



Destination Analytics Report:

Prepared for Christchurch

April 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.

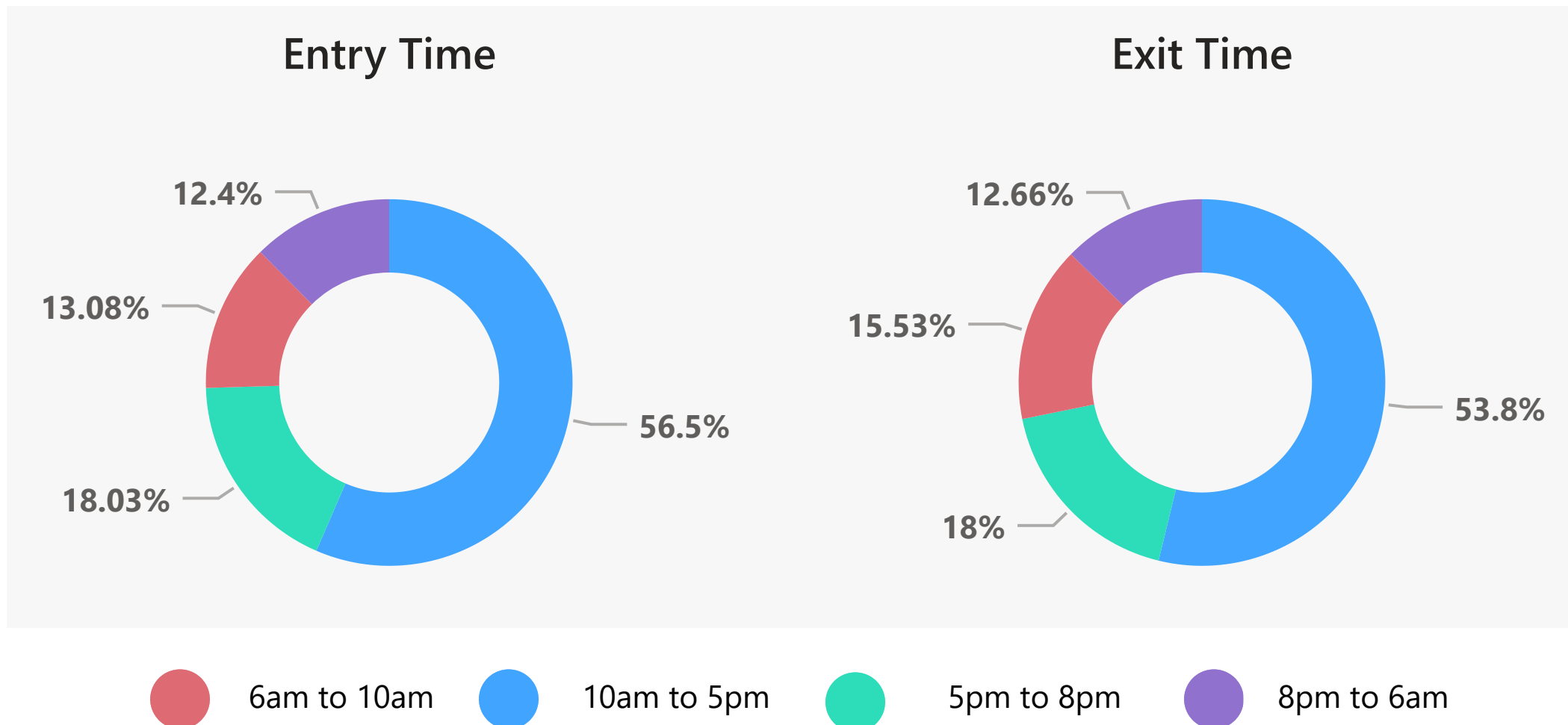


Monthly Regional Dashboard

Visitors
 4,962 ▲ 3% Prior Period
 ▼ -70% Prior Year

Overnight Stays
 1,973 ▲ 14% Prior Period
 ▼ -91% Prior Year

Avg. Nights Stayed
 2.11 ▲ 0% Prior Period
 ▼ -43% Prior Year



Country of Origin		Top 5 Resident Localities		Top 5 Resident Regions	
Country	% of Visitors	Home Locality	% of Visitors	Region Name	% of Visitors
New Zealand	78.6%	Mandeville-Ohoka	1.4%	Christchurch	60.4%
United Kingdom	5.8%	Christchurch Airport	1.0%	Auckland RTO	6.4%
United States	4.7%	Glentunnel	1.0%	South Canterbury	4.0%
Australia	4.1%	Loburn	1.0%	Wellington RTO	3.4%
China	1.2%	Oaklands East	1.0%	Nelson Tasman RTO	3.0%

