

Hurunui

Visitor Trends Report



July 2023

Key Visitor Figures:



159,909

Visitor Numbers



19,836

International Visitor
Number



\$11.3m

ECT Visitor Spend



40%

Commercial
Accommodation
Occupancy



62%

Airbnb
Accommodation
Occupancy

Throughout the report, most figures in July 2023 would be compared to the same month last year 2022 and same month in the year 2019 which represents our last year of pre-Covid visitation.

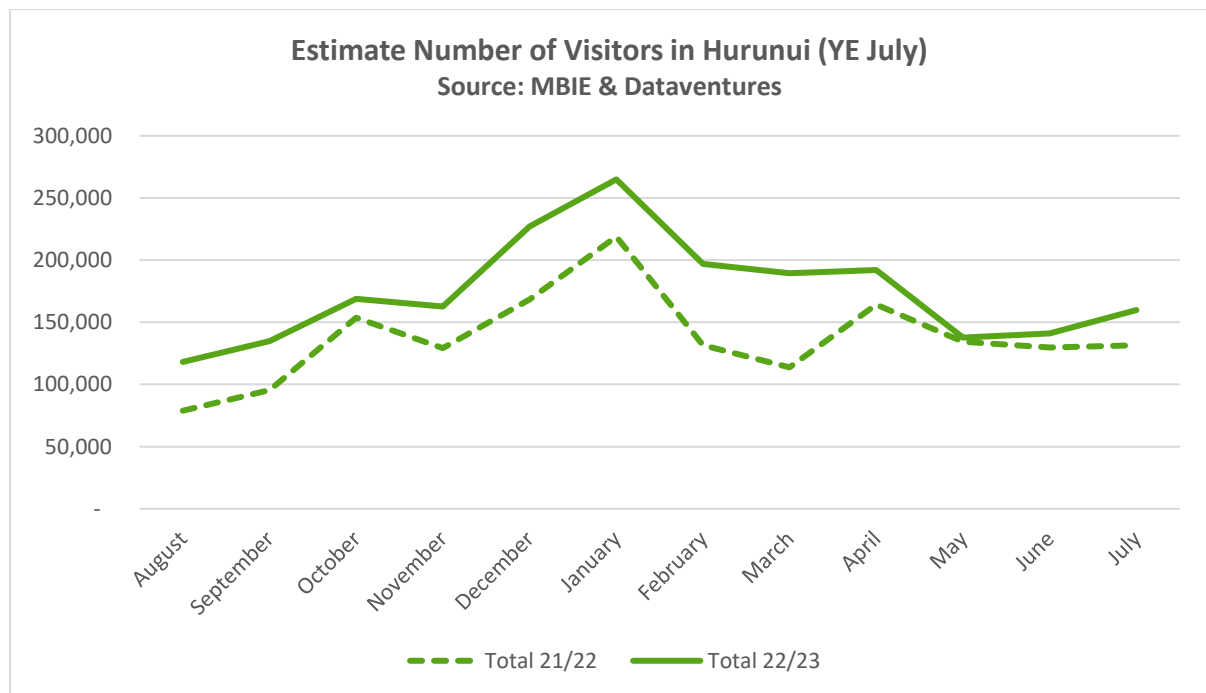
Visitor numbers

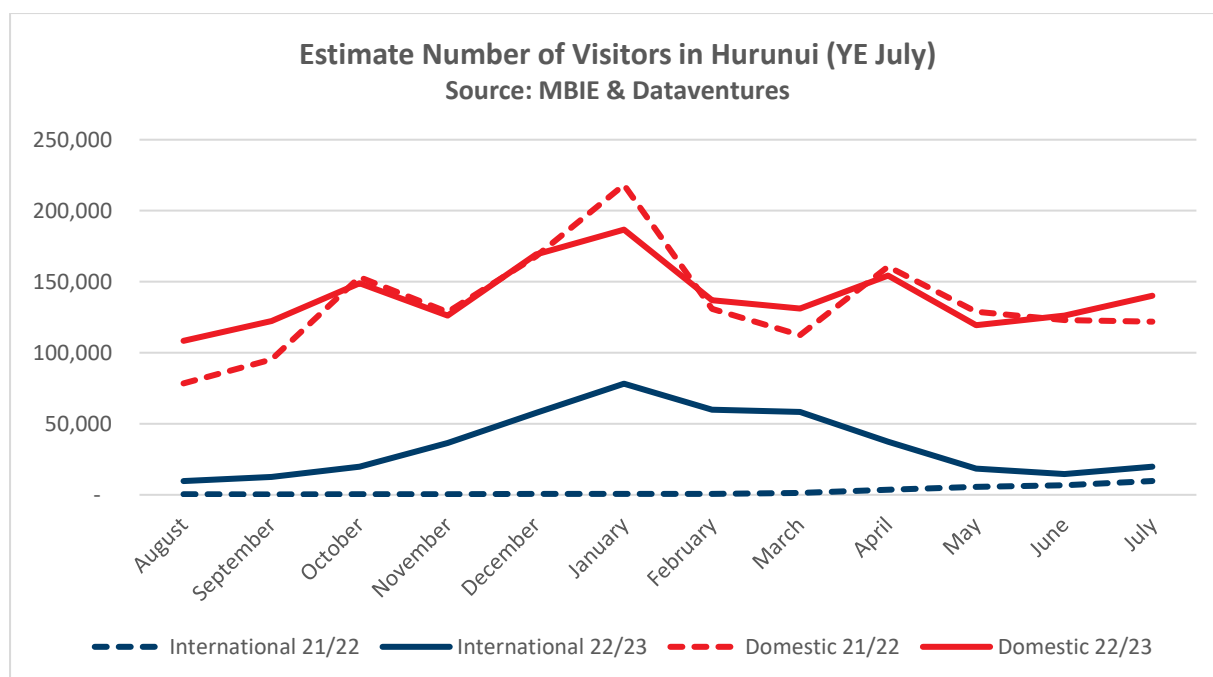
Visitor numbers are sourced from MBIE & Dataventures, which produce estimates for monthly unique local and visitor populations **in the Hurunui RTO area** using phone data. 'Unique' means each person will only be counted once in each area they appear, regardless of how many times they appear or how long they stay there. Therefore, figures are estimates and are best used to monitor trends rather than exact figures.

