



Destination Analytics Report:

Prepared for Christchurch

May 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.

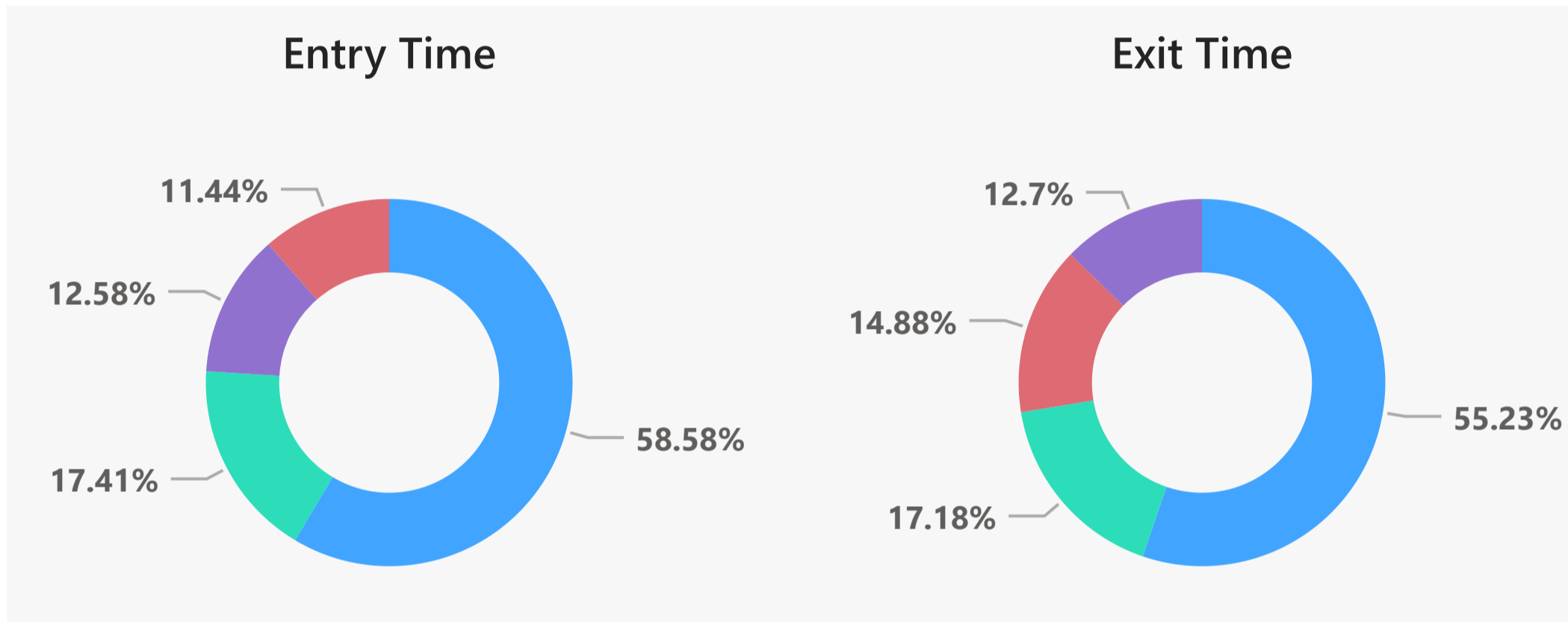


Monthly Regional Dashboard

Visitors
3,774 ▼ -24% Prior Period
 ▼ -63% Prior Year

Overnight Stays
1,152 ▼ -42% Prior Period
 ▼ -93% Prior Year

Avg. Nights Stayed
2.01 ▼ -5% Prior Period
 ▼ -51% 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	Region Name	% of Visitors
New Zealand	70.0%	Mandeville-Ohoka	1.5%	Christchurch	61.6%
Australia	7.4%	Glentunnel	1.3%	Auckland RTO	5.3%
United States	6.3%	Loburn	1.3%	Nelson Tasman RTO	3.8%
United Kingdom	5.8%	Aidanfield	1.0%	South Canterbury	3.8%
France	1.6%	Ashburton Forks	1.0%	Wellington RTO	2.8%

Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% of Visitors	Went To Region	% of Visitors
South Canterbury	20.5%	South Canterbury	20.4%
West Coast RTO	16.5%	West Coast RTO	16.9%
North Canterbury	14.1%	North Canterbury	16.8%
MacKenzie	8.3%	MacKenzie	11.0%
Auckland RTO	6.5%	Auckland RTO	5.5%

