triptech

Destination Analytics Report:

Prepared for Christchurch

September 2022

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

3,898 ▲ 24% Prior Period
▼ -1% Prior Year

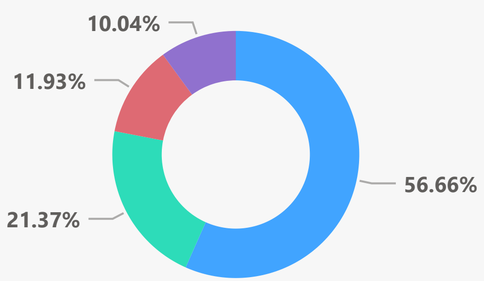
Overnight Stays

2,070 ▲ 222% Prior Period
▼ -68% Prior Year

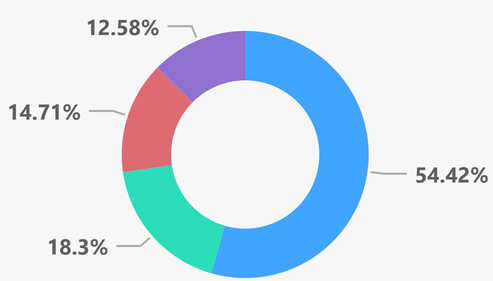
Avg. Nights Stayed

2.41 ▲ 59% Prior Period
▼ -43% Prior Year

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
South Canterbury	20.8%
West Coast RTO	16.5%
North Canterbury	14.1%
MacKenzie	11.5%
Auckland RTO	5.2%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	22.6%
West Coast RTO	18.0%
MacKenzie	17.0%
North Canterbury	14.1%
Auckland RTO	3.1%

Country of Origin

Country	% of Visitors
New Zealand	49.2%
Australia	19.7%
United States	6.5%
United Kingdom	6.0%
Germany	3.5%

Top 5 Resident Localities

Home Locality	% of Visitors
Ashburton Forks	2.2%
Loburn	2.2%
Mandeville-Ohoka	1.6%
Oaklands East	1.6%
Prestons	1.6%

Top 5 Resident Regions

Home Region	% Visitors
Christchurch	62.3%
Nelson Tasman RTO	4.4%
South Canterbury	4.4%
Dunedin RTO	3.8%
Wellington RTO	3.8%

National Visitor Numbers Region Comparison

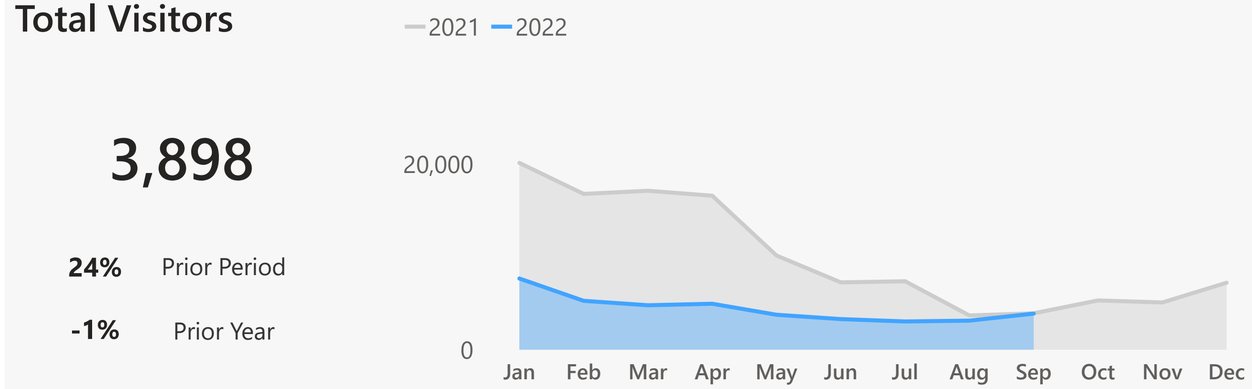
Top 10

Region Name	Prior Period	Prior Year
Nelson Tasman RTO	71%	-2%
Fiordland	66%	280%
Northland RTO	66%	68%
Clutha	64%	59%
Coromandel RTO	60%	138%
West Coast RTO	57%	118%
Rotorua RTO	52%	102%
Whanganui RTO	50%	42%
Rangitikei	47%	64%
Southland	45%	36%