A total estimate of 159,909 visitors were in the Hurunui RTO area in July 2023. This was an increase of 38% or 43,617 visitors from July 2019 and an increase of 22% or 28,335 visitors compared to July 2022.

Domestic visitors made up an estimated 140,073 of these visitors. Domestic visitor counts were up by 46% or 44,430 visitors from July 2019 and up 15% or 18,231 visitors from July 2022.

International visitors made up 19,836 of the estimated visitor numbers in July 2023. The international counts decreased by -4% or -813 visitors from July 2019 and increased by 10,104 from July 2022.





Over the YE July 2023 period, a total estimate of 2.1m visitors were in the Hurunui RTO area. This was up by 27% compared to the previous 12-month period, equivalent to an increase of 443,688 visitors.

An estimated 1.7m of these were domestic visitors, an increase of 3% or 50,976 visitors compared to the YE July 2022.

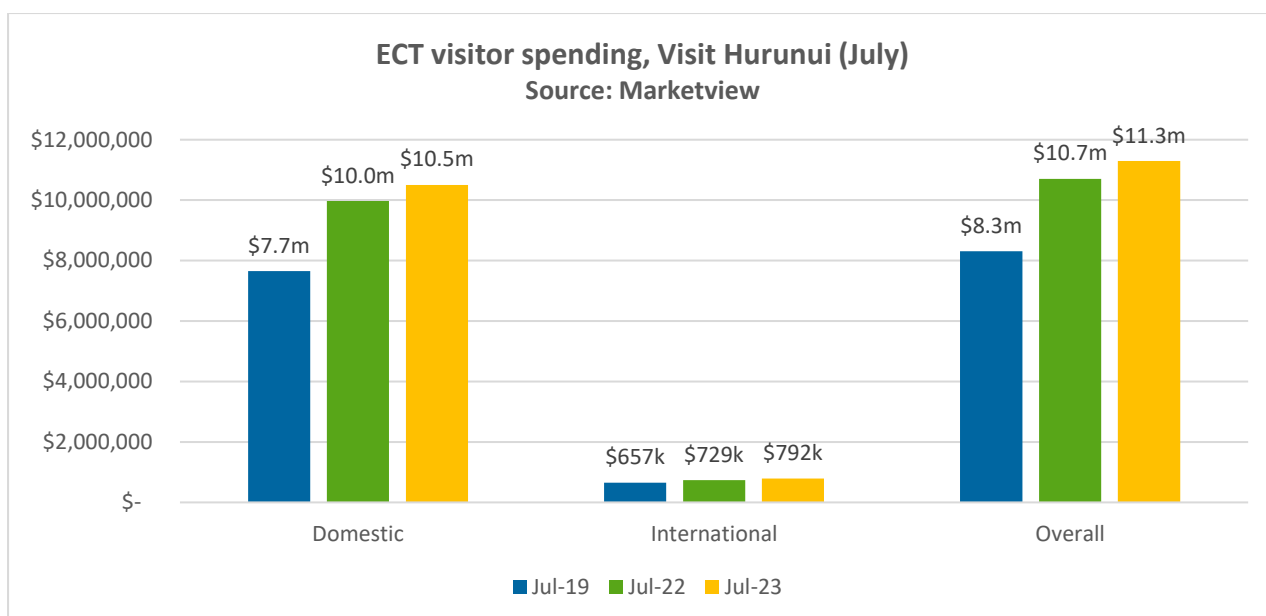
A total of 423,228 international visitors were in the Hurunui RTO area. This was an increase of 392,712 visitors when compared to the YE July 2022.

