



Visitors

Visitors
10,779

MoM
↓ -14%

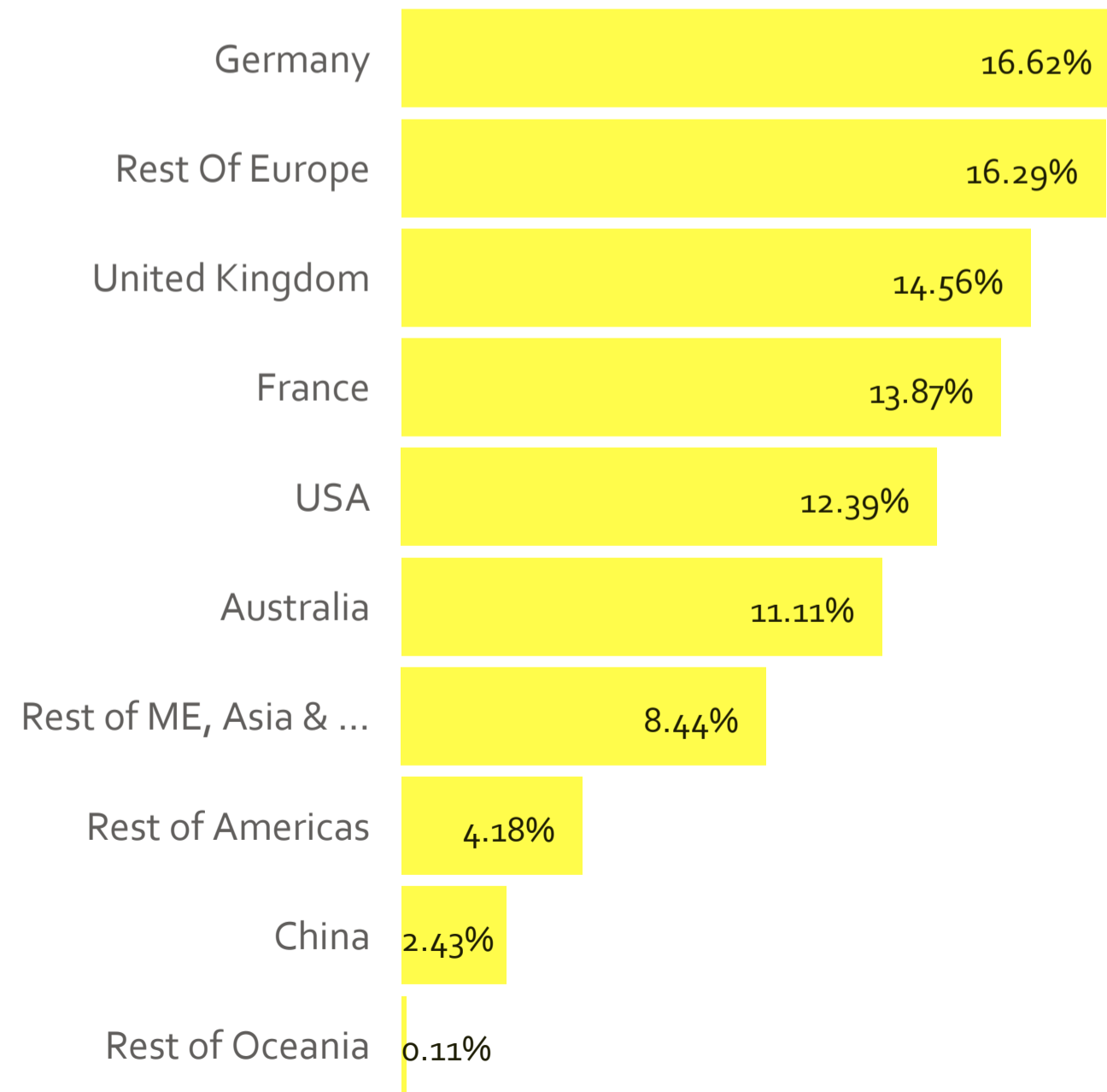
MoM YoY
↑ 117%

Visitor Type ● Domestic ● International

32.36%

67.64%

International Visitor Origin



% of Visitors

Visitors Across New Zealand

Visitors
41,089

MoM
↓ -5%

MoM YoY
↑ 50%

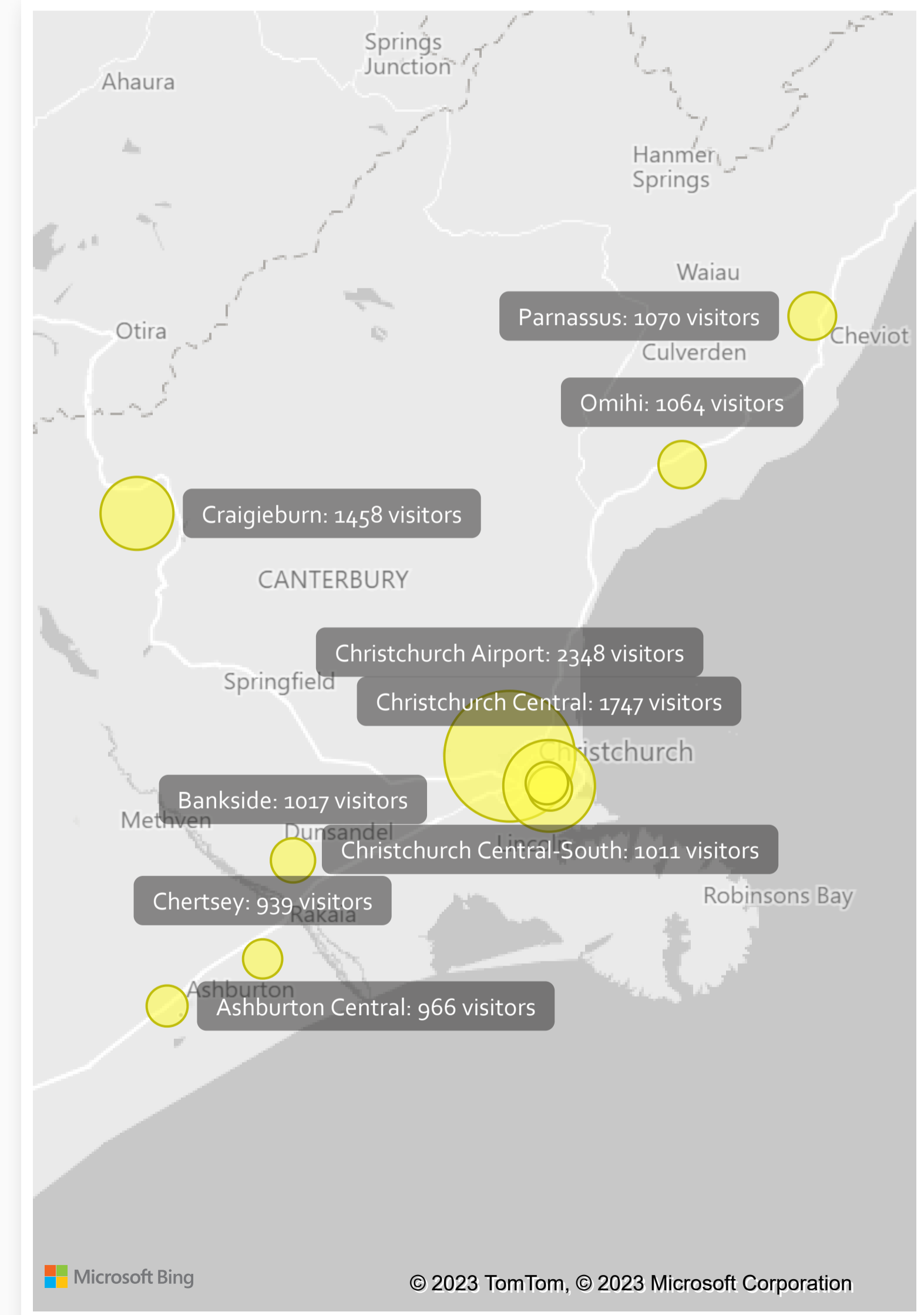
Top 10 Regions

Region	MoM %	MoM YoY %
Waikato RTO	-11%	81%
Tararua	-5%	54%
Northland RTO	-9%	59%
Hawke's Bay RTO	50%	17%
Gisborne RTO	15%	-1%
Coromandel RTO	-12%	77%
Christchurch	-14%	117%
Central Otago RTO	-15%	137%
Bay of Plenty RTO	1%	58%
Auckland RTO	-6%	48%

Bottom 10 Regions

Region	MoM %	MoM YoY %
Nelson Tasman RTO	-32%	174%
Ruapehu RTO	-32%	241%
Rangitikei	-30%	116%
Fiordland	-30%	521%
Whanganui RTO	-29%	142%
Marlborough RTO	-27%	212%
West Coast RTO	-26%	287%
Manawatu RTO	-25%	76%
Waimate	-25%	77%
Southland	-25%	231%

