



Commercial Accommodation Monitor:

February 2019

Coromandel

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Preface

Commercial Accommodation Monitor: February 2019– Coromandel presents comprehensive and impartial information on short-term commercial accommodation for the Coromandel 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:

- Hauraki District
- Thames-Coromandel 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 March 2019 monitor will be released on 14 May 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

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1 Highlights

Monthly highlights

In February 2019 compared with February 2018:

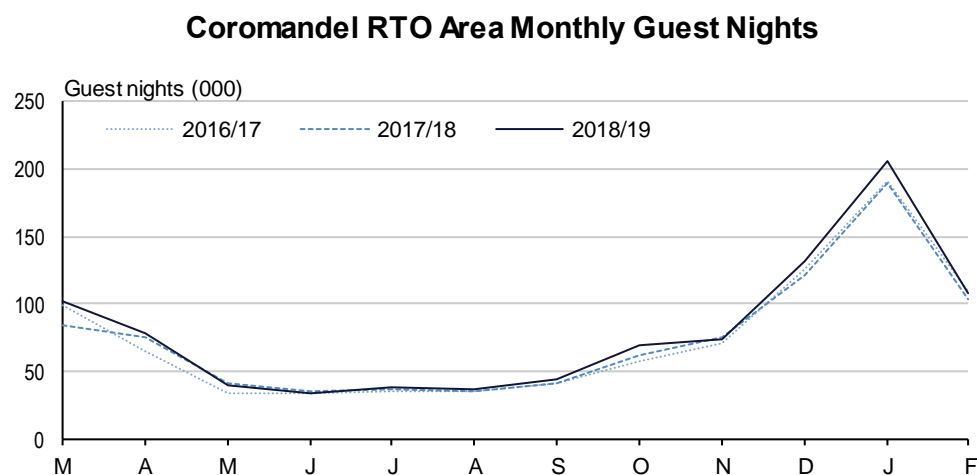
- Guest nights rose 4.4 percent to 107,945
- International guest nights fell 7.2 percent to 38,684
- Domestic guest nights rose 12.2 percent to 69,261
- The average length of stay rose from 2.03 nights to 2.22 nights
- The overall occupancy rate rose from 34.8 percent to 35.9 percent
- The occupancy rate, excluding holiday parks, was 50.9 percent in February 2019
- Accommodation capacity, excluding holiday parks, fell 4.6 percent.

Response rates for February 2019

The response rate for the Coromandel RTO area was 84 percent for February 2019.

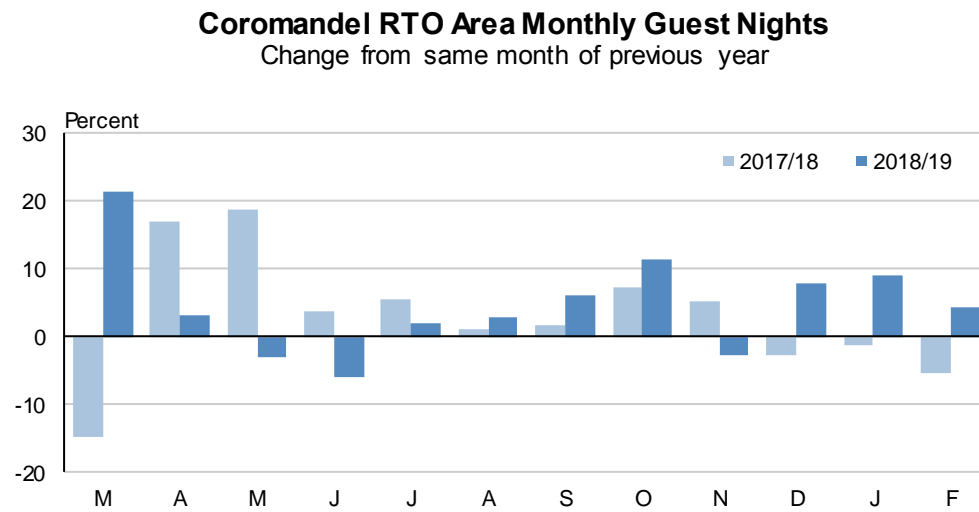
The proportion of the origin-of-guest estimate from unadjusted data was 79 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



