

West Coast Visitor Trends Report



August 2023

Key Visitor Figures:



71,505

Visitor Numbers



21,795

International
Visitors



\$10.1m

ECT Visitor Spend



24%

Commercial
Accommodation
Occupancy



44%

Airbnb
Occupancy





Dates & Events

Throughout the report, most figures in August 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).

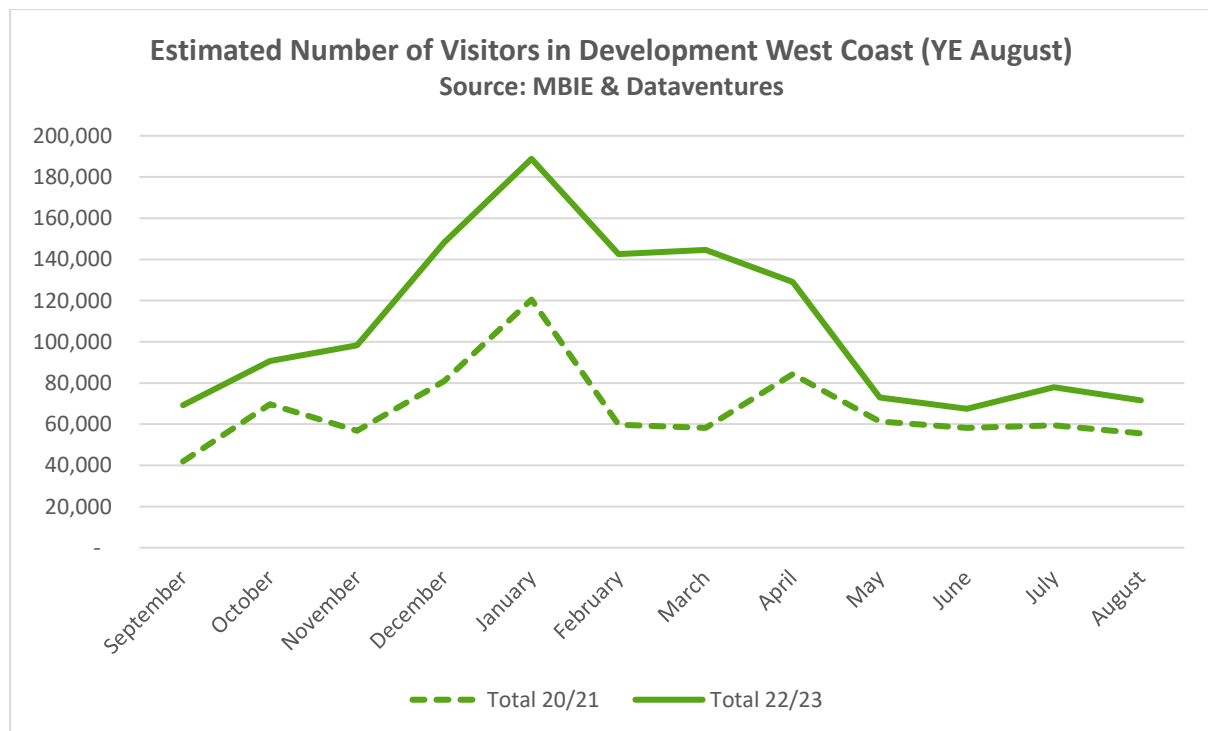
Visitor Numbers

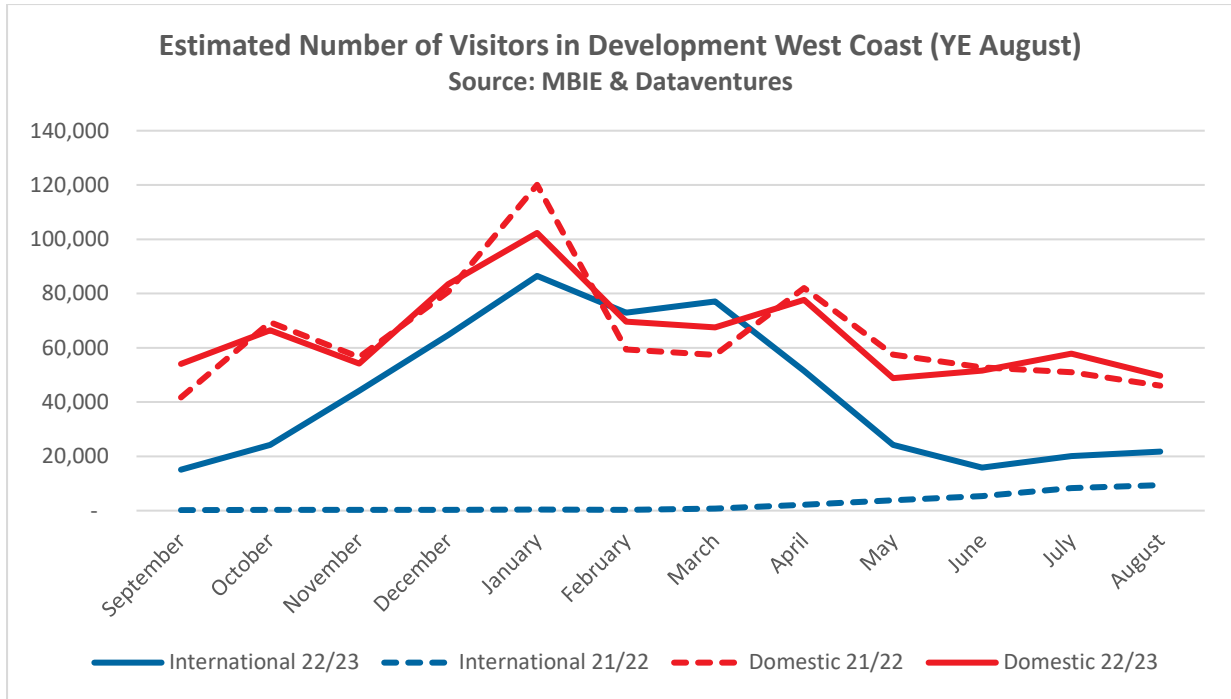
Visitor numbers are sourced from MBIE & Dataventures, which produce estimates for monthly unique local and visitor populations **in the West Coast RTO area** using phone data. 'Unique' means each person will only be counted once in each area they appear, regardless of how many times they appear or how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

