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## Destination Analytics Report:

## Prepared for Christchurch

August 2022

### 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.

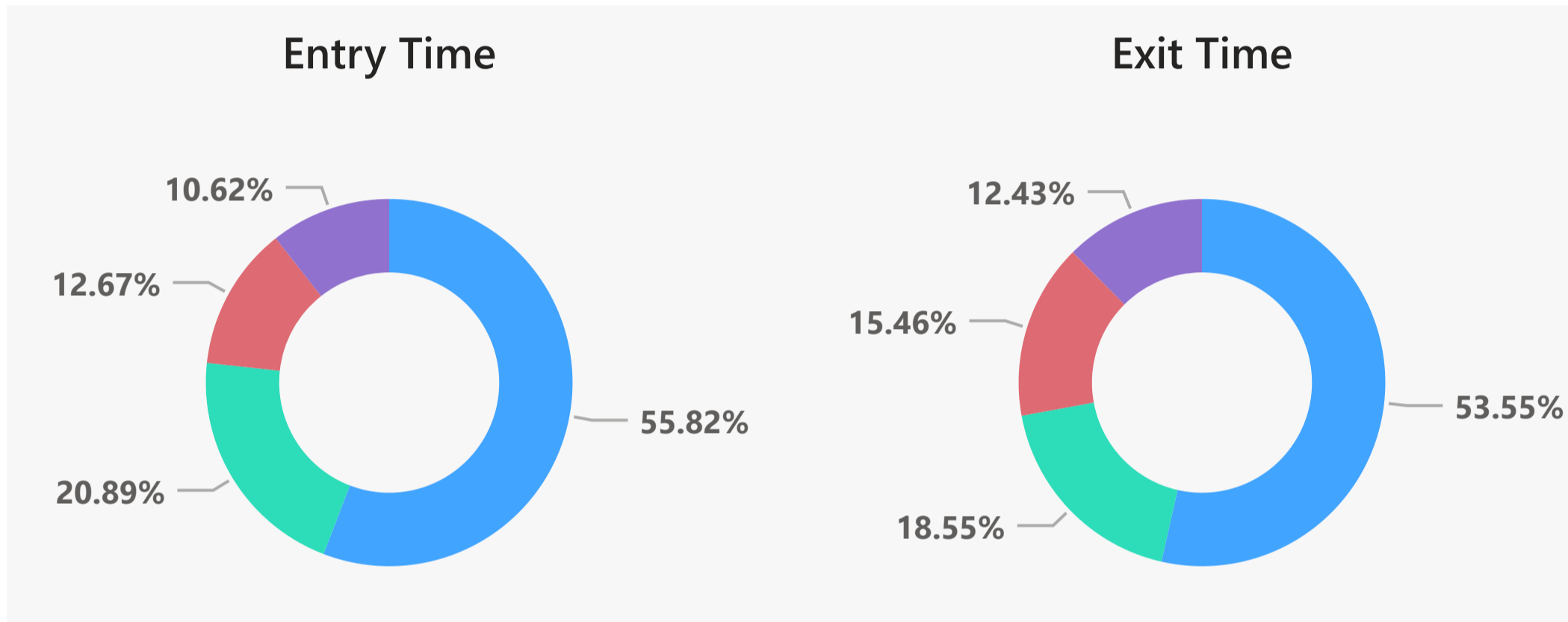


# Monthly Regional Dashboard

**Visitors**  
 3,139 ▲ 3% Prior Period  
 ▼ -15% Prior Year

**Overnight Stays**  
 643 ▼ -27% Prior Period  
 ▼ -91% Prior Year

**Avg. Nights Stayed**  
 1.52 ▼ -30% Prior Period  
 ▼ -63% Prior Year



● 6am to 10am ● 10am to 5pm ● 5pm to 8pm ● 8pm to 6am

Country of Origin		Top 5 Resident Localities		Top 5 Resident Regions	
Country	% of Visitors	Home Locality	% of Visitors	Home Region	% Visitors
New Zealand	55.0%	Ashburton Forks	2.1%	Christchurch	61.3%
Australia	18.9%	Loburn	2.1%	Auckland RTO	5.2%
United Kingdom	6.4%	Christchurch	1.5%	Nelson Tasman RTO	5.2%
United States	5.4%	Airport		South Canterbury	4.6%
Singapore	2.2%	Mandeville-Ohoka	1.5%	Dunedin RTO	3.6%
		Prestons	1.5%		

Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% of Visitors	Went To Region	% of Visitors
South Canterbury	22.6%	South Canterbury	26.6%
North Canterbury	16.1%	West Coast RTO	16.9%
West Coast RTO	14.9%	MacKenzie	16.0%
MacKenzie	10.0%	North Canterbury	13.8%
Auckland RTO	5.6%	Auckland RTO	4.1%