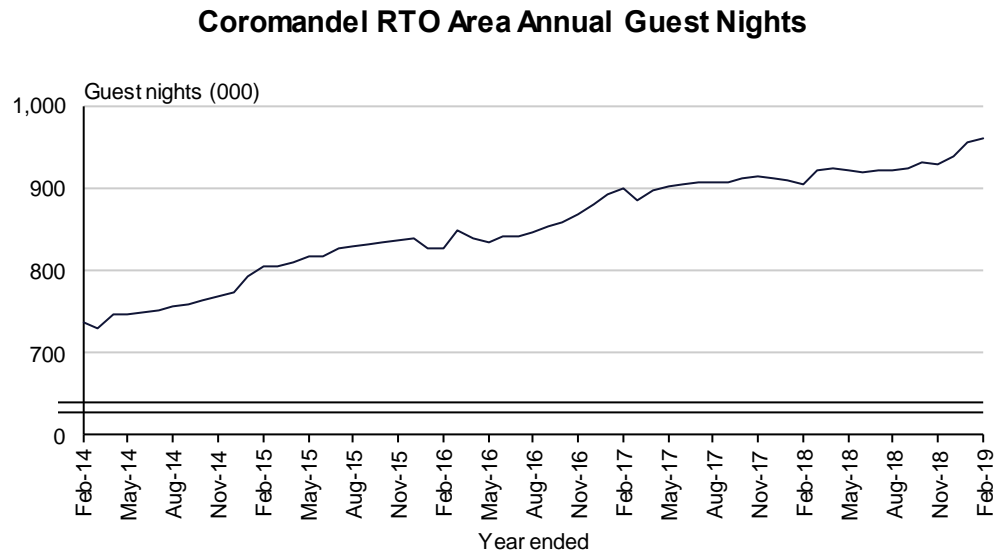
Source: Stats NZ

Year ended highlights

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

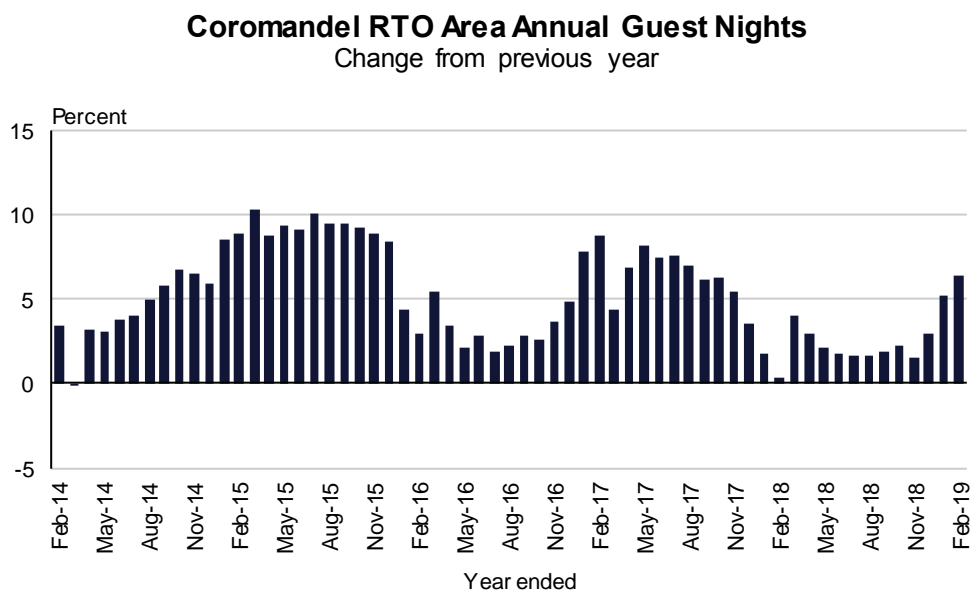
- Guest nights rose 6.4 percent to 960,868
- International guest nights fell 1.5 percent to 276,302
- Domestic guest nights rose 9.9 percent to 684,566
- The average length of stay rose from 2.25 nights to 2.28 nights
- The overall occupancy rate rose from 24.3 percent to 25.0 percent
- The occupancy rate, excluding holiday parks, was 36.1 percent for the year ended February 2019
- Accommodation capacity, excluding holiday parks, fell 2.9 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In February 2019, compared with February 2018, there was an increase of 4.4 percent in total guest nights for the Coromandel RTO area. Holiday parks had the largest increase, followed by hotels. Backpackers had the largest decrease.

