



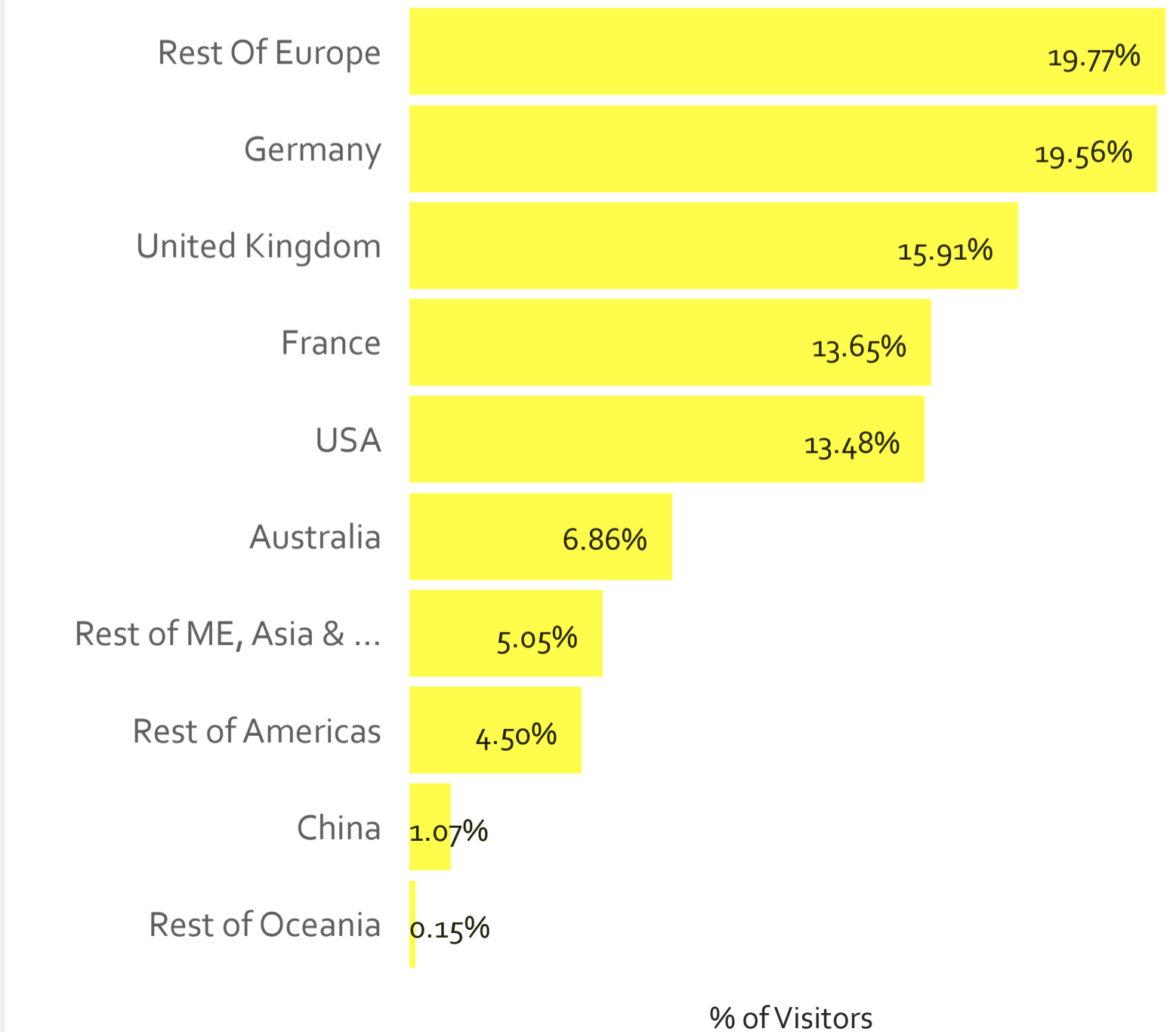
Visitors

Visitors	MoM	MoMYoY
11,834	↑ 7%	↑ 157%

Visitor Type ● Domestic ● International



International Visitor Origin



Visitors Across New Zealand

Visitors	MoM	MoMYoY
43,129	↑ 6%	↑ 58%

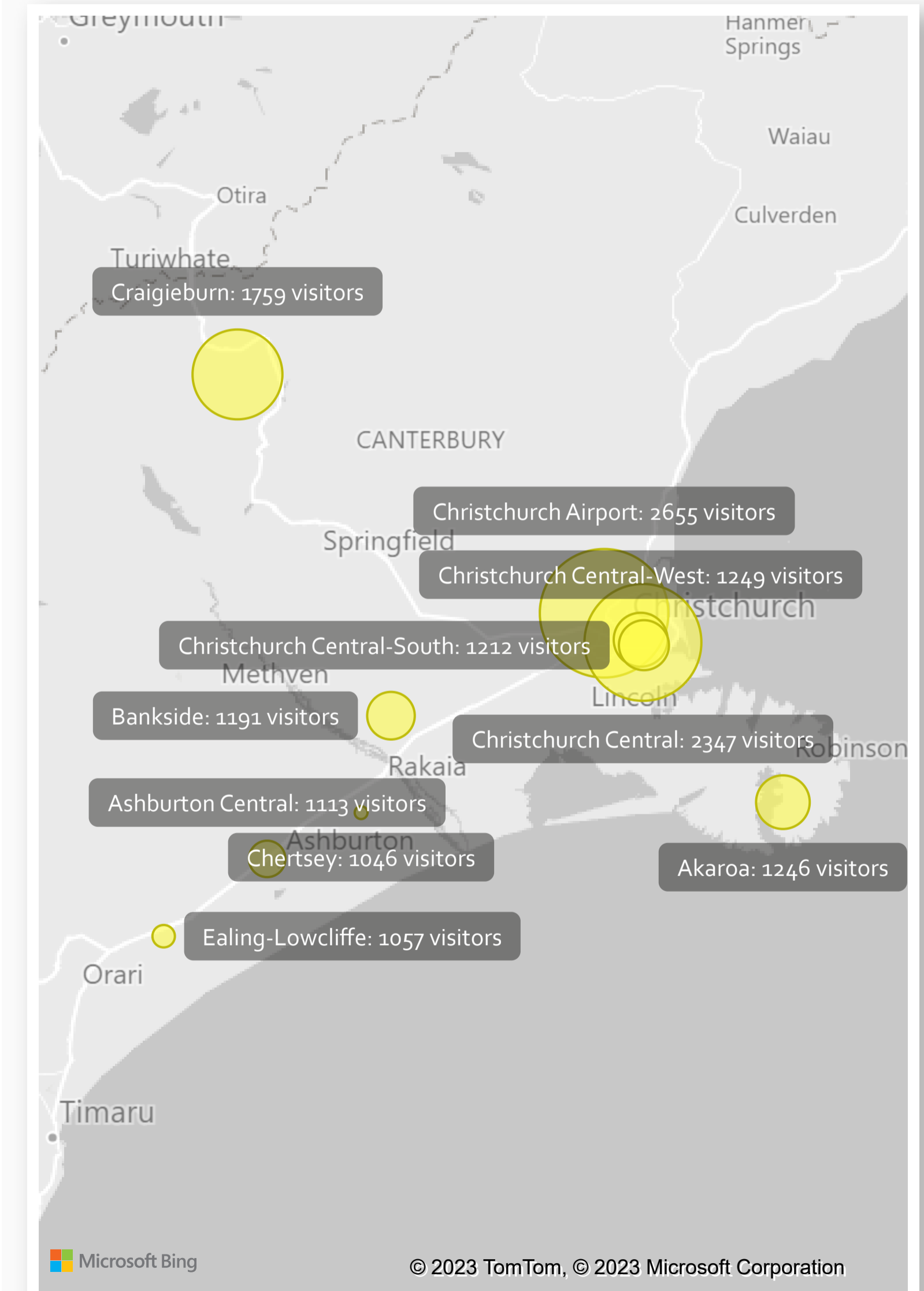
Top 10 Regions

Region	MoM %	MoMYoY %
Whanganui RTO	16%	288%
Taranaki RTO	19%	193%
Ruapehu RTO	19%	532%
Rotorua RTO	14%	380%
Northland RTO	29%	117%
Nelson Tasman RTO	14%	263%
Marlborough RTO	16%	289%
Kaikoura RTO	21%	377%
Coromandel RTO	52%	124%
Coastal Bay of Plenty RTO	23%	65%

Bottom 10 Regions

Region	MoM %	MoMYoY %
Hawke's Bay RTO	-29%	-3%
Gisborne RTO	-13%	-3%
Tararua RTO	-7%	98%
Clutha RTO	-1%	264%
Dunedin RTO	-0%	232%
Central Otago RTO	1%	166%
Wairarapa RTO	1%	133%
Waitaki RTO	3%	300%
Timaru RTO	3%	234%
Southland RTO	4%	268%

