



## Destination Analytics Report:

## Prepared for Christchurch

November 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.

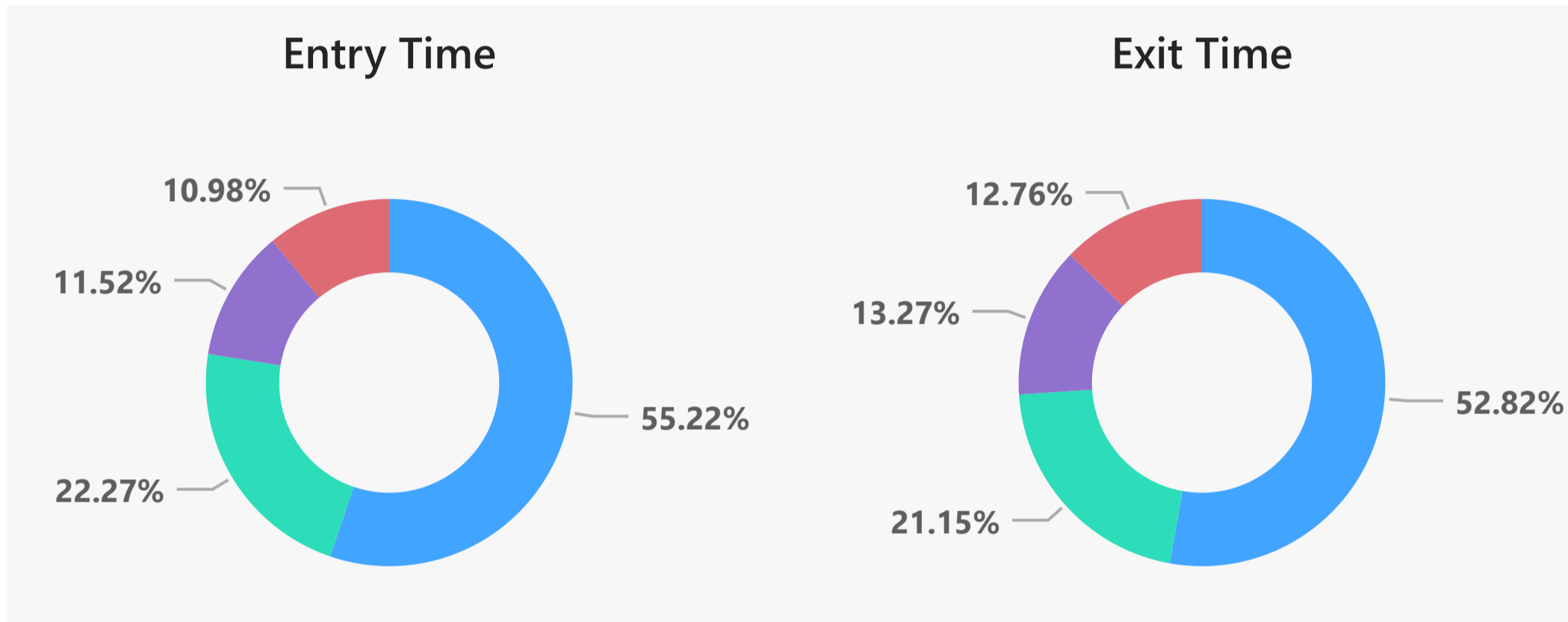


# Monthly Regional Dashboard

**Visitors**  
**7,678** ▲ **74%** Prior Period  
 ▲ **51%** Prior Year

**Overnight Stays**  
**3,615** ▲ **21%** Prior Period  
 ▼ **-53%** Prior Year

**Avg. Nights Stayed**  
**2.09** ▼ **-15%** Prior Period  
 ▼ **-52%** 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	30.9%	Ashburton Forks	2.5%	Christchurch	64.2%
Germany	11.7%	Mandeville-Ohoka	1.9%	South Canterbury	4.3%
United Kingdom	9.7%	Oaklands East	1.9%	Auckland RTO	3.7%
Australia	8.8%	Parklands	1.9%	Nelson Tasman RTO	3.7%
United States	8.7%	Prestons	1.9%	Marlborough RTO	3.1%

Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% of Visitors	Went To Region	% of Visitors
North Canterbury	20.7%	South Canterbury	21.4%
South Canterbury	19.5%	North Canterbury	18.8%
West Coast RTO	18.0%	MacKenzie	17.7%
MacKenzie	12.3%	West Coast RTO	16.9%
Auckland RTO	4.1%	Nelson Tasman RTO	3.3%

