



Visitors

Visitors

1,472

MoM

↓ -5%

MoMYoY

↑ 104%

Visitors Across New Zealand

Visitors

22,405

MoM

↓ -3%

MoMYoY

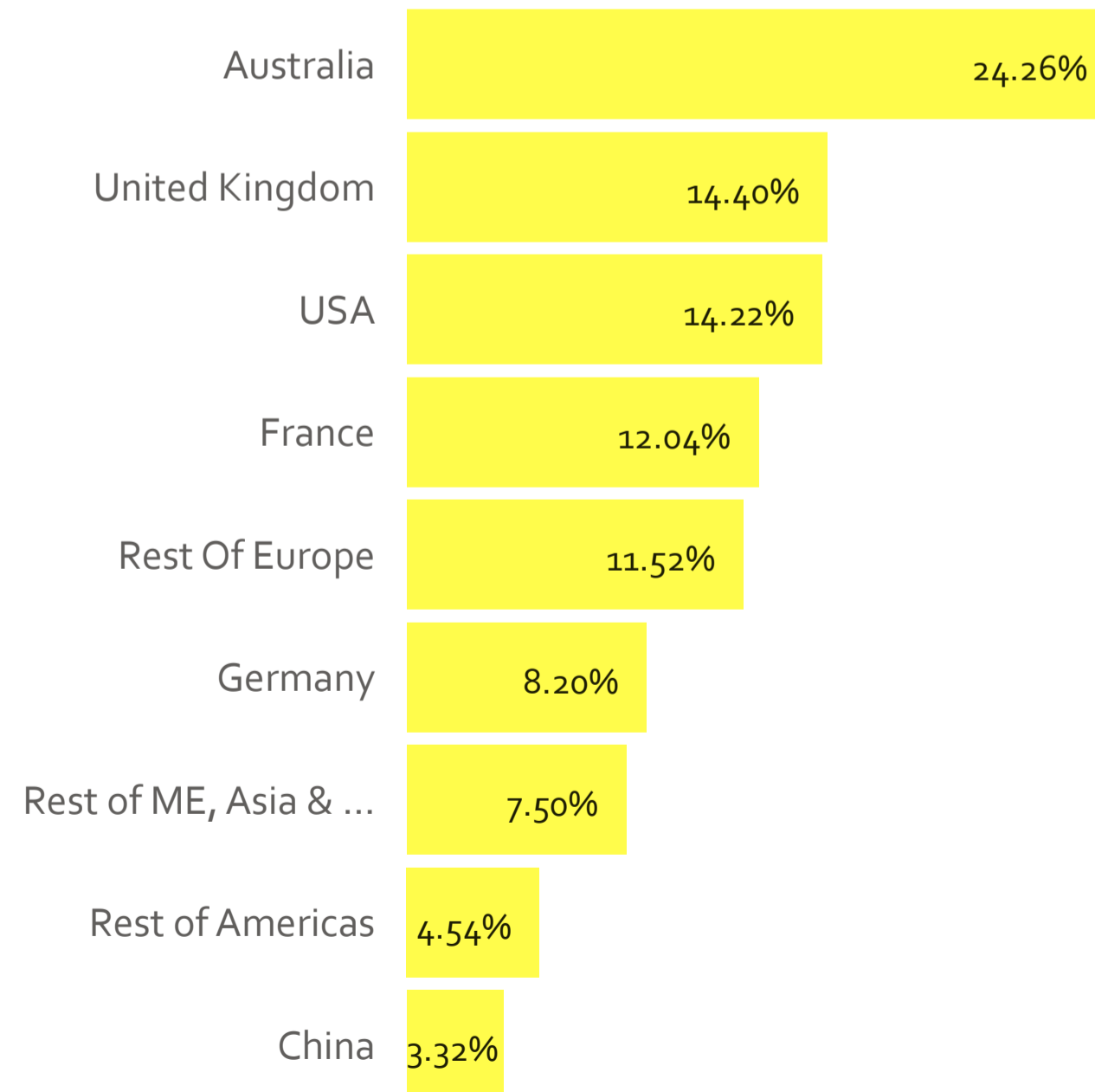
↑ 37%

Visitor Type ● Domestic ● International

22.04%

77.96%

International Visitor Origin



% of Visitors

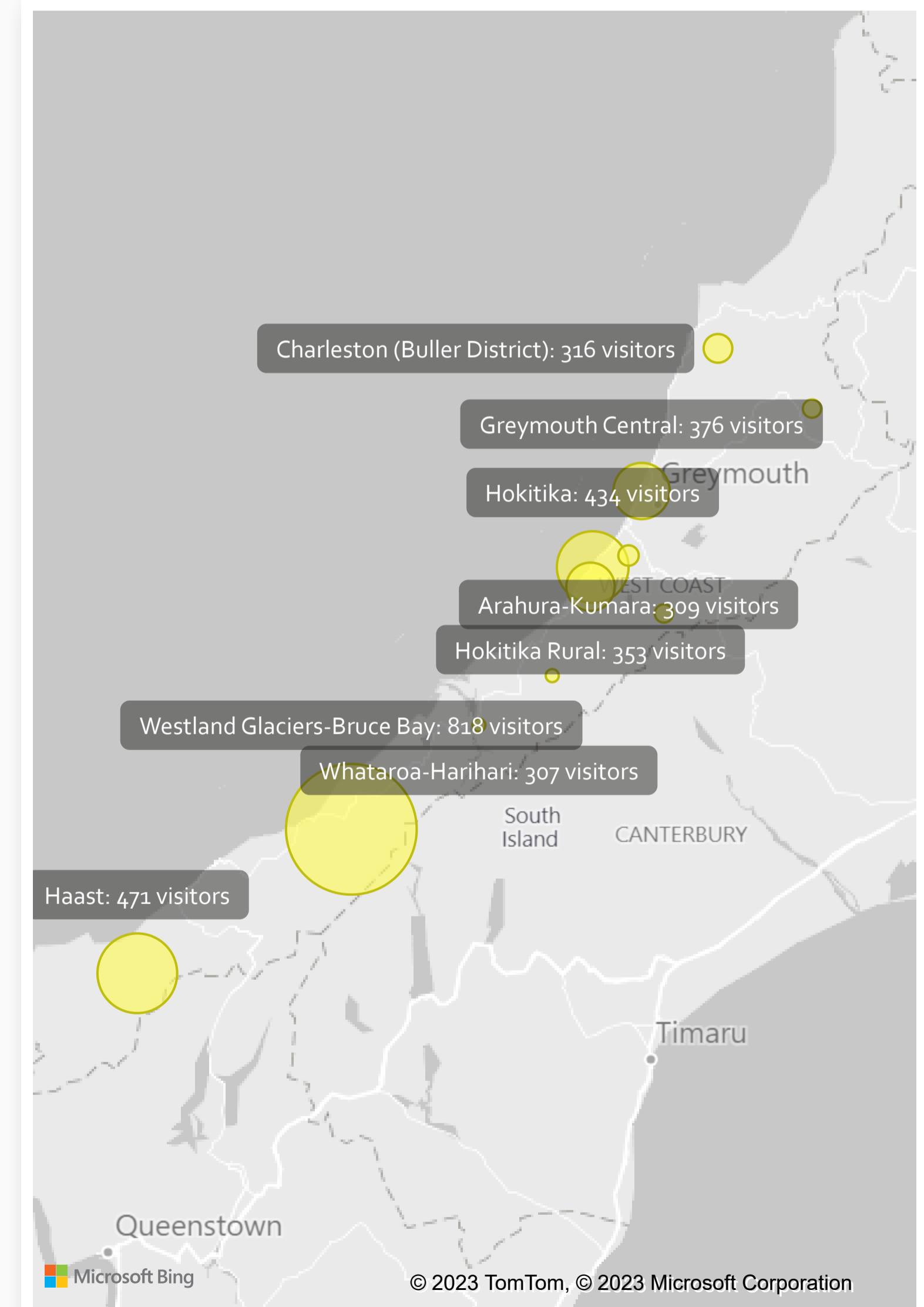
Top 10 Regions

Region	MoM %	MoMYoY %
Wellington RTO	1%	48%
Wanaka RTO	6%	97%
Waimate RTO	1%	29%
Taupo RTO	1%	
Ruapehu RTO	12%	118%
Rangitikei RTO	8%	74%
Queenstown RTO	2%	78%
Mackenzie RTO	10%	94%
Central Otago RTO	1%	54%
Area Outside RTO RTO	100%	

Bottom 10 Regions

Region	MoM %	MoMYoY %
Kawerau RTO	-48%	
Gisborne RTO	-24%	67%
Coastal Bay of Plenty RTO	-16%	37%
Nelson Tasman RTO	-16%	85%
Coromandel RTO	-14%	49%
Whanganui RTO	-13%	87%
Kaikoura RTO	-12%	101%
Marlborough RTO	-11%	108%
Taranaki RTO	-11%	78%
	-11%	

