

# West Coast Visitors Report

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**Westland Case Study**  
Report No.20/2001



**LINCOLN**  
UNIVERSITY  
*Te Whare Wānaka O Aoraki*



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# **West Coast Visitor Report**

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# Chapter 1

## Key Findings

### 1.1 Visitor Numbers

- Domestic travellers made 209,000 overnight trips and 263,000 day trips to the West Coast as their main destination in 1999. A further 22,000 overnight trips and 395,000 day trips were made by residents within the West Coast region.
- International visitor numbers have grown by 13.6 per cent to 351,043 for the year ending March 2001 (IVS), and 13.4 per cent, according to the Commercial Accommodation monitor.

### 1.2 Guest/Visitor Nights

- A total of 869,000 person nights resulted from domestic travellers visiting the West Coast. This includes 132,000 nights by West Coast residents staying elsewhere on the West Coast.
- Commercial accommodation guest nights (domestic and international) have increased by 14.6 per cent to 911,288 between February 2000 and February 2001. Over the past three years visitor numbers in commercial accommodation have increased at an average annual rate of 13.2 per cent. Because of its larger sampling base and continuous assessments, the Commercial Accommodation monitor (Statistics New Zealand) is regarded as the most reliable “benchmark” for visitor numbers.
- The number of international visitors using accommodation on the West Coast increased by 13.5 per cent for the year ended March 2001. However, international visitor nights have grown by 1.7 per cent to 797,188 for the year ending March 2001. This follows a spectacular demand increase of 38 per cent for the year ending December 1999, but much variability is probably due to the low sample base of the IVS data base which is quite unreliable for small regions such as the West Coast.
- Backpackers have the largest share of total international visitor nights at 34 per cent.

### 1.3 Length of Stay

- The average length of stay for domestic visitors on overnight trips to the West Coast was 3.3 nights per trip in 1999.
- For all international visitors to the West Coast the average length of stay has remained constant at 2.8 nights between June 2000 and March 2001.

- For the commercial accommodation sector the average length of stay is steady at 1.38 nights.

#### **1.4 Visitor Expenditure**

- Total expenditure by domestic visitors within the West Coast was \$103,238,000 in 1999. Visitors on overnight trips comprised 57.7 per cent of total domestic visitor expenditure.
- International visitor expenditure for the year ending December 2001 was \$110 million approximately. This needs to be considered with extreme caution as the input data is derived from national averages which are likely to over estimate the true situation on the West Coast.

## **Chapter 2**

### **Introduction**

#### **2.1 Background**

This report provides an up to date assessment of the visitor profile for the Tourism West Coast region.

The report specifically covers:

- Visitor arrivals;
- Accommodation statistics; and
- Visitor spending.

Information has been obtained from a range of sources including:

- International Visitor Survey (IVS) (Tourism New Zealand)

The IVS only surveys international visitors.

Because the information in the IVS is obtained from a small sample of international visitors (5,000 - approximately 0.3% of total arrivals) there is a need for caution when analysing markets where the weighted up total numbers are less than 6,000. The sample profile is detailed in Appendix 1. The IVS excludes visitors under 15 years which is approximately eight per cent of the international market.

- The New Zealand Commercial Accommodation Survey (Statistics New Zealand)

The New Zealand Accommodation Survey includes both domestic and international visitors, but only to the extent where they are staying in commercial accommodation (GST registered with revenue over \$30,000). Nationally, this data base excludes 13 per cent of international visitor nights and approximately half of domestic visitor nights. Response rate from accommodation providers is approximately 73 per cent. The information regarding non respondents is compensated by using similar facilities in similar geographical areas.

- Statistics New Zealand Monthly Visitor Arrivals (Statistics New Zealand)

These data arise from an analysis of all immigration cards completed by international visitors to New Zealand and collected by New Zealand Immigration. It provides a comprehensive database of international visitors at the national level, but provides minimal regional information except for port of entry statistics.

- The New Zealand Domestic Travel Study 1999 (DTS) (Forsyte Research, Auckland)

The DTS provides estimates of the size of the domestic travel market, including day and overnight trips, to a regional level for the year 1999. It also provides estimates of the impacts of direct expenditure and the flow of expenditure between regions. Data represent interviews with over 17,000 New Zealanders. Data analysis for 2000 is scheduled for release in the next two months.

