triptech

Destination Analytics Report:

Prepared for Christchurch

July 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.

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Monthly Regional Dashboard

Visitors

3,051

▼ -8% Prior Period

▼ -59% Prior Year

Overnight Stays

880

▼ -11% Prior Period

▼ -93% Prior Year

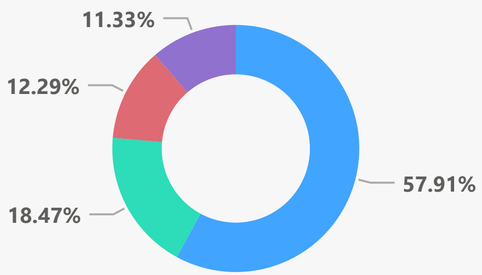
Avg. Nights Stayed

2.17

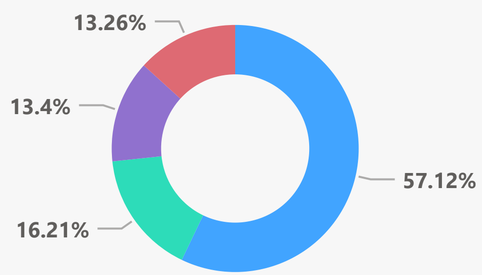
▼ -1% Prior Period

▼ -50% Prior Year

Entry Time



Exit Time



6am to 10am | 10am to 5pm | 5pm to 8pm | 8pm to 6am

Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	21.3%
North Canterbury	15.2%
West Coast RTO	13.8%
MacKenzie	8.5%
Auckland RTO	6.4%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	24.0%
MacKenzie	15.0%
West Coast RTO	14.0%
North Canterbury	13.7%
Auckland RTO	5.1%

Country of Origin

Country	% of Visitors
New Zealand	63.7%
Australia	14.6%
United Kingdom	5.5%
United States	5.4%
France	1.7%

Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	1.7%
Loburn	1.7%
Mandeville-Ohoka	1.7%
Aidanfield	1.3%
Christchurch Airport	1.3%

Top 5 Resident Regions

Home Region	% of Visitors
Christchurch	65.5%
Auckland RTO	6.3%
Nelson Tasman RTO	5.0%
South Canterbury	2.9%
Dunedin RTO	2.5%

National Visitor Numbers Region Comparison

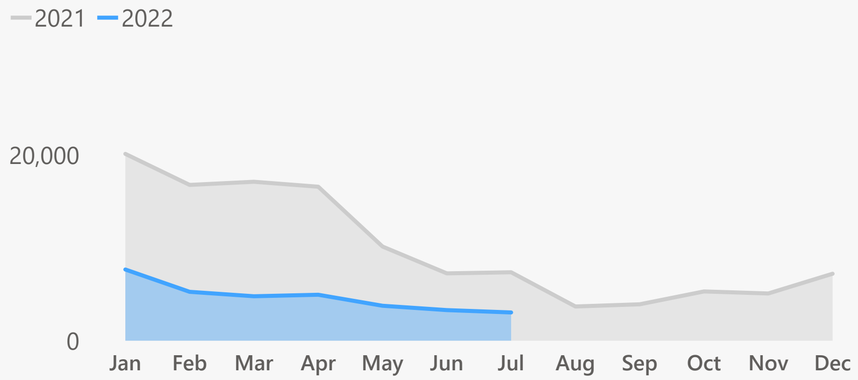
Top 10

Region Name	Prior Period	Prior Year
MacKenzie	21%	-50%
Fiordland	20%	-38%
Central Otago RTO	17%	-58%
Queenstown	16%	-48%
Wanaka	15%	-48%
Waimate	9%	-62%
South Canterbury	6%	-63%
Waitaki RTO	6%	-59%
Clutha	1%	-60%
Southland	0%	-57%

Bottom 10

Region Name	Prior Period	Prior Year
Wairarapa RTO	-30%	-72%
Gisborne RTO	-26%	-72%
North Canterbury	-20%	-60%
Coromandel RTO	-20%	-67%
Hawke's Bay RTO	-16%	-67%
Nelson Tasman RTO	-16%	-66%
Tararua	-14%	-70%
Taranaki RTO	-13%	-66%
Whanganui RTO	-13%	-66%
Waikato RTO	-11%	-64%

