

Development West Coast

Monthly Destination Performance Report - May 2024



Visitor Cardholder Spending



Domestic

10.1M\$

▲ 16%
vs. May '23
All NZ
▼ 0%



International

3.7M\$

▲ 20%
vs. May '23
All NZ
▲ 18%



Accommodation Occupancy



Commercial

27%

0%pt.
vs. May '23
All NZ
▼ -2%pt.



Short-Term Rental

40%

▼ -1%pt.
vs. May '23
All NZ
▼ -7%pt.



Tourism-Related Jobs



Filled Jobs

2.1K

▲ 6%
vs. May '23
All NZ
▲ 2%



Employment Earnings

8.0M\$

▲ 4%
vs. May '23
All NZ
▲ 6%

%pt. - arithmetic difference between two percentages

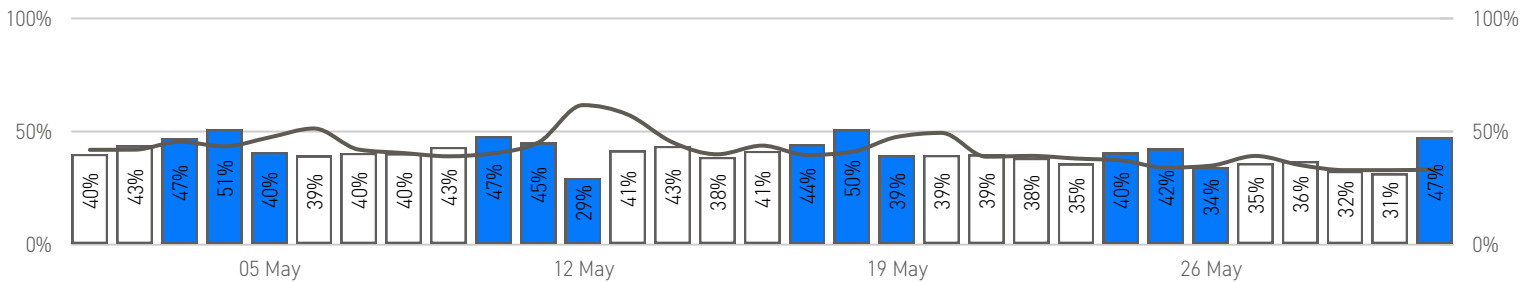
Daily short-term rental occupancy is provided as an indicator for daily regional tourism activity.

Daily Short-Term Rental Occupancy

Blue depicts Friday, Saturday, Sunday

(for the current month, not necessarily for last years month)

● Current Month ● Same Month Last Year



Report Summary

- Data for May 2024, marking the end of autumn, presented a positive outlook for tourism on the West Coast. Both international and domestic visitor card spending increased, aligning with growth in employment in select tourism-related industries. The accommodation sector remained stable compared to May '23.
- International visitor spending on the West Coast increased significantly by +20% compared to May '23 (YoY), alongside a +8% increase in accommodation usage by international visitors. This growth in international guest nights roughly mirrors the increase in border arrivals by international passport holders (+6% vs. May '23).
- The grown influx of international guests appears to have stimulated job creation and growth in earnings in industries directly catering to tourists. Specifically, "Transport Services" experienced the most substantial growth in both filled jobs (+14% vs. May '23) and earnings (+34% vs. May '23) from tourism-related employment, highlighting increased use and spending in this industry. In alignment with this trend, "Other Passenger Transport" products exhibited the strongest growth in card spending by both international and domestic visitors.
- Spending on "Cultural, Recreation, and Gambling Services" experienced the second-largest growth among domestic visitors, while "Other Tourism Products" ranked second in spending growth within the international market.
- Domestic visitor spending in the West Coast also increased significantly by +16% YoY despite a slight decrease in domestic guest nights by -5% YoY. This suggests that the West Coast may be attracting more domestic visitors on day trips.
- Westland District emerged as the focal point for having the highest guest arrivals (21.7k out of 39.1k), guest nights (36.7k out of 67.9k) and number of active establishments (70 out of 136) highlighting its dominance in the West Coast's accommodation space.
- While Westland District maintained its leading position, Grey District showed the highest growth, with guest arrivals up by +20% and guest nights increasing by +13% compared to May '23.
- Daily short-term rental occupancies were consistently low throughout May 2024, as expected during the off-season, ranging around 30% to 40%, with a peak occupancy rate of 51% observed on the 4th.