Reliable statistical analyses for visitors to the West Coast are problematic. None of the current national databases provides a complete picture. The IVS, conducted by Tourism New

Zealand, samples 5,000 international visitors annually (0.03% of the total volume of 1.8 million visitors). Of these about 1.5 per cent visit the West Coast. Thus, the total number of respondents in this study who have visited the West Coast may be as low as 45 individuals. At such a small sample size the IVS can point out general trends only.

Statistics New Zealand samples all commercial accommodation with turnover in excess of \$30,000 per annum and registered for GST purposes. Thus, it provides the most robust estimate of visitor trends but may underestimate the more informal commercial accommodation (e.g., farm stays, bed and breakfasts, and informal camping) sector. These can contain significant visitor volumes. Furthermore, visitors staying with 'friends and relatives' are omitted by this survey. The IVS indicates that (by purpose of visit) this might include only 4.5 per cent of the West Coast market (13% nationally), but may be much higher for domestic visitors to the West Coast as 50.2 per cent of domestic visitors nationally stay at the homes of friends and relatives.

A recently released Domestic Travel Study reports domestic travel patterns from 17,000 New Zealanders nationally. Again the size and population density of the West Coast means that regional analyses have high margins of error, although this will be improved by a second year's data due for release later this year. These data can provide a reasonable understanding of domestic travel patterns.

Notwithstanding the above limitations, the Commercial Accommodation Monitor (which records both international and domestic nights in commercial accommodation) is regarded as the most useful benchmark for visitor volumes to the West Coast. This is because of its large sample size (ideally a census of all commercial accommodation providers with turnover in excess of \$30,000 per annum) and ongoing basis. Individual communities and business providers on the West Coast are cautioned as to the general nature of these data, and are advised to undertake more specific investigations<sup>1</sup> to support their decision-making.

## 2.2 Terms and Definitions

There are numerous terms used in the tourism industry to describe behaviour and statistical data. Detailed below is a list of the key usage terms.

- Visitor Numbers (IVS)  
The number of people entering New Zealand or visiting a particular region.
- Visitor Nights (IVS)  
The number of nights spent in a region or accommodation type (e.g., one person spending two nights in a hotel = two visitor nights).
- Guest Nights (Commercial Accommodation Monitor)  
Same as Visitor Nights.

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<sup>1</sup> Readers attention is drawn to separate reports analysing the travel patterns and activities of 2,606 interviewees (Forer et al., 2001), tourist decision-making (Moore et al., 2001) and tourist experiences (Fairweather et al., 2001) which are included in this series.

- **Purpose of Visit (IVS)**  
Describes the reason the person is visiting the country or region. The IVS describes four groups - Business, Holiday, Visiting Friends and Relations (VFR) and Other (conventions, events, leisure).
- **Length of Stay (IVS and Commercial Accommodation Monitor)**  
Identifies how long the visitor stays in the country or region by the number of days or nights.
- **Visitor Expenditure (IVS)**  
Determines how much each visitor spends in New Zealand individually (average of all visitors), by Purpose of Visit or Per Visit.
- **Origin (IVS and The New Zealand Accommodation Survey)**  
Identifies the country (internationally) or region (New Zealand) in which a visitor normally resides.



## Chapter 3 Visitor Arrivals

### 3.1 Domestic Visitors

- Domestic travellers made 658,000 (1.5% of New Zealand total) day trips with the West Coast as their main destination in 1999. Of these, 395,000 were West Coasters travelling elsewhere on the West Coast, and 263,000 originated elsewhere in New Zealand. The intra regional proportion (trips made by travellers within the destination region) was 60 per cent. A total of 477,000 West Coast residents made trips out of the region giving an in/out ratio of 1.38.
- Domestic travellers made a total of 231,000 overnight trips with the West Coast as their main destination in 1999. West Coast residents made 174,000 overnight trips out of the region giving an in/out ratio of 1.33.
- A total of 869,000 person nights (1.5% of New Zealand total) resulted from domestic travellers visiting the West Coast in 1999. This includes 132,000 nights by West Coast residents staying elsewhere on the West Coast. The average trip length to the West Coast as a main destination was 3.3 nights per trip. Overnight trips by West Coast residents outside the region resulted in 531,000 person nights giving an in/out ratio of 1.64.

