triptech

Destination Analytics Report:

## Prepared for Christchurch

From 1/12/2021 to 31/12/2021

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 reflects 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 movement dashboards. The following pages include a breakdown of each in detail.

Monthly Regional Dashboard
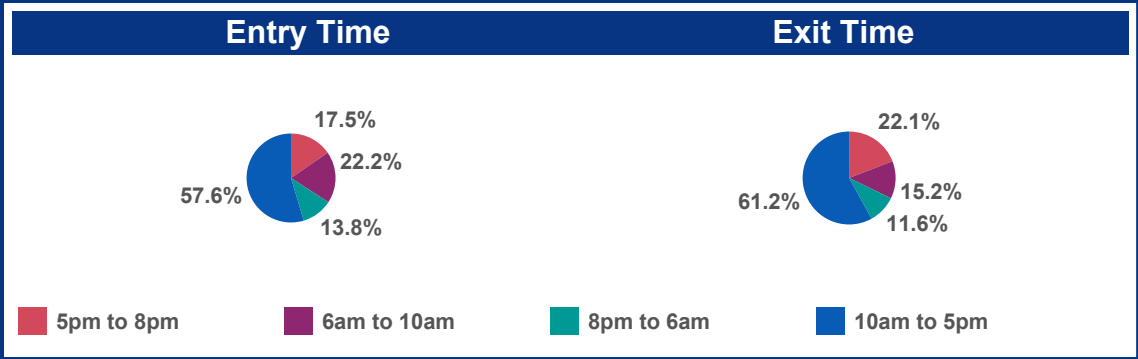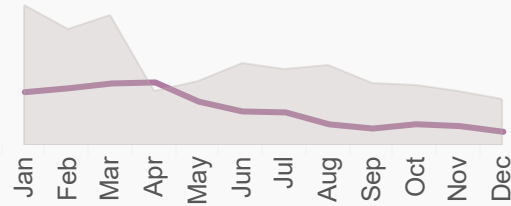
Total Users

23,597 ▼-13% Prior Period
▼-67% Prior Year

Total Overnight Stays

2,602 ▼-25% Prior Period
▼-77% Prior Year

Average Length of Stays

0.60 day ▼-28% Prior Period
▲4% Prior Year

Visitor Country of Origin

United Kingdom
7.1%

Australia
3.1%

New Zealand
82.9%

Top 5 Resident Suburbs

Suburb	% Users
Christchurch	3.7%
Hanmer Springs	3.2%
Rangiora	2.5%
Kaiapoi	2.4%
Rolleston	2.1%

Top 5 Visitor Home Tourism Region

Region Name	% of Total Users
Nelson Tasman RTO	11%
West Coast RTO	9%
MacKenzie	7%
Auckland RTO	7%
Marlborough RTO	7%

Entry Time

17.5%
22.2%
57.6%
13.8%

Exit Time

22.1%
15.2%
61.2%
11.6%

■ 5pm to 8pm   ■ 6am to 10am   ■ 8pm to 6am   ■ 10am to 5pm

National Region Comparison

Top 10

Region Name	Prior Period	Prior Year
Ruapehu RTO	30%	-74%
Central Otago RTO	24%	-70%
Coromandel RTO	21%	-71%
MacKenzie	19%	-68%
Lake Taupo RTO	18%	-74%
Auckland RTO	18%	-64%
North Canterbury	15%	-71%
Waikato RTO	14%	-70%
Wanaka	11%	-60%
Northland RTO	11%	-75%

Bottom 10

Region Name	Prior Period	Prior Year
South Canterbury	-18%	-72%
Waimate	-17%	-73%
Bay of Plenty RTO	-14%	-67%
Dunedin RTO	-14%	-69%
Christchurch	-13%	-67%
Whanganui RTO	-10%	-71%
Southland	-10%	-69%
Wairarapa RTO	-8%	-73%
Wellington RTO	-6%	-66%
Taranaki RTO	-6%	-69%

Top 5 Prior Regions

Entered From Region	% Users
South Canterbury	22.7%
North Canterbury	20.6%
West Coast RTO	15.2%
Auckland RTO	9.2%
MacKenzie	7.9%

Top 5 Next Regions

Went To Region	% Users
South Canterbury	24.8%
North Canterbury	19.2%
West Coast RTO	18.0%
MacKenzie	12.9%
Nelson Tasman RTO	8.1%

