



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

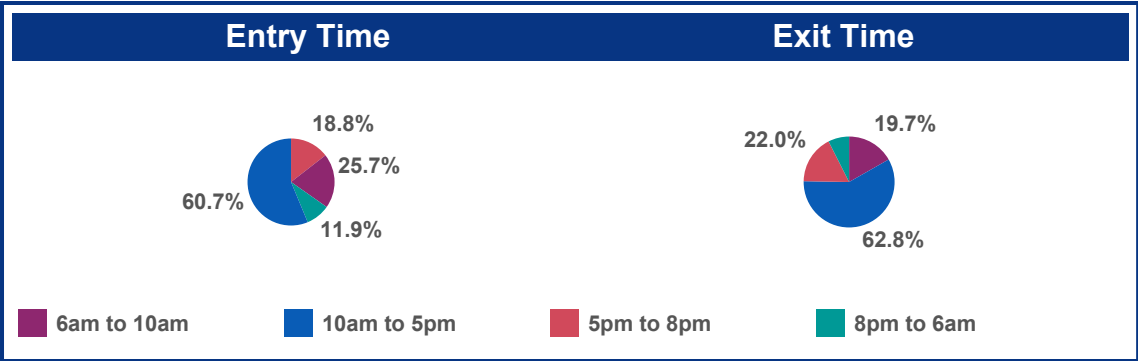
**From 10/1/2021 to 10/31/2021**

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## **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	27.7%	South Canterbury	29.3%
West Coast RTO	19.3%	West Coast RTO	20.9%
North Canterbury	17.0%	North Canterbury	15.9%
MacKenzie	9.9%	MacKenzie	10.7%
Nelson Tasman RTO	8.0%	Nelson Tasman RTO	8.2%

Total Users

28,469

▲20%

▼-62%

Prior Period

Prior Year

Total Overnight Stays

3,855

▲11%

▼-70%

Prior Period

Prior Year

Average Length of Stays

1 day

▼-7%

▲17%

Prior Period

Prior Year

Visitor Country of Origin

United Kingdom

5.7%

Australia

2.8%

New Zealand

85.6%

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	8%
MacKenzie	7%
South Canterbury	6%

National Region Comparison

Top 10

Region Name	Prior Period	Prior Year
Fiordland	112%	-77%
Clutha	82%	-67%
Waitaki RTO	73%	-70%
West Coast RTO	70%	-74%
MacKenzie	64%	-73%
Central Otago RTO	64%	-69%
Tararua	62%	-66%
Rangitikei	61%	-75%
North Canterbury	57%	-76%
Wanaka	50%	-65%

Bottom 10

Region Name	Prior Period	Prior Year
Northland RTO	-9%	-78%
Waikato RTO	-6%	-77%
Auckland RTO	1%	-70%
Taranaki RTO	10%	-69%
Bay of Plenty RTO	11%	-65%
Wellington RTO	16%	-63%
Manawatu RTO	16%	-66%
Christchurch	20%	-62%
Rotorua RTO	21%	-69%
Hawke's Bay RTO	22%	-66%



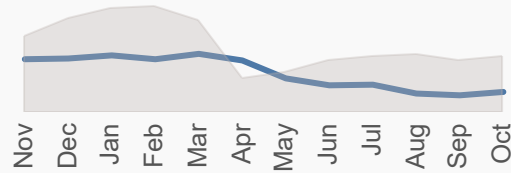
Data 1

●●● current year ● previous year

## TOTAL USERS

**28,469**

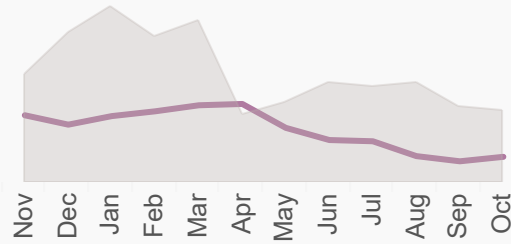
▲20% Prior Period  
▼-62% Prior Year



## Total Overnight Stays

**3,855**

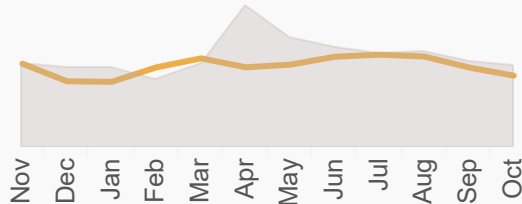
▲11% Prior Period  
▼-70% Prior Year



## AVERAGE LENGTH OF TIME

**1 day**

▼-7% Prior Period  
▲17% Prior Year



## Total Users

Throughout 10/1/2021 to 10/31/2021, Christchurch has seen total of 28469 users which is 20% up as compared to prior period and 62% 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