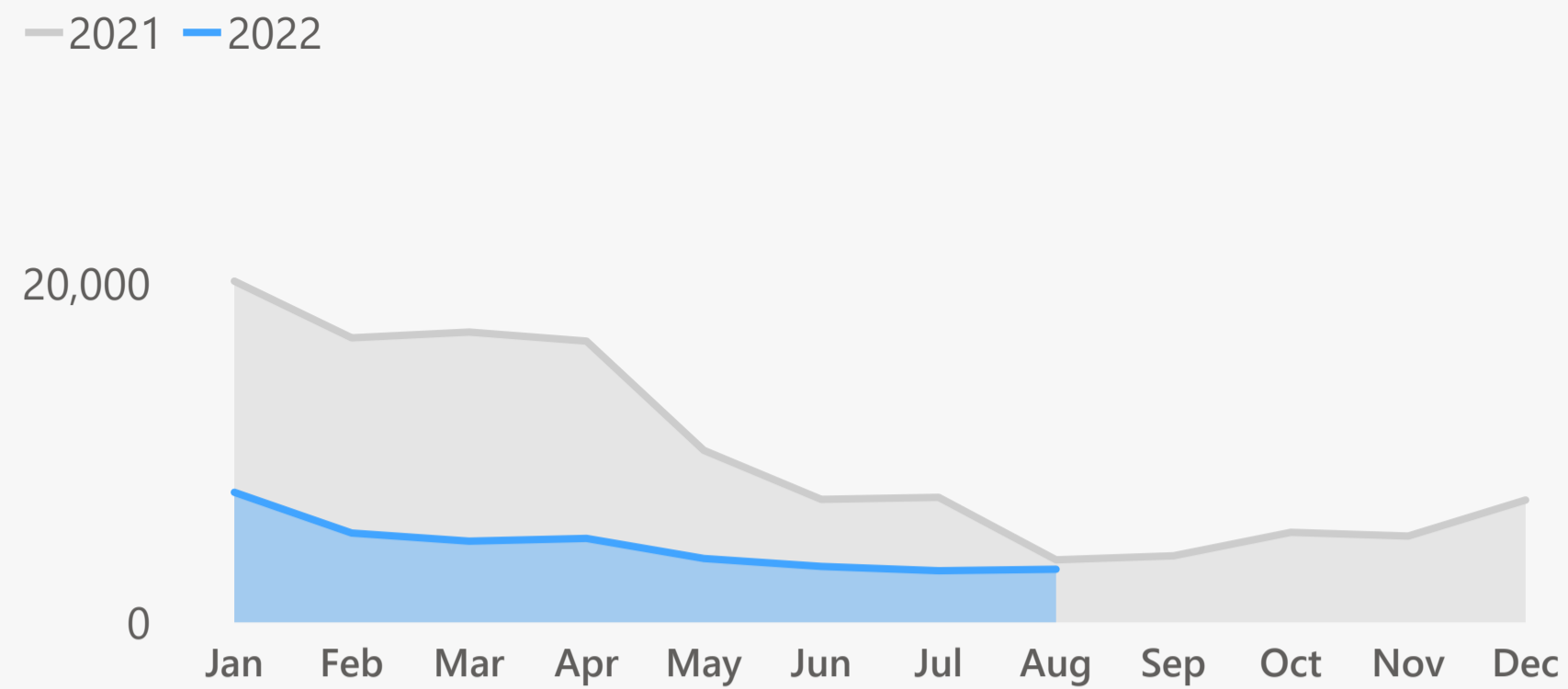
National Visitor Numbers Region Comparison					
Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Fiordland	29%	91%	Waimate	-20%	7%
Wanaka	22%	18%	Rangitikei	-17%	-10%
West Coast RTO	21%	46%	Nelson Tasman RTO	-15%	-37%
North Canterbury	18%	36%	Manawatu RTO	-14%	-25%
Southland	14%	2%	Northland RTO	-11%	-28%
MacKenzie	13%	28%	Central Otago RTO	-8%	-1%
Queenstown	11%	1%	Tararua	-7%	-27%
Ruapehu RTO	8%	2%	Wellington RTO	-7%	-23%
Coromandel RTO	5%	-3%	Taranaki RTO	-6%	-18%
Waitaki RTO	4%	7%	Clutha	-4%	4%



