



# **Destination Analytics Report: Prepared for Christchurch**

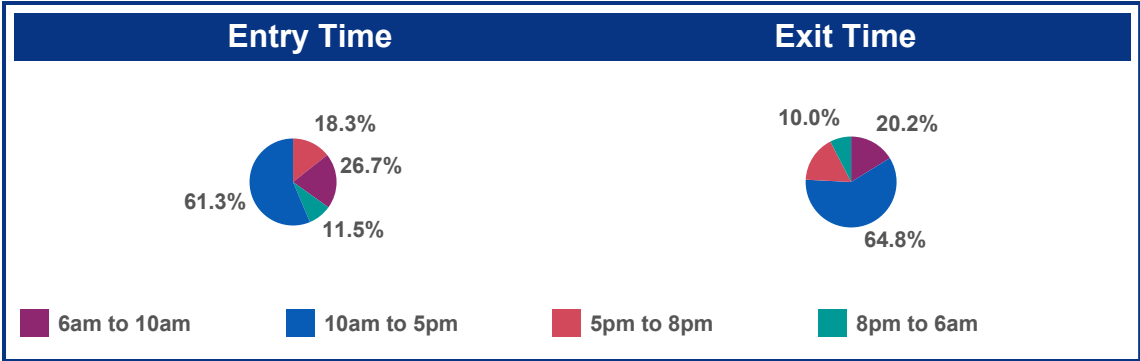
**From 01/11/2021 to 30/11/2021**

Copyright TripTech © 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



Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% Users	Went To Region	% Users
South Canterbury	27.6%	South Canterbury	29.6%
North Canterbury	19.7%	North Canterbury	20.5%
West Coast RTO	18.9%	West Coast RTO	19.2%
MacKenzie	10.3%	MacKenzie	10.9%
Nelson Tasman RTO	7.9%	Nelson Tasman RTO	7.8%

Total Users

26,317

▼-5%

Prior Period

▼-63%

Prior Year

Total Overnight Stays

3,520

▼-12%

Prior Period

▼-71%

Prior Year

Average Length of Stays

1 day

▲18%

Prior Year

Visitor Country of Origin

United Kingdom 6.7%

Australia 3.9%

New Zealand 82.8%

Top 5 Resident Suburbs

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

Top 5 Visitor Home Tourism Region

Region Name	% of Total U:
Nelson Tasman RTO	13%
West Coast RTO	9%
Marlborough RTO	7%
South Canterbury	6%
MacKenzie	6%

National Region Comparison

Top 10

Bottom 10

Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
North Canterbury	8%	-72%	Ruapehu RTO	-32%	-78%
Nelson Tasman RTO	7%	-61%	Lake Taupo RTO	-19%	-75%
Coromandel RTO	6%	-75%	Wairarapa RTO	-15%	-70%
Fiordland	5%	-72%	Clutha	-14%	-70%
Auckland RTO	5%	-69%	Rotorua RTO	-13%	-69%
Central Otago RTO	5%	-70%	Waitaki RTO	-13%	-70%
West Coast RTO	5%	-68%	Hawke's Bay RTO	-12%	-68%
Queenstown	3%	-57%	Gisborne RTO	-11%	-66%
Waikato RTO	2%	-75%	Tararua	-11%	-65%
Bay of Plenty RTO	1%	-63%	Whanganui RTO	-10%	-67%



