



# Commercial Accommodation Monitor:

## January 2019

Taranaki

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# Preface

Commercial Accommodation Monitor: January 2019 – Taranaki presents comprehensive and impartial information on short-term commercial accommodation for the Taranaki Regional Tourism Organisation (RTO) area, from the Accommodation Survey. This survey is run by Stats NZ on behalf of the Ministry of Business, Innovation & Employment.

The data relates to the areas covered by the following local authorities:

- New Plymouth District
- South Taranaki District
- Stratford District

Comparisons of monthly data with the same month of the previous year need to be treated with caution, as data for one period may be influenced by events for which there is no equivalent in the previous period (eg Chinese New Year, Easter).

More data and commentary is available on the stats NZ website ([www.stats.govt.nz](http://www.stats.govt.nz)).

The February 2019 monitor will be released on 15 April 2019.

Liz MacPherson

**Government Statistician**

## Standards and further information

### Percentage changes

Percentage movements are, in a number of cases, calculated using data of greater precision than that published. This could result in slight variations.

### Rounding procedures

On occasion, figures are rounded to the nearest thousand or some other convenient unit. This may result in a total disagreeing slightly with the total of the individual items as shown in tables. Where figures are rounded the unit is in general expressed in words below the table headings, but where space does not allow this the unit may be shown as (000) for thousands, etc.

### Source

All data is compiled by Stats NZ, except where otherwise stated. Both administrative and survey data has been used in this report.

### Liability

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# 1 Highlights

## Monthly highlights

In January 2019 compared with January 2018:

- Guest nights rose 1.0 percent to 93,399
- International guest nights fell 5.6 percent to 15,851
- Domestic guest nights rose 2.4 percent to 77,548
- The average length of stay rose from 2.46 nights to 2.47 nights
- The overall occupancy rate rose from 51.2 percent to 52.1 percent
- The occupancy rate, excluding holiday parks, was 49.5 percent in January 2019
- Accommodation capacity, excluding holiday parks, rose 4.7 percent.

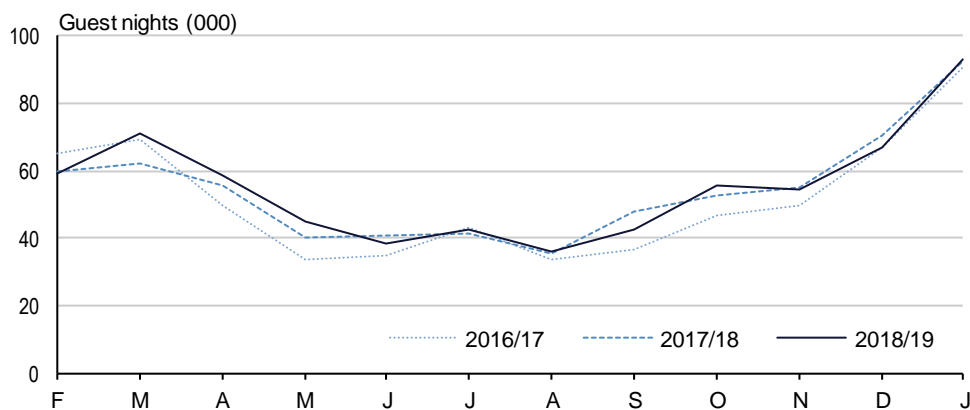
## Response rates for January 2019

The response rate for the Taranaki RTO area was 83 percent for January 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 77 percent.