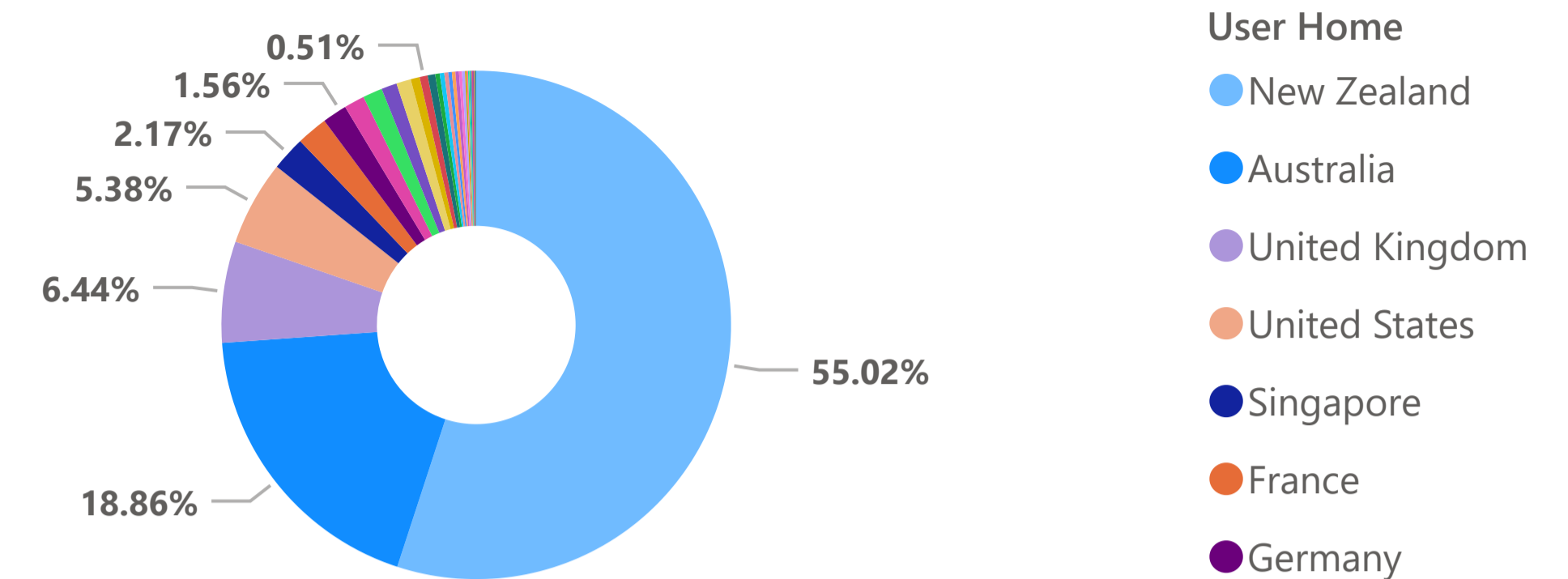
## Total Visitors

3,139

3% Prior Period  
-15% Prior Year



## Visitor Country of Origin



Domestic

1,727

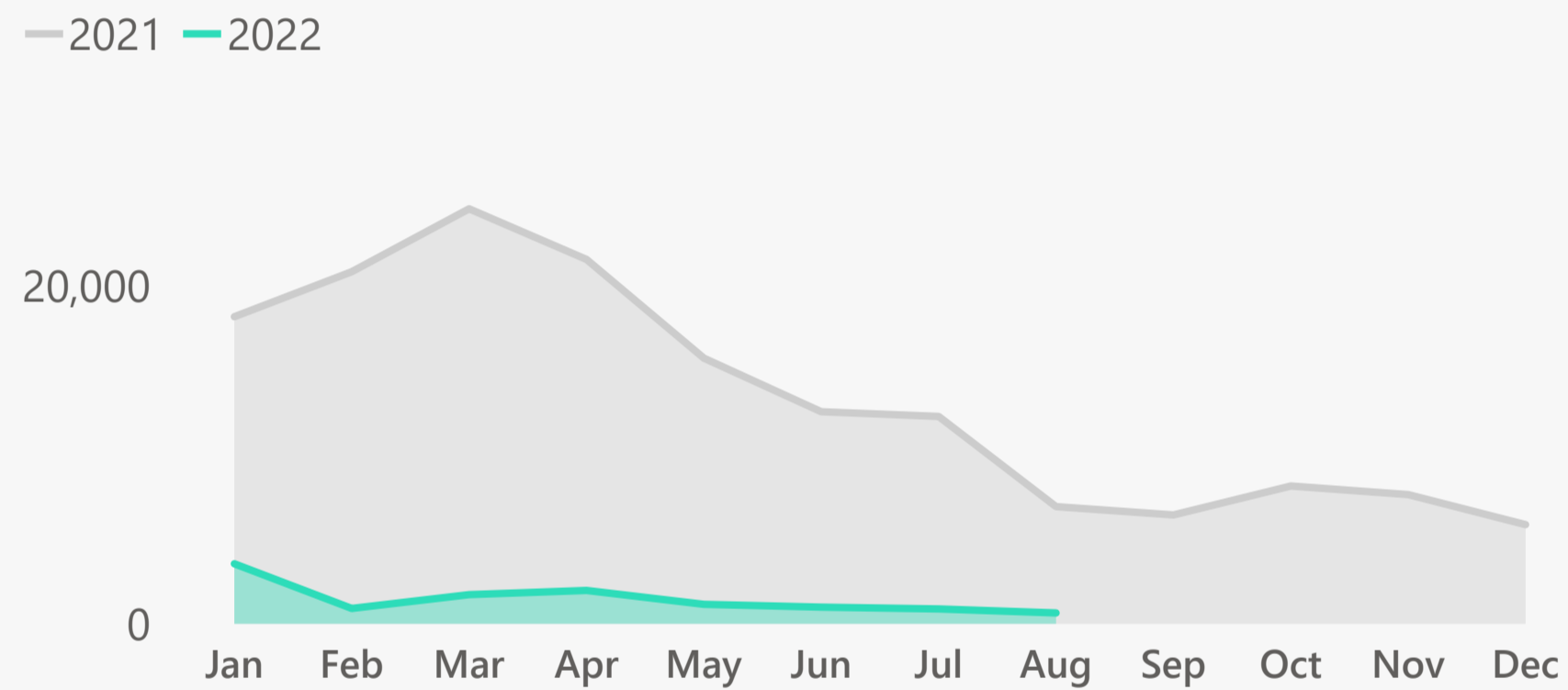
International

1,412

## Overnight Stays

643

-27% Prior Period  
-91% Prior Year



## Total Visitors

For August 2022, Christchurch saw a total of 3,139 visitors which was an increase of 3% on the prior month, and a decrease of -15% 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 August 2022, Christchurch saw a total of 643 overnight stays which is down -27% on the previous month, and down -91% on the same time last year. On average visitors stayed for 1.52 nights in the region which was down -30% on the previous month and down -63% on the same period last year. Longer overnight stays often occur during school or public holidays and during seasonal changes.