National Visitor Numbers Region Comparison					
Region Name	Top 10		Bottom 10		
	Prior Period	Prior Year	Prior Period	Prior Year	
Rotorua RTO	-16%	-61%	Central Otago RTO	-44%	-70%
Wellington RTO	-19%	-65%	Waimate	-43%	-78%
Christchurch	-24%	-63%	Waitaki RTO	-41%	-70%
Fiordland	-24%	-62%	Wairarapa RTO	-40%	-72%
Auckland RTO	-25%	-59%	Northland RTO	-39%	-69%
Queenstown	-27%	-56%	Whanganui RTO	-38%	-70%
Manawatu RTO	-27%	-72%	Taranaki RTO	-37%	-66%
Marlborough RTO	-28%	-71%	Gisborne RTO	-37%	-74%
Dunedin RTO	-28%	-65%	Coromandel RTO	-36%	-67%
Southland	-29%	-66%	South Canterbury	-36%	-72%

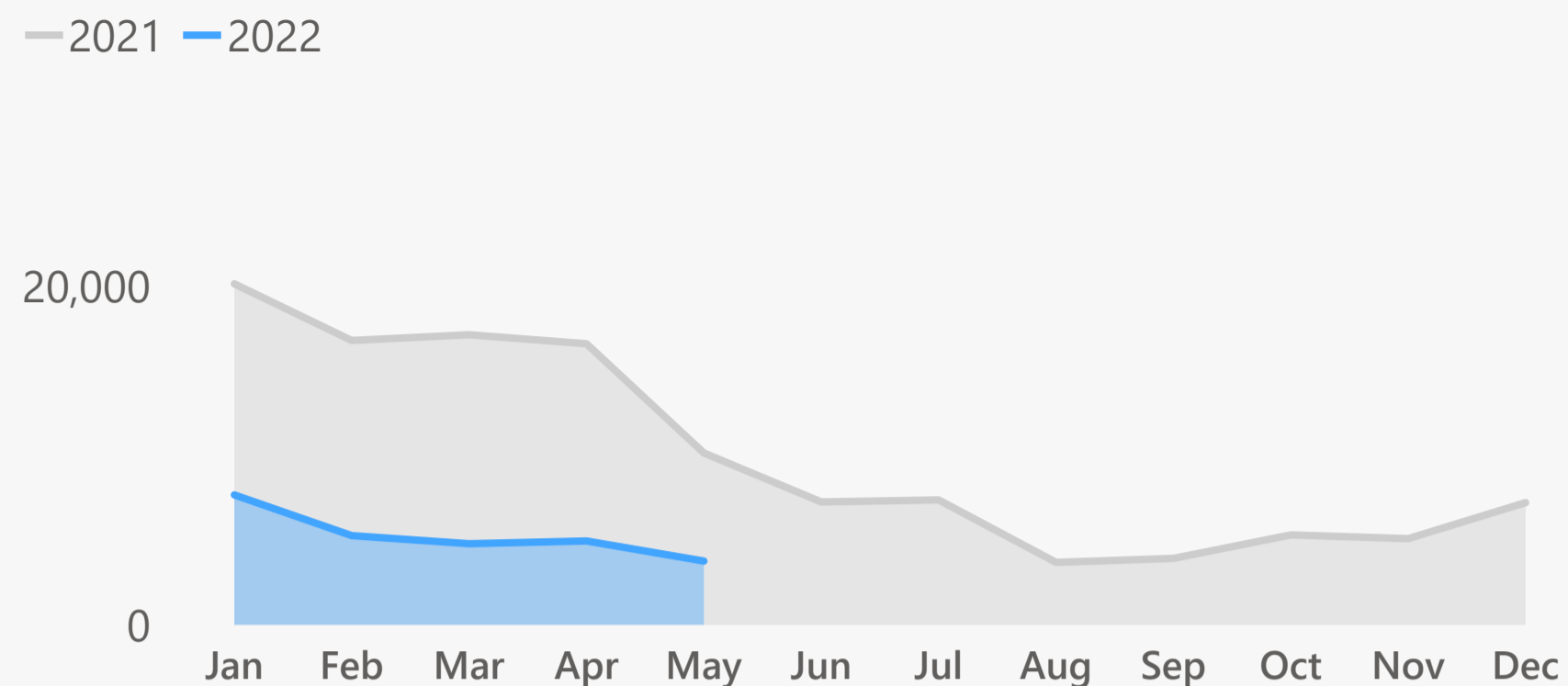


Total Visitors

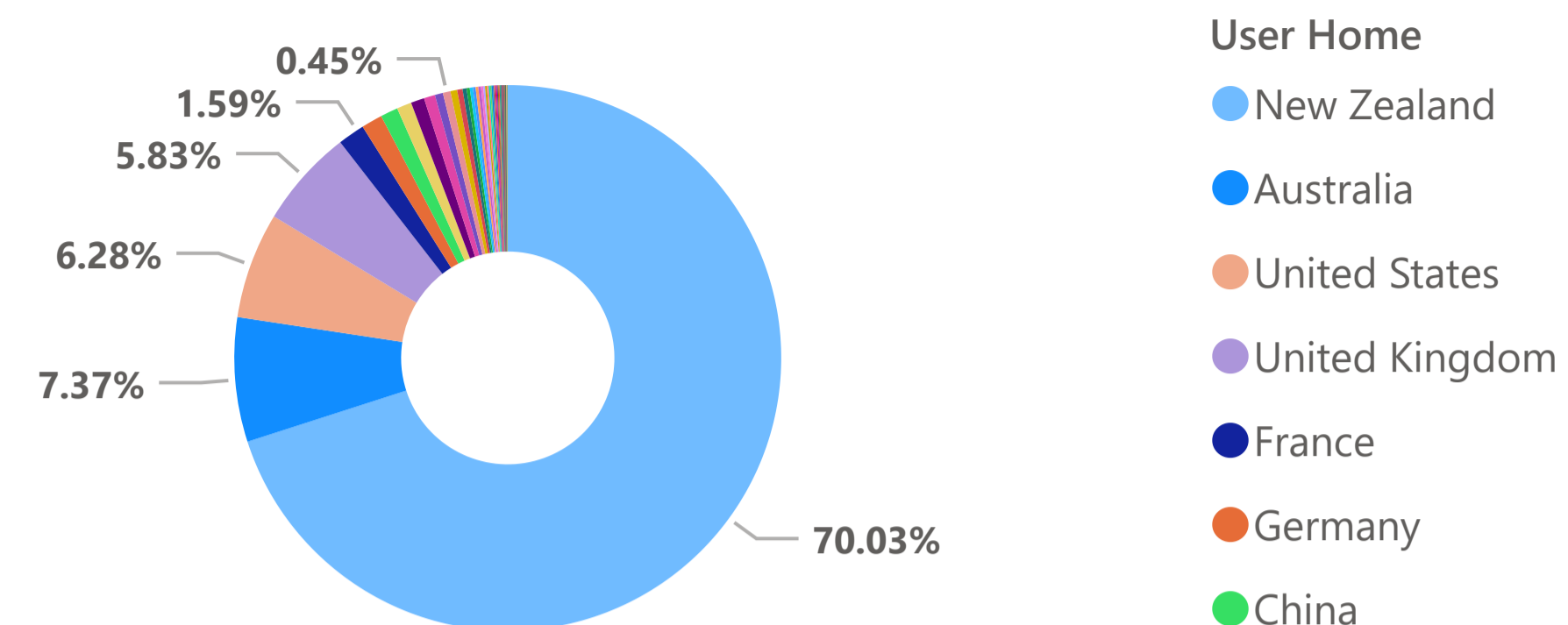
3,774

-24% Prior Period

-63% Prior Year



Visitor Country of Origin



