



# Commercial Accommodation Monitor:

March 2019

Nelson-Tasman

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# Preface

Commercial Accommodation Monitor: March 2019 – Nelson-Tasman presents comprehensive and impartial information on short-term commercial accommodation for the Nelson-Tasman 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:

- Nelson City
- Tasman 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 April 2019 monitor will be released on 17 June 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 March 2019 compared with March 2018:

- Guest nights fell 12.3 percent to 148,955
- International guest nights fell 5.0 percent to 72,740
- Domestic guest nights fell 18.3 percent to 76,216
- The average length of stay fell from 2.30 nights to 2.09 nights
- The overall occupancy rate fell from 49.5 percent to 43.1 percent
- The occupancy rate, excluding holiday parks, was 68.1 percent in March 2019
- Accommodation capacity, excluding holiday parks, rose 2.9 percent.

## Response rates for March 2019

The response rate for the Nelson-Tasman RTO area was 80 percent for March 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 74 percent.

Figure 1.1

### Nelson-Tasman RTO Area Monthly Guest Nights

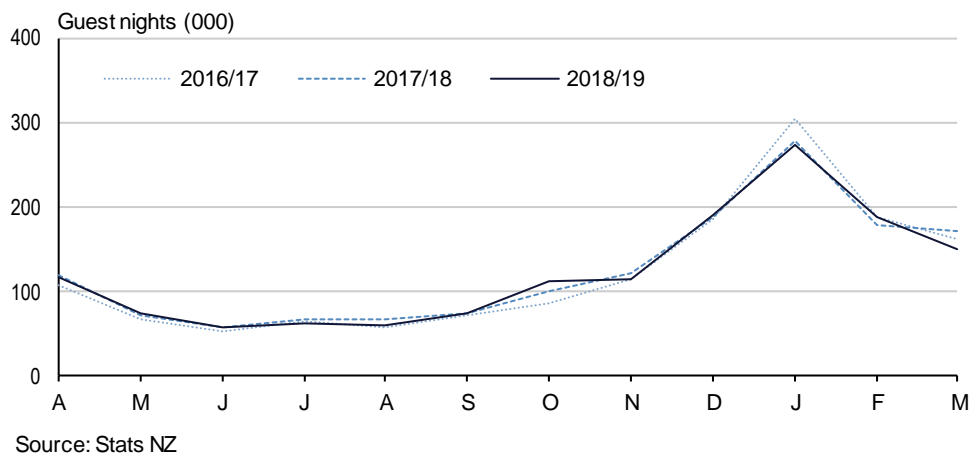
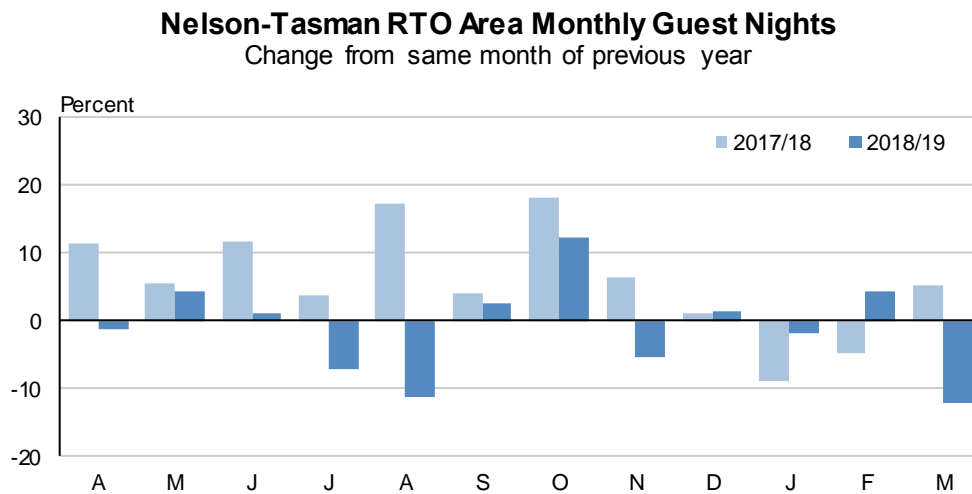