Visitor Hotspots





Overnight Stays

Overnight Stays

5,870

MoM

↑ 4%

MoMYoY

↑ 274%

Avg. Nights

2.19

Camping Stays

Paid Camp Stays

980

MoM

↓ -2%

Paid Avg. Nights

1.56

Free Camp Stays

457

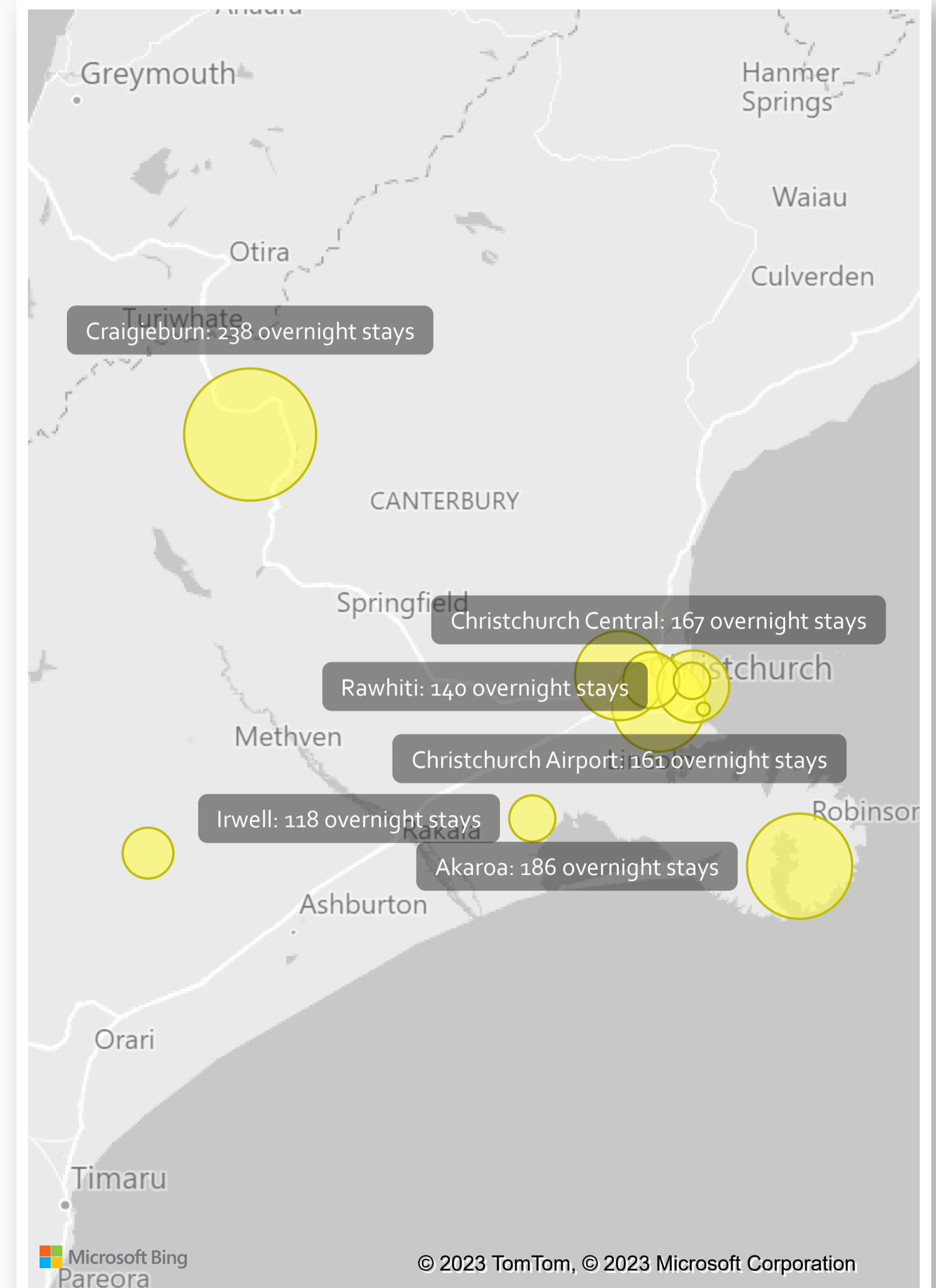
MoM

↑ 7%

Free Avg. Nights

1.27

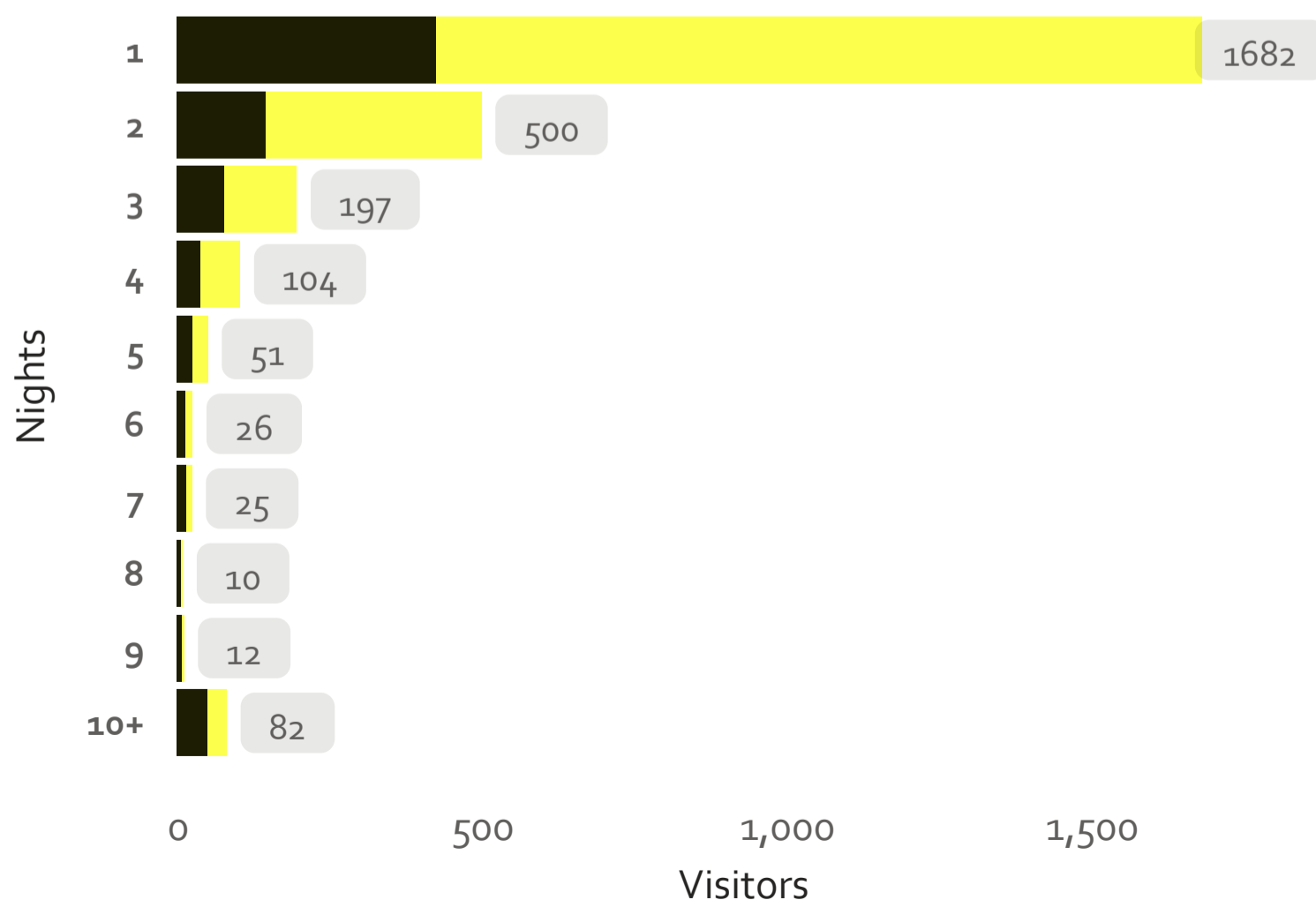
Overnight Stays Hotspots



Visitor Type ● Domestic ● International



Visitor Type ● Domestic ● International



Top 5 Localities for Paid Camps