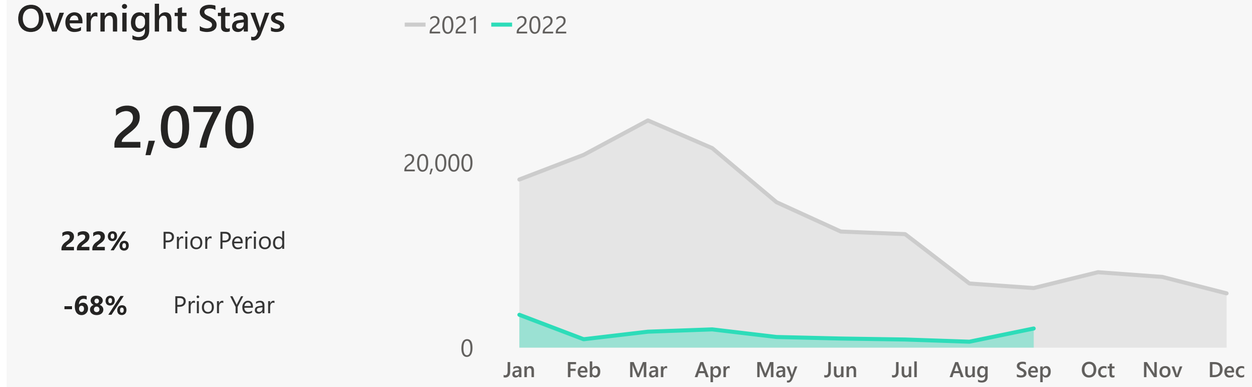
Bottom 10

Region Name	Prior Period	Prior Year
Hawke's Bay RTO	15%	-23%
Manawatu RTO	19%	-3%
North Canterbury	22%	59%
Gisborne RTO	22%	-36%
Tararua	22%	-2%
Waimate	23%	14%
Wellington RTO	23%	-10%
Christchurch	24%	-1%
Central Otago RTO	27%	32%
South Canterbury	27%	36%

