



Destination Analytics Report:

Prepared for Christchurch

December 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.

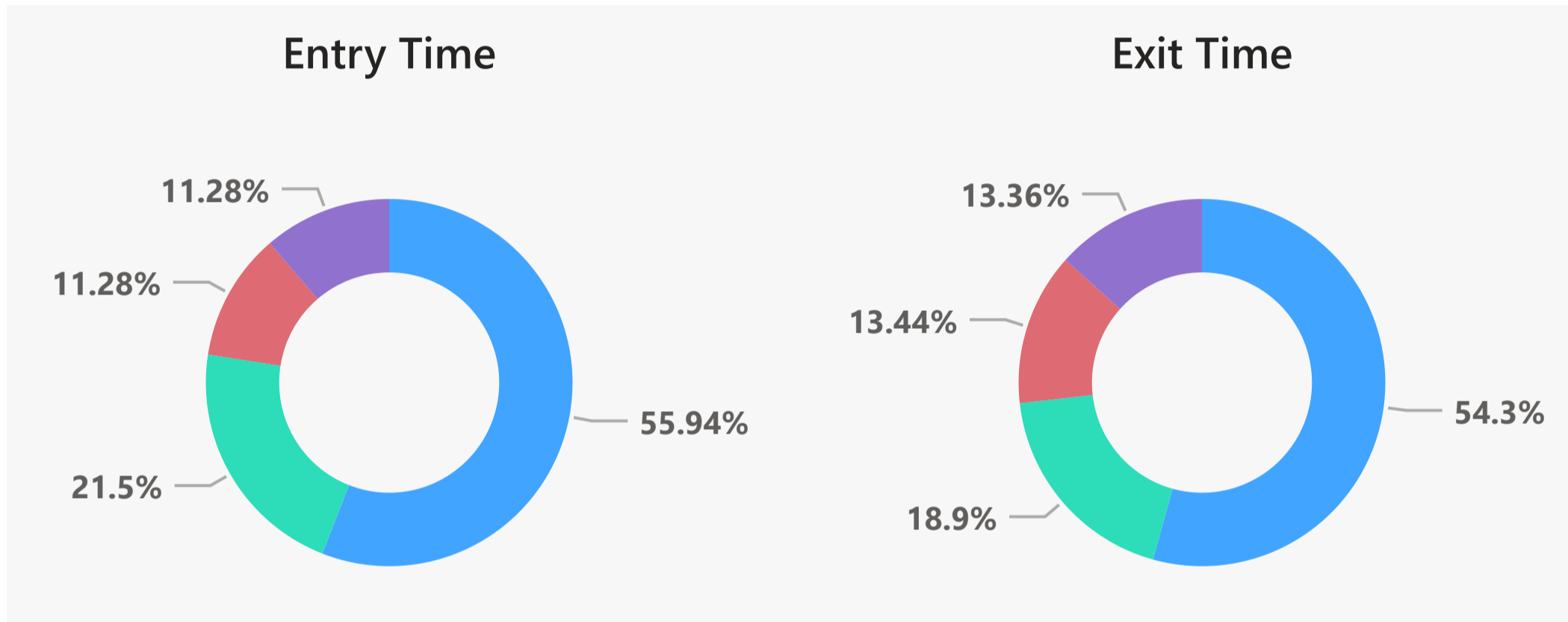


Monthly Regional Dashboard

Visitors
 9,146 ▲ 19% Prior Period
 ▲ 26% Prior Year

Overnight Stays
 4,279 ▲ 18% Prior Period
 ▼ -27% Prior Year

Avg. Nights Stayed
 2.08 ▼ -1% Prior Period
 ▼ -31% Prior Year



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

Country of Origin		Top 5 Resident Localities		Top 5 Resident Regions	
Country	% of Visitors	Home Locality	% of Visitors	Home Region	% Visitors
New Zealand	32.4%	Ashburton Forks	2.5%	Christchurch	61.9%
Germany	11.4%	Mandeville-Ohoka	1.9%	Nelson Tasman RTO	4.4%
United Kingdom	8.9%	Oaklands East	1.9%	Wellington RTO	4.4%
United States	8.2%	Parklands	1.9%	Auckland RTO	3.8%
Australia	7.3%	Prestons	1.9%	South Canterbury	3.8%

Top 5 Prior Regions		Top 5 Next Regions	
Entered From Region	% of Visitors	Went To Region	% of Visitors
North Canterbury	21.0%	South Canterbury	21.6%
South Canterbury	19.0%	West Coast RTO	18.2%
West Coast RTO	18.3%	North Canterbury	17.2%
MacKenzie	11.7%	MacKenzie	16.2%
Marlborough RTO	4.3%	Marlborough RTO	3.4%