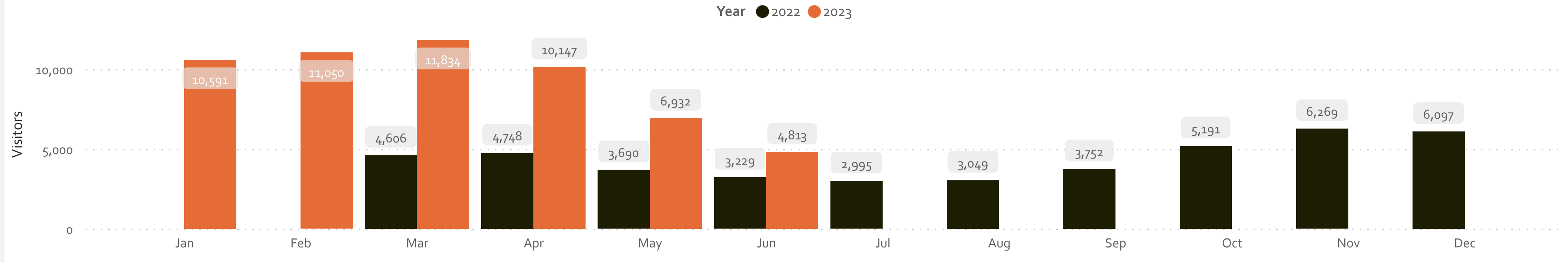
Locality	Overnight Stays	MoM	MoMYoY
Craigieburn	164	41%	811%
Northcote (Christchurch City)	116	-19%	2220%
Akaroa	97	-13%	1286%
South New Brighton	94	0%	1467%
Ashburton Forks	78	37%	875%

Top 5 Localities for Free Camps

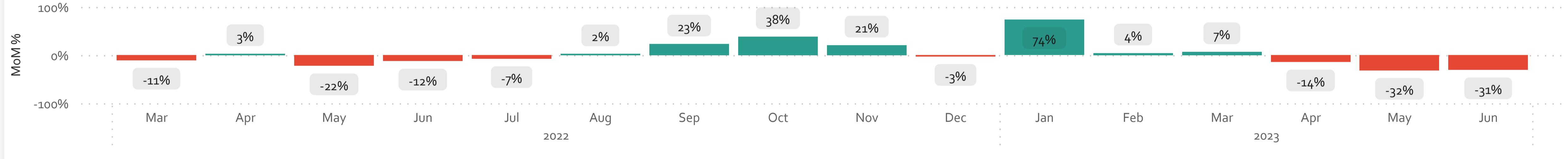
Locality	Overnight Stays	MoM	MoMYoY
North Beach	92	23%	1740%
Rawhiti	77	5%	756%
Prebbleton	70	40%	775%
Irwell	60	-10%	650%
Akaroa	41	58%	356%