**Table 1  
Domestic Visitors Within the West Coast**

<b>Day Trips</b>		<b>Overnight Trips</b>	
<b>West Coast Travellers</b>	<b>Other New Zealand Travellers</b>	<b>West Coast Travellers</b>	<b>Other New Zealand Travellers</b>
<b>No.</b>	<b>No.</b>	<b>No.</b>	<b>No.</b>
395,000	263,000	22,000	209,000

Source: DTS

### 3.2 International Visitors

Information is shown quarterly for the previous year.

**Table 2**  
**International Visitors - March 2000-March 2001**

<b>Country</b>	<b>Mar 00 Visitor Numbers</b>	<b>Jun 00 Visitor Numbers</b>	<b>Sep 00 Visitor Numbers</b>	<b>Dec 00 Visitor Numbers</b>	<b>Mar 01 Visitor Numbers</b>	<b>Percentage of Annual Change</b>
<b>Australia</b>	83,636	84,593	82,829	81,930	78,524	-6.1
<b>UK</b>	56,915	60,078	63,980	67,390	72,897	28.1
<b>USA</b>	42,883	47,196	48,016	49,149	50,416	17.5
<b>Germany</b>	23,661	26,057	25,523	26,650	29,495	24.6
<b>Other Countries</b>	22,547	22,296	21,343	25,315	21,647	-4.0
<b>Netherlands</b>	14,163	13,468	14,244	13,547	15,638	10.4
<b>Nordic</b>	13,773	12,136	12,387	14,432	14,306	3.9
<b>Other Central Europe</b>	9,048	9,559	10,338	11,599	14,179	56.7
<b>Canada</b>	10,282	9,353	10,083	11,367	11,223	9.1
<b>Singapore</b>	11,422	11,016	12,316	11,253	10,626	-7.0
<b>Taiwan</b>	3,958	5,672	7,727	8,764	8,310	110.0
<b>Japan</b>	2,829	3,913	3,739	5,862	7,289	157.6
<b>Switzerland</b>	7,057	7,586	7,583	8,214	6,428	-8.9
<b>South Korea</b>	638	714	1,286	1,931	3,495	447.8
<b>Malaysia</b>	1,684	1,397	1,737	2,333	2,665	58.2
<b>Other Sth East Asia</b>	246	246	585	984	1,732	604.0
<b>Other Nth Asia</b>	358	358	644	890	1,300	263.1
<b>Hong Kong</b>	2,015	949	1,235	1,001	542	-73.1
<b>Thailand</b>	1,757	1,069	1,069	737	331	-81.2
<b>Total</b>	<b>308,872</b>	<b>317,656</b>	<b>326,664</b>	<b>343,348</b>	<b>351,044</b>	<b>13.6</b>

Source: IVS

- Visitor numbers have grown by 13.6 per cent to the year ending March 2001. This rate is very close to that shown by the Commercial Accommodation Monitor (including both international and domestic visitors) which shows a 13.4 per cent increase for the same period.
- While the USA market has grown by 17.5 per cent and the UK market by 28.1 per cent there has also been growth in many of the smaller markets (Malaysia, 58.2%; Japan, 157.6%; Taiwan, 110%). This is good news for the West Coast as it indicates a broader growing market rather than reliance on one or two major markets. However, some markets have decreased, including Australia (-6.5%) and Singapore (-9.7%).

## Chapter 4 Purpose of Visit

### 4.1 Domestic Visitors

Information is shown for the West Coast in 1999.

**Table 3  
Domestic Visitors - West Coast**

Category	Overnight Trips 1999	Day Trips 1999 <sup>1</sup>
<b>Business</b>	*35,000	*141,000
<b>Other</b>	*19,000	*40,000
<b>VFR</b>	68,000	*150,000
<b>Holiday/leisure</b>	110,000	327,000
<b>Total</b>	<b>231,000</b>	<b>658,000</b>

Note: 1. Figures include intra regional travellers (i.e., West Coast residents travelling within the West Coast region)

\*Subject to sampling variability in excess of 50%

Source: DTS

- Fifty per cent of domestic travellers (including intra regional travellers) on day trips within the West Coast in 1999 listed holiday as the main purpose of their trip, followed by VFR with 23 per cent and business with 21 per cent.
- Forty-eight per cent of domestic travellers on overnight trips within the West Coast in 1999 listed holiday as the main purpose of their trip, followed by VFR with 29 per cent and business with 15 per cent.