Top 5 Prior Regions			Top 5 Next Regions		
Entered From Region	% of Visitors		Went To Region	% of Visitors	
South Canterbury	22.9%		South Canterbury	24.7%	
West Coast RTO	19.0%		West Coast RTO	21.0%	
North Canterbury	14.6%		North Canterbury	18.0%	
MacKenzie	10.3%		MacKenzie	12.5%	
Auckland RTO	8.0%		Nelson Tasman RTO	7.0%	

National Visitor Numbers Region Comparison

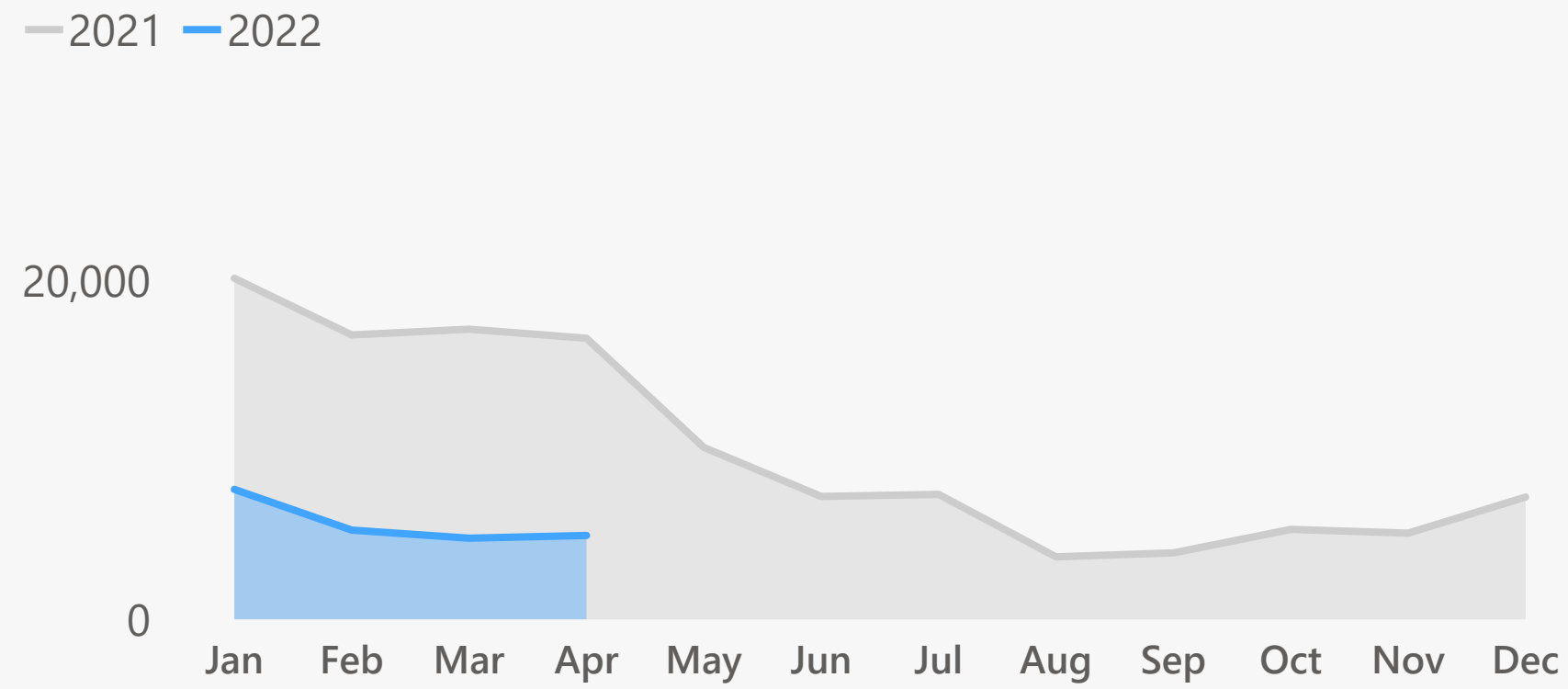
Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Ruapehu RTO	26%	-74%	Clutha	-17%	-77%
MacKenzie	26%	-71%	Southland	-16%	-74%
Hawke's Bay RTO	24%	-75%	Fiordland	-11%	-75%
Northland RTO	24%	-70%	Nelson Tasman RTO	-10%	-74%
Rotorua RTO	23%	-75%	Marlborough RTO	-9%	-77%
Taranua	23%	-79%	Dunedin RTO	-5%	-73%
Lake Taupo RTO	21%	-75%	Central Otago RTO	-5%	-77%
Whanganui RTO	13%	-72%	Wellington RTO	-2%	-71%
Taranaki RTO	13%	-67%	West Coast RTO	-2%	-73%
Waikato RTO	13%	-71%	Queenstown	-2%	-67%