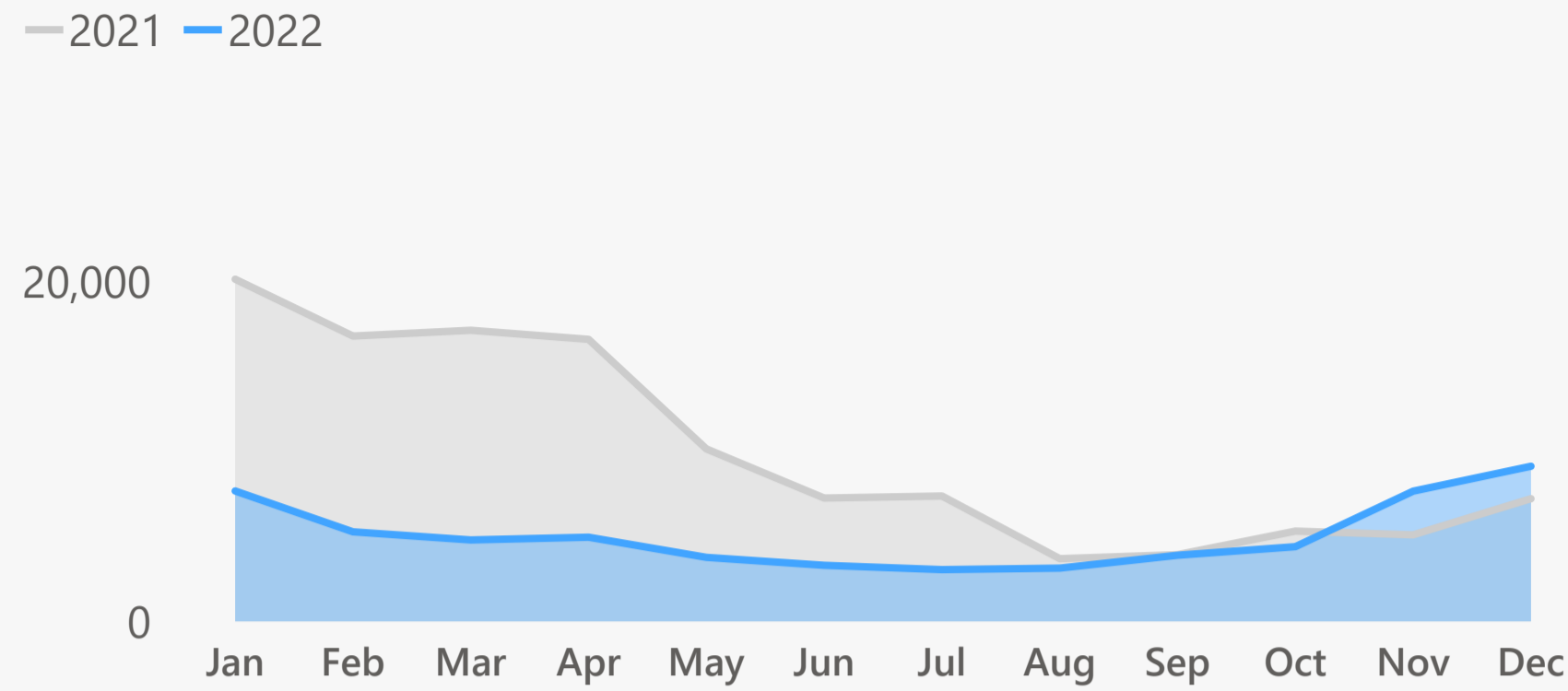
National Visitor Numbers Region Comparison				
Region Name	Top 10		Bottom 10	
	Prior Period	Prior Year	Prior Period	Prior Year
Gisborne RTO	51%	-1%	Clutha	4%
Central Otago RTO	48%	55%	Rotorua RTO	7%
Taranaki RTO	31%	55%	Fiordland	7%
Manawatu RTO	30%	38%	Dunedin RTO	9%
Rangitikei	25%	94%	Tararua	10%
Northland RTO	24%	66%	Southland	12%
Nelson Tasman RTO	24%	43%	South Canterbury	14%
Waikato RTO	23%	42%	MacKenzie	15%
Lake Taupo RTO	22%	128%	Waitaki RTO	15%
Marlborough RTO	22%	92%	Waimate	16%



