



Destination Analytics Report:

Prepared for Christchurch

February 2023

About this report:

Destination management planning requires real-time and actionable insights to inform strategy and measure success. This includes understanding visitors and how a destination delivers on visitor needs and expectations. TripTech data is collected from real-time passenger movements and actions which reflect actual visitation. When compared to tourism surveys and studies, the TripTech Destination Management Report equips tourism businesses with a monthly data-driven view of specialised passenger driven movement dashboards. The following pages include a breakdown of each in detail.

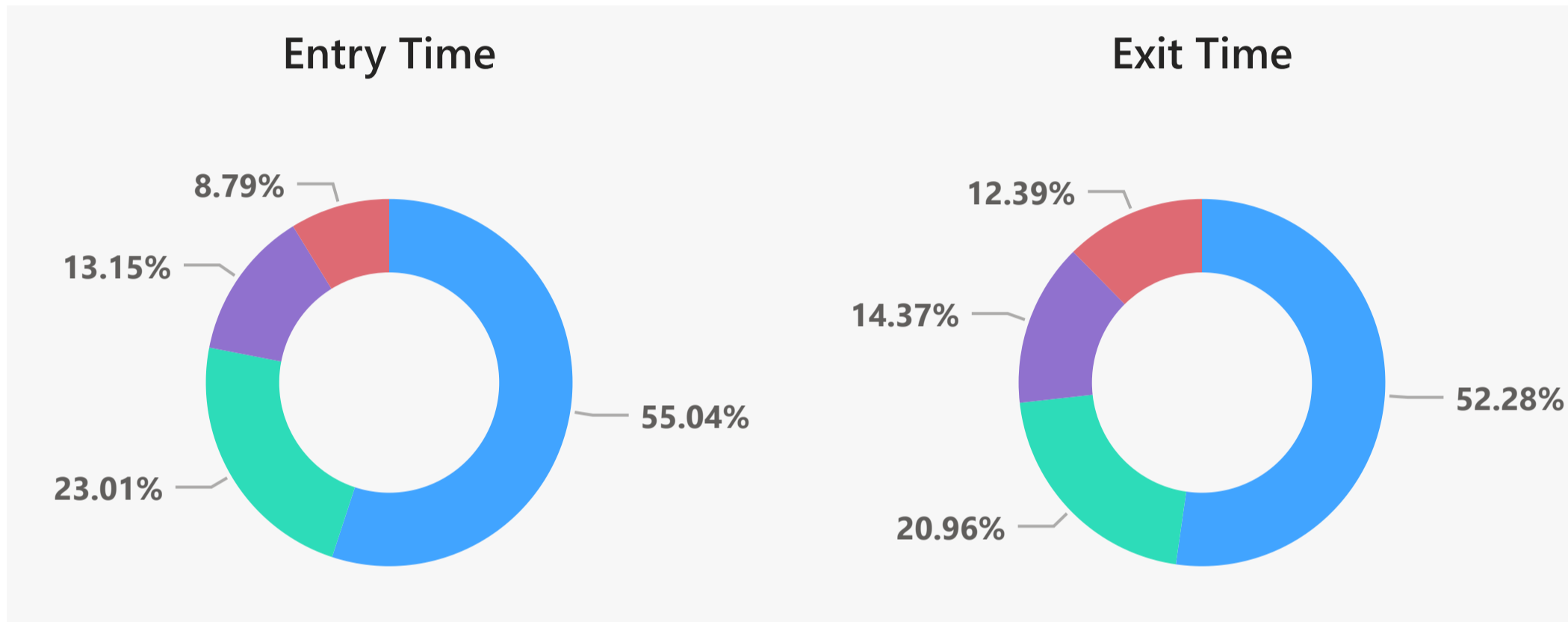


Monthly Regional Dashboard

Visitors
 11,667 ▲ 3% Prior Period
 ▲ 121% Prior Year

Overnight Stays
 6099 ▲ 8% Prior Period
 ▲ 571% Prior Year

Avg. Nights Stayed
 2.10 ▼ -2% Prior Period
 ▲ 52% Prior Year



Country of Origin

Country	% of Visitors
New Zealand	25.6%
Germany	15.3%
United Kingdom	11.7%
France	8.5%
United States	8.0%

Top 5 Resident Localities

Home Locality	% of Visitors
Christchurch	1.4%
Central-South	
Christchurch	1.2%
Airport	
Islington-Hornby Industrial	1.2%

Top 5 Resident Regions

Home Region	% Visitors
Christchurch	59.0%
Nelson Tasman RTO	7.7%
Auckland RTO	3.7%
Wellington RTO	3.5%
South Canterbury	3.2%