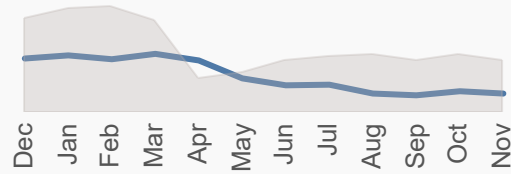
Data 1

●●● current year ● previous year

## TOTAL USERS

**26,317**

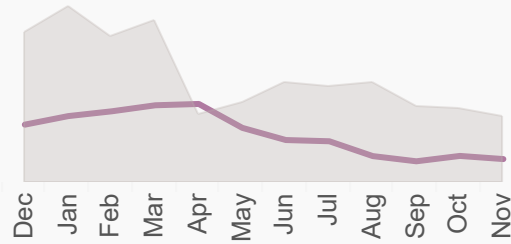
▼-5% Prior Period  
▼-63% Prior Year



## Total Overnight Stays

**3,520**

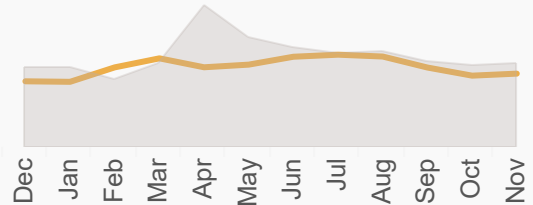
▼-12% Prior Period  
▼-71% Prior Year



## AVERAGE LENGTH OF TIME

**1 day**

▲18% Prior Year



## Total Users

Throughout 11/1/2021 to 11/30/2021, Christchurch has seen total of 26317 users which is 5% down as compared to prior period and 63% 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

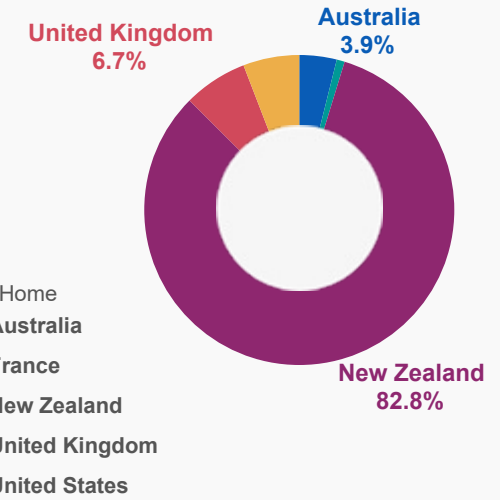
Throughout 11/1/2021 to 11/30/2021, Christchurch has seen total of 4556 stays which is 12% down as compared to prior period and 71% down as compared to prior year. An increase or decrease in stays is due to changing seasons or effective marketing campaigns in the region.

## 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 48% down as compared to the same time period in the year prior.



## Visitor Country Of Origin



User Home

- Australia
- France
- New Zealand
- United Kingdom
- United States

**Domestic**

**20,176**

**International**

**6,141**



Data 2

Selected Region Name

Christchurch

Prior Period

▼-5%

Prior Year

▼-63%



Top 10

Neighbouring Region Comparison

Bottom 10

Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
North Canterbury	8%	-72%	Ruapehu RTO	-32%	-78%
Nelson Tasman RTO	7%	-61%	Lake Taupo RTO	-19%	-75%
Coromandel RTO	6%	-75%	Wairarapa RTO	-15%	-70%
Fiordland	5%	-72%	Clutha	-14%	-70%
Auckland RTO	5%	-69%	Rotorua RTO	-13%	-69%
Central Otago RTO	5%	-70%	Waitaki RTO	-13%	-70%
West Coast RTO	5%	-68%	Hawke's Bay RTO	-12%	-68%
Queenstown	3%	-57%	Gisborne RTO	-11%	-66%
Waikato RTO	2%	-75%	Taranua	-11%	-65%
Bay of Plenty RTO	1%	-63%	Whanganui RTO	-10%	-67%

### 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 User
Nelson Tasman RTO	13%
West Coast RTO	9%
Marlborough RTO	7%
South Canterbury	6%
MacKenzie	6%

#### 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 11/1/2021 and 11/30/2021, it had the highest number of travellers within Christchurch at 3.7% of the total observed market.