Visitor Spending

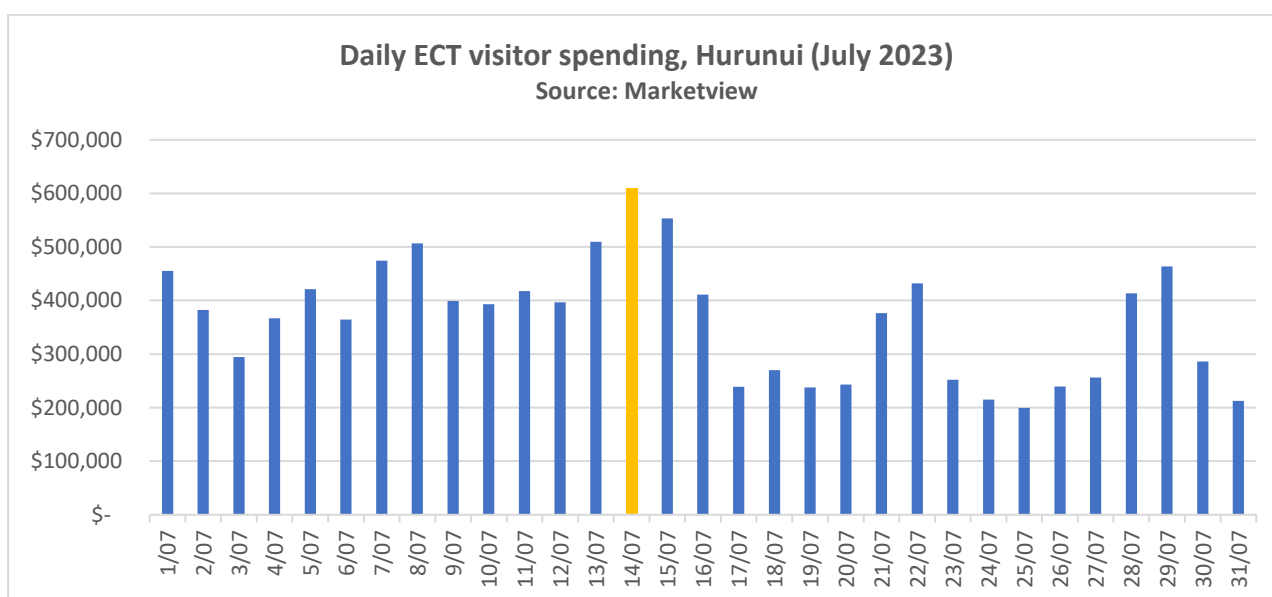
Visitor spending data is sourced from MarketView, which captures electronic card transaction (ECT) data on the Paymark network. This does not include cash spending, online pre-purchases or payments outside of the Paymark network. Figures should be treated as an indicator of trends in ECT spending only, and not as a proxy for total tourism spending.

ECT visitor spending in the Hurunui RTO area was \$11.3m in July 2023. This was up 36% or \$3.0m from July 2019, and up 5% or \$587k from July 2022.

ECT spending by domestic visitors made up \$10.5m of this, with spend by domestic visitors up 37% or \$2.8m from that of July 2019 and up 5% or \$523k from July 2022. ECT spending by international visitors was \$792k, up 21% or \$135k from July 2019 and up 9% or \$63.4k from July 2022.



Daily ECT visitor spending was highest on Friday 14th July 2023 at \$609k. This was a national public holiday for Matariki Day. Overall, the average daily visitor spend in July 2023 was approximately \$364k.



The table below shows transaction numbers for the Hurunui RTO area.