● ● current year ● previous year

TOTAL USERS

23,597

▼-13%   Prior Period
▼-67%   Prior Year

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Total Overnight Stays

2,602

▼-25%   Prior Period
▼-77%   Prior Year

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

AVERAGE LENGTH OF TIME

0.60 day

▼-28%   Prior Period
▲4%   Prior Year

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
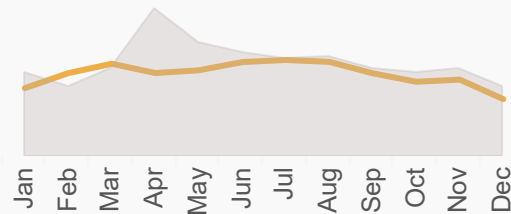
Total Users

Throughout 12/1/2021 to 12/31/2021, Christchurch has seen total of 23597 users which is 13% down as compared to prior period and 67% down as compared to prior year. An increase or decrease in users can be due to changing seasons, travel behaviour shifts or effective marketing campaigns in the region.
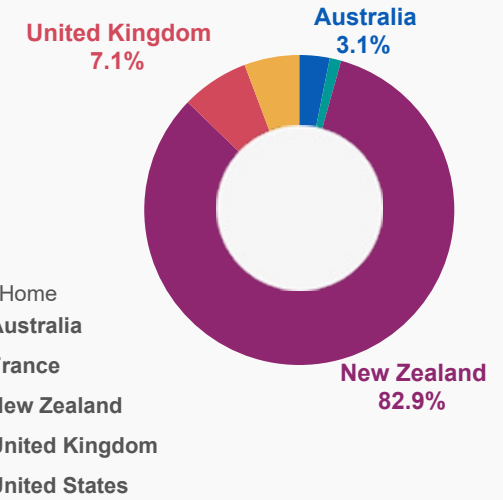
Total Stays

Throughout 12/1/2021 to 12/31/2021, Christchurch has seen total of 3407 stays which is 25% down as compared to prior period and 77% down as compared to prior year. An increase or decrease in stays is due to changing seasons or effective marketing campaigns in the region.

Country of Origin

The pie chart breaks down the top 5 home countries where travellers in Christchurch are from. The highest number of travellers seen in Christchurch is from Australia from all reported home countries. Here Australia is 44% down as compared to the same time period in the year prior.

Visitor Country Of Origin

United Kingdom
7.1%

Australia
3.1%

New Zealand
82.9%

User Home

■ Australia
■ France
■ New Zealand
■ United Kingdom
■ United States

Domestic	International
17,744	5,852

Selected Region Name	Prior Period	Prior Year
Christchurch	▼ -13%	▼ -67%

Top 10 — Neighbouring Region Comparison — Bottom 10

Region Name	Prior Period	Prior Year
Ruapehu RTO	30%	-74%
Central Otago RTO	24%	-70%
Coromandel RTO	21%	-71%
MacKenzie	19%	-68%
Lake Taupo RTO	18%	-74%
Auckland RTO	18%	-64%
North Canterbury	15%	-71%
Waikato RTO	14%	-70%
Wanaka	11%	-60%
Northland RTO	11%	-75%

Region Name	Prior Period	Prior Year
South Canterbury	-18%	-72%
Waimate	-17%	-73%
Bay of Plenty RTO	-14%	-67%
Dunedin RTO	-14%	-69%
Christchurch	-13%	-67%
Whanganui RTO	-10%	-71%
Southland	-10%	-69%
Wairarapa RTO	-8%	-73%
Wellington RTO	-6%	-66%
Taranaki RTO	-6%	-69%

Top 5 Resident Suburbs: In Christchurch

Suburb	% Users
Christchurch	3.7%
Hanmer Springs	3.2%
Rangiora	2.5%
Kaiapoi	2.4%
Rolleston	2.1%

Top 5 Source Market Tourism Region

Region Name	% of Total Users	
Nelson Tasman RTO	11%	-
West Coast RTO	9%	-
MacKenzie	7%	-
Auckland RTO	7%	-
Marlborough RTO	7%	-

Top 5 Suburbs: In Christchurch

The top 5 suburbs highlight the home regions of travellers who live within Christchurch. Here Christchurch is indicating that during the period between 12/1/2021 and 12/31/2021, it had the highest number of travellers within Christchurch at 3.7% of the total observed market.

Regional Comparison Top & Bottom

Throughout 12/1/2021 to 12/31/2021, Christchurch has seen a 13% decrease compared to the previous month and a 67 % decrease against the same month in the year prior. The Top 10 and Bottom 10 tables highlights the performance of other regions.
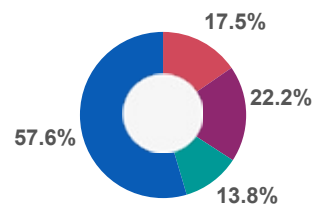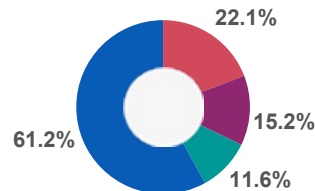
Top Source Market

Top Source Market of Travellers highlights the home region of travellers during 12/1/2021 and 12/31/2021 from Nelson Tasman RTO at 11%.