Domestic

2,643

International

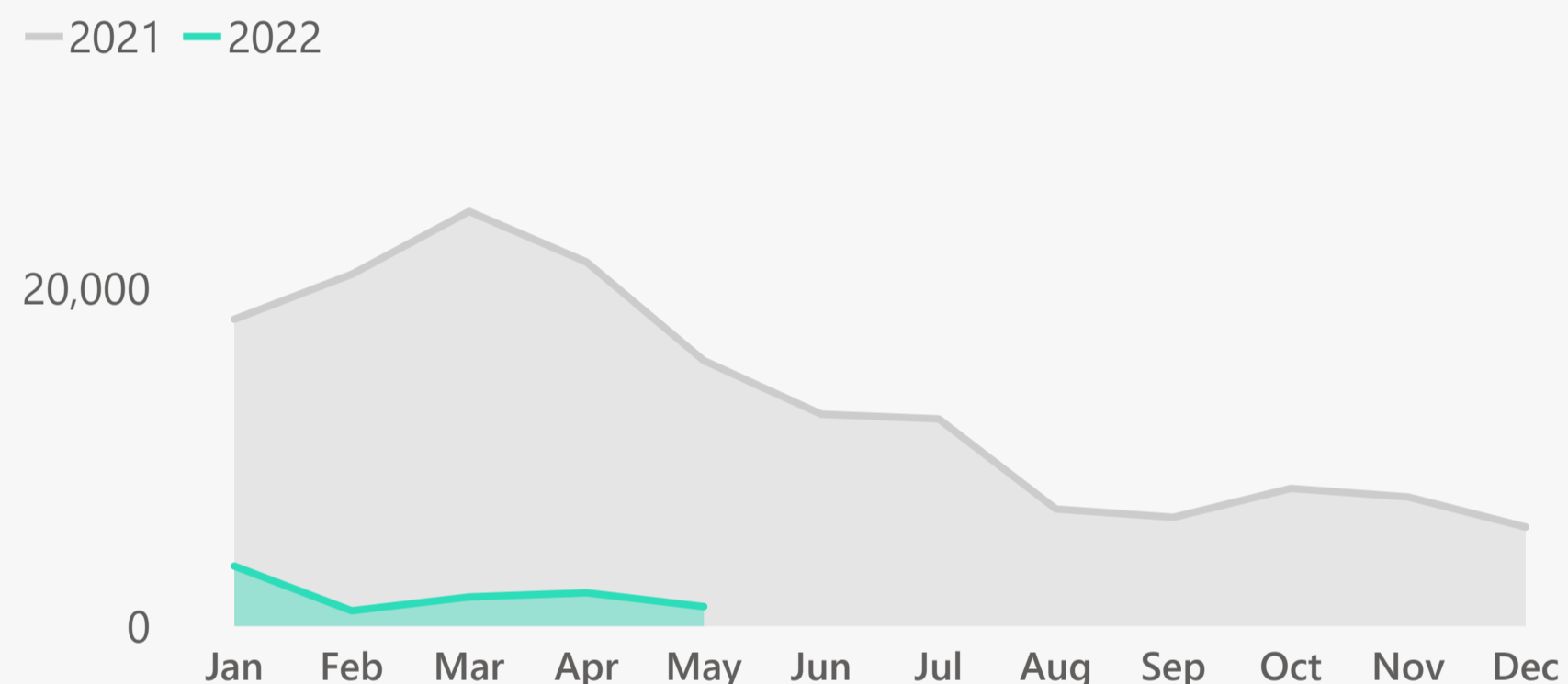
1,131

Overnight Stays

1,152

-42% Prior Period

-93% Prior Year

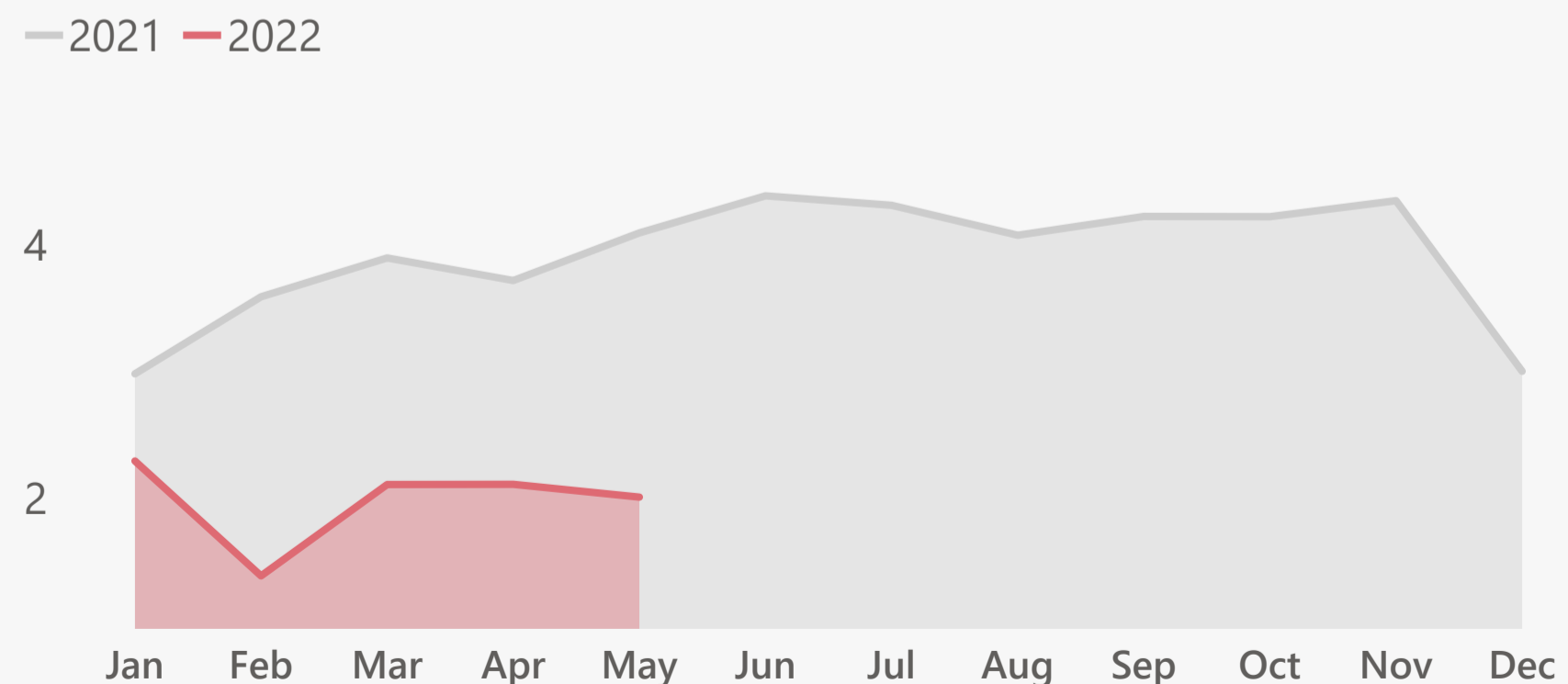


Avg. Nights Stayed

2.01

-5% Prior Period

-51% Prior Year



Total Visitors

For May 2022, Christchurch saw a total of 3,774 visitors which was a decrease of -24% on the prior month, and a decrease of -63% 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 May 2022, Christchurch saw a total of 1,152 overnight stays which is down of -42% on the previous month, and a decrease of -93% on the same time last year. On average visitors stayed for 2.01 nights in the region which was down -5% on the previous month and down -51% 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 