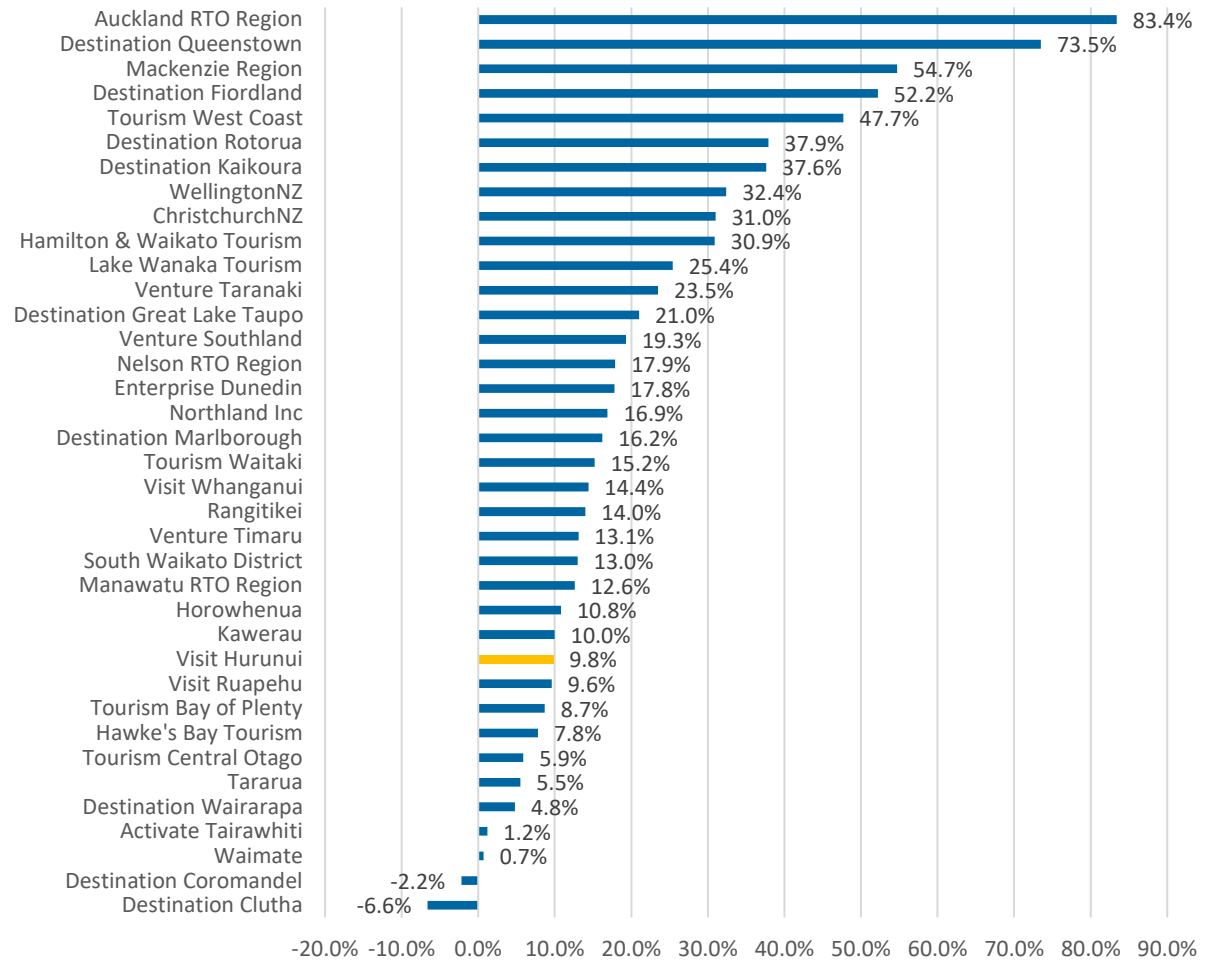
Market	July 2023 transactions	Change on July 2022	Change on July 2019	YE July 2023 transactions	Change on YE July 2022 transactions
Domestic	216.2k	+12.6%	+24.5%	2.4m	+3.0%
International	12.2k	+32.5%	+18.6%	230.1k	+471.6%
Total	228.4k	+13.5%	+24.1%	2.6m	+11.0%

ECT visitor spending for the YE July 2023 was \$131.0m, up 9.8% or \$11.7m from the YE July 2022. Domestic ECT visitor spending made up \$116.4m of this, up 0.6% from that of the YE July 2022 (an increase of \$648k). International spending was up 316%, increasing from \$3.5m to \$14.6m. When looking at monthly ECT visitor spending ranked by share of nationwide spend, Visit Hurunui sat at 24th out of 37 RTOs with 0.9% of the total market.



