



Commercial Accommodation Monitor:

August 2019

Rotorua

[newzealand.govt.nz](https://www.newzealand.govt.nz)

Reproduction of material

Material in this report may be reproduced and published, provided that it does not purport to be published under government authority and that acknowledgement is made of this source.

Citation

Stats NZ (2019). *Commercial Accommodation Monitor: August 2019– Rotorua*. Wellington: Stats NZ.

Published in October 2019 by

Stats NZ
Tatauranga Aotearoa
Wellington, New Zealand

Preface

Commercial Accommodation Monitor: August 2019 – Rotorua presents comprehensive and impartial information on short-term commercial accommodation for the Rotorua 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 authority:

- Rotorua 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).

The September 2019 monitor will be released on 14 November 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

While all care and diligence has been used in processing, analysing and extracting data and information in this report, Stats NZ gives no warranty it is error free and will not be liable for any loss or damage suffered as a result of the use, directly or indirectly, of information in this report.

Stats NZ Information Centre

For help finding and using statistical information available on our website, contact the Information Centre:

Email:	info@stats.govt.nz
Phone toll-free:	0508 525 525
Phone international:	+64 4 931 4600
Fax:	+64 4 931 4610
Post:	P O Box 2922, Wellington 6140, New Zealand
Website:	www.stats.govt.nz

Contact for the Commercial Accommodation Monitor

Danielle Barwick or Mark Darbyshire
Wellington 04 931 4600
Email: info@stats.govt.nz

Contents

List of tables and figures	vi
1 Highlights	1
Monthly highlights	1
Year ended highlights	2
2 Accommodation variables	4
3 Origin of guests	6
4 National results	8
5 Regional comparison	9
6 Accommodation Survey technical notes	12

List of tables and figures

Tables by chapter

2 Accommodation variables

2.1 Rotorua accommodation variables by accommodation type.....	5
--	---

3 Origin of guests

3.1 Rotorua and New Zealand monthly guest nights by origin of guest.....	7
--	---

4 National results

4.1 Rotorua and New Zealand guest nights by accommodation type.....	8
---	---

5 Regional comparison

5.1 Regional tourism organisation areas' monthly guest nights by origin of guest.....	10
5.2 Regional tourism organisation areas' monthly occupancy rates by accommodation type	11

Figures by chapter

1 Highlights

1.1 Rotorua RTO area monthly guest nights.....	1
1.2 Rotorua RTO area monthly guest nights, change from same month of previous year	2
1.3 Rotorua RTO area annual guest nights.....	3
1.4 Rotorua RTO area annual guest nights, change from previous year.....	3

3 Origin of guests

3.1 Rotorua RTO area monthly guest nights, by origin of guest.....	6
--	---

1 Highlights

Monthly highlights

In August 2019 compared with August 2018:

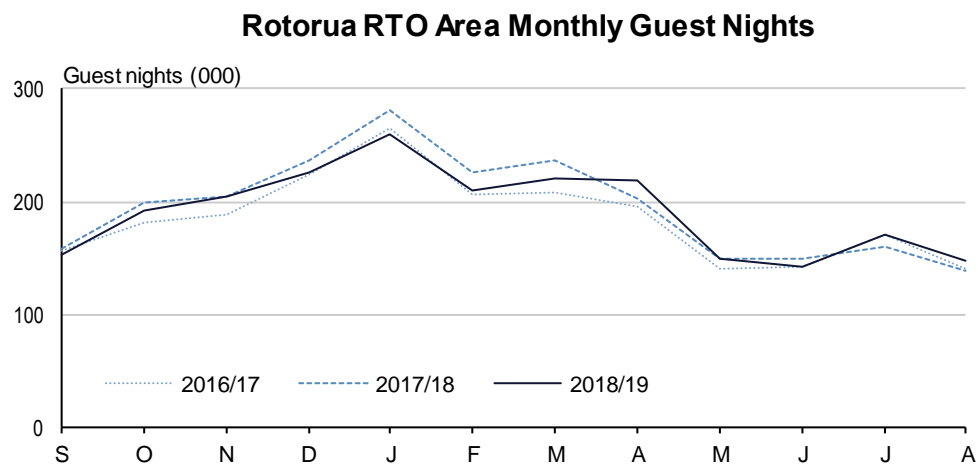
- Guest nights rose 5.3 percent to 146,867
- International guest nights rose 11.0 percent to 52,248
- Domestic guest nights rose 2.5 percent to 94,618
- The average length of stay rose from 1.85 nights to 1.87 nights
- The overall occupancy rate rose from 37.4 percent to 38.9 percent
- The occupancy rate, excluding holiday parks, was 44.9 percent in August 2019
- Accommodation capacity, excluding holiday parks, fell 0.9 percent.