The Second most popular source market is from West Coast RTO at 9%. Utilising this report can allow you to better understand where to target travellers prone to visiting your region.
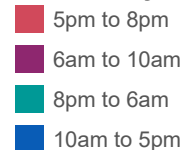
Entry Time

17.5%
22.2%
57.6%
13.8%

Time of Day
- 5pm to 8pm
- 6am to 10am
- 8pm to 6am
- 10am to 5pm

Exit Time

22.1%
15.2%
61.2%
11.6%

Top 10 Overnight Stay Hotspots

1%
4% 3%
2%
5%
46%
7%

46%
18%
12%
7%
5%
4%
3%
2%
2%
1%

© 2022 Mapbox © OpenStreetMap

Top 5 Prior Regions

Entered From Region	% Users
South Canterbury	22.7%
North Canterbury	20.6%
West Coast RTO	15.2%
Auckland RTO	9.2%
MacKenzie	7.9%

Top 5 Next Regions

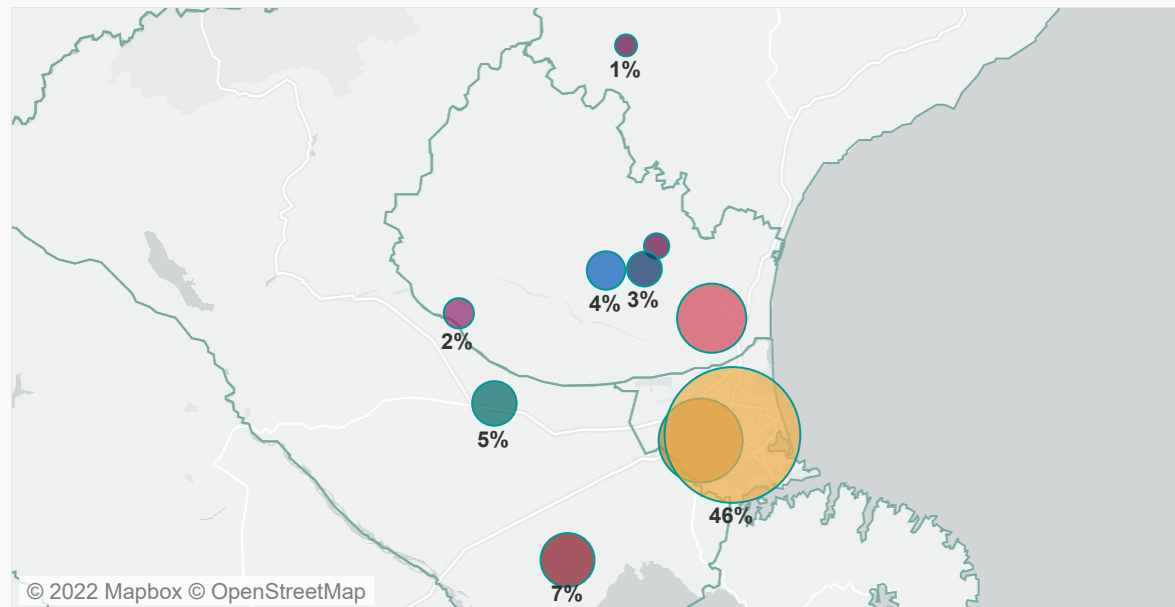| Went To Region	% Users
South Canterbury	24.8%
North Canterbury	19.2%
West Coast RTO	18.0%
MacKenzie	12.9%
Nelson Tasman RTO	8.1%

Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit in Christchurch for the time period between 12/1/2021 to 12/31/2021. The report indicates 10am to 5pm was the most common time frame travellers were seen entering Christchurch at 57.6%.

The most common time frame for travellers leaving Christchurch was between 10am to 5pm at 61.2% .