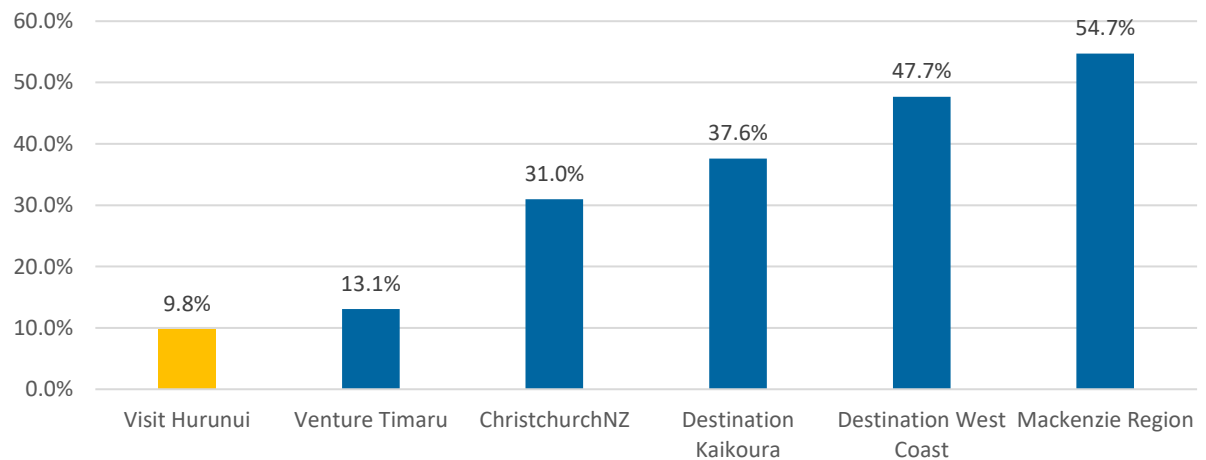
RTO spend change, YE July 2023 vs YE July 2022

Source: Marketview



Central South Island, spend change by RTO, YE July 2023 vs YE July 2022

Source: Marketview

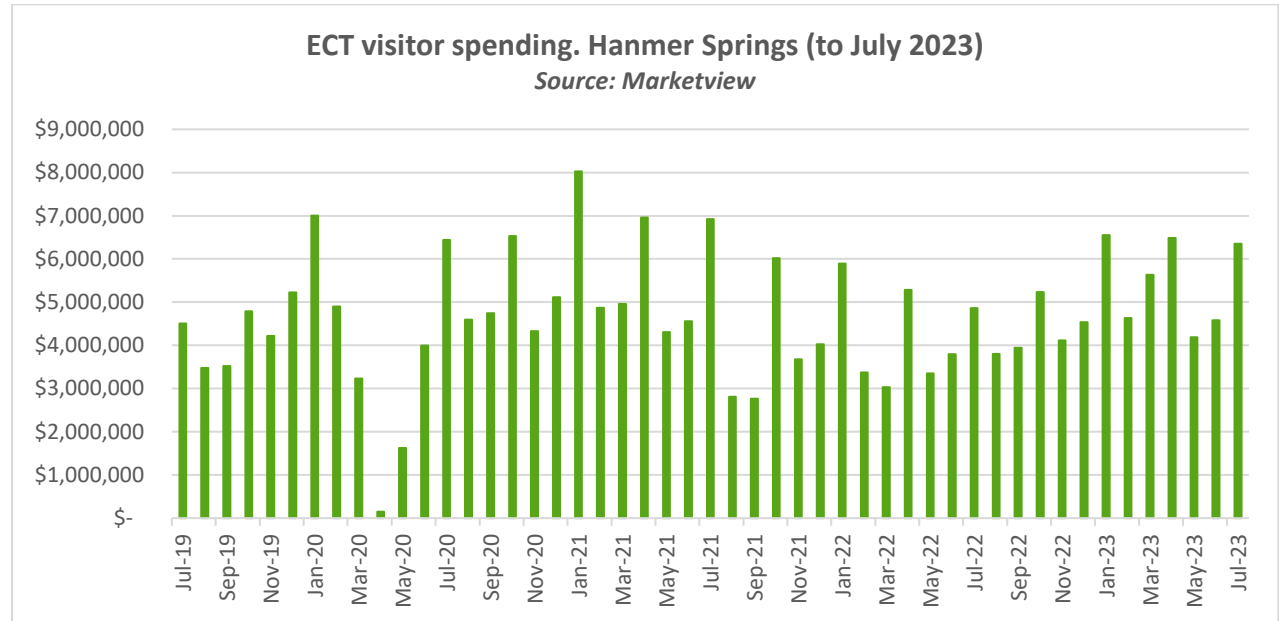


Regional Hotspots

Hanmer Springs

ECT visitor spending in Hanmer Springs was \$6.4m in July 2023, up 41% or \$1.8m compared to July 2019 and up 31% or \$1.5m when compared to July 2022.