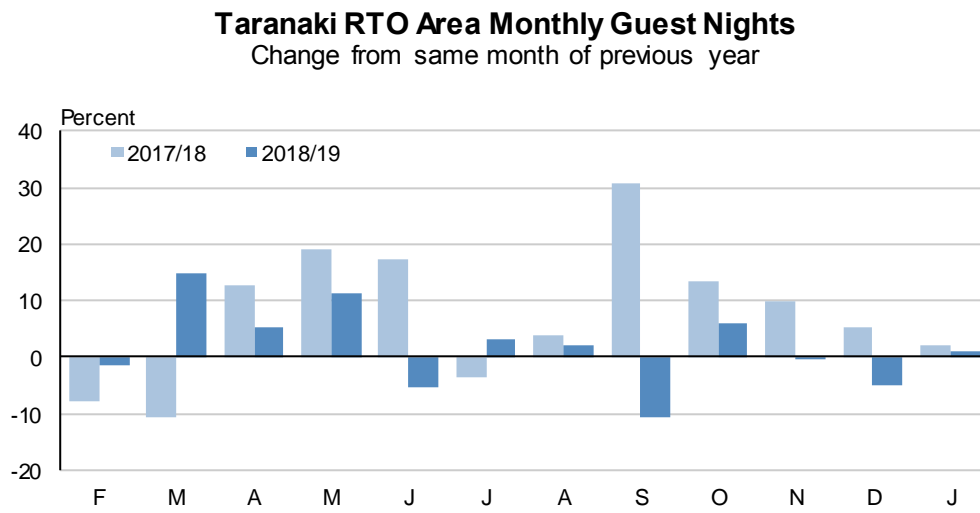
Figure 1.1

### Taranaki RTO Area Monthly Guest Nights



Source: Stats NZ

Figure 1.2



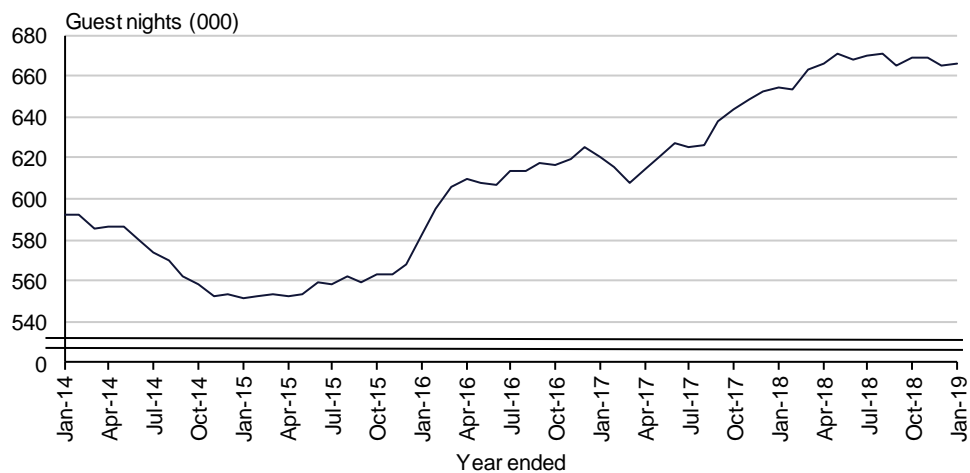
Source: Stats NZ

## Year ended highlights

For the year ended January 2019 compared with the previous year:

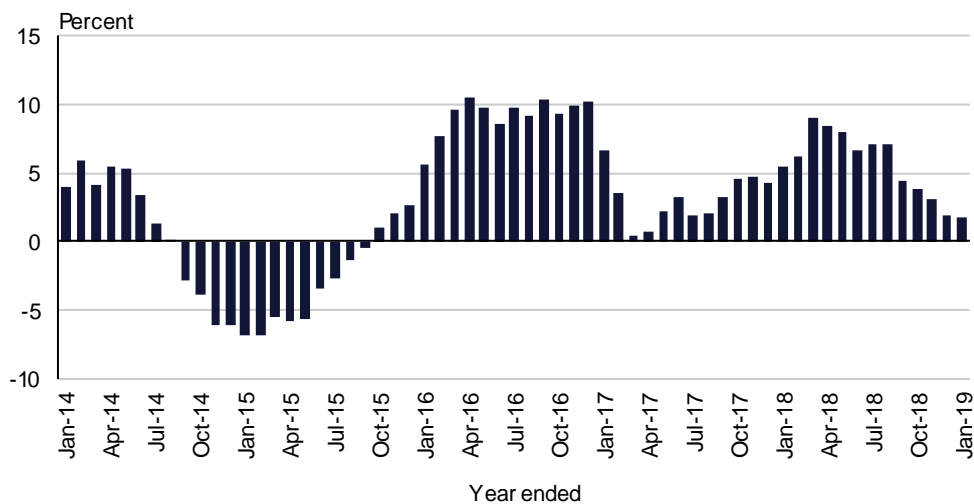
- Guest nights rose 1.8 percent to 665,945
- International guest nights fell 4.1 percent to 117,865
- Domestic guest nights rose 3.1 percent to 548,080
- The average length of stay rose from 2.08 nights to 2.15 nights
- The overall occupancy rate fell from 37.8 percent to 37.6 percent
- The occupancy rate, excluding holiday parks, was 49.0 percent for the year ended January 2019
- Accommodation capacity, excluding holiday parks, rose 6.1 percent.