Total Visitors

9,146

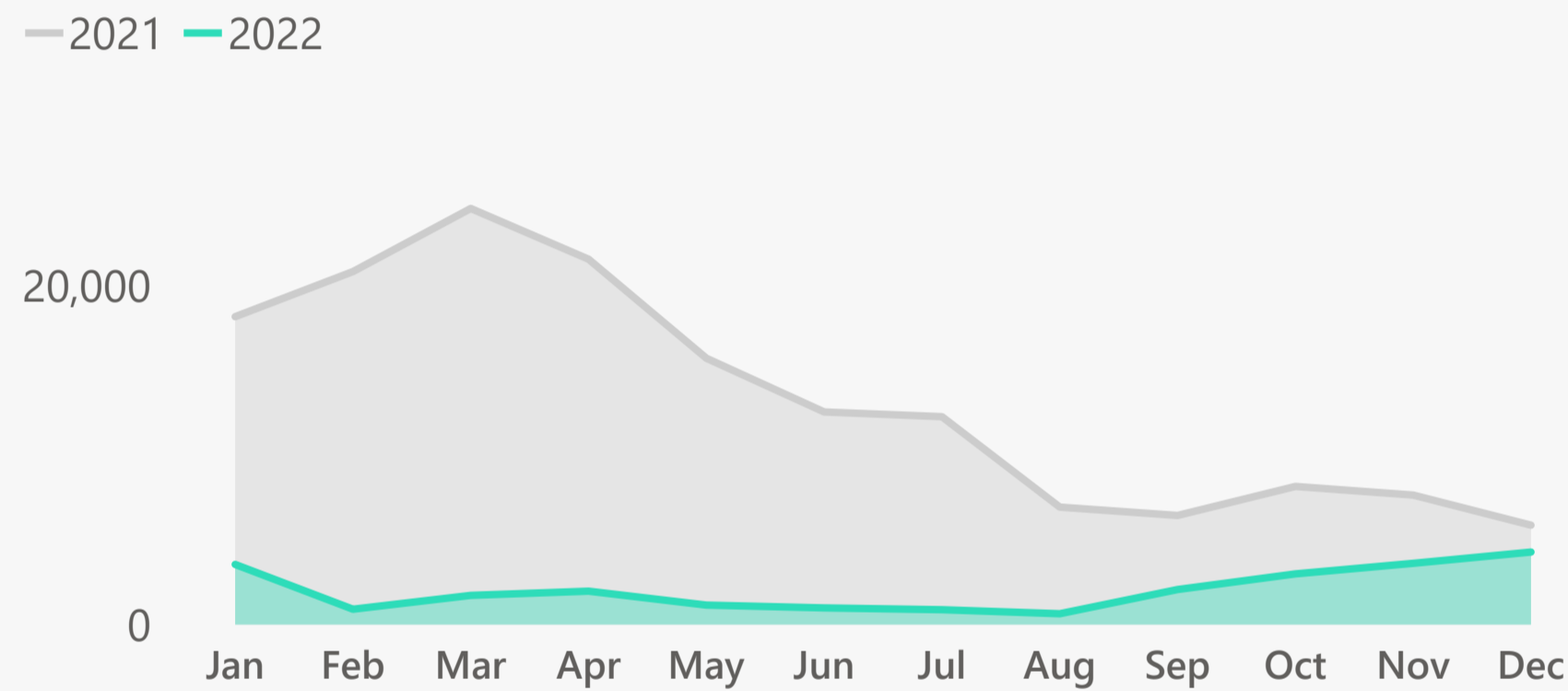
19% Prior Period
26% Prior Year



Overnight Stays

4,279

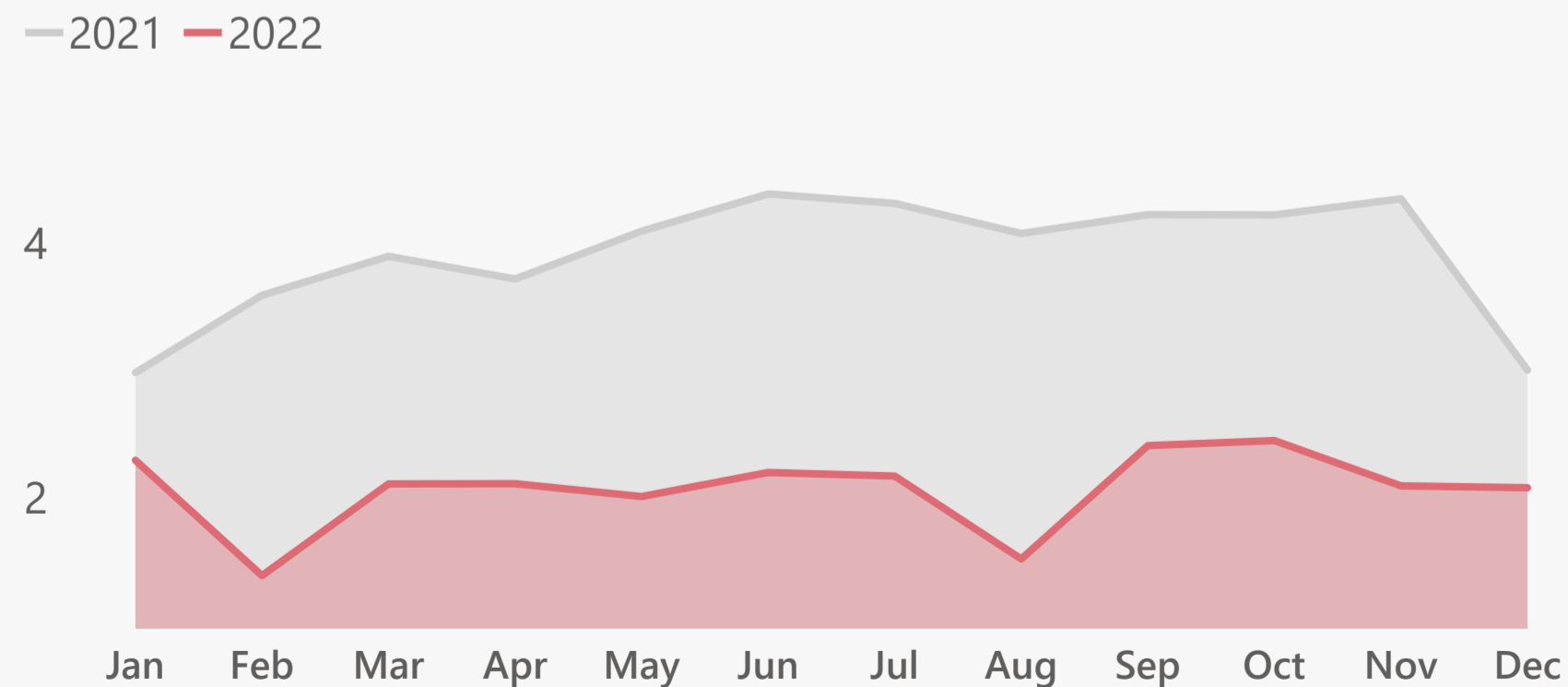
18% Prior Period
-27% Prior Year



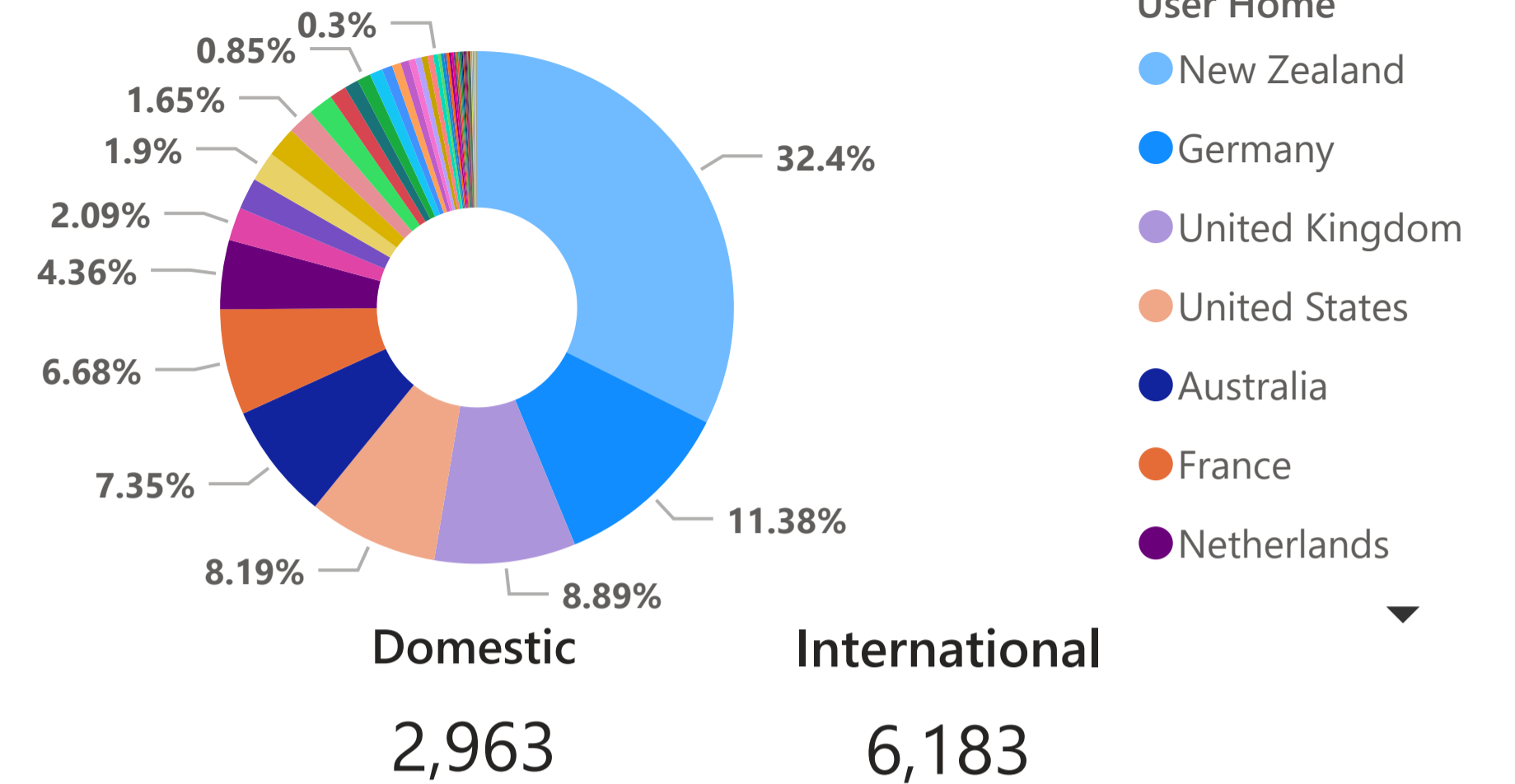
Avg. Nights Stayed

2.08

-1% Prior Period
-31% Prior Year



Visitor Country of Origin



Total Visitors

For December 2022, Christchurch saw a total of 9,146 visitors which was an increase of 19% on the prior month, and an increase of 26% 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 December 2022, Christchurch saw a total of 4,279 overnight stays which is up 18% on the previous month, and down -27% on the same time last year. On average visitors stayed for 2.08 nights in the region