+51.4%
Fox & Franz Josef	\$916k	-14.3%	+68.6%	\$23.8m	+195.4%
Reefton	\$405k	+34.8%	-15.9%	\$6.5m	-5.5%







## Accommodation

### Commercial

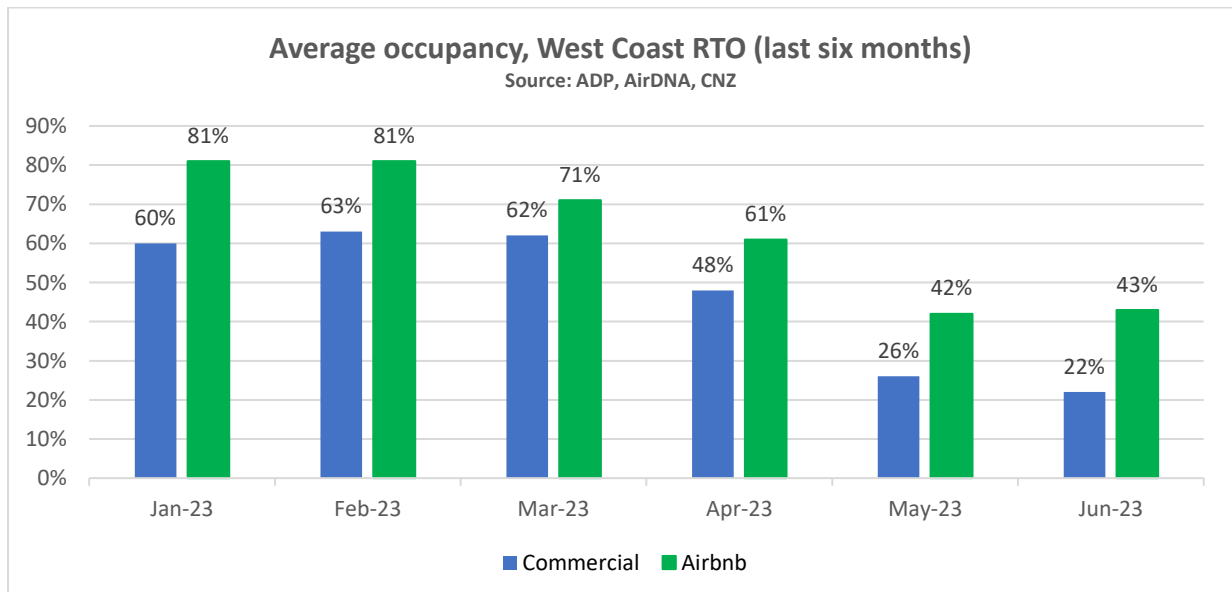
In total, 143 accommodation providers on the West Coast were registered on the ADP in June 2023, with 128 of these identifying as 'active'.

25,700 recorded guest arrivals spent 50,600 guest nights in commercial accommodation in the West Coast RTO area in June 2023. Guest arrivals were up 5% from June 2022 and guest nights up 6%. The average length of stay was 2 nights, below the national average of 2.1 nights.



Of these guest nights, 52% were spent in the Westland District, 25% in Buller District and 23% in Grey District. Guest nights spent on the West Coast made up 2.2% of total guest nights in NZ for the month.

The average occupancy rate was 22%, below the national average of 44%. Occupancy in Grey District was 30%, followed by Westland District at 21% and Buller District at 20%.



### Airbnb

A total of 557 active rentals in the West Coast region were listed on Airbnb in June 2023, a decrease of -13 listings from the previous month. Of these, 44% were in Westland District, 36% in Buller District and 20% in Grey District.

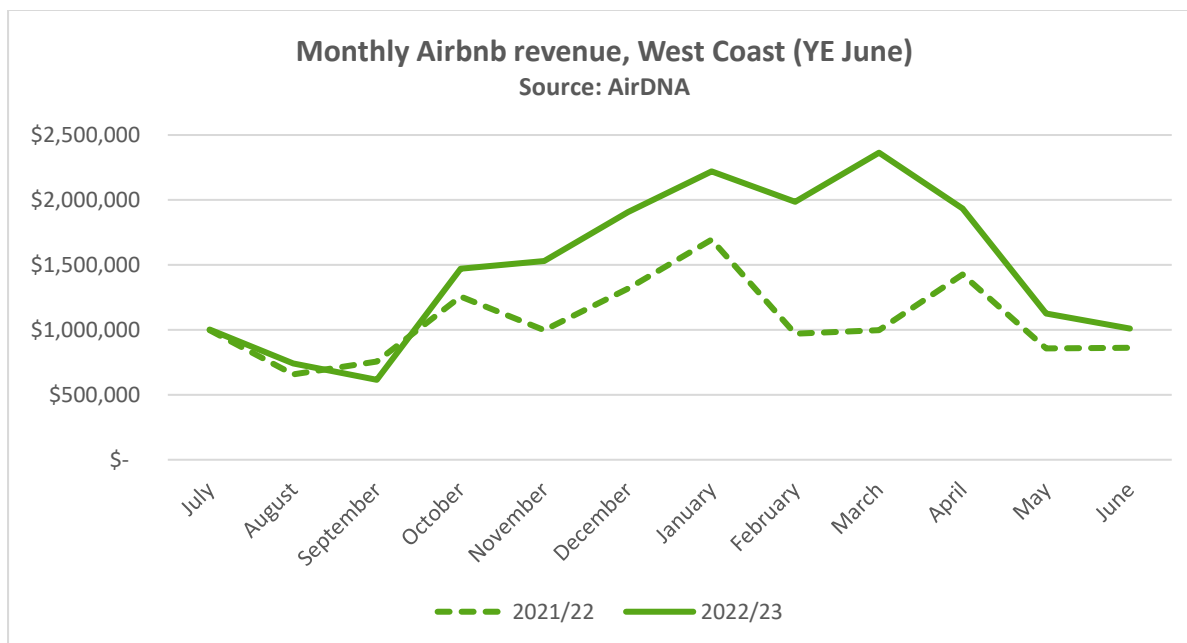
The average Airbnb occupancy rate in the region in June 2023 was 43%, a decrease of -2 percentage points from same month last year.