Visitor Hotspots





Overnight Stays

Overnight Stays

6,017

MoM

↓ -8%

MoM YoY

↑ 202%

Avg. Nights

2.37

Camping Stays

Paid Camp Stays

760

MoM

↓ -31%

Paid Avg. Nights

1.55

Free Camp Stays

636

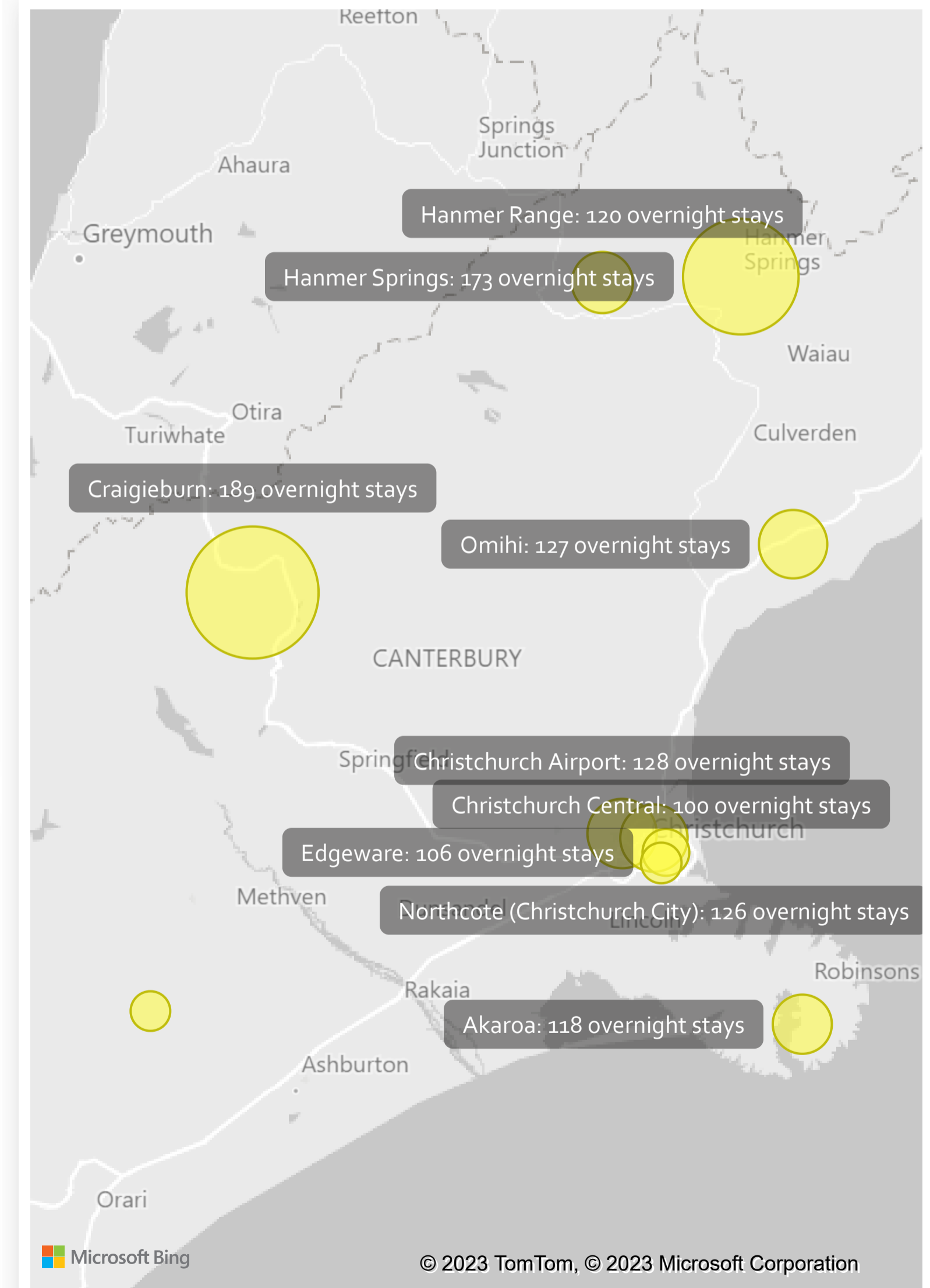
MoM

↓ -11%

Free Avg. Nights

1.39

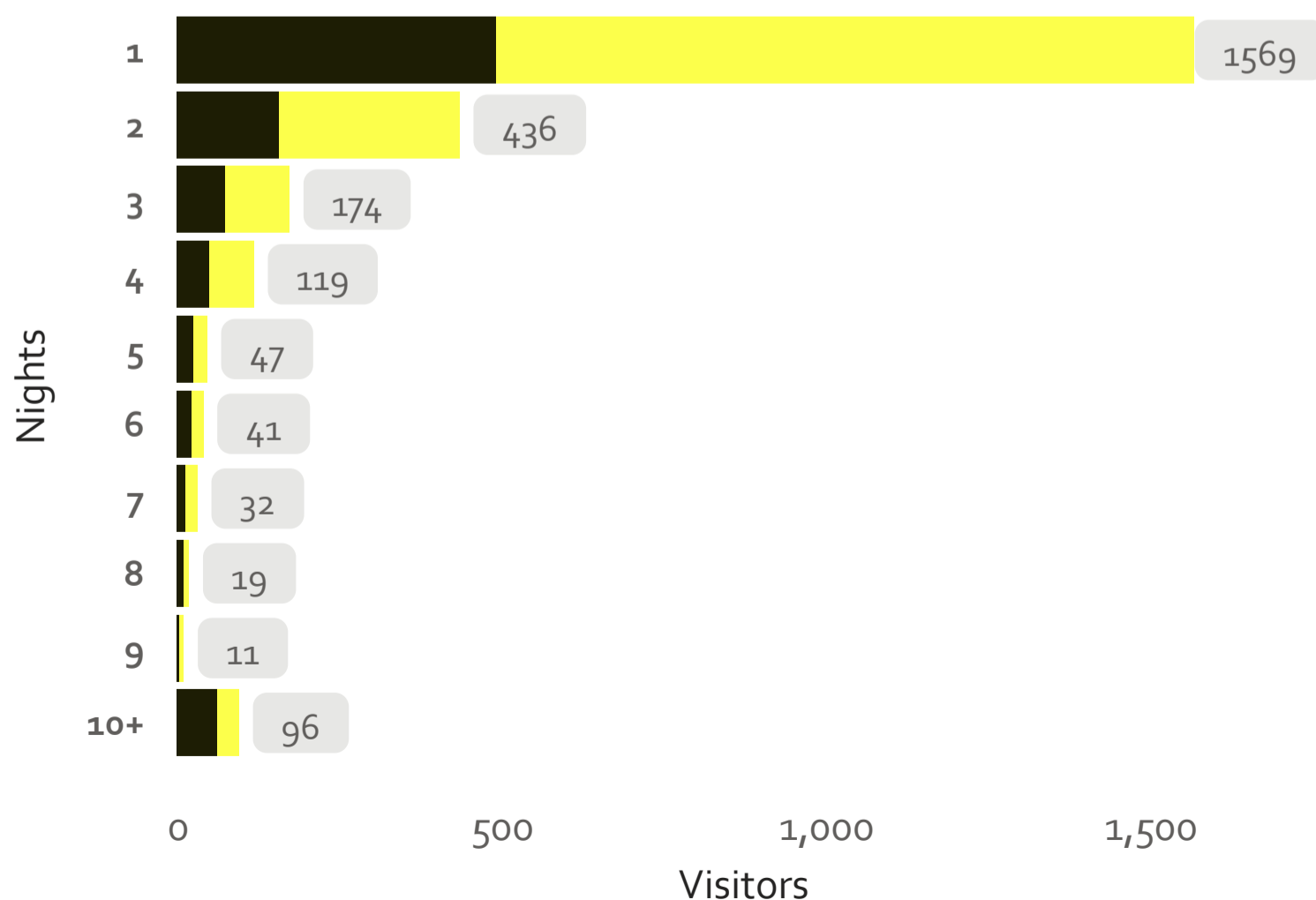
Overnight Stays Hotspots



Visitor Type ● Domestic ● International



Visitor Type ● Domestic ● International



Top 5 Localities for Paid Camps