West Coast Region - Monthly Destination Performance Report

Visitor Card Spend Data for May 2024

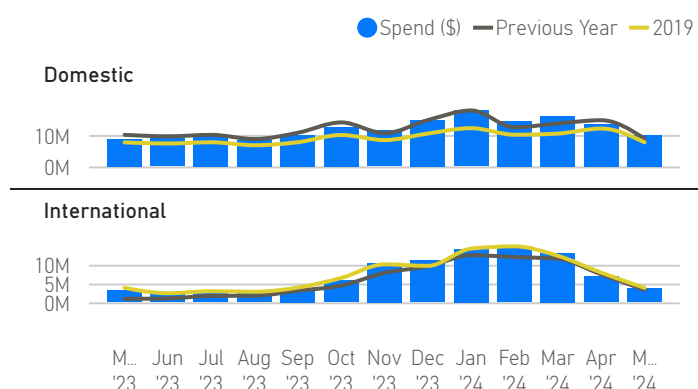
Spend figures reflect only electronic card transactions, categorised by Australian and New Zealand Standard Industrial Classification (ANZSIC) Product categories and visitor origin (domestic and international). Due to the reliance on electronic transactions, caution is advised when comparing spend distribution by visitor market, given varying cash usage among visitor markets.

Month at a glance

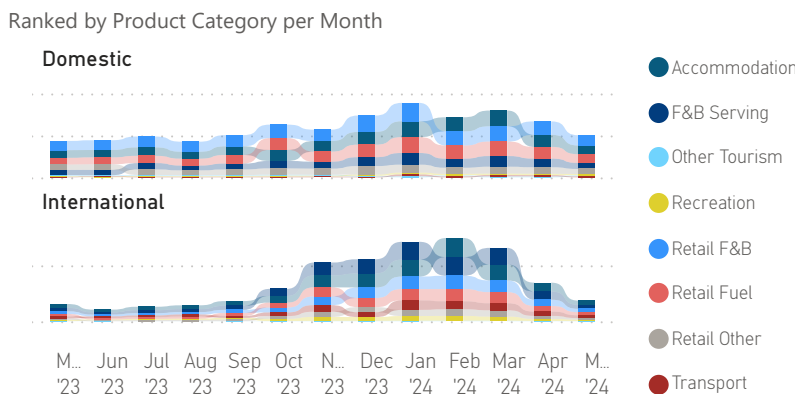


Long-Term Trends

Monthly Visitor Spend (\$)



Change in Spend Distribution by ANZSIC* Product



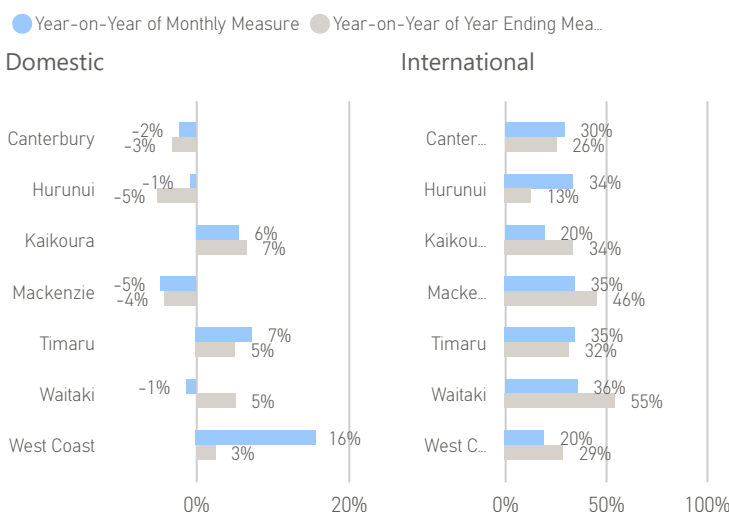
Detailed Metrics

Year-on-Year: Compares this month to the same month of previous years

	spend	vs. 2023	vs. 2022	vs. 2021	vs. 2020
Domestic	\$10.1M	16%	2%	-6%	58%
International	\$3.7M	20%	329%	445%	746%