Figure 1.3

**Taranaki RTO Area Annual Guest Nights**

Source: Stats NZ

Figure 1.4

**Taranaki RTO Area Annual Guest Nights**  
Change from previous year

Source: Stats NZ

## 2 Accommodation variables

In January 2019, compared with January 2018, there was an increase of 1.0 percent in total guest nights for the Taranaki RTO area. Backpackers had the largest increase, followed by holiday parks. Hotels had the largest decrease.

For the year ended January 2019, compared with the previous January year, total guest nights for the Taranaki RTO area increased 1.8 percent. Backpackers had the largest increase, followed by hotels. Motels had the only decrease.

See table 2.1 for comparisons of data across the main accommodation variables.

Table 2.1

**Taranaki Accommodation Variables**

*By accommodation type*  
*Monthly and year ended<sup>(1)(2)</sup>*

Accommodation type	Monthly			Annual		
	January		Percentage change	Year ended		Percentage change
	2018	2019		January 2018	January 2019	
Guest nights						
Total guest nights	92,501	93,399	1.0	654,398	665,945	1.8
International	16,800	15,851	-5.6	122,964	117,865	-4.1
Domestic	75,701	77,548	2.4	531,434	548,080	3.1
Hotels	16,957	15,128	-10.8	162,475	164,842	1.5
Motels/apartments	29,481	28,765	-2.4	269,280	269,116	-0.1
Backpackers	3,864	5,608	45.1	36,569	45,083	23.3
Holiday parks	42,198	43,898	4.0	186,074	186,904	0.4
Occupancy rates <sup>(3)</sup> (%)						
Hotels	52.0	46.7	-10.1	49.6	51.6	3.9
Motels/apartments	57.8	56.5	-2.3	54.6	53.9	-1.3
Backpackers	33.9	38.1	12.4	35.0	32.1	-8.0
Holiday parks	50.8	55.9	10.1	21.5	21.2	-1.3
Total	51.2	52.1	1.6	37.8	37.6	-0.5
Total excluding holiday parks <sup>(4)</sup>	51.6	49.5	-4.0	49.8	49.0	-1.5
Average length of stay <sup>(5)</sup>						
Hotels	1.94	2.07	6.9	1.82	1.89	3.9
Motels/apartments	1.83	1.82	-0.6	1.89	1.94	2.5
Backpackers	2.55	2.95	15.5	2.47	2.62	5.9
Holiday parks	3.73	3.43	-8.2	2.76	2.81	1.6
Total	2.46	2.47	0.6	2.08	2.15	3.1
Guest arrivals						
Hotels	8,755	7,305	-16.6	89,507	87,436	-2.3
Motels/apartments	16,077	15,787	-1.8	142,438	138,842	-2.5
Backpackers	1,513	1,900	25.6	14,781	17,204	16.4
Holiday parks	11,298	12,807	13.4	67,314	66,560	-1.1
Total	37,643	37,798	0.4	314,040	310,042	-1.3
Establishments						
Hotels	18	19	5.6	18	19	5.6
Motels/apartments	46	46	0.0	46	46	0.0
Backpackers	5	6	20.0	5	6	20.0
Holiday parks	13	13	0.0	13	13	0.0
Total	82	84	2.4	82	84	2.4
Capacity <sup>(6)</sup>						
Hotels	18,569	18,879	1.7	218,635	220,475	0.8
Motels/apartments	24,831	25,327	2.0	286,385	293,739	2.6
Backpackers	9,300	10,974	18.0	90,360	117,762	30.3
Holiday parks	37,882	36,456	-3.8	434,379	437,685	0.8
Total	90,582	91,636	1.2	1,029,759	1,069,661	3.9