2,643 visitors and accounted for 70 % of all visitors. There were 1,131 international visitors (30 %) with the top 3 countries being Australia (7.4 %), United States (6.3 %) and United Kingdom (5.8 %)



Selected Region	Prior Period	Prior Year
Christchurch	▼ -24%	▼ -63%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Rotorua RTO	-16%	-61%	South Canterbury	-36%	-72%
Wellington RTO	-19%	-65%	Coromandel RTO	-36%	-67%
Christchurch	-24%	-63%	Gisborne RTO	-37%	-74%
Fiordland	-24%	-62%	Taranaki RTO	-37%	-66%
Auckland RTO	-25%	-59%	Whanganui RTO	-38%	-70%
Queenstown	-27%	-56%	Northland RTO	-39%	-69%
Manawatu RTO	-27%	-72%	Wairarapa RTO	-40%	-72%
Marlborough RTO	-28%	-71%	Waitaki RTO	-41%	-70%
Dunedin RTO	-28%	-65%	Waimate	-43%	-78%
Southland	-29%	-66%	Central Otago RTO	-44%	-70%

Regional Visitor Comparison Top & Bottom

For May 2022, Christchurch experienced a decrease of -24% in visitor numbers compared to the previous month and a decrease of -63% compared to the same time in the previous year. On average across New Zealand, visitor numbers were -30% down compared to the previous month and -66% lower when compared to the same time last year.

As such Christchurch is trending above the New Zealand average in May 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	1.5%	Christchurch	61.6%
Glentunnel	1.3%	Auckland RTO	5.3%
Loburn	1.3%	Nelson Tasman RTO	3.8%
Aidanfield	1.0%	South Canterbury	3.8%
Ashburton Forks	1.0%	Wellington RTO	2.8%

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 1.5% of the observed market.

