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## Destination Analytics Report:

## Prepared for Christchurch

March 2023

### 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

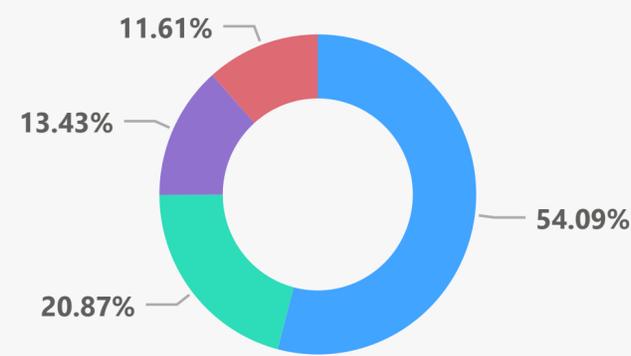
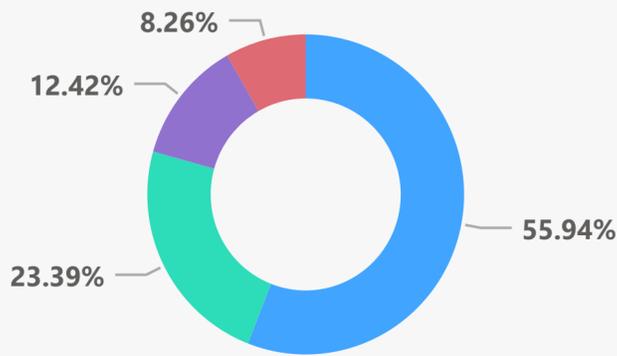
**Visitors**  
 12,490 ▲ 7% Prior Period  
 ▲ 160% Prior Year

**Overnight Stays**  
 6399 ▲ 5% Prior Period  
 ▲ 271% Prior Year

**Avg. Nights Stayed**  
 2.16 ▲ 3% Prior Period  
 ▲ 3% Prior Year

### Entry Time

### Exit Time



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

### Country of Origin

Country	% of Visitors
New Zealand	24.9%
Germany	14.9%
United Kingdom	11.8%
France	10.1%
United States	10.0%

### Top 5 Resident Localities

Home Locality	% of Visitors
Christchurch	1.3%
Central-South	1.1%
Christchurch	1.1%
Central	1.1%
Christchurch Airport	1.1%

### Top 5 Resident Regions

Home Region	% Visitors
Christchurch	56.9%
Nelson Tasman RTO	5.1%
Auckland RTO	4.4%
Dunedin RTO	3.6%
Queenstown	3.6%

### National Visitor Numbers Region Comparison

#### Top 10

Region Name	Prior Period	Prior Year
Coromandel RTO	52%	124%
Northland RTO	29%	117%
North Canterbury	21%	377%
Ruapehu RTO	19%	532%
Taranaki RTO	19%	193%
Marlborough RTO	16%	289%
Whanganui RTO	16%	288%
Rotorua RTO	14%	380%
Nelson Tasman RTO	14%	263%
Auckland RTO	13%	67%

#### Bottom 10

Region Name	Prior Period	Prior Year
Hawke's Bay RTO	-29%	-3%
Gisborne RTO	-13%	-3%
Tararua	-7%	98%
Clutha	-1%	264%
Dunedin RTO	-0%	232%
Central Otago RTO	1%	166%
Wairarapa RTO	1%	133%
Waitaki RTO	3%	300%
South Canterbury	3%	234%
Southland	4%	268%

### Top 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	20.8%
West Coast RTO	19.5%
North Canterbury	19.0%
MacKenzie	13.2%
Nelson Tasman RTO	4.3%