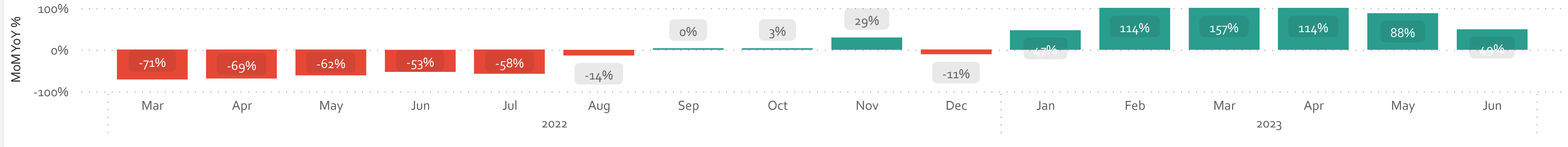
Visitors



MoM Change in Visitors

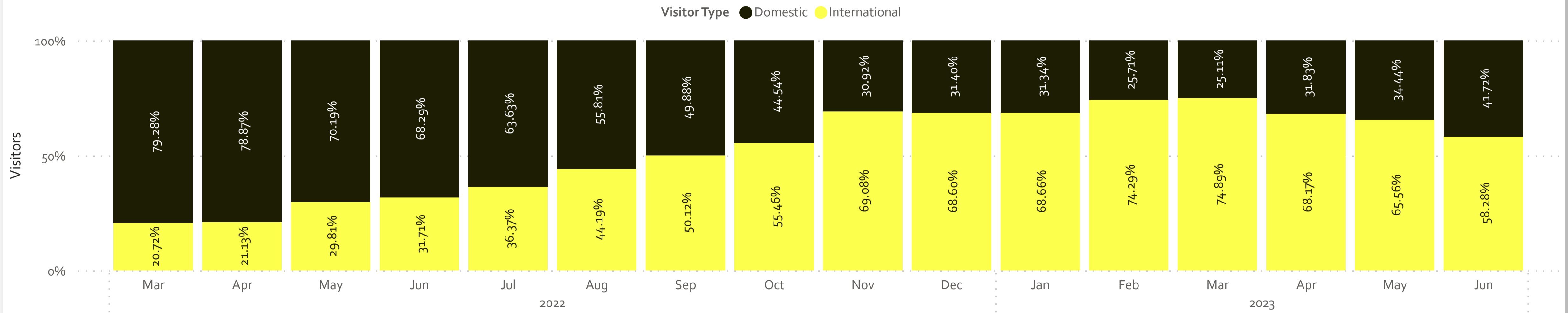


MoM YoY Change in Visitors

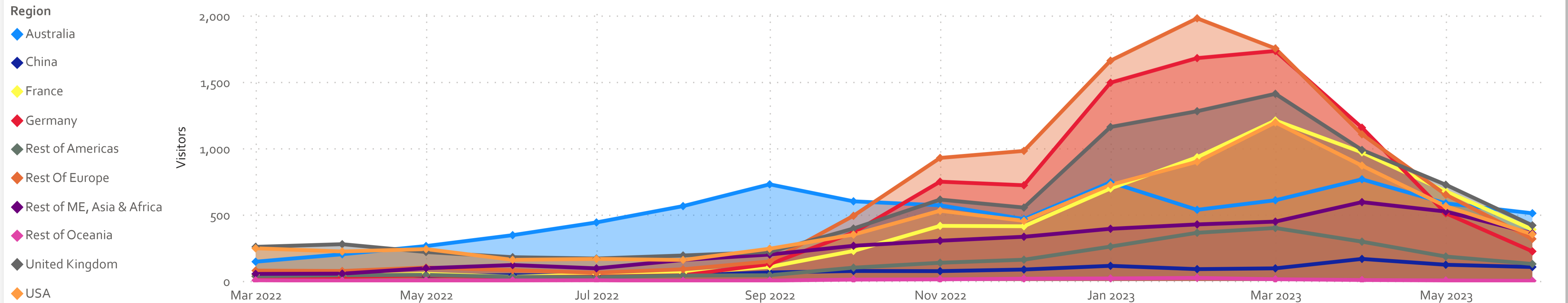




### Domestic vs International Visitors



### International Visitor Markets



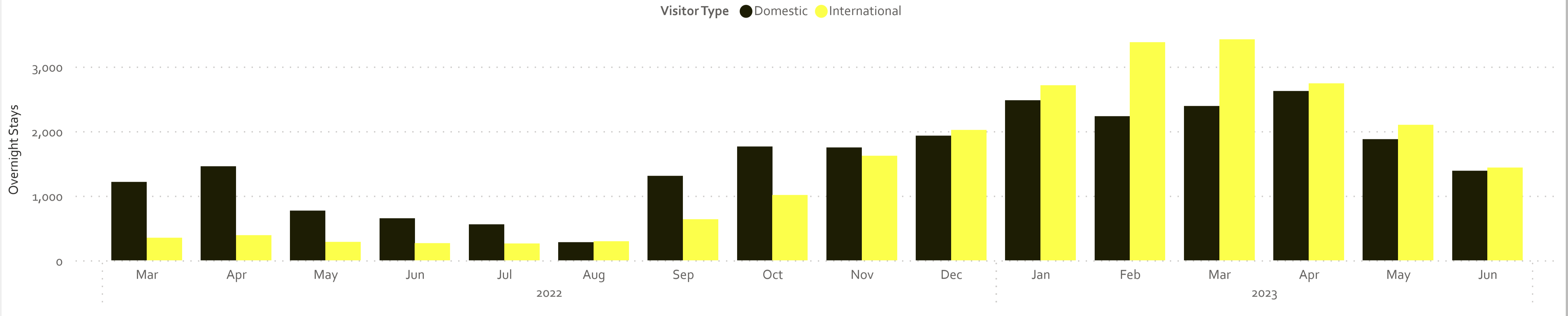


Visitors By Locality

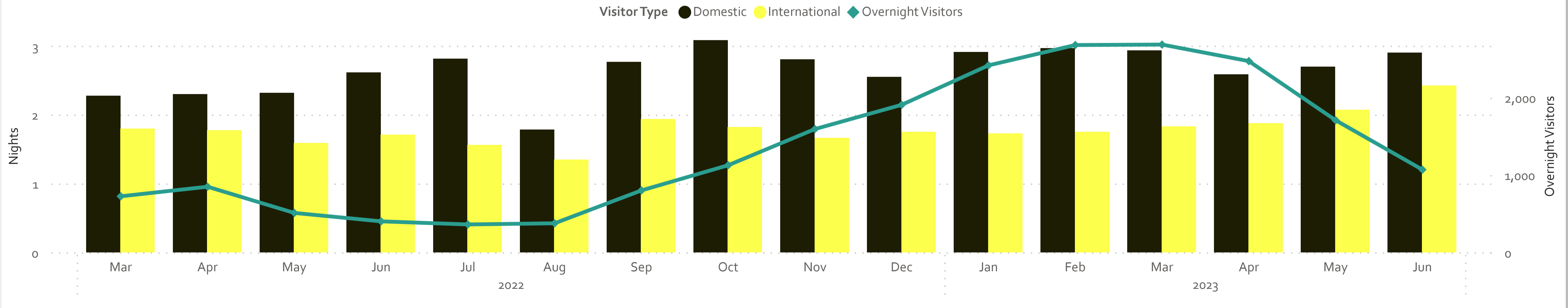
Year	2022											2023						
Locality	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	May	June	Total
<input type="checkbox"/> Christchurch Airport	755	911	759	669	714	756	886	1,260	1,523	1,298	9,531	2,215	2,291	2,655	2,312	1,548	1,068	12,089
International	164	175	295	306	367	469	622	856	1,231	1,061	5,546	1,816	1,955	2,306	1,921	1,233	782	10,013
Domestic	591	736	464	363	347	287	264	404	292	237	3,985	399	336	349	391	315	286	2,076
<input type="checkbox"/> Christchurch Central	514	535	493	432	338	383	497	815	962	714	5,683	1,923	2,138	2,347	1,731	1,287	745	10,171
International	138	153	199	157	160	206	318	587	787	564	3,269	1,582	1,865	2,070	1,458	1,055	542	8,572
Domestic	376	382	294	275	178	177	179	228	175	150	2,414	341	273	277	273	232	203	1,599
<input type="checkbox"/> Craigieburn	314	391	237	190	188	264	353	531	670	665	3,803	1,546	1,490	1,759	1,423	771	435	7,424
International	111	112	121	100	110	190	264	408	595	569	2,580	1,325	1,327	1,588	1,234	682	360	6,516
Domestic	203	279	116	90	78	74	89	123	75	96	1,223	221	163	171	189	89	75	908
<input type="checkbox"/> Christchurch Central-South	533	496	455	372	281	309	322	498	524	435	4,225	1,059	1,144	1,212	1,006	782	516	5,719
International	137	129	153	123	114	136	166	284	347	279	1,868	759	899	934	744	577	350	4,263
Domestic	396	367	302	249	167	173	156	214	177	156	2,357	300	245	278	262	205	166	1,456