Top 5 Resident Regions

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

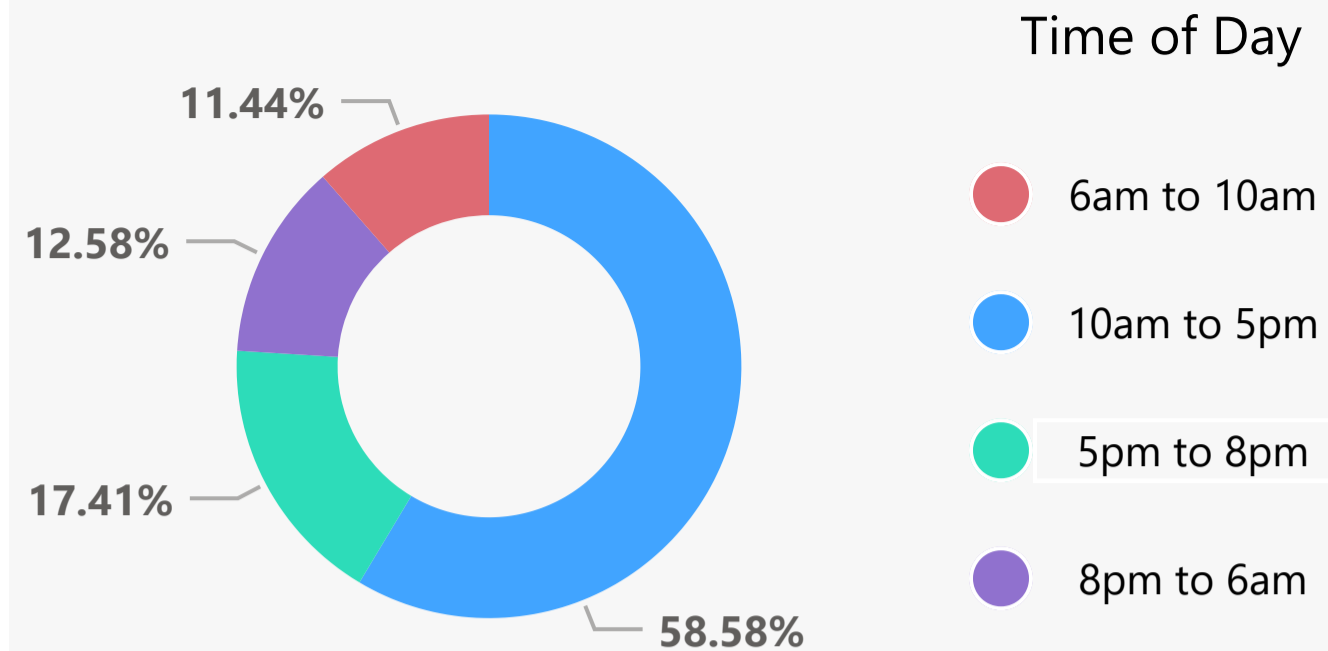
The top 3 regions were:

- Christchurch - 61.6% of visitors.
- Auckland RTO - 5.3% of visitors
- Nelson Tasman RTO - 3.8% of visitors.

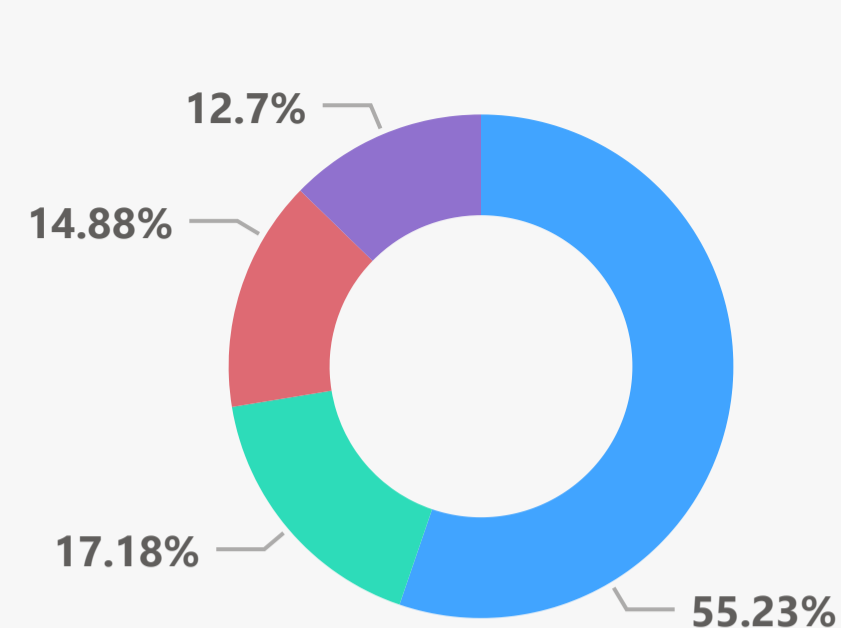
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.