Total Visitors

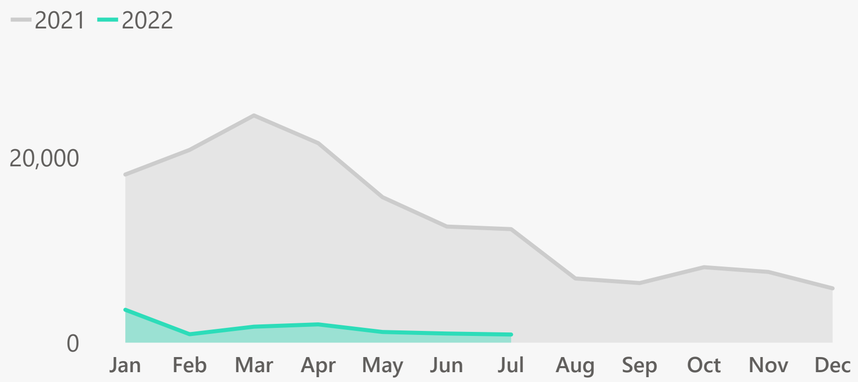


3,051

-8% Prior Period

-59% Prior Year

Overnight Stays



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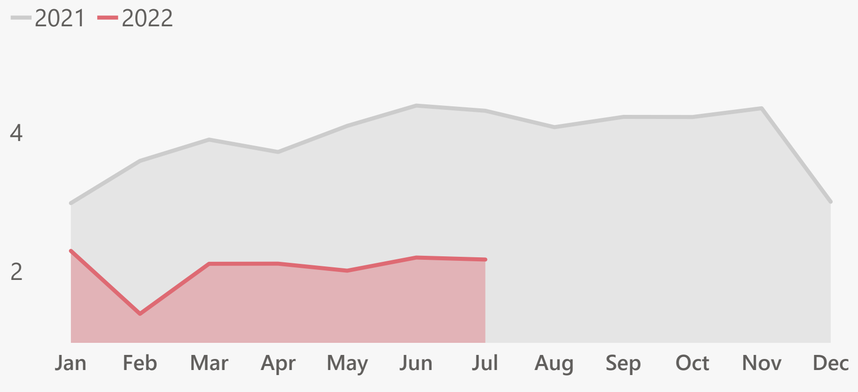
-11% Prior Period

-93% Prior Year

Avg. Nights Stayed

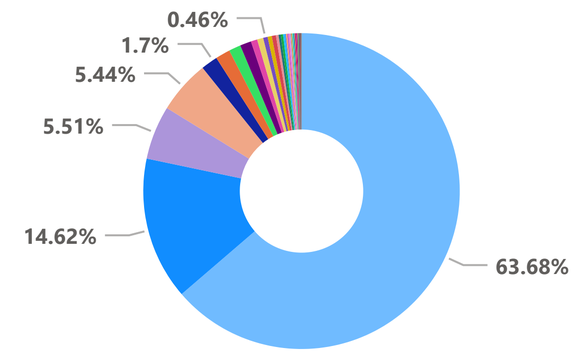


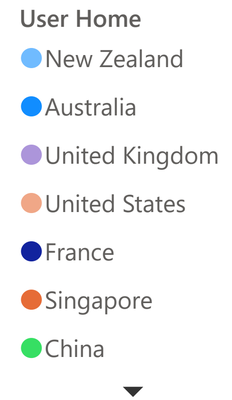
2.17

-1% Prior Period

-50% Prior Year

Visitor Country of Origin





Domestic	International
1,943	1,108

Total Visitors

For July 2022, Christchurch saw a total of 3,051 visitors which was a decrease of -8% on the prior month, and a decrease of -59% 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 July 2022, Christchurch saw a total of 880 overnight stays which is down -11% on the previous month, and down -93% on the same time last year.
On average visitors stayed for 2.17 nights in the region which was down -1% on the previous month and down -50% 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 1,943 visitors and accounted for 64 % of all visitors. There were 1,108 international visitors (36 %) with the top 3 countries being Australia (14.6 %), United Kingdom (5.5 %) and United States (5.4 %)

Selected Region	Prior Period	Prior Year
Christchurch	▼ -8%	▼ -59%

National Visitor Numbers Comparison

Top 10

Region Name	Prior Period	Prior Year
MacKenzie	21%	-50%
Fiordland	20%	-38%
Central Otago RTO	17%	-58%
Queenstown	16%	-48%
Wanaka	15%	-48%
Waimate	9%	-62%
South Canterbury	6%	-63%
Waitaki RTO	6%	-59%
Clutha	1%	-60%
Southland	0%	-57%

Bottom 10

Region Name	Prior Period	Prior Year
Waikato RTO	-11%	-64%
Whanganui RTO	-13%	-66%
Taranaki RTO	-13%	-66%
Tararua	-14%	-70%
Nelson Tasman RTO	-16%	-66%
Hawke's Bay RTO	-16%	-67%
Coromandel RTO	-20%	-67%
North Canterbury	-20%	-60%
Gisborne RTO	-26%	-72%
Wairarapa RTO	-30%	-72%

Regional Visitor Comparison Top & Bottom

For July 2022, Christchurch experienced a decrease of -8% in visitor numbers compared to the previous month and a decrease of -59% compared to the same time in the previous year. On average across New Zealand, visitor numbers were down -6% lower compared to the previous month and -60% lower when compared to the same time last year.