A total estimate of 71,505 visitors were in the West Coast RTO area in August 2023. This was a decrease of -12% or -9,933 visitors from August 2019 and an increase of 29% or 16,026 visitors compared to August 2022.

Domestic visitors made up an estimated 49,710 of these visitors. Domestic visitor counts were up by 17% or 7,146 visitors from August 2019 and up by 8% or 3,630 visitors from August 2022.

International visitors made up 21,795 of the estimated visitor numbers in August 2023. The international counts decreased by -44% or -17,079 visitors from August 2019 and increased by 12,396 from August 2022.





Over the YE August 2023 period, an average estimate of 108,446 visitors were in the West Coast RTO area each month. This increased by 61% compared to the previous 12-month period, equivalent to an increase of 41,263 visitors per month.

An average of 65,271 of these were domestic visitors, an increase of 1% or 727 visitors per month compared to the YE August 2022.

An average of 43,175 international visitors were in the West Coast RTO area each month during the August 2023 year. This was an average increase of 40,536 per month when compared to the YE August 2022.

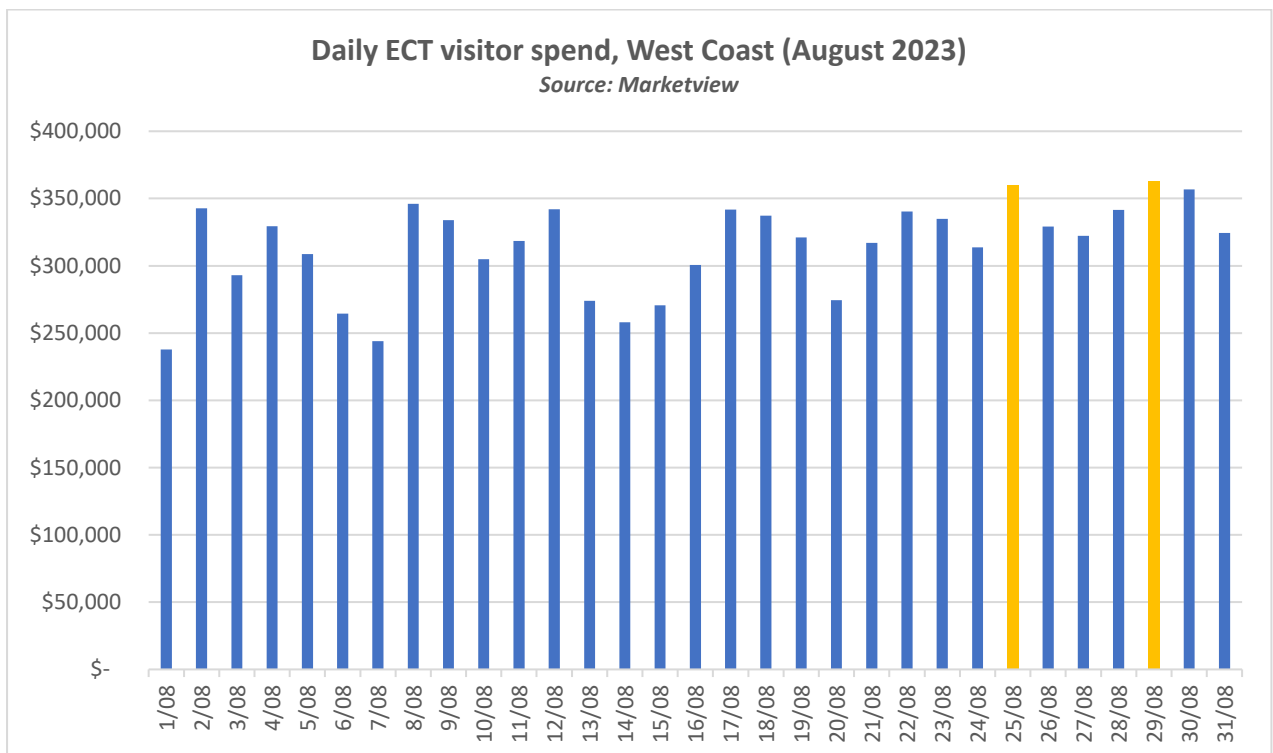
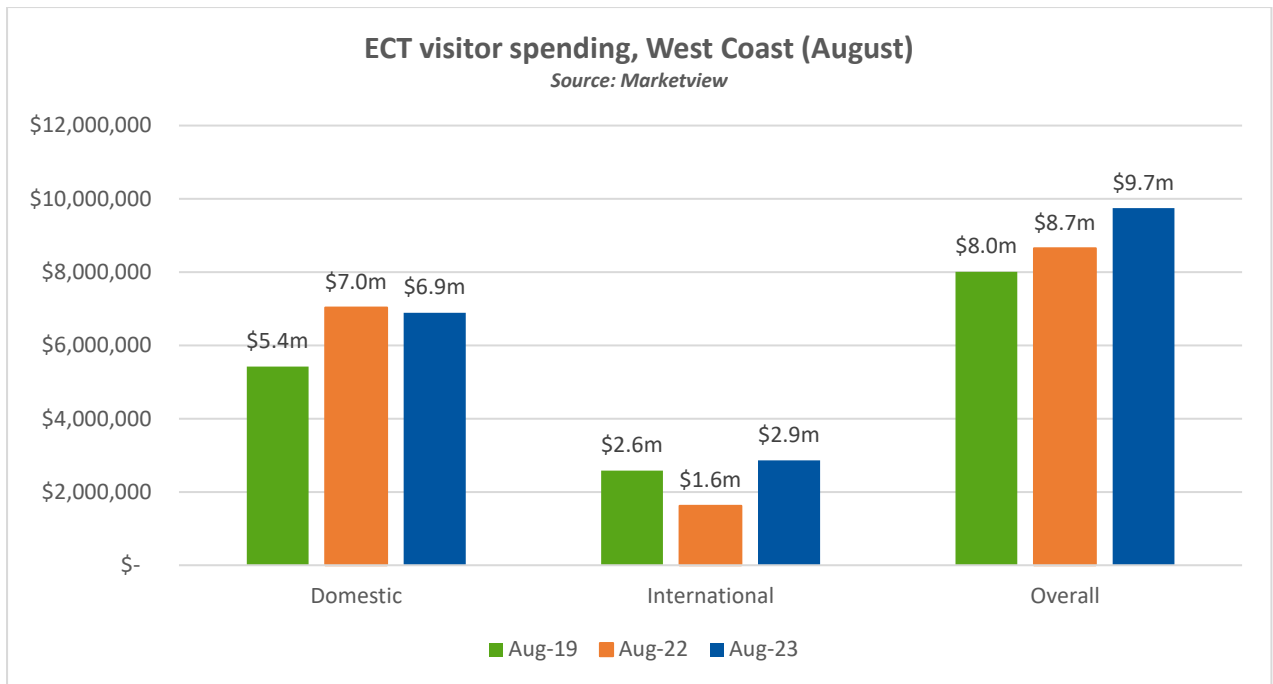
Visitor Spending

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 August 2023 was \$9.7m, up 22% or \$1.7m from August 2019 and up 13% or \$1.1m from August 2022.