Domestic	spend	vs. 2023	International	spend	vs. 2023
Retail F&B	\$2.45M	11%	Accommodation	\$0.76M	10%
Accommodation	\$2.08M	13%	F&B Serving	\$0.71M	15%
Retail Fuel	\$2.08M	29%	Retail F&B	\$0.59M	22%
F&B Serving	\$1.44M	16%	Retail Fuel	\$0.56M	30%
Retail Other	\$1.20M	-5%	Transport	\$0.51M	40%
Recreation	\$0.30M	91%	Retail Other	\$0.28M	9%
Other Tourism	\$0.27M	5%	Recreation	\$0.26M	14%
Transport	\$0.25M	94%	Other Tourism	\$0.04M	34%

Visitor Spend | Benchmarks



ANZSIC Product Categories:

Accommodation = Accommodation services | F&B Serving = Food and Beverage serving services | Other Tourism = Other tourism product | Recreation = Cultural, recreation and gambling services
Retail F&B = Retail sales - alcohol, food, and beverages | Retail Fuel = Retail sales - fuel and other automotive products | Retail Other = Retail sales - other | Transport = Other passenger transport

Dataset: Tourism Electronic Card Transactions (TECTs); provided by MBIE

Published: July 2024 - West Coast

Report produced by:



*Please refer to the bottom of the page for full ANZSIC product name

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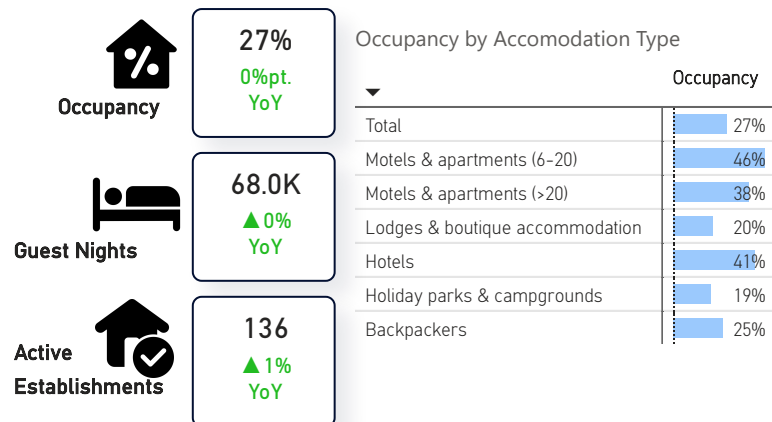
West Coast Region - Monthly Destination Performance Report

Accommodation Data for May 2024

Accommodation data is split into commercial accommodation and short-term rental data by the nature of the two of them being slightly different. Commercial accommodation usually reports on *guest nights* - sum of daily guest nights - directly refers to the number of guests, short-term rental data reports on *booked nights*, the number of nights a short-term rental is booked, irrespective of the number of guests staying in it.

Month at a glance

Commercial Accommodation

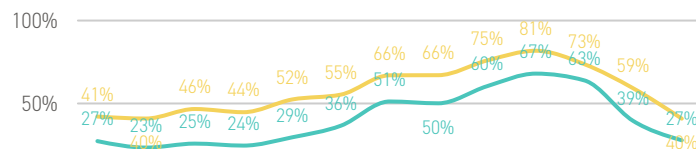


Short-Term Rental Accommodation

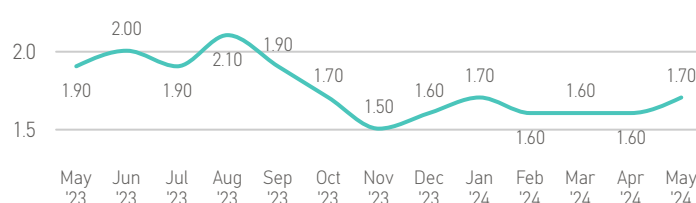


One-Year Term Trends

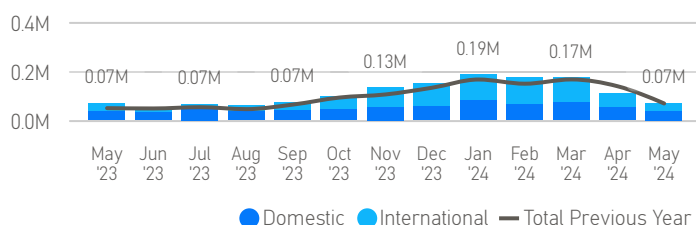
Occupancy — Commercial Accommodation — Short-Term Rental