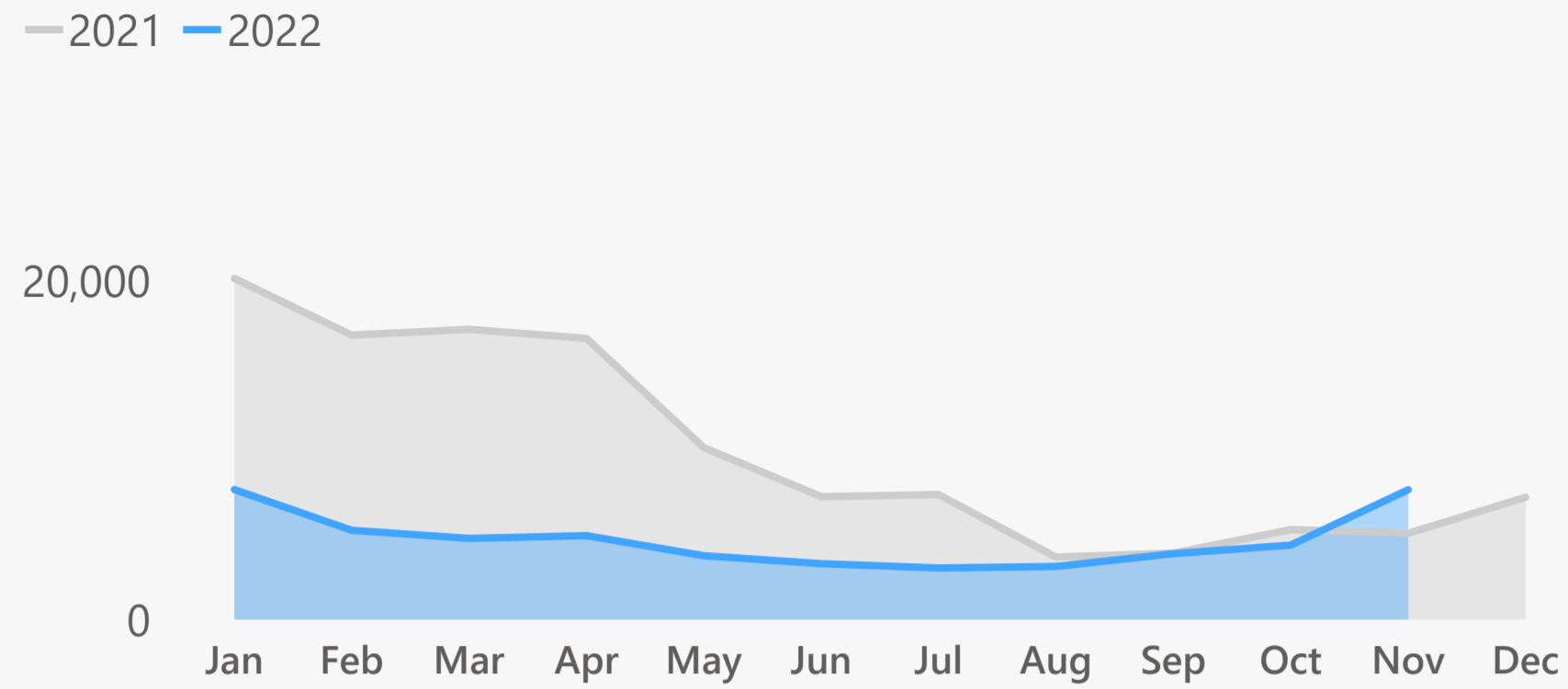
National Visitor Numbers Region Comparison					
Region Name	Top 10		Bottom 10		
	Prior Period	Prior Year	Prior Period	Prior Year	
Fiordland	139%	400%	Auckland RTO	44%	64%
MacKenzie	123%	314%	Gisborne RTO	48%	9%
Wanaka	121%	228%	Northland RTO	53%	250%
West Coast RTO	119%	221%	Waikato RTO	62%	149%
North Canterbury	119%	200%	Hawke's Bay RTO	70%	37%
Clutha	118%	147%	Waimate	73%	65%
Nelson Tasman RTO	117%	99%	Christchurch	74%	51%
Marlborough RTO	116%	173%	Manawatu RTO	75%	55%
Whanganui RTO	112%	174%	Wairarapa RTO	80%	73%
Waitaki RTO	110%	168%	Coromandel RTO	81%	253%