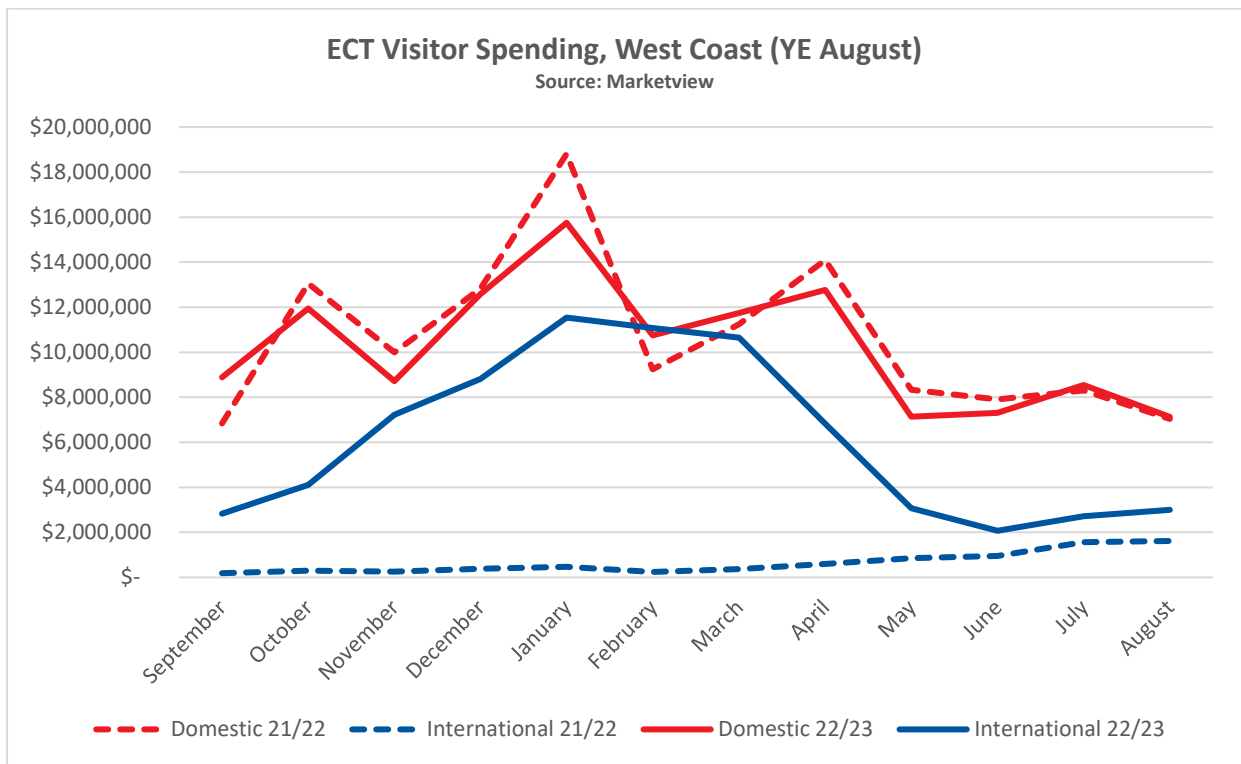
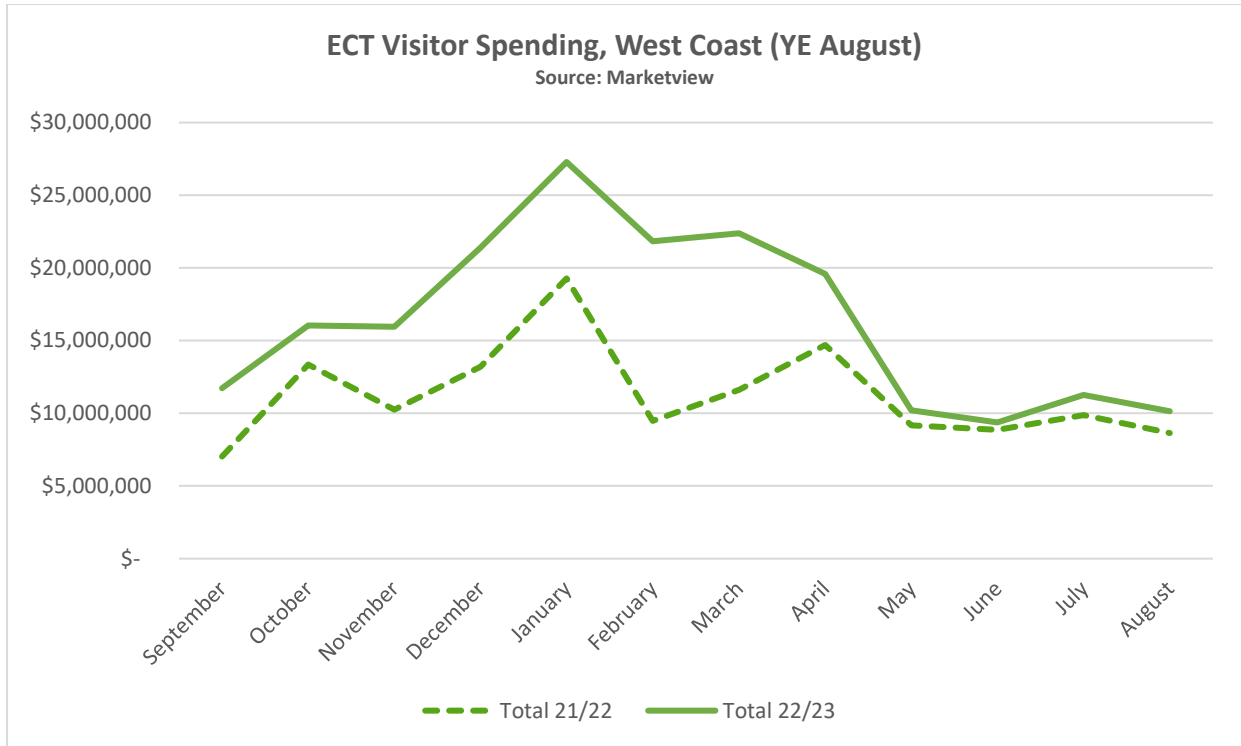
ECT spending by domestic visitors made up \$6.9m of this, up 27% or \$1.5m from August 2019 and down -2% or \$146.3k from August 2022. International ECT visitor spend for the month was \$2.9m, up 11% or \$277k from August 2019 and up 77% or \$1.2m from August 2022.

Spending in Westland District made up 44% of monthly visitor spending in the West Coast region in August 2023, followed by Grey District (30%) and Buller District (24%). Average daily ECT visitor spending for August 2023 was \$314,399.



Daily ECT visitor spending was highest on Tuesday 29th and Friday 25th August 2023 at \$363k and \$360k respectively.