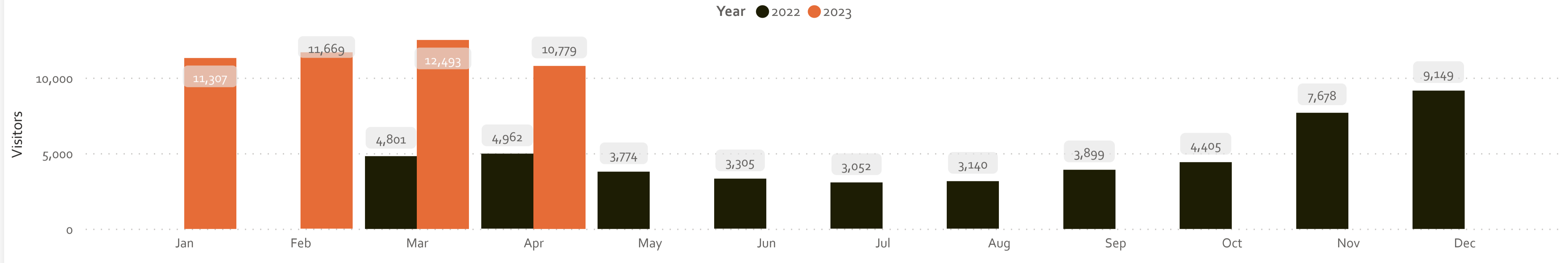
Locality	Overnight Stays	MoM	MoM YoY
Akaroa	45	-54%	400%
Hanmer Springs	116	18%	729%
Northcote (Christchurch City)	124	7%	1140%
South New Brighton	51	-46%	629%
Torlesse	51	0%	629%

Top 5 Localities for Free Camps

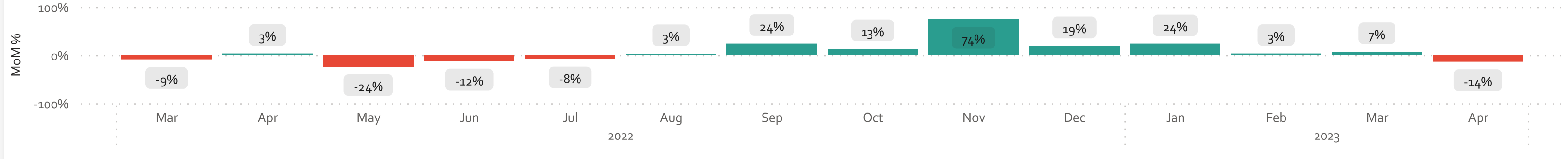
Locality	Overnight Stays	MoM	MoM YoY
Hanmer Range	101	-32%	621%
Prebbleton	76	9%	1800%
Omihi	56	27%	700%
North Beach	55	-46%	1733%
Irwell	54	-16%	1250%
Rawhiti	54	-36%	200%