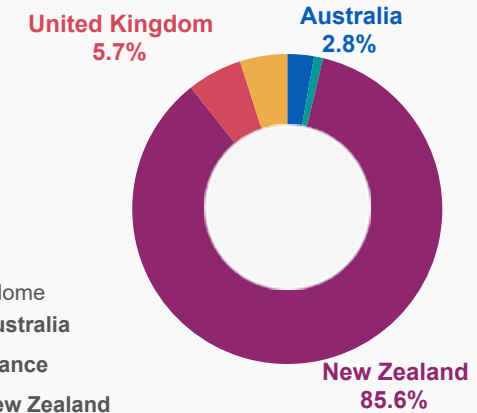
Throughout 10/1/2021 to 10/31/2021, Christchurch has seen total of 5203 stays which is 11% up as compared to prior period and 70% down as compared to prior year. An increase or decrease in stays is due to changing seasons or effective marketing campaigns in the region.

## Country of Origin

The pie chart breaks down the top 5 home countries where travellers in Christchurch are from. This data is calculated based on where the phone handset is from.



## Visitor Country Of Origin



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

Domestic	International
22,190	6,279

Selected Region Name

Christchurch

Prior Period

▲20%

Prior Year

▼-62%

Top 10

Neighbouring Region Comparison

Bottom 10

Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Fiordland	112%	-77%	Northland RTO	-9%	-78%
Clutha	82%	-67%	Waikato RTO	-6%	-77%
Waitaki RTO	73%	-70%	Auckland RTO	1%	-70%
West Coast RTO	70%	-74%	Taranaki RTO	10%	-69%
MacKenzie	64%	-73%	Bay of Plenty RTO	11%	-65%
Central Otago RTO	64%	-69%	Wellington RTO	16%	-63%
Tararua	62%	-66%	Manawatu RTO	16%	-66%
Rangitikei	61%	-75%	Christchurch	20%	-62%
North Canterbury	57%	-76%	Rotorua RTO	21%	-69%
Wanaka	50%	-65%	Hawke's Bay RTO	22%	-66%

Regional Comparison Top & Bottom

Throughout 10/1/2021 to 10/31/2021, Christchurch has seen a 20% increase compared to the previous month and a 62 % decrease against the same month in the year prior. The Top 10 and Bottom 10 tables highlights the performance of other regions.

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	8%
MacKenzie	7%
South Canterbury	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 10/1/2021 and 10/31/2021, 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 10/1/2021 and 10/31/2021 from Nelson Tasman RTO at 13%.

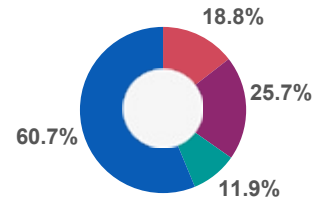
The Second most popular source market is from West Coast RTO at 9%. Utilising this report can allow you to better understand where to target travellers prone to visiting your region.



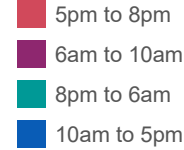


Data 3

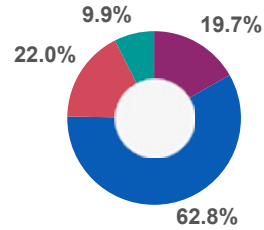
### Entry Time



### Time of Day



### Exit Time



### Top 5 Prior Regions

Entered From Region	% Users
South Canterbury	27.7%
West Coast RTO	19.3%
North Canterbury	17.0%
Mackenzie	9.9%
Nelson Tasman RTO	8.0%

### Top 5 Next Regions

Went To Region	% Users
South Canterbury	29.3%
West Coast RTO	20.9%
North Canterbury	15.9%
Mackenzie	10.7%
Nelson Tasman RTO	8.2%