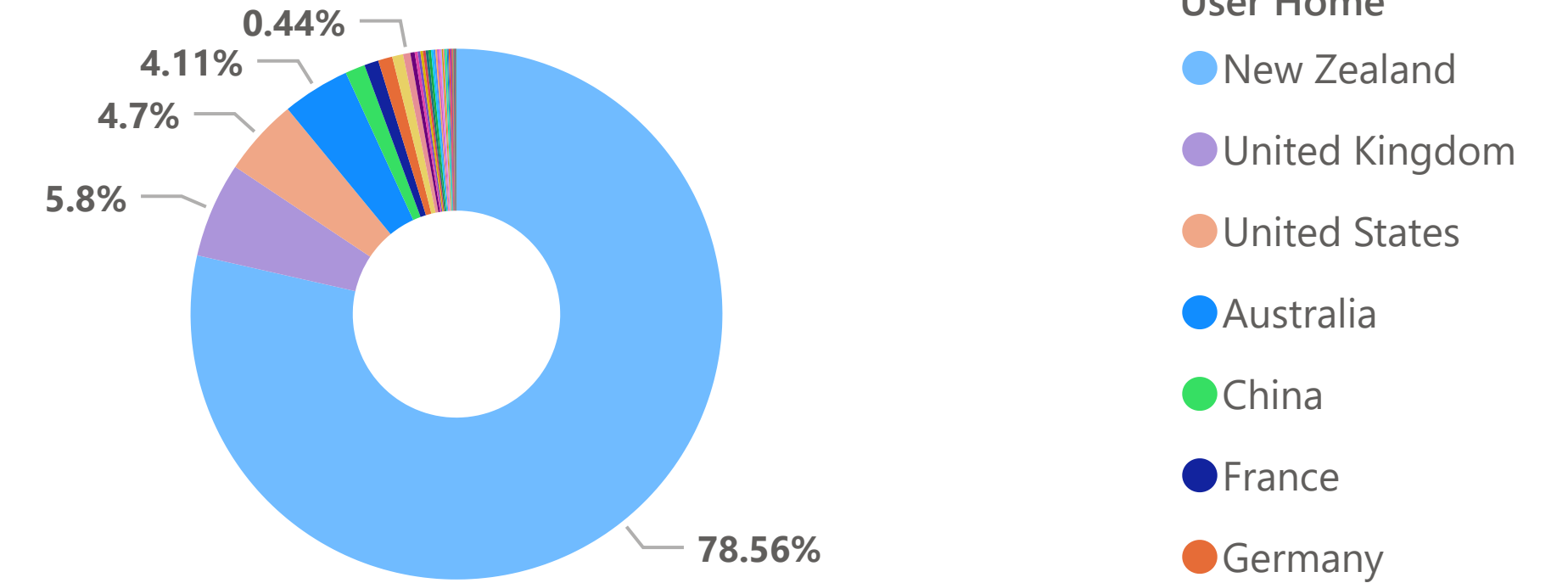
Total Visitors

4,962

3% Prior Period
-70% Prior Year



Visitor Country of Origin



Domestic

3,898

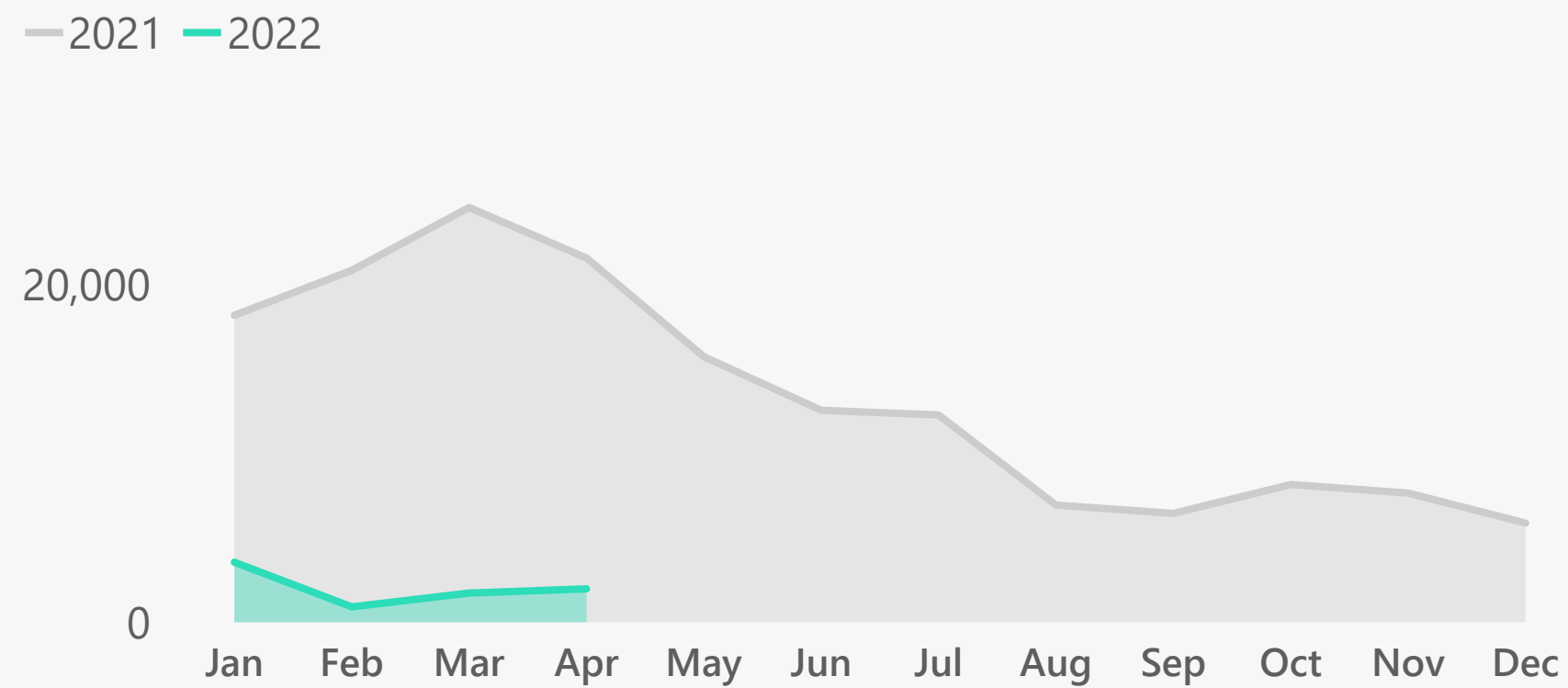
International

1,064

Overnight Stays

1,973

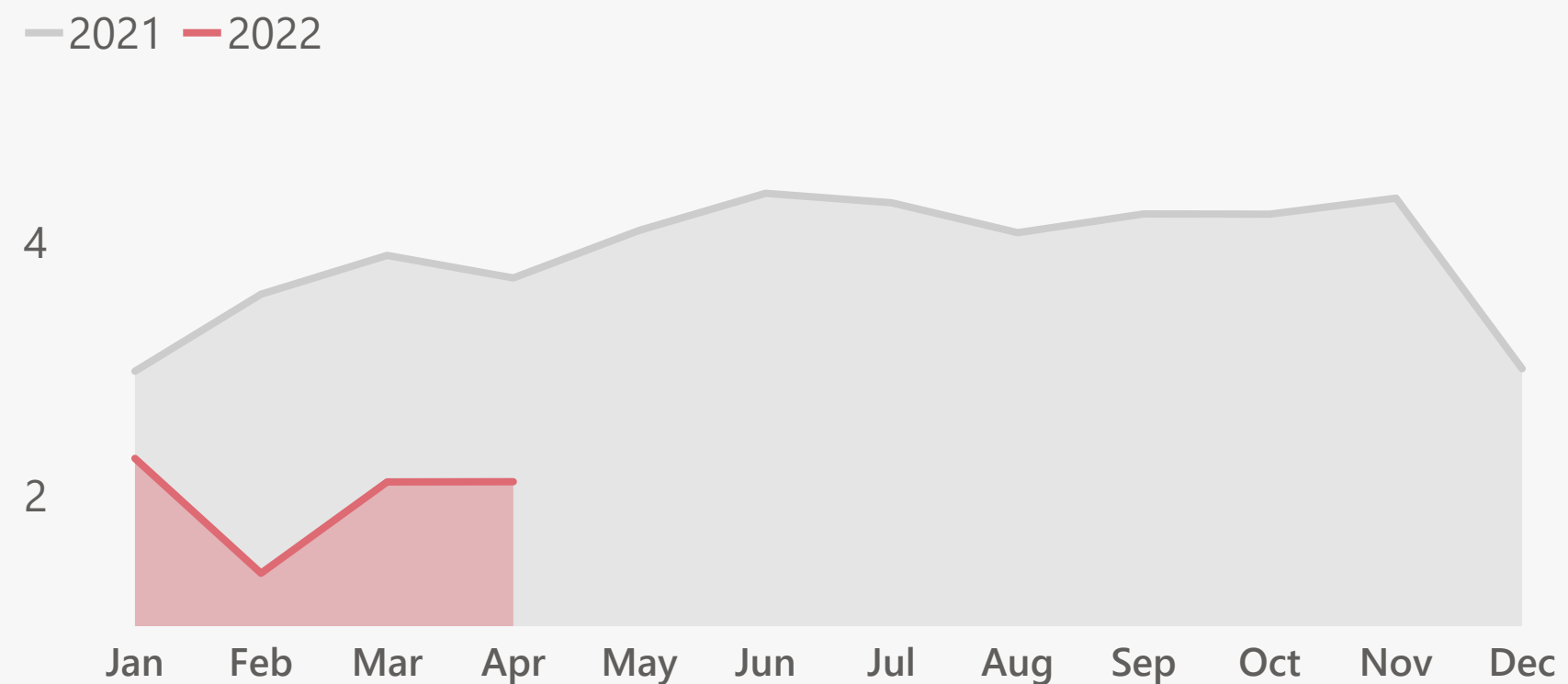
14% Prior Period
-91% Prior Year



Avg. Nights Stayed

2.11

0% Prior Period
-43% Prior Year



Total Visitors

For April 2022, Christchurch saw a total of 4,962 visitors which was an increase of 3% on the prior month, and a decrease of -70% 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 April 2022, Christchurch saw a total of 1,973 overnight stays which is up of 14% on the previous month, and a decrease of -91% on the same time last year.