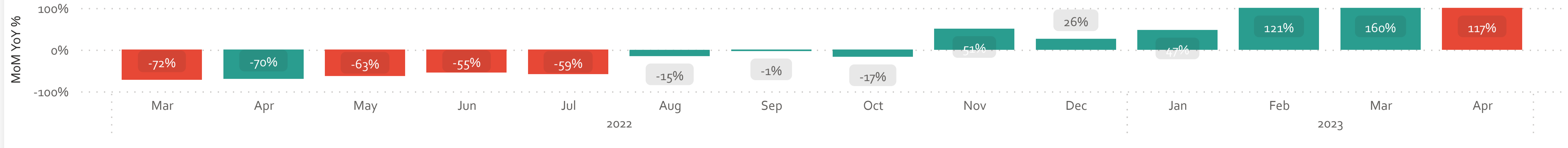
Visitors



MoM Change in Visitors

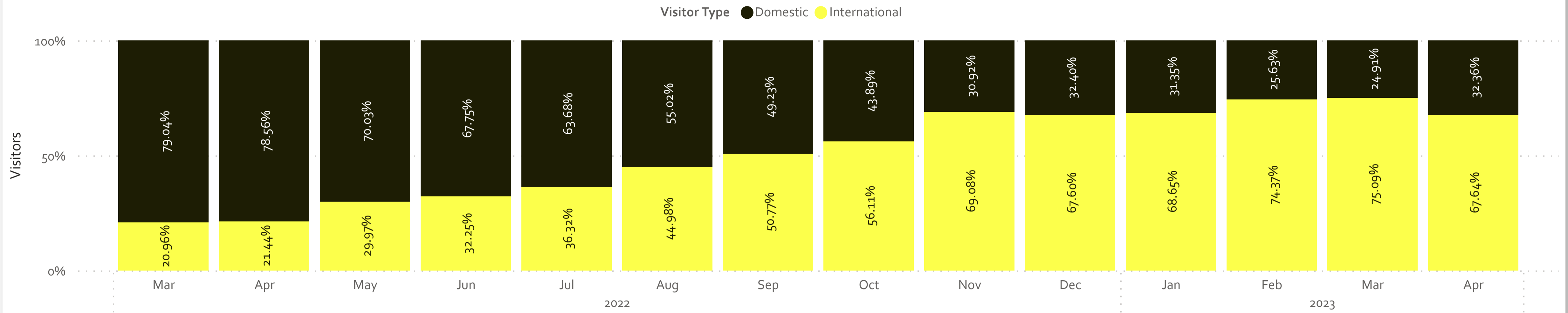


MoM YoY Change in Visitors

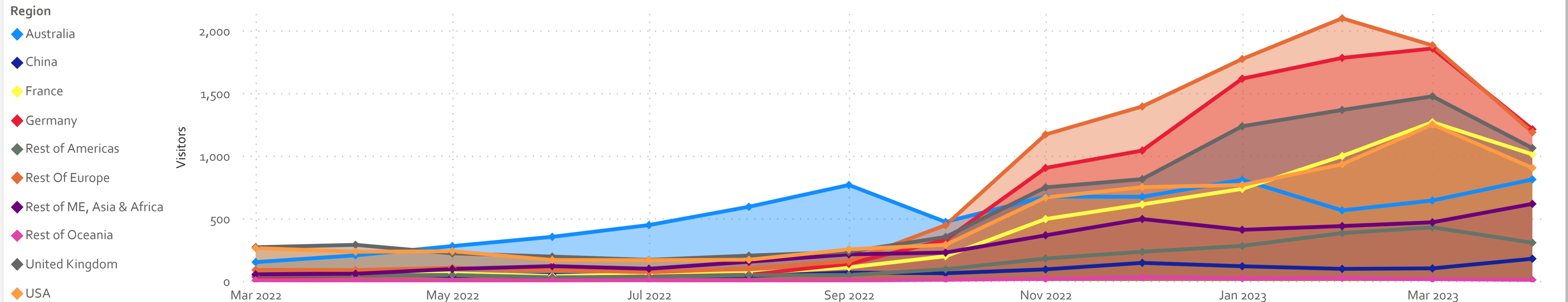




Domestic vs International Visitors



International Visitor Markets

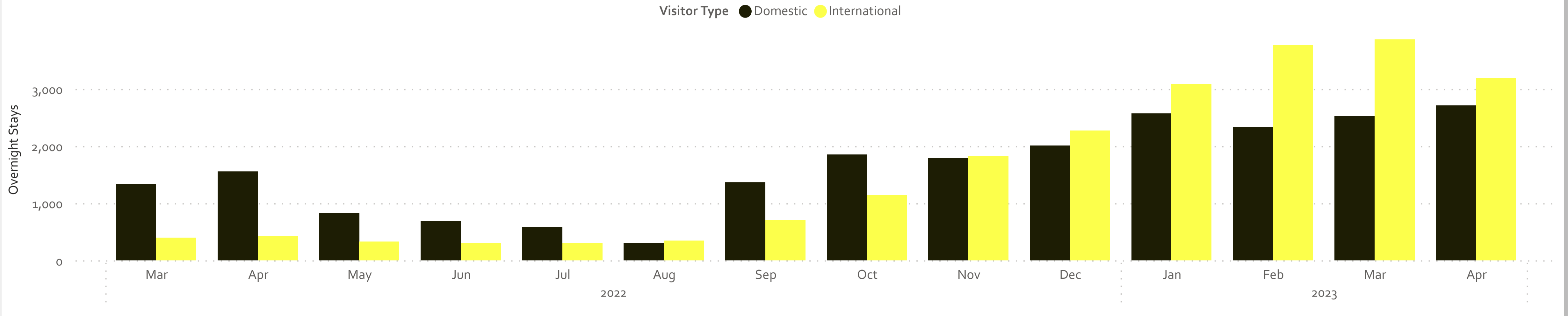




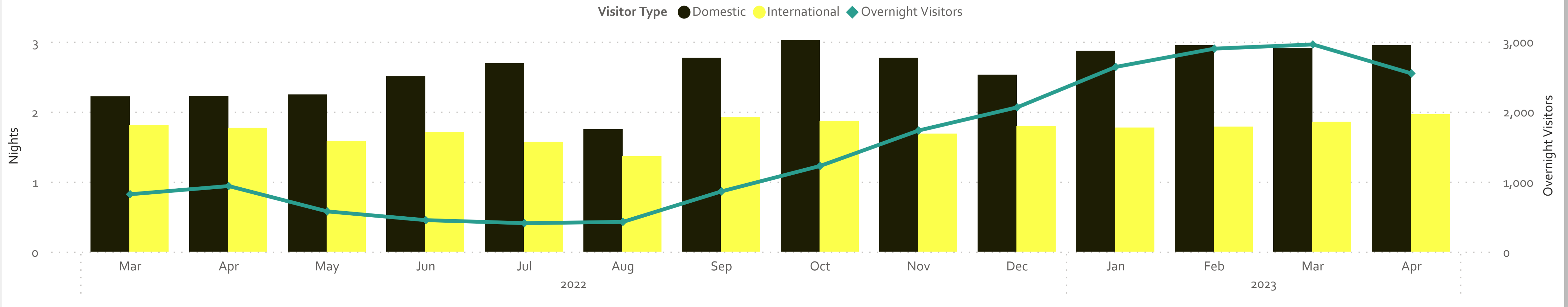
Visitors By Locality

Year	2022											2023				
Locality	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	Total
<input type="checkbox"/> Christchurch Airport	478	891	735	640	694	744	860	961	1,728	1,869	9,600	2,215	2,292	2,656	2,348	9,511
International	106	172	287	299	358	459	601	655	1,415	1,555	5,907	1,823	1,956	2,315	1,959	8,053
Domestic	372	719	448	341	336	285	259	306	313	314	3,693	392	336	341	389	1,458
<input type="checkbox"/> Christchurch Central	232	521	486	418	329	372	487	663	1,228	1,455	6,191	1,922	2,136	2,348	1,747	8,153
International	67	150	196	150	158	204	312	492	1,031	1,218	3,978	1,590	1,876	2,076	1,476	7,018
Domestic	165	371	290	268	171	168	175	171	197	237	2,213	332	260	272	271	1,135
<input type="checkbox"/> Craigieburn	274	378	225	180	179	250	342	409	855	1,131	4,223	1,546	1,489	1,759	1,458	6,252
International	99	112	115	95	101	182	253	314	770	979	3,020	1,333	1,329	1,595	1,259	5,516
Domestic	175	266	110	85	78	68	89	95	85	152	1,203	213	160	164	199	736
<input type="checkbox"/> Parnassus	295	347	258	208	194	198	239	400	772	1,011	3,922	1,377	1,223	1,393	1,070	5,063
International	87	99	107	84	107	119	162	295	644	821	2,525	1,118	1,018	1,207	875	4,218
Domestic	208	248	151	124	87	79	77	105	128	190	1,397	259	205	186	195	845