### Entry & Exit Time

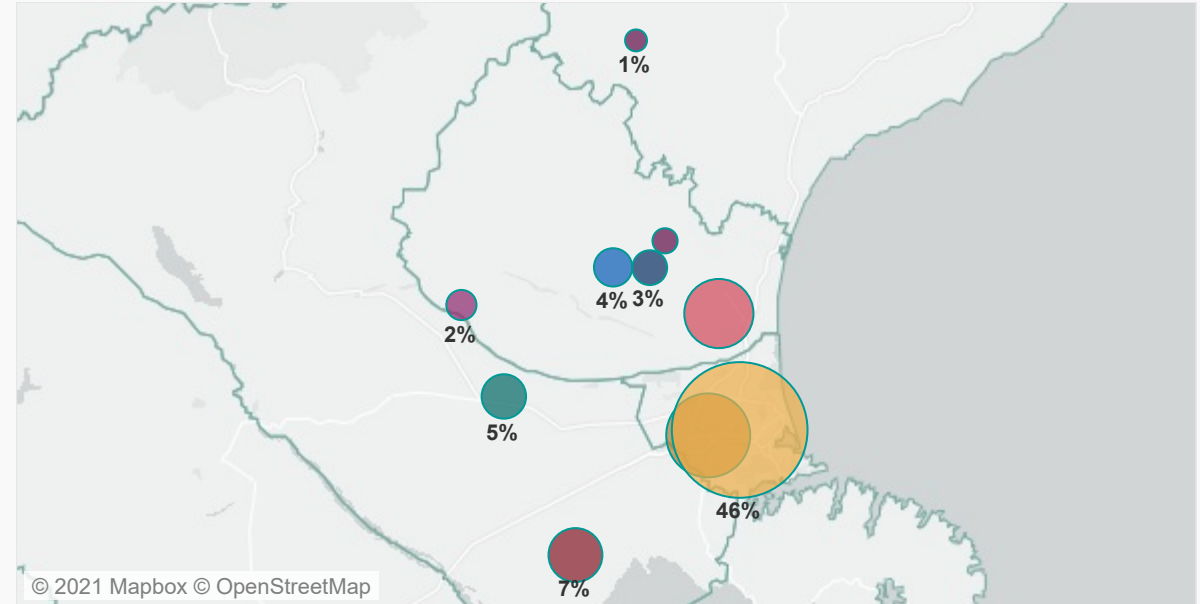
The doughnut chart indicates the breakdown of popular times travellers enter and exit in Christchurch for the time period between 10/1/2021 to 10/31/2021. The report indicates 10am to 5pm was the most common time frame travellers were seen entering Christchurch at 60.7%.

The most common time frame for travellers leaving Christchurch was between 10am to 5pm at 62.8% .

### 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 2021-10-01 and 2021-10-31.

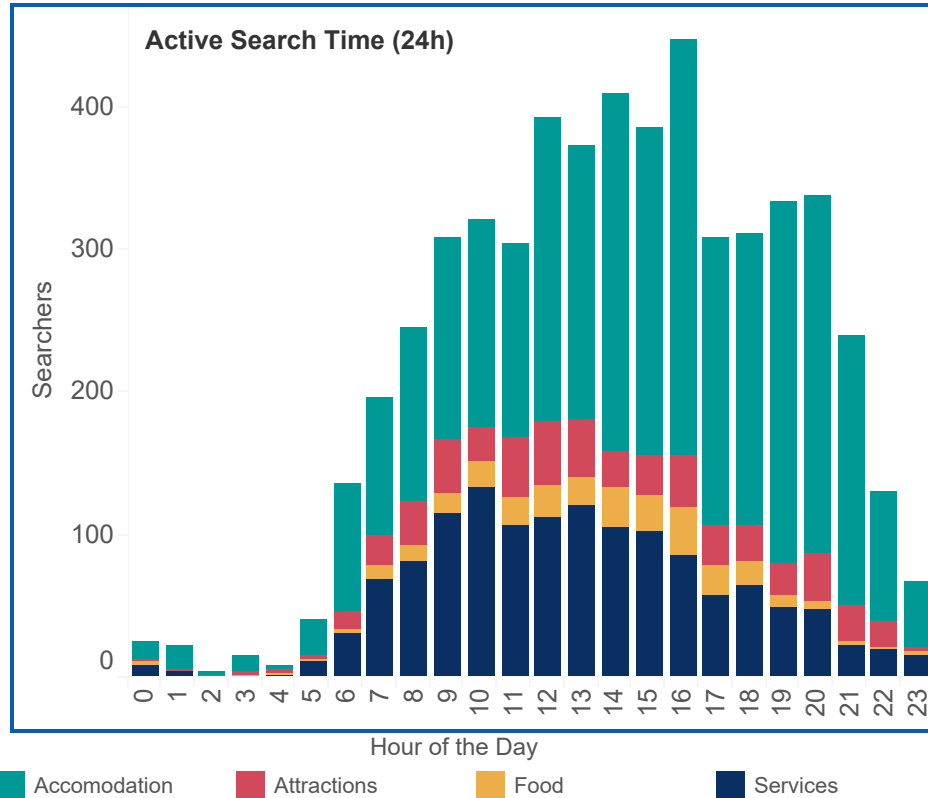
### Top 10 Overnight Stay Hotspots



© 2021 Mapbox © OpenStreetMap

### Top 10 Overnight location clusters

Each overnight stay recorded in Christchurch during 2021-10-01 to 2021-10-31 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.



Top 10 Popular Search Categories			
Category	Prior Period	Current period	% Change
All Campgrounds	55,860	98,584	76.5%
Things to Do	5,494	13,114	138.7%
Interesting tips	3,893	7,243	86.1%
Public Toilet	2,640	4,436	68.0%
Dump Station	1,314	2,332	77.5%
Accommodation	1,390	1,992	43.3%
Others	1,058	1,954	84.7%
Walks & Trails	229	1,862	713.1%
Public Showers	1,100	1,704	54.9%
Petrol Station	622	1,648	165.0%

## 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, Walks & Trails saw a change of 713.1%.

The category within the Top 10 to see the lowest change was Accommodation showing 43.3%.





# 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



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

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

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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 behaviours.