Figure 1.2



Source: Stats NZ

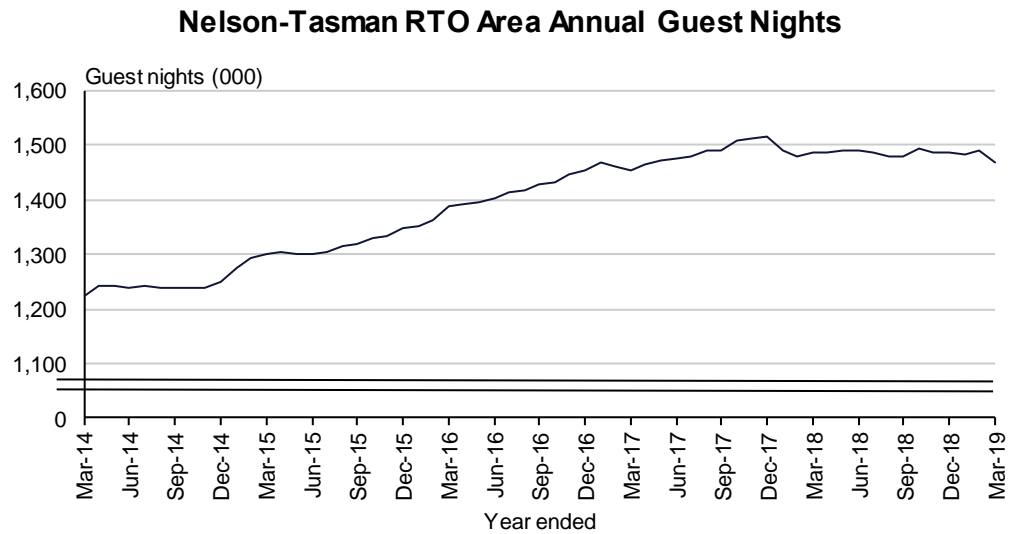
## Year ended highlights

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

- Guest nights fell 1.3 percent to 1,469,051
- International guest nights fell 2.3 percent to 548,267
- Domestic guest nights fell 0.6 percent to 920,784
- The average length of stay rose from 2.49 nights to 2.51 nights
- The overall occupancy rate rose from 36.1 percent to 36.2 percent
- The occupancy rate, excluding holiday parks, was 53.2 percent for the year ended March 2019
- Accommodation capacity, excluding holiday parks, rose 0.8 percent.

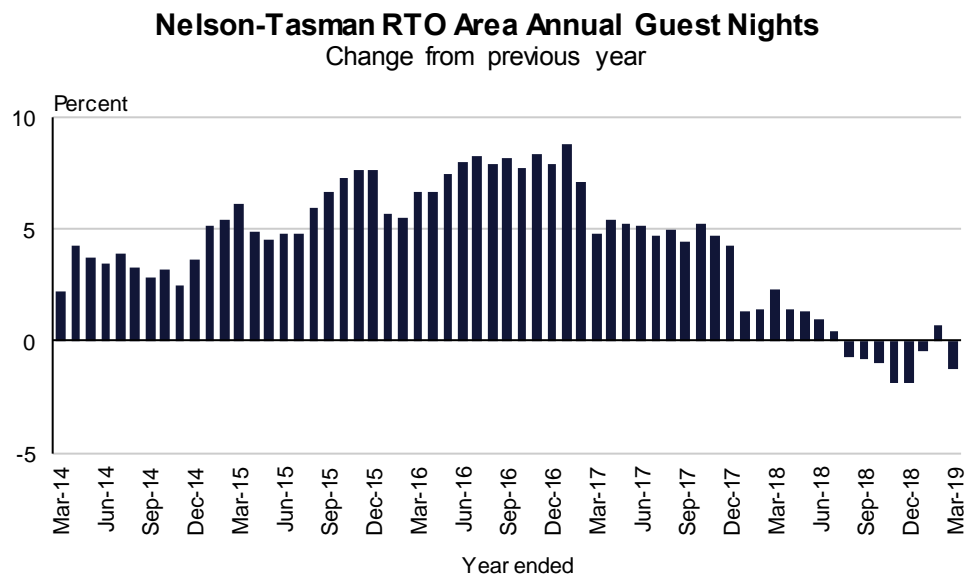


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In March 2019, compared with March 2018, there was a decrease of 12.3 percent in total guest nights for the Nelson-Tasman RTO area. Holiday parks had the largest decrease, followed by motels. Backpackers had the only increase.