#### Top Source Market

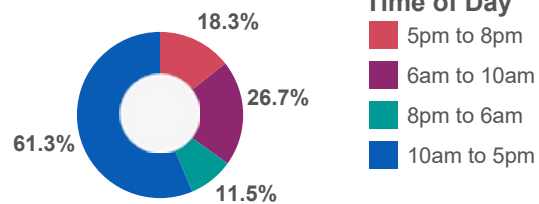
Top Source Market of Travellers highlights the home region of travellers during 11/1/2021 and 11/30/2021 from Nelson Tasman RTO at 13%.

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.

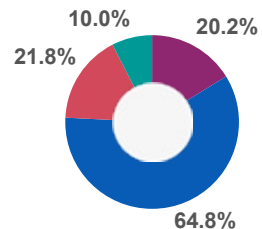
#### Regional Comparison Top & Bottom

Throughout 11/1/2021 to 11/30/2021, Christchurch has seen a 5% decrease compared to the previous month and a 63 % decrease against the same month in the year prior. The Top 10 and Bottom 10 tables highlights the performance of other regions.

### Entry Time



### Exit Time



### Top 5 Prior Regions

Entered From Region	% Users
South Canterbury	27.6%
North Canterbury	19.7%
West Coast RTO	18.9%
MacKenzie	10.3%
Nelson Tasman RTO	7.9%

### Top 5 Next Regions

Went To Region	% Users
South Canterbury	29.6%
North Canterbury	20.5%
West Coast RTO	19.2%
MacKenzie	10.9%
Nelson Tasman RTO	7.8%

### Entry & Exit Time

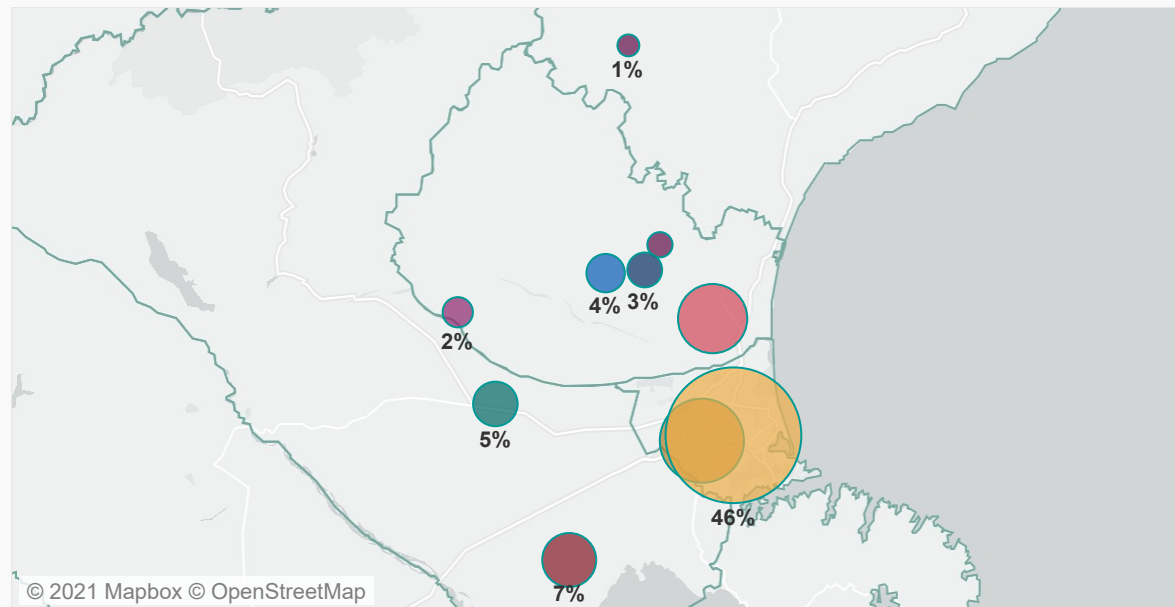
The doughnut chart indicates the breakdown of popular times travellers enter and exit in Christchurch for the time period between 11/1/2021 to 11/30/2021. The report indicates 10am to 5pm was the most common time frame travellers were seen entering Christchurch at 61.3%.