National Visitor Numbers Region Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Dunedin RTO	12%	223%	Gisborne RTO	-48%	-7%
Southland	12%	195%	Hawke's Bay RTO	-41%	9%
Fiordland	12%	450%	Coromandel RTO	-36%	29%
Clutha	11%	228%	Northland RTO	-33%	45%
South Canterbury	9%	180%	Tararua	-23%	62%
Waitaki RTO	8%	241%	Auckland RTO	-12%	38%
MacKenzie	6%	356%	Central Otago RTO	-11%	143%
Queenstown	4%	249%	Waikato RTO	-10%	91%
Christchurch	3%	121%	North Canterbury	-9%	209%
Ruapehu RTO	3%	346%	Wellington RTO	-9%	94%

Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	19.8%
West Coast RTO	19.5%
North Canterbury	18.6%
MacKenzie	13.9%
Nelson Tasman RTO	4.6%

Top 5 Next Regions

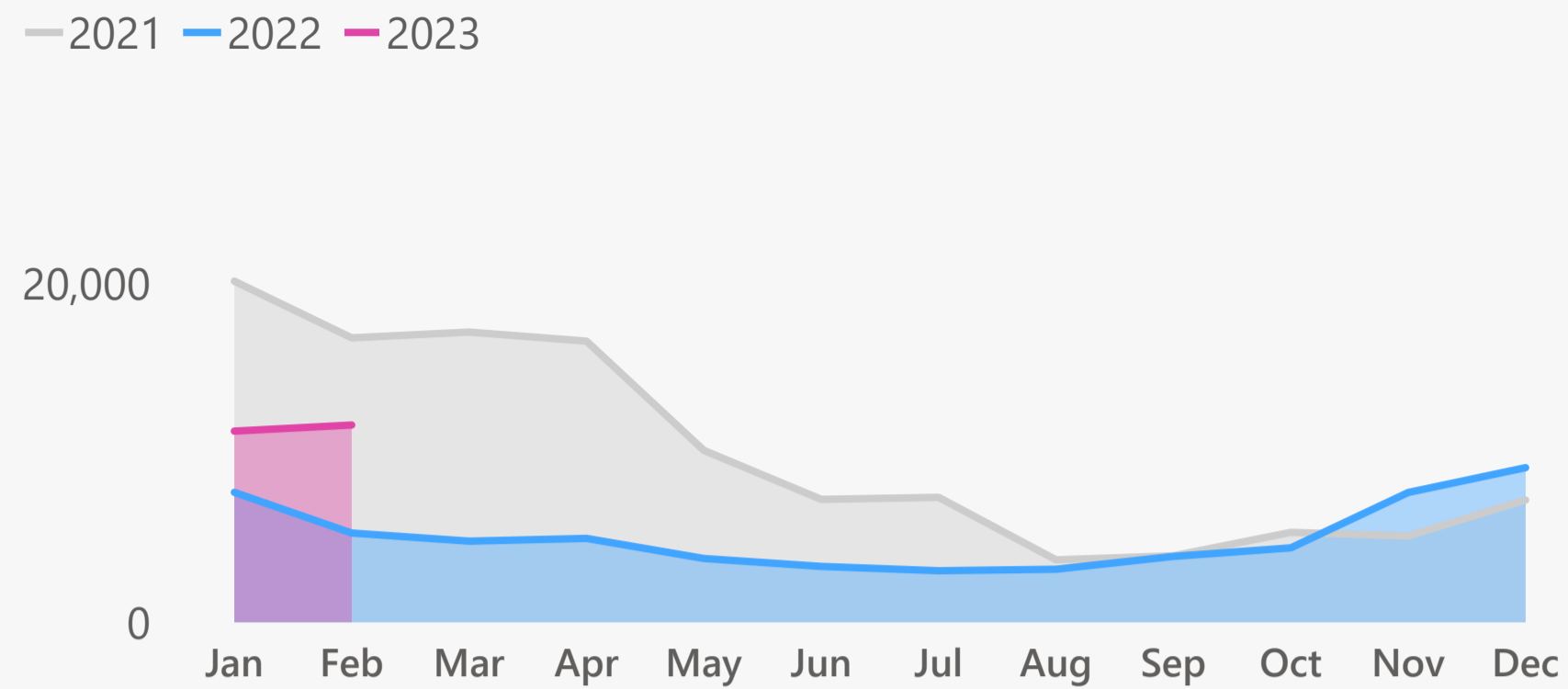
Went To Region	% of Visitors
South Canterbury	20.1%
North Canterbury	18.9%
West Coast RTO	18.3%
MacKenzie	17.0%
Nelson Tasman RTO	4.2%