As such Christchurch is trending below the New Zealand average in July 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.

Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	1.7%
Loburn	1.7%
Mandeville-Ohoka	1.7%
Aidanfield	1.3%
Christchurch Airport	1.3%

Top 5 Resident Regions

Home Region	% of Visitors
Christchurch	65.5%
Auckland RTO	6.3%
Nelson Tasman RTO	5.0%
South Canterbury	2.9%
Dunedin RTO	2.5%

Top 5 Resident Localities

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

It had the highest number of travellers within Christchurch with 1.7% of the observed market.

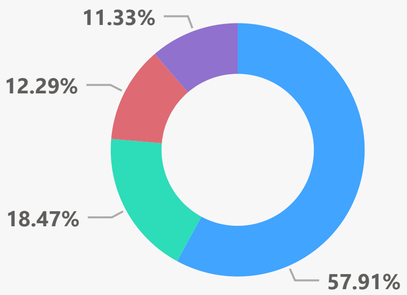
Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited Christchurch in July 2022.
The top 3 regions were:

- Christchurch - 65.5% of visitors.
- Auckland RTO - 6.3% of visitors
- Nelson Tasman RTO - 5% of visitors.

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

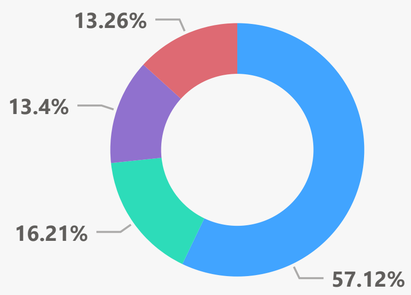
Entry Time



Time of Day

- 6am to 10am
- 10am to 5pm
- 5pm to 8pm
- 8pm to 6am

Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	21.3%
North Canterbury	15.2%
West Coast RTO	13.8%
MacKenzie	8.5%
Auckland RTO	6.4%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	24.0%
MacKenzie	15.0%
West Coast RTO	14.0%
North Canterbury	13.7%
Auckland RTO	5.1%

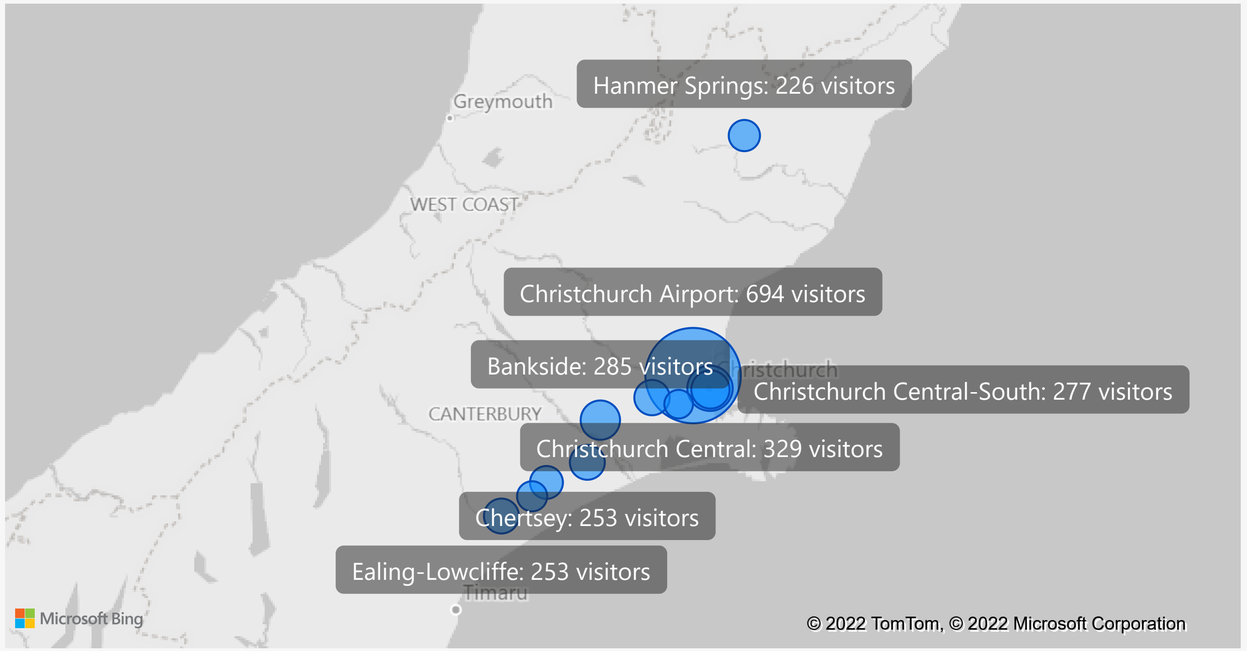
Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for July 2022. 10am to 5pm was the most common time travellers were seen entering Christchurch with 57.9% of visitors recorded in that time frame.
The most common time travellers were leaving Christchurch was between 10am to 5pm with 57.1% 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 July 2022.

