



Visitors

Visitors

6,773

MoM

↓ -34%

MoM YoY

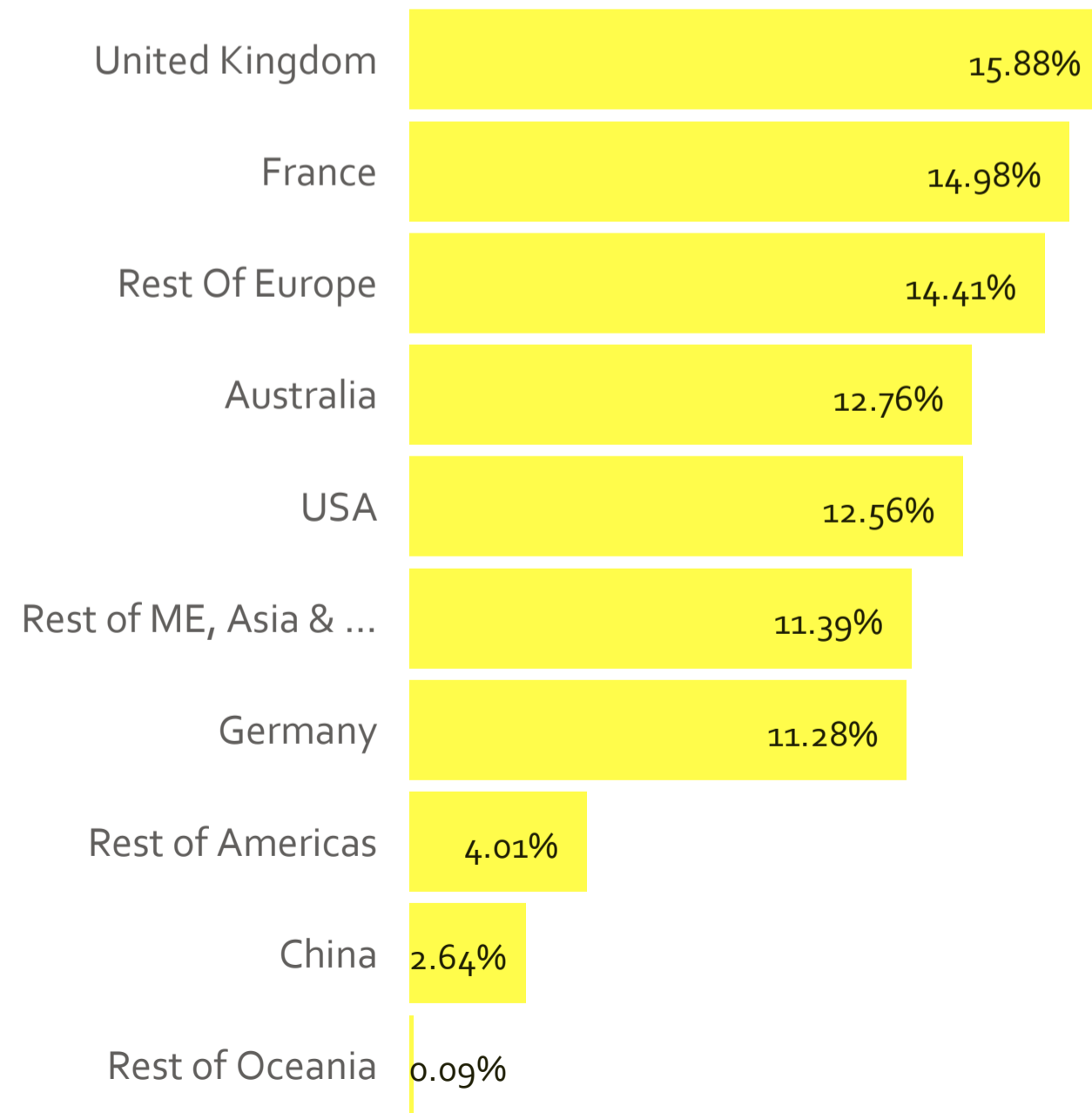
↑ 84%

Visitor Type ● Domestic ● International

34.51%

65.49%

International Visitor Origin



% of Visitors

Visitors Across New Zealand

Visitors

28,214

MoM

↓ -31%

MoM YoY

↑ 40%

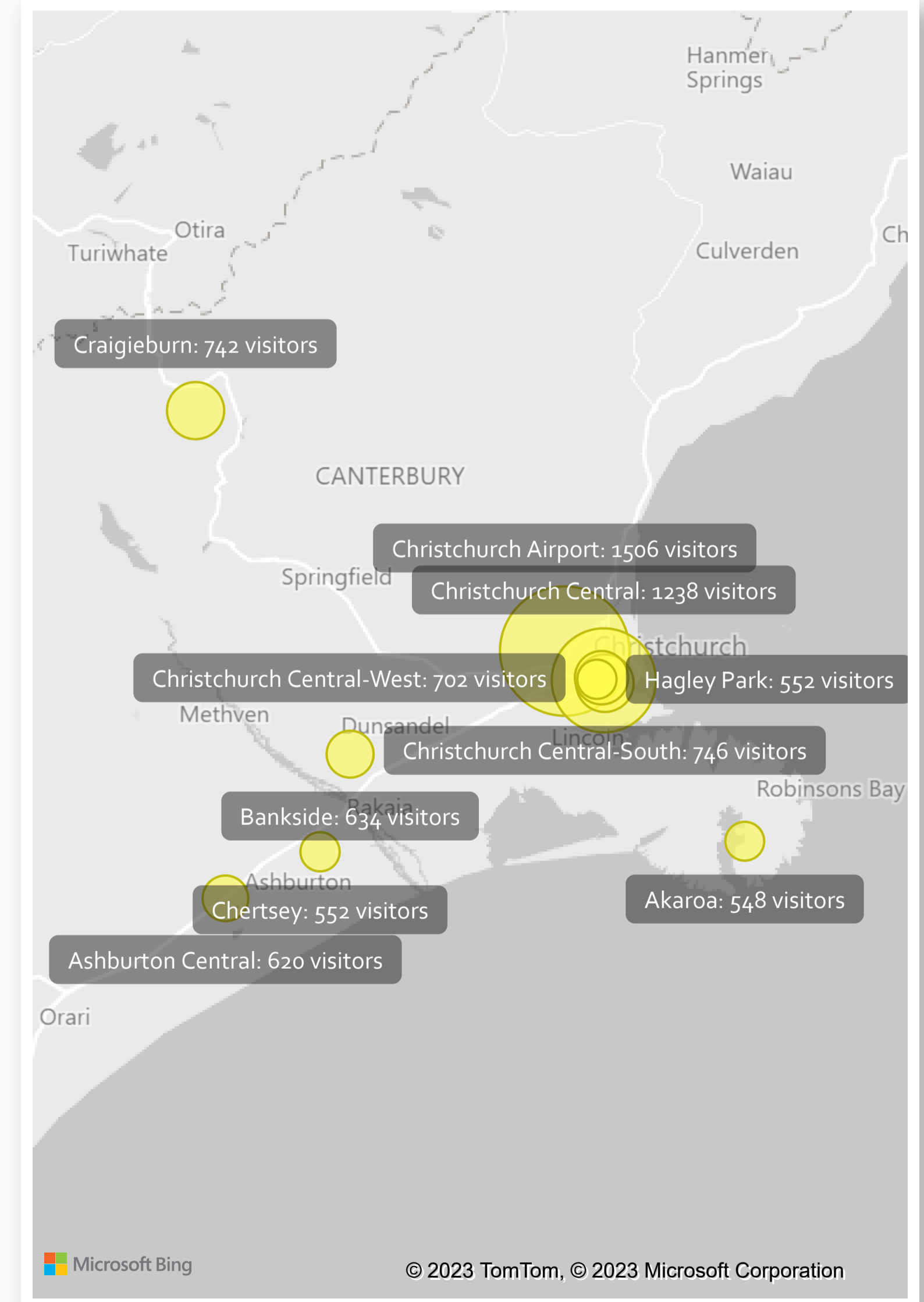
Top 10 Regions

Region	MoM %	MoM YoY %
Whanganui RTO	-32%	167%
Wellington RTO	-33%	67%
Waimate RTO	-33%	109%
Tararua RTO	-29%	60%
Rangitikei RTO	-33%	121%
Manawatu RTO	-28%	76%
Hawke's Bay RTO	-27%	27%
Gisborne RTO	-5%	50%
Coastal Bay of Plenty RTO	-30%	42%
Auckland RTO	-30%	38%

Bottom 10 Regions

Region	MoM %	MoM YoY %
West Coast RTO	-50%	198%
Fiordland RTO	-48%	329%
Wanaka RTO	-47%	220%
Coromandel RTO	-47%	47%
Clutha RTO	-47%	151%
Nelson Tasman RTO	-46%	116%
Mackenzie RTO	-45%	218%
Southland RTO	-45%	159%
Central Otago RTO	-44%	135%
Waitaki RTO	-43%	173%

