triptech

Destination Analytics Report:

Prepared for Christchurch

January 2023

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.

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Monthly Regional Dashboard

Visitors

11,305 ▲ 24% Prior Period
▲ 47% Prior Year

Overnight Stays

5,653 ▲ 32% Prior Period
▲ 59% Prior Year

Avg. Nights Stayed

2.14 ▲ 3% Prior Period
▼ -6% Prior Year

Country of Origin

Country	% of Visitors
New Zealand	31.3%
Germany	14.3%
United Kingdom	10.9%
Australia	7.1%
United States	6.8%

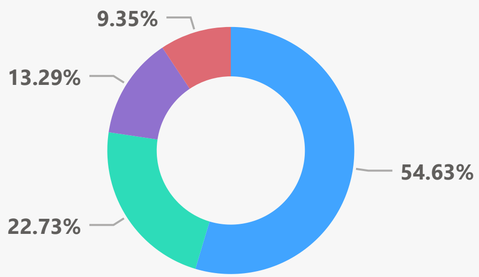
Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	2.5%
Mandeville-Ohoka	1.9%
Oaklands East	1.9%
Parklands	1.9%
Prestons	1.9%

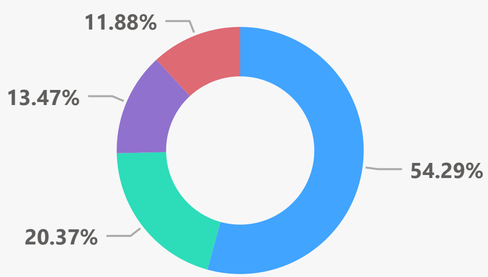
Top 5 Resident Regions

Home Region	% Visitors
Christchurch	61.3%
Nelson Tasman RTO	5.6%
Auckland RTO	5.0%
South Canterbury	5.0%
Waikato RTO	3.8%

Entry Time



Exit Time



6am to 10am · 10am to 5pm · 5pm to 8pm · 8pm to 6am

Top 5 Prior Regions

Entered From Region	% of Visitors
North Canterbury	20.3%
South Canterbury	19.8%
West Coast RTO	19.8%
MacKenzie	11.2%
Nelson Tasman RTO	5.2%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	20.9%
North Canterbury	20.0%
West Coast RTO	19.4%
MacKenzie	13.4%
Nelson Tasman RTO	4.0%

National Visitor Numbers Region Comparison

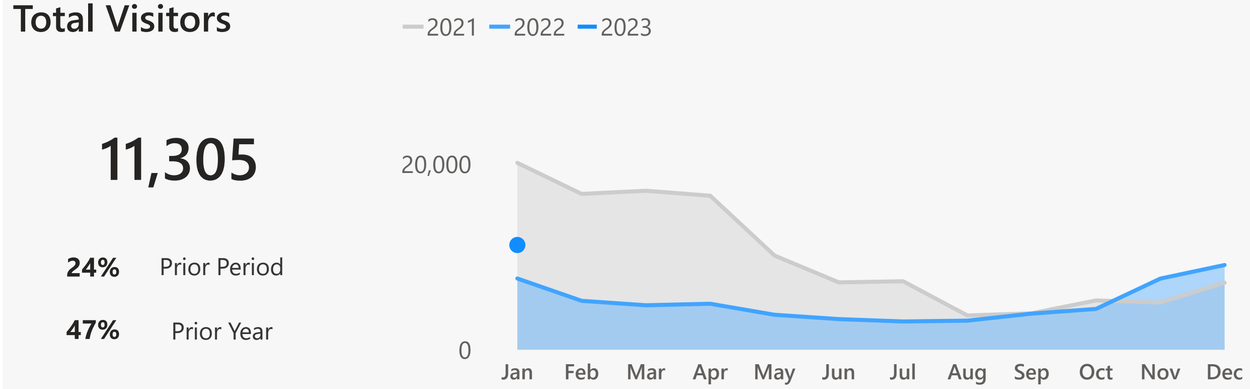
Top 10

Region Name	Prior Period	Prior Year
Clutha	62%	113%
Dunedin RTO	50%	111%
Southland	44%	97%
Nelson Tasman RTO	43%	56%
Waimate	42%	49%
Fiordland	41%	243%
Waitaki RTO	39%	105%
Central Otago RTO	39%	56%
West Coast RTO	38%	115%
North Canterbury	37%	118%