Average Stay Length in Commercial Accommodation



Guest Nights in Commercial Accommodation



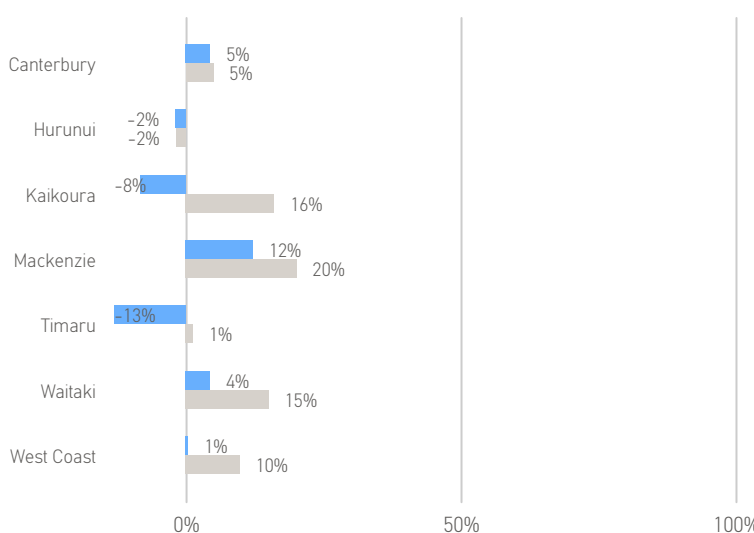
Detailed Metrics

Year-on-Year: Compares this month to the same month of previous years

	value	vs. 2023	vs. 2022	vs. 2021
Commercial Accommodation				
Average nights stayed per guest	1.7	-11%	-15%	13%
Number of active establishments	136.0	1%	4%	5%
Guest Nights in Commercial Accommodation				
Domestic	37,000	-5%	-17%	-27%
International	31,000	8%	695%	839%
Occupancy				
Commercial Accommodation	27%	1%	7%	
Short-Term Rental	40%	-1%	1%	

Guest Nights - Commercial Accommodation

● Year-on-Year of Monthly Measure ● Year-on-Year of Year Ending Measure



West Coast Region - Monthly Destination Performance Report

Accommodation Data for May 2024 - Territorial Authority

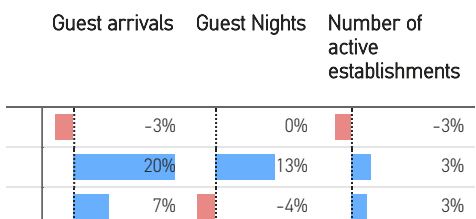
Accommodation data is split into commercial accommodation and short-term rental data by the nature of the two of them being slightly different. Commercial accommodation usually reports on *guest nights* - sum of daily guest nights - directly refers to the number of guests, short-term rental data reports on *booked nights*, the number of nights a short-term rental is booked, irrespective of the number of guests staying in it.

Month at a glance

Commercial Accommodation

Territorial Authority	Guest arrivals	Guest Nights	Number of active establishments
Buller District	9,000	15,700	36
Grey District	8,400	15,500	30
Westland District	21,700	36,700	70
Total	39,100	67,900	136

Year-on-Year growth



Occupancy

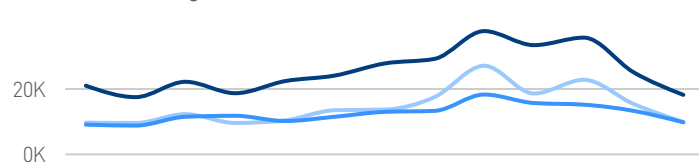
Territorial Authority	Commercial Accommodation	Short-Term Rental
Buller District	22%	35%
Grey District	34%	42%
Westland District	27%	43%

Guest Nights in Commercial Accommodation

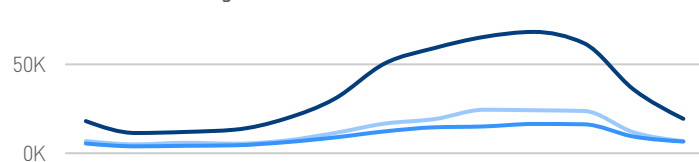
Territorial Authority	Domestic Guest Nights	Year-on-Year	International Guest Nights	Year-on-Year
Buller District	9.6K	2%	6.2K	-2%
Grey District	9.5K	8%	6.0K	22%
Westland District	17.9K	-14%	18.8K	7%