Visitor Hotspots





Overnight Stays

Overnight Stays

3,805

MoM

↓ -29%

MoM YoY

↑ 260%

Avg. Nights

2.43

Camping Stays

Paid Camp Stays

508

MoM

↓ -19%

Paid Avg. Nights

1.63

Free Camp Stays

301

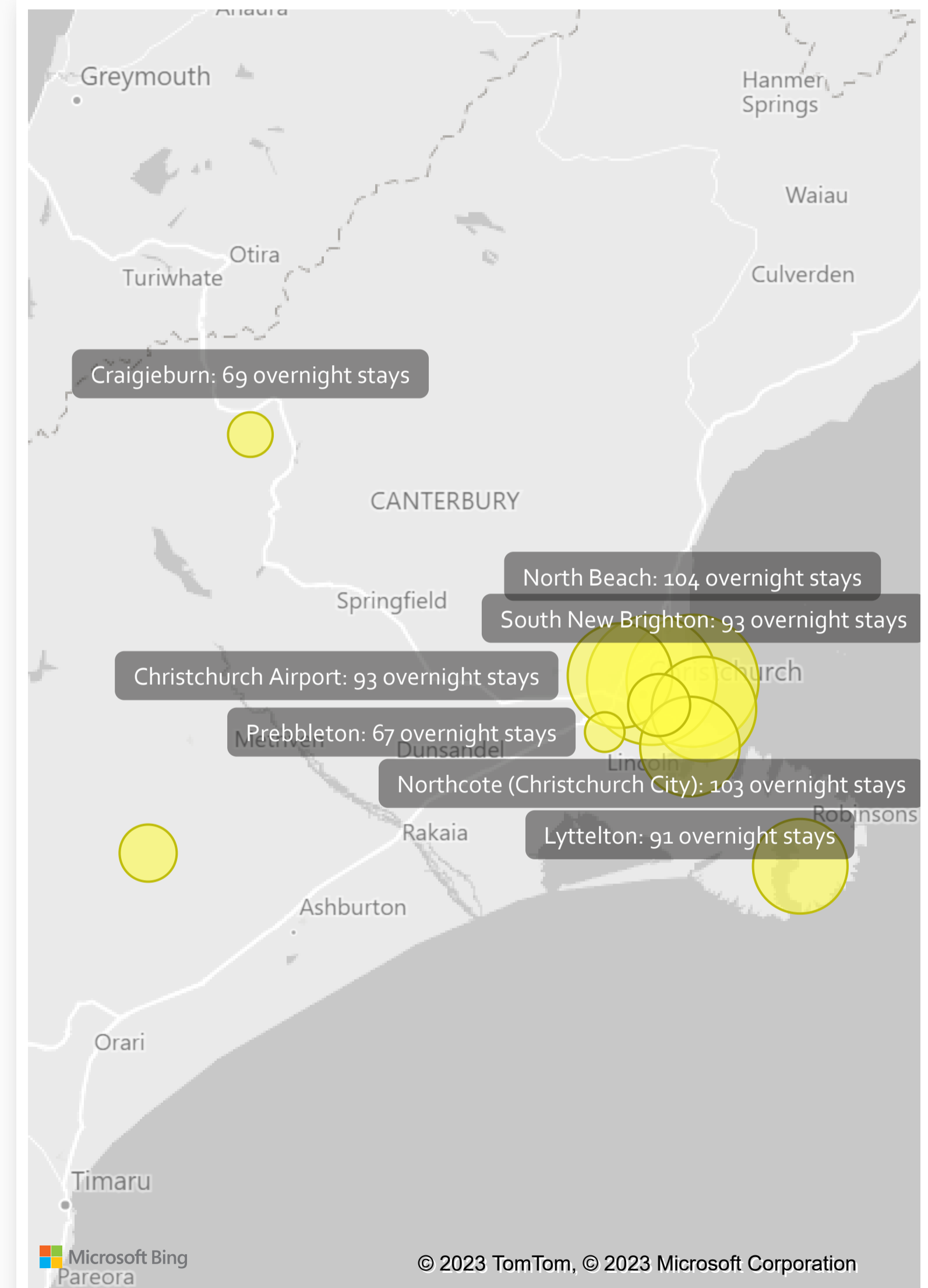
MoM

↓ -29%

Free Avg. Nights

1.39

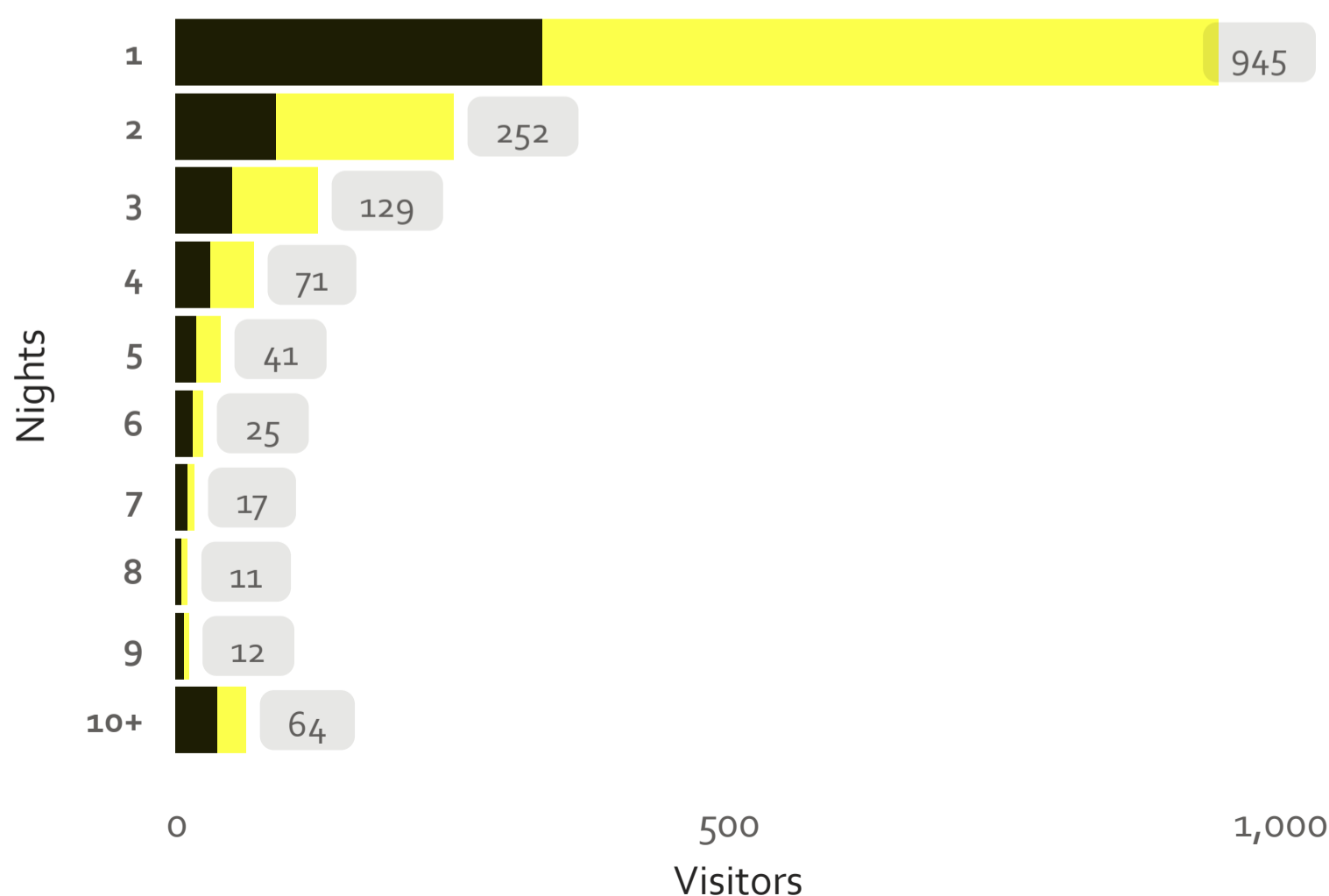
Overnight Stays Hotspots



Visitor Type ● Domestic ● International



Visitor Type ● Domestic ● International



Top 5 Localities for Paid Camps