### Top 5 Next Regions

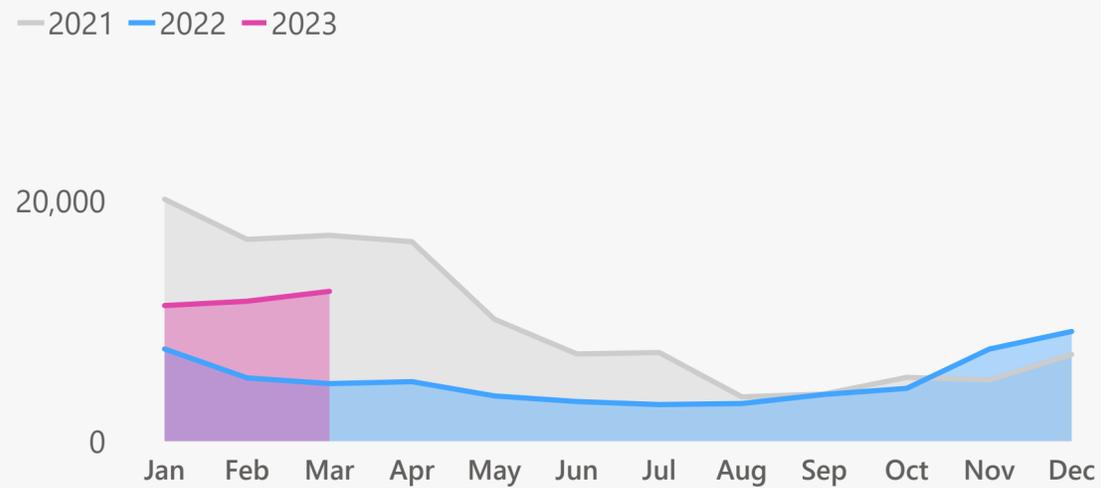
Went To Region	% of Visitors
North Canterbury	20.3%
South Canterbury	20.2%
West Coast RTO	18.3%
MacKenzie	15.2%
Nelson Tasman RTO	3.7%



