

West Coast Visitor Trends Report



July 2023

Key Visitor Figures:



77,592

Visitor Numbers



20,067

International
Visitors



\$11.3m

ECT Visitor Spend



25%

Commercial
Accommodation
Occupancy



50%

Airbnb
Occupancy



Dates & Events

| Dates | Events |
|--|-------------------------------|
| 1 st – 16 th July 2023 | School Holidays |
| 14 th July 2023 | Matariki Day (Public Holiday) |

Throughout the report, most figures in July 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).

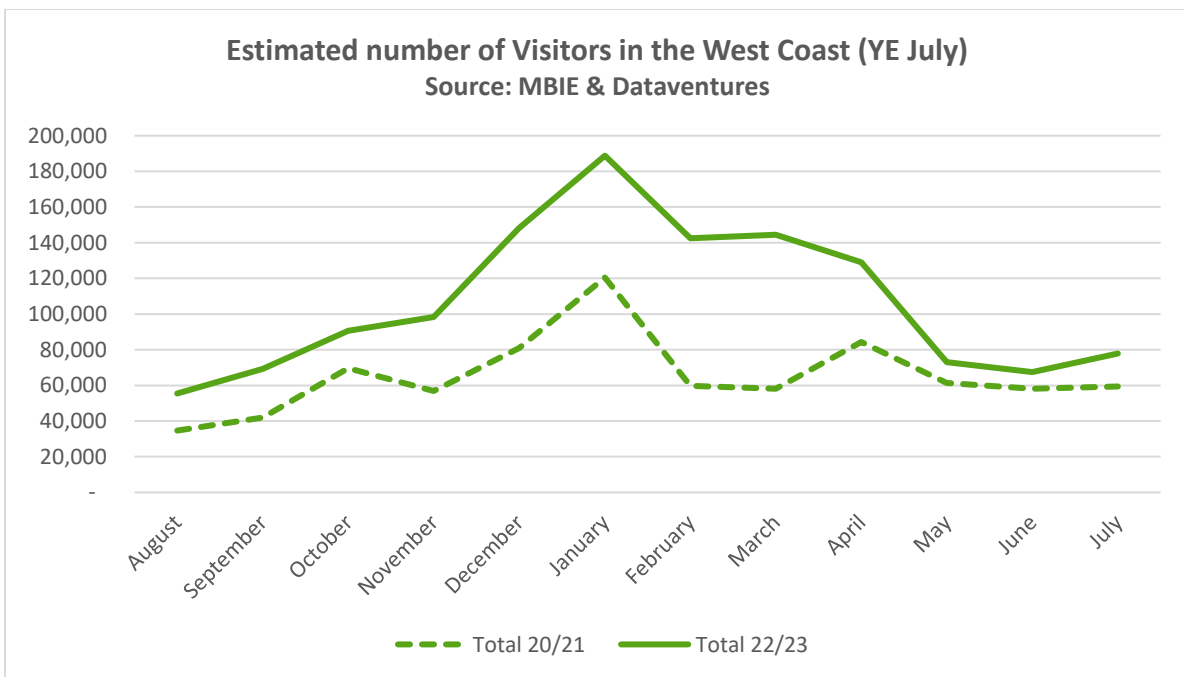
Visitor Numbers

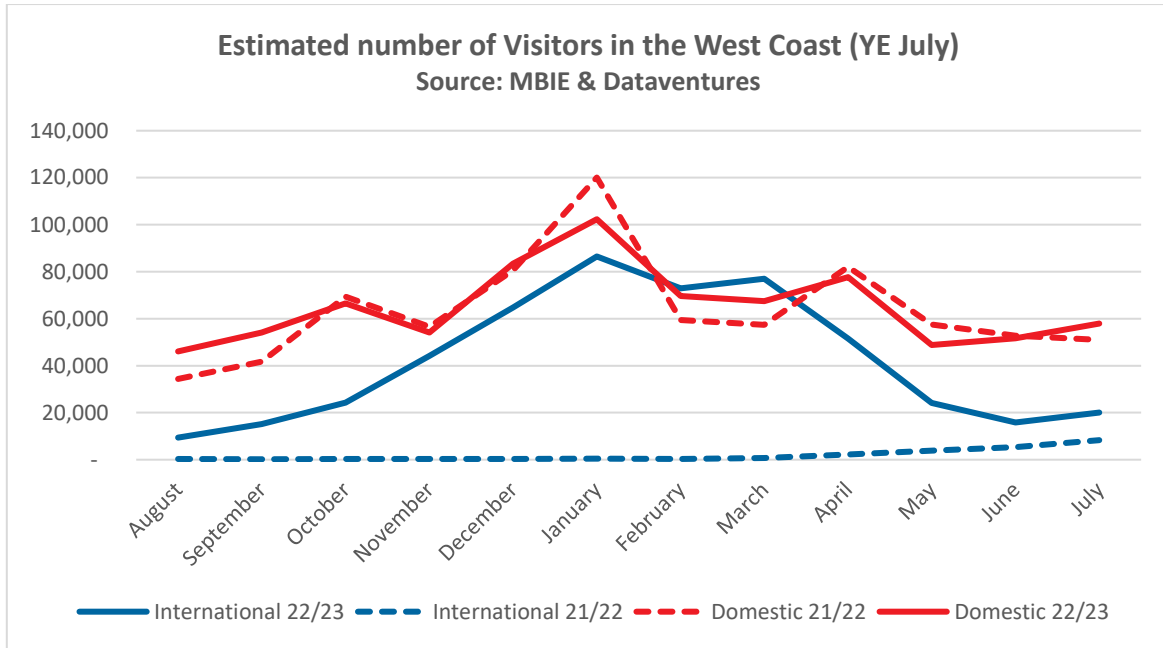
Visitor numbers are sourced from MBIE & Dataventures, which produce estimates for monthly unique local and visitor populations **in the West Coast RTO area** using phone data. ‘Unique’ means each person will only be counted once in each area they appear, regardless of how many times they appear or how long they stay there. Therefore, figures are estimates and are best used to monitor trends rather than exact figures.