(1) Reclassifications, new businesses, ceased businesses, and temporary closures may affect figures.

(2) Irregular events, such as airshow s and Easter, may affect percentage changes and other figures.

(3) Occupancy rates are calculated as the ratio of used stay-unit nights to available stay-unit nights.

(4) Holiday parks often have high capacity and can mislead when included in total occupancy rates.

(5) Average length of stay is calculated as the ratio of guest nights to guest arrivals.

(6) Capacity is calculated as the number of available stay-units multiplied by the number of days in the month.

**Symbol:**

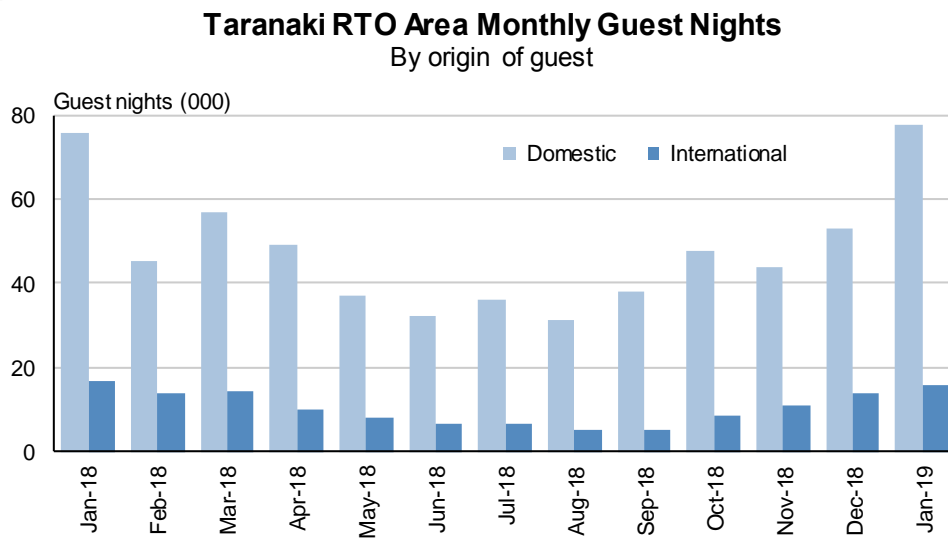
C confidential

### 3 Origin of guests

In January 2019, international guests accounted for 17 percent of all guest nights in the Taranaki RTO area. When compared with January 2018, the number of international guest nights spent in the area in January 2019 was down 5.6 percent to 15,851. Domestic guest nights increased 2.4 percent, to 77,548, for the same period.

The proportion of the origin-of-guest estimate from actual data was 77 percent for January 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