On average visitors stayed for 2.11 nights in the region which was up 0% on the previous month and up -43% 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 3,898 visitors and accounted for 79 % of all visitors. There were 1,064 international visitors (21 %) with the top 3 countries being United Kingdom (5.8 %), United States (4.7 %) and Australia (4.1 %)



Selected Region	Prior Period	Prior Year
Christchurch	▲ 3%	▼ -70%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Ruapehu RTO	26%	-74%	Queenstown	-2%	-67%
MacKenzie	26%	-71%	West Coast RTO	-2%	-73%
Hawke's Bay RTO	24%	-75%	Wellington RTO	-2%	-71%
Northland RTO	24%	-70%	Central Otago RTO	-5%	-77%
Rotorua RTO	23%	-75%	Dunedin RTO	-5%	-73%
Taranaki	23%	-79%	Marlborough RTO	-9%	-77%
Lake Taupo RTO	21%	-75%	Nelson Tasman RTO	-10%	-74%
Whanganui RTO	13%	-72%	Fiordland	-11%	-75%
Taranaki RTO	13%	-67%	Southland	-16%	-74%
Waikato RTO	13%	-71%	Clutha	-17%	-77%

Regional Visitor Comparison Top & Bottom

For April 2022, Christchurch experienced an increase of 3% in visitor numbers compared to the previous month and a decrease of -70% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 5% higher compared to the previous month and -72% lower when compared to the same time last year.

As such Christchurch is trending below the New Zealand average in April 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		Top 5 Resident Regions	
Home Locality	% of Visitors	Region Name	% of Visitors
Mandeville-Ohoka	1.4%	Christchurch	60.4%
Christchurch Airport	1.0%	Auckland RTO	6.4%
Glentunnel	1.0%	South Canterbury	4.0%
Loburn	1.0%	Wellington RTO	3.4%
Oaklands East	1.0%	Nelson Tasman RTO	3.0%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in April 2022. Mandeville-Ohoka 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 April 2022.