Prior & Next Regions

The Top 5 prior and next regions highlights the % breakdown where travellers were seen before visiting Christchurch and which region travellers were seen if recorded leaving. The prior and next regions provides a strong indication towards the flow of travel through Christchurch during 2021-12-01 and 2021-12-31.
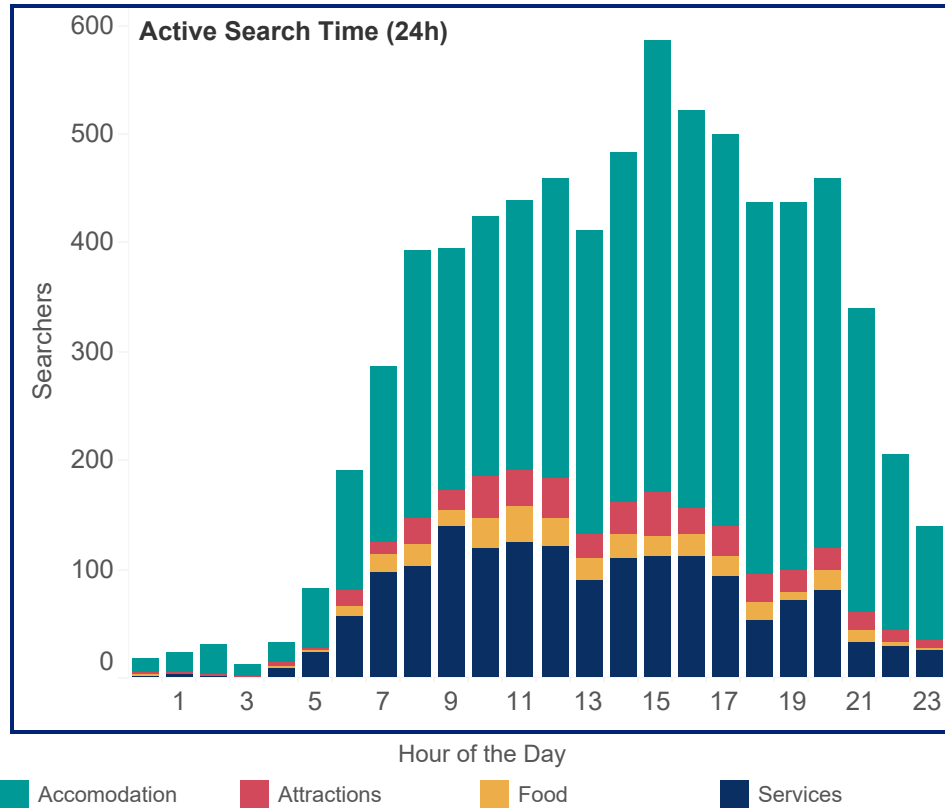
Top 10 Overnight location clusters

Each overnight stay recorded in Christchurch during 2021-12-01 to 2021-12-31 are distributed into the top 10 largest clusters to give you an overview of the % share different locations within your region have.
As each regions unique in size, this KPI can be shared as a larger image to get a better overall view of cluster locations where they overlap.

Active Search Time (24h)

Legend:
- Accomodation
- Attractions
- Food
- Services

Y-axis: Searchers (0 to 600)
X-axis: Hour of the Day (1 to 23)

Top 10 Popular Search Categories

Category	Prior Period	Current period	% Change
All Campgrounds	97,250	137,016	40.9%
Things to Do	9,099	10,485	15.2%
Interesting tips	4,698	5,727	21.9%
Public Toilet	4,046	5,134	26.9%
Accommodation	2,112	3,490	65.2%
Public Showers	1,566	2,570	64.1%
Others	1,836	2,518	37.1%
Dump Station	2,056	2,406	17.0%
Walks & Trails	1,664	1,749	5.1%
Water	776	1,510	94.6%

Point of Interest Engagement

Refer to the active search times KPI to see the most popular hour of the day during the month where users searched for points of interest across the 4 major categories: Accommodation, Attractions, Food and Services.

POI Insights

Looking at the Top 10 popular categories where users clicked the POI, Water saw a change of 94.6%.

The category within the Top 10 to see the lowest change was Walks & Trails showing 5.1%.

Glossary

YOY (Year on Year)

Amount of growth – positive, negative or flat – this year versus the last reporting year. Calculated as ((TY-LY)/LY)*100

WoW (Week over Week)

Amount of growth from Location Data – positive, negative or flat – this week versus the last reporting week. Calculated as ((TW-LW)/LW)*100

% Change

The amount of change—positive, negative, or flat—expressed as a percentage comparing a period versus the same period last year. Calculated as ((This Year — Last Year)/Last Year)*100

User Count

The total number of unique (each user counted only once) users seen in your region during the selected period

Overnight Stays

The total number of overnight stays recorded in your region during the selected period. Calculated when a user is seen in the same location night prior/next morning

Prior Regions

The location a user was last seen prior to arriving in your region

Next Regions

The location a user was next seen after visiting your region

Visitor CO

The smartphone home country is used to determine the country of origin of a user (this will not be impacted when changing a SIM card)

Entry / Exit Time

The time in which a user entered or exited your region during a selected time period

Top Home Region

The most popular location where domestic travellers in your region are visiting from

Top Suburb

The most popular suburbs where travellers are based in your region, when travelling inside your region

Top/Bottom 10 comparison

Identifies the Top and bottom regions across your RTO/State/Country and which has seen the highest and lowest change in visitation over the selected time period

triptech

For more information email info@triptech.com

Or visit www.triptech.com

Share this report

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 behaviours.