**Taranaki and New Zealand Monthly Guest Nights***By origin of guest*

		Taranaki RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Jan	75,701	16,800	92,501	2,851,307	2,117,813	4,969,120
	Feb	45,179	13,932	59,112	1,938,307	2,092,637	4,030,944
	Mar	57,008	14,311	71,318	2,180,388	1,996,067	4,176,455
	Apr	49,182	9,760	58,942	1,860,719	1,569,372	3,430,091
	May	37,145	7,859	45,004	1,493,682	1,047,474	2,541,156
	Jun	32,183	6,329	38,511	1,443,331	824,407	2,267,738
	Jul	36,262	6,645	42,907	1,688,075	989,310	2,677,385
	Aug	31,013	5,051	36,063	1,571,502	952,679	2,524,181
	Sep	37,960	4,923	42,883	1,701,704	1,046,180	2,747,884
	Oct	47,564	8,405	55,970	1,954,146	1,314,205	3,268,352
	Nov	44,034	10,764	54,798	1,804,941	1,730,166	3,535,107
	Dec	53,003	14,036	67,039	2,289,702	1,908,866	4,198,568
2019	Jan	77,548	15,851	93,399	2,879,204	2,088,517	4,967,720
Percent change from the current month of the previous year							
		2.4	-5.6	1.0	1.0	-1.4	0.0
Year ended							
January 2018		531,434	122,964	654,398	22,231,557	17,302,538	39,534,095
January 2019		548,080	117,865	665,945	22,805,700	17,559,881	40,365,581
Percent change from previous year							
		3.1	-4.1	1.8	2.6	1.5	2.1

(1) Regional tourism organisation

## 4 National results

In January 2019, a total of 4,968,000 guest nights were spent in short-term commercial accommodation in New Zealand, relatively unchanged (0.0 percent) from 4,969,000 nights in January 2018. The North Island recorded an increase (up 22,000 or 0.8 percent) while the South Island recorded a decrease (down 24,000 or 1.1 percent).

The accommodation types recorded mixed results in guest nights in January 2019, compared with January 2018. Backpackers had the largest decrease in guest nights (down 25,000 or 4.2 percent), followed by hotels (relatively unchanged down 2,000 or 0.1 percent). Holiday parks had the largest increase in guest nights (up 14,000 or 0.8 percent), followed by motels (up 11,000 or 0.9 percent).

For the year ended January 2019, there were 40,366,000 guest nights, an increase of 831,000 (2.1 percent) from the previous January year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

### Taranaki and New Zealand Guest Nights

*By accommodation type  
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2017	2018	2019	2017 to 2018	2018 to 2019
<b>January month</b>					
<b>Taranaki RTO area</b>					
Hotels	18,296	16,957	15,128	-7.3	-10.8
Motels	29,968	29,481	28,765	-1.6	-2.4
Backpackers	4,457	3,864	5,608	-13.3	45.1
Holiday parks	37,754	42,198	43,898	11.8	4.0
Total	90,475	92,501	93,399	2.2	1.0
<b>New Zealand</b>					
Hotels	1,310,167	1,388,775	1,386,816	6.0	-0.1
Motels	1,368,206	1,321,337	1,332,732	-3.4	0.9
Backpackers	593,516	579,891	555,372	-2.3	-4.2
Holiday parks	1,627,566	1,679,117	1,692,800	3.2	0.8
Total	4,899,455	4,969,120	4,967,720	1.4	0.0
<b>Year ended January</b>					
<b>Taranaki RTO area</b>					
Hotels	153,625	162,475	164,842	5.8	1.5
Motels	259,942	269,280	269,116	3.6	-0.1
Backpackers	41,242	36,569	45,083	-11.3	23.3
Holiday parks	165,855	186,074	186,904	12.2	0.4
Total	620,664	654,398	665,945	5.4	1.8
<b>New Zealand</b>					
Hotels	13,583,699	14,011,409	14,455,060	3.1	3.2
Motels	12,157,155	12,312,320	12,494,615	1.3	1.5
Backpackers	5,162,619	5,196,435	5,036,791	0.7	-3.1
Holiday parks	7,652,988	8,013,932	8,379,116	4.7	4.6
Total	38,556,462	39,534,095	40,365,581	2.5	2.1

## 5 Regional comparison

In January 2019, Rotorua recorded the largest decrease in guest nights (down 20,000 or 7.3 percent) from January 2018. This was followed by West Coast (down 13,000 or 7.0 percent), Dunedin (down 8,000 or 8.1 percent), Central Otago (down 8,000 or 10.6 percent), and Wanaka (down 7,000 or 4.8 percent).