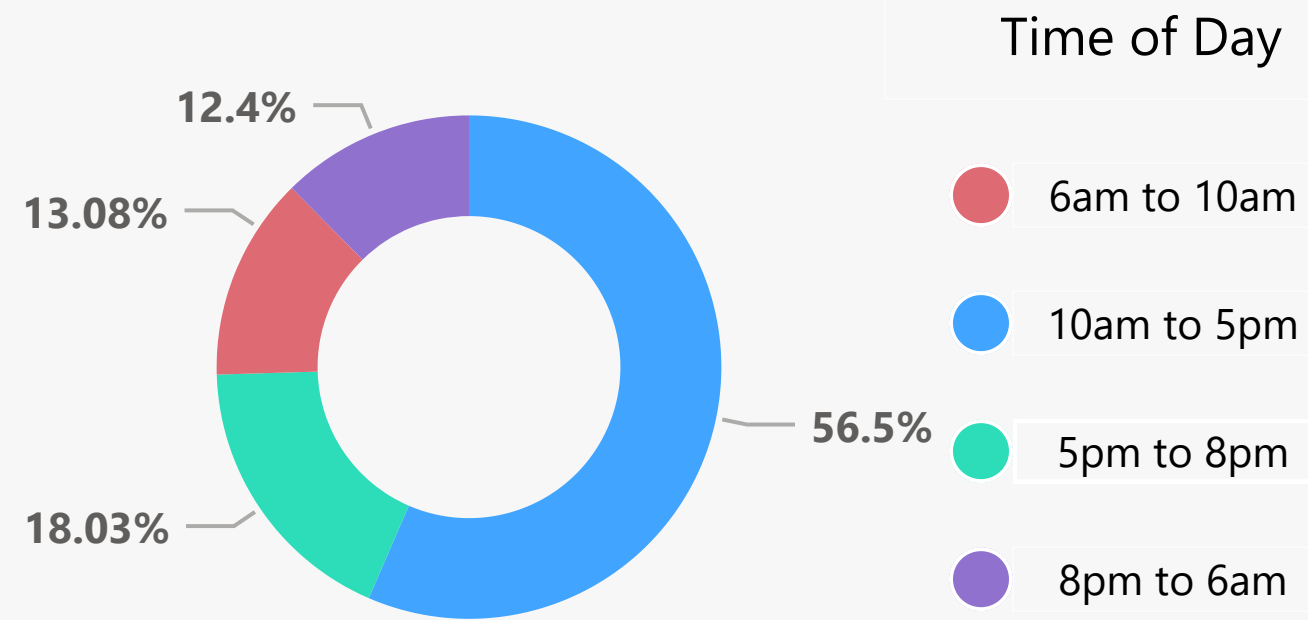
The top 3 regions were:

- Christchurch - 60.4% of visitors.
- Auckland RTO - 6.4% of visitors
- South Canterbury - 4% of visitors.

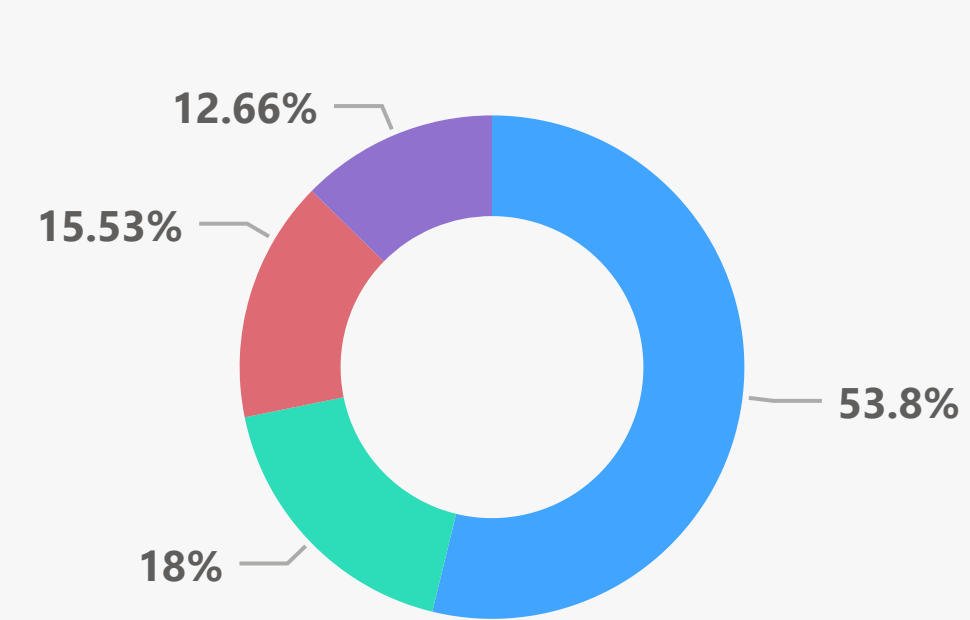
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