### 4.2 International Visitors

Information is shown quarterly for the previous year.

**Table 4**  
**International Visitors - March 2000-March 2001**

<b>Category</b>	<b>Mar 00 Visitor Numbers</b>	<b>Jun 00 Visitor Numbers</b>	<b>Sep 00 Visitor Numbers</b>	<b>Dec 00 Visitor Numbers</b>	<b>Mar 01 Visitor Numbers</b>	<b>Percentage of Annual Change</b>
<b>Business</b>	6,338	5,647	6,292	5,498	5,456	-13.9
<b>Other</b>	12,113	12,903	15,137	15,862	13,213	9.0
<b>Visit friends/relations</b>	20,869	19,778	18,973	21,276	22,627	8.4
<b>Holiday/vacation</b>	269,548	279,327	286,260	300,713	309,749	14.9
<b>Total</b>	<b>308,868</b>	<b>317,655</b>	<b>326,662</b>	<b>343,349</b>	<b>351,046</b>	<b>13.6</b>

Source: IVS

- Eighty-eight per cent of international visitors to the West Coast listed holiday as the main purpose of their visit, followed by VFR with six per cent.

## Chapter 5 Accommodation

### 5.1 New Zealand Accommodation Survey

The table below provides information from Statistics New Zealand's Accommodation Survey for Tourism West Coast.

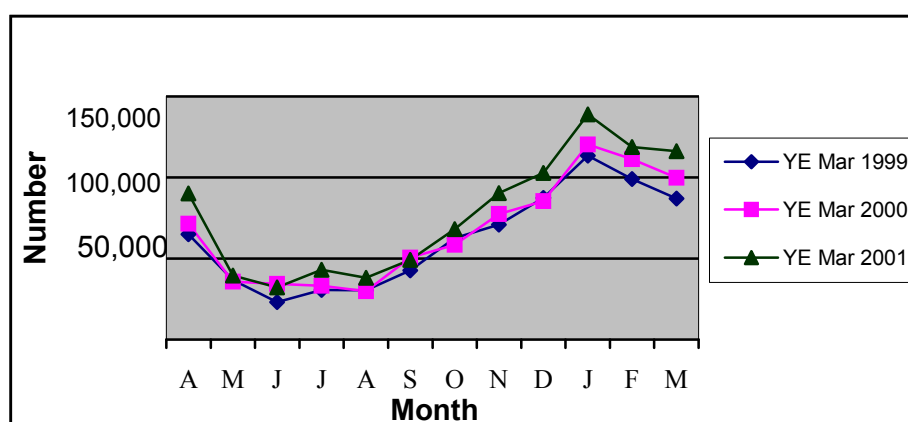
**Table 5  
Accommodation**

Year Ending	No of Establishments	Guest Nights	Length of Stay (nights)
February 1998	142	652,039	1.36
February 1999	156	735,906	1.38
February 2000	159	795,258	1.37
February 2001	163	911,288	1.38

Source: Statistics New Zealand Commercial Accommodation Monitor

- The number of establishments has increased by 15 per cent over the previous four years. Guest nights have also increased by 40 per cent during the same period indicating a solid growth in visitor numbers. Length of stay has remained constant at 1.38 nights.
- Commercial accommodation guest nights (domestic and international) have increased by 14.6 per cent to 911,288 between February 2000 and February 2001. Over the past three years visitor numbers in commercial accommodation have increased at an average annual rate of 13.2 per cent.

**Table 6  
Tourism West Coast Guest Nights**



Source: Statistics New Zealand Accommodation Survey

- Some increases in guest nights were evident over the period June to August for the last year. October to January (some of the busiest months) have shown significant growth in commercial guest nights during the same period.

## 5.2 International Visitor Accommodation (IVS)

As indicated previously, the IVS has a very small sample base and should only be used for general trend data. The following data are based on the IVS.