which was down -1% on the previous month and down -31% 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 2,963 visitors and accounted for 32 % of all visitors. There were 6,183 international visitors (68 %) with the top 3 countries being Germany (11.4 %), United Kingdom (8.9 %) and United States (8.2 %)



Selected Region	Prior Period	Prior Year
Christchurch	▲ 19%	▲ 26%

Top 5 Resident Localities		Top 5 Resident Regions	
Home Locality	% of Visitors	Home Region	% Total Visitors
Ashburton Forks	2.5%	Christchurch	61.9%
Mandeville-Ohoka	1.9%	Nelson Tasman RTO	4.4%
Oaklands East	1.9%	Wellington RTO	4.4%
Parklands	1.9%	Auckland RTO	3.8%
Prestons	1.9%	South Canterbury	3.8%

National Visitor Numbers Comparison

Top 10			Bottom 10		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Gisborne RTO	51%	-1%	Fiordland	7%	344%
Central Otago RTO	48%	55%	Mackenzie	15%	173%
Taranaki RTO	31%	55%	Rotorua RTO	7%	161%
Manawatu RTO	30%	38%	Waitaki RTO	15%	103%
Rangitikei	25%	94%	Clutha	4%	102%
Northland RTO	24%	66%	Southland	12%	87%
Nelson Tasman RTO	24%	43%	South Canterbury	14%	63%
Waikato RTO	23%	42%	Dunedin RTO	9%	60%
Lake Taupo RTO	22%	128%	Waimate	16%	42%
Marlborough RTO	22%	92%	Tararua	10%	27%

Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in December 2022. 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 December 2022.

The top 3 regions were:

- Christchurch - 61.9% of visitors.
- Wellington RTO - 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.