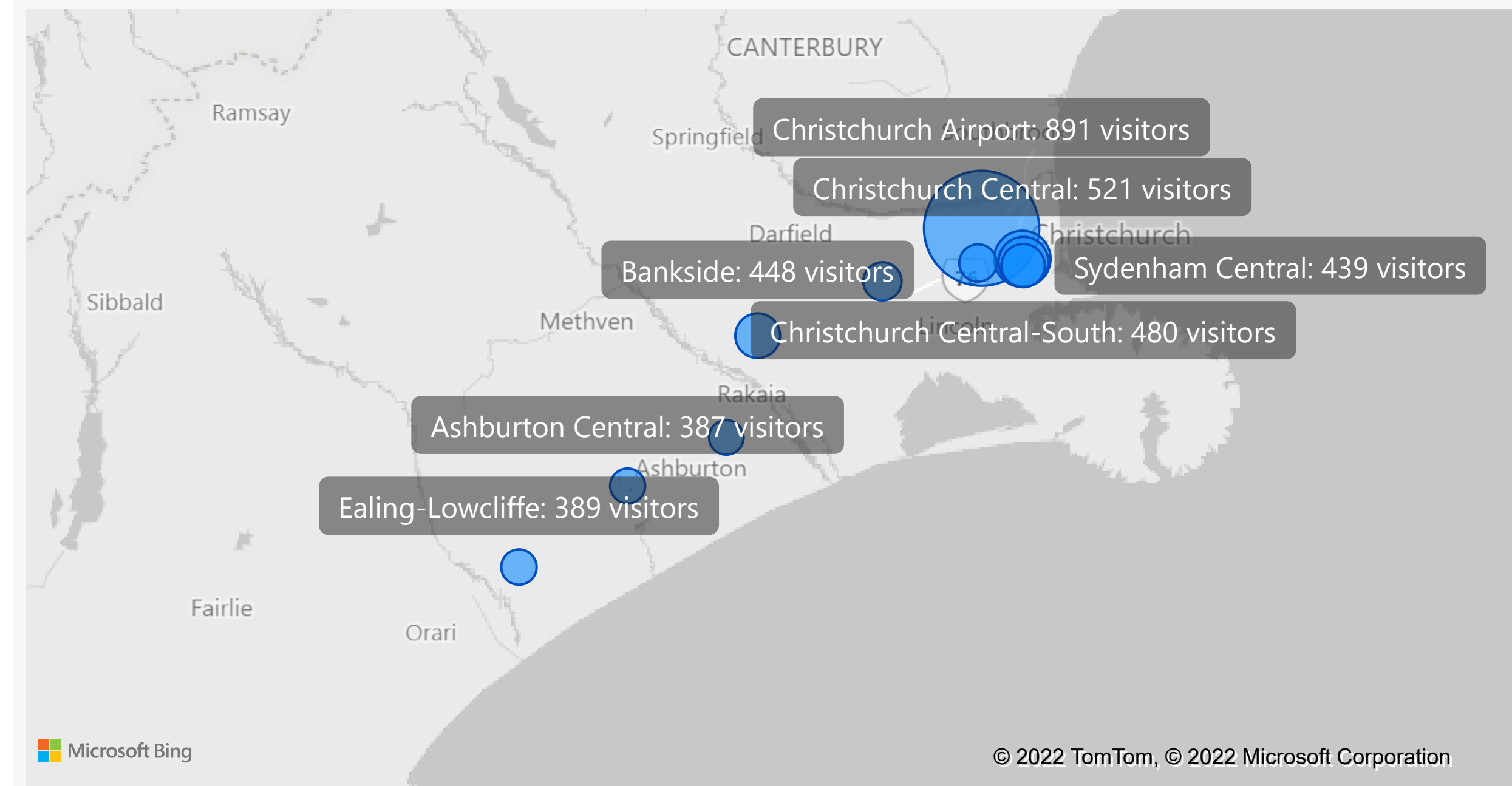
Entry Time



Exit Time



Top Visitor Localities



Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	22.9%
West Coast RTO	19.0%
North Canterbury	14.6%
MacKenzie	10.3%
Auckland RTO	8.0%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	24.7%
West Coast RTO	21.0%
North Canterbury	18.0%
MacKenzie	12.5%
Nelson Tasman RTO	7.0%

Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for April 2022. 10am to 5pm was the most common time travellers were seen entering Christchurch with 56.5% of visitors recorded in that time frame.

The most common time travellers were leaving Christchurch was between 10am to 5pm with 53.8% 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 April 2022.