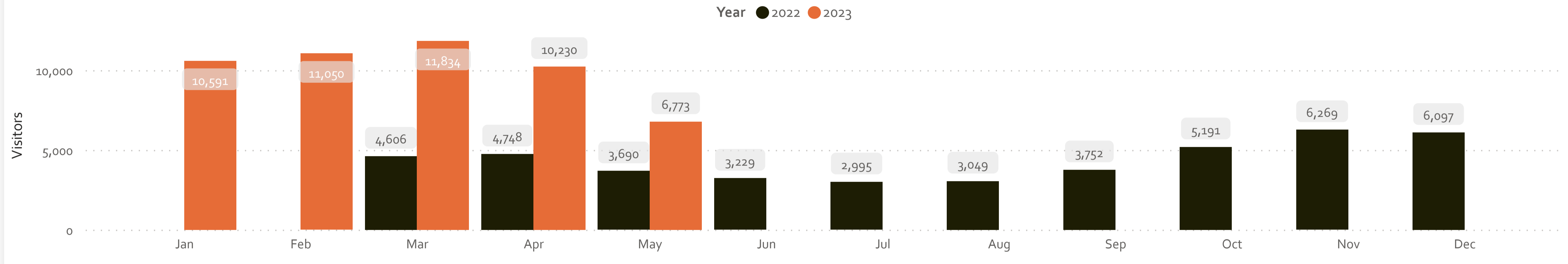
Locality	Overnight Stays	MoM	MoM YoY
Northcote (Christchurch City)	94	-24%	840%
South New Brighton	66	29%	633%
Akaroa	43	14%	975%
Kaiapoi East	40	48%	1900%
Craigieburn	35	-61%	250%

Top 5 Localities for Free Camps

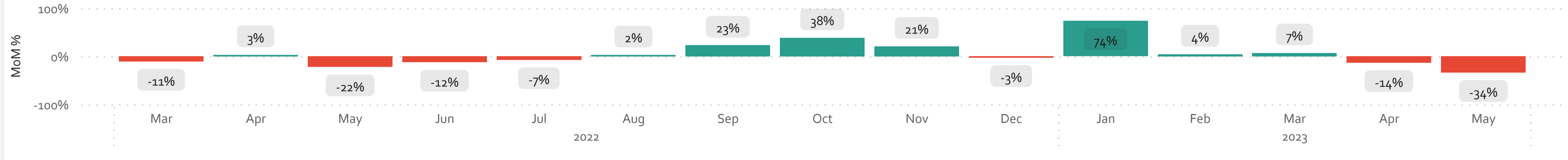
Locality	Overnight Stays	MoM	MoM YoY
North Beach	92	67%	1740%
Prebbleton	46	-39%	475%
Lyttelton	45	-8%	800%
Rawhiti	45	-17%	543%
Akaroa	26	-46%	550%