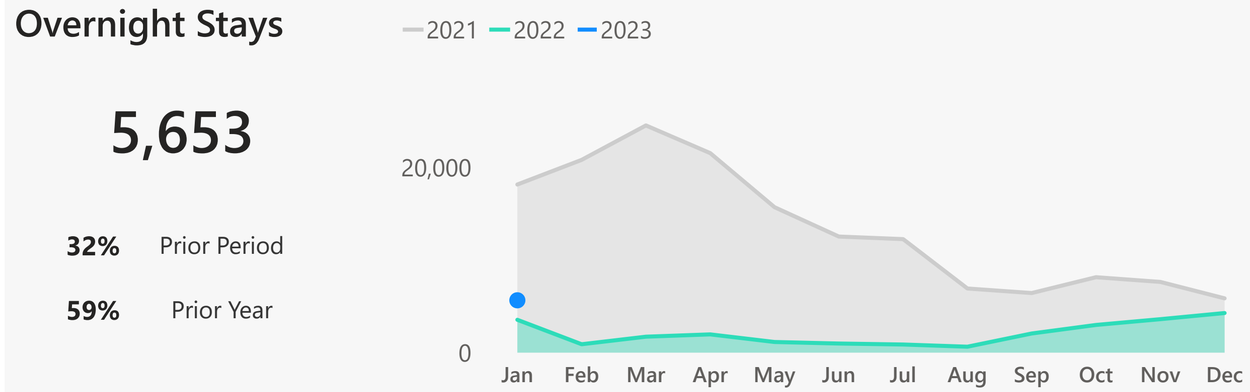
Bottom 10

Region Name	Prior Period	Prior Year
Coromandel RTO	-3%	4%
Auckland RTO	8%	3%
Ruapehu RTO	9%	160%
Gisborne RTO	10%	-21%
Northland RTO	11%	20%
Lake Taupo RTO	17%	83%
Wellington RTO	18%	51%
Waikato RTO	18%	34%
Wairarapa RTO	18%	29%
Rotorua RTO	18%	128%