For the year ended March 2019, compared with the previous March year, total guest nights for the Nelson-Tasman RTO area decreased 1.3 percent. Motels had the largest decrease, followed by holiday parks. Backpackers had the only increase.

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

Table 2.1

**Nelson-Tasman Accommodation Variables***By accommodation type  
Monthly and year ended<sup>(1)(2)</sup>*

Accommodation type	Monthly			Annual		
	March		Percentage change	Year ended		Percentage change
	2018	2019		March 2018	March 2019	
Guest nights						
Total guest nights	169,826	148,955	-12.3	1,487,684	1,469,051	-1.3
International	76,562	72,740	-5.0	560,935	548,267	-2.3
Domestic	93,265	76,216	-18.3	926,749	920,784	-0.6
Hotels	16,476	15,482	-6.0	148,605	144,590	-2.7
Motels/apartments	55,239	53,654	-2.9	508,801	481,215	-5.4
Backpackers	32,557	33,208	2.0	255,870	274,538	7.3
Holiday parks	65,555	46,611	-28.9	574,409	568,708	-1.0
Occupancy rates <sup>(3)</sup> (%)						
Hotels	69.6	67.5	-3.0	58.3	56.7	-2.7
Motels/apartments	75.2	69.6	-7.5	58.5	56.6	-3.3
Backpackers	66.9	66.9	0.1	45.7	49.0	7.1
Holiday parks	31.3	21.5	-31.4	21.2	21.1	-0.5
Total	49.5	43.1	-13.0	36.1	36.2	0.3
Total excluding holiday parks <sup>(4)</sup>	70.8	68.1	-3.8	52.9	53.2	0.6
Average length of stay <sup>(5)</sup>						
Hotels	2.06	1.79	-12.8	1.88	1.91	1.7
Motels/apartments	2.00	1.98	-1.4	2.20	2.13	-3.1
Backpackers	1.87	1.99	6.7	2.09	2.23	6.9
Holiday parks	3.16	2.49	-21.0	3.49	3.56	2.0
Total	2.30	2.09	-9.0	2.49	2.51	1.0
Guest arrivals						
Hotels	8,011	8,628	7.7	79,237	75,803	-4.3
Motels/apartments	27,571	27,157	-1.5	231,304	225,829	-2.4
Backpackers	17,440	16,676	-4.4	122,615	123,061	0.4
Holiday parks	20,748	18,682	-10.0	164,598	159,789	-2.9
Total	73,770	71,142	-3.6	597,754	584,482	-2.2
Establishments						
Hotels	13	13	0.0	13	13	0.0
Motels/apartments	89	88	-1.1	89	88	-1.1
Backpackers	27	28	3.7	27	28	3.7
Holiday parks	22	24	9.1	22	24	9.1
Total	151	153	1.3	151	153	1.3
Capacity <sup>(6)</sup>						
Hotels	13,919	13,919	0.0	151,768	152,275	0.3
Motels/apartments	38,781	38,750	-0.1	455,454	450,597	-1.1
Backpackers	39,804	42,563	6.9	464,767	477,955	2.8
Holiday parks	107,942	110,112	2.0	1,214,565	1,217,455	0.2
Total	200,446	205,344	2.4	2,286,554	2,298,282	0.5