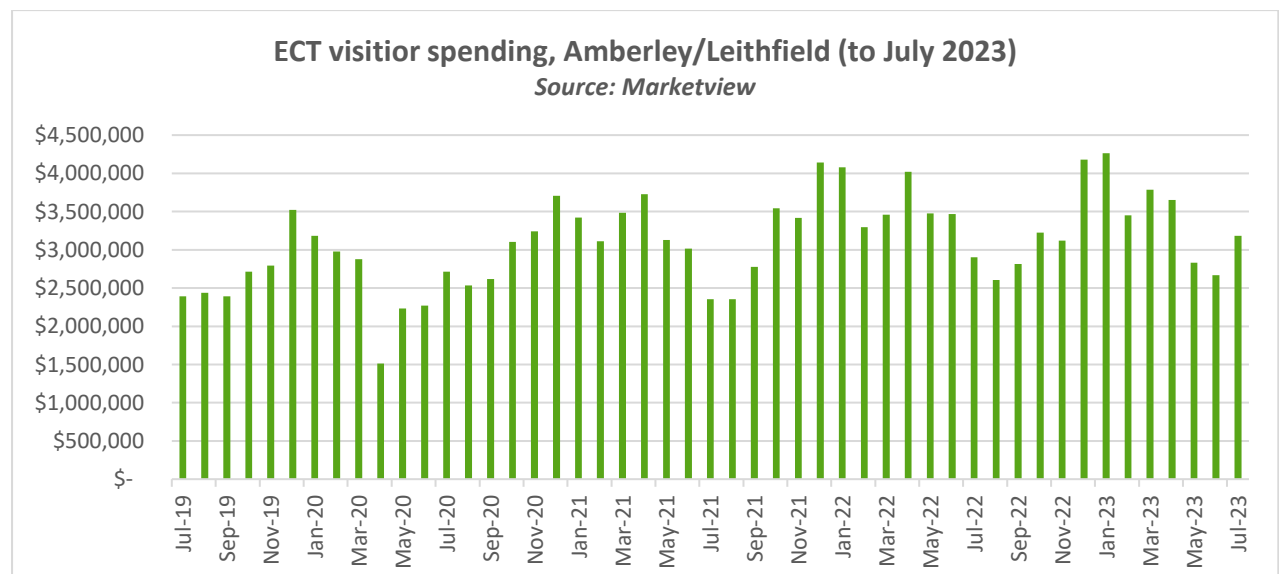
ECT visitor spending for the YE July 2023 was \$60.0m, up 23% from the YE July 2022. Visitor spending in Hanmer Springs made up 56% of visitor spending in the Hurunui in July 2023.



Amberley/Leithfield

ECT visitor spending in Amberley/Leithfield was \$3.2m in July 2023, up 33% or \$790k from July 2019 and up 10% or \$278k from July 2022.