<input type="checkbox"/> Bankside	380	453	289	295	289	286	338	505	601	473	3,909	1,165	1,093	1,191	985	662	392	5,488
International	97	103	115	127	136	172	229	339	478	349	2,145	876	910	982	794	518	279	4,359
Domestic	283	350	174	168	153	114	109	166	123	124	1,764	289	183	209	191	144	113	1,129
<input type="checkbox"/> Christchurch Central-West	362	361	378	280	204	263	264	514	551	424	3,601	1,103	1,178	1,249	982	725	440	5,677
International	95	92	168	102	86	144	158	339	425	315	1,924	882	992	1,056	777	566	318	4,591
Domestic	267	269	210	178	118	119	106	175	126	109	1,677	221	186	193	205	159	122	1,086
<input type="checkbox"/> Ashburton Central	356	395	262	235	240	230	290	451	546	413	3,418	999	1,026	1,113	943	645	371	5,097
International	86	81	98	97	125	132	187	288	426	290	1,810	743	839	919	748	488	250	3,987
Domestic	270	314	164	138	115	98	103	163	120	123	1,608	256	187	194	195	157	121	1,110
<input type="checkbox"/> Chertsey	346	396	248	250	257	251	327	442	565	410	3,492	1,036	997	1,046	918	578	368	4,943
International	84	94	98	113	118	146	219	299	459	296	1,926	795	837	876	741	455	261	3,965
Domestic	262	302	150	137	139	105	108	143	106	114	1,566	241	160	170	177	123	107	978
<input type="checkbox"/> Ealing-Lowcliffe	323	396	239	223	259	230	298	422	546	404	3,340	1,050	1,004	1,057	884	560	341	4,896
International	76	95	95	96	127	135	198	296	452	297	1,867	792	849	895	710	437	243	3,926
Domestic	247	301	144	127	132	95	100	126	94	107	1,473	258	155	162	174	123	98	970
<input type="checkbox"/> Akaroa	209	203	156	150	91	140	213	433	625	495	2,715	1,120	1,305	1,246	915	588	266	5,440
International	56	58	82	77	60	87	167	357	572	418	1,862	1,000	1,100	1,150	821	515	217	4,003