Most Popular Localities

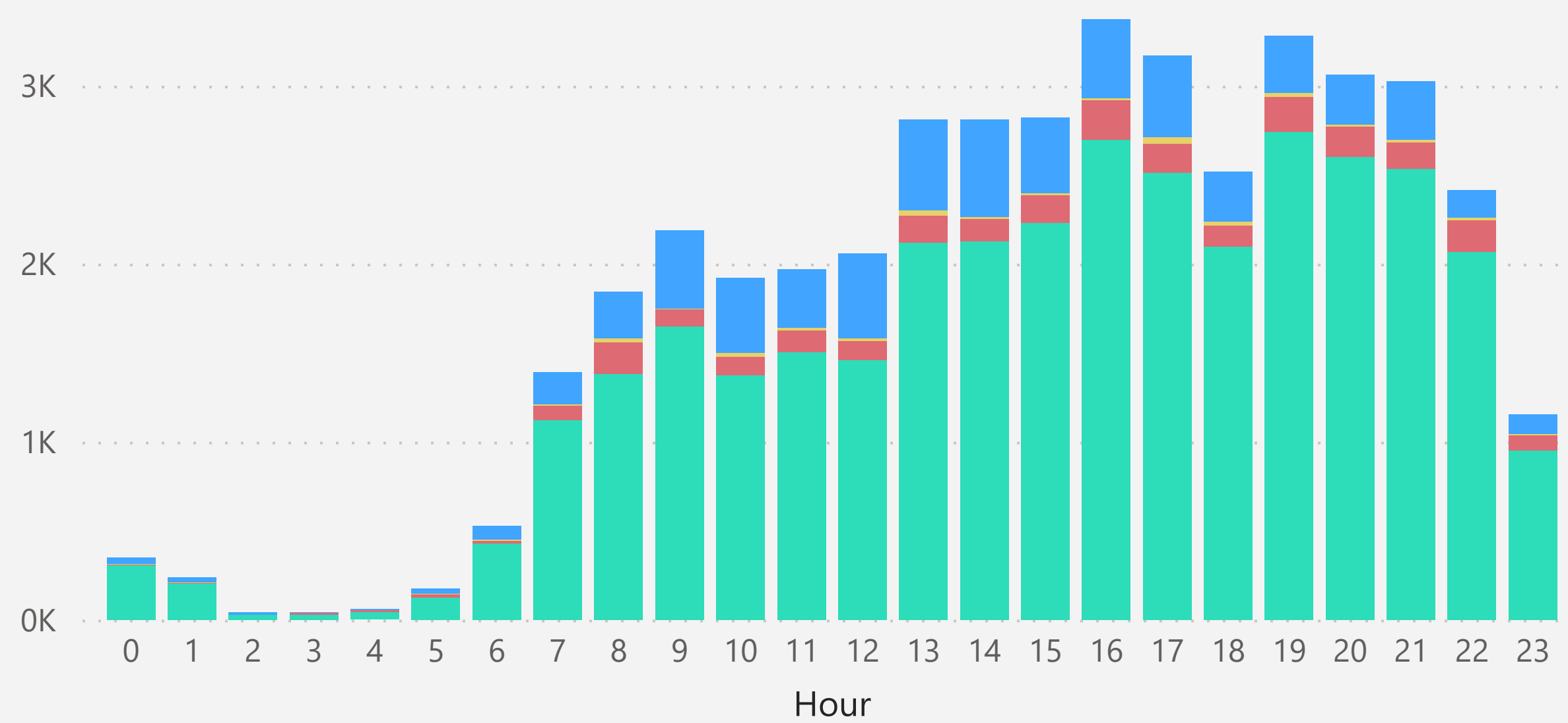
In April 2022, the most visited localities in Christchurch were:

- Christchurch Airport - 891 visitors (719 domestic, 172 international).
- Christchurch Central - 521 visitors (371 domestic, 150 international).
- Christchurch Central-South - 480 visitors (356 domestic, 124 international).
- Bankside - 448 visitors (344 domestic, 104 international).
- Sydenham Central - 439 visitors (333 domestic, 106 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 7 - 8pm and least searched between 2 - 3am.
- Services were most searched between 2 - 3pm and least searched between 3 - 4am.
- Attractions were most searched between 4 - 5pm and least searched between 2 - 3am.
- Food was most searched between 5 - 6pm and least searched between 2 - 3am.

Search Categories Insights

There were a total of 43,240 searches in Christchurch for April 2022 which was down 4% on the previous month. The most searched categories were:

- Paid Campground 12,412 searches (down 7% on previous month).
- Free Camping Area: 10,251 searches (up 4% on previous month).
- Low-cost Campground: 9,777 searches (up 20% on previous month).

The fastest growing categories in the top 10 over the last month were:

- Dump Station: up 22% (to 1,244 searches).
- Petrol Station: up 9% (to 602 searches).
- Paid Campground: up 9% (to 12,412 searches).

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

- Hot Shower: down 24% (to 512 searches).
- Walking / Hiking Trail: down 4% (to 797 searches).
- Public Toilet: down 3% (to 1,576 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	12,412	11,398	9%
Free Camping Area	10,251	10,407	-1%
Low-cost Campground	9,777	9,281	5%
Public Toilet	1,576	1,626	-3%
Dump Station	1,244	1,017	22%
Paid Private Driveway	847	775	9%
Walking / Hiking Trail	797	829	-4%
Fishing	635	623	2%
Petrol Station	602	554	9%
Hot Shower	512	672	-24%





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