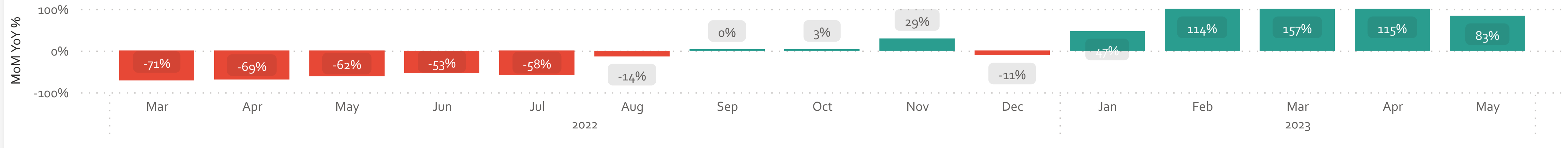
Visitors



MoM Change in Visitors

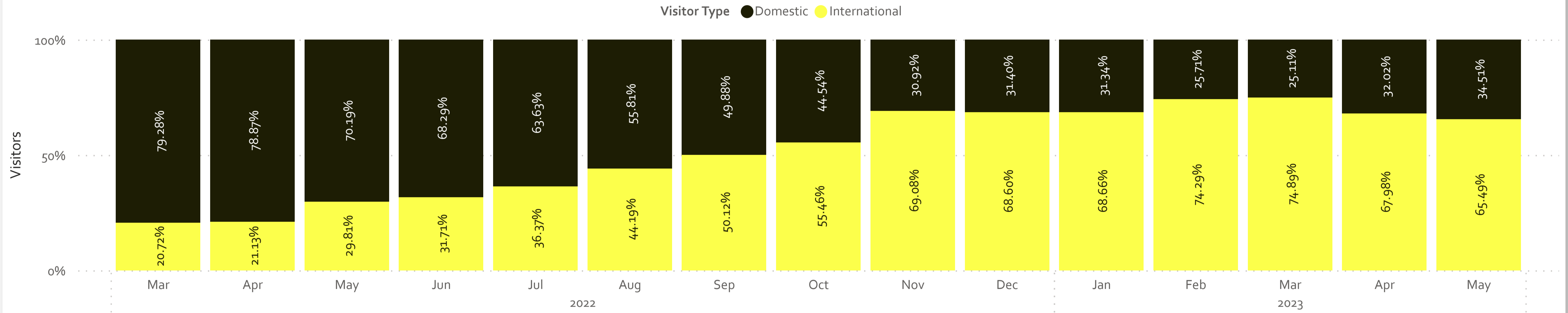


MoM YoY Change in Visitors

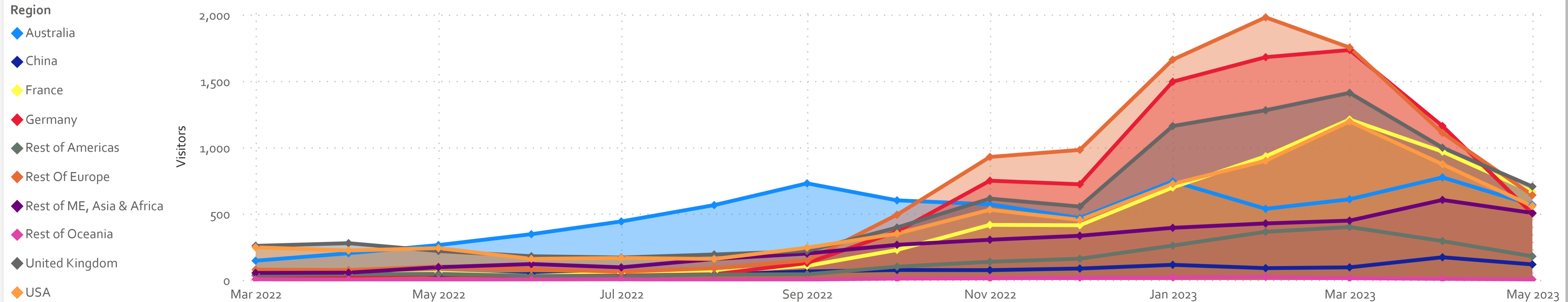




Domestic vs International Visitors



International Visitor Markets

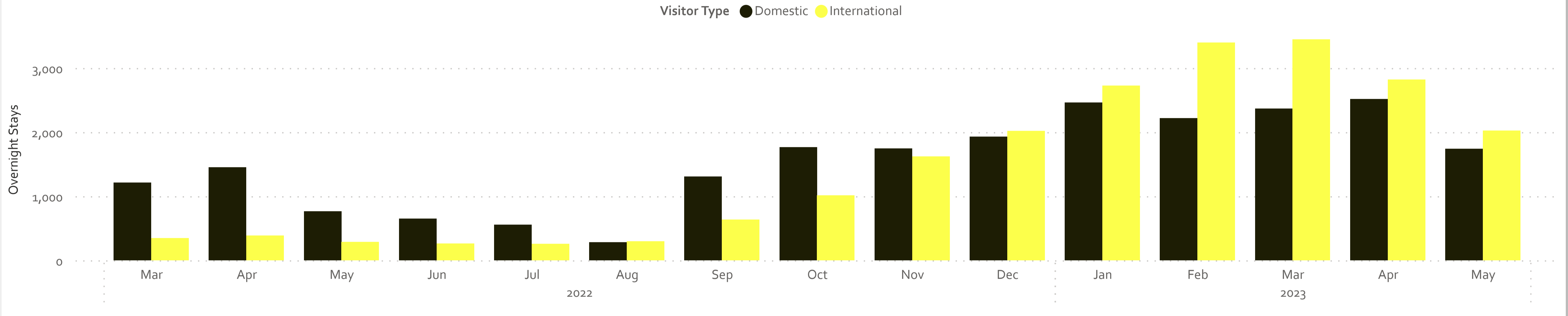




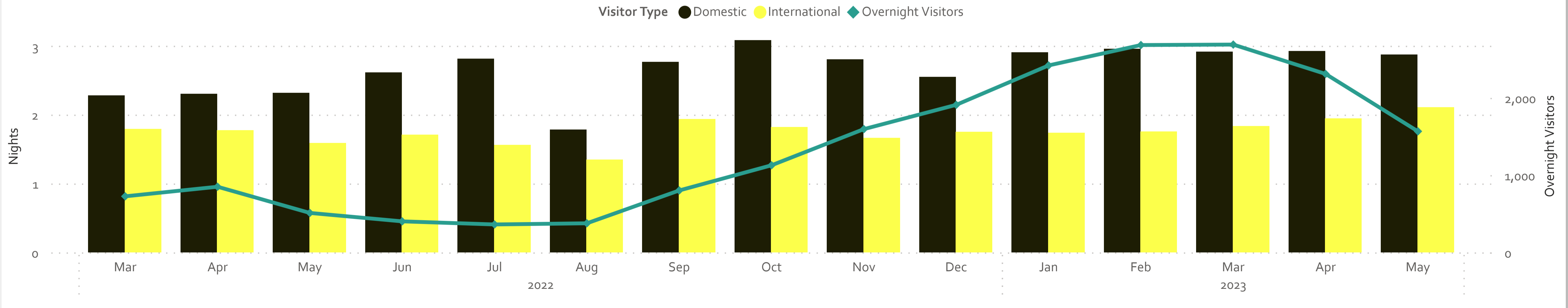
Visitors By Locality

Year	2022											2023					
Locality	March	April	May	June	July	August	September	October	November	December	Total	January	February	March	April	May	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	2,348	1,506	11,015
International	164	175	295	306	367	469	622	856	1,231	1,061	5,546	1,816	1,955	2,306	1,960	1,196	9,233
Domestic	591	736	464	363	347	287	264	404	292	237	3,985	399	336	349	388	310	1,782
<input type="checkbox"/> Christchurch Central	514	535	493	432	338	383	497	815	962	714	5,683	1,923	2,138	2,347	1,748	1,238	9,394
International	138	153	199	157	160	206	318	587	787	564	3,269	1,582	1,865	2,070	1,476	1,016	8,009
Domestic	376	382	294	275	178	177	179	228	175	150	2,414	341	273	277	272	222	1,385
<input type="checkbox"/> Craigieburn	314	391	237	190	188	264	353	531	670	665	3,803	1,546	1,490	1,759	1,458	742	6,995
International	111	112	121	100	110	190	264	408	595	569	2,580	1,325	1,327	1,588	1,255	657	6,152
Domestic	203	279	116	90	78	74	89	123	75	96	1,223	221	163	171	203	85	843
<input type="checkbox"/> Christchurch Central-South	533	496	455	372	281	309	322	498	524	435	4,225	1,059	1,144	1,212	1,012	746	5,173
International	137	129	153	123	114	136	166	284	347	279	1,868	759	899	934	753	553	3,898
Domestic	396	367	302	249	167	173	156	214	177	156	2,357	300	245	278	259	193	1,275