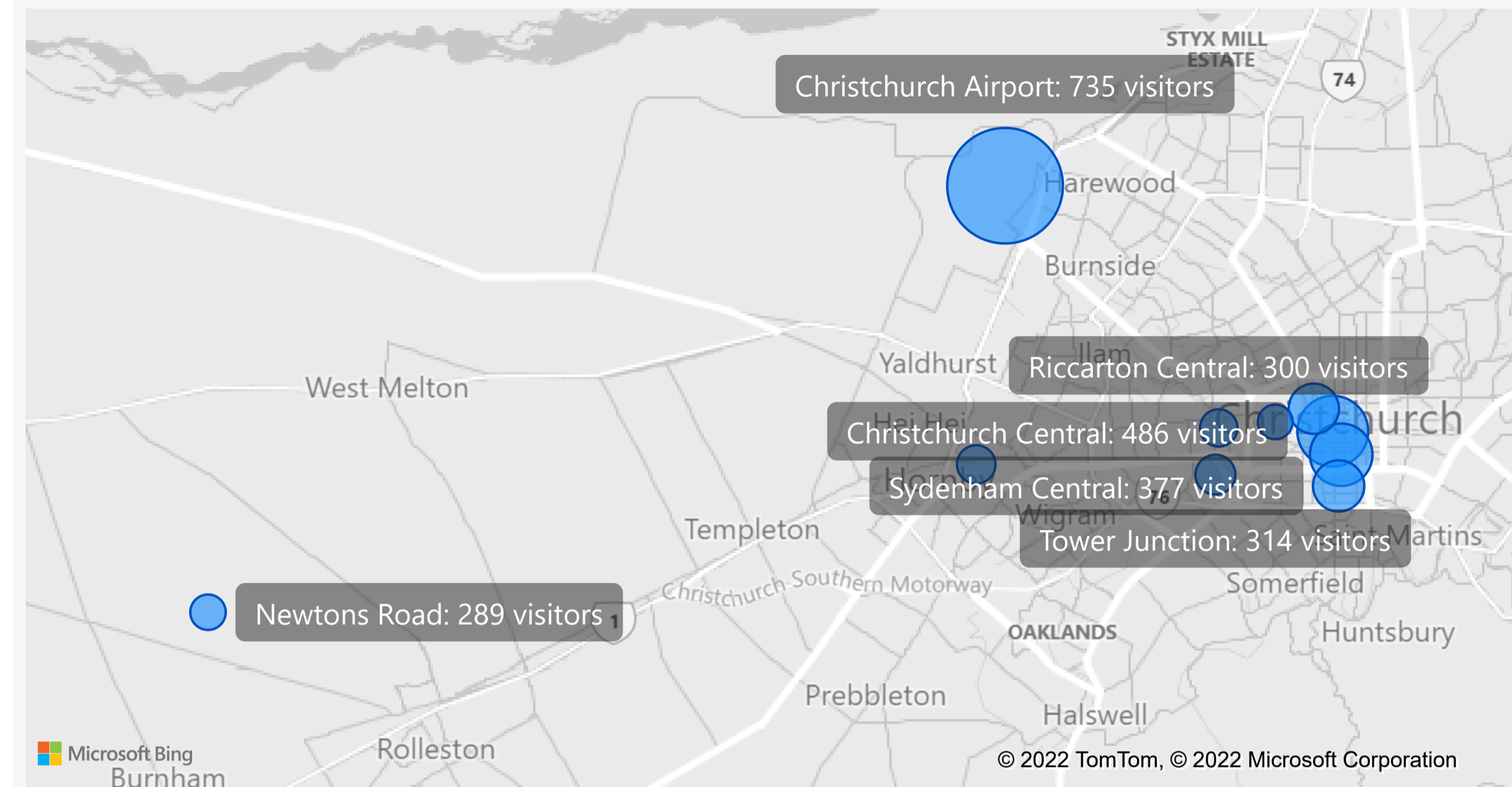
Entry Time



Exit Time



Top Visitor Localities



Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	20.5%
West Coast RTO	16.5%
North Canterbury	14.1%
Mackenzie	8.3%
Auckland RTO	6.5%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	20.4%
West Coast RTO	16.9%
North Canterbury	16.8%
Mackenzie	11.0%
Auckland RTO	5.5%

Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for May 2022. 10am to 5pm was the most common time travellers were seen entering Christchurch with 58.6% of visitors recorded in that time frame. The most common time travellers were leaving Christchurch was between 10am to 5pm with 55.2% 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 May 2022.