Visitors from Canterbury made up the largest share of domestic ECT visitor spending in the West Coast in August 2023 at 42%, followed by visitors from Otago (13%); Tasman (8%); Auckland (7%); and Marlborough (6%).



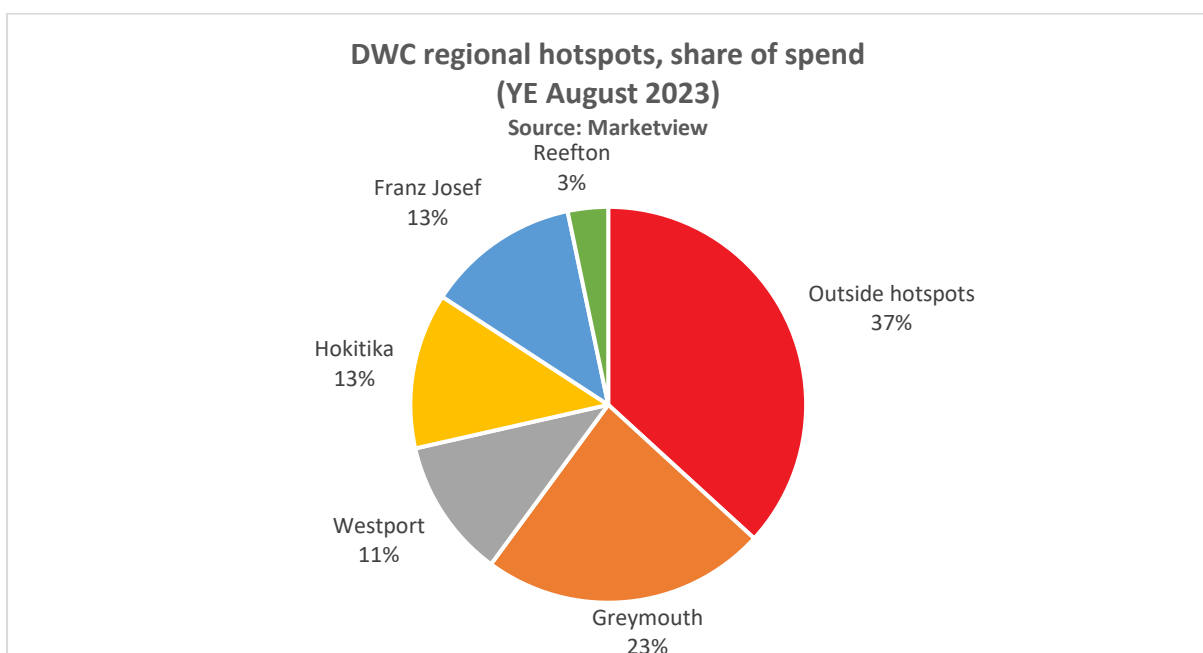
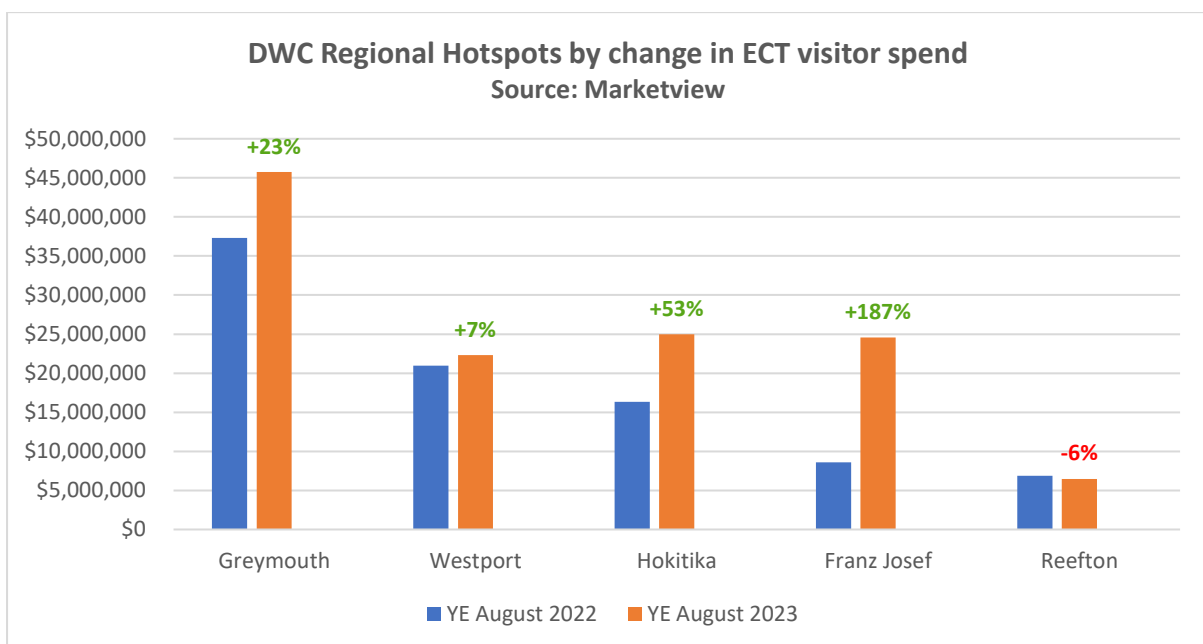
ECT visitor spending for the YE August 2023 was \$196m, up 45% or \$60.9m from YE August 2022.