Visitor Hotspots





Overnight Stays

Overnight Stays

594

MoM

↓ -10%

MoMYoY

↑ 103%

Avg. Nights

1.99

Camping Stays

Paid Camp Stays

344

MoM

↓ -13%

Paid Avg. Nights

1.88

Free Camp Stays

79

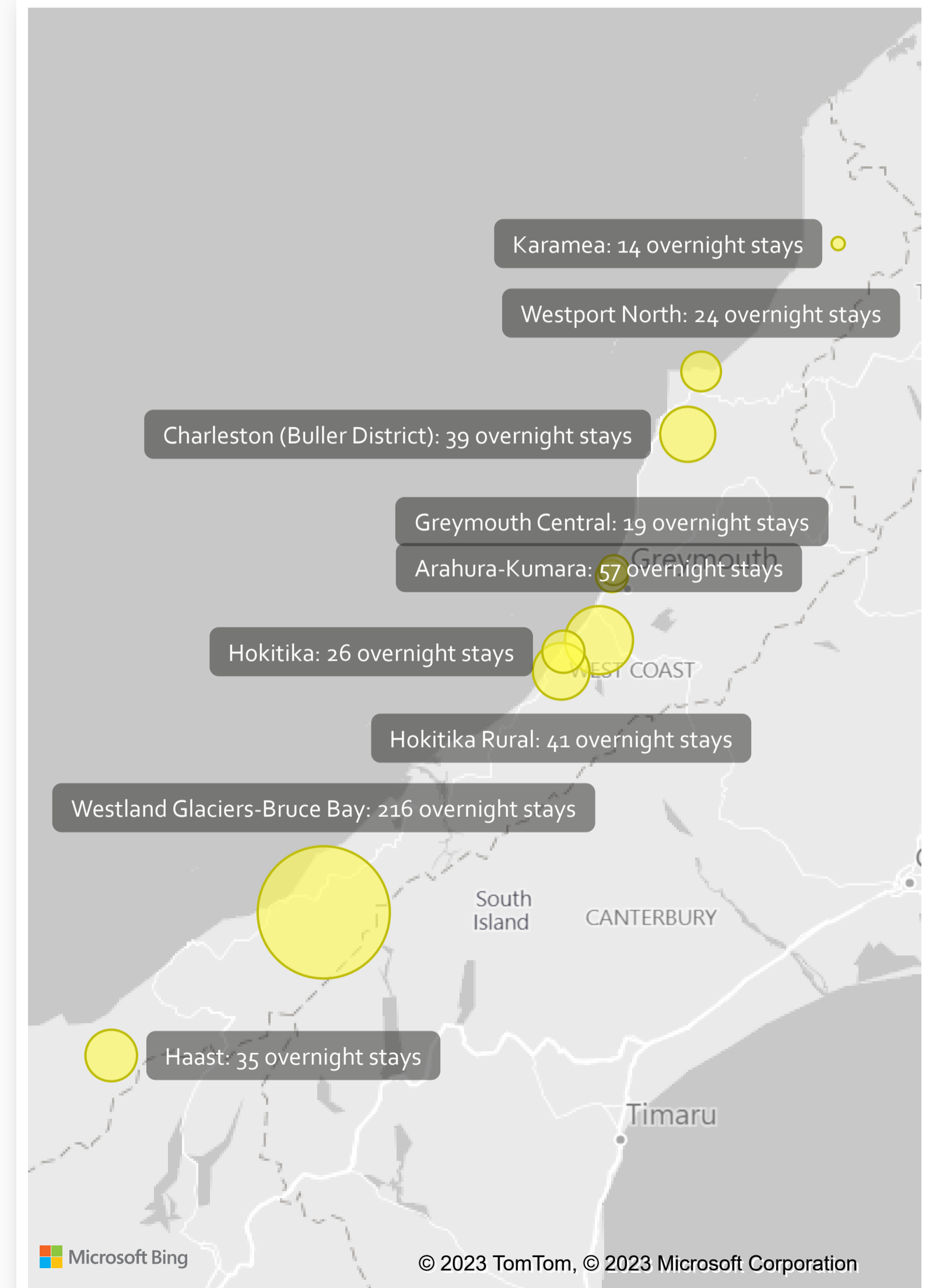
MoM

↓ -2%

Free Avg. Nights

1.25

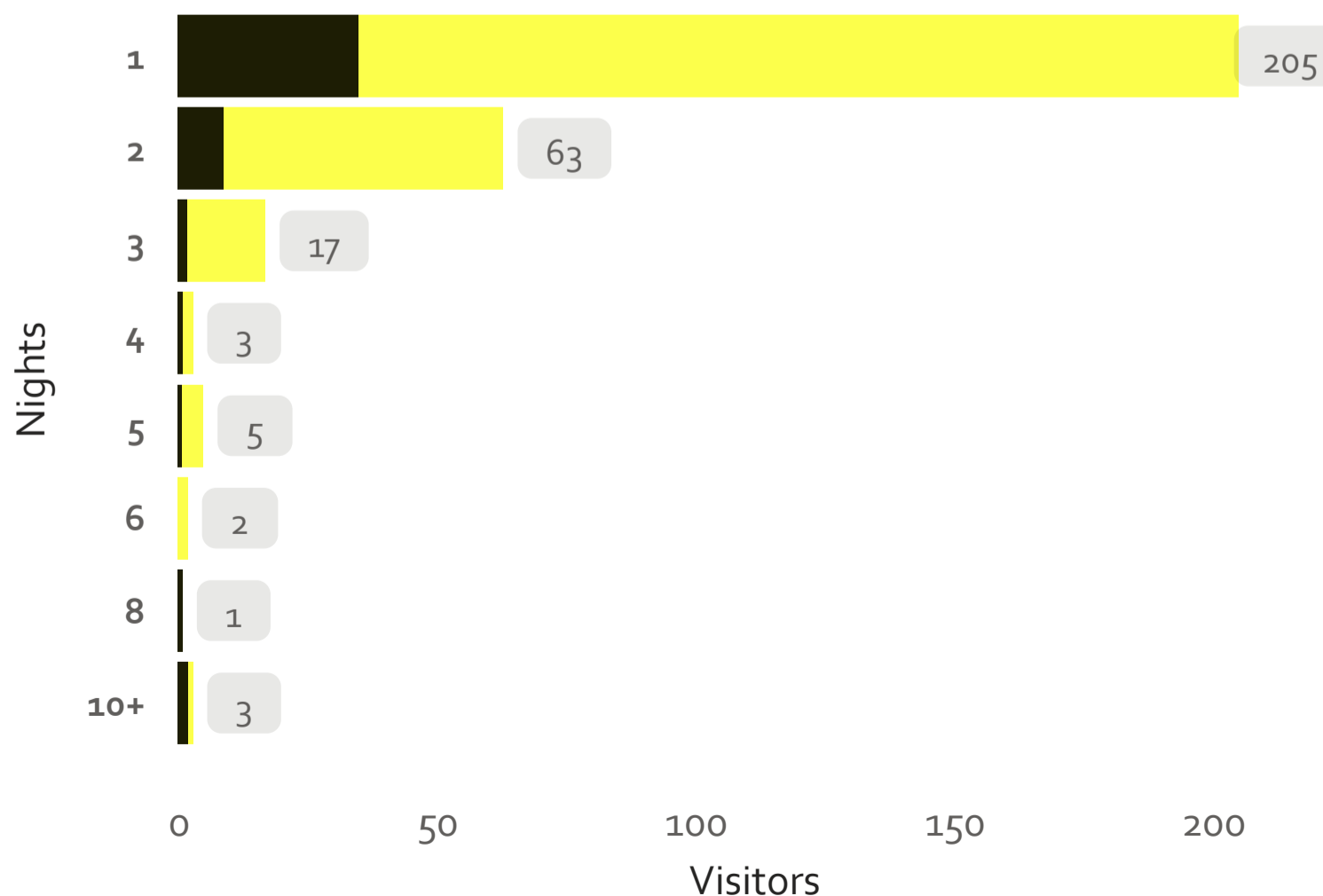
Overnight Stays Hotspots