## Total Visitors

7,678

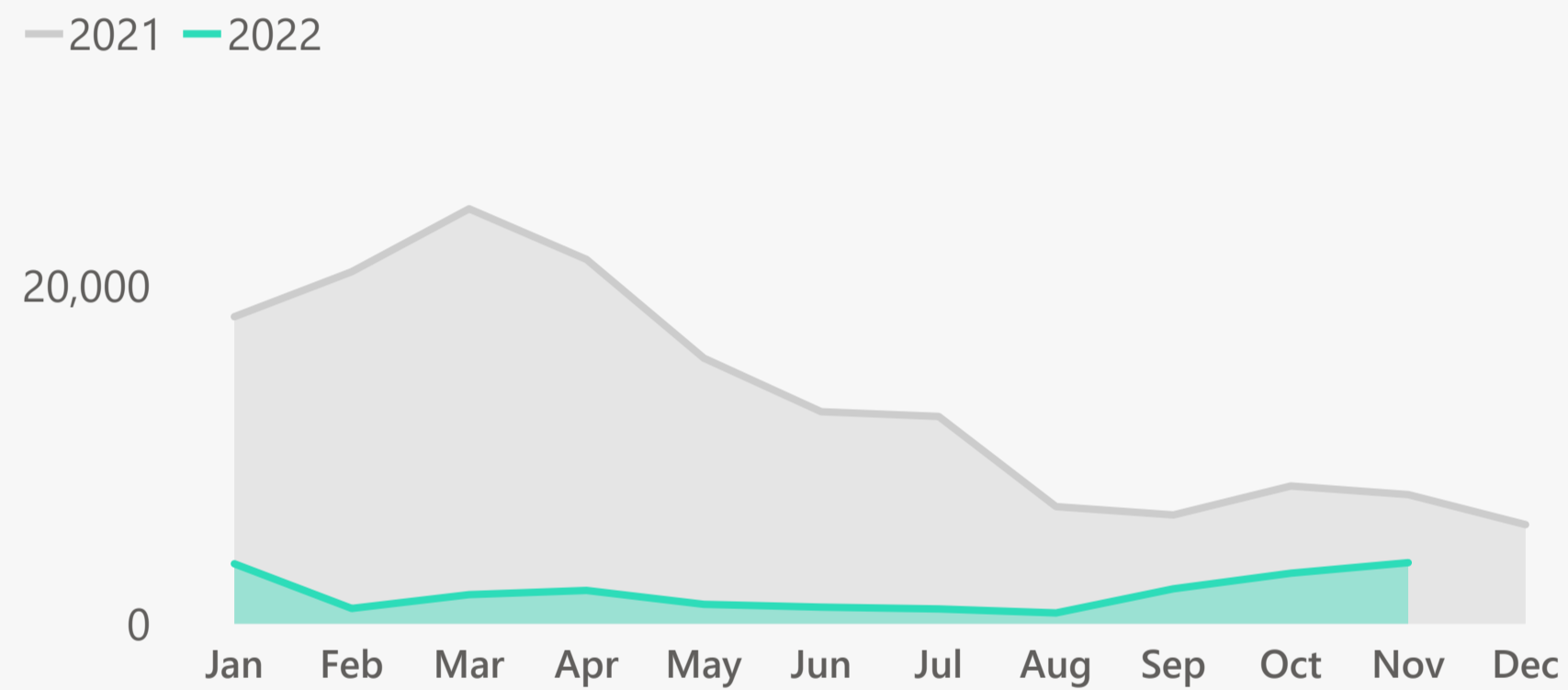
74% Prior Period  
51% Prior Year



## Overnight Stays

3,615

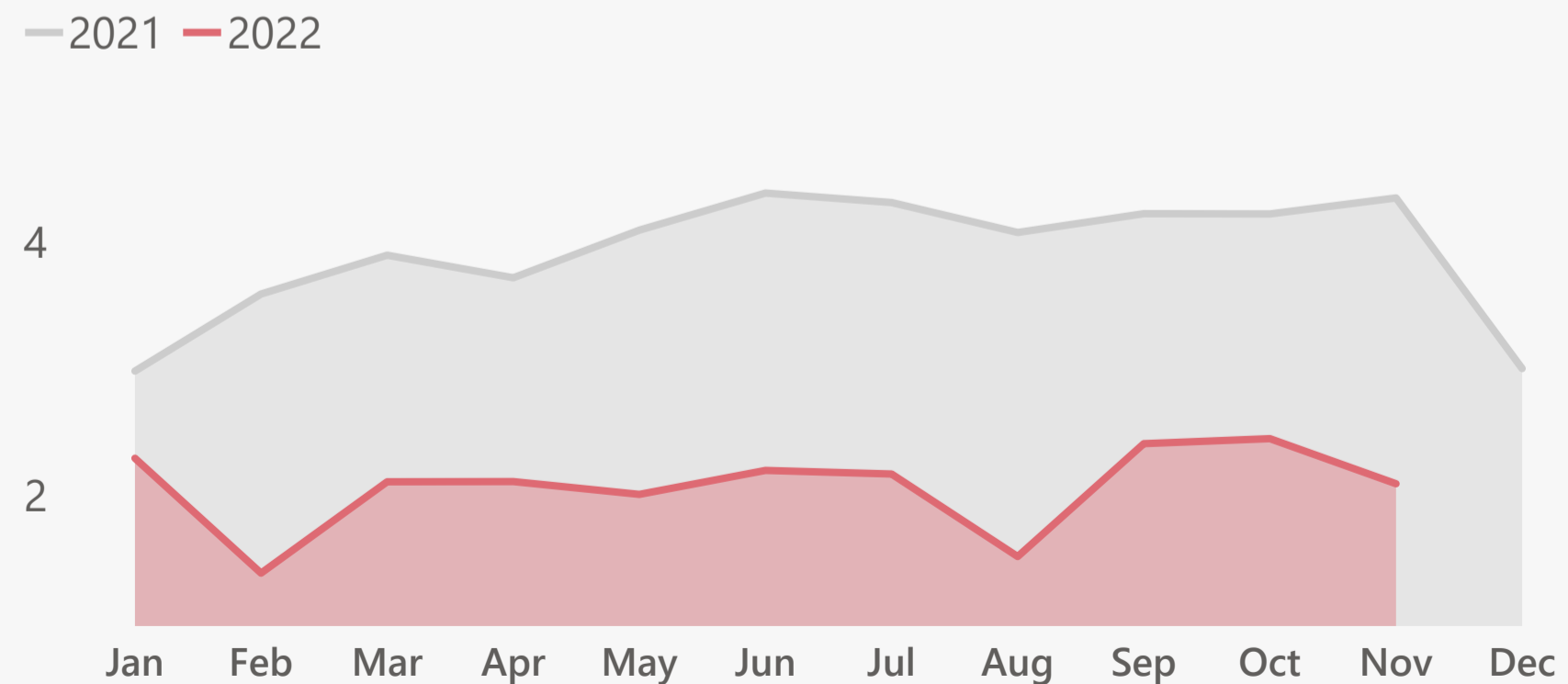
21% Prior Period  
-53% Prior Year



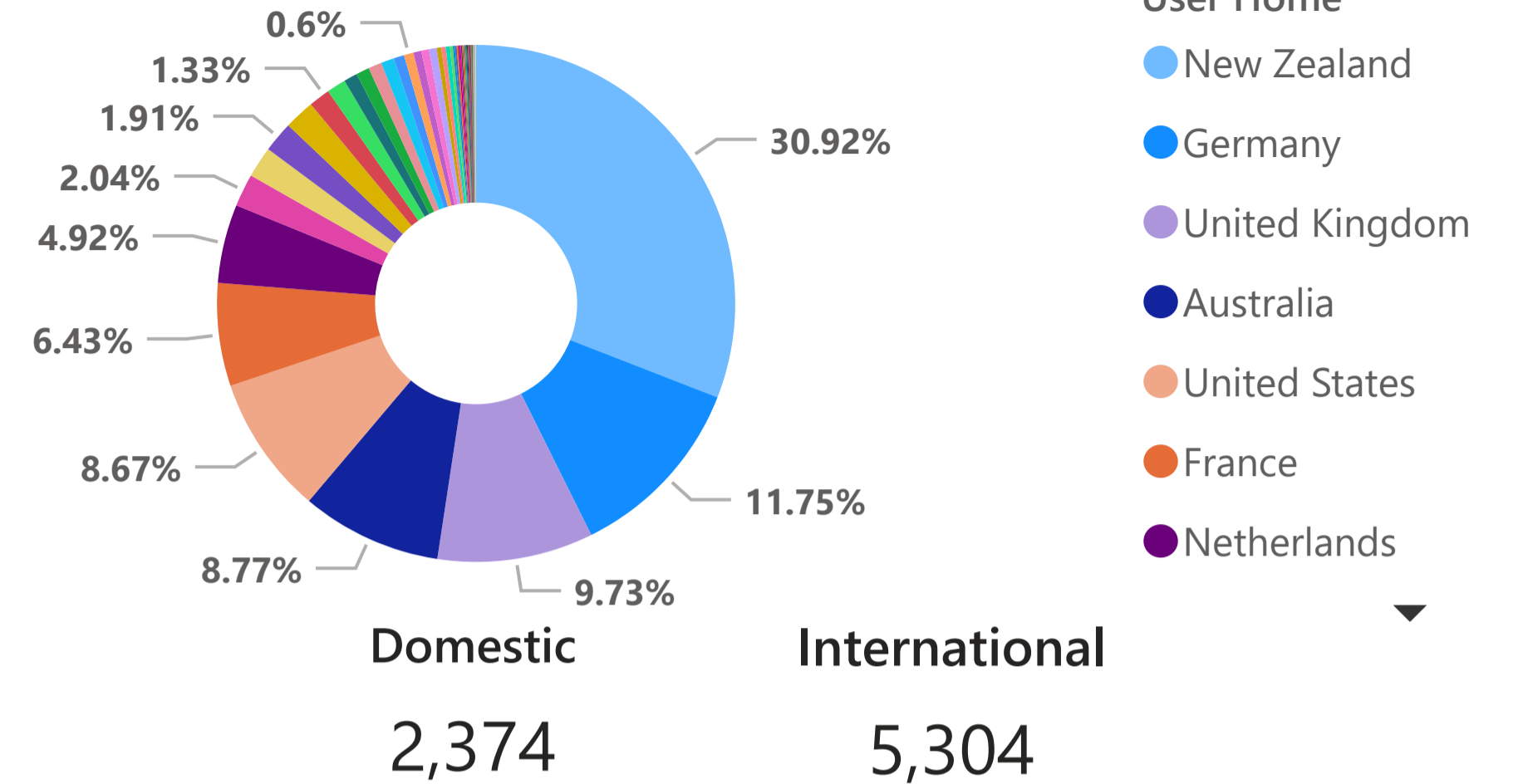
## Avg. Nights Stayed

2.09

-15% Prior Period  
-52% Prior Year



## Visitor Country of Origin



### Total Visitors

For November 2022, Christchurch saw a total of 7,678 visitors which was an increase of 74% on the prior month, and an increase of 51% 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 November 2022, Christchurch saw a total of 3,615 overnight stays which is up 21% on the previous month, and down -53% on the same time last year. On average visitors stayed for 2.09 nights in the region which was down -15% on the