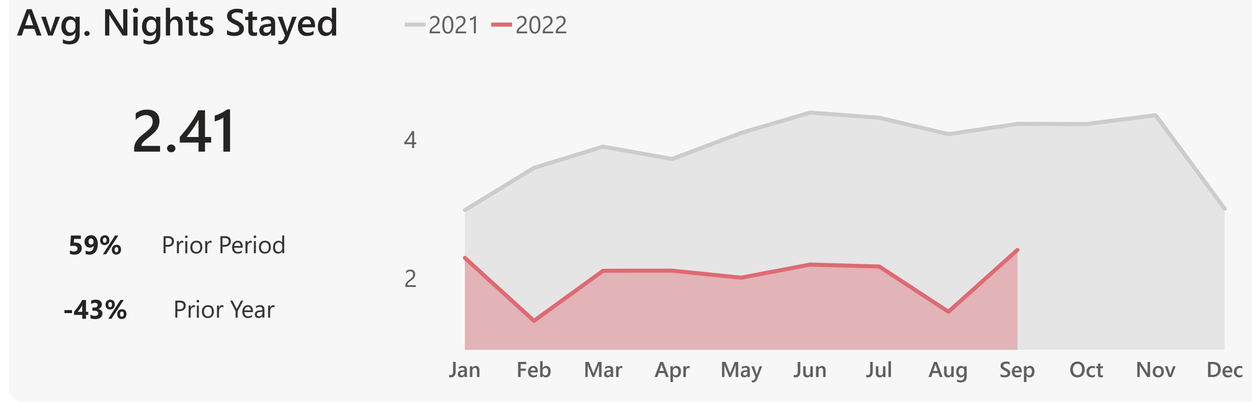
Total Visitors



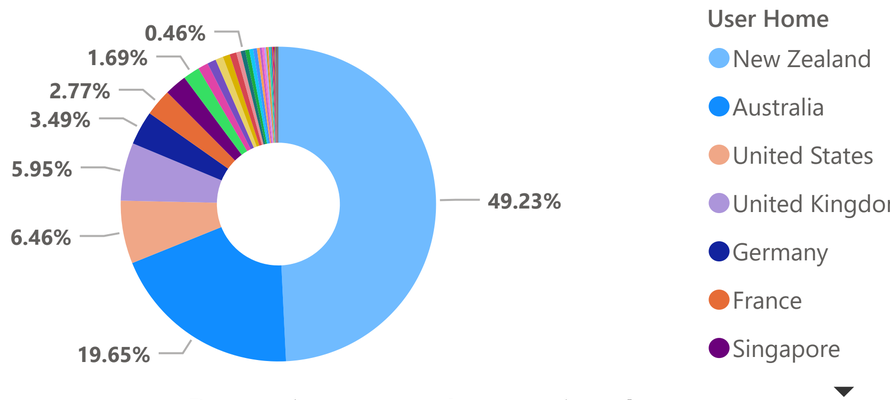
Overnight Stays



Avg. Nights Stayed



Visitor Country of Origin



Total Visitors

For September 2022, Christchurch saw a total of 3,898 visitors which was an increase of 24% on the prior month, and a decrease of -1% 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 September 2022, Christchurch saw a total of 2,070 overnight stays which is up 222% on the previous month, and down -68% on the same time last year.
On average visitors stayed for 2.41 nights in the region which was up 59% on the previous month and down -43% 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 1,919 visitors and accounted for 49 % of all visitors. There were 1,979 international visitors (51 %) with the top 3 countries being Australia (19.6 %), United States (6.5 %) and United Kingdom (6.0 %)

Selected Region	Prior Period	Prior Year
Christchurch	▲ 24%	▼ -1%

National Visitor Numbers Comparison

Top 10

Region Name	Prior Period	Prior Year
Nelson Tasman RTO	71%	-2%
Fiordland	66%	280%
Northland RTO	66%	68%
Clutha	64%	59%
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Bottom 10

Region Name	Prior Period	Prior Year
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South Canterbury	27%	36%
Central Otago RTO	27%	32%
Waimate	23%	14%
Christchurch	24%	-1%
Tararua	22%	-2%
Manawatu RTO	19%	-3%
Wellington RTO	23%	-10%
Hawke's Bay RTO	15%	-23%
Gisborne RTO	22%	-36%

Regional Visitor Comparison Top & Bottom

For September 2022, Christchurch experienced an increase of 24% in visitor numbers compared to the previous month and a decrease of -1% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 37% higher compared to the previous month and 37% higher when compared to the same time last year.

As such Christchurch is trending below the New Zealand average in September 2022. 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	2.2%
Loburn	2.2%
Mandeville-Ohoka	1.6%
Oaklands East	1.6%
Prestons	1.6%

Top 5 Resident Regions

Home Region	% Total Visitors
Christchurch	62.3%
Nelson Tasman RTO	4.4%
South Canterbury	4.4%
Dunedin RTO	3.8%
Wellington RTO	3.8%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in September 2022. Loburn was the top home suburb/locality of visitors who were detected in the region.

It had the highest number of travellers within Christchurch with 2.2% of the observed market.

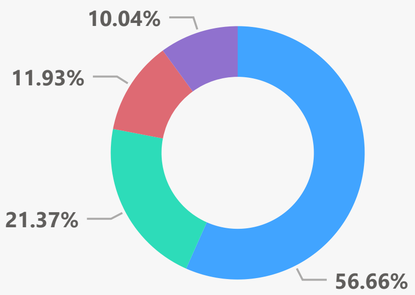
Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited Christchurch in September 2022.
The top 3 regions were:

- Christchurch - 62.3% of visitors.
- South Canterbury - 4.4% of visitors.
- Nelson Tasman RTO - 4.4% of visitors.