For the year ended February 2019, compared with the previous February year, total guest nights for the Coromandel RTO area increased 6.4 percent. Holiday parks had the largest increase, followed by motels. Backpackers had the largest decrease.

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

Table 2.1

Coromandel Accommodation Variables*By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾*

Accommodation type	Monthly			Annual		
	February		Percentage change	Year ended		Percentage change
	2018	2019		February 2018	February 2019	
Guest nights						
Total guest nights	103,415	107,945	4.4	903,202	960,868	6.4
International	41,688	38,684	-7.2	280,370	276,302	-1.5
Domestic	61,727	69,261	12.2	622,832	684,566	9.9
Hotels	5,681	5,938	4.5	60,736	60,444	-0.5
Motels/apartments	27,456	27,186	-1.0	232,143	239,518	3.2
Backpackers	9,613	8,149	-15.2	80,690	70,329	-12.8
Holiday parks	60,666	66,672	9.9	529,633	590,577	11.5
Occupancy rates ⁽³⁾ (%)						
Hotels	53.3	56.8	6.6	44.9	44.9	0.1
Motels/apartments	66.8	67.2	0.5	45.3	45.5	0.5
Backpackers	35.3	30.9	-12.5	24.7	23.7	-4.0
Holiday parks	27.4	29.6	7.9	19.0	20.0	5.3
Total	34.8	35.9	3.0	24.3	25.0	2.7
Total excluding holiday parks ⁽⁴⁾	51.0	50.9	-0.3	35.8	36.1	1.0
Average length of stay ⁽⁵⁾						
Hotels	1.76	1.78	1.3	2.02	1.96	-3.4
Motels/apartments	1.79	1.82	1.8	1.79	1.78	-1.0
Backpackers	1.77	2.19	23.4	1.69	1.59	-5.8
Holiday parks	2.25	2.50	11.0	2.72	2.79	2.8
Total	2.03	2.22	9.3	2.25	2.28	1.5
Guest arrivals						
Hotels	3,231	3,333	3.1	30,010	30,908	3.0
Motels/apartments	15,375	14,953	-2.7	129,502	134,925	4.2
Backpackers	5,424	3,725	-31.3	47,763	44,201	-7.5
Holiday parks	26,972	26,711	-1.0	195,018	211,479	8.4
Total	51,002	48,722	-4.5	402,292	421,514	4.8
Establishments						
Hotels	10	10	0.0	10	10	0.0
Motels/apartments	62	63	1.6	62	63	1.6
Backpackers	15	12	-20.0	15	12	-20.0
Holiday parks	25	25	0.0	25	25	0.0
Total	112	110	-1.8	112	110	-1.8
Capacity ⁽⁶⁾						
Hotels	5,040	5,040	0.0	64,966	65,266	0.5
Motels/apartments	19,460	19,936	2.4	247,940	256,539	3.5
Backpackers	20,244	17,724	-12.4	265,260	239,392	-9.8
Holiday parks	97,720	101,780	4.2	1,258,927	1,271,075	1.0
Total	142,464	144,480	1.4	1,837,093	1,832,272	-0.3

(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:

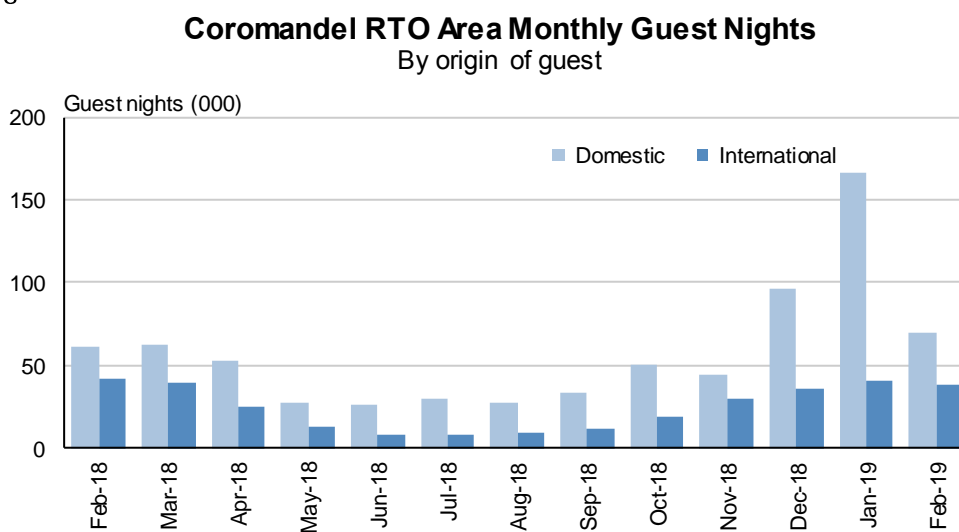
C confidential

3 Origin of guests

In February 2019, international guests accounted for 35.8 percent of all guest nights in the Coromandel RTO area. When compared with February 2018, the number of international guest nights spent in the area in February 2019 was down 7.2 percent to 38,684. Domestic guest nights increased 12.2 percent, to 69,261, for the same period.

The proportion of the origin-of-guest estimate from actual data was 79 percent for February 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Coromandel RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Feb	61,727	41,688	103,415	1,938,307	2,092,637	4,030,944
	Mar	62,894	39,304	102,197	2,180,388	1,996,067	4,176,455
	Apr	52,765	25,395	78,160	1,860,719	1,569,372	3,430,091
	May	27,084	12,276	39,360	1,493,682	1,047,474	2,541,156
	Jun	25,703	7,753	33,457	1,443,331	824,407	2,267,738
	Jul	29,863	8,321	38,185	1,688,075	989,310	2,677,385
	Aug	27,100	9,022	36,123	1,571,502	952,679	2,524,181
	Sep	33,115	11,307	44,422	1,701,704	1,046,180	2,747,884
	Oct	50,666	18,864	69,530	1,954,146	1,314,205	3,268,352
	Nov	43,872	29,350	73,223	1,804,941	1,730,166	3,535,107
	Dec	96,121	35,677	131,798	2,289,702	1,908,866	4,198,568
	2019	Jan	166,121	40,349	206,470	2,879,204	2,088,517
Feb		69,261	38,684	107,945	1,988,788	2,026,586	4,015,374
Percent change from the current month of the previous year							
		12.2	-7.2	4.4	2.6	-3.2	-0.4
Year ended							
February 2018		622,832	280,370	903,202	22,184,057	17,431,855	39,615,912
February 2019		684,566	276,302	960,868	22,856,181	17,493,830	40,350,011
Percent change from previous year							
		9.9	-1.5	6.4	3.0	0.4	1.9

(1) Regional tourism organisation

4 National results

In February 2019, a total of 4,015,000 guest nights were spent in short-term commercial accommodation in New Zealand, a decrease of 16,000 nights (0.4 percent) from February 2018. North Island guest nights were unchanged (up 1,000 or 0.0 percent) while the South Island recorded a decrease (down 17,000 or 0.9 percent).

Two of the four accommodation types recorded a decrease in guest nights in February 2019, compared with February 2018.

Backpackers had the largest decrease in guest nights (down 25,000 or 4.6 percent), followed by motels (down 20,000 or 1.6 percent). Holiday parks had the largest increase in guest nights (up 18,000 or 1.9 percent), followed by hotels (up 12,000 or 0.9 percent).