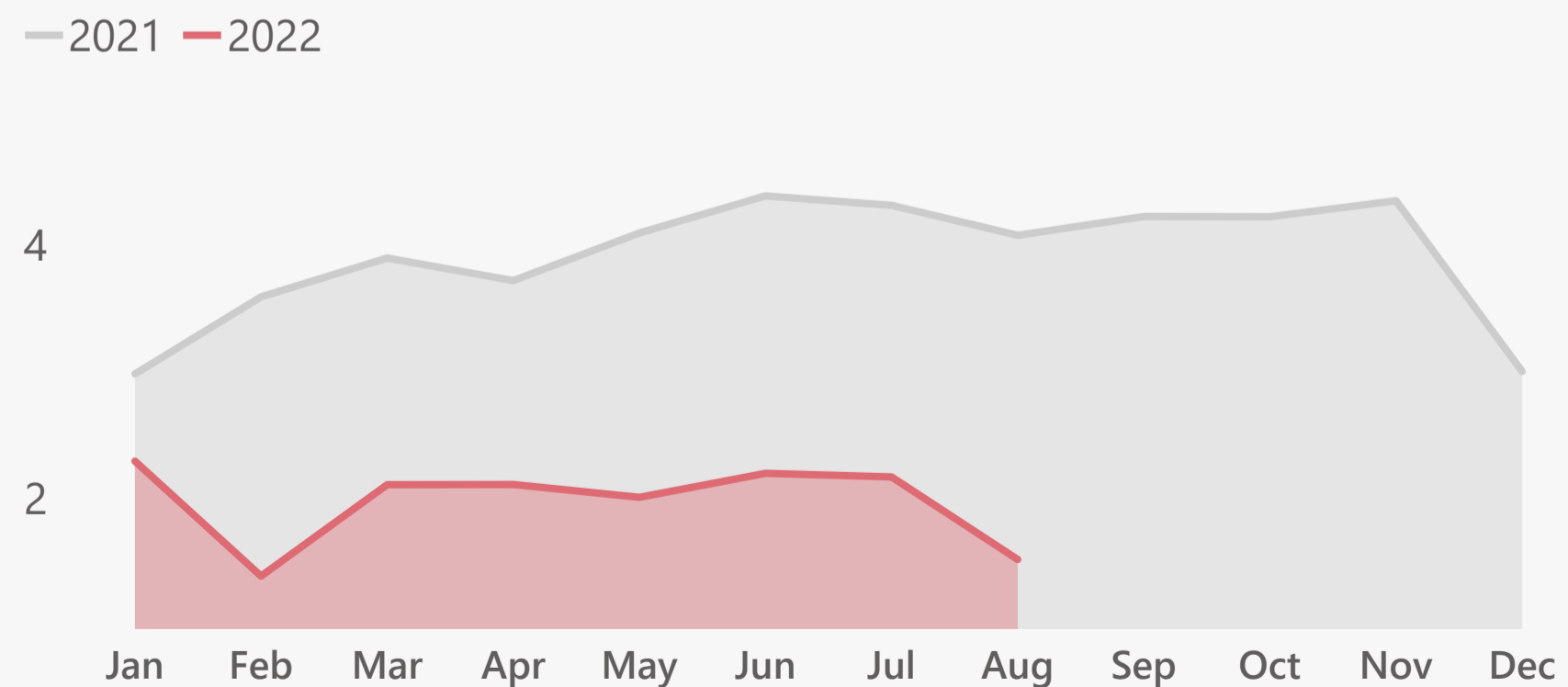
## Country of Origin

The domestic market was made up of 1,727 visitors and accounted for 55 % of all visitors. There were 1,412 international visitors (45 %) with the top 3 countries being Australia (18.9 %), United Kingdom (6.4 %) and United States (5.4 %)

## Avg. Nights Stayed

1.52

-30% Prior Period  
-63% Prior Year



<b>Selected Region</b>	<b>Prior Period</b>	<b>Prior Year</b>
Christchurch	▲ 3%	▼ -15%

<b>Top 5 Resident Localities</b>		<b>Top 5 Resident Regions</b>	
Home Locality	% of Visitors	Home Region	% Total Visitors
Ashburton Forks	2.1%	Christchurch	61.3%
Loburn	2.1%	Auckland RTO	5.2%
Christchurch Airport	1.5%	Nelson Tasman RTO	5.2%
Mandeville-Ohoka	1.5%	South Canterbury	4.6%
Prestons	1.5%	Dunedin RTO	3.6%

### National Visitor Numbers Comparison

<b>Top 10</b>			<b>Bottom 10</b>		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Fiordland	29%	91%	Waimate	-20%	7%
Wanaka	22%	18%	Clutha	-4%	4%
West Coast RTO	21%	46%	Central Otago RTO	-8%	-1%
North Canterbury	18%	36%	Rangitikei	-17%	-10%
Southland	14%	2%	Taranaki RTO	-6%	-18%
Mackenzie	13%	28%	Wellington RTO	-7%	-23%
Queenstown	11%	1%	Manawatu RTO	-14%	-25%
Ruapehu RTO	8%	2%	Tararua	-7%	-27%
Coromandel RTO	5%	-3%	Northland RTO	-11%	-28%
Waitaki RTO	4%	7%	Nelson Tasman RTO	-15%	-37%

### Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in August 2022. Loburn was the top home suburb/locality of visitors who were detected in the region.

It had the highest number of travellers within Christchurch with 2.1% of the observed market.

### Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited Christchurch in August 2022.

- The top 3 regions were:
- Christchurch - 61.3% of visitors.
  - Nelson Tasman RTO - 5.2% of visitors.
  - Auckland RTO - 5.2% of visitors.