A total estimate of 77,952 visitors were in the West Coast RTO area in July 2023. This was a decrease of -5% or -4,116 visitors from July 2019 and an increase of 31% or 18,600 visitors compared to July 2022.

Domestic visitors made up an estimated 57,885 of these visitors. Domestic visitor counts were up by 28% or 12,525 visitors from July 2019 and up by 13% or 6,840 visitors from July 2022.

International visitors made up 20,067 of the estimated visitor numbers in July 2023. The international counts decreased by -45% or -16,641 visitors from July 2019 and increased by 18,600 from July 2022.





Over the YE July 2023 period, a total estimate of 1.3m visitors were in the West Coast RTO area. This increased by 64% compared to the previous 12-month period, equivalent to an increase of 499,944 visitors.

An estimated 780k of these were domestic visitors, an increase of 2% or 16,809 visitors compared to the YE July 2022.

A total of 506k international visitors were in the West Coast RTO area. This was an increase of 483,135 when compared to the YE July 2022.

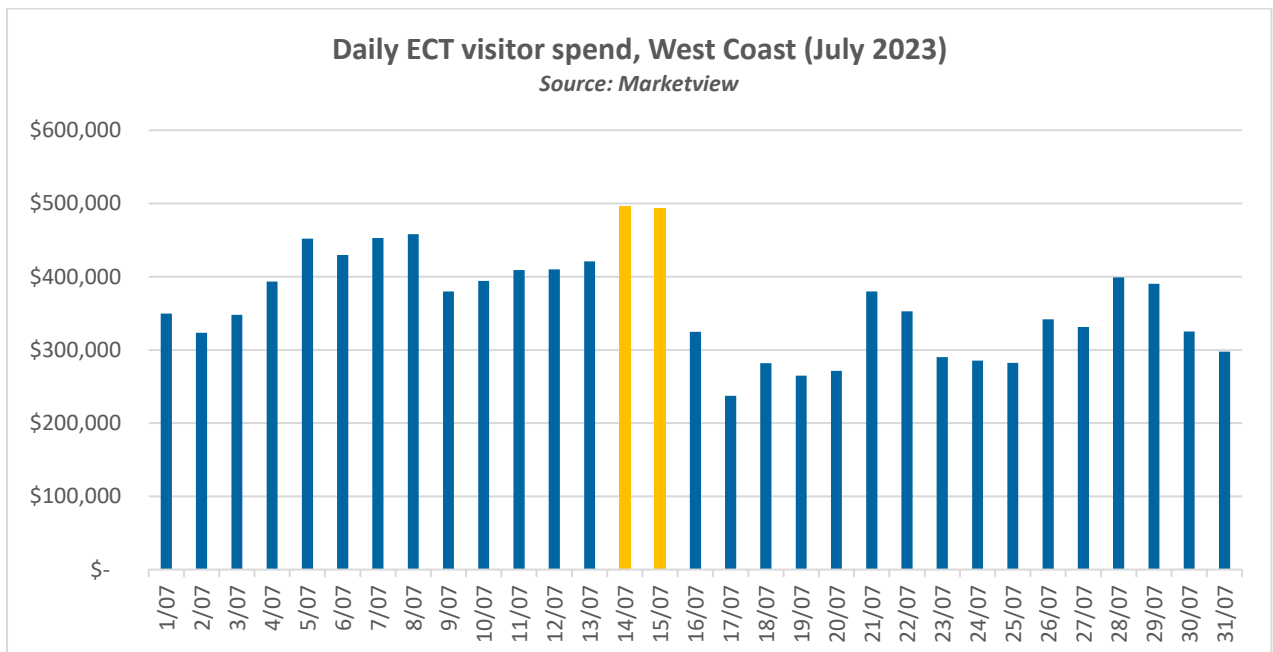
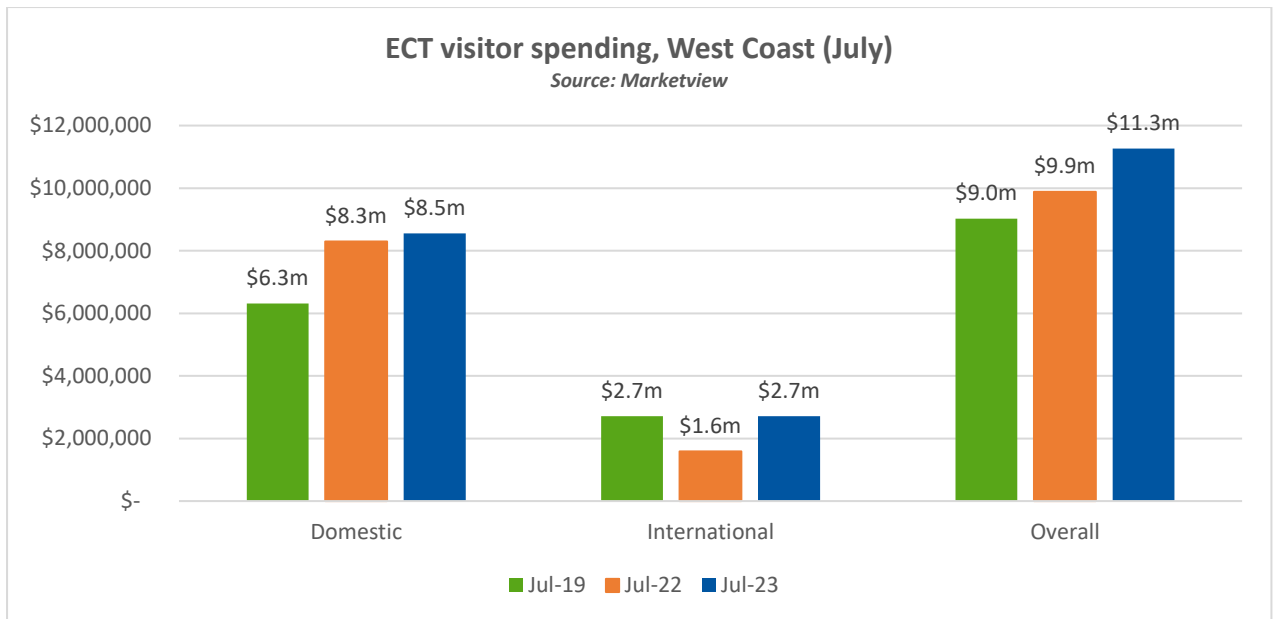
Visitor Spending