Top Visitor Localities



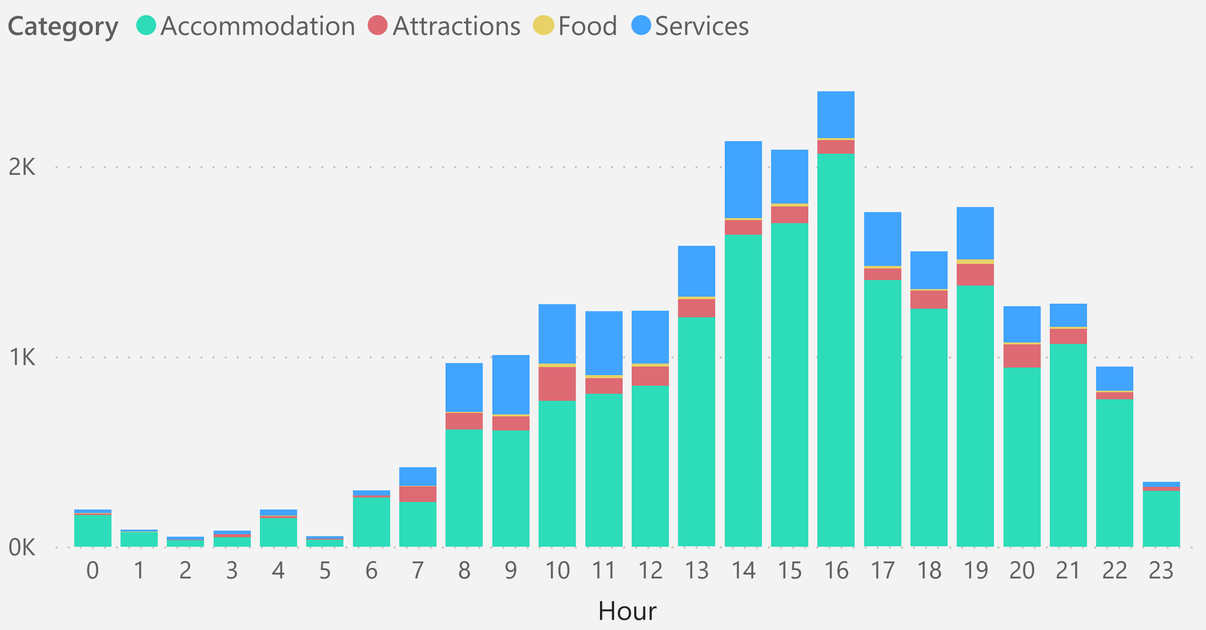
Most Popular Localities

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

- Christchurch Airport - 694 visitors (336 domestic, 358 international).
- Christchurch Central - 329 visitors (171 domestic, 158 international).
- Bankside - 285 visitors (154 domestic, 131 international).
- Christchurch Central-South - 277 visitors (168 domestic, 109 international).
- Newtons Road - 256 visitors (145 domestic, 111 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



Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Petrol Station	485	383	27%
Dump Station	833	701	19%
Walking / Hiking Trail	571	508	12%
Paid Private Driveway	550	546	1%
Public Toilet	885	925	-4%
Paid Campground	6,935	7,410	-6%
Motel	382	427	-11%
Free Camping Area	6,192	7,396	-16%
Low-cost Campground	3,994	4,824	-17%
Hot Shower	315	484	-35%

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 4 - 5pm and least searched between 2 - 3am.
- Services were most searched between 2 - 3pm and least searched between 1 - 2am.
- Attractions were most searched between 10 - 11am and least searched between 2 - 3am.
- Food was most searched between 7 - 8pm and least searched between 1 - 2am.

Search Categories Insights

There were a total of 24,209 searches in Christchurch for July 2022 which was down -10% on the previous month. The most searched categories were:

- Paid Campground 6,935 searches (down 6% on previous month).
- Free Camping Area: 6,192 searches (down 16% on previous month).
- Low-cost Campground: 3,994 searches (down 17% on previous month).

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

- Petrol Station: up 27% (to 485 searches).
- Dump Station: up 19% (to 833 searches).
- Walking / Hiking Trail: up 12% (to 471 searches).

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

- Hot Shower: down 35% (to 315 searches).
- Low-cost Campground: down 17% (to 3,994 searches).
- Free Camping Area: down 16% (to 6,192 searches).

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For more information email **info@triptech.com**

Or visit 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.