Long-Term Trends

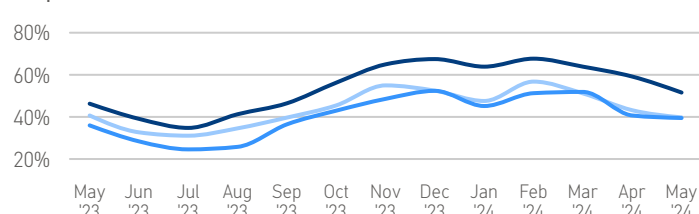
Domestic Guest Nights in Commercial Accommodation



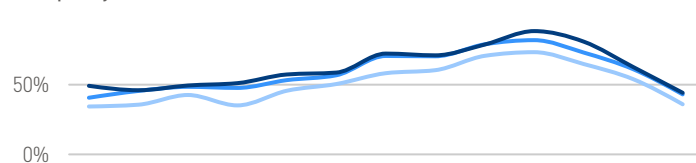
International Guest Nights in Commercial Accommodation



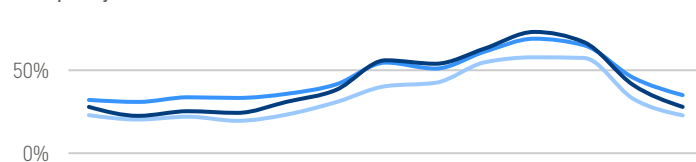
Proportion of International Guests in Commercial Accommodation



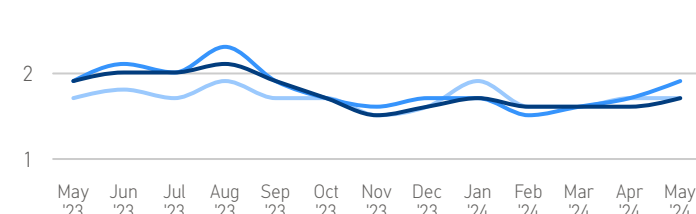
Occupancy in Short-Term Rental



Occupancy in Commercial Accommodation



Average Stay Length in Commercial Accommodation



West Coast Region - Monthly Destination Performance Report

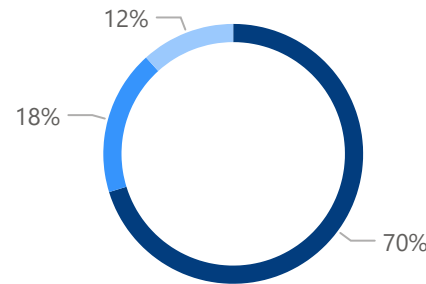
Economic Indicator Data for May 2024

Employment data of select tourism industries is used as an economic indicator of tourism's contribution to the regional economy. The data represents employment in select tourism industries, but not overall tourism employment. The number of *filled jobs* and the amount of *employment earnings* is presented by select tourism industries - Accommodation and Food and Beverage Services; Activity, Travel and Tour Services; Transport Services.

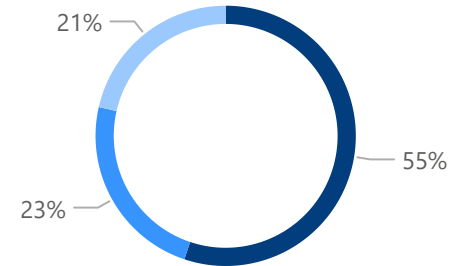
Month at a glance

	Filled Jobs	Employment Earnings
Accom. + Food & Bev. Services	1.4K ▲ 6% YoY	4.4M\$ ▼ -7% YoY
Activity & Tour Services	370 ▲ 6% YoY	1.9M\$ ▲ 12% YoY
Transport Services	240 ▲ 14% YoY	1.7M\$ ▲ 34% YoY