previous month and down -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 2,374 visitors and accounted for 31 % of all visitors. There were 5,304 international visitors (69 %) with the top 3 countries being Germany (11.7 %), United Kingdom (9.7 %) and Australia (8.8 %)



<b>Selected Region</b>	<b>Prior Period</b>	<b>Prior Year</b>
Christchurch	▲ 74%	▲ 51%

<b>Top 5 Resident Localities</b>		<b>Top 5 Resident Regions</b>	
Home Locality	% of Visitors	Home Region	% Total Visitors
Ashburton Forks	2.5%	Christchurch	64.2%
Mandeville-Ohoka	1.9%	South Canterbury	4.3%
Oaklands East	1.9%	Auckland RTO	3.7%
Parklands	1.9%	Nelson Tasman RTO	3.7%
Prestons	1.9%	Marlborough RTO	3.1%

### 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	139%	400%	Coromandel RTO	81%	253%
MacKenzie	123%	314%	Northland RTO	53%	250%
Wanaka	121%	228%	Waikato RTO	62%	149%
West Coast RTO	119%	221%	Wairarapa RTO	80%	73%
North Canterbury	119%	200%	Waimate	73%	65%
Clutha	118%	147%	Auckland RTO	44%	64%
Nelson Tasman RTO	117%	99%	Manawatu RTO	75%	55%
Marlborough RTO	116%	173%	Christchurch	74%	51%
Whanganui RTO	112%	174%	Hawke's Bay RTO	70%	37%
Waitaki RTO	110%	168%	Gisborne RTO	48%	9%

### Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in November 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 2.5% of the observed market.

### Top 5 Resident Regions

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

The top 3 regions were:

- Christchurch - 64.2% of visitors.
- South Canterbury - 4.3% of visitors.
- Nelson Tasman 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.