### 5.2.1 Types of Accommodation Experienced

Information is shown quarterly for the previous year.

**Table 7**  
**Type of Accommodation Experienced**

Type	Mar 00 Visitor Numbers	Jun 00 Visitor Numbers	Sep 00 Visitor Numbers	Dec 00 Visitor Numbers	Mar 01 Visitor Numbers	Percentage of Annual Change
Backpacker/Hostel	72,704	76,378	82,865	89,128	95,359	31.2
Motel	83,699	81,752	82,513	82,831	90,186	7.8
Hotel	76,660	78,717	79,228	83,048	81,704	6.6
Caravan/Campervan	32,692	35,471	36,655	39,660	38,274	17.1
Tent Site	13,355	13,712	13,356	13,557	16,958	27.0
Farm Stay/Homestay	11,850	13,553	12,853	15,862	15,298	29.1
Cabin/Tourist Flat	11,092	8,564	9,489	11,550	11,755	5.9
Private Home/Friends	6,050	6,940	5,985	5,838	5,416	-10.5
Free Camping	4,512	5,500	5,502	5,768	4,349	-3.6
Luxury Lodge	4,632	5,861	5,861	6,414	4,116	-11.1
Student Accom	3,770	3,569	3,336	1,937	2,792	-25.9
National Park/DOC Hut	1,636	1,588	1,856	1,324	1,142	-30.2
In Transit	308	555	247	494	494	60.4
Cruise Ship	286	286	286	286	0	-
Rented Home	776	492	492	219	0	-
<b>Total</b>	<b>324,022</b>	<b>332,938</b>	<b>340,524</b>	<b>357,916</b>	<b>367,844</b>	<b>13.5</b>

Source: IVS

- The number of international visitors using commercial accommodation on the West Coast has increased by 13.5 percent over the last year. Backpacker (95,359), Motel (90,186), and Hotel (81,704) are the most popular accommodation types with international visitors. Backpacker visitor numbers increased by 31 per cent, Motels by eight per cent and Hotels by seven per cent over the last year.

## 5.2.2 Visitor Nights and International Markets

Information is shown quarterly from June 2000 to March 2001.

**Table 8**  
**Visitor Nights and International Markets**

Country	Mar 00 Visitor Nights	Jun 00 Visitor Nights	Sep 00 Visitor Nights	Dec 00 Visitor Nights	Mar 01 Visitor Nights	Percentage of Annual Change
UK	161,040	168,358	175,715	180,235	176,090	9.3
Australia	199,872	181,201	176,337	168,439	141,892	-29.0
USA	117,897	101,587	104,424	108,264	108,124	-8.3
Germany	59,017	67,483	65,886	64,350	70,625	19.7
Other Countries	55,337	54,848	48,816	54,902	44,973	-18.7
Other Central Europe	17,855	18,879	20,173	21,240	41,391	131.8
Netherlands	41,121	39,279	42,920	40,982	40,485	-1.5
Canada	28,331	36,240	38,076	39,009	39,952	41.0
Nordic	36,275	33,078	33,041	38,154	38,932	7.3
Japan	5,324	9,179	9,567	13,447	20,443	284.0
Switzerland	26,226	17,433	17,421	19,746	17,969	-31.5
Other South East Asia	246	246	585	984	17,638	7,067.0
Singapore	18,041	17,462	19,752	17,957	16,777	-7.0
Taiwan	5,111	7,168	9,250	10,287	10,219	99.9
Malaysia	3,369	2,793	3,473	4,667	5,330	58.2
South Korea	638	1,742	2,600	2,600	3,681	477.0
Other North Asia	358	358	644	1,384	1,794	401.1
Hong Kong	4,385	1,719	2,006	1,537	542	-87.6
Thailand	3,083	2,051	2,051	1,719	331	-89.3
<b>Total</b>	<b>783,526</b>	<b>761,104</b>	<b>772,737</b>	<b>789,903</b>	<b>797,189</b>	<b>1.7</b>

Source:IVS

- The IVS indicates that the top four markets; UK (22%); Australia (17.8%); USA (13.6%) and Germany (8.9%); together contribute 62 per cent of all visitor nights. A group of other European countries, and Canada each contribute about five per cent market share. Asian visitors tend to be rare but demonstrate strong (potential) growth albeit small base numbers.
- Collectively the IVS indicates that international visitor nights to the West Coast have increased by 1.7 per cent over the last year, which is considerably less than the 13.6 per cent increase in visitor numbers. This suggests a small decrease in length of stay (i.e., 0.1 or 0.2) can have a significant influence on the number of visitor nights.