## Total Visitors

12,490

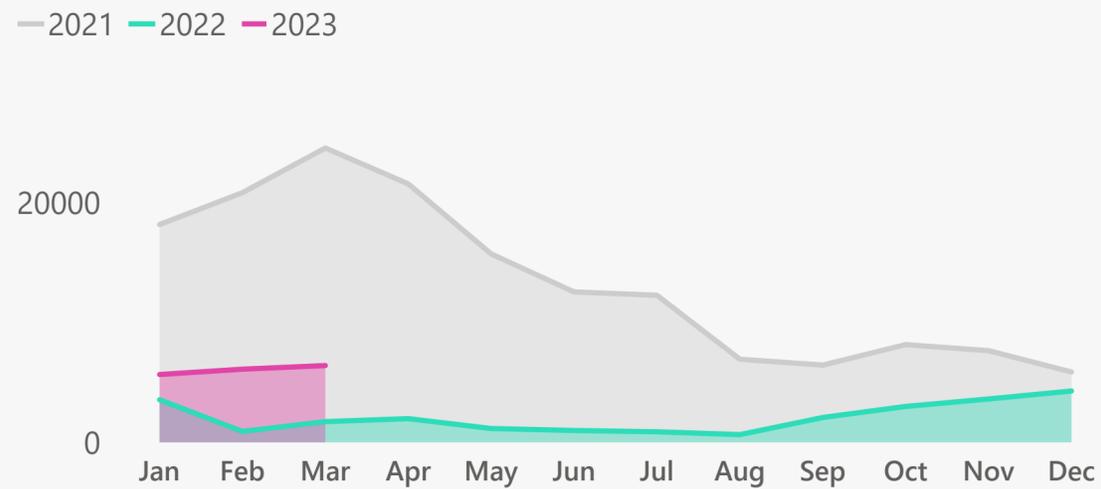
7% Prior Period  
160% Prior Year



## Overnight Stays

6399

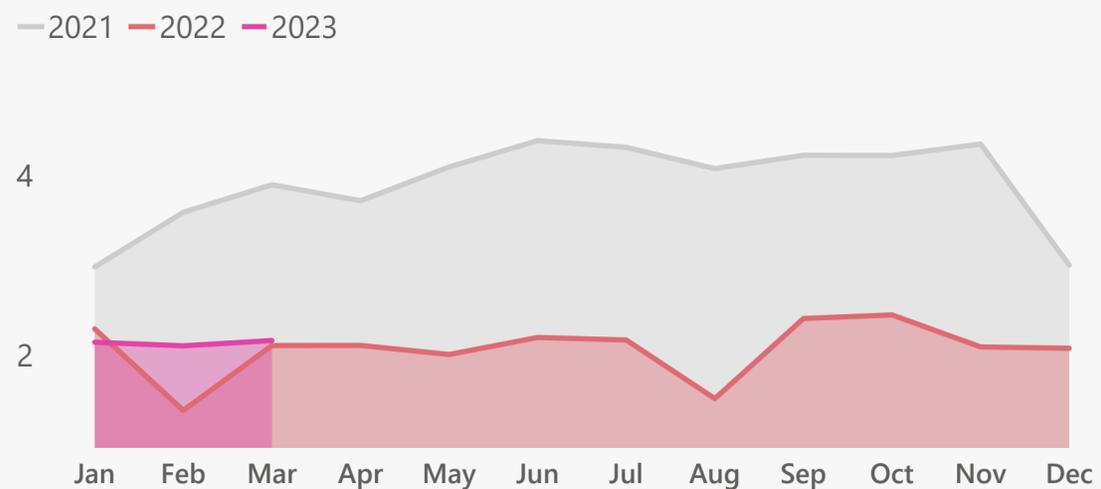
5% Prior Period  
271% Prior Year



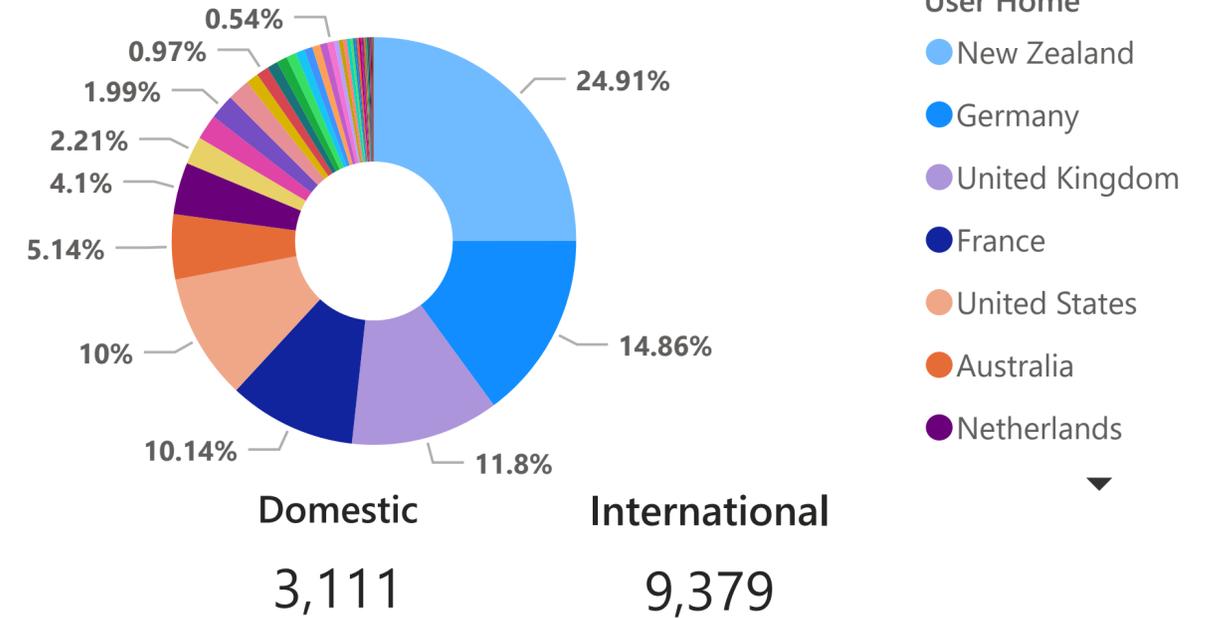
## Avg. Nights Stayed

2.16

3% Prior Period  
3% Prior Year



## Visitor Country of Origin



### Total Visitors

For March 2023, Christchurch saw a total of 12,490 visitors which was an increase of 7% on the prior month, and an increase of 160% 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 March 2023, Christchurch saw a total of 6399 overnight stays which is up 5% on the previous month, and up 271% on the same time last year. On average visitors stayed for 2.16 nights in the region which was up 3% on the previous month and up 3% 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 3,111 visitors and accounted for 25 % of all visitors. There were 9,379 international visitors (75 %) with the top 3 countries being Germany (14.9 %), United Kingdom (11.8 %) and France (10.1 %)



<b>Selected Region</b>	<b>Prior Period</b>	<b>Prior Year</b>
Christchurch	▲ 7%	▲ 160%

<b>Top 5 Resident Localities</b>		<b>Top 5 Resident Regions</b>	
Home Locality	% of Visitors	Home Region	% Total Visitors
Christchurch Central-South	1.3%	Christchurch	56.9%
Christchurch Central	1.1%	Nelson Tasman RTO	5.1%
Christchurch Airport	1.1%	Auckland RTO	4.4%