Domestic ECT visitor spending for the YE August 2023 was \$123m, down -3.9% or -\$4.9m compared to the previous 12-month period. ECT spending by international visitors was \$73.7m, up \$65.9m from the YE August 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 August 2023.

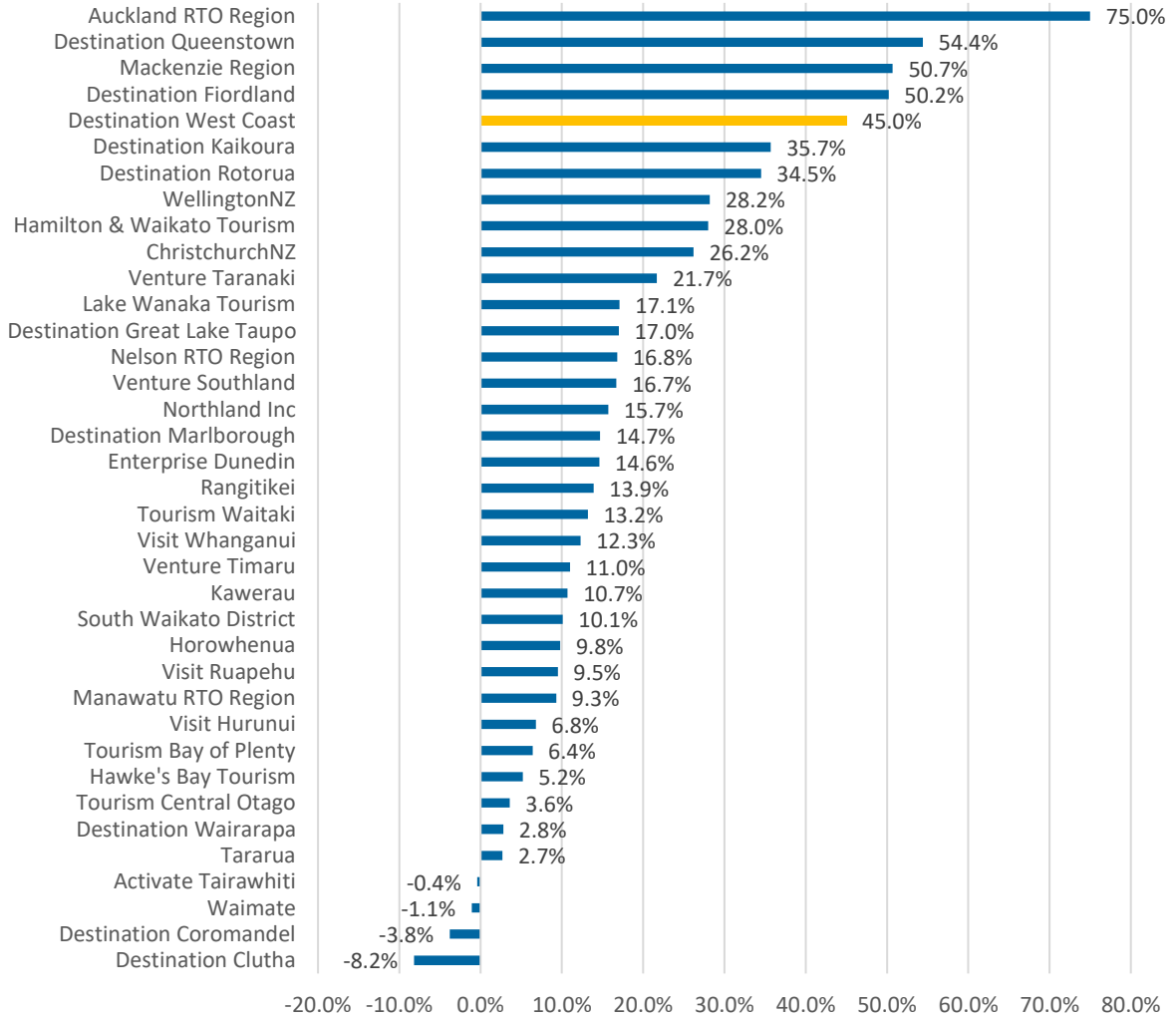
Hotspot	August 2023 spend	Change from August 2019	Change from August 2022	YE August 2023 spend	Change from YE August 2022
Greymouth	\$2.6m	+22.2%	+2.6%	\$45.7m	+22.5%
Westport	\$1.2m	+39.2%	+5.9%	\$22.3m	+6.5%
Hokitika	\$1.2m	+34.8%	+26.7%	\$25.0m	+53.2%
Fox & Franz Josef	\$1.2m	+5.5%	+52.6%	\$24.6m	+186.5%
Reefton	\$296k	+18.8%	-10.1%	\$6.5m	-6.1%