Visitor Type ● Domestic ● International



Visitor Type ● Domestic ● International



Top 5 Localities for Paid Camps

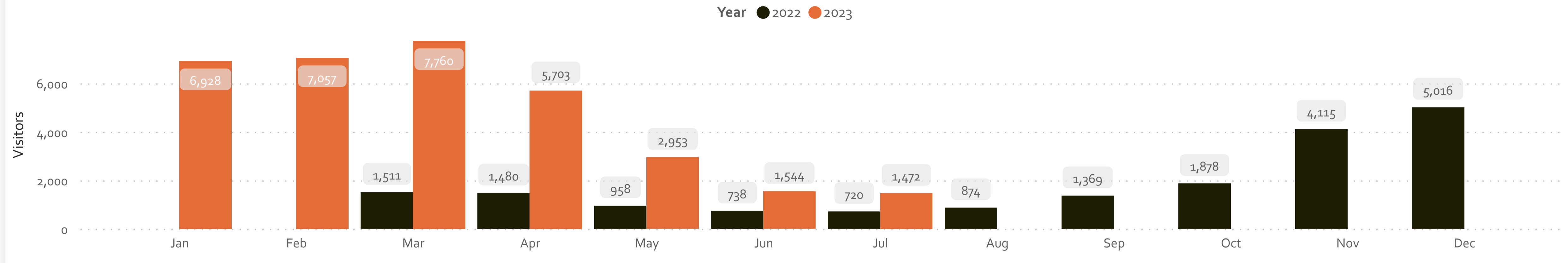
Locality	Overnight Stays	MoM	MoMYoY
Westland Glaciers-Bruce Bay	179	-10%	77%
Hokitika Rural	36	100%	125%
Haast	27	0%	350%
Hokitika	15	-42%	88%
Greymouth Central	12	-29%	140%