### **5.2.3 Visitor Nights Types of Accommodation**

The IVS also reports accommodation visitor nights. As indicated previously the number of respondents visiting the West Coast is very low – and results in correspondingly low data reliability. Key trends for the data presented are:

- Backpacker/Hostel receives the largest proportion of visitor nights with 34 per cent of market share. This recognises the Free Independent Traveller nature of the international visitors to the region and suggests a younger market. This is supported further by the Caravan/Campervan category that has a 8.5 per cent market share of visitor nights.
- Hotels and motels, traditionally associated with tourist accommodation, have decreased their market share between June 2000 and March 2001 by four per cent and five per cent respectively, but still account for nearly one quarter of all visitor nights.
- Informal camping (including caravan/campervan, free camping and tent sites) accounts for 14.7 per cent of market share.

### **5.2.4 Visitor Nights and Average Length of Stay**

Information is shown quarterly from March 2000 to March 2001.

**Table 9**  
**Visitor Nights and Average Length of Stay**

<b>Type</b>	<b>Mar 00 Average Nights</b>	<b>Jun 00 Average Nights</b>	<b>Sep 00 Average Nights</b>	<b>Dec 00 Average Nights</b>	<b>Mar 01 Average Nights</b>
Private Home/Friends	7.4	8.4	9.5	8.7	10.9
Student accom	4.9	2.3	2.3	2.1	3.3
Tent Site	2.8	3.3	3.3	3.1	2.9
Backpacker/Hostel	3.2	3.1	3.0	2.9	2.6
Cabin/Tourist Flat	2.0	2.2	2.2	2.4	2.2
Caravan/Campervan	2.2	2.2	2.2	2.1	2.1
Luxury Lodge	1.8	1.8	1.8	1.9	2.1
National Park/DOC Hut	20.8	4.1	3.8	3.9	2.1
Free Camping	3.4	3.2	3.1	3.2	2.0
Farmstay/Homestay	1.7	1.7	1.7	1.9	1.9
Motel	1.7	1.8	1.7	1.7	1.7
Hotel	1.4	1.4	1.4	1.4	1.5
In Transit	1.0	1.0	1.0	1.0	1.0
Cruise Ship	1.0	1.0	1.0	1.0	-
Don't Know	-	-	-	-	-
Other	-	-	-	-	-
Rented Home	35.8	4.4	4.4	5	-
Time share	-	-	-	-	-
Yacht/Boat	-	-	-	-	-
<b>Average</b>	<b>6.1</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>	<b>2.8</b>

Source: IVS

- Figures for the March 2000 quarter are inflated by very high numbers for Rented Home and National Park/DoC Hut categories which may not give an accurate indication of average length of stay for this quarter
- The average length of stay for international visitors to the West Coast remained constant at 2.8 nights between June 2000 and December 2000.



## **Chapter 6**

### **Expenditure**

#### **6.1 Domestic Visitor Expenditure**

- Domestic visitors on day trips with the West Coast as their main destination in 1999 (including intra regional travellers) spent a total of \$43,689,000 (1.5% of the New Zealand total). West Coast residents spent a total of \$29,888,000 on day trips outside the region giving an in/out expenditure ratio of 1.46. Expenditure averaged \$66 per day trip with food (30.9%), transport (28.1%) and “other shopping” (27.4%) accounting for most expenditure.
- Domestic visitors on overnight trips with the West Coast as their main destination in 1999 spent a total of \$59,549,000 (1.5% of the New Zealand total). West Coast residents spent a total of \$34,427,000 on overnight trips outside the region giving an in/out expenditure ratio of 1.05. Nightly expenditure averaged \$69 per trip with food (29.7%), accommodation (26.7%) and transport (22.4%) accounting for most expenditure.
- Total expenditure by domestic visitors within the West Coast in 1999 was \$103,238,000 (1.5% of the New Zealand total). Overnight trips comprised 57.7 per cent of total domestic visitor expenditure on the West Coast.