(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:**

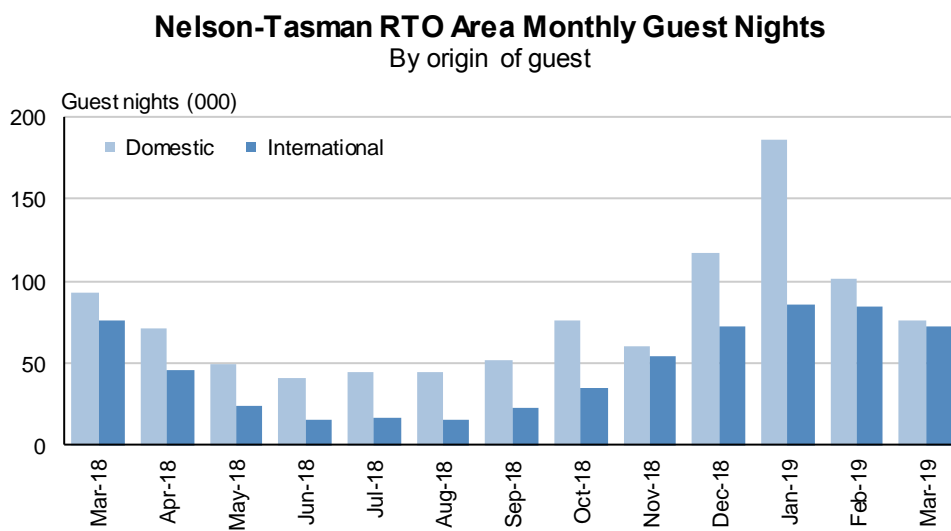
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### 3 Origin of guests

In March 2019, international guests accounted for 48.8 percent of all guest nights in the Nelson-Tasman RTO area. When compared with March 2018, the number of international guest nights spent in the area in March 2019 was down 5.0 percent to 72,740. Domestic guest nights decreased 18.3 percent, to 76,216, for the same period.

The proportion of the origin-of-guest estimate from actual data was 74 percent for March 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

**Nelson-Tasman and New Zealand Monthly Guest Nights***By origin of guest*

		Nelson-Tasman RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	Mar	93,265	76,562	169,826	2,180,388	1,996,067	4,176,455
	Apr	71,198	46,235	117,433	1,860,719	1,569,372	3,430,091
	May	49,499	24,636	74,135	1,493,682	1,047,474	2,541,156
	Jun	41,463	16,180	57,643	1,443,331	824,407	2,267,738
	Jul	44,316	16,633	60,948	1,688,075	989,310	2,677,385
	Aug	44,203	15,537	59,740	1,571,502	952,679	2,524,181
	Sep	51,599	23,043	74,643	1,701,704	1,046,180	2,747,884
	Oct	76,662	35,430	112,092	1,954,146	1,314,205	3,268,352
	Nov	60,025	54,653	114,678	1,804,941	1,730,166	3,535,107
	Dec	117,057	72,466	189,523	2,289,702	1,908,866	4,198,568
2019	Jan	186,586	86,344	272,930	2,879,204	2,088,517	4,967,720
	Feb	101,960	84,370	186,330	1,988,788	2,026,586	4,015,374
	Mar	76,216	72,740	148,955	2,125,847	1,882,162	4,008,009
Percent change from the current month of the previous year							
		-18.3	-5.0	-12.3	-2.5	-5.7	-4.0
<b>Year ended</b>							
March 2018		926,749	560,935	1,487,684	22,336,355	17,589,971	39,926,326
March 2019		920,784	548,267	1,469,051	22,801,640	17,379,925	40,181,565
Percent change from previous year							
		-0.6	-2.3	-1.3	2.1	-1.2	0.6

(1) Regional tourism organisation

## 4 National results

In March 2019, a total of 4,008,000 guest nights were spent in short-term commercial accommodation in New Zealand, a decrease of 168,000 nights (4.0 percent) from March 2018. Both the North Island (down 42,000 or 1.8 percent) and South Island (down 127,000 or 7.0 percent) recorded a decrease.

All four accommodation types recorded a decrease in guest nights in March 2019, compared with March 2018.

Holiday parks had the largest decrease in guest nights (down 93,000 or 9.8 percent), followed by motels (down 37,000 or 2.9 percent), backpackers (down 29,000 or 5.2 percent), and hotels (down 10,000 or 0.7 percent).

Refer to Table 4.1 for comparisons of data.