<input type="checkbox"/> Bankside	380	453	289	295	289	286	338	505	601	473	3,909	1,165	1,093	1,191	1,017	634	5,100
International	97	103	115	127	136	172	229	339	478	349	2,145	876	910	982	818	497	4,083
Domestic	283	350	174	168	153	114	109	166	123	124	1,764	289	183	209	199	137	1,017
<input type="checkbox"/> Christchurch Central-West	362	361	378	280	204	263	264	514	551	424	3,601	1,103	1,178	1,249	988	702	5,220
International	95	92	168	102	86	144	158	339	425	315	1,924	882	992	1,056	785	550	4,265
Domestic	267	269	210	178	118	119	106	175	126	109	1,677	221	186	193	203	152	955
<input type="checkbox"/> Ashburton Central	356	395	262	235	240	230	290	451	546	413	3,418	999	1,026	1,113	966	620	4,724
International	86	81	98	97	125	132	187	288	426	290	1,810	743	839	919	771	472	3,744
Domestic	270	314	164	138	115	98	103	163	120	123	1,608	256	187	194	195	148	980
<input type="checkbox"/> Chertsey	346	396	248	250	257	251	327	442	565	410	3,492	1,036	997	1,046	940	552	4,571
International	84	94	98	113	118	146	219	299	459	296	1,926	795	837	876	762	436	3,706
Domestic	262	302	150	137	139	105	108	143	106	114	1,566	241	160	170	178	116	865
<input type="checkbox"/> Ealing-Lowcliffe	323	396	239	223	259	230	298	422	546	404	3,340	1,050	1,004	1,057	907	533	4,551
International	76	95	95	96	127	135	198	296	452	297	1,867	792	849	895	730	417	3,683
Domestic	247	301	144	127	132	95	100	126	94	107	1,473	258	155	162	177	116	868
<input type="checkbox"/> Akaroa	209	203	156	150	91	140	213	433	625	495	2,715	1,120	1,305	1,246	902	548	5,121
International	56	58	82	77	60	87	167	257	572	418	1,867	1,000	1,100	1,150	808	482	4,610
Domestic	153	145	74	73	31	53	246	176	53	77	848	120	205	90	100	66	510