<input type="checkbox"/> Christchurch Central-South	218	480	440	361	277	299	309	399	653	800	4,236	1,059	1,144	1,213	1,011	4,427
International	66	124	151	120	109	130	158	223	452	570	2,103	763	907	946	752	3,368
Domestic	152	356	289	241	168	169	151	176	201	230	2,133	296	237	267	259	1,059
<input type="checkbox"/> Bankside	195	448	284	286	285	277	333	385	743	899	4,135	1,164	1,093	1,191	1,017	4,465
International	55	104	110	123	131	166	226	269	605	708	2,497	875	913	991	817	3,596
Domestic	140	344	174	163	154	111	107	116	138	191	1,638	289	180	200	200	869
<input type="checkbox"/> Omihi	246	372	274	221	198	196	260	388	736	955	3,846	1,243	1,092	1,267	1,064	4,666
International	92	102	100	94	99	103	166	278	611	764	2,409	983	907	1,071	873	3,834
Domestic	154	270	174	127	99	93	94	110	125	191	1,437	260	185	196	191	832
<input type="checkbox"/> Christchurch Central-West	133	355	372	271	203	256	261	406	705	758	3,720	1,103	1,178	1,250	988	4,519
International	41	94	170	98	89	143	154	265	552	603	2,209	889	995	1,063	787	3,734
Domestic	92	261	202	173	114	113	107	141	153	155	1,511	214	183	187	201	785
<input type="checkbox"/> Ashburton Central	198	387	254	230	238	224	284	352	671	800	3,638	998	1,026	1,113	966	4,103
International	58	81	93	96	121	130	184	219	535	604	2,121	743	839	928	772	3,282
Domestic	140	306	161	134	117	94	100	133	136	196	1,517	255	187	185	194	821
<input type="checkbox"/> Chertsey	165	384	245	246	253	243	321	330	708	781	3,676	1,035	997	1,045	939	4,016
International	60	133	105	111	111	111	211	221	580	610	2,310	705	825	880	761	2,371