Response rates for August 2019

The response rate for the Rotorua RTO area was 79 percent for August 2019. However, backpacker accommodation had a much lower response rate, which may affect the reliability of their data.

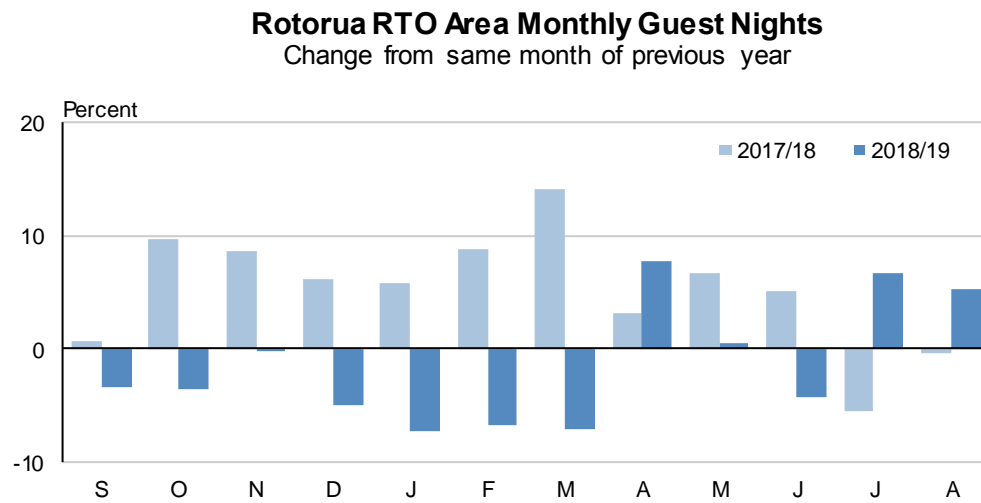
The proportion of the origin-of-guest estimate from unadjusted data was 83 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