Overnight Stays



Avg. Number of Nights Stayed





Camper Mate



Overnight Stays at Campsites

Region

Christchurch RTO



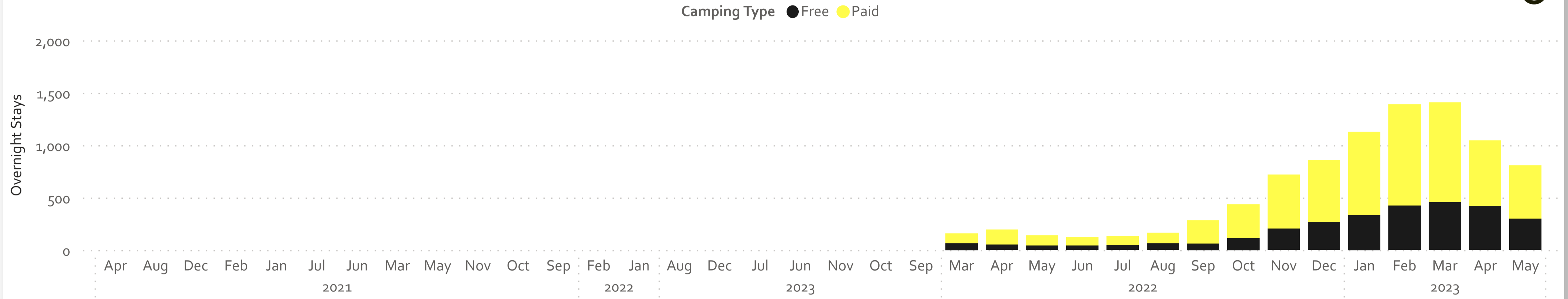
Time Period

1/03/2022

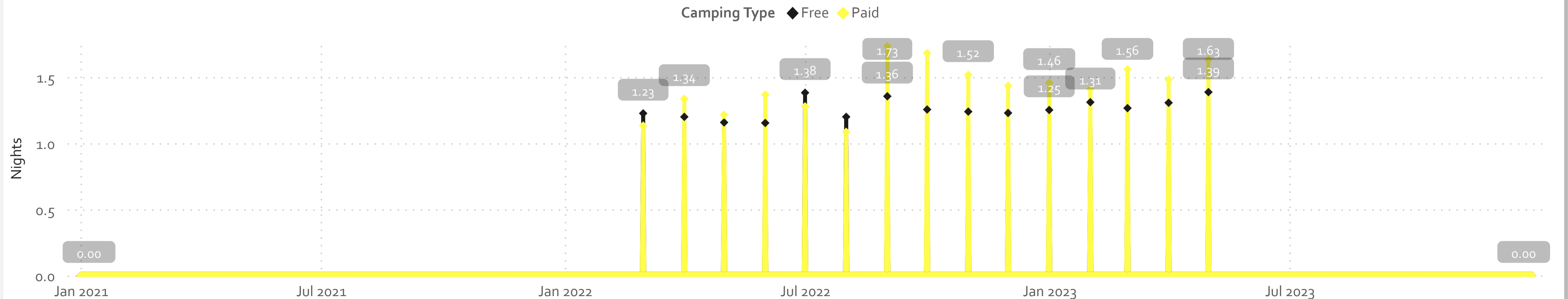
31/05/2023



Campsites Overnight Stays

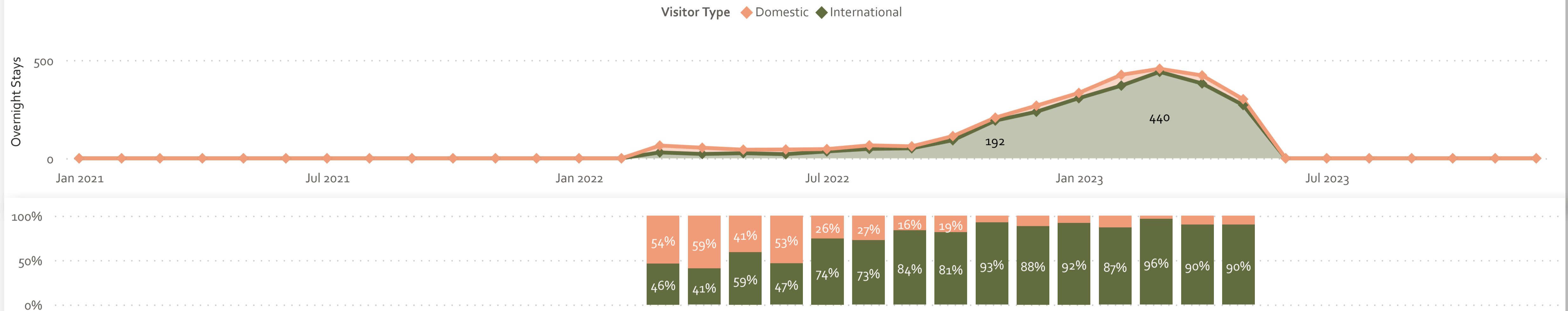


Avg. Nights Stayed at Campsites

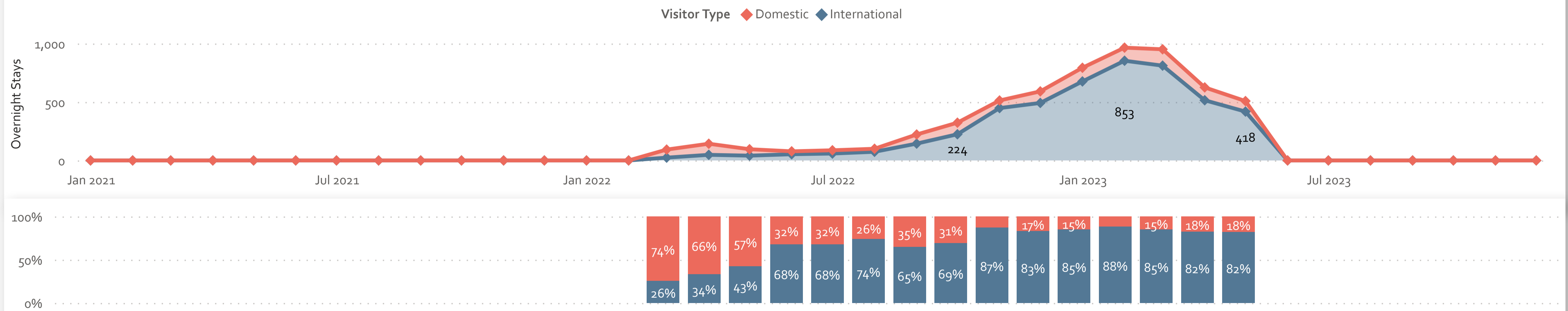




Who stays at free campsites?

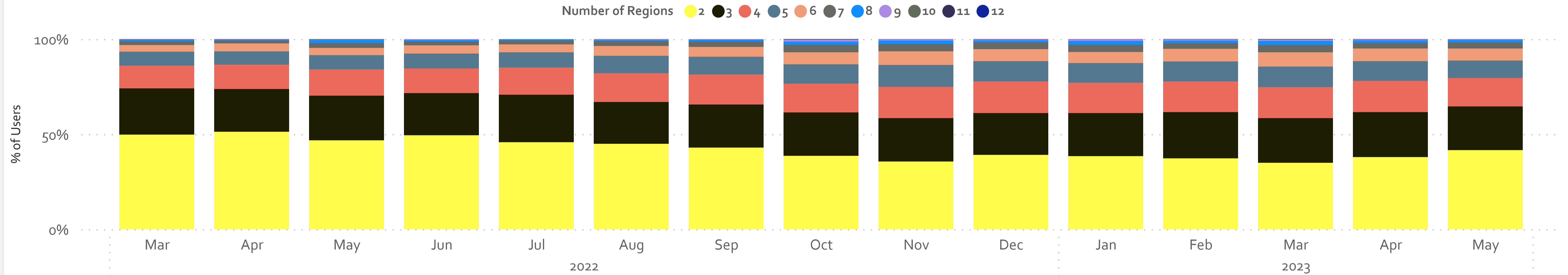


Who stays at paid campsites?





% 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	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	20,086
Domestic	797	958	525	425	399	299	310	442	370	582	4,009	764	560	567	597	412	2,459
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	17,646
<input type="checkbox"/> Geraldine	295	325	220	166	197	207	259	397	642	734	3,179	1,022	1,023	1,068	907	503	4,368
Domestic	210	244	123	81	90	73	72	94	78	100	980	184	134	135	127	85	597
International	85	81	97	85	107	134	187	303	564	634	2,200	838	889	933	780	418	3,771
<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	9,166
Domestic	254	245	132	74	55	55	69	106	91	169	1,162	245	185	203	187	108	886
International	119	98	134	97	115	169	284	573	1,228	1,409	4,131	1,888	1,992	2,259	1,562	798	8,283
<input type="checkbox"/> Hanmer Springs	336	317	206	174	190	191	190	378	548	637	3,030	843	774	862	715	437	3,551