For the year ended February 2019, there were 40,350,000 guest nights, an increase of 734,000 (1.85 percent) from the previous February year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Coromandel 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
February month					
Coromandel RTO area					
Hotels	6,804	5,681	5,938	-16.5	4.5
Motels	29,079	27,456	27,186	-5.6	-1.0
Backpackers	9,882	9,613	8,149	-2.7	-15.2
Holiday parks	63,479	60,666	66,672	-4.4	9.9
Total	109,244	103,415	107,945	-5.3	4.4
New Zealand					
Hotels	1,256,915	1,327,592	1,339,812	5.6	0.9
Motels	1,220,328	1,235,928	1,215,591	1.3	-1.6
Backpackers	550,634	540,872	515,807	-1.8	-4.6
Holiday parks	921,250	926,552	944,164	0.6	1.9
Total	3,949,127	4,030,944	4,015,374	2.1	-0.4
Year ended February					
Coromandel RTO area					
Hotels	65,093	60,736	60,444	-6.7	-0.5
Motels	231,624	232,143	239,518	0.2	3.2
Backpackers	77,838	80,690	70,329	3.7	-12.8
Holiday parks	525,588	529,633	590,577	0.8	11.5
Total	900,143	903,202	960,868	0.3	6.4
New Zealand					
Hotels	13,573,064	14,082,085	14,467,280	3.8	2.7
Motels	12,129,668	12,327,920	12,474,278	1.6	1.2
Backpackers	5,161,818	5,186,673	5,011,726	0.5	-3.4
Holiday parks	7,675,525	8,019,234	8,396,727	4.5	4.7
Total	38,540,076	39,615,912	40,350,011	2.8	1.9

5 Regional comparison

In February 2019, Rotorua recorded the largest decrease in guest nights (down 15,000 or 6.7 percent) from February 2018. This was followed by Taupo (down 10,000 or 8.8 percent), Dunedin (down 9,000 or 8.8 percent), Northland (down 6,000 or 2.9 percent), and Wanaka (down 6,000 or 5.7 percent).

Nelson-Tasman recorded the largest increase (up 8,000 or 4.4 percent), followed by Mackenzie (up 6,000 or 6.5 percent), Gisborne (up 5,000 or 14.9 percent), Wellington (up 5,000 or 1.9 percent), and Coromandel (up 5,000 or 4.4 percent).

Table 5.1

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

RTO area	February guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	121,948	124,075	1.7	90,776	82,429	-9.2	212,723	206,504	-2.9
Auckland	320,600	309,682	-3.4	345,353	357,405	3.5	665,953	667,086	0.2
Coromandel	61,727	69,261	12.2	41,688	38,684	-7.2	103,415	107,945	4.4
Waikato	89,352	98,420	10.1	44,912	37,854	-15.7	134,265	136,274	1.5
Bay of Plenty	76,095	76,313	0.3	31,131	31,089	-0.1	107,226	107,402	0.2
Rotorua	94,600	98,052	3.6	130,724	112,171	-14.2	225,324	210,223	-6.7
Taupo	63,823	53,375	-16.4	52,150	52,428	0.5	115,973	105,803	-8.8
Whakatane-									
Kawerau	16,100	21,615	34.3	7,863	6,616	-15.9	23,962	28,231	17.8
Gisborne	25,287	29,840	18.0	7,103	7,386	4.0	32,390	37,227	14.9
Taranaki	45,179	50,770	12.4	13,932	12,639	-9.3	59,112	63,408	7.3
Hawke's Bay	75,762	80,567	6.3	41,693	36,040	-13.6	117,455	116,607	-0.7
Ruapehu	23,359	21,499	-8.0	21,251	20,698	-2.6	44,610	42,197	-5.4
Manawatu	40,254	44,309	10.1	10,248	7,864	-23.3	50,502	52,173	3.3
Whanganui	12,883	17,047	32.3	5,510	5,226	-5.2	18,393	22,273	21.1
Wairarapa	20,317	21,691	6.8	6,543	5,647	-13.7	26,860	27,338	1.8
Kapiti-Horowhenua	21,826	24,913	14.1	5,653	6,449	14.1	27,479	31,362	14.1
Wellington	140,795	149,459	6.2	103,229	99,228	-3.9	244,024	248,687	1.9
Marlborough	48,866	45,483	-6.9	46,679	46,124	-1.2	95,544	91,606	-4.1
Nelson-Tasman	88,583	101,960	15.1	89,903	84,370	-6.2	178,487	186,330	4.4
Canterbury	183,376	181,479	-1.0	227,915	232,103	1.8	411,291	413,582	0.6
Hurunui	22,075	21,822	-1.1	16,225	13,696	-15.6	38,300	35,518	-7.3
Mackenzie	19,831	21,395	7.9	64,438	68,377	6.1	84,269	89,772	6.5
Timaru	17,873	16,326	-8.7	15,126	13,452	-11.1	32,999	29,778	-9.8
West Coast	50,823	52,125	2.6	123,326	119,031	-3.5	174,150	171,156	-1.7
Wanaka	31,045	30,767	-0.9	73,418	67,740	-7.7	104,464	98,507	-5.7
Queenstown	79,556	77,242	-2.9	266,939	265,909	-0.4	346,495	343,150	-1.0
Waitaki	22,784	23,833	4.6	30,625	28,404	-7.3	53,409	52,237	-2.2
Central Otago	21,538	23,142	7.4	11,902	9,236	-22.4	33,440	32,378	-3.2
Dunedin	47,791	46,851	-2.0	56,182	47,952	-14.6	103,973	94,803	-8.8
Clutha	5,516	6,448	16.9	5,996	6,154	2.6	11,512	12,602	9.5
Fiordland	21,107	21,208	0.5	74,874	75,157	0.4	95,981	96,365	0.4
Southland	27,635	27,823	0.7	29,330	29,030	-1.0	56,965	56,853	-0.2
Total	1,938,307	1,988,788	2.6	2,092,637	2,026,586	-3.2	4,030,944	4,015,374	-0.4