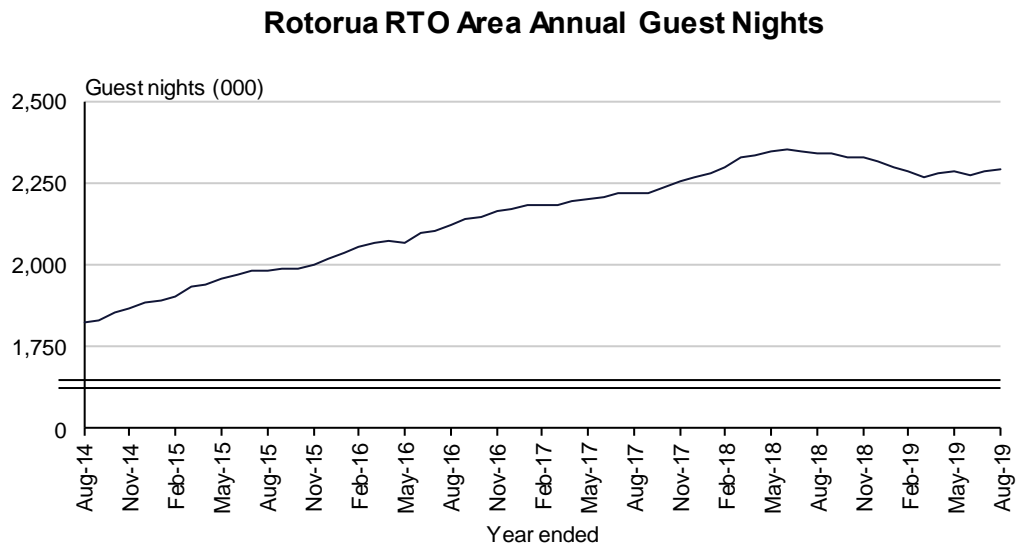
Source: Stats NZ

Year ended highlights

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

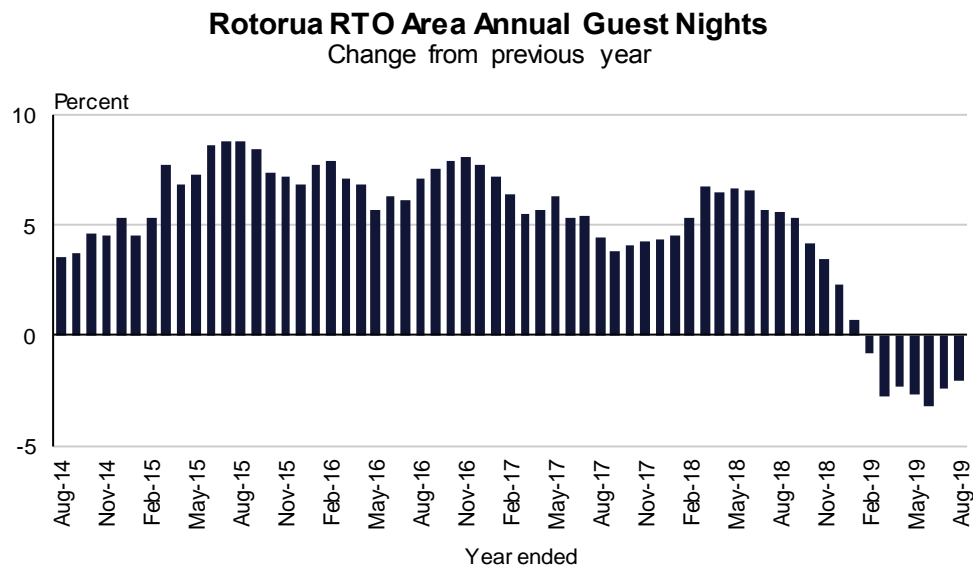
- Guest nights fell 2.1 percent to 2,294,352
- International guest nights fell 8.7 percent to 1,012,711
- Domestic guest nights rose 4.0 percent to 1,281,641
- The average length of stay rose from 1.87 nights to 1.90 nights
- The overall occupancy rate fell from 49.9 percent to 49.5 percent
- The occupancy rate, excluding holiday parks, was 55.1 percent for the year ended August 2019
- Accommodation capacity, excluding holiday parks, fell 2.6 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In August 2019, compared with August 2018, there was an increase of 5.3 percent in total guest nights for the Rotorua RTO area. Hotels had the largest increase, followed by backpackers. Holiday parks had the largest decrease.

For the year ended August 2019, compared with the previous August year, total guest nights for the Rotorua RTO area decreased 2.1 percent. Backpackers had the largest decrease, followed by motels. Holiday parks had the only increase.

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

Table 2.1

Rotorua Accommodation Variables*By accommodation type**Monthly and year ended*

Accommodation type	Monthly			Annual		
	August		Percentage change	Year ended		Percentage change
	2018	2019		August 2018	August 2019	
Guest nights						
Total guest nights	139,435	146,867	5.3	2,342,628	2,294,352	-2.1
International	47,091	52,248	11.0	1,109,745	1,012,711	-8.7
Domestic	92,344	94,618	2.5	1,232,883	1,281,641	4.0
Hotels	61,830	69,459	12.3	963,849	961,055	-0.3
Motels/apartments	49,487	49,380	-0.2	754,138	741,433	-1.7
Backpackers	13,654	13,916	1.9	293,044	250,629	-14.5
Holiday parks	14,464	14,112	-2.4	331,596	341,235	2.9
Occupancy rates ⁽³⁾ (%)						
Hotels	62.6	66.1	5.6	75.8	75.8	-0.1
Motels/apartments	51.1	55.6	8.8	65.9	66.4	0.7
Backpackers	20.3	18.9	-6.9	32.5	29.0	-10.7
Holiday parks	15.9	16.9	6.5	27.2	28.8	5.9
Total	37.4	38.9	4.1	49.9	49.5	-0.9
Total excluding holiday parks ⁽⁴⁾	43.2	44.9	4.0	56.0	55.1	-1.6
Average length of stay ⁽⁵⁾						
Hotels	1.67	1.68	0.4	1.68	1.73	2.9
Motels/apartments	1.91	1.92	0.5	1.84	1.86	1.1
Backpackers	1.95	2.32	18.8	2.01	2.15	7.2
Holiday parks	2.52	2.64	4.7	2.68	2.54	-5.2
Total	1.85	1.87	1.5	1.87	1.90	1.9
Guest arrivals						
Hotels	36,915	41,315	11.9	574,712	556,759	-3.1
Motels/apartments	25,886	25,691	-0.8	409,980	398,504	-2.8
Backpackers	7,006	6,010	-14.2	145,897	116,405	-20.2
Holiday parks	5,744	5,355	-6.8	123,758	134,406	8.6
Total	75,551	78,371	3.7	1,254,347	1,206,075	-3.8
Establishments						
Hotels	21	22	4.8	21	22	4.8
Motels/apartments	72	70	-2.8	72	70	-2.8
Backpackers	14	14	0.0	14	14	0.0
Holiday parks	10	10	0.0	10	10	0.0
Total	117	116	-0.9	117	116	-0.9
Capacity ⁽⁶⁾						
Hotels	56,296	56,668	0.7	669,999	667,342	-0.4
Motels/apartments	40,641	38,657	-4.9	477,478	468,057	-2.0
Backpackers	61,938	62,155	0.4	768,291	731,188	-4.8
Holiday parks	43,183	43,183	0.0	507,900	508,445	0.1
Total	202,058	200,663	-0.7	2,423,668	2,375,032	-2.0