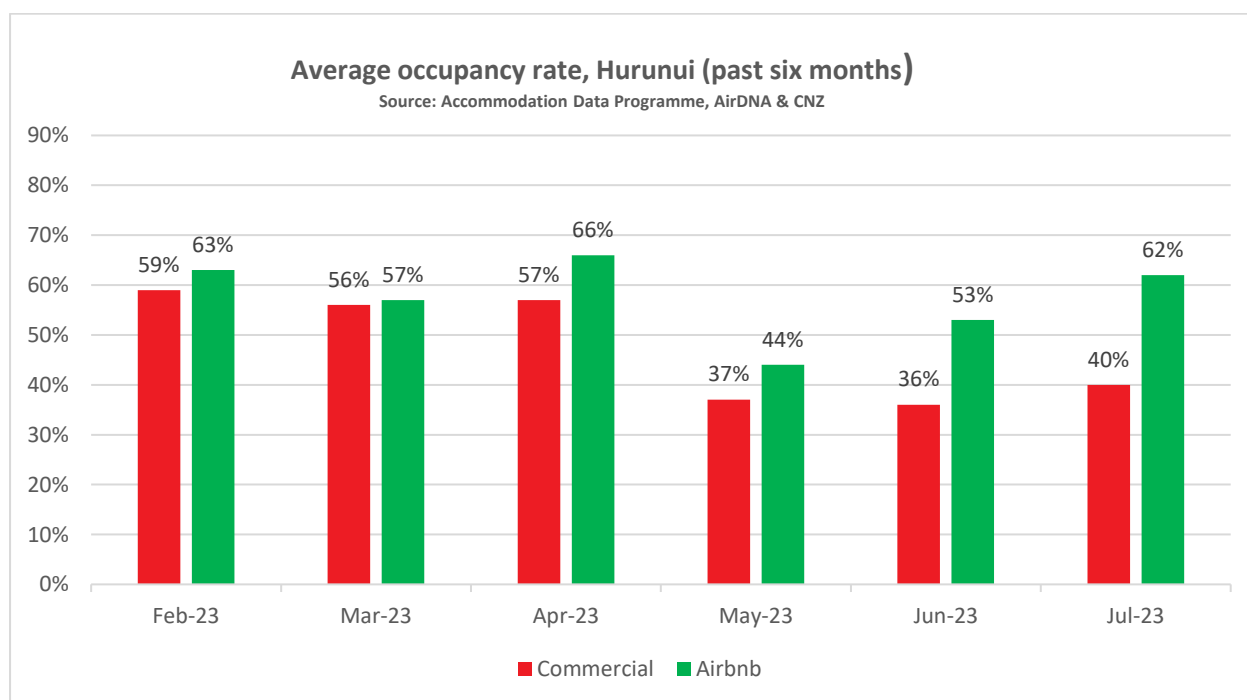
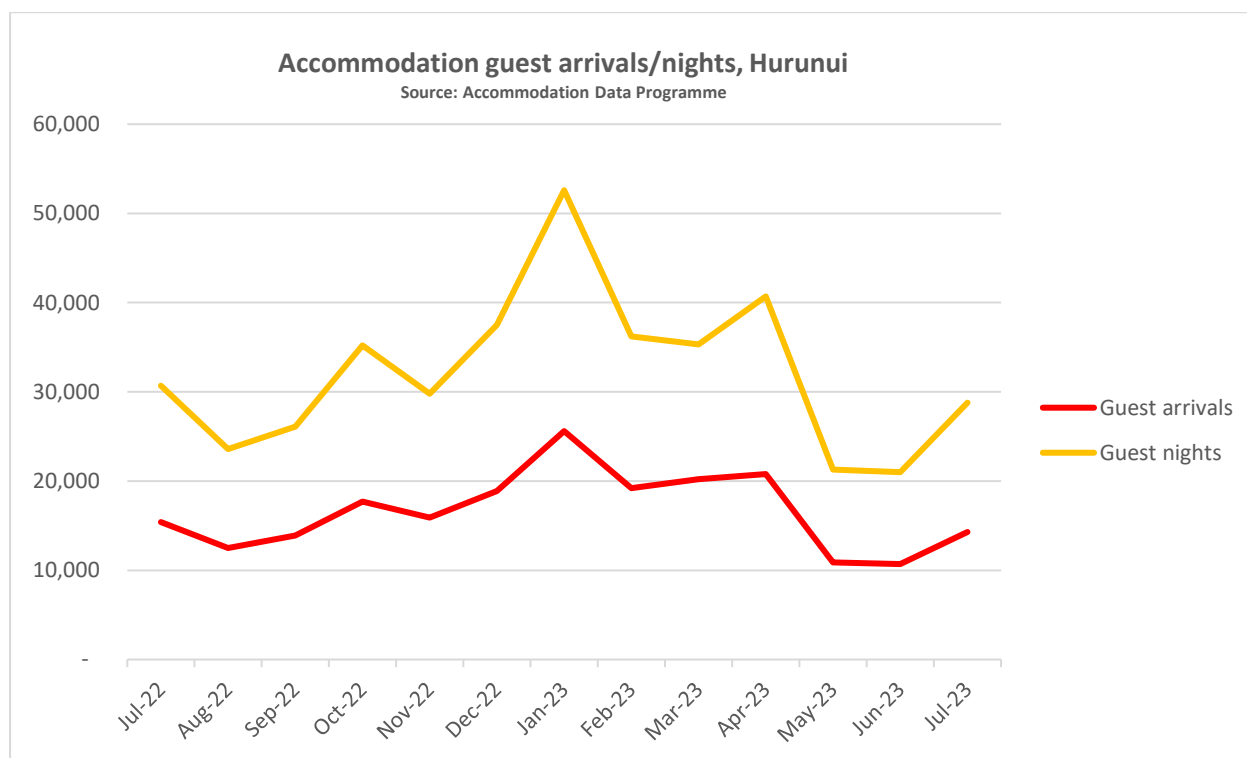
ECT visitor spending for the YE July 2023 was \$39.8m, down -3% from the YE July 2022. Visitor spending in Amberley/Leithfield made up 28% of visitor spending in the Hurunui in July 2023.