### Overnight Stays

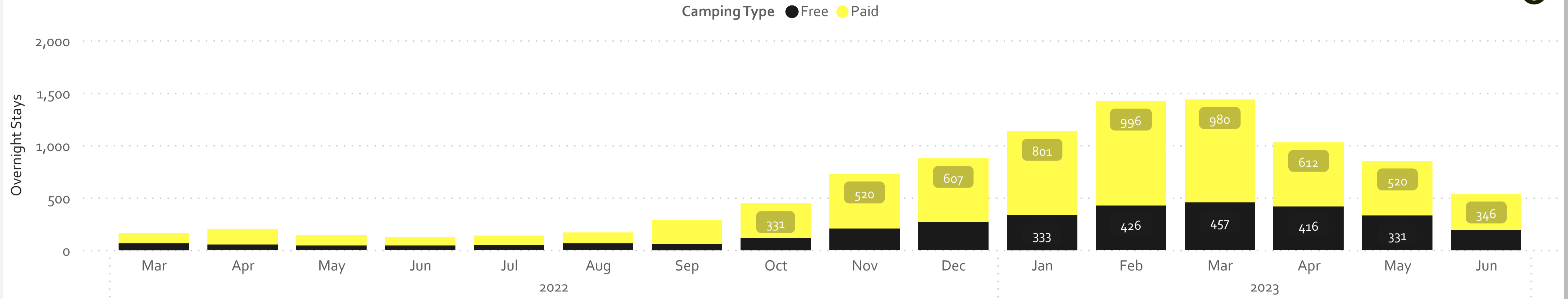


### Avg. Number of Nights Stayed

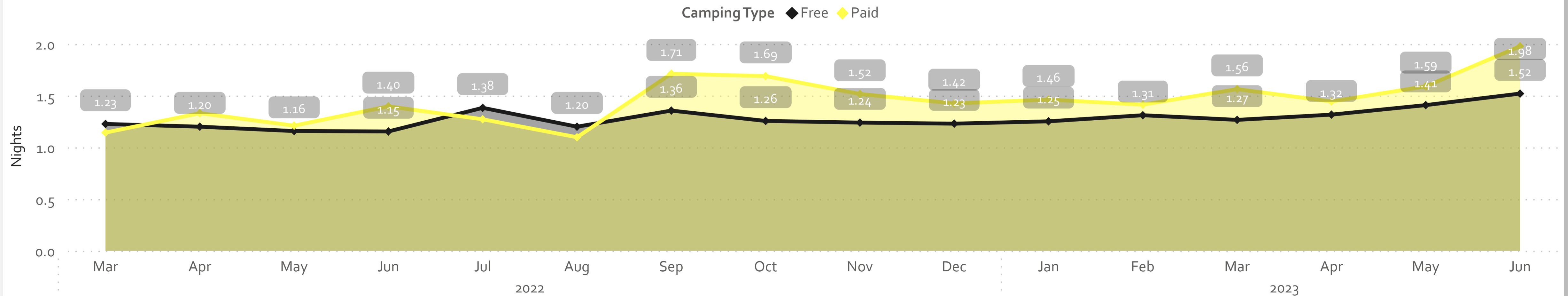




### Campsites Overnight Stays

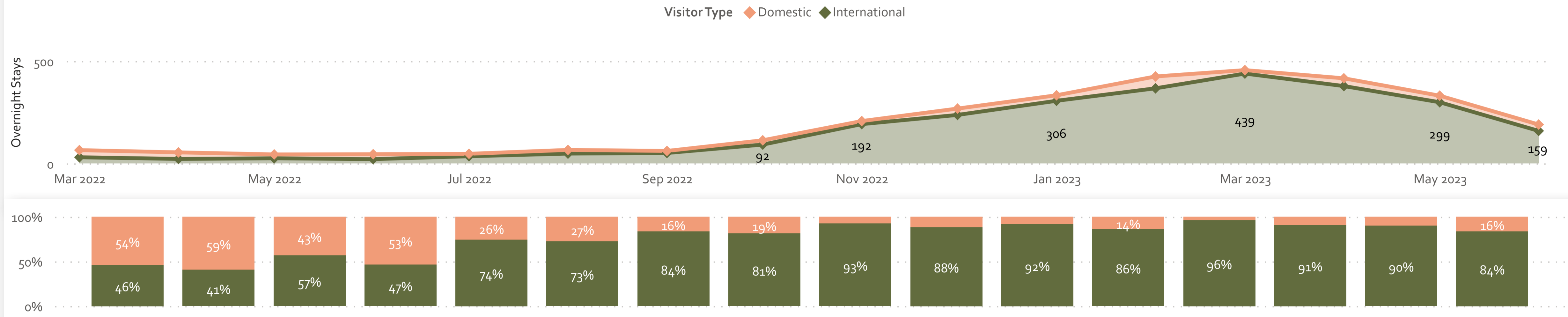


### Avg. Nights Stayed at Campsites

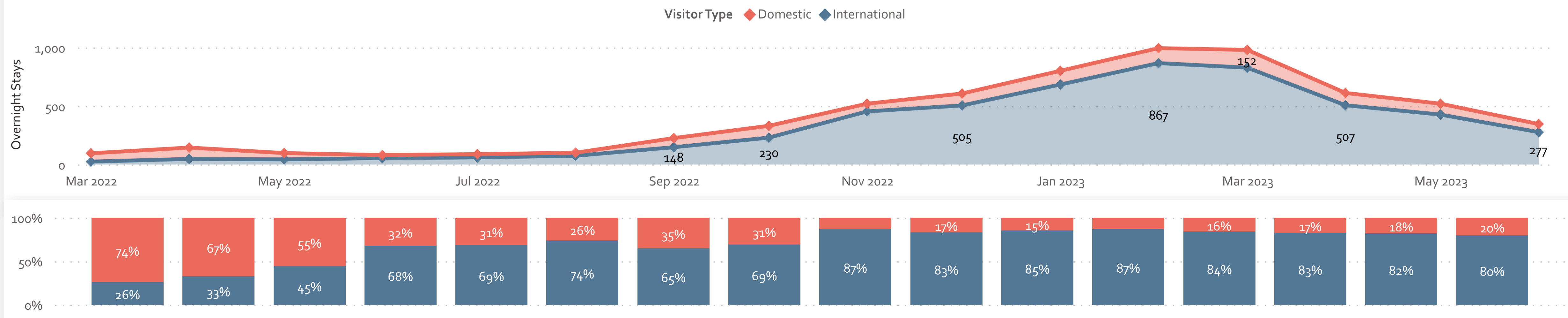




### Who stays at free campsites?



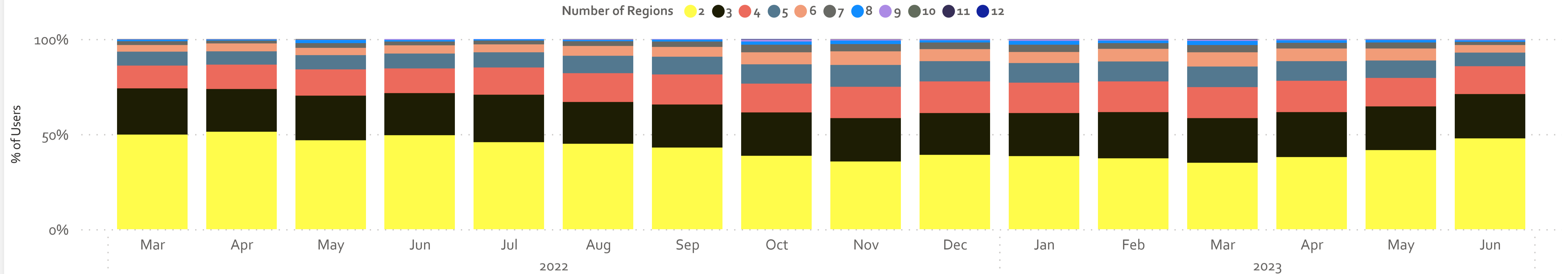
### Who stays at paid campsites?







% of User by Month and Number of Regions



Users by Town and Month

Year	2022											2023						
	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	May	June	Total
<input type="checkbox"/> 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	2,725	1,483	21,306
Domestic	797	958	525	425	399	299	310	442	370	582	4,009	764	560	567	597	412	297	2,685
International	329	371	448	445	534	665	942	1,510	2,744	3,204	10,310	4,020	4,398	4,915	3,804	2,313	1,186	18,642
<input type="checkbox"/> Geraldine	295	325	220	166	197	207	259	397	642	734	3,179	1,022	1,023	1,068	907	503	297	4,644
Domestic	210	244	123	81	90	73	72	94	78	100	980	184	134	135	127	85	80	663
International	85	81	97	85	107	134	187	303	564	634	2,200	838	889	933	780	418	217	3,981
<input type="checkbox"/> Greymouth	373	343	266	171	170	224	353	679	1,319	1,578	5,293	2,133	2,177	2,462	1,749	906	410	9,549
Domestic	254	245	132	74	55	55	69	106	91	169	1,162	245	185	203	187	108	77	954
International	119	98	134	97	115	169	284	573	1,228	1,409	4,131	1,888	1,992	2,259	1,562	798	333	8,599
<input type="checkbox"/> Hanmer Springs	336	317	206	174	190	191	190	378	548	637	3,030	843	774	862	715	437	223	3,766
Domestic	245	236	127	103	86	60	59	107	87	126	1,156	152	106	139	135	81	67	659