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

(2) Irregular events, such as airshows 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:

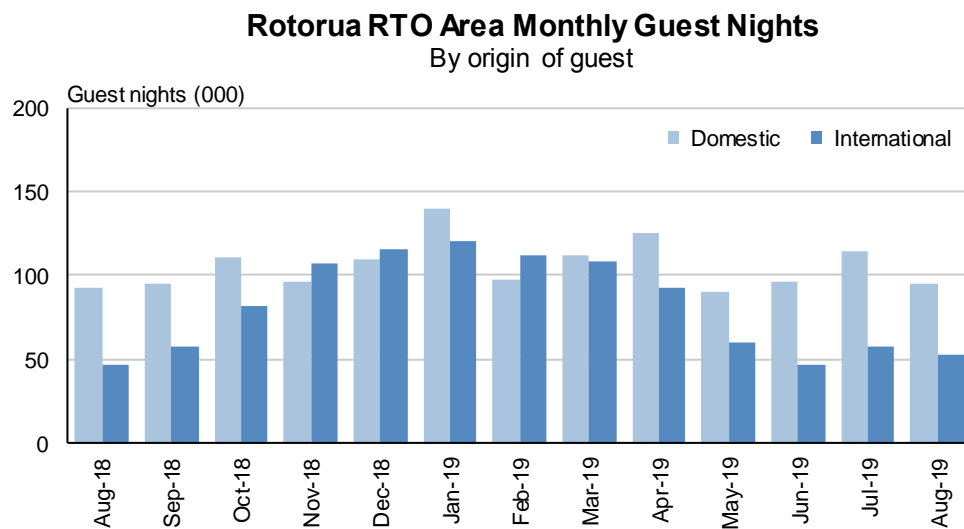
C confidential

3 Origin of guests

In August 2019, international guests accounted for 35.6 percent of all guest nights in the Rotorua RTO area. When compared with August 2018, the number of international guest nights spent in the area in August 2019 was up 11.0 percent to 52,248. Domestic guest nights increased 2.5 percent, to 94,618, for the same period.

The proportion of the origin-of-guest estimate from actual data was 83 percent for August 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Rotorua RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Aug	92,344	47,091	139,435	1,571,502	952,679	2,524,181
	Sep	95,632	56,947	152,579	1,701,704	1,046,180	2,747,884
	Oct	110,305	81,907	192,212	1,954,146	1,314,205	3,268,352
	Nov	96,691	107,681	204,371	1,804,941	1,730,166	3,535,107
	Dec	109,842	115,496	225,338	2,289,702	1,908,866	4,198,568
2019	Jan	139,839	120,569	260,408	2,879,204	2,088,517	4,967,720
	Feb	98,052	112,171	210,223	1,988,788	2,026,586	4,015,374
	Mar	111,971	108,239	220,211	2,125,847	1,882,162	4,008,009
	Apr	125,032	93,144	218,176	2,123,710	1,480,938	3,604,648
	May	89,677	60,458	150,135	1,592,880	970,273	2,563,153
	Jun	96,060	46,270	142,330	1,498,095	799,876	2,297,971
	Jul	113,921	57,581	171,502	1,733,055	965,763	2,698,818
	Aug	94,618	52,248	146,867	1,659,593	957,634	2,617,226
Percent change from the current month of the previous year							
		2.5	11.0	5.3	5.6	0.5	3.7
Year ended							
August 2018		1,232,883	1,109,745	2,342,628	22,456,939	17,523,822	39,980,761
August 2019		1,281,641	1,012,711	2,294,352	23,351,664	17,171,166	40,522,830
Percent change from previous year							
		4.0	-8.7	-2.1	4.0	-2.0	1.4

(1) Regional tourism organisation

4 National results

In August 2019, a total of 2,617,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 93,000 nights (3.7 percent) from August 2018. Both the North Island (up 66,000 or 4.3 percent) and South Island (up 27,000 or 2.8 percent) recorded an increase.