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

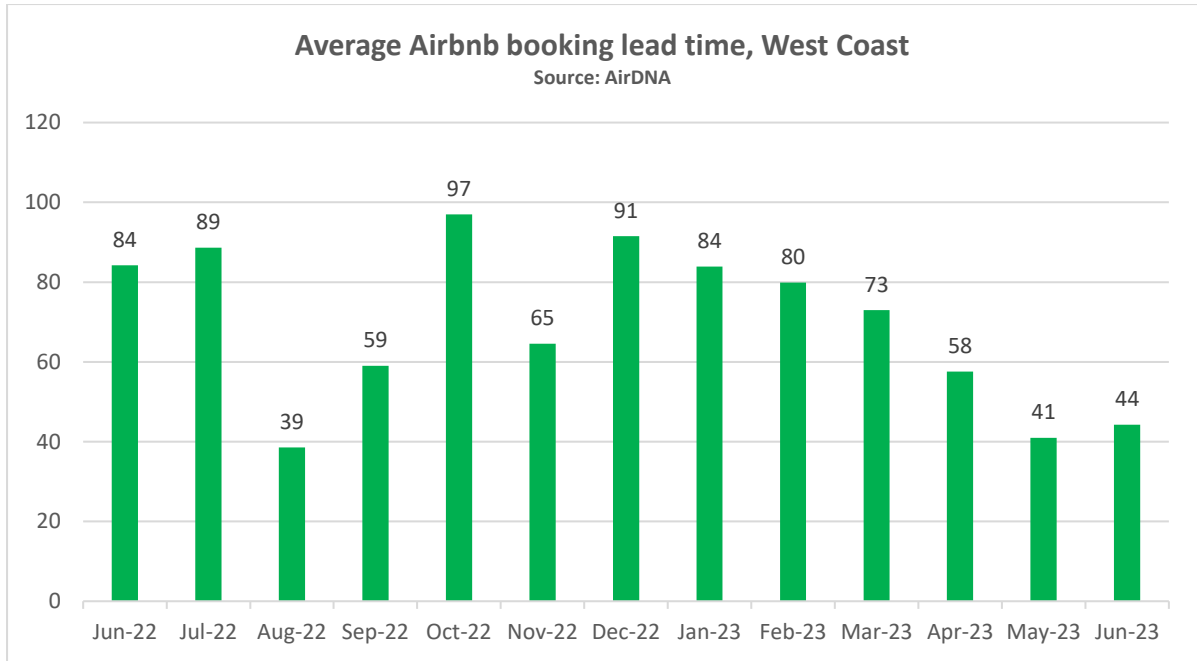
Airbnb average daily rates, West Coast (June 2023)									
District	Luxury		Upscale		Midscale		Economy		Budget
Westland District	\$303	+2%	\$214	-10%	\$207	+8%	\$162	+6%	\$135 +2%
Buller District	\$303	-12%	\$206	+4%	\$185	-3%	\$147	-5%	\$110 -1%
Grey District	\$313	-10%	\$226	+14%	\$159	+4%	\$158	+4%	\$105

Airbnb revenue for the month totaled \$1.0m in the West Coast region, up 63% from June 2019 and up 17% from June 2022.

A total of \$17.9m in Airbnb revenue was generated over the YE June 2023, up 40% or \$5.1m from the YE June 2022. Revenue increased by 69% in Westland, in Grey District by 25% and in Buller by 16% (compared to the previous twelve-month period).



The average booking lead time for West Coast Airbnb listings booked for June 2023 was 44 days. This was 40 days shorter than the average booking lead time in June 2022. Booking lead times were longest for listings in Westland District at 52 days; followed by Grey District at 41 days and 37 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.