Top 5 Localities for Free Camps

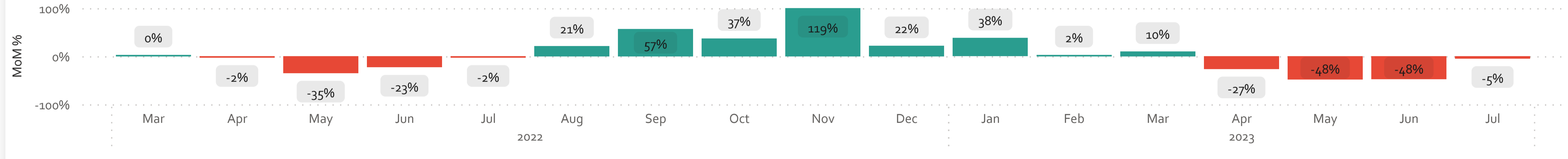
Locality	Overnight Stays	MoM	MoMYoY
Cobden	18	13%	200%
Arahura-Kumara	15	88%	114%
Charleston (Buller District)	14	-13%	600%
Westland Glaciers-Bruce Bay	12	9%	200%
Lake Brunner	5	150%	67%
Reefton	5	67%	150%



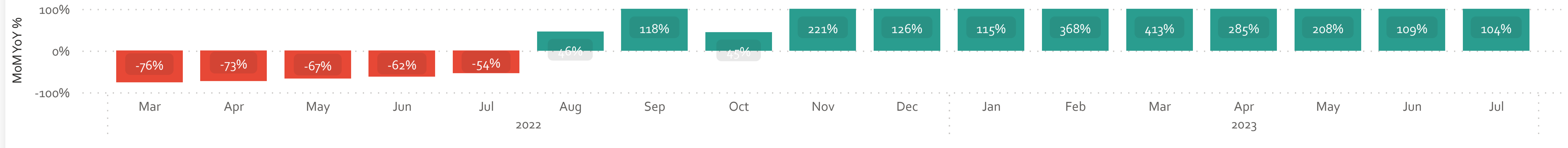
Visitors



MoM Change in Visitors



MoM YoY Change in Visitors





International Visitors

Region

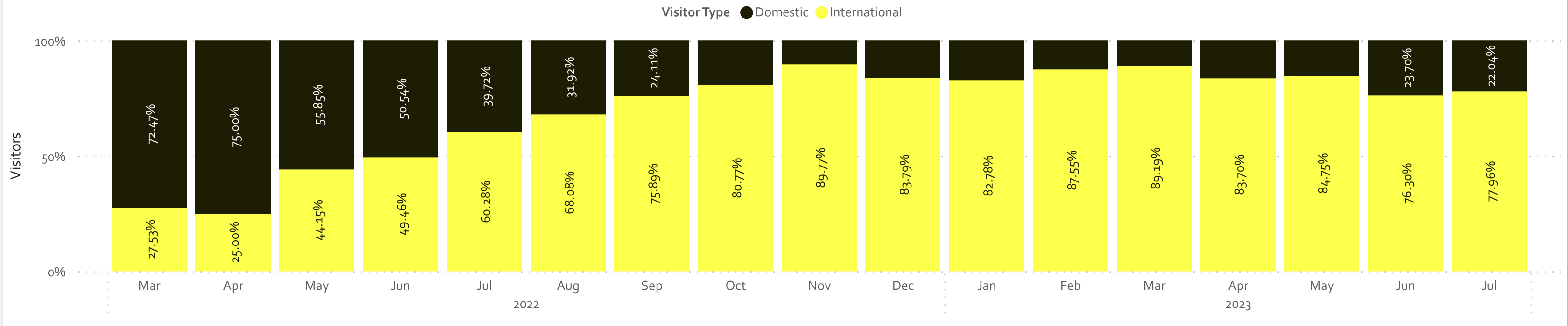
West Coast RTO

Time Period

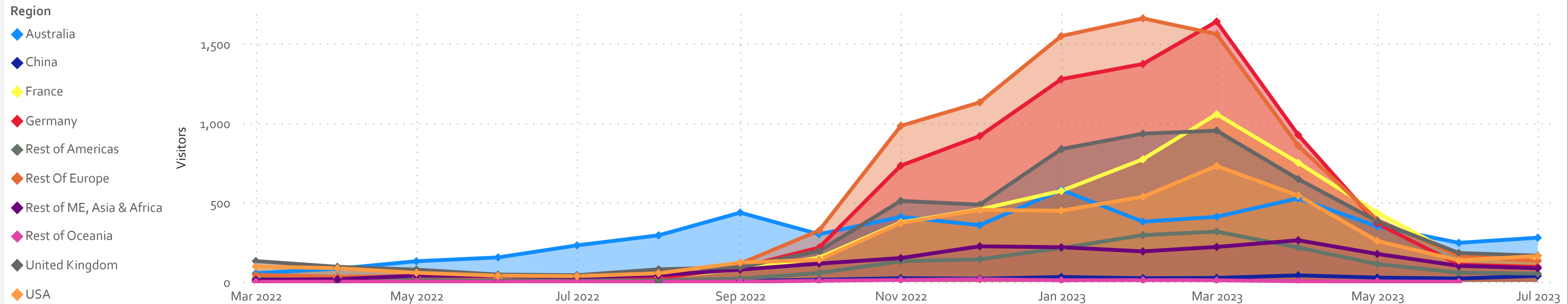
1/03/2022

31/07/2023

Domestic vs International Visitors



International Visitor Markets

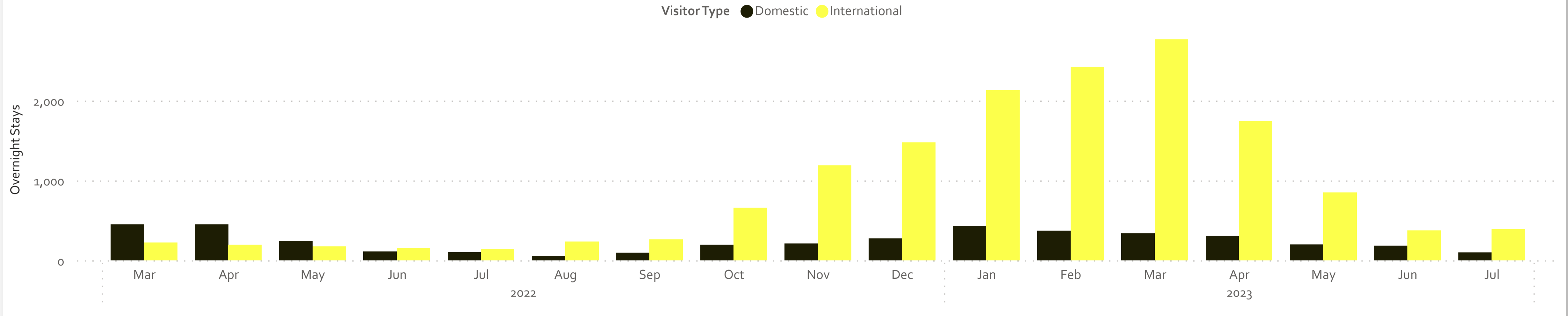




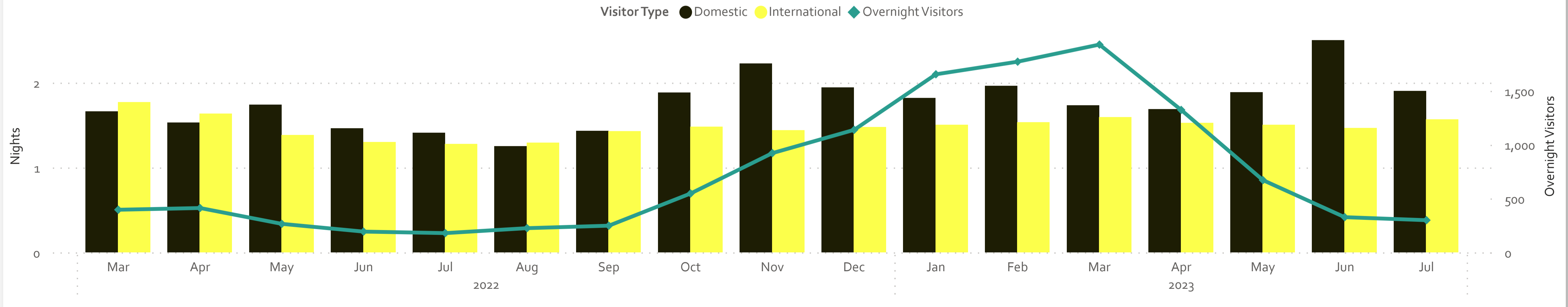
Visitors By Locality

Year	2022											2023							
Locality	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	May	June	July	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	3,342	1,698	797	818	19,752
International	165	168	239	233	276	385	664	962	2,496	2,642	8,230	3,632	3,897	4,566	3,049	1,551	678	705	18,078
Domestic	396	369	185	108	84	80	94	103	131	238	1,788	399	309	294	293	147	119	113	1,674
<input type="checkbox"/> Haast	378	397	267	199	183	299	467	631	1,606	1,760	6,187	2,476	2,572	2,888	1,987	1,021	471	471	11,886