Auckland recorded the largest increase (up 21,000 or 3.0 percent), followed by Coromandel (up 17,000 or 9.1 percent), Waikato (up 16,000 or 10.0 percent), Mackenzie (up 8,000 or 7.9 percent), and Queenstown (up 4,000 or 1.0 percent).

Table 5.1

**Regional Tourism Organisation Areas' Monthly Guest Nights***By origin of guest*

RTO area	January guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	267,363	269,735	0.9	101,824	96,035	-5.7	369,187	365,770	-0.9
Auckland	355,679	356,626	0.3	352,664	373,060	5.8	708,344	729,686	3.0
Coromandel	145,100	166,121	14.5	44,167	40,349	-8.6	189,267	206,470	9.1
Waikato	109,401	126,199	15.4	46,787	45,656	-2.4	156,188	171,855	10.0
Bay of Plenty	140,258	132,045	-5.9	33,619	35,361	5.2	173,877	167,406	-3.7
Rotorua	141,896	139,839	-1.4	138,883	120,569	-13.2	280,780	260,408	-7.3
Taupo	91,002	91,420	0.5	61,721	56,300	-8.8	152,723	147,720	-3.3
Whakatane-Kawerau	55,549	53,718	-3.3	10,648	6,768	-36.4	66,196	60,485	-8.6
Gisborne	60,628	64,368	6.2	8,863	8,628	-2.7	69,491	72,995	5.0
Taranaki	75,701	77,548	2.4	16,800	15,851	-5.6	92,501	93,399	1.0
Hawke's Bay	125,345	129,854	3.6	44,936	40,007	-11.0	170,281	169,860	-0.2
Ruapehu	25,738	22,928	-10.9	24,956	26,237	5.1	50,694	49,165	-3.0
Manawatu	37,194	40,568	9.1	8,445	7,313	-13.4	45,639	47,881	4.9
Whanganui	17,397	18,850	8.4	5,313	4,442	-16.4	22,711	23,292	2.6
Wairarapa	26,958	29,696	10.2	7,320	6,035	-17.6	34,278	35,731	4.2
Kapiti-Horowhenua	32,788	34,351	4.8	5,783	6,396	10.6	38,571	40,748	5.6
Wellington	144,837	149,214	3.0	95,996	91,702	-4.5	240,834	240,917	0.0
Marlborough	54,262	56,816	4.7	47,036	45,998	-2.2	101,298	102,814	1.5
Nelson-Tasman	190,065	186,586	-1.8	88,022	86,344	-1.9	278,087	272,930	-1.9
Canterbury	218,176	218,468	0.1	216,075	218,984	1.3	434,250	437,452	0.7
Hurunui	34,678	34,338	-1.0	15,493	17,498	12.9	50,171	51,836	3.3
Mackenzie	31,582	34,645	9.7	69,148	74,064	7.1	100,730	108,709	7.9
Timaru	28,508	26,236	-8.0	12,478	12,112	-2.9	40,985	38,348	-6.4
West Coast	70,164	57,220	-18.4	119,188	118,964	-0.2	189,352	176,184	-7.0
Wanaka	69,987	63,605	-9.1	67,581	67,347	-0.3	137,568	130,951	-4.8
Queenstown	96,673	105,235	8.9	279,006	274,303	-1.7	375,679	379,538	1.0
Waitaki	39,182	36,496	-6.9	24,285	26,399	8.7	63,468	62,894	-0.9
Central Otago	58,683	53,568	-8.7	14,546	11,878	-18.3	73,229	65,446	-10.6
Dunedin	47,656	46,344	-2.8	49,687	43,142	-13.2	97,343	89,487	-8.1
Clutha	5,862	7,131	21.7	4,857	5,291	8.9	10,718	12,422	15.9
Fiordland	25,256	26,674	5.6	75,792	78,182	3.2	101,048	104,856	3.8
Southland	27,738	22,761	-17.9	25,894	27,301	5.4	53,632	50,062	-6.7
<b>Total</b>	<b>2,851,307</b>	<b>2,879,204</b>	<b>1.0</b>	<b>2,117,813</b>	<b>2,088,517</b>	<b>-1.4</b>	<b>4,969,120</b>	<b>4,967,720</b>	<b>0.0</b>