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 July 2023 was \$11.3m, up 25% or \$2.2m from July 2019 and up 14% or \$1.4m from July 2022.

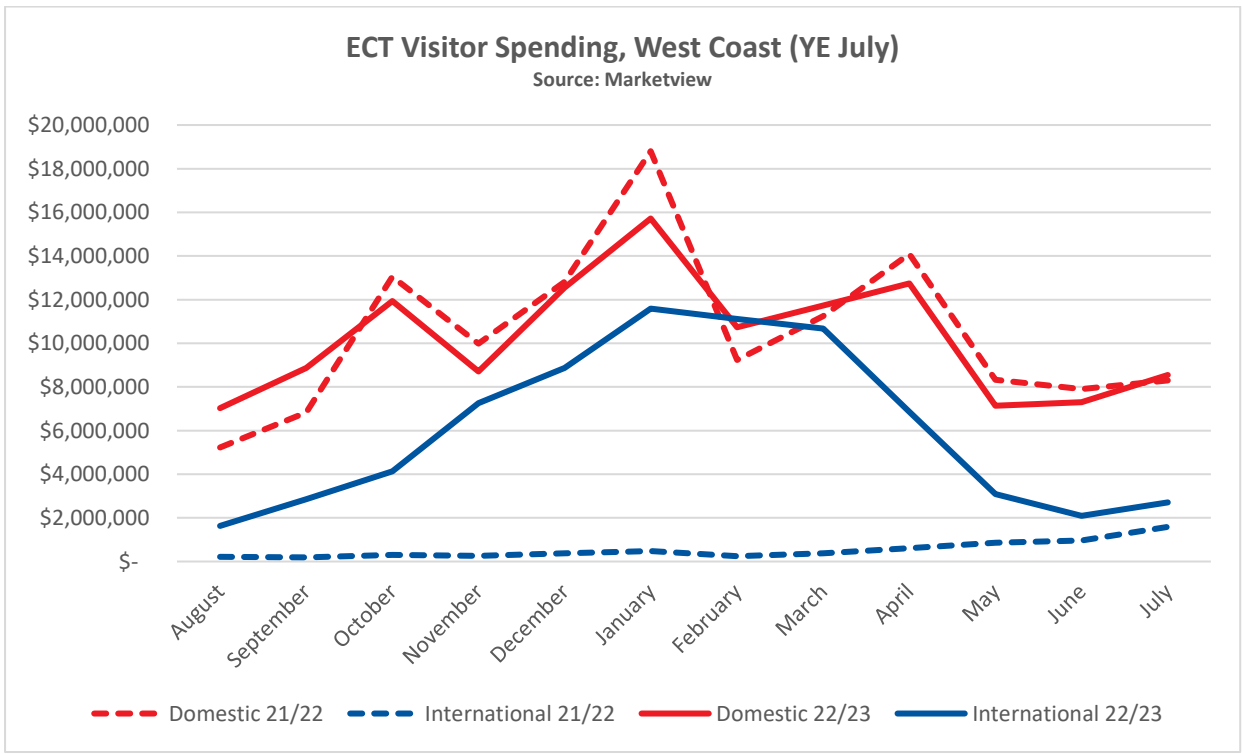
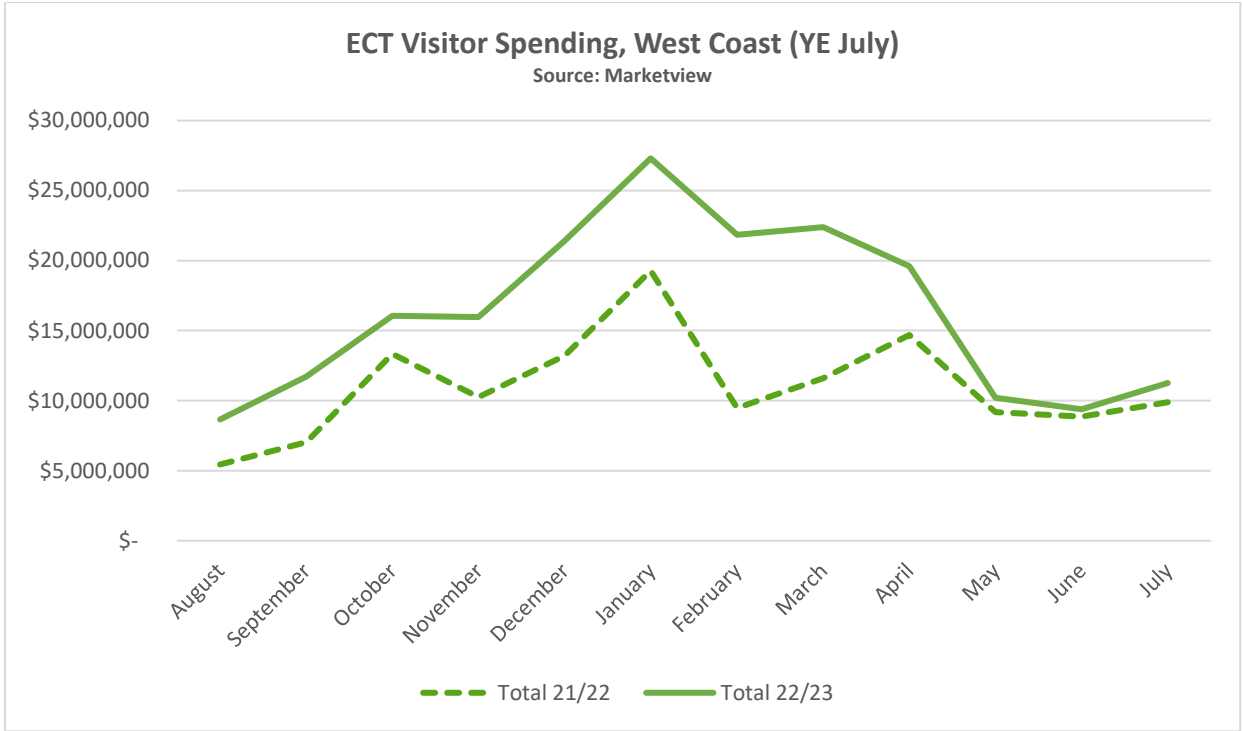
ECT spending by domestic visitors made up \$8.5m of this, up 35% or \$2.2m from July 2019 and up 3% or \$253k from July 2022. International ECT visitor spend for the month was \$2.7m, up 0.1% or \$2.2k from July 2019 and up 73% or \$1.1m from July 2022.

Spending in Westland District made up 44% of monthly visitor spending in the West Coast region in July 2023, followed by Grey District (32%) and Buller District (24%). Average daily ECT visitor spending for July 2023 was \$363,378.



Daily ECT visitor spending was highest on Friday 14th and Saturday 15th July 2023 at \$496k and \$493k respectively. Matariki public holiday was on the 14th July 2023 whereby the Westland Puanga-Matariki Festival was held on both these days (14th and 15th July 2023).

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in July 2023 at 43%, followed by visitors from Otago (12%); Auckland (8%); Tasman (8%); and Nelson (6%).