International	116	116	137	136	135	235	408	559	1,513	1,600	4,955	2,188	2,374	2,680	1,792	922	403	399	10,758
Domestic	262	281	130	63	48	64	59	72	93	160	1,232	288	198	208	195	99	68	72	1,128
<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	1,707	832	391	316	11,037
International	88	82	95	66	81	107	258	487	1,432	1,498	4,194	2,177	2,304	2,603	1,517	734	311	254	9,900
Domestic	226	239	112	59	48	45	71	77	100	178	1,155	290	224	193	190	98	80	62	1,137
<input type="checkbox"/> Hokitika	399	462	295	214	188	258	406	538	1,262	1,514	5,536	2,081	2,194	2,410	1,759	921	484	434	10,283
International	115	129	141	117	128	186	330	455	1,164	1,314	4,079	1,783	1,981	2,192	1,537	815	398	352	9,058
Domestic	284	333	154	97	60	72	76	83	98	200	1,457	298	213	218	222	106	86	82	1,225
<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	1,533	865	433	376	9,270
International	91	86	123	88	112	153	251	390	1,056	1,146	3,496	1,653	1,749	1,987	1,339	742	337	306	8,113
Domestic	196	252	141	92	64	59	76	92	95	188	1,255	281	184	209	194	123	96	70	1,157
<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	1,402	732	387	353	8,684
International	78	100	132	105	138	134	260	425	1,022	1,124	3,518	1,666	1,677	1,897	1,243	657	328	301	7,769