Table 4.1

### Nelson-Tasman 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>March month</b>					
<b>Nelson-Tasman RTO area</b>					
Hotels	17,346	16,476	15,482	-5.0	-6.0
Motels	58,520	55,239	53,654	-5.6	-2.9
Backpackers	31,888	32,557	33,208	2.1	2.0
Holiday parks	53,779	65,555	46,611	21.9	-28.9
Total	161,533	169,826	148,955	5.1	-12.3
<b>New Zealand</b>					
Hotels	1,319,617	1,397,036	1,387,506	5.9	-0.7
Motels	1,218,959	1,269,177	1,232,259	4.1	-2.9
Backpackers	564,612	559,803	530,928	-0.9	-5.2
Holiday parks	762,854	950,438	857,316	24.6	-9.8
Total	3,866,041	4,176,455	4,008,009	8.0	-4.0
<b>Year ended March</b>					
<b>Nelson-Tasman RTO area</b>					
Hotels	142,418	148,605	144,590	4.3	-2.7
Motels	495,010	508,801	481,215	2.8	-5.4
Backpackers	264,108	255,870	274,538	-3.1	7.3
Holiday parks	551,964	574,409	568,708	4.1	-1.0
Total	1,453,500	1,487,684	1,469,051	2.4	-1.3
<b>New Zealand</b>					
Hotels	13,608,694	14,159,505	14,457,750	4.0	2.1
Motels	12,116,088	12,378,138	12,437,360	2.2	0.5
Backpackers	5,160,611	5,181,864	4,982,850	0.4	-3.8
Holiday parks	7,532,883	8,206,819	8,303,605	8.9	1.2
Total	38,418,275	39,926,326	40,181,565	3.9	0.6

## 5 Regional comparison

In March 2019, West Coast recorded the largest decrease in guest nights (down 25,000 or 14.4 percent) from March 2018. This was followed by Northland (down 21,000 or 9.9 percent), Nelson-Tasman (down 21,000 or 12.3 percent), Rotorua (down 17,000 or 7.1 percent), and Taupo (down 13,000 or 10.7 percent).

Waikato recorded the largest increase (up 13,000 or 8.8 percent), followed by Wellington (up 9,000 or 3.4 percent), Hawke's Bay (up 6,000 or 5.0 percent), Mackenzie (up 3,000 or 3.3 percent), and Manawatu (up 3,000 or 4.7 percent).