The most common time frame for travellers leaving Christchurch was between 10am to 5pm at 64.8% .

### 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 2021-11-01 and 2021-11-30.

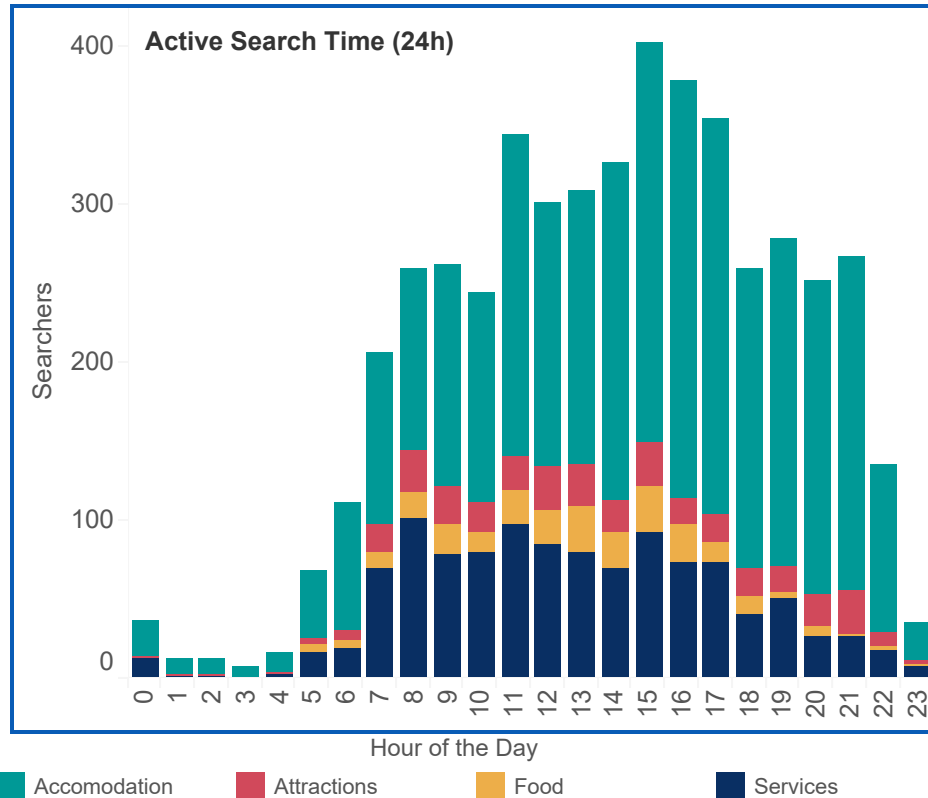
### Top 10 Overnight Stay Hotspots



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

### Top 10 Overnight location clusters

Each overnight stay recorded in Christchurch during 2021-11-01 to 2021-11-30 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.



Top 10 Popular Search Categories			
Category	Prior Period	Current period	% Change
All Campgrounds	98,584	97,250	-1.4%
Things to Do	13,114	9,099	-30.6%
Interesting tips	7,243	4,698	-35.1%
Public Toilet	4,436	4,046	-8.8%
Accommodation	1,992	2,112	6.0%
Dump Station	2,332	2,056	-11.8%
Others	1,954	1,836	-6.0%
Walks & Trails	1,862	1,664	-10.6%
Public Showers	1,704	1,566	-8.1%
Petrol Station	1,648	1,356	-17.7%

## 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, Accommodation saw a change of 6.0%.

The category within the Top 10 to see the lowest change was Interesting tips showing -35.1%.





# Glossary



## YOY (Year on Year)

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



## User Count

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



## Next Regions

The location a user was next seen after visiting your region



## Top Home Region

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



## WoW (Week over Week)

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



## 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



## 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)



## Top Suburb

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



## % Change

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



## Prior Regions

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



## Entry / Exit Time

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



## 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



---

For more information email [info@triptech.com](mailto:info@triptech.com)

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