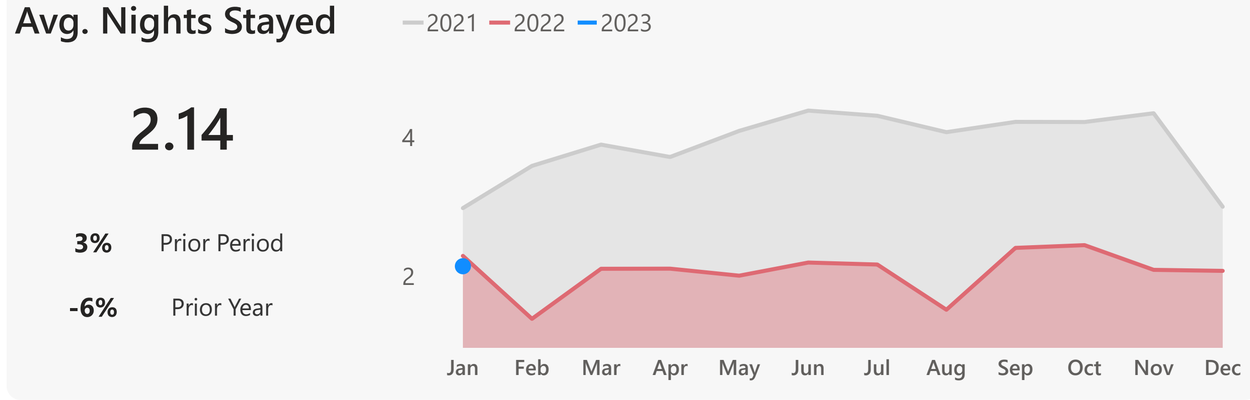
Total Visitors



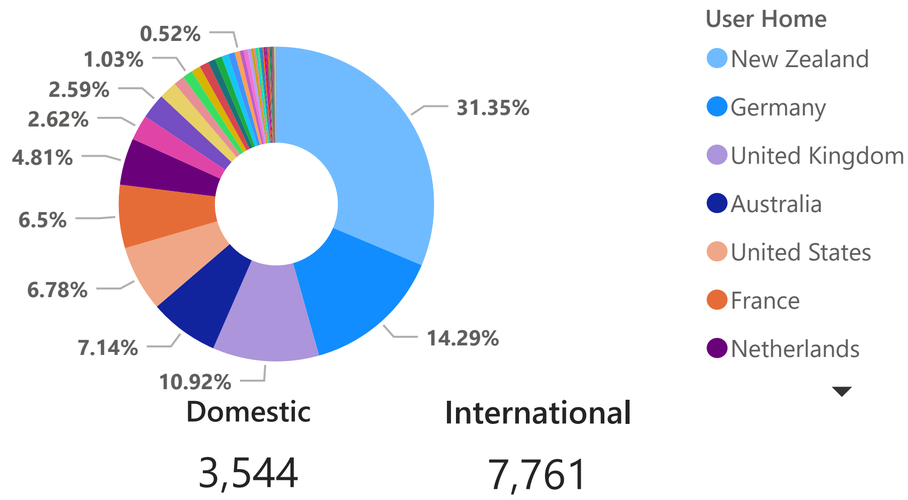
Overnight Stays



Avg. Nights Stayed



Visitor Country of Origin



Total Visitors

For January 2023, Christchurch saw a total of 11,305 visitors which was an increase of 24% on the prior month, and an increase of 47% 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 January 2023, Christchurch saw a total of 5,653 overnight stays which is up 32% on the previous month, and up 59% on the same time last year.
On average visitors stayed for 2.14 nights in the region which was up 3% on the previous month and down -6% 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 3,544 visitors and accounted for 31 % of all visitors. There were 7,761 international visitors (69 %) with the top 3 countries being Germany (14.3 %), United Kingdom (10.9 %) and Australia (7.1 %)

Selected Region	Prior Period	Prior Year
Christchurch	▲ 24%	▲ 47%

National Visitor Numbers Comparison

Top 10

Region Name	Prior Period	Prior Year
Clutha	62%	113%
Dunedin RTO	50%	111%
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Bottom 10

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Wairarapa RTO	18%	29%
Northland RTO	11%	20%
Coromandel RTO	-3%	4%
Auckland RTO	8%	3%
Gisborne RTO	10%	-21%

Regional Visitor Comparison Top & Bottom

For January 2023, Christchurch experienced an increase of 24% in visitor numbers compared to the previous month and an increase of 47% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 26% higher compared to the previous month and 62% higher when compared to the same time last year.

As such Christchurch is trending below the New Zealand average in January 2023. 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

Home Locality	% of Visitors
Ashburton Forks	2.5%
Mandeville-Ohoka	1.9%
Oaklands East	1.9%
Parklands	1.9%
Prestons	1.9%

Top 5 Resident Regions

Home Region	% Total Visitors
Christchurch	61.3%
Nelson Tasman RTO	5.6%
Auckland RTO	5.0%
South Canterbury	5.0%
Waikato RTO	3.8%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in January 2023. 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.

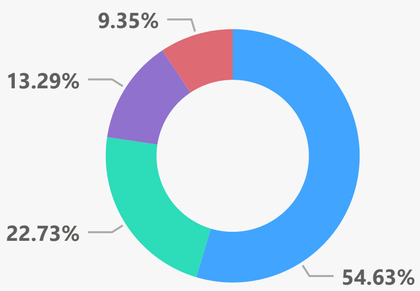
Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited Christchurch in January 2023.
The top 3 regions were:

- Christchurch - 61.3% of visitors.
- Nelson Tasman RTO - 5.6% of visitors.
- South Canterbury - 5.0% of visitors.