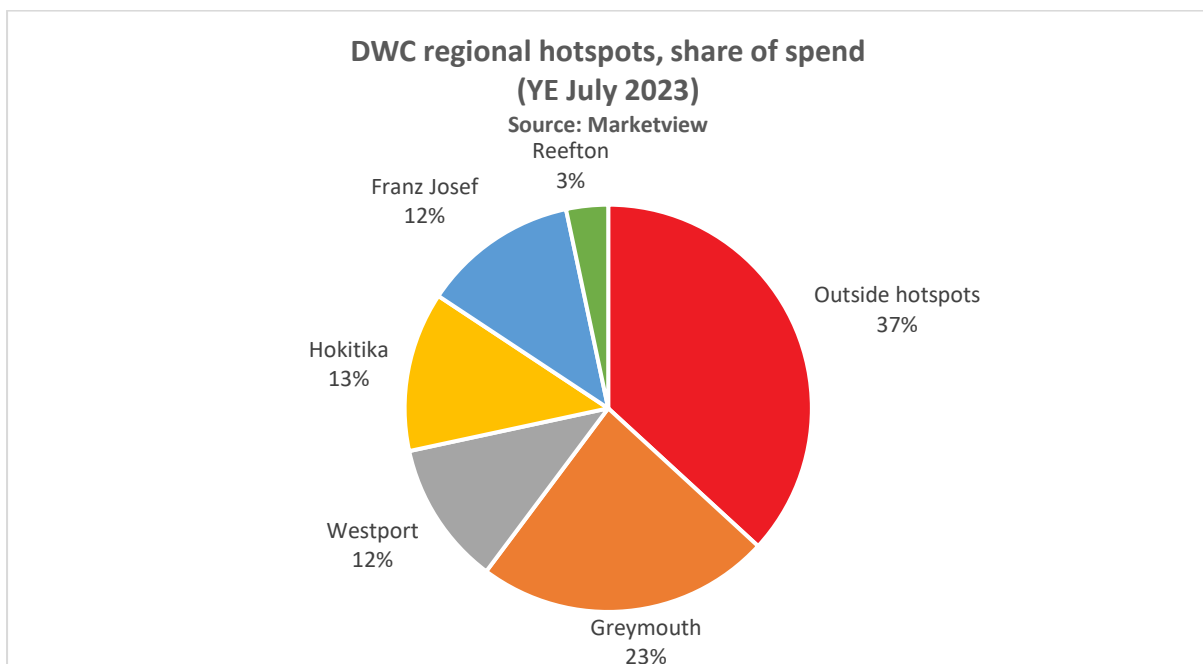
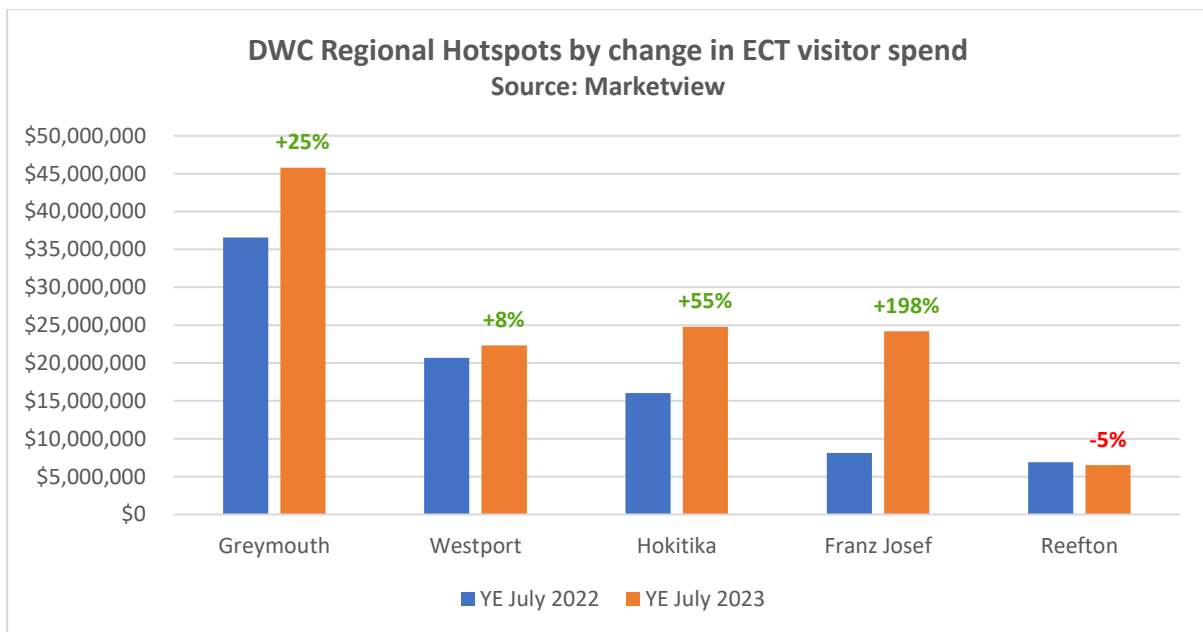
ECT visitor spending for the YE July 2023 was \$196m, up 48% or \$63.4m from YE July 2022.