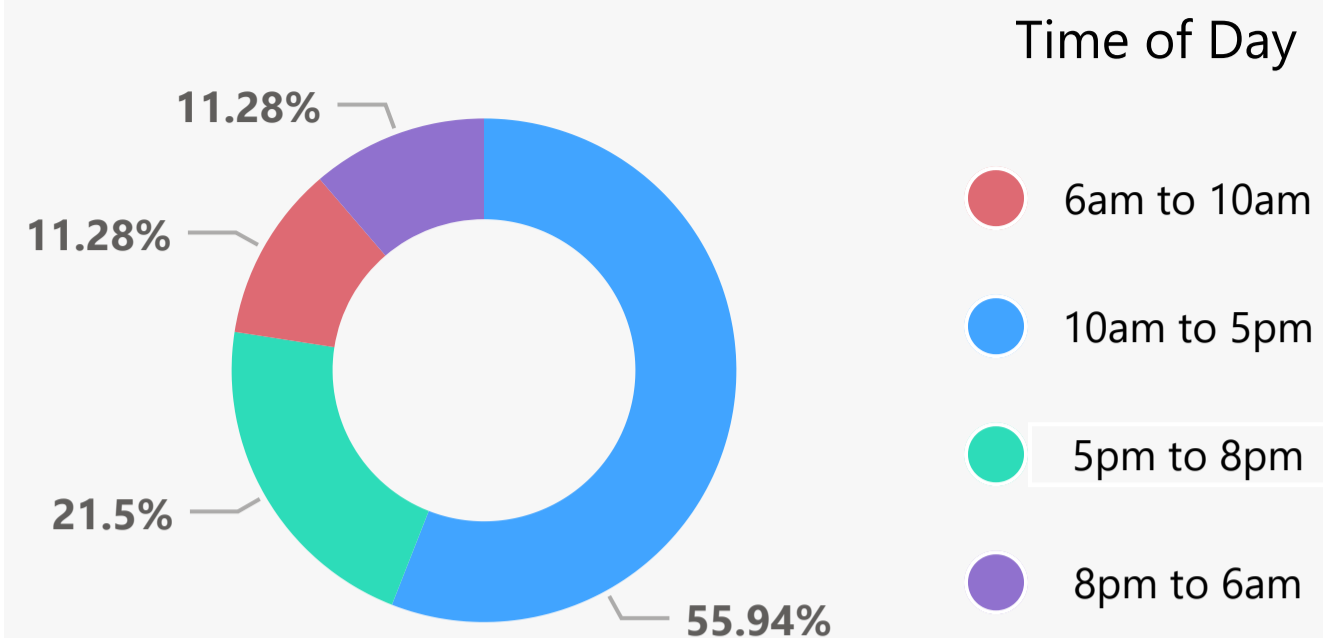
Regional Visitor Comparison Top & Bottom

For December 2022, Christchurch experienced an increase of 19% in visitor numbers compared to the previous month and an increase of 26% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 19% higher compared to the previous month and 64% higher when compared to the same time last year.

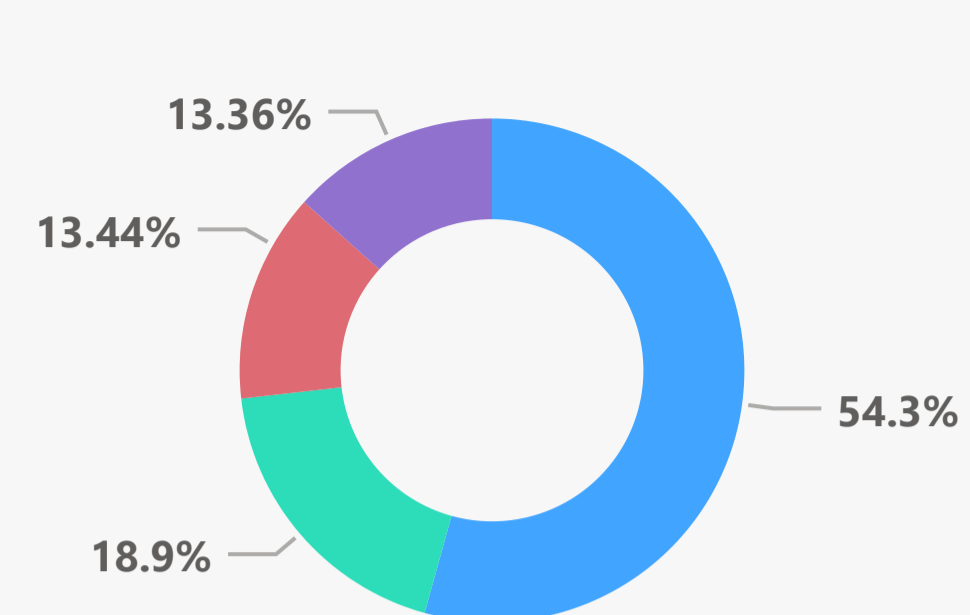
As such Christchurch is trending below the New Zealand average in December 2022. The rest of the table highlights the performance of the top and bottom 10 regions compared to the previous month and shows regions that are experiencing seasonal upturns or downturns.