Table 5.2

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

RTO area	February 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	69.9	73.5	43.5	25.5	40.3	63.4
Auckland	85.8	72.9	65.6	28.1	72.6	78.5
Coromandel	56.8	67.2	30.9	29.6	35.9	50.9
Waikato	72.0	70.3	51.2	27.8	52.3	66.1
Bay of Plenty	78.2	68.2	48.9	31.4	47.1	62.5
Rotorua	85.4	79.3	37.9	38.8	59.6	65.2
Taupo	70.8	73.4	52.6	25.6	52.1	65.1
Whakatane-Kawerau	C	77.5	C	15.9	28.8	68.1
Gisborne	C	72.4	C	14.6	29.5	63.8
Taranaki	55.3	65.8	35.7	33.6	47.2	56.2
Hawke's Bay	79.9	78.1	60.6	35.9	58.6	73.4
Ruapehu	61.8	38.8	25.2	43.8	38.1	36.9
Manawatu	50.0	67.7	C	C	47.4	C
Whanganui	C	71.5	67.1	C	47.5	C
Wairarapa	C	69.2	C	23.0	38.4	58.6
Kapiti-Horowhenua	C	73.9	C	20.1	29.5	40.0
Wellington	84.1	79.9	C	C	75.6	C
Marlborough	82.2	83.0	58.8	47.0	63.1	73.6
Nelson-Tasman	80.3	84.1	69.6	37.0	55.6	77.1
Canterbury	84.0	81.4	56.9	30.5	59.5	74.4
Hurunui	59.9	62.7	28.9	27.1	39.2	49.3
Mackenzie	C	75.6	C	61.1	74.4	81.1
Timaru	C	74.6	C	27.1	43.7	66.8
West Coast	71.9	79.3	54.1	48.3	62.6	68.3
Wanaka	76.2	91.7	87.5	46.9	64.7	84.7
Queenstown	91.1	77.8	79.7	55.7	80.8	84.7
Waitaki	58.9	77.4	57.3	10.4	21.6	65.9
Central Otago	59.3	82.3	27.1	10.8	22.7	57.4
Dunedin	82.6	84.7	50.6	55.0	71.9	76.3
Otago	C	62.2	C	30.1	45.4	60.0
Fiordland	87.4	82.2	71.3	70.3	76.1	79.5
Southland	62.5	66.9	51.4	35.1	52.8	60.8
Total	80.7	75.0	56.2	30.5	56.6	71.4

(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>