Total Visitors

11,667

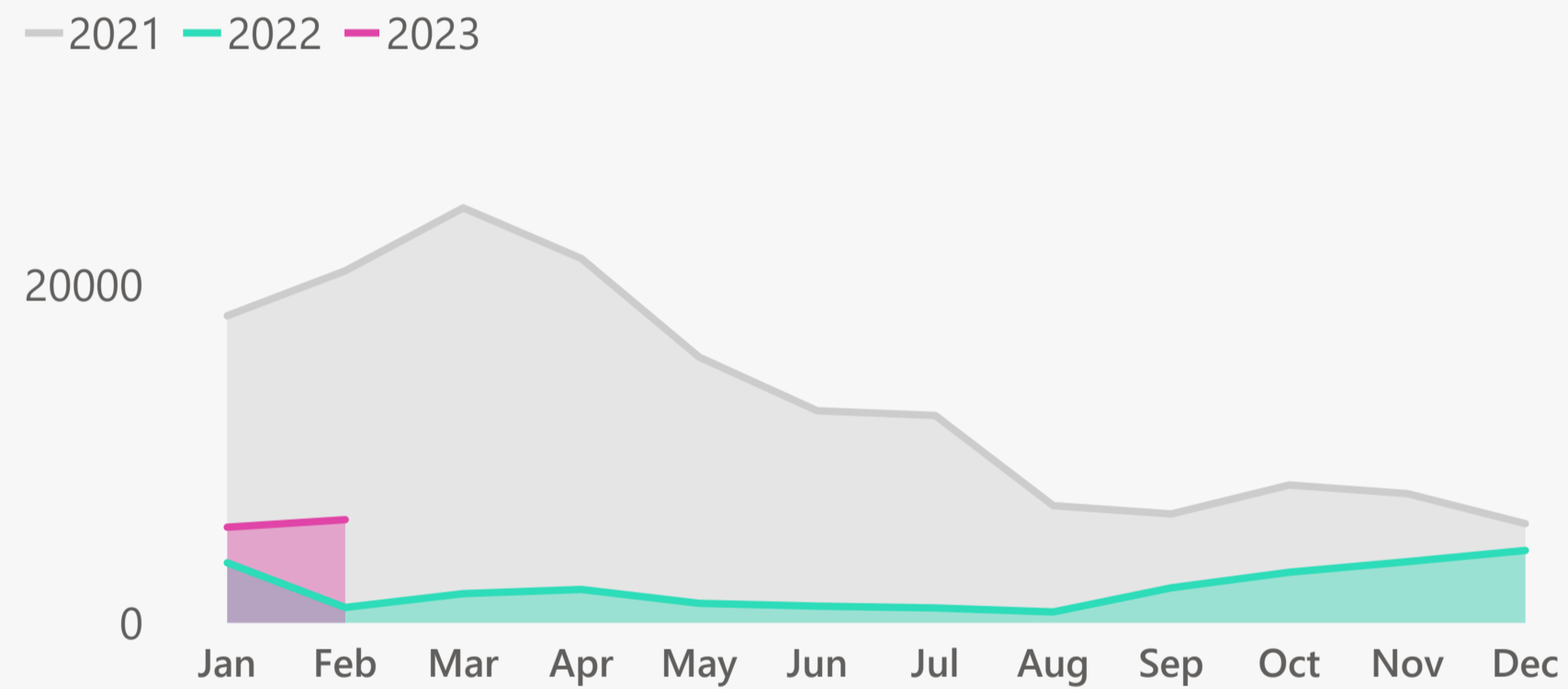
3% Prior Period
121% Prior Year



Overnight Stays

6099

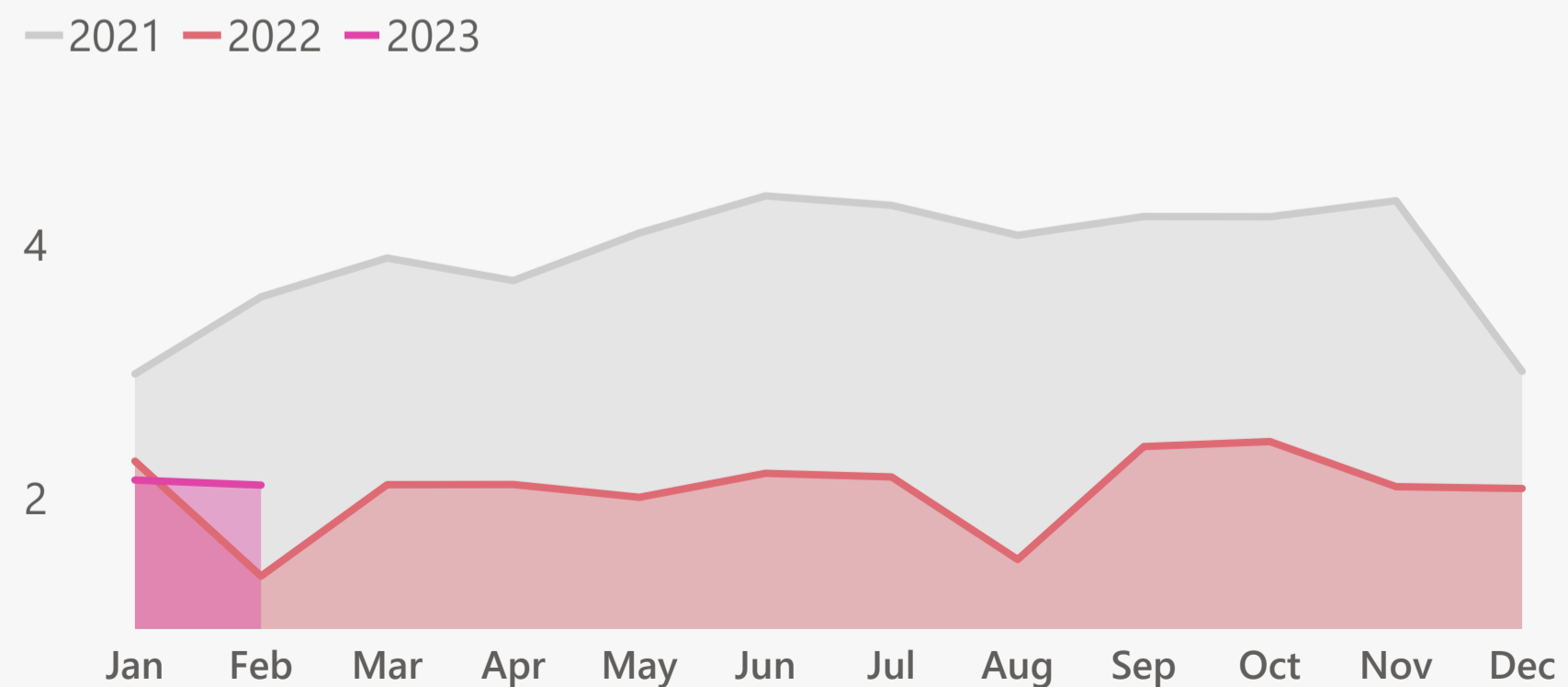
8% Prior Period
571% Prior Year



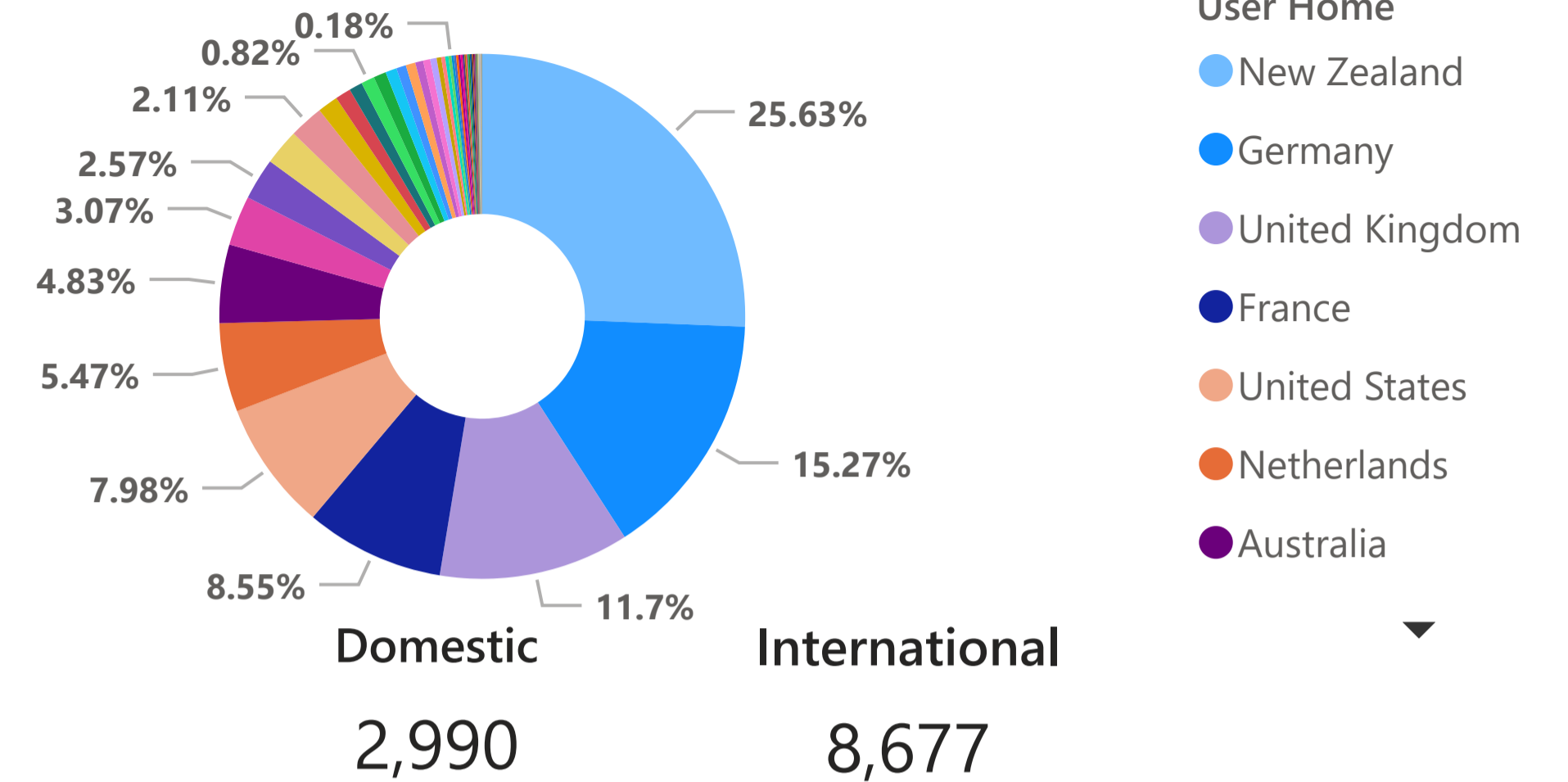
Avg. Nights Stayed

2.10

-2% Prior Period
52% Prior Year



Visitor Country of Origin



Total Visitors

For February 2023, Christchurch saw a total of 11,667 visitors which was an increase of 3% on the prior month, and an increase of 121% on the same time last year. An increase or decrease in visitor numbers can be due to changing seasons, travel restrictions or effective marketing campaigns in the region.

Overnight Stays

For February 2023, Christchurch saw a total of 6099 overnight stays which is up 8% on the previous month, and up 571% on the same time last year. On average visitors stayed for 2.10 nights in the region which was down -2% on the previous month and up 52% on the same period last year. Longer overnight stays often occur during school or public holidays and during seasonal changes.