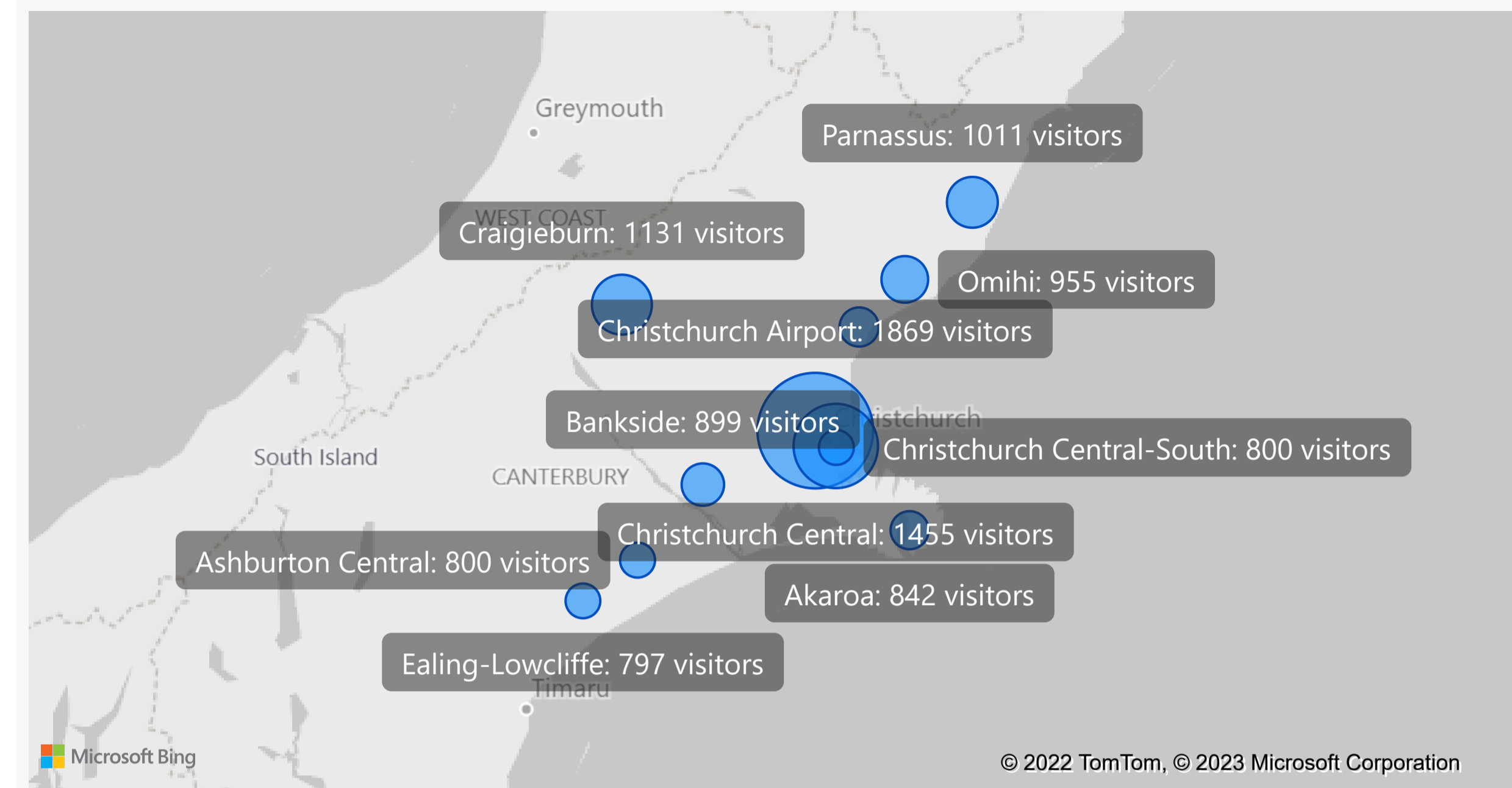
Entry Time



Exit Time



Top Visitor Localities



Top 5 Prior Regions

Entered From Region	% of Visitors
North Canterbury	21.0%
South Canterbury	19.0%
West Coast RTO	18.3%
Mackenzie	11.7%
Marlborough RTO	4.3%

Top 5 Next Regions

Went To Region	% of Visitors
South Canterbury	21.6%
West Coast RTO	18.2%
North Canterbury	17.2%
Mackenzie	16.2%
Marlborough RTO	3.4%

Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for December 2022. 10am to 5pm was the most common time travellers were seen entering Christchurch with 55.9% 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 December 2022.