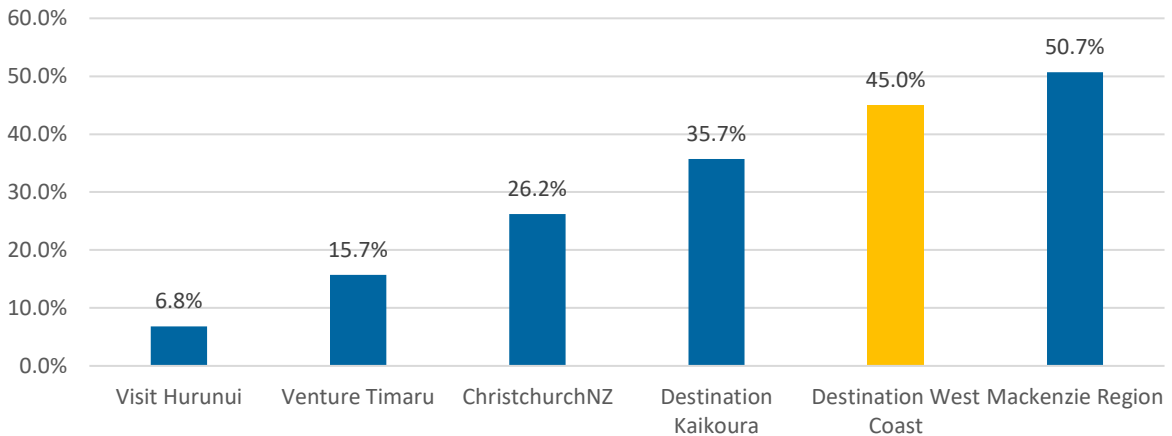
RTO spend change, YE August 2023 vs YE August 2022