Islington-Hornby Industrial	1.1%	Dunedin RTO	3.6%
		Queenstown	3.6%

### National Visitor Numbers Comparison

<b>Top 10</b>			<b>Bottom 10</b>		
Region Name	Prior Period	Prior Year	Region Name	Prior Period	Prior Year
Coromandel RTO	52%	124%	Waitaki RTO	3%	300%
Northland RTO	29%	117%	Southland	4%	268%
North Canterbury	21%	377%	Clutha	-1%	264%
Ruapehu RTO	19%	532%	South Canterbury	3%	234%
Taranaki RTO	19%	193%	Dunedin RTO	-0%	232%
Marlborough RTO	16%	289%	Central Otago RTO	1%	166%
Whanganui RTO	16%	288%	Wairarapa RTO	1%	133%
Rotorua RTO	14%	380%	Tararua	-7%	98%
Nelson Tasman RTO	14%	263%	Gisborne RTO	-13%	-3%
Auckland RTO	13%	67%	Hawke's Bay RTO	-29%	-3%

### Top 5 Resident Localities

The top 5 suburbs/localities highlight the home regions of travellers who visited Christchurch in March 2023. Christchurch Central-South was the top home suburb/locality of visitors who were detected in the region.

It had the highest number of travellers within Christchurch with 1.3% of the observed market.

### Top 5 Resident Regions

The top resident regions highlight the home region of travellers who visited Christchurch in March 2023.

- The top 3 regions were:
- Christchurch - 56.9% of visitors.
  - Nelson Tasman RTO - 5.1% of visitors.
  - Auckland RTO - 4.4% of visitors.

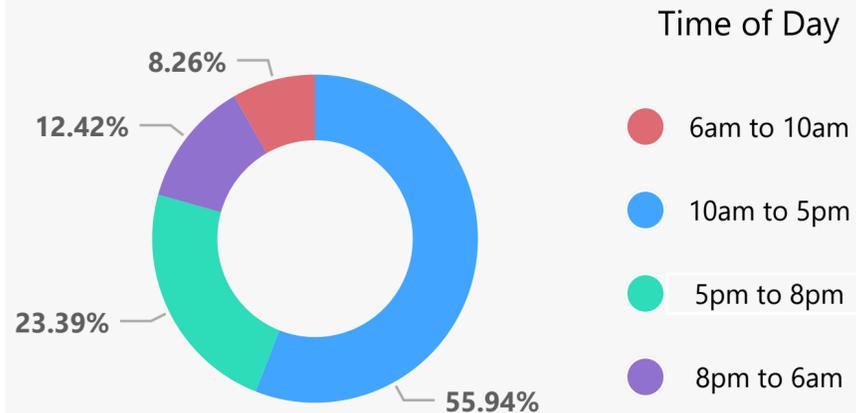
This report allows you to better understand where your domestic visitors come from and how to target them in future campaigns.