All four accommodation types recorded an increase in guest nights in August 2019, compared with August 2018. Hotels had the largest increase in guest nights (up 42,000 or 3.9 percent), followed by motels (up 22,000 or 2.5 percent), backpackers (up 19,000 or 6.4 percent), and holiday parks (up 10,000 or 3.4 percent).

Refer to Table 4.1 for comparisons of data.

Table 4.1

Rotorua 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
August month					
Rotorua RTO area					
Hotels	60,536	61,830	69,459	2.1	12.3
Motels	46,472	49,487	49,380	6.5	-0.2
Backpackers	18,423	13,654	13,916	-25.9	1.9
Holiday parks	14,622	14,464	14,112	-1.1	-2.4
Total	140,053	139,435	146,867	-0.4	5.3
New Zealand					
Hotels	1,027,233	1,068,787	1,110,768	4.0	3.9
Motels	818,685	848,372	869,958	3.6	2.5
Backpackers	305,590	294,424	313,409	-3.7	6.4
Holiday parks	289,089	312,599	323,092	8.1	3.4
Total	2,440,597	2,524,181	2,617,226	3.4	3.7
Year ended August					
Rotorua RTO area					
Hotels	936,408	963,849	961,055	2.9	-0.3
Motels	708,983	754,138	741,433	6.4	-1.7
Backpackers	278,927	293,044	250,629	5.1	-14.5
Holiday parks	293,338	331,596	341,235	13.0	2.9
Total	2,217,656	2,342,628	2,294,352	5.6	-2.1
New Zealand					
Hotels	13,759,198	14,254,660	14,558,154	3.6	2.1
Motels	12,298,184	12,403,182	12,485,871	0.9	0.7
Backpackers	5,172,628	5,087,753	5,015,334	-1.6	-1.4
Holiday parks	7,756,898	8,235,166	8,463,471	6.2	2.8
Total	38,986,909	39,980,761	40,522,830	2.5	1.4

5 Regional comparison

In August 2019, Wellington recorded the largest increase in guest nights (up 23,000 or 12 percent) from August 2018. This was followed by Queenstown (up 22,000 or 7.6 percent), Auckland (up 20,000 or 3.5 percent), Rotorua (up 7,000 or 5.3 percent), and Waikato (up 6,000 or 6.3 percent).

Wanaka recorded the largest decrease (down 4,000 or 5.8 percent), followed by Taupo (down 4,000 or 5.4 percent), West Coast (down 3,000 or 4.8 percent), Central Otago (down 2,000 or 16 percent), and Bay of Plenty (down 2,000 or 2.9 percent).