Overnight Stays



Avg. Number of Nights Stayed





Camper Mate



Overnight Stays at Campsites

Region

Christchurch



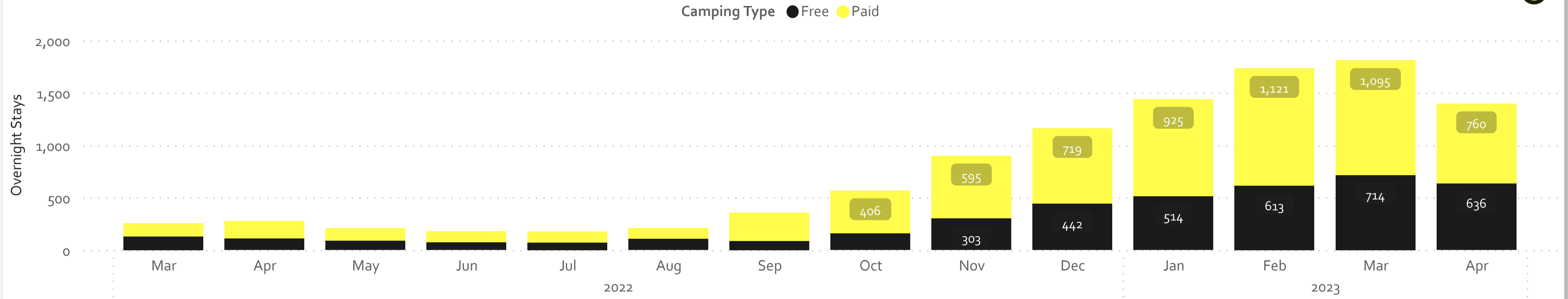
Time Period

1/03/2022

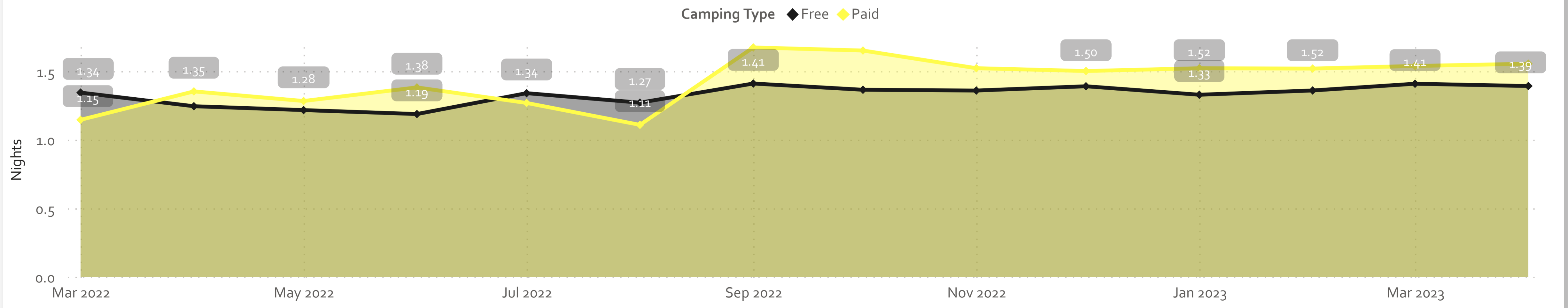
30/04/2023



Campsites Overnight Stays

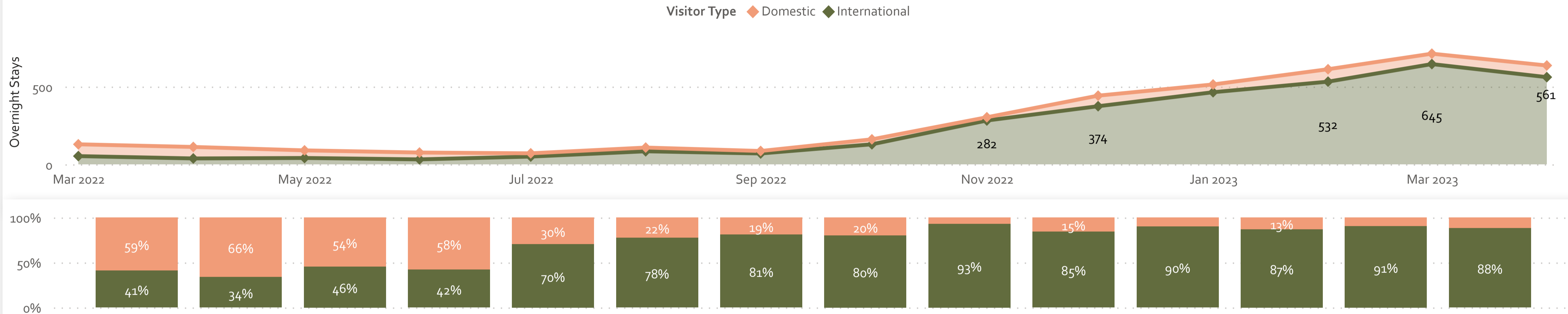


Avg. Nights Stayed at Campsites

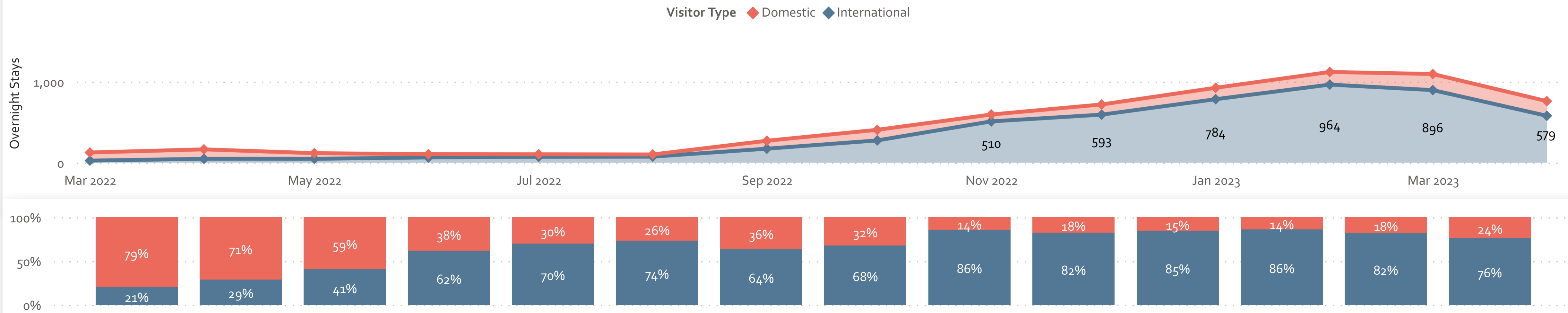




Who stays at free campsites?



Who stays at paid campsites?