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

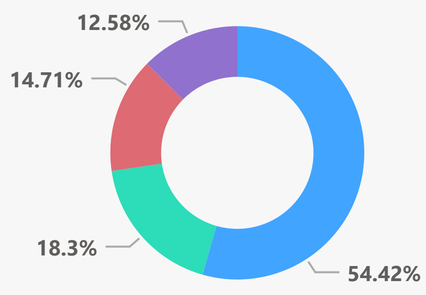
Entry Time



Time of Day

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

Exit Time



Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	20.8%
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MacKenzie	11.5%
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Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	22.6%
West Coast RTO	18.0%
MacKenzie	17.0%
North Canterbury	14.1%
Auckland RTO	3.1%

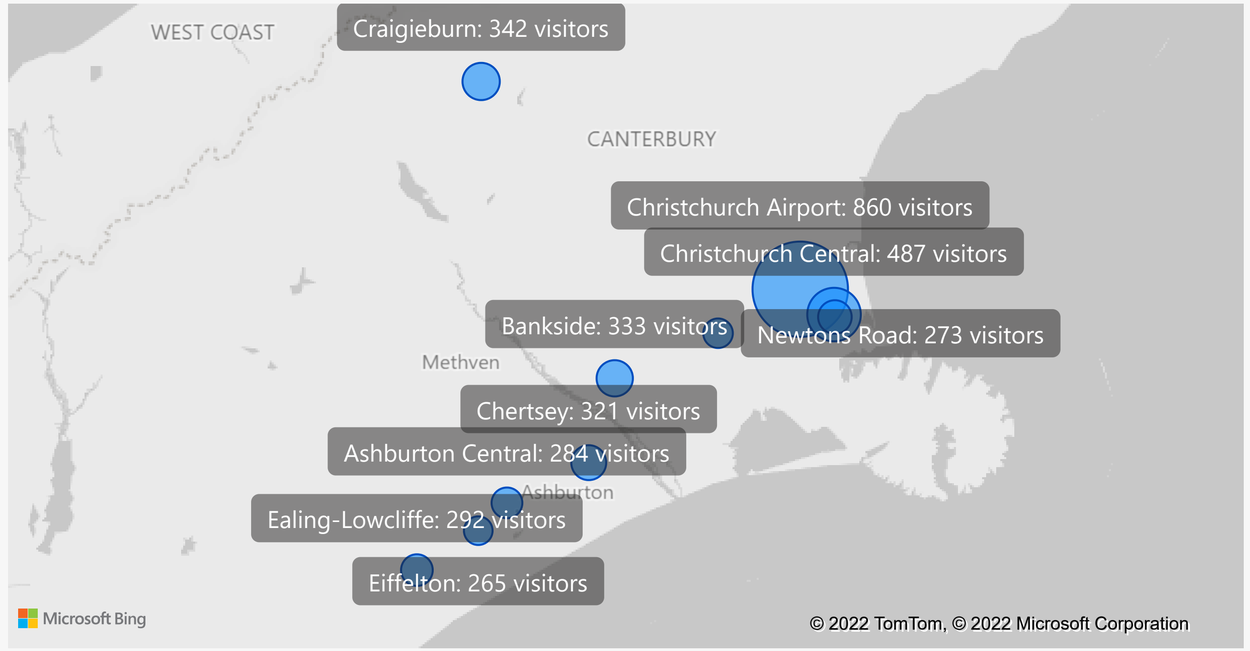
Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for September 2022. 10am to 5pm was the most common time travellers were seen entering Christchurch with 56.7% of visitors recorded in that time frame.
The most common time travellers were leaving Christchurch was between 10am to 5pm with 54.4% 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 September 2022.