Accommodation

Commercial

There were 28,800 recorded guest nights spent in commercial accommodation in the Hurunui in July 2023, with a total of 14,300 guest arrivals. Guest nights and guest arrivals decreased by -6% and -7% respectively from July 2022. The average length of stay was 2 nights, just below the national average of 2.2 nights. The average occupancy rate in July 2023 was 40% for commercial accommodation in Hurunui, compared to 49% across New Zealand.



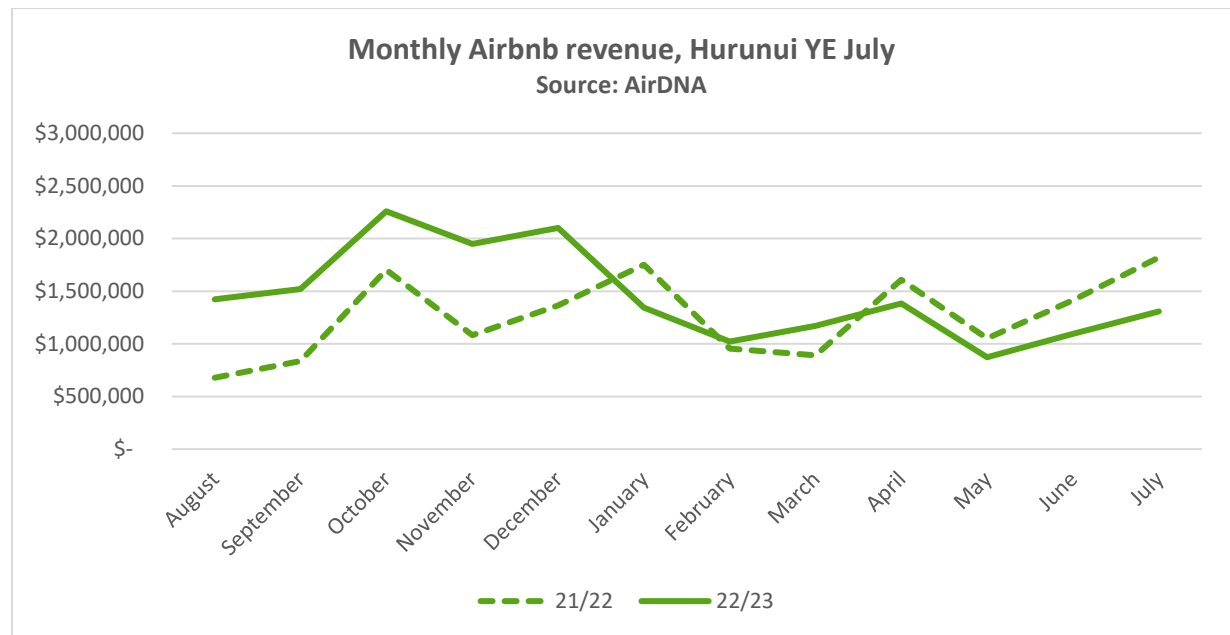
Airbnb

There were 331 active rentals listed on Airbnb in the Hurunui region in July 2023. The average occupancy rate decreased slightly to 62% in July 2023 from 64% in July 2022.

The following shows the average daily rates that are being compared to the previous month:

Airbnb average daily rates, Hurunui RTO (July 2023)				
<i>Luxury</i>	<i>Upscale</i>	<i>Midscale</i>	<i>Economy</i>	<i>Budget</i>
\$393 -3%	\$298 +0.3%	\$241 +0.4%	\$214 +5%	\$165 +3%

\$1.3m of Airbnb revenue was generated in the region in July 2023. This was up 167% or \$818k from July 2019 and down -28% or -\$512k from July 2022. Total revenue for the YE July 2023 totaled at \$17.4m, up 15% on the YE July 2022.



Campermate

The Campermate report delivers an in-depth analysis of camping trends in Christchurch, detailing visitor numbers, their origin (domestic or international), and specific camping preferences, making it an essential resource for those involved in the camping and tourism industry.

Please see the separate Campermate report for this section.