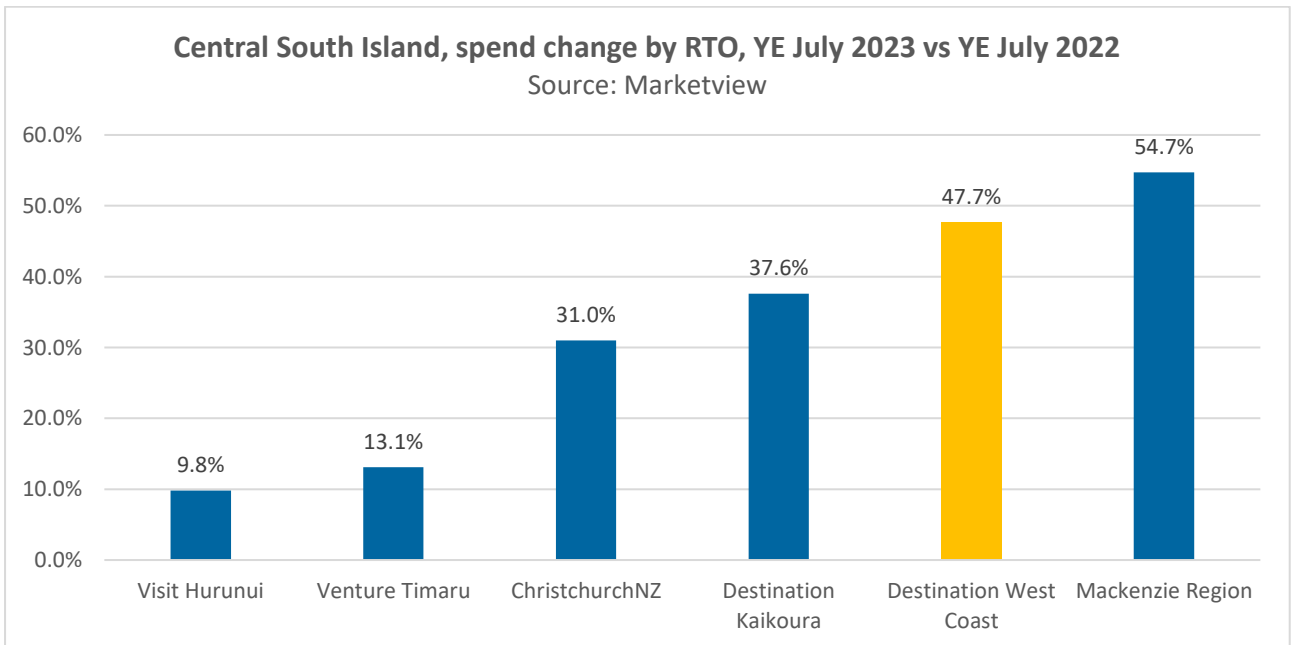
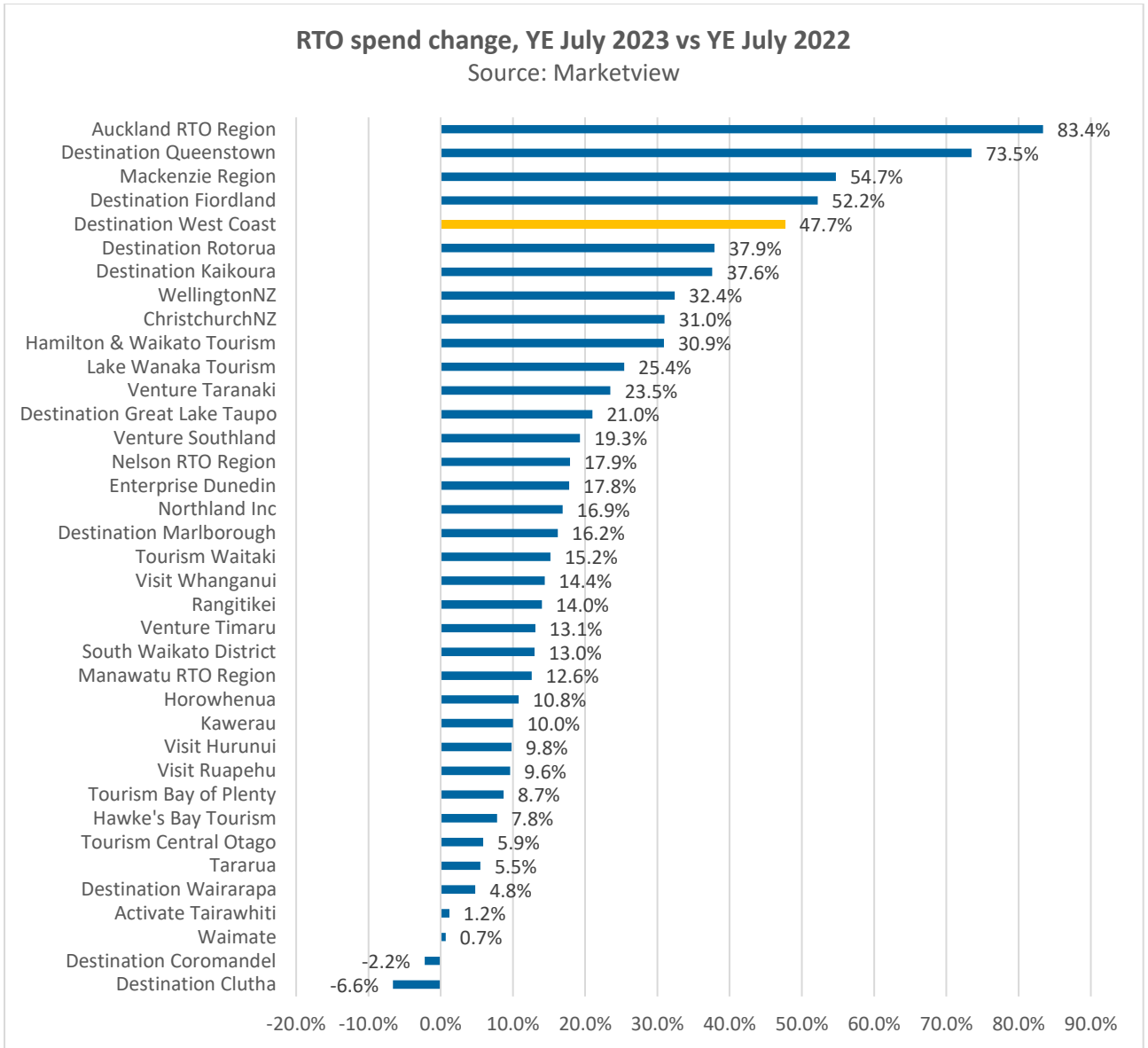
Domestic ECT visitor spending for the YE July 2023 was \$123m, down -2% or -\$2.7m compared to the previous 12-month period. ECT spending by international visitors was \$72.54m, up \$66.1m from the YE July 2022.