Domestic	191	248	119	78	50	60	55	68	82	158	1,109	233	173	164	159	75	59	52	915
<input type="checkbox"/> Inangahua	341	361	268	177	151	182	241	440	1,046	1,202	4,409	1,655	1,649	1,771	1,239	696	340	308	7,658
International	124	105	114	86	88	116	189	343	931	998	3,094	1,366	1,447	1,565	1,040	581	257	248	6,504
Domestic	217	256	154	91	63	66	52	97	115	204	1,315	289	202	206	199	115	83	60	1,154
<input type="checkbox"/> Waitaha	213	271	173	142	148	178	286	395	964	1,130	3,900	1,680	1,700	1,891	1,241	656	333	307	7,808
International	56	83	89	83	107	141	243	346	907	1,005	3,060	1,499	1,575	1,778	1,115	593	288	274	7,122
Domestic	157	188	84	59	41	37	43	49	57	125	840	181	125	113	126	63	45	33	686
<input type="checkbox"/> Arahura-Kumara	195	320	207	147	147	181	307	416	891	1,078	3,889	1,552	1,495	1,712	1,191	707	341	309	7,307
International	54	89	105	80	100	133	244	351	825	932	2,913	1,348	1,346	1,584	1,044	623	287	253	6,485
Domestic	141	231	102	67	47	48	63	65	66	146	976	204	149	128	147	84	54	56	822
<input type="checkbox"/> Whataroa-Harihari	189	237	170	124	126	154	254	366	931	1,079	3,630	1,581	1,517	1,696	1,159	616	300	307	7,176
International	50	71	80	78	80	115	222	325	885	971	2,882	1,280	1,187	1,586	1,012	558	262	271	6,527