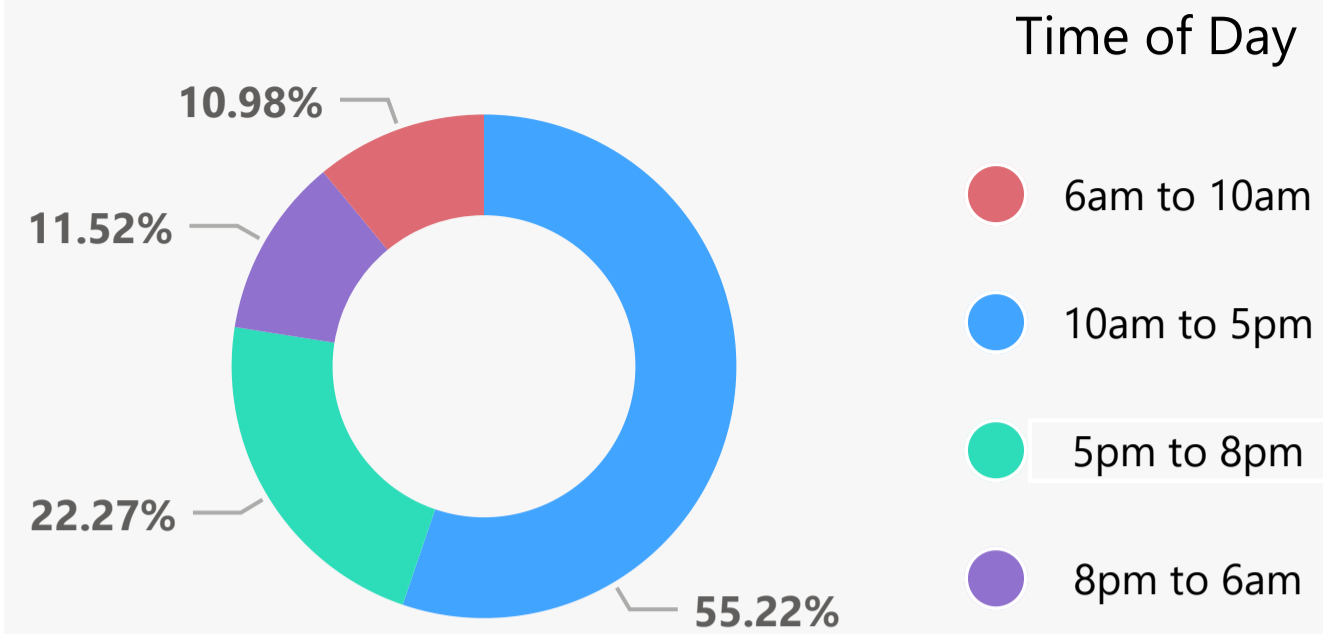
### Regional Visitor Comparison Top & Bottom

For November 2022, Christchurch experienced an increase of 74% in visitor numbers compared to the previous month and an increase of 51% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 88% higher compared to the previous month and 129% higher when compared to the same time last year.

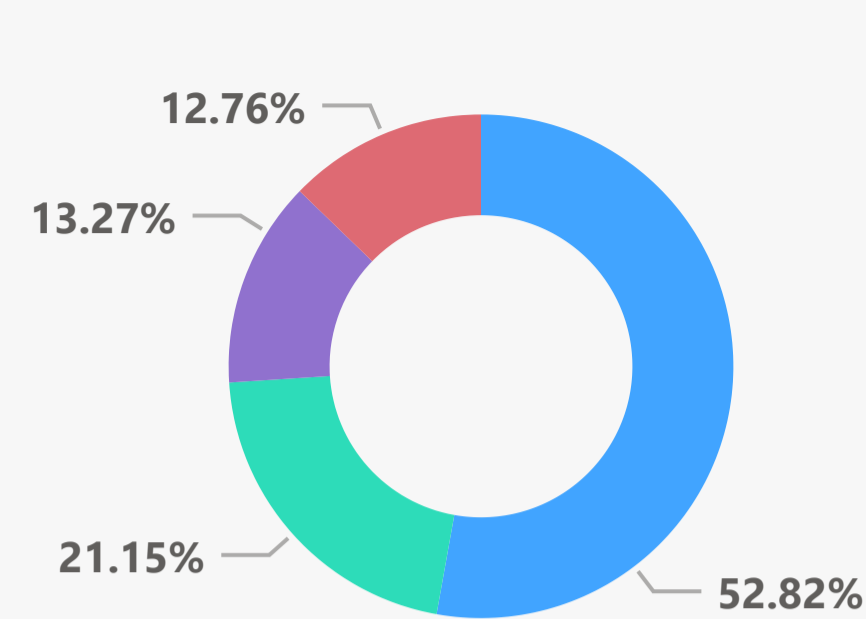
As such Christchurch is trending below the New Zealand average in November 2022. The rest of the table highlights the performance of the top and bottom 10 regions compared to the previous month and shows regions that are experiencing seasonal upturns or downturns.