### Regional Visitor Comparison Top & Bottom

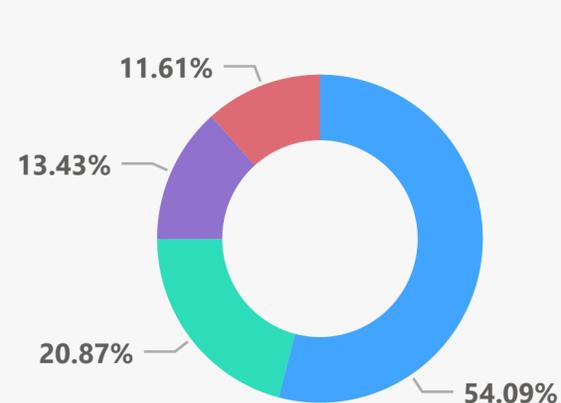
For March 2023, Christchurch experienced an increase of 7% in visitor numbers compared to the previous month and an increase of 160% compared to the same time in the previous year. On average across New Zealand, visitor numbers were 10% higher compared to the previous month and 211% higher when compared to the same time last year.

As such Christchurch is trending below the New Zealand average in March 2023. 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 5 Prior Regions

Entered From Region	% of Visitors
South Canterbury	20.8%
West Coast RTO	19.5%
North Canterbury	19.0%
Mackenzie	13.2%
Nelson Tasman RTO	4.3%

### Top 5 Next Regions

Went To Region	% of Visitors
North Canterbury	20.3%
South Canterbury	20.2%
West Coast RTO	18.3%
Mackenzie	15.2%
Nelson Tasman RTO	3.7%