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

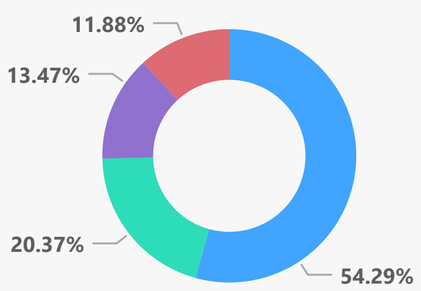
Entry Time



Time of Day

- 6am to 10am
- 10am to 5pm
- 5pm to 8pm
- 8pm to 6am

Exit Time



Top 5 Prior Regions

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Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	20.9%
North Canterbury	20.0%
West Coast RTO	19.4%
MacKenzie	13.4%
Nelson Tasman RTO	4.0%

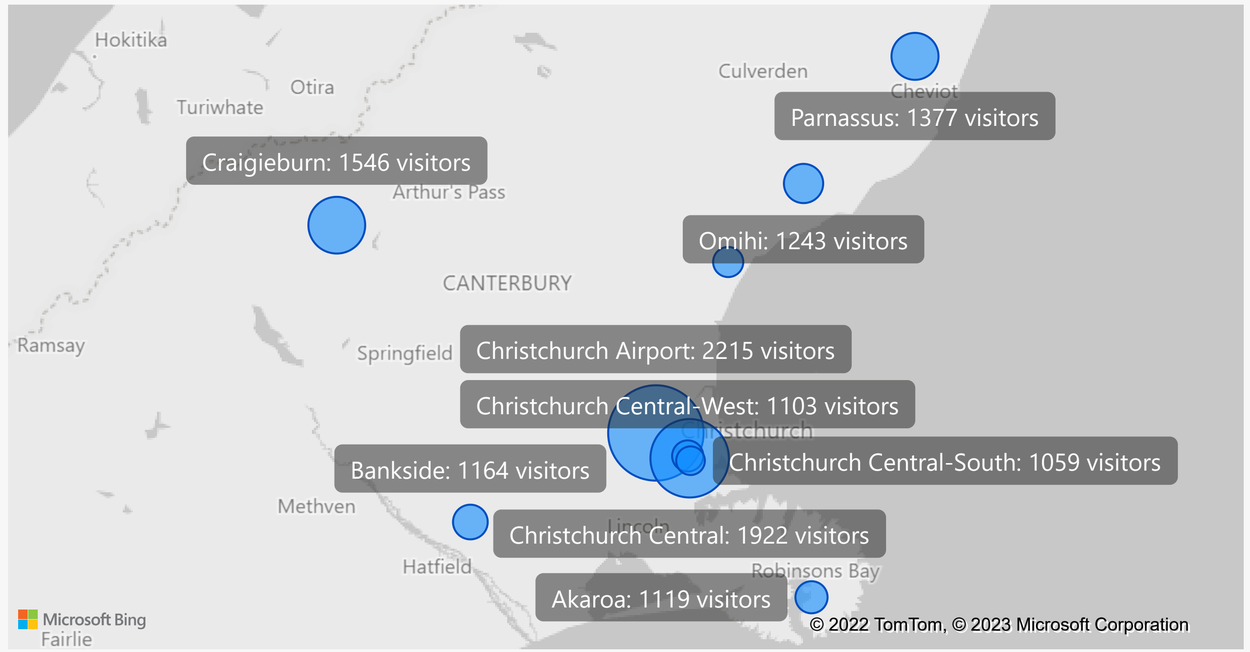
Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for January 2023. 10am to 5pm was the most common time travellers were seen entering Christchurch with 54.6% of visitors recorded in that time frame.
The most common time travellers were leaving Christchurch was between 10am to 5pm with 54.3% 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 January 2023.