Filled Jobs



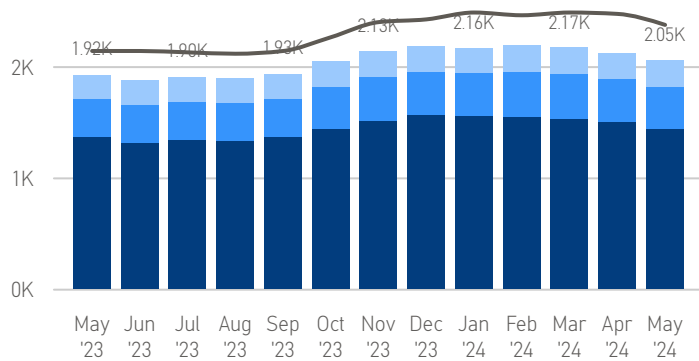
Employment Earnings



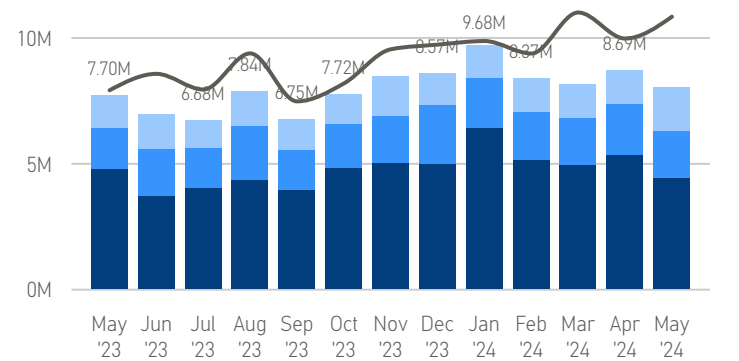
● Accommodation and Food and Beverage Services ● Activity, Travel, and Tour Services ● Transport Services

Long-Term Trends

Number of Filled Jobs



Employment Earnings



● Accommodation and Food and Beverage Services ● Activity, Travel, and Tour Services ● Transport Services — Total Previous Year

Detailed Metrics

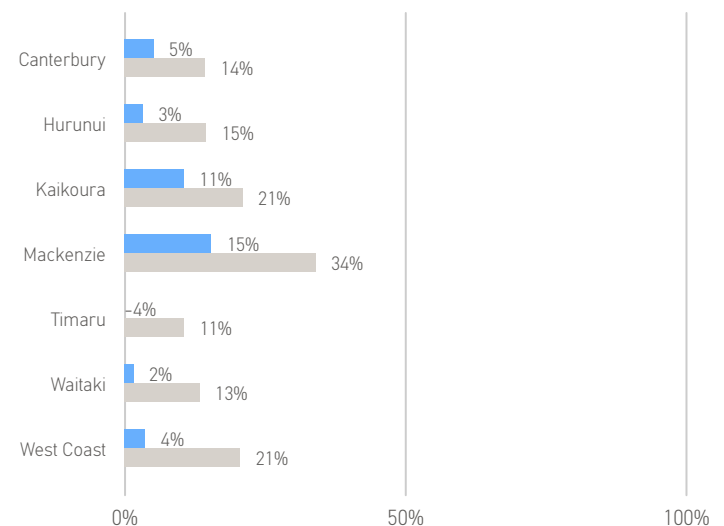
Year-on-Year: Compares this month to the same month of previous years

vs. 2023 vs. 2022 vs. 2021 vs. 2020

Amount of employment earnings	vs. 2023	vs. 2022	vs. 2021	vs. 2020
Accommodation and Food and Beverage Services	-7.4%	21.6%	28.3%	32.6%
Activity, Travel, and Tour Services	12.1%	28.8%	23.8%	26.4%
Transport Services	34.2%	215.3%	138.8%	247.3%
Number of filled jobs	vs. 2023	vs. 2022	vs. 2021	vs. 2020
Accommodation and Food and Beverage Services	5.9%	18.0%	13.4%	-5.3%
Activity, Travel, and Tour Services	5.7%	8.8%	0.0%	-7.5%
Transport Services	14.3%	41.2%	33.3%	26.3%

Employment Earnings | Benchmarks

● Year-on-Year of Monthly Measure ● Year-on-Year of Year Ending Measure



Dataset: Employment Data (COVID-19 data portal): collected by Inland Revenue, engineered and provided by StatsNZ.