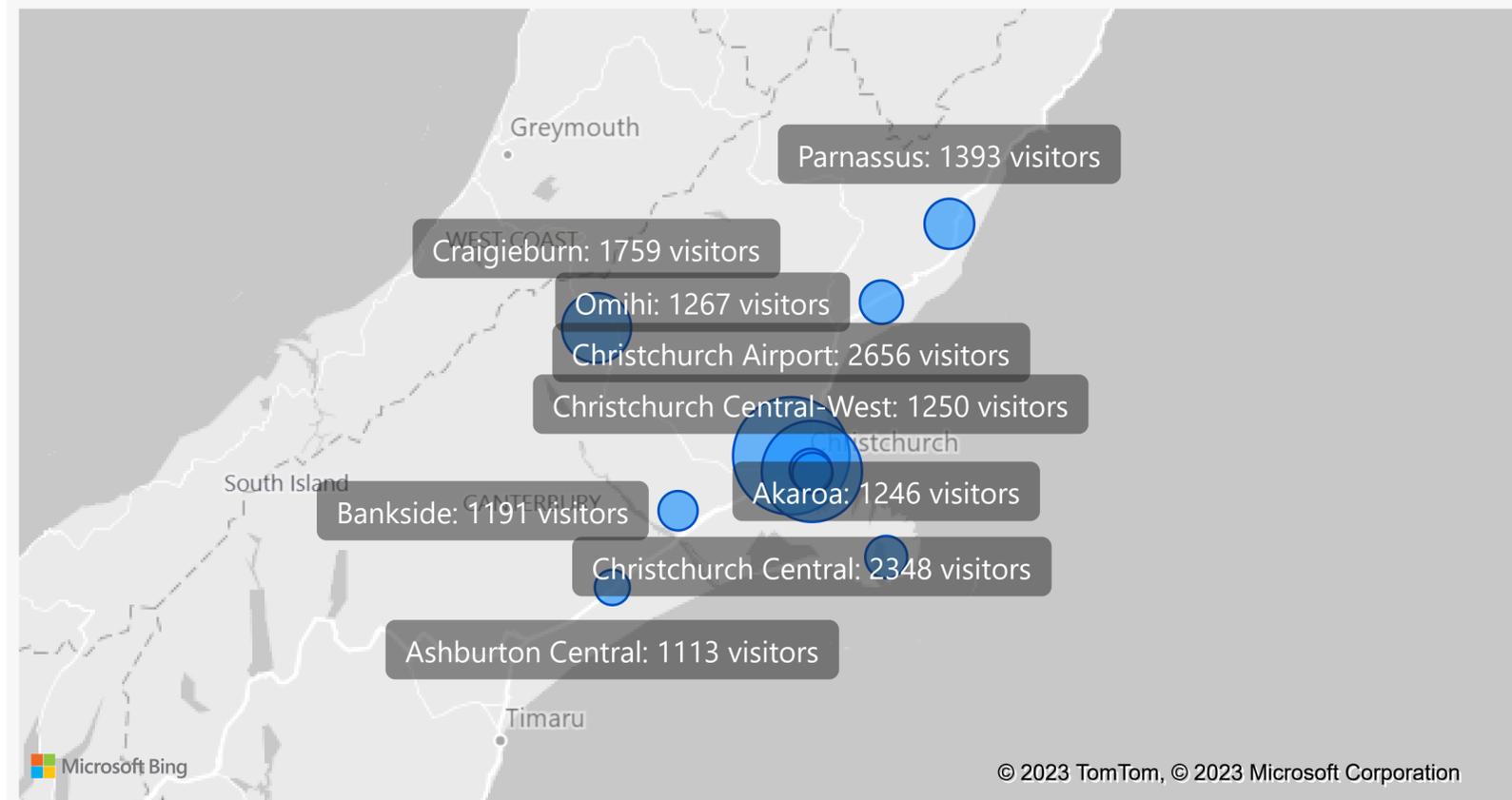
### Entry & Exit Time

The doughnut chart indicates the breakdown of popular times travellers enter and exit Christchurch for March 2023. 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 54.1% 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 March 2023.

### Top Visitor Localities



### Most Popular Localities

In March 2023, the most visited localities in Christchurch were:

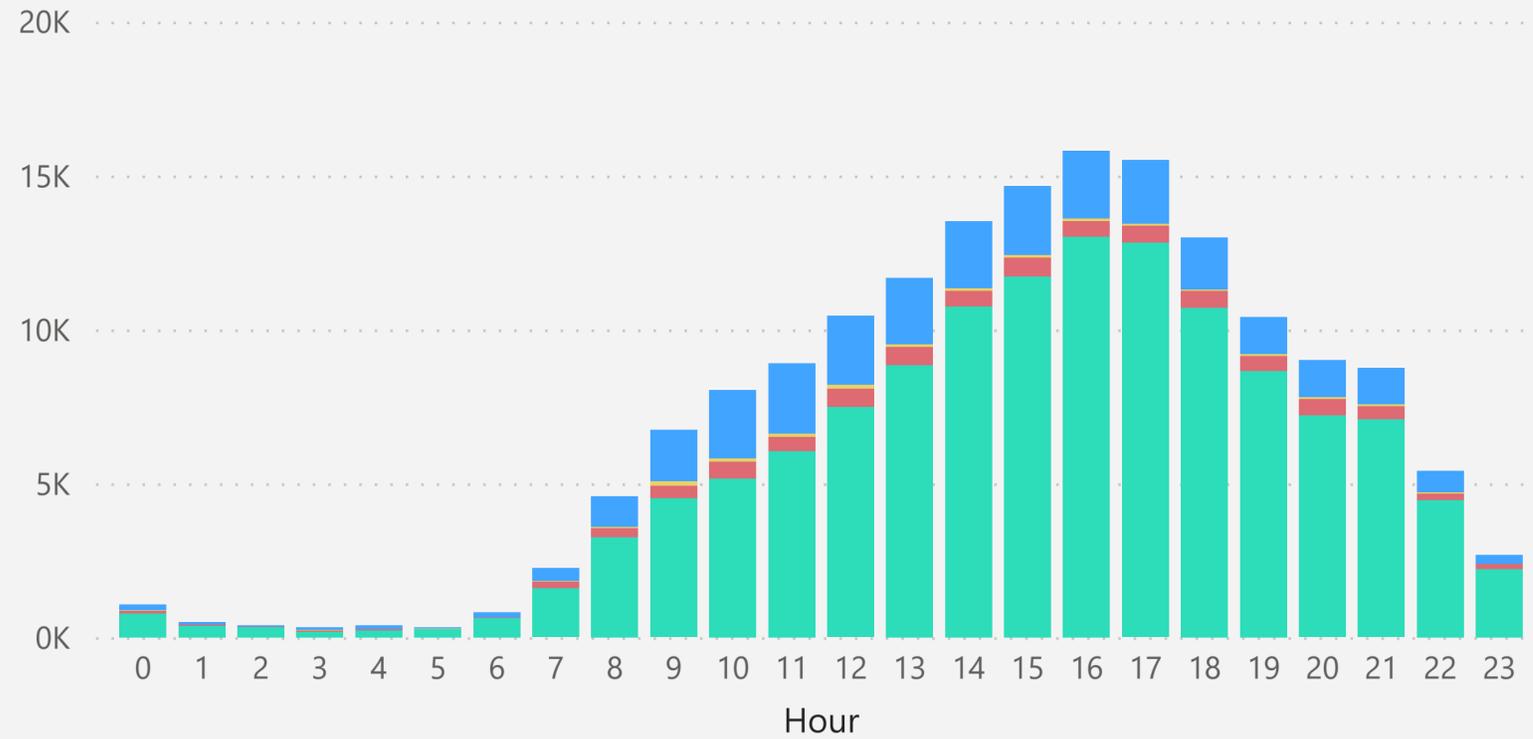
- Christchurch Airport - 2656 visitors (341 domestic, 2315 international).
- Christchurch Central - 2,348 visitors (272 domestic, 2076 international).
- Craigieburn - 1759 visitors (164 domestic, 1595 international).
- Parnassus - 1393 visitors (186 domestic, 1207 international).
- Omihi - 1267 visitors (186 domestic, 1071 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, Free Camping Area was the most searched sub-category.

In terms of search times of each of the categories:

- Accommodation was most searched between 4 - 5pm and least searched between 3 - 4am.
- Services were most searched between 11am - Noon and least searched between 2 - 3am.
- Attractions were most searched between 3 - 4pm and least searched between 5 - 6am.
- Food was most searched between 9 - 10am and least searched between 2 - 3am.

## Search Categories Insights

There were a total of 165,184 searches in Christchurch for March 2023 which was of 1% on the previous month. The most searched categories were:

- Free Camping Area 53,278 searches (up 13% on previous month).
- Paid Campground: 46,615 searches (up 4% on previous month).
- Low-cost Campground: 23,222 searches (down -31% 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 38% (to 3446 searches).
- Petrol Station: up 34% (to 3103 searches).
- : up 18% (to 3531 searches).

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

- : (to searches).
- : (to searches).
- : (to searches).

## Most Popular Search Categories

Category	Current Period	Previous Period	% Change
Free Camping Area	53,278	47,225	13%
Paid Campground	46,615	44,867	4%
Low-cost Campground	23,222	33,691	-31%
Public Toilet	6,065	5,757	5%
Dump Station	3,917	3,394	15%
Walking / Hiking Trail	3,531	3,005	18%
Hot Shower	3,446	2,500	38%
Petrol Station	3,103	2,314	34%
Water Fountain	1,845	1,754	5%
Wifi	1,835		





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

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