Source: Marketview



Central South Island, spend change by RTO, YE August 2023 vs YE August 2022

Source: Marketview

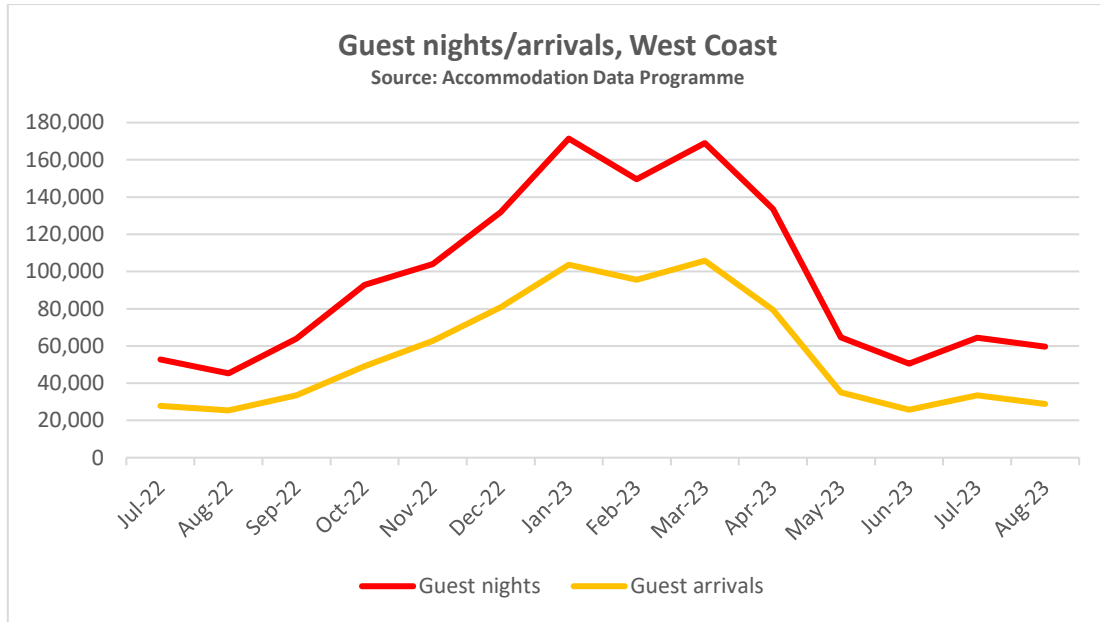


Accommodation

Commercial

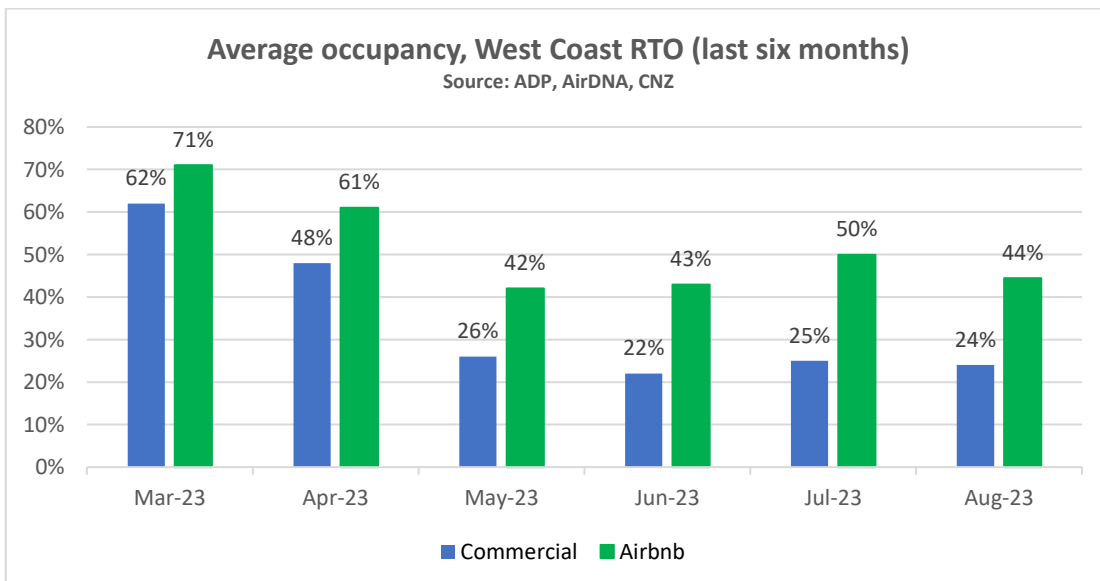
In total, 143 accommodation providers on the West Coast were registered on the ADP in August 2023, with 133 of these identifying as 'active'.

28,800 recorded guest arrivals spent 59,700 guest nights in commercial accommodation in the West Coast RTO area in August 2023. Guest arrivals were up 13% from August 2022 and guest nights up 32%. The average length of stay was 2.1 nights, the same as the national average.



Of these guest nights, 52% were spent in the Westland District, 22% in Buller District and 26% 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 24%, below the national average of 48%. Occupancy in Grey District was 33%, followed by Westland District at 24% and Buller District at 19%.





Airbnb