Domestic	245	236	127	103	86	60	59	107	87	126	1,156	152	106	139	135	81	595
International	91	81	79	71	104	131	131	271	461	511	1,874	691	668	723	580	356	2,957
Total	1,906	2,043	1,445	1,260	1,370	1,478	1,980	3,093	5,184	6,446	21,636	8,266	8,565	9,322	8,270	4,761	30,294



Number of Regions

All

Region

Christchurch RTO

Time Period

1/03/2022

31/05/2023

Popular Road Trips

Year

2022

Number of Regions

March

April

May

June

July

August

September

<input type="checkbox"/> 2	950	1049	676	624	629	666	85
<input type="checkbox"/> 3	460	459	340	279	340	323	44
<input type="checkbox"/> 4	231	262	199	162	197	223	31
<input type="checkbox"/> 5	140	143	109	98	109	137	18
<input type="checkbox"/> 6	64	82	54	56	56	77	10
<input type="checkbox"/> 7	40	32	37	26	27	35	5
<input type="checkbox"/> 1							
<input type="checkbox"/> 8	14	11	23	9	11	9	2
<input type="checkbox"/> 9	5	3	3	6	1	7	
<input type="checkbox"/> 10	2	2	4			1	
<input type="checkbox"/> 11							
<input type="checkbox"/> 12							
Wanaka to Greymouth to Nelson to Kaikoura to Hanmer Springs to Geraldine to Timaru to Queenstown to Mt Cook Village to Methven to Tekapo to							
Total	1906	2043	1445	1260	1370	1478	198



Terminology

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

MoM YoY - 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.