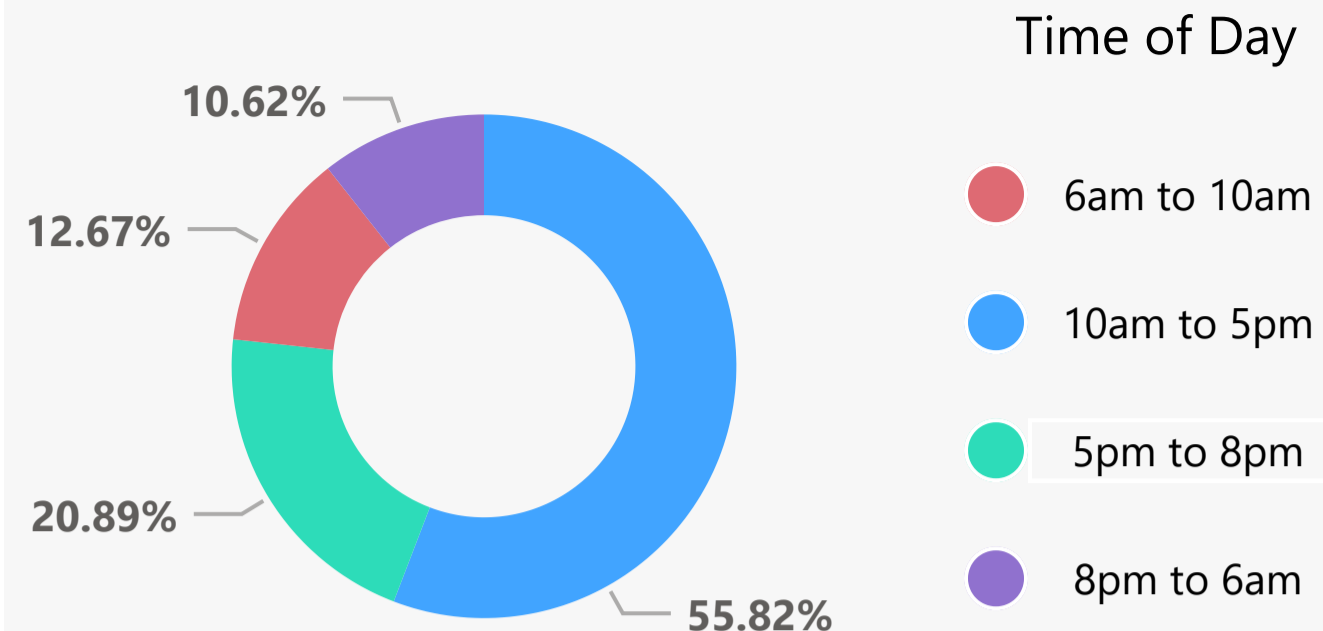
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.

### Regional Visitor Comparison Top & Bottom

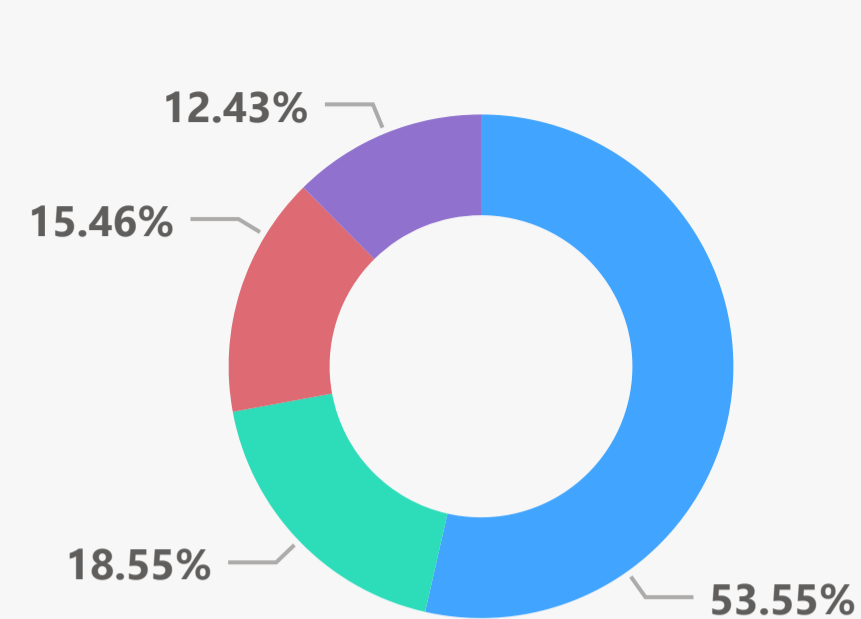
For August 2022, Christchurch experienced an increase of 3% in visitor numbers compared to the previous month and a decrease of -15% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 1% higher compared to the previous month and -11% lower when compared to the same time last year.

As such Christchurch is trending above the New Zealand average in August 2022. 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.

### Entry Time



### Exit Time



### Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	22.6%
North Canterbury	16.1%
West Coast RTO	14.9%
MacKenzie	10.0%
Auckland RTO	5.6%

### Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	26.6%
West Coast RTO	16.9%
MacKenzie	16.0%
North Canterbury	13.8%
Auckland RTO	4.1%