Country of Origin

The domestic market was made up of 2,990 visitors and accounted for 26 % of all visitors. There were 8,677 international visitors (74 %) with the top 3 countries being Germany (15.3 %), United Kingdom (11.7 %) and France (8.5 %)



Selected Region	Prior Period	Prior Year
Christchurch	▲ 3%	▲ 121%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Dunedin RTO	12%	223%	North Canterbury	-9%	209%
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Christchurch	3%	121%	Hawke's Bay RTO	-41%	9%
Ruapehu RTO	3%	346%	Gisborne RTO	-48%	-7%

Regional Visitor Comparison Top & Bottom

For February 2023, Christchurch experienced an increase of 3% in visitor numbers compared to the previous month and an increase of 121% compared to the same time in the previous year. On average across New Zealand, visitor numbers were -4% lower compared to the previous month and 151% higher when compared to the same time last year.

As such Christchurch is trending above the New Zealand average in February 2023. The rest of the table highlights the performance of the top and bottom 10 regions compared to the previous month and shows regions that are experiencing seasonal upturns or downturns.

Top 5 Resident Localities		Top 5 Resident Regions	
Home Locality	% of Visitors	Home Region	% Total Visitors
Christchurch Central-South	1.4%	Christchurch	59.0%
Christchurch Airport	1.2%	Nelson Tasman RTO	7.7%
Islington-Hornby Industrial	1.2%	Auckland RTO	3.7%
Middleton	1.2%	Wellington RTO	3.5%
		South Canterbury	3.2%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in February 2023. Christchurch Central-South was the top home suburb/locality of visitors who were detected in the region.

It had the highest number of travellers within Christchurch with 1.4% of the observed market.

Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited Christchurch in February 2023.

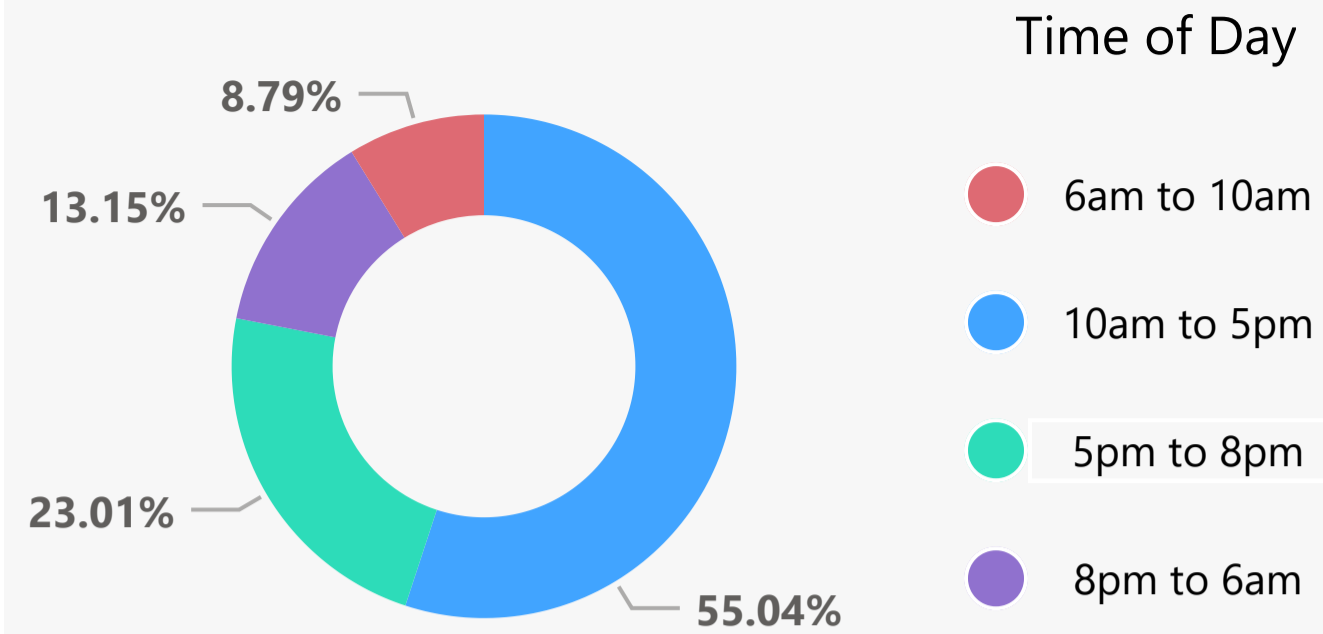
The top 3 regions were:

- Christchurch - 59.0% of visitors.
- Nelson Tasman RTO - 7.7% of visitors.
- Auckland RTO - 3.7% of visitors.

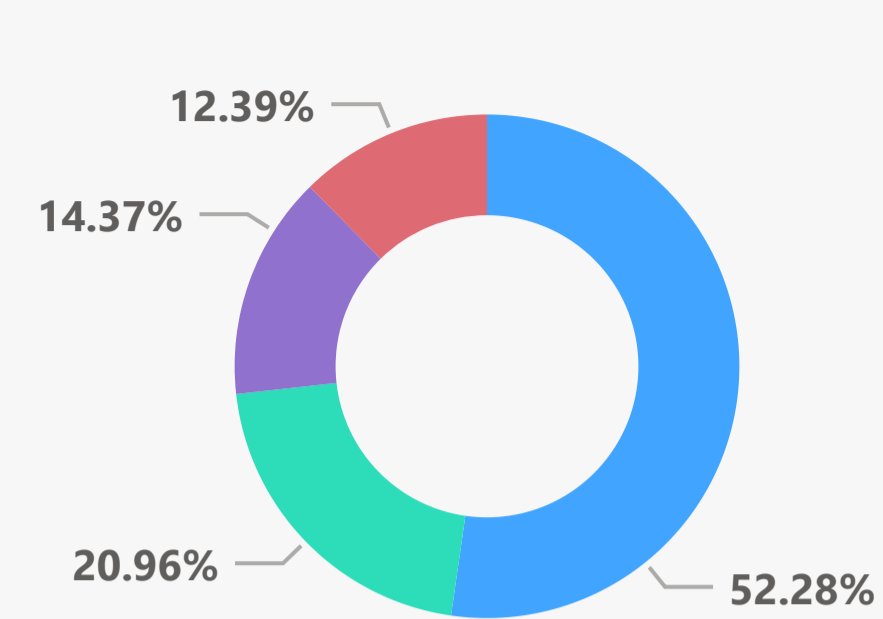
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



Entry Time



Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	19.8%
West Coast RTO	19.5%
North Canterbury	18.6%
Mackenzie	13.9%
Nelson Tasman RTO	4.6%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	20.1%
North Canterbury	18.9%
West Coast RTO	18.3%
Mackenzie	17.0%
Nelson Tasman RTO	4.2%