Top Visitor Localities



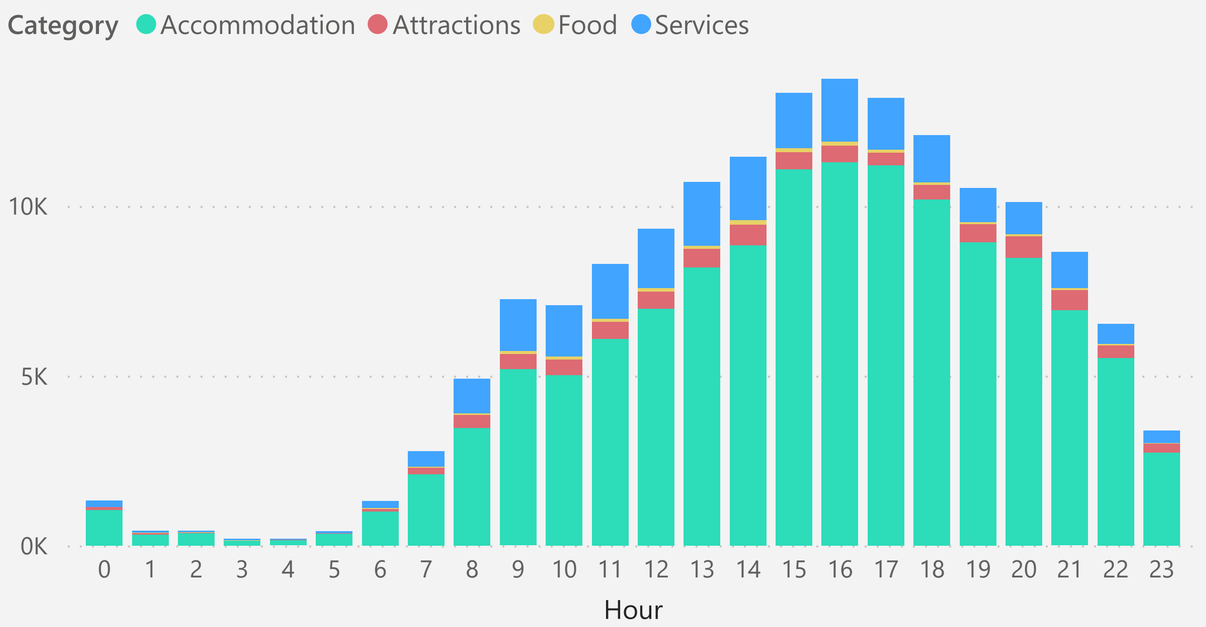
Most Popular Localities

In January 2023, the most visited localities in Christchurch were:

- Christchurch Airport - 2215 visitors (392 domestic, 1823 international).
- Christchurch Central - 1,922 visitors (332 domestic, 1590 international).
- Craigieburn - 1546 visitors (213 domestic, 1333 international).
- Parnassus - 1377 visitors (259 domestic, 1118 international).
- Omihi - 1243 visitors (260 domestic, 983 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



Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Free Camping Area	45,230	35,144	29%
Paid Campground	41,579	35,176	18%
Low-cost Campground	32,491	27,432	18%
Public Toilet	5,373	4,084	32%
Dump Station	3,575	2,663	34%
Paid Private Driveway	3,166	2,757	15%
Walking / Hiking Trail	3,009	2,798	8%
Hot Shower	2,384	1,875	27%
Petrol Station	2,205	1,858	19%
Fishing	1,866	1,350	38%

Search Times Insights

Across the 4 major searchable categories Accommodation was the most popular with searches over the past month. Within the Accommodation category, Free Camping Area 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 3 - 4am.
- Services were most searched between 1 - 2pm and least searched between 4 - 5am.
- Attractions were most searched between 8 - 9pm and least searched between 5 - 6am.
- Food was most searched between 2 - 3pm and least searched between 2 - 3am.

Search Categories Insights

There were a total of 157,587 searches in Christchurch for January 2023 which was an increase of 23% on the previous month. The most searched categories were:

- Free Camping Area 45,230 searches (up 29% on previous month).
- Paid Campground: 41,579 searches (up 18% on previous month).
- Low-cost Campground: 32,491 searches (up 18% on previous month).

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

- Fishing: up 38% (to 1866 searches).
- Dump Station: up 34% (to 3575 searches).
- Public Toilet: up 32% (to 5373 searches).

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

- Walking / Hiking Trail: up 8% (to 3009 searches).
- Paid Private Driveway: up 15% (to 3166 searches).
- Paid Campground: up 18% (to 41579 searches).

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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.