Most Popular Localities

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

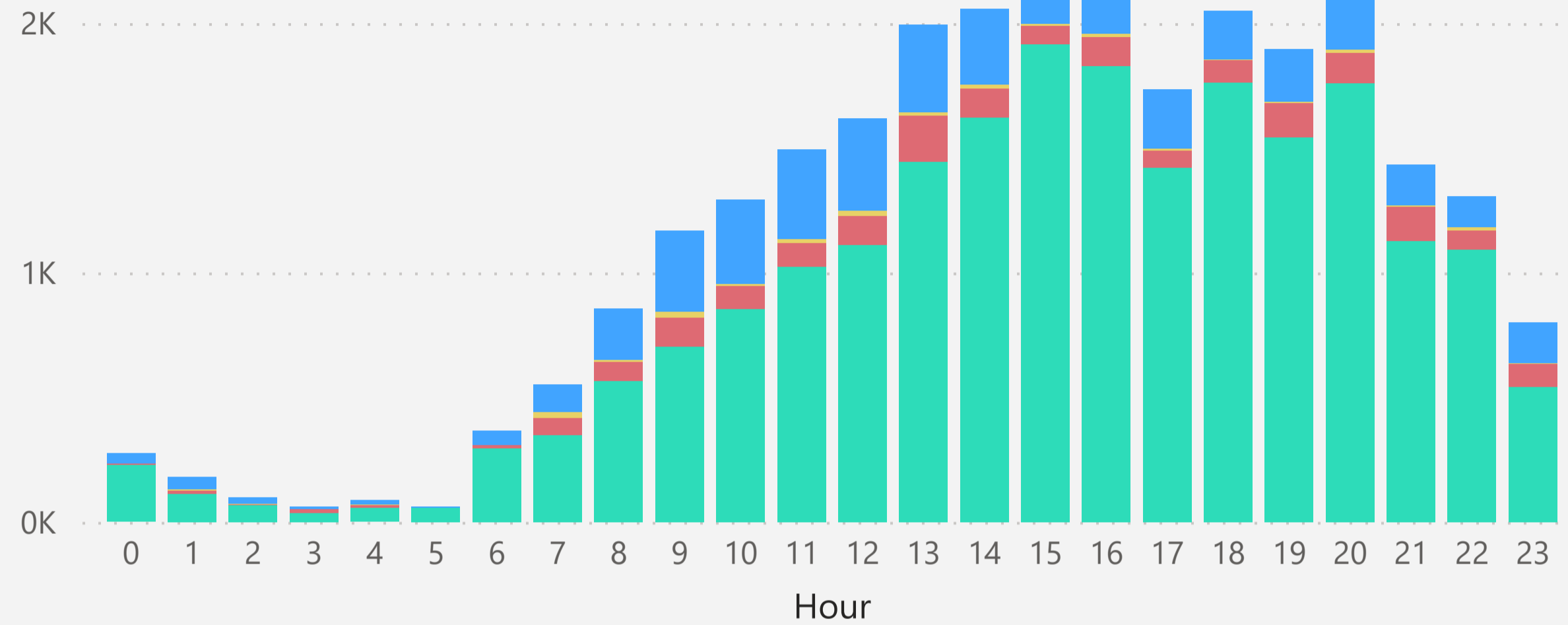
- Christchurch Airport - 735 visitors (448 domestic, 287 international).
- Christchurch Central - 486 visitors (290 domestic, 196 international).
- Christchurch Central-South - 440 visitors (289 domestic, 151 international).
- Sydenham Central - 377 visitors (251 domestic, 126 international).
- Christchurch Central-West - 372 visitors (202 domestic, 170 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 3 - 4am.
- Services were most searched between Noon - 1pm and least searched between 5 - 6am.
- Attractions were most searched between 1 - 2pm and least searched between 2 - 3am.
- Food was most searched between 9 - 10am and least searched between 3 - 4am.

Search Categories Insights

There were a total of 27,991 searches in Christchurch for May 2022 which was down -35% on the previous month. The most searched categories were:

- Paid Campground 7,840 searches (down 37% on previous month).
- Free Camping Area: 6,976 searches (down 32% on previous month).
- Low-cost Campground: 5,285 searches (down 46% on previous month).

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

- Petrol Station: down 6% (to 566 searches).
- Walking / Hiking Trail: down 9% (to 688 searches).
- Paid Private Driveway: down 15% (to 659 searches).

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

- Low-cost Campground: down 46% (to 5,285 searches).
- Dump Station: down 37% (to 780 searches).
- Paid Campground: down 37% (to 7,840 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	7,840	12,412	-37%
Free Camping Area	6,976	10,251	-32%
Low-cost Campground	5,285	9,777	-46%
Public Toilet	1,148	1,576	-27%
Dump Station	780	1,244	-37%
Walking / Hiking Trail	688	797	-14%
Paid Private Driveway	659	847	-22%
Petrol Station	566	602	-6%
Fishing	409	635	-36%
Hot Shower	386	512	-25%





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.