A total of 534 active rentals in the West Coast region were listed on Airbnb in August 2023, a decrease of -20 listings from the previous month. Of these, 44% were in Westland District, 36% in Buller District and 21% in Grey District.

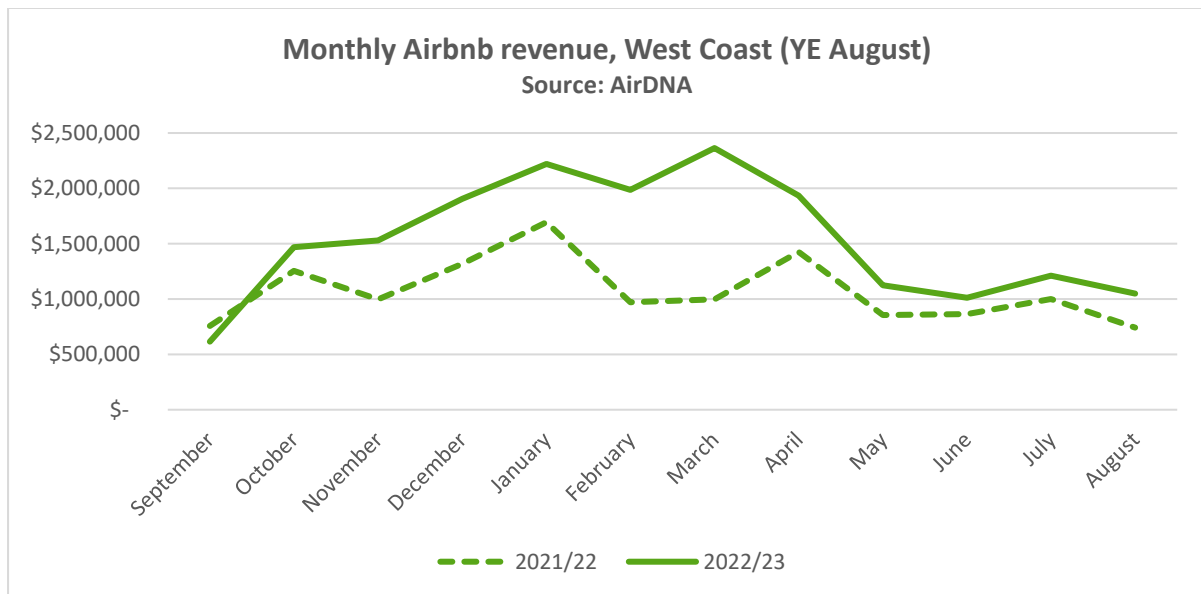
The average Airbnb occupancy rate in the region in August 2023 was 44%, an increase of 3 percentage points from same month last year.

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 (August 2023)										
District	Luxury		Upscale		Midscale		Economy		Budget	
Westland District	\$313	+11%	\$239	+12%	\$201	+27%	\$172	+17%	\$138	+5%
Buller District	\$313	+8%	\$198	+2%	\$183	+9%	\$156	+19%	\$113	+12%
Grey District	\$302	+10%	\$200	+17%	\$166	+29%	\$154	+15%	\$112	+27%

Airbnb revenue for the month totaled \$1.0m in the West Coast region, up 65% from August 2019 and up 42% from August 2022.

A total of \$18.4m in Airbnb revenue was generated over the YE August 2023, up 43% or \$5.5m from the YE August 2022. Revenue increased by 68% in Westland, in Grey District by 34% and in Buller by 20% (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.