Camper Mate



Road Trip 1

Region

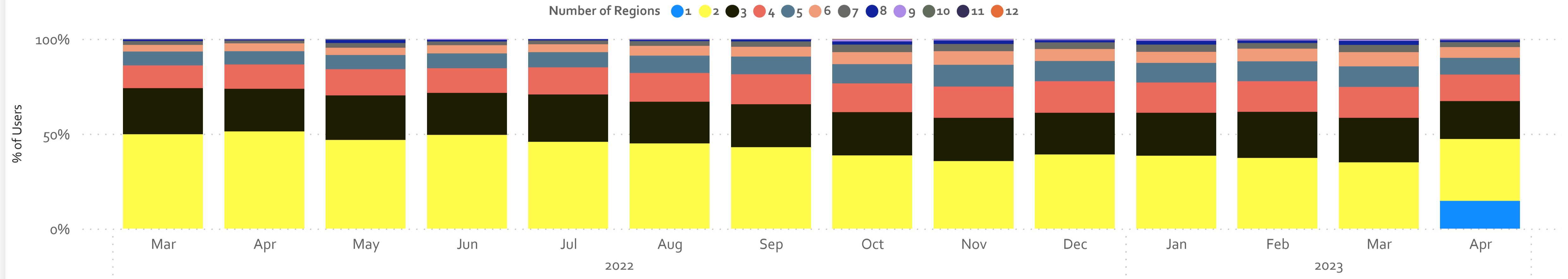
Christchurch

Time Period

1/03/2022

30/04/2023

% of Users and Earliest Date by Year, Month and Number of Regions



Users by Town and Month

Year	2022											2023				
Town	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	Total
Christchurch	1,126	1,329	973	870	933	964	1,252	1,952	3,114	3,786	14,315	4,784	4,958	5,482	4,401	17,819
Domestic	797	958	525	425	399	299	310	442	370	582	4,009	764	560	567	597	2,141
International	329	371	448	445	534	665	942	1,510	2,744	3,204	10,310	4,020	4,398	4,915	3,804	15,691
Geraldine	295	325	220	166	197	207	259	397	642	734	3,179	1,022	1,023	1,068	907	3,895
Domestic	210	244	123	81	90	73	72	94	78	100	980	184	134	135	127	523
International	85	81	97	85	107	134	187	303	564	634	2,200	838	889	933	780	3,372
Greymouth	373	343	266	171	170	224	353	679	1,319	1,578	5,293	2,133	2,177	2,462	1,749	8,302
Domestic	254	245	132	74	55	55	69	106	91	169	1,162	245	185	203	187	788
International	119	98	134	97	115	169	284	573	1,228	1,409	4,131	1,888	1,992	2,259	1,562	7,517
Hanmer Springs	336	317	206	174	190	191	190	378	548	637	3,030	843	774	862	715	3,127
Domestic	245	236	127	103	86	60	59	107	87	126	1,156	152	106	139	135	518
International	91	81	79	71	104	131	131	271	461	511	1,874	691	668	723	580	2,609
Total	1,906	2,043	1,445	1,260	1,370	1,478	1,980	3,093	5,184	6,446	21,636	8,266	8,565	9,322	8,270	27,507



Number of Regions

All

Region

Christchurch

Time Period

1/03/2022

30/04/2023

Popular Road Trips

Year

2022

Number of Regions

March

April

May

June

July

August

September

<input type="checkbox"/> 2	950	1049	676	624	629	666	85
<input type="checkbox"/> 3	460	459	340	279	340	323	44
<input type="checkbox"/> 4	231	262	199	162	197	223	31
<input type="checkbox"/> 5	140	143	109	98	109	137	18
<input type="checkbox"/> 6	64	82	54	56	56	77	10
<input type="checkbox"/> 7	40	32	37	26	27	35	5
<input type="checkbox"/> 1							
<input type="checkbox"/> 8	14	11	23	9	11	9	2
<input type="checkbox"/> 9	5	3	3	6	1	7	
<input type="checkbox"/> 10	2	2	4			1	
<input type="checkbox"/> 11							
<input type="checkbox"/> 12							
Wanaka to Greymouth to Nelson to Kaikoura to Hanmer Springs to Geraldine to Timaru to Queenstown to Mt Cook Village to Tekapo to Methven to							
Total	1906	2043	1445	1260	1370	1478	198



Terminology

MoM - percentage change in a metric from one month to another.

MoM YoY - percentage change in a metric month on month on the previous year. e.g. change between January 2022 and January 2023.

Free Camps - camps designated for self-contained campervans and are primarily overseen by councils.

Paid Camps - are commercially run parks or DOC managed campgrounds where a fee is payable to stay overnight.

Locality - a suburb like area based on StatsNZ Statistical Area 2 zones. This is designed to breakdown visitor patterns into smaller areas.

International Visitors - the app identifies the home country of a user by analysing the location of where they purchased their mobile phone.

Metrics

Visitors - refers to the app users that have been detected in a specific region or across New Zealand.

Overnight Stays - are recorded when an app user first detected within 500m of their previous day's last location on the following day. e.g. If an app user stays in the same location multiple times, each night is counted as an overnight stay.

Overnight Visitors - are app users who have registered at least one overnight stay in a specific region.

Avg. Nights Stayed - the avg. number of nights stayed is calculated by dividing the total number of overnight stays by the number of visitors who were recorded staying overnight.

Paid Camps Stays - refer to overnight stays within a 200-meter radius of a paid campground's GPS coordinates.

Free Camps Stays - refer to overnight stays within a 200-meter radius of a free campground's GPS coordinates.