Table 5.2

**Regional Tourism Organisation Areas' Monthly Occupancy Rates<sup>(1)</sup>***By accommodation type*

RTO area	January 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	68.0	73.7	58.0	44.9	53.6	67.3
Auckland	77.4	63.3	63.9	40.7	67.7	71.5
Coromandel	60.4	71.6	37.0	48.1	50.4	55.9
Waikato	56.6	66.2	63.5	41.1	54.7	62.9
Bay of Plenty	63.2	74.1	50.6	47.8	55.3	62.6
Rotorua	81.9	76.9	39.1	49.8	60.8	63.8
Taupo	72.8	75.0	60.7	35.0	57.9	69.2
Whakatane-Kawerau	C	72.8	C	C	42.4	C
Gisborne	C	77.0	C	32.1	42.1	65.6
Taranaki	46.7	56.5	38.1	55.9	52.1	49.5
Hawke's Bay	76.1	81.0	57.4	51.0	64.4	73.1
Ruapehu	56.8	36.5	24.9	52.2	37.9	35.1
Manawatu	35.1	49.9	C	C	38.9	C
Whanganui	C	53.9	65.1	C	43.5	C
Wairarapa	C	62.5	C	26.5	38.3	53.9
Kapiti-Horowhenua	C	59.1	C	30.7	33.9	38.4
Wellington	70.2	66.5	C	C	62.9	C
Marlborough	74.9	77.1	51.9	45.1	58.4	67.1
Nelson-Tasman	67.9	72.9	68.6	53.8	61.4	70.3
Canterbury	73.3	68.0	51.1	35.7	55.0	64.4
Hurunui	C	65.9	C	35.5	45.6	54.0
Mackenzie	C	74.9	C	67.5	75.2	79.1
Timaru	C	63.9	C	32.4	42.4	56.4
West Coast	59.2	67.1	50.9	45.8	55.0	58.7
Wanaka	71.9	89.3	72.7	59.4	67.5	76.6
Queenstown	84.4	77.7	74.0	56.0	76.4	79.6
Waitaki	47.4	66.1	47.0	11.3	20.0	54.7
Central Otago	C	83.0	C	28.8	38.1	66.6
Dunedin	57.9	64.6	43.1	51.8	56.1	57.2
Clutha	C	54.5	C	28.9	39.7	50.4
Fiordland	C	78.0	C	61.8	68.9	72.9
Southland	52.0	51.5	44.2	28.5	42.8	49.4
<b>Total</b>	71.6	68.3	54.9	41.4	56.7	65.5

(1) Occupancy rates are calculated as the ratio of stay unit nights to monthly capacity.

(2) Occupancy rates excluding holiday parks are included because the capacity of holiday parks can distort the total occupancy rates.

**Symbols:**

C confidential

... not applicable

## 6 Local authority area results

Table 6.1 shows results for the individual local authority areas in the Taranaki RTO area.

Table 6.1

### Local Authority and Taranaki Accommodation Results<sup>(1)</sup>

Accommodation type	January 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
New Plymouth District					
Hotels	11	15,562	14,415	2.10	54.00
Motels	30	17,701	23,250	1.84	62.34
Backpackers	5	9,300	C	C	C
Holiday parks	8	24,676	C	C	C
<b>Total</b>	54	67,239	74,735	2.44	57.40
Stratford and South Taranaki Districts					
Hotels	8	3,317	713	1.59	12.59
Motels	16	7,626	5,515	1.77	42.92
Backpackers	1	1,674	C	C	C
Holiday parks	5	11,780	C	C	C
<b>Total</b>	30	24,397	18,663	2.62	37.32
Taranaki Regional Tourism Organisation area					
Hotels	19	18,879	15,128	2.07	46.72
Motels	46	25,327	28,765	1.82	56.50
Backpackers	6	10,974	5,608	2.95	38.09
Holiday parks	13	36,456	43,898	3.43	55.92
<b>Total</b>	84	91,636	93,399	2.47	52.05

(1) The Accommodation Survey is designed at the regional (RTO by accommodation type) level to meet data quality standards. Care should therefore be taken with data at the local authority level.