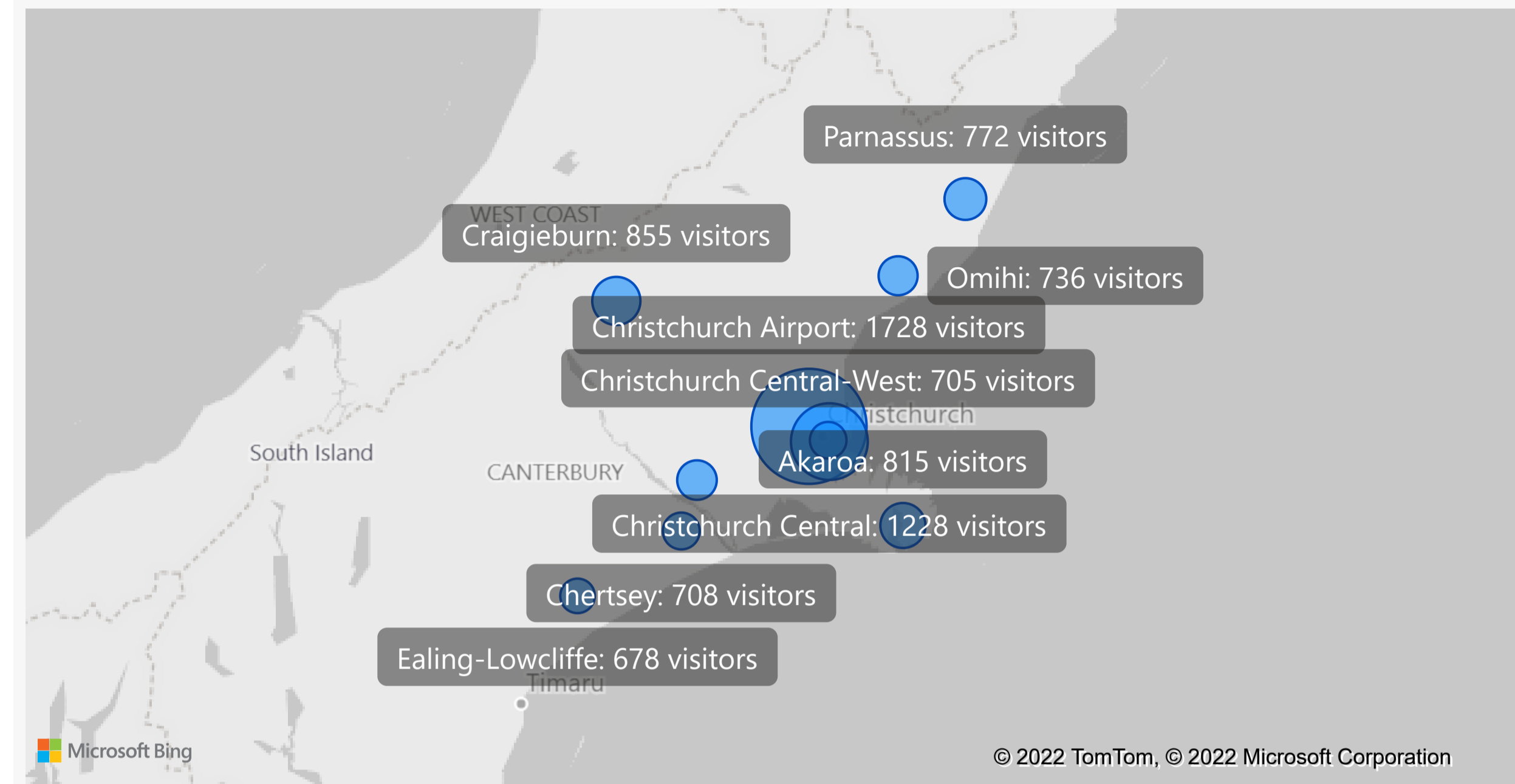
### Entry Time



### Exit Time



### Top Visitor Localities



### Top 5 Prior Regions

Entered From Region	% of Visitors
North Canterbury	20.7%
South Canterbury	19.5%
West Coast RTO	18.0%
Mackenzie	12.3%
Auckland RTO	4.1%

### Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	21.4%
North Canterbury	18.8%
Mackenzie	17.7%
West Coast RTO	16.9%
Nelson Tasman RTO	3.3%

### Entry & Exit Time

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

The most common time travellers were leaving Christchurch was between 10am to 5pm with 52.8% 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 November 2022.