Published: July 2024 - West Coast

Report produced by:



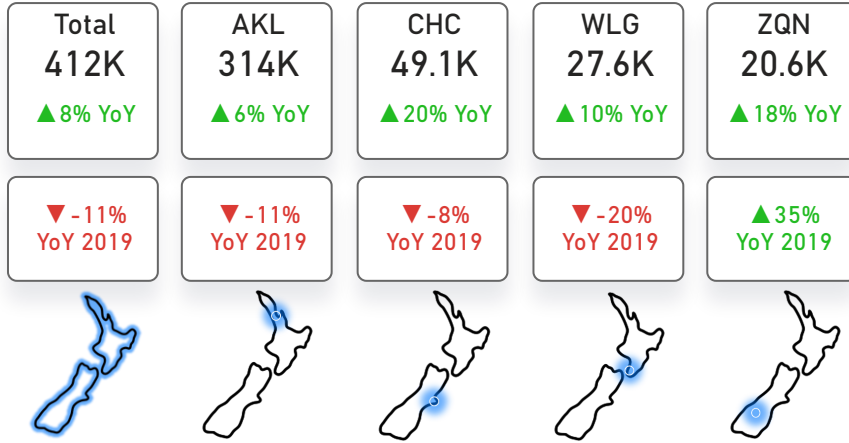
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Border Crossing Data for May 2024

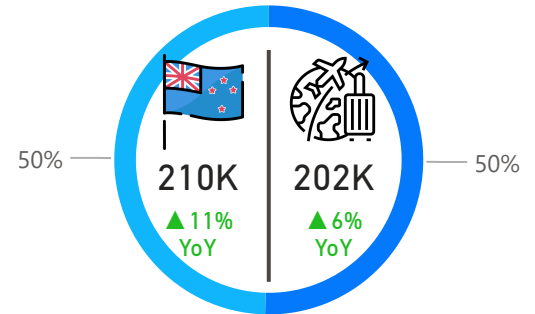
Border Crossing data represents border entries by port of arrival and passport. Please note that arrivals of NZ Passport holders includes New Zealanders with a New Zealand residency - returning from an overseas trip - as well as New Zealanders with an overseas residency - arriving for a trip.

Month at a glance

Arrivals by Port

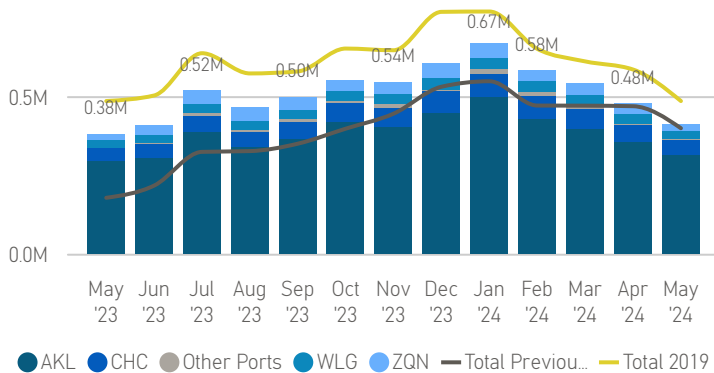


Arrivals by Passport

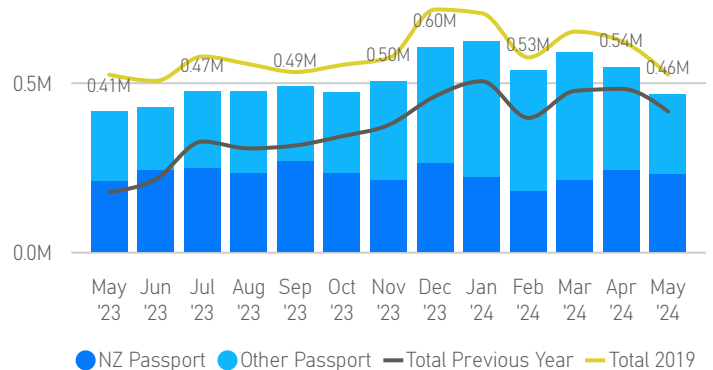


Long-Term Trends

Border Entries by Port



Border Entries by Passport



Detailed Metrics

Year-on-Year: Compares this month to the same month of previous years

	vs. 2023	vs. 2022	vs. 2021	vs. 2020
Auckland	6.3%	126.7%	386.1%	5568.8%
Christchurch	20.2%	161.3%	312.1%	Infinity
Other ports	-62.6%	4.5%	72.6%	366.0%
Queenstown	17.7%	1505.5%	323.7%	Infinity
Total	8.5%	143.5%	350.8%	7220.6%
Wellington	10.2%	171.3%	182.1%	89009.7%

	vs. 2023	vs. 2022	vs. 2021	vs. 2020
NZ Passport	10.8%	117.7%	298.2%	5036.8%
Other Passport	6.2%	177.6%	422.5%	13009.2%