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 July 2023.

| Hotspot | July 2023 spend | Change from July 2019 | Change from July 2022 | YE July 2023 spend | Change from YE July 2022 |
|-------------------|-----------------|-----------------------|-----------------------|--------------------|--------------------------|
| Greymouth | \$3.1m | +22.6% | +5.6% | \$45.8m | +25.2% |
| Westport | \$1.3m | +23.3% | +4.8% | \$22.3m | +7.9% |
| Hokitika | \$1.5m | +52.6% | +32.6% | \$24.8m | +54.7% |
| Fox & Franz Josef | \$1.3m | -4.4% | +56.3% | \$24.2m | +197.6% |
| Reefton | \$412k | +42.7% | -3.6% | \$6.5m | -5.3% |





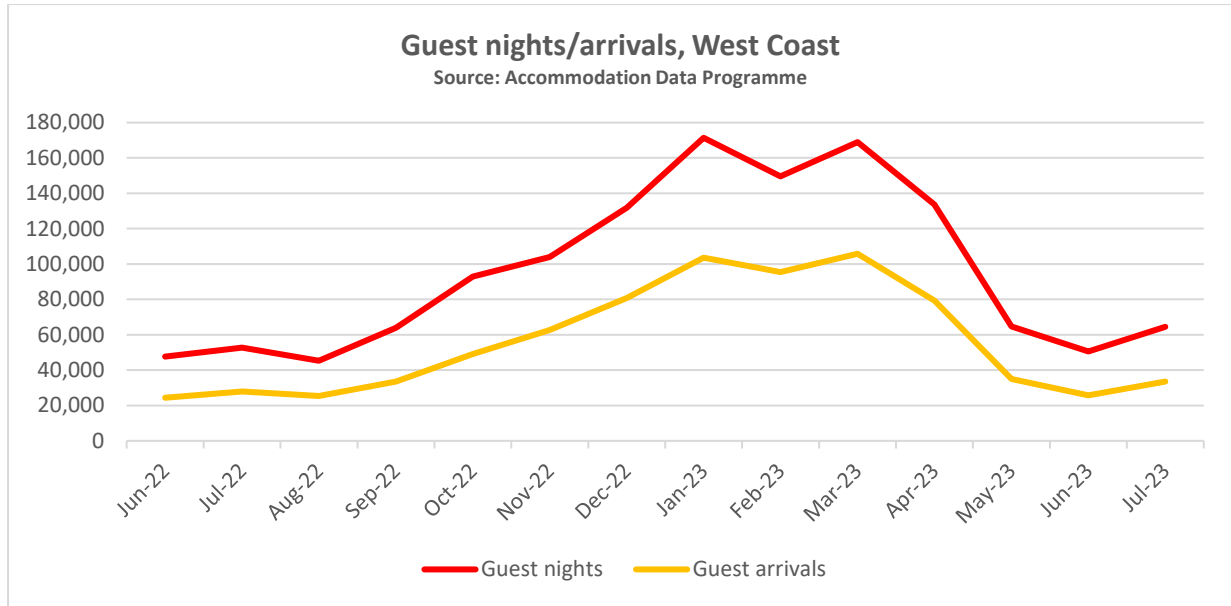


Accommodation

Commercial

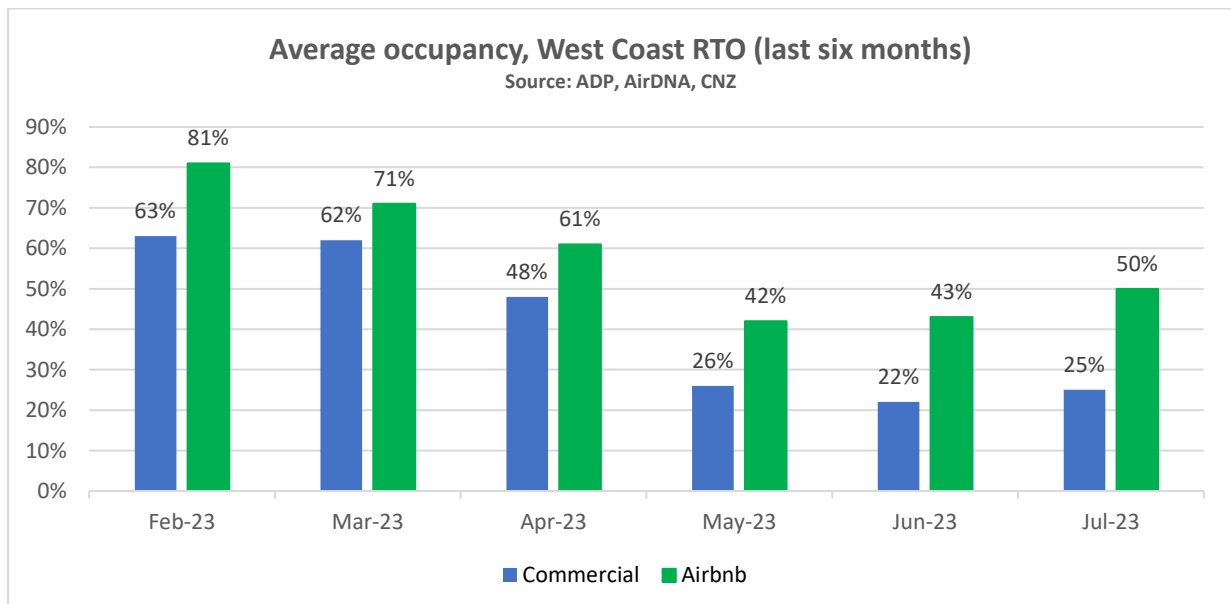
In total, 144 accommodation providers on the West Coast were registered on the ADP in July 2023, with 130 of these identifying as 'active'.