Most Popular Localities

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

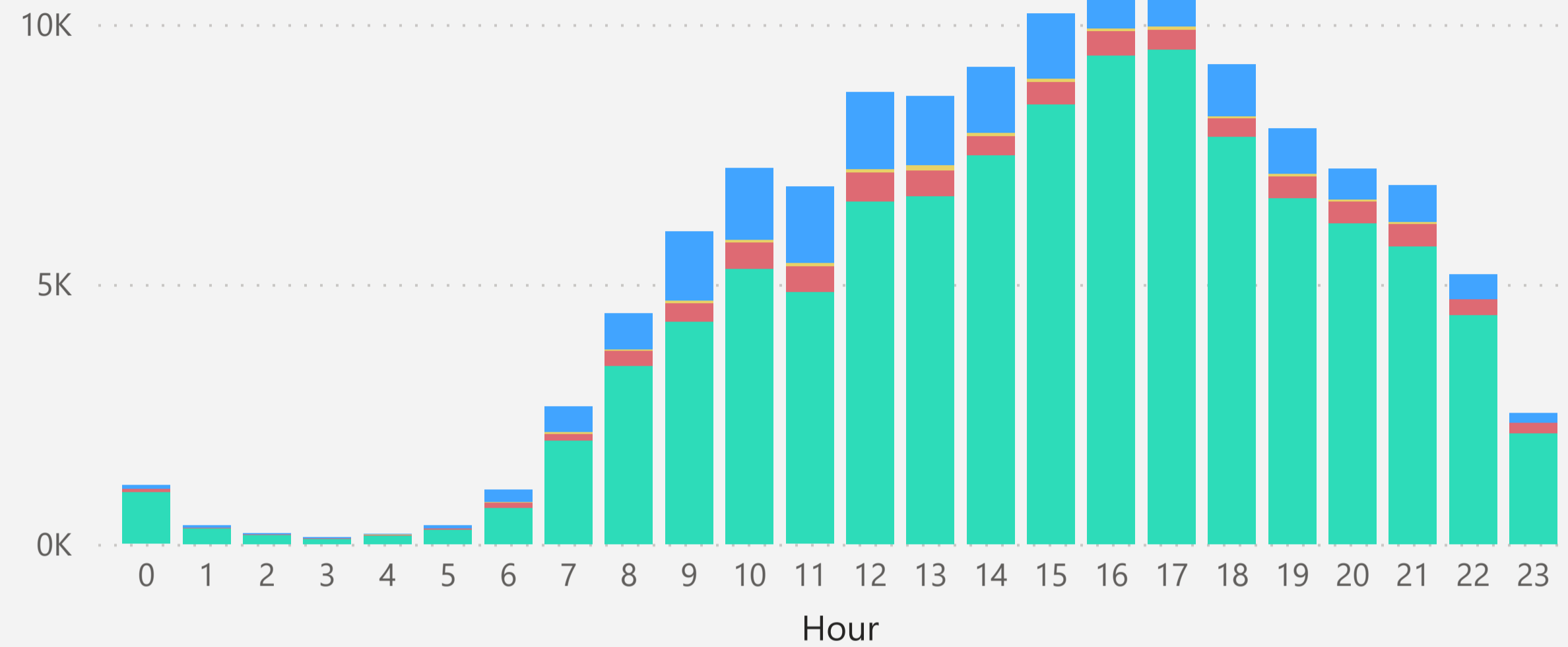
Christchurch Airport - 1869 visitors (314 domestic, 1555 international).

- Christchurch Central - 1,455 visitors (237 domestic, 1218 international).
- Craigieburn - 1131 visitors (152 domestic, 979 international).
- Parnassus - 1011 visitors (190 domestic, 821 international).
- Omihi - 955 visitors (191 domestic, 764 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

Category ● Accommodation ● Attractions ● Food ● Services



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 5 - 6pm and least searched between 3 - 4am.
- Services were most searched between Noon - 1pm and least searched between 4 - 5am.
- Attractions were most searched between Noon - 1pm and least searched between 2 - 3am.
- Food was most searched between 1 - 2pm and least searched between 1 - 2am.

Search Categories Insights

There were a total of 128,604 searches in Christchurch for December 2022 which was an increase of 22% on the previous month. The most searched categories were:

- Paid Campground 35,176 searches (up 18% on previous month).
- Free Camping Area: 35,144 searches (up 19% on previous month).
- Low-cost Campground: 27,432 searches (up 35% on previous month).

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

- Hot Shower: up 88% (to 1875 searches).
- Motel: up 78% (to 1508 searches).
- Low-cost Campground: up 35% (to 27432 searches).

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

- Petrol Station: up 4% (to 1858 searches).
- Dump Station: up 5% (to 2663 searches).
- Paid Private Driveway: up 12% (to 2757 searches).

Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Paid Campground	35,176	29,751	18%
Free Camping Area	35,144	29,503	19%
Low-cost Campground	27,432	20,367	35%
Public Toilet	4,084	3,069	33%
Walking / Hiking Trail	2,798	2,342	19%
Paid Private Driveway	2,757	2,451	12%
Dump Station	2,663	2,545	5%
Hot Shower	1,875	1,000	88%
Petrol Station	1,858	1,791	4%
Motel	1,508	848	78%





For more information email info@triptech.com

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.