International	91	81	79	71	104	131	131	271	461	511	1,874	691	668	723	580	356	156	3,108
<b>Total</b>	<b>1,906</b>	<b>2,043</b>	<b>1,445</b>	<b>1,260</b>	<b>1,370</b>	<b>1,478</b>	<b>1,980</b>	<b>3,093</b>	<b>5,184</b>	<b>6,446</b>	<b>21,636</b>	<b>8,266</b>	<b>8,565</b>	<b>9,322</b>	<b>8,270</b>	<b>4,761</b>	<b>2,684</b>	<b>31,977</b>



Number of Regions

All

Region

Christchurch RTO

Time Period

1/03/2022

20/06/2023

Popular Road Trips

Year	2022											2023							
	Number of Regions	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	May	June	Total
2		950	1049	676	624	629	666	852	1193	1850	2517	9734	3189	3193	3270	2684	1707	1071	13688
3		460	459	340	279	340	323	446	708	1179	1424	5633	1860	2086	2174	1656	939	521	8621
4		231	262	199	162	197	223	315	469	856	1072	3811	1323	1387	1522	1161	616	328	6044
5		140	143	109	98	109	137	183	311	593	690	2466	856	891	1011	731	369	159	3941
6		64	82	54	56	56	77	103	200	372	403	1455	476	564	698	468	264	92	2536
1															1222	665	444		2142
7		40	32	37	26	27	35	54	119	201	225	785	317	267	365	212	131	35	1324
8		14	11	23	9	11	9	23	53	92	77	316	167	110	187	87	50	22	620
9		5	3	3	6	1	7	4	31	36	27	122	67	55	71	41	18	9	258
10		2	2	4			1		7	5	8	29	11	11	20	6	2	3	53
11									1		3	4		1	4	2			7
12									1			1							
<b>Total</b>		<b>1906</b>	<b>2043</b>	<b>1445</b>	<b>1260</b>	<b>1370</b>	<b>1478</b>	<b>1980</b>	<b>3093</b>	<b>5184</b>	<b>6446</b>	<b>21636</b>	<b>8266</b>	<b>8565</b>	<b>9322</b>	<b>8270</b>	<b>4761</b>	<b>2684</b>	<b>31977</b>



### Terminology

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

**MoMYoY** - 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.