### Entry & Exit Time

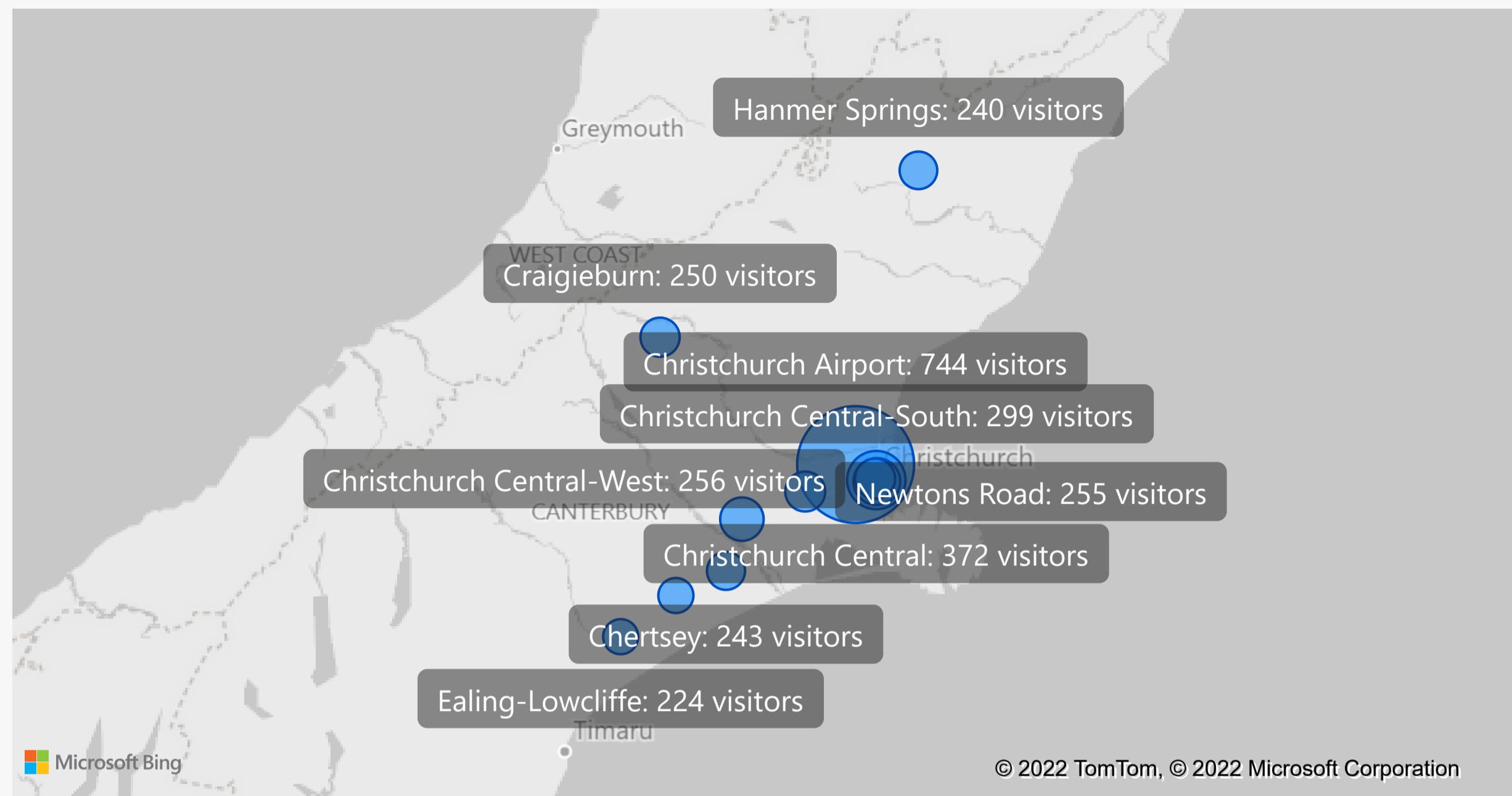
The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for August 2022. 10am to 5pm was the most common time travellers were seen entering Christchurch with 55.8% of visitors recorded in that time frame.

The most common time travellers were leaving Christchurch was between 10am to 5pm with 53.6% 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 August 2022.

### Top Visitor Localities



### Most Popular Localities

In August 2022, the most visited localities in Christchurch were:

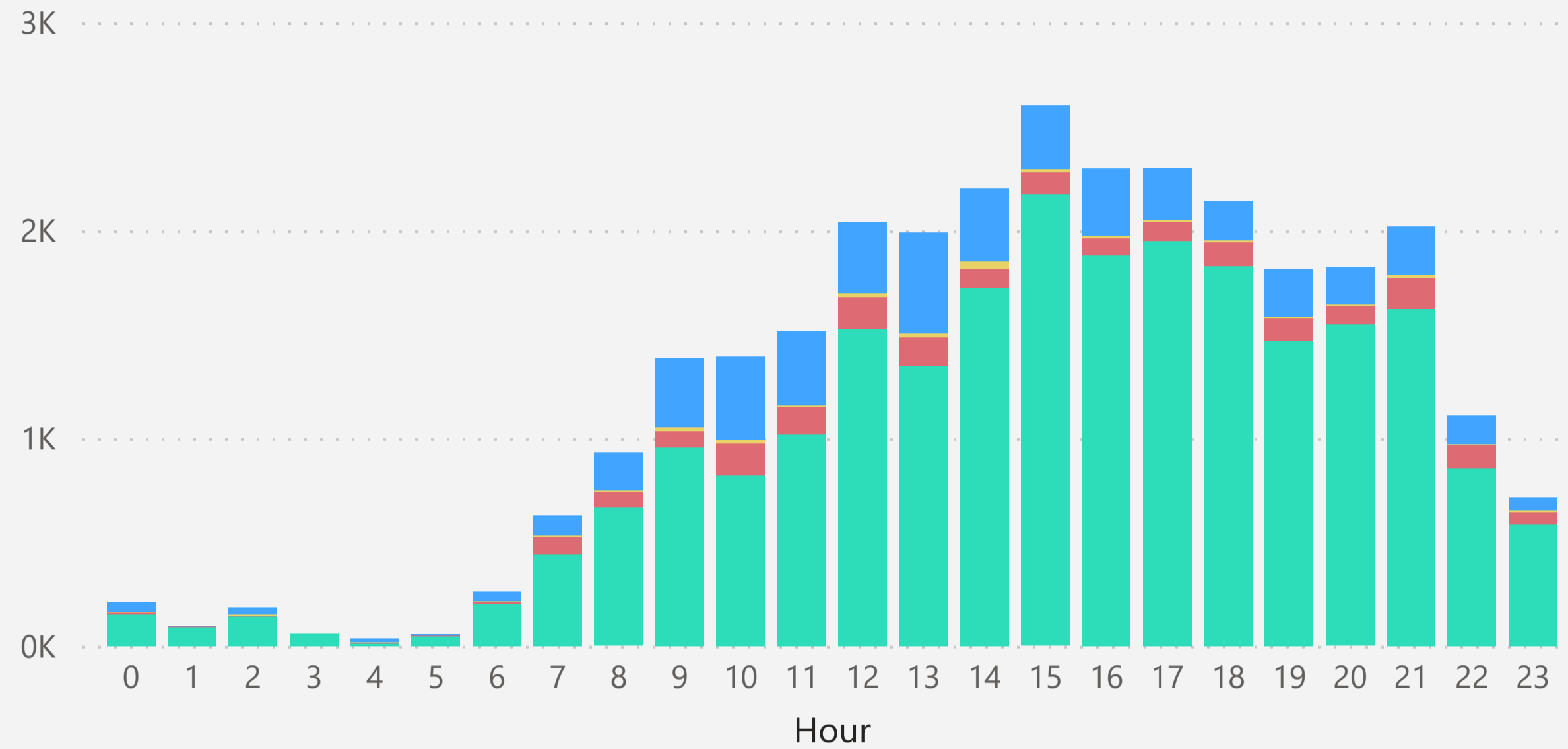
- Christchurch Airport - 744 visitors ( 285 domestic, 459 international).
- Christchurch Central - 372 visitors ( 168 domestic, 204 international).
- Christchurch Central-South - 299 visitors (169 domestic, 130 international).
- Bankside - 277 visitors (111 domestic, 166 international).
- Christchurch Central-West - 256 visitors (113 domestic, 143 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, Paid Campground was the most searched sub-category.

In terms of search times of each of the categories:

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

## Search Categories Insights

There were a total of 29,817 searches in Christchurch for August 2022 which was an increase of 23% on the previous month. The most searched categories were:

- Paid Campground 8,609 searches (up 24% on previous month).
- Free Camping Area: 7,820 searches (up 26% on previous month).
- Low-cost Campground: 5,211 searches (up 30% on previous month).

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

- Walking / Hiking Trail: up 35% (to 771 searches).
- Fishing: up 33% (to 402 searches).
- Low-cost Campground: up 30% (to 5211 searches).

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

- Dump Station: up 6% (to 886 searches).
- Public Toilet: up 21% (to 1072 searches).
- Petrol Station: up 23% (to 598 searches).

## Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	8,609	6,935	24%
Free Camping Area	7,820	6,192	26%
Low-cost Campground	5,211	3,994	30%
Public Toilet	1,072	885	21%
Dump Station	886	833	6%
Walking / Hiking Trail	771	571	35%
Paid Private Driveway	682	550	24%
Petrol Station	598	485	23%
Hot Shower	410	315	30%
Fishing	402	303	33%





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For more information email [info@triptech.com](mailto:info@triptech.com)

Or visit [www.triptech.com](http://www.triptech.com)

## 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.