Entry & Exit Time

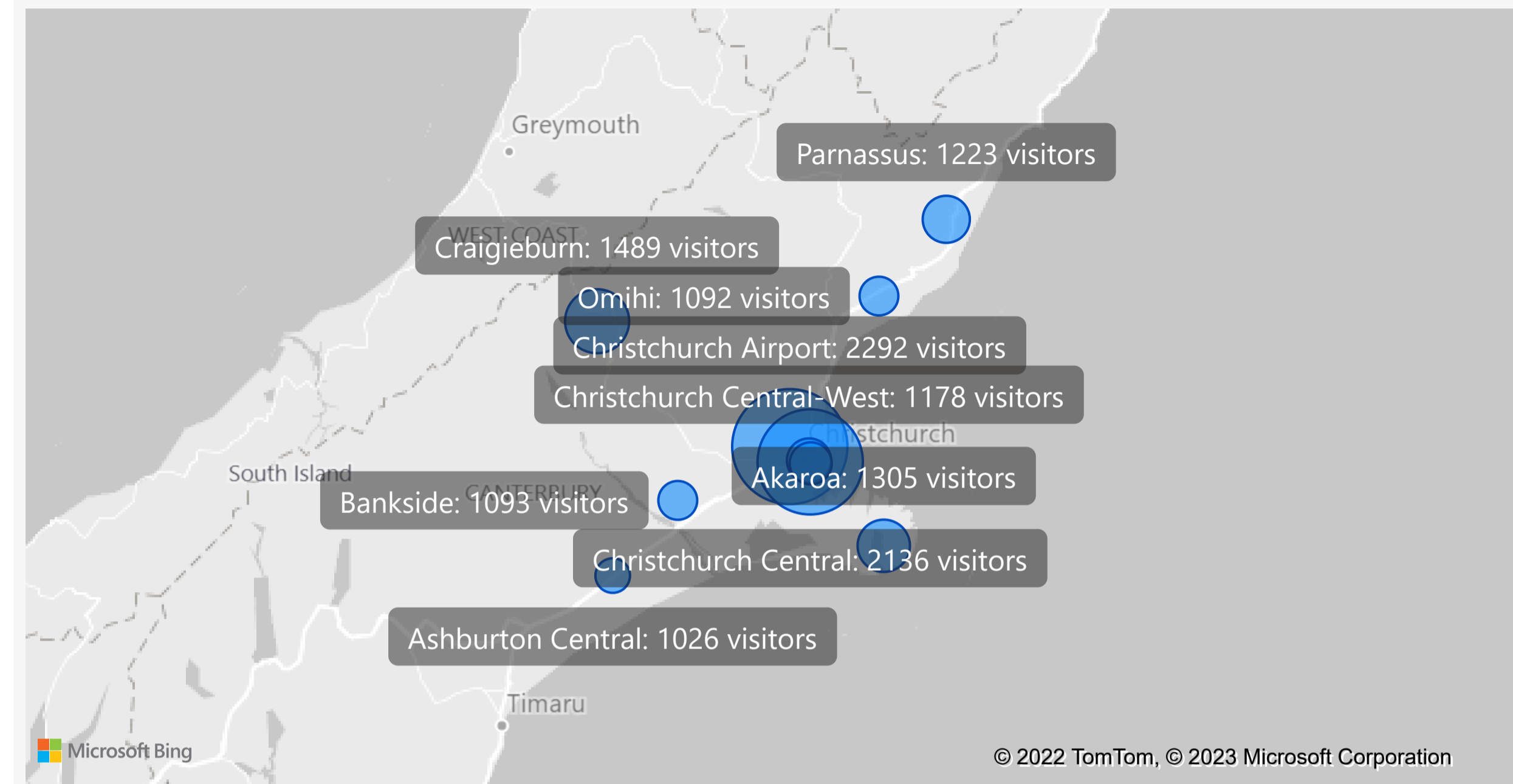
The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for February 2023. 10am to 5pm was the most common time travellers were seen entering Christchurch with 55% of visitors recorded in that time frame.

The most common time travellers were leaving Christchurch was between 10am to 5pm with 52.3% of visitors seen leaving at this particular time.

Prior & Next Regions

The top prior and next regions highlight the percentage breakdown where travellers were seen before visiting Christchurch and the regions travellers were seen once they left the region. The prior and next regions provide a strong indication of traffic flow in and out of Christchurch for February 2023.

Top Visitor Localities



Most Popular Localities

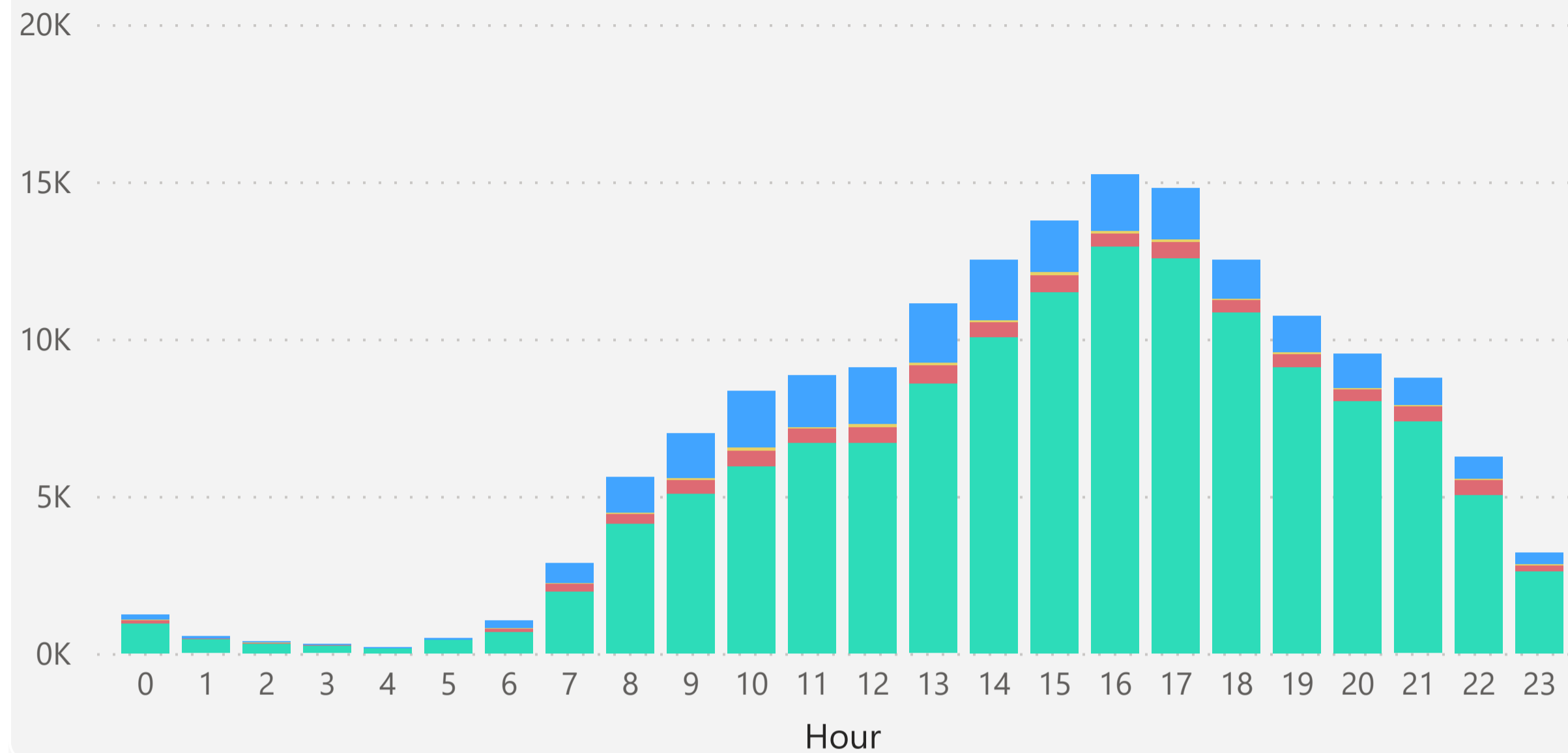
In February 2023, the most visited localities in Christchurch were:

- Christchurch Airport - 2292 visitors (336 domestic, 1956 international).
- Christchurch Central - 2,136 visitors (260 domestic, 1876 international).
- Craigieburn - 1489 visitors (160 domestic, 1329 international).
- Akaroa - 1305 visitors (105 domestic, 1200 international).
- Parnassus - 1223 visitors (105 domestic, 1018 international).

Localities can receive a large number of visitors for a variety of reasons including having major transport hubs, shopping centers, accommodation and/or recreational activities.

Active Search Times

Category ● Accommodation ● Attractions ● Food ● Services



Search Times Insights

Across the 4 major searchable categories Accommodation was the most popular with searches over the past month. Within the Accommodation category, Free Camping Area was the most searched sub-category.

In terms of search times of each of the categories:

- Accommodation was most searched between 4 - 5pm and least searched between 4 - 5am.
- Services were most searched between 2 - 3pm and least searched between 4 - 5am.
- Attractions were most searched between 1 - 2pm and least searched between 4 - 5am.
- Food was most searched between 10 - 11am and least searched between 2 - 3am.

Search Categories Insights

There were a total of 164,248 searches in Christchurch for February 2023 which was an increase of 4% on the previous month. The most searched categories were:

- Free Camping Area 47,225 searches (up 4% on previous month).
- Paid Campground: 44,867 searches (up 8% on previous month).
- Low-cost Campground: 33,691 searches (up 4% on previous month).

The fastest growing categories or those that declined the least in the top 10 over the last month were:

- Water Fountain: up 12% (to 1754 searches).
- Paid Campground: up 8% (to 44867 searches).
- Public Toilet: up 7% (to 5757 searches).

The categories that declined the most or had the least growth over the last month were:

- Paid Private Driveway: down -12% (to 2799 searches).
- Dump Station: down -5% (to 3394 searches).
- Walking / Hiking Trail: down -0% (to 3005 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Free Camping Area	47,225	45,230	4%
Paid Campground	44,867	41,579	8%
Low-cost Campground	33,691	32,491	4%
Public Toilet	5,757	5,373	7%
Dump Station	3,394	3,575	-5%
Walking / Hiking Trail	3,005	3,009	-0%
Paid Private Driveway	2,799	3,166	-12%
Hot Shower	2,500	2,384	5%
Petrol Station	2,314	2,205	5%
Water Fountain	1,754	1,560	12%





About Triptech

TripTech (a THL & Jayco, Inc Company) is a travel technology company operating across Australia and New Zealand. Our apps include CamperMate and custom branded travel apps in multiple categories. These assets connect businesses to travellers to plan and book in-trip and the data generated enables comprehensive, real-time dashboards and reports on tourist movement. This powerful combination arms national and state tourism offices, local and regional councils, government, media agencies and brands with access to new audiences and real-time data on their travel patterns and behaviour.

At TripTech we've been analysing the travel movements of the independent traveller through our network of apps for 10+ years. This enables us to provide a unique perspective on travel prior to, and throughout the course of the pandemic, including what the domestic audience is searching for, where they are going, and in-trip travel behaviour.

For more information email info@triptech.com

Or visit www.triptech.com