Overnight Stays



Avg. Number of Nights Stayed





Camper Mate



Overnight Stays at Campsites

Region

West Coast RTO



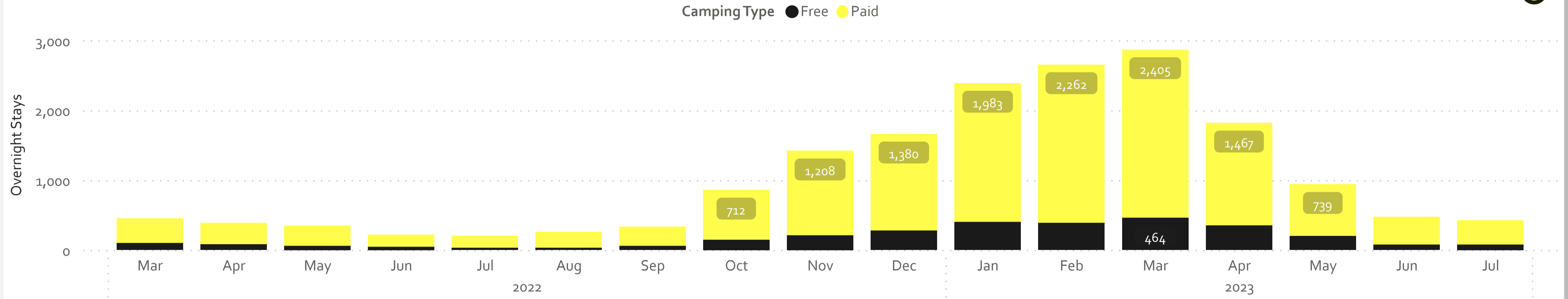
Time Period

1/03/2022

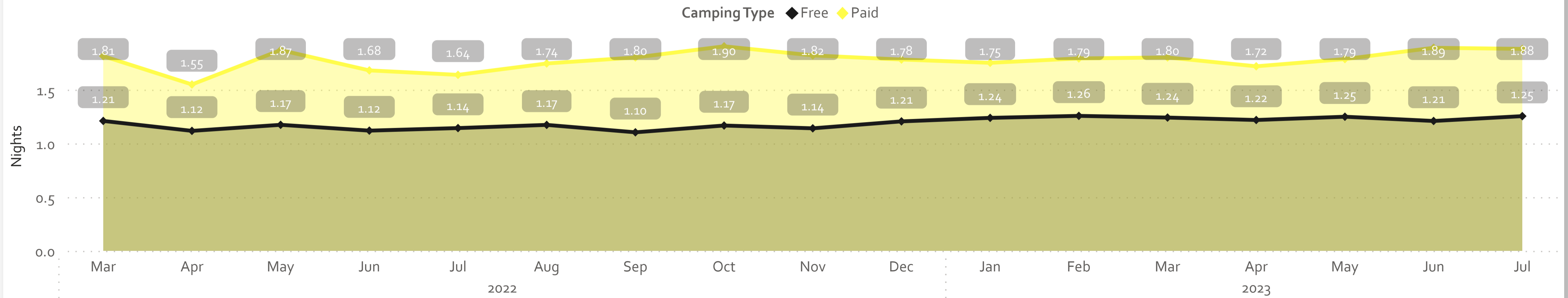
31/07/2023



Campsites Overnight Stays

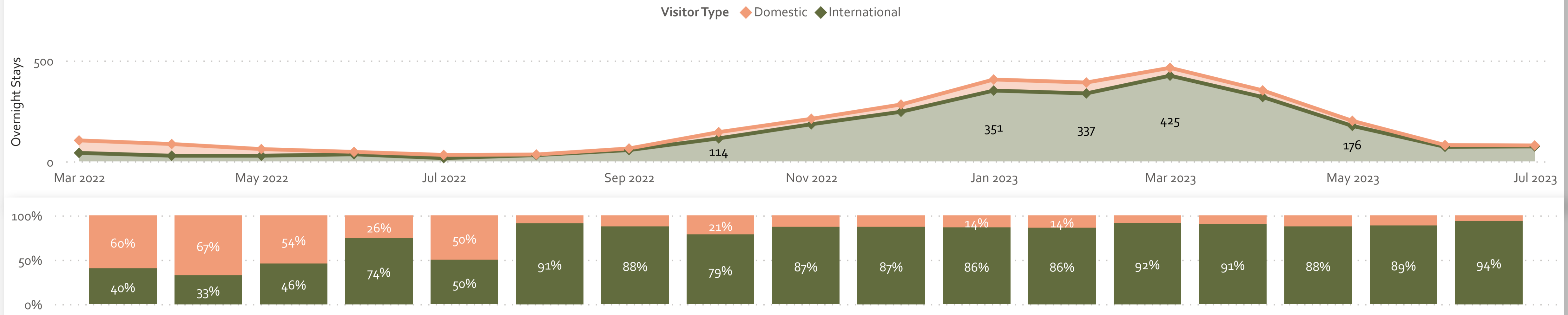


Avg. Nights Stayed at Campsites

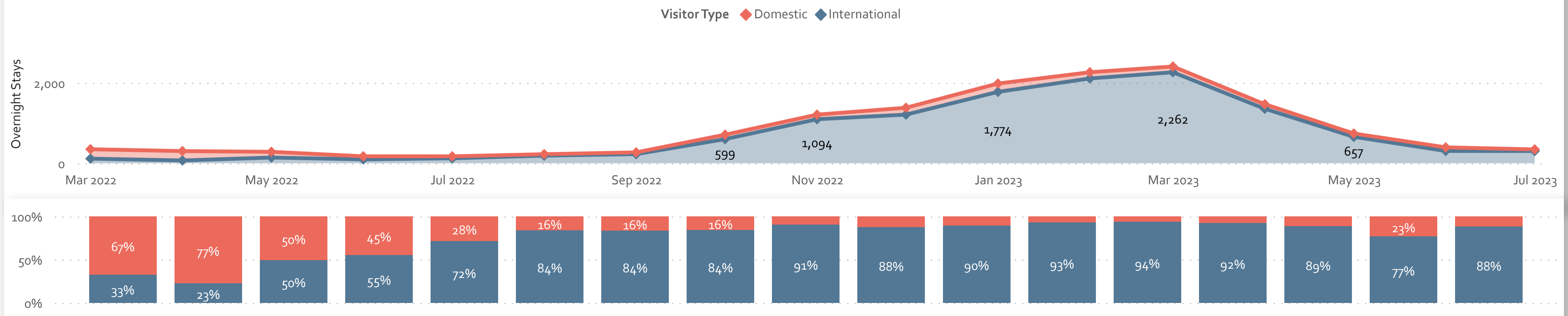




Who stays at free campsites?



Who stays at paid campsites?





Region

West Coast RTO



Time Period

1/03/2022

31/07/2023



% 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

31/07/2023



Popular Road Trips

Year

Number of Regions

Total



Terminology

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

MoMYoY - 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.