**Symbol:**

C confidential

... not applicable

## 7 Accommodation Survey technical notes

### Data source

We collect data from accommodation providers or their representatives each month, mostly via a postal survey.

### Coverage

The Accommodation Survey covers most short-term commercial accommodation in New Zealand.

The target population for this survey is all accommodation providers with the following characteristics:

- operating on a commercial basis
- providing mainly short-term (less than one month) accommodation
- economically significant (generally meaning being GST-registered and having a turnover of at least \$30,000 per year)
- included in class 4400 (accommodation) or class 4520 (pubs, taverns, and bars) in ANZSIC06 (Australian and New Zealand Standard Industrial Classification 2006)
- classified to 'hotels', 'motels', 'backpacker accommodation', or 'holiday parks'.

Excluded:

- hosted accommodation (such as 'bed & breakfast' establishments)
- marine vessels (such as cruise ships)
- private dwellings
- tramping huts (non-commercial)
- event-specific accommodation (such as temporary campervan parks)
- businesses that cease operation or no longer provide short-term commercial accommodation
- businesses that temporarily shut down (eg for renovations) – we remove them from the survey until they re-open.

### Accommodation type classification

The predominant capacity provided by a business determines the accommodation type. For instance, if the business provides both motel and camping ground accommodation, but the majority of its stay units are motel rooms, then we classify it as a motel. We use the New Zealand Accommodation Classification, broadly defined below:

- hotels (including resorts)
- motels (including motor inns and serviced apartments)
- backpacker accommodation (including short-stay hostels)
- holiday parks (including caravan parks and camping grounds).

### Confidentiality

'C' symbols are used in the tables where information has been suppressed. We do not release data from individual businesses.

## Changes to survey content

Establishments may change the way they operate over time. If they do, they may be reclassified from one accommodation type to another. For example, if a holiday park adds sufficient motel units that it is operating more as a motel than a holiday park, it will be subject to reclassification to the 'motels' accommodation type. This type of change will tend to reduce surveyed guest nights and other figures for holiday parks (because there would be one fewer holiday park) while boosting guest nights and other figures for motels (because there would be one more motel).

Guest night and other movements, where the latest month is compared with the same month of the previous year, are affected for 12 months from the time that any reclassification is done. After 12 months, the reclassified establishment will appear in the same accommodation type in both comparison months.

Reclassifications of establishments are not the only changes that affect survey content and figures for the Accommodation Survey:

- When establishments temporarily cease operations, we take them out of the survey until they re-open. These changes affect figures for the number of establishments and available capacity.
- Businesses that start up, shut down, or move into or out of the short-term commercial accommodation industry also affect survey figures.

## Survey errors

This survey aims for 100 percent coverage of the accommodation businesses in New Zealand (a full census). However, in practice, the overall response rate is usually between 76 and 80 percent. We estimate values for the remaining units based on the characteristics of similar establishments in the same or similar regions. This introduces unknown errors into the estimates, and users of the data should bear this in mind. The size of these unknown errors is difficult to quantify.

Other errors include respondent error, and errors in coverage, classification, and processing. Our editing processes identify and remove many errors, but some will likely remain. We cannot quantify the effect of the remaining errors.

## Comparability

Accommodation Survey statistics are not always on the same basis as statistics from other sources. For example, 'average length of stay' in the Accommodation Survey is for all guests (domestic plus international), but in the [International Visitor Arrivals to New Zealand](#) reports, it is only for international guests.

## More information

For further information on the Accommodation Survey, refer to webpage <https://www.stats.govt.nz/topics/accommodation>