Table 5.1

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

RTO area	August guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	57,762	64,623	11.9	29,213	26,284	-10.0	86,975	90,907	4.5
Auckland	328,885	343,835	4.5	242,055	246,899	2.0	570,940	590,734	3.5
Coromandel	27,100	27,122	0.1	9,022	7,778	-13.8	36,123	34,900	-3.4
Waikato	74,244	81,983	10.4	19,103	17,217	-9.9	93,347	99,200	6.3
Bay of Plenty	52,750	50,073	-5.1	14,142	14,853	5.0	66,892	64,926	-2.9
Rotorua	92,344	94,618	2.5	47,091	52,248	11.0	139,435	146,867	5.3
Taupo	50,916	50,634	-0.6	20,816	17,188	-17.4	71,731	67,822	-5.4
Whakatane-									
Kaw erau	9,949	11,668	17.3	1,657	1,776	7.1	11,606	13,444	15.8
Gisborne	18,522	21,301	15.0	1,912	2,842	48.7	20,433	24,143	18.2
Taranaki	31,013	32,153	3.7	5,051	5,335	5.6	36,063	37,488	4.0
Haw ke's Bay	55,856	60,206	7.8	13,838	12,547	-9.3	69,694	72,752	4.4
Ruapehu	44,181	41,082	-7.0	7,578	9,539	25.9	51,759	50,621	-2.2
Manaw atu	37,312	37,241	-0.2	5,786	5,209	-10.0	43,098	42,450	-1.5
Whanganui	11,171	11,715	4.9	1,567	1,885	20.3	12,738	13,600	6.8
Wairarapa	13,381	14,836	10.9	1,318	1,288	-2.2	14,698	16,124	9.7
Kapiti-Horow henua	13,061	15,051	15.2	1,548	1,611	4.1	14,610	16,662	14.0
Wellington	146,016	170,921	17.1	46,747	45,021	-3.7	192,763	215,942	12.0
Marlborough	23,852	28,767	20.6	9,337	8,738	-6.4	33,189	37,505	13.0
Nelson-Tasman	44,203	45,106	2.0	15,537	19,038	22.5	59,740	64,143	7.4
Canterbury	148,685	151,459	1.9	97,916	99,146	1.3	246,601	250,605	1.6
Hurunui	14,663	14,761	0.7	6,090	6,217	2.1	20,753	20,978	1.1
Mackenzie	16,856	19,952	18.4	35,465	33,598	-5.3	52,320	53,550	2.3
Timaru	13,569	10,701	-21.1	3,179	4,154	30.7	16,748	14,855	-11.3
West Coast	26,640	28,833	8.2	29,059	24,193	-16.7	55,700	53,026	-4.8
Wanaka	27,164	28,545	5.1	47,691	41,948	-12.0	74,855	70,493	-5.8
Queenstow n	98,601	107,304	8.8	188,400	201,376	6.9	287,000	308,680	7.6
Waitaki	12,858	12,521	-2.6	7,958	7,632	-4.1	20,816	20,154	-3.2
Central Otago	11,253	9,226	-18.0	2,694	2,424	-10.0	13,946	11,650	-16.5
Dunedin	40,235	42,331	5.2	17,962	15,849	-11.8	58,197	58,180	0.0
Clutha	3,946	2,896	-26.6	906	1,004	10.8	4,852	3,900	-19.6
Fiordland	6,781	7,605	12.1	15,369	16,214	5.5	22,150	23,819	7.5
Southland	17,734	20,525	15.7	6,675	6,583	-1.4	24,409	27,108	11.1
Total	1,571,502	1,659,593	5.6	952,679	957,634	0.5	2,524,181	2,617,226	3.7

Table 5.2

Regional Tourism Organisation Areas' Monthly Occupancy Rates⁽¹⁾*By accommodation type*

RTO area	August 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	31.6	42.4	19.6	10.4	19.2	32.5
Auckland	75.8	63.3	45.6	16.9	60.4	66.5
Coromandel	35.2	24.7	14.5	8.8	12.6	21.9
Waikato	59.4	57.4	20.9	11.2	35.6	49.4
Bay of Plenty	49.1	53.5	26.8	13.9	28.0	42.0
Rotorua	66.1	55.6	18.9	16.9	38.9	44.9
Taupo	50.6	47.6	26.3	10.8	30.6	40.7
Whakatane-Kawerau	C	49.8	C	6.8	15.1	40.4
Gisborne	C	56.7	C	5.9	20.0	50.1
Taranaki	42.8	43.7	22.2	10.0	28.2	40.8
Hawke's Bay	54.2	64.9	28.1	13.2	37.3	51.7
Ruapehu	63.3	37.4	C	C	38.1	C
Manawatu	43.3	53.5	C	C	36.3	C
Whanganui	C	48.5	36.9	C	25.8	C
Wairarapa	38.7	46.2	C	C	22.3	C
Kapiti-Horowhenua	C	60.5	C	C	19.1	C
Wellington	74.9	69.9	C	C	61.5	C
Marlborough	32.7	45.2	19.3	18.3	27.6	33.6
Nelson-Tasman	41.1	44.6	28.6	8.7	22.0	37.0
Canterbury	63.4	49.0	29.0	12.8	36.0	47.9
Hurunui	C	41.7	C	11.1	22.7	32.3
Mackenzie	C	41.2	C	17.9	38.8	48.6
Timaru	C	46.7	C	10.5	24.1	41.4
West Coast	20.6	32.7	14.4	8.2	18.0	21.9
Wanaka	66.7	84.5	51.4	13.6	37.9	65.0
Queenstown	83.9	70.4	71.9	23.9	70.0	77.3
Waitaki	33.5	43.9	35.2	7.3	22.6	37.9
Central Otago	C	46.2	C	2.4	9.3	32.4
Dunedin	51.6	61.1	30.8	17.1	43.7	50.9
Clutha	C	39.8	C	C	12.8	C
Fiordland	24.1	26.2	C	C	18.6	C
Southland	C	47.5	C	7.9	30.4	38.3
Total	63.3	52.4	33.4	11.5	37.2	50.9

(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 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>