### Most Popular Localities

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

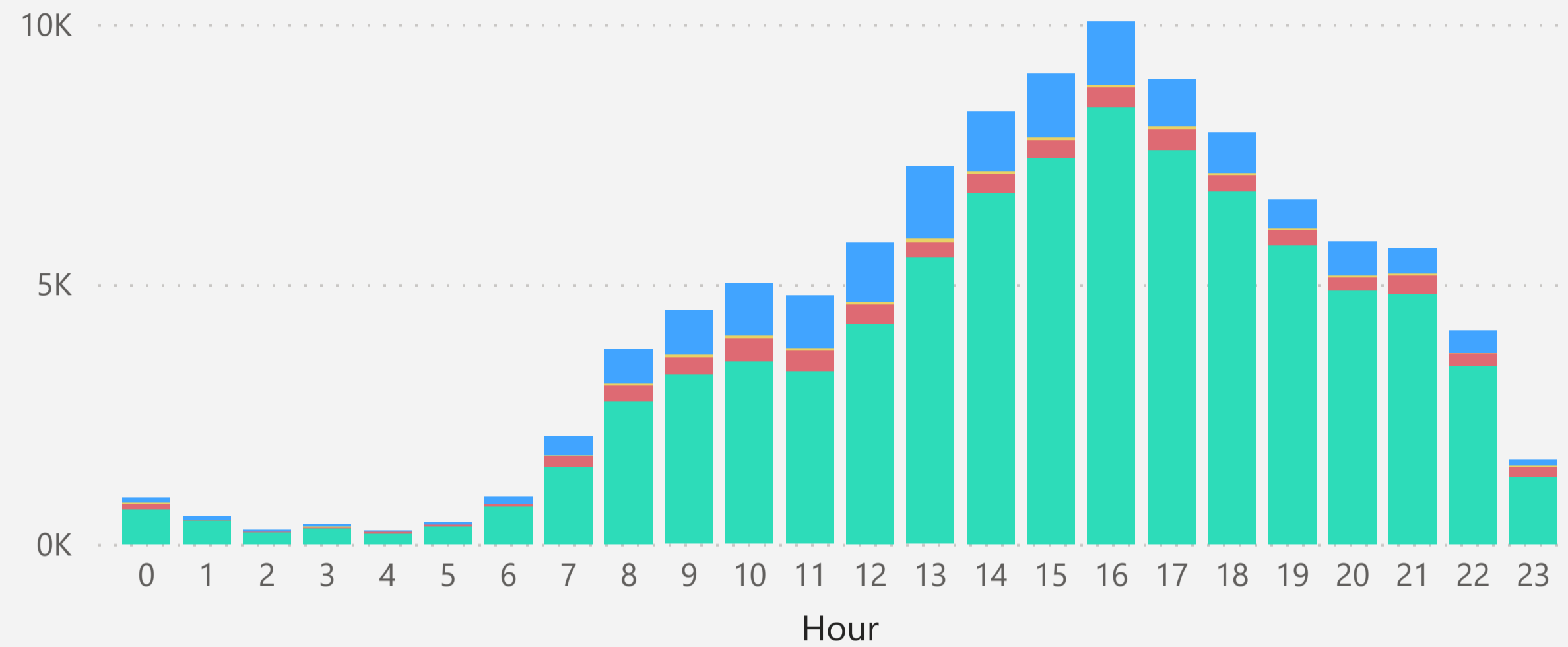
- Christchurch Airport - 1728 visitors (313 domestic, 1415 international).
- Christchurch Central - 1,228 visitors (197 domestic, 1031 international).
- Craigieburn - 855 visitors (85 domestic, 770 international).
- Akaroa - 815 visitors (66 domestic, 749 international).
- Parnassus - 772 visitors (128 domestic, 644 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 4 - 5pm and least searched between 4 - 5am.
- Services were most searched between 1 - 2pm and least searched between 4 - 5am.
- Attractions were most searched between 10 - 11am and least searched between 2 - 3am.
- Food was most searched between 1 - 2pm and least searched between 3 - 4am.

## Search Categories Insights

There were a total of 105,036 searches in Christchurch for November 2022 which was an increase of 55% on the previous month. The most searched categories were:

- Paid Campground 29,751 searches (up 51% on previous month).
- Free Camping Area: 29,503 searches (up 61% on previous month).
- Low-cost Campground: 20,367 searches (up 57% 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 81% (to 2342 searches).
- Free Camping Area: up 61% (to 29503 searches).
- Low-cost Campground: up 57% (to 20367 searches).

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

- Dump Station: up 39% (to 2545 searches).
- Paid Private Driveway: up 45% (to 2451 searches).
- Fishing: up 47% (to 1072 searches).

## Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	29,751	19,697	51%
Free Camping Area	29,503	18,310	61%
Low-cost Campground	20,367	12,975	57%
Public Toilet	3,069	2,019	52%
Dump Station	2,545	1,833	39%
Paid Private Driveway	2,451	1,688	45%
Walking / Hiking Trail	2,342	1,293	81%
Petrol Station	1,791	1,168	53%
Fishing	1,072	727	47%
Water Fountain	1,046	670	56%





## 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.

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