Top Visitor Localities



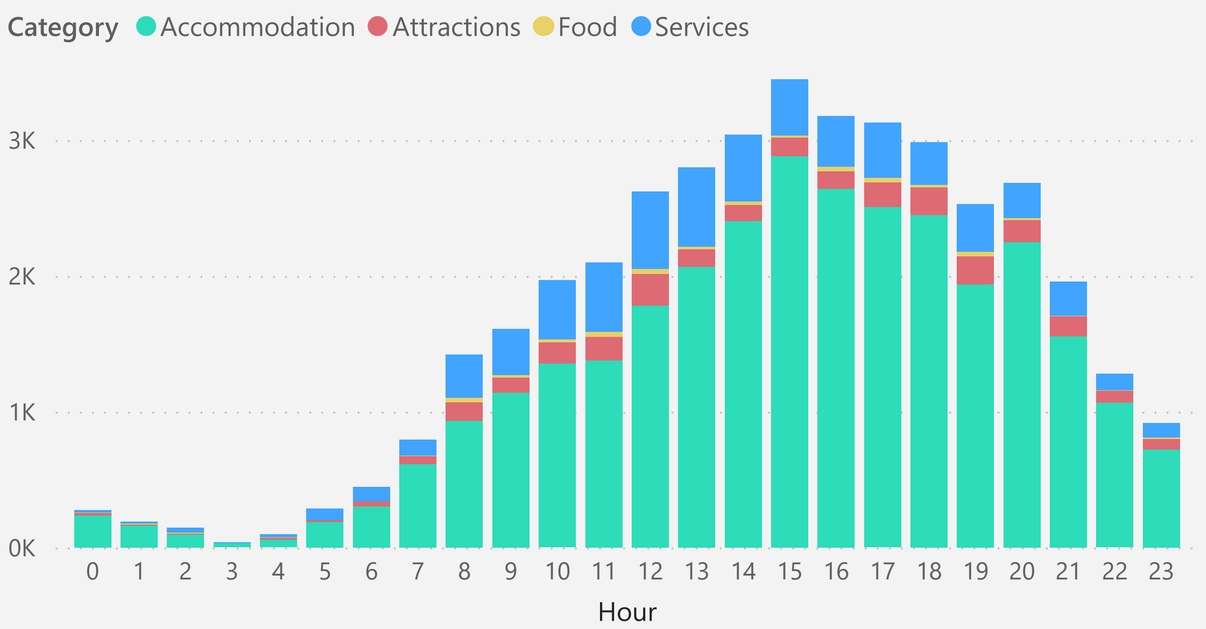
Most Popular Localities

In September 2022, the most visited localities in Christchurch were:

- Christchurch Airport - 860 visitors (259 domestic, 601 international).
- Christchurch Central - 487 visitors (175 domestic, 312 international).
- Craigieburn - 342 visitors (89 domestic, 253 international).
- Bankside - 333 visitors (107 domestic, 226 international).
- Chertsey - 321 visitors (107 domestic, 214 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
Paid Campground	11,150	8,609	30%
Free Camping Area	10,558	7,820	35%
Low-cost Campground	7,314	5,211	40%
Public Toilet	1,310	1,072	22%
Dump Station	1,202	886	36%
Walking / Hiking Trail	1,074	771	39%
Paid Private Driveway	868	682	27%
Petrol Station	725	598	21%
Hot Shower	509	410	24%
Fishing	504	402	25%

Search Times Insights

Across the 4 major searchable categories Accommodation was the most popular with searches over the past month. Within the Accommodation category, Paid Campground was the most searched sub-category.

In terms of search times of each of the categories:

- Accommodation was most searched between 3 - 4pm and least searched between 3 - 4am.
- Services were most searched between 1 - 2pm and least searched between 3 - 4am.
- Attractions were most searched between Noon - 1pm and least searched between 2 - 3am.
- Food was most searched between 11am - Noon and least searched between 4 - 5am.

Search Categories Insights

There were a total of 39,920 searches in Christchurch for September 2022 which was an increase of 34% on the previous month. The most searched categories were:

- Paid Campground 11,150 searches (up 30% on previous month).
- Free Camping Area: 10,558 searches (up 35% on previous month).
- Low-cost Campground: 7,314 searches (up 40% on previous month).

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

- Low-cost Campground: up 40% (to 7314 searches).
- Walking / Hiking Trail: up 39% (to 1074 searches).
- Dump Station: up 36% (to 1202 searches).

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

- Petrol Station: up 21% (to 725 searches).
- Public Toilet: up 22% (to 1310 searches).
- Hot Shower: up 24% (to 509 searches).

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Or visit www.triptech.com

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.