33,500 recorded guest arrivals spent 64,500 guest nights in commercial accommodation in the West Coast RTO area in July 2023. Guest arrivals were up 20% from July 2022 and guest nights up 22%. The average length of stay was 1.9 nights, below the national average of 2.2 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 2.3% of total guest nights in NZ for the month.

The average occupancy rate was 25%, below the national average of 49%. Occupancy in Grey District was 33%, followed by Westland District at 25% and Buller District at 22%.



Airbnb

A total of 554 active rentals in the West Coast region were listed on Airbnb in July 2023, a decrease of -5 listings from the previous month. Of these, 45% were in Westland District, 36% in Buller District and 20% in Grey District.

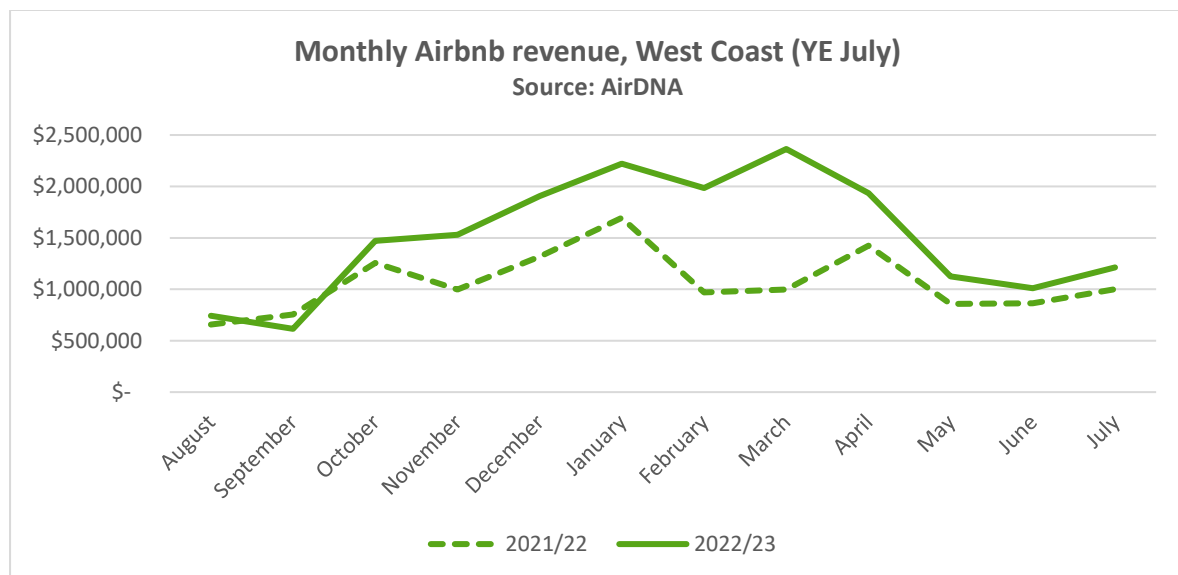
The average Airbnb occupancy rate in the region in July 2023 was 50%, an increase of 4 percentage points from same month last year.

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 (July 2023) | | | | | | | | | | |
|--|--------|------|---------|------|----------|-----|---------|-----|--------|-----|
| District | Luxury | | Upscale | | Midscale | | Economy | | Budget | |
| Westland District | \$314 | +4% | \$227 | +6% | \$194 | -6% | \$157 | -3% | \$138 | +2% |
| Buller District | \$303 | -12% | \$206 | +4% | \$185 | -3% | \$147 | -5% | \$110 | -1% |
| Grey District | \$283 | -10% | \$201 | -11% | \$162 | +3% | \$163 | +3% | \$111 | +7% |

Airbnb revenue for the month totaled \$1.2m in the West Coast region, up 70% from July 2019 and up 21% from July 2022.

A total of \$18.1m in Airbnb revenue was generated over the YE July 2023, up 42% or \$5.3m from the YE July 2022. Revenue increased by 69% in Westland, in Grey District by 31% and in Buller by 18% (compared to the previous twelve-month period).



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.