#### **6.2 International Visitor Expenditure**

There are some severe limitations to the expenditure information provided by the International Visitor Survey undertaken by Tourism New Zealand, especially regarding the regional breakdowns, and small regions (such as the West coast) in particular. These include:

- The sample of visitors is very small at 5,000 per annum (0.3% of all international visitors).
- Expenditure is estimated on a per ‘day’ basis whereas length of stay is determined on a per ‘night’ basis. By using the per night basis there is potential to over or underestimate the total expenditure by visitors on the West Coast.
- Visitor expenditure is calculated as a mean on a daily basis for their time in New Zealand. As expenditure will vary from one location to another, the mean daily expenditure is likely to vary widely (e.g., Queenstown and Invercargill). Therefore, if an RTO was to take the mean expenditure for the Australian market in New Zealand, for example, as being indicative of expenditure in their region, they are likely to encounter either an over or under estimate of actual visitor expenditure.
- Interpreting the data is further complicated because the reason for the visit also influences mean daily expenditure by visitors. For example, the mean daily expenditure for Australian business visitors was \$259 for the year ending December 1999. For other Australian visitors the mean daily expenditure was \$168 (holiday), \$73 (VFR) and \$80 (others). For Tourism West Coast to accurately assess the international visitor

expenditure in its region, it must know the number of visitors from each market, the purpose of visit, the length of stay and the actual expenditure on goods and services in their region. While the number of visitors and the length of stay are known the other two variables are not. On this basis any assessment of visitor expenditure for Tourism West Coast using national expenditure is inaccurate and its potential to be used as a 'benchmark' performance measure is in doubt.

- Given the above caveats the following table should be read as a guide only. In our estimation daily expenditure on the West Coast is likely to be below the national average, as tourist activity is largely 'touring' with relatively few high cost activities, accommodation, or shopping opportunities.

The table below provides an assessment of visitor expenditure for each market.

**Table 10**  
**International Visitor Expenditure**  
**(Year Ending March 2001)**

<b>Country</b>	<b>West Coast Visitor Numbers</b>	<b>West Coast Visitor Nights</b>	<b>West Coast Average Length of Stay (Nights)</b>	<b>New Zealand Mean Expenditure Per Person Per Day (\$)</b>	<b>Total \$M</b>
<b>Australia</b>	78,524	141,892	1.8	152	21,567,584
<b>Canada</b>	11,223	39,952	3.6	124	4,954,048
<b>Germany</b>	29,495	70,625	2.4	122	8,616,250
<b>Hong Kong</b>	542	542	1.0	202	109,484
<b>Japan</b>	7,289	20,443	2.8	283	5,785,369
<b>Netherlands</b>	15,638	40,485	2.6	133	5,384,505
<b>Other</b>	21,647	44,973	2.1	126	5,666,598
<b>Singapore</b>	10,626	16,777	1.6	126	2,113,902
<b>South Korea</b>	3,495	3,681	2.1	126	463,806
<b>Taiwan</b>	8,310	10,219	1.2	126	1,287,594
<b>UK</b>	72,897	176,090	2.4	134	23,596,060
<b>USA</b>	50,416	108,124	2.1	288	31,139,712
<b>Total</b>	<b>310,102</b>	<b>673,803</b>	<b>2.1</b>	<b>162</b>	<b>110,684,912</b>

Source: IVS

Note: Not all markets are included in the IVS expenditure data.

## References

Forsyte Research (2000). *New Zealand Domestic Travel Study 1999*. Auckland: Forsyte Research

New Zealand Tourism Board (NZTB) (2001). *New Zealand International Visitors Survey*. Wellington, Market Research, Tourism New Zealand.

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## Appendix 1 IVS Unweighted Sample Size

Country (Year Ended March 2000)	Number
Australia	1,403
USA	713
Canada	174
UK	790
Nordic	111
Germany	189
Switzerland	50
Netherlands	97
Other Central Europe	112
Japan	672
South Korea	66
Taiwan	228
Hong Kong	187
Other North Asia	76
Singapore	112
Malaysia	44
Thailand	52
Other South East Asia	56
Other Countries	371
<b>Total</b>	<b>5,503</b>