Table 5.1

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

RTO area	March guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	130,831	115,581	-11.7	82,014	76,240	-7.0	212,845	191,821	-9.9
Auckland	353,304	357,966	1.3	354,927	344,393	-3.0	708,230	702,359	-0.8
Coromandel	62,894	59,593	-5.2	39,304	37,919	-3.5	102,197	97,512	-4.6
Waikato	99,683	116,496	16.9	47,209	43,289	-8.3	146,892	159,785	8.8
Bay of Plenty	87,268	86,971	-0.3	33,039	32,754	-0.9	120,307	119,725	-0.5
Rotorua	116,347	111,971	-3.8	120,608	108,239	-10.3	236,955	220,211	-7.1
Taupo	66,345	60,323	-9.1	53,251	46,421	-12.8	119,596	106,744	-10.7
Whakatane-									
Kawerau	22,399	19,900	-11.2	7,715	6,558	-15.0	30,115	26,458	-12.1
Gisborne	33,932	33,693	-0.7	6,169	7,973	29.2	40,102	41,666	3.9
Taranaki	57,008	55,293	-3.0	14,311	13,433	-6.1	71,318	68,726	-3.6
Hawke's Bay	80,692	87,818	8.8	39,168	38,041	-2.9	119,860	125,859	5.0
Ruapehu	26,282	25,998	-1.1	20,739	18,535	-10.6	47,021	44,534	-5.3
Manawatu	47,135	51,700	9.7	9,490	7,594	-20.0	56,625	59,293	4.7
Whanganui	15,314	14,421	-5.8	6,001	5,175	-13.8	21,315	19,596	-8.1
Wairarapa	23,807	22,020	-7.5	5,819	5,126	-11.9	29,626	27,146	-8.4
Kapiti-Horowhenua	23,636	25,039	5.9	5,597	5,078	-9.3	29,234	30,117	3.0
Wellington	165,718	176,228	6.3	98,819	97,365	-1.5	264,537	273,593	3.4
Marlborough	50,044	43,693	-12.7	45,183	40,894	-9.5	95,226	84,587	-11.2
Nelson-Tasman	93,265	76,216	-18.3	76,562	72,740	-5.0	169,826	148,955	-12.3
Canterbury	196,520	192,844	-1.9	211,054	205,767	-2.5	407,574	398,611	-2.2
Hurunui	26,286	19,974	-24.0	14,505	11,825	-18.5	40,791	31,799	-22.0
Mackenzie	23,388	24,687	5.6	61,972	63,511	2.5	85,359	88,197	3.3
Timaru	24,909	19,356	-22.3	13,274	12,424	-6.4	38,183	31,781	-16.8
West Coast	58,327	47,957	-17.8	116,780	102,001	-12.7	175,107	149,959	-14.4
Wanaka	34,921	32,912	-5.8	66,364	58,436	-11.9	101,285	91,348	-9.8
Queenstown	85,949	81,259	-5.5	255,533	256,779	0.5	341,482	338,037	-1.0
Waitaki	28,275	23,635	-16.4	22,968	21,035	-8.4	51,242	44,669	-12.8
Central Otago	27,592	21,979	-20.3	10,827	7,530	-30.4	38,419	29,509	-23.2
Dunedin	57,143	59,184	3.6	51,315	38,534	-24.9	108,457	97,719	-9.9
Clutha	7,275	6,858	-5.7	5,489	5,475	-0.3	12,764	12,334	-3.4
Fiordland	26,017	24,794	-4.7	72,109	66,346	-8.0	98,126	91,140	-7.1
Southland	27,883	29,489	5.8	27,953	24,732	-11.5	55,836	54,221	-2.9
<b>Total</b>	<b>2,180,388</b>	<b>2,125,847</b>	<b>-2.5</b>	<b>1,996,067</b>	<b>1,882,162</b>	<b>-5.7</b>	<b>4,176,455</b>	<b>4,008,009</b>	<b>-4.0</b>



Table 5.2

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

RTO area	March 2019 occupancy rate					
	Accommodation type					Total excluding holiday parks <sup>(2)</sup>
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	60.8	70.0	39.7	19.9	34.9	58.2
Auckland	85.3	71.0	60.9	33.7	71.7	76.8
Coromandel	58.8	59.4	31.5	24.0	31.0	47.6
Waikato	83.0	71.9	50.3	30.7	55.6	69.7
Bay of Plenty	83.0	73.6	49.5	29.9	47.8	65.7
Rotorua	85.9	76.7	36.4	34.7	57.8	64.2
Taupo	65.1	66.5	50.6	24.7	48.6	60.3
Whakatane-Kawerau	C	70.6	C	14.2	26.4	63.5
Gisborne	C	72.4	C	15.5	29.7	62.3
Taranaki	49.9	62.7	36.5	32.1	44.8	53.1
Hawke's Bay	75.1	78.3	82.0	31.3	60.1	78.6
Ruapehu	53.3	37.3	30.8	39.2	37.8	37.5
Manawatu	54.9	71.2	C	C	50.5	C
Whanganui	C	56.8	52.6	C	38.6	C
Wairarapa	C	63.7	C	20.1	34.4	53.4
Kapiti-Horowhenua	C	73.9	C	19.4	27.1	35.8
Wellington	86.7	80.8	C	C	76.9	C
Marlborough	74.0	77.1	51.3	40.2	56.3	66.7
Nelson-Tasman	67.5	69.6	66.9	21.5	43.1	68.1
Canterbury	81.5	77.2	52.3	26.5	55.7	70.7
Hurunui	58.7	56.1	32.9	20.7	35.0	47.3
Mackenzie	C	70.8	C	47.8	67.5	77.5
Timaru	C	68.5	C	26.2	41.3	62.4
West Coast	61.5	68.8	44.3	35.4	51.6	58.0
Wanaka	68.0	84.6	77.6	36.9	55.3	76.1
Queenstown	86.2	75.1	80.1	44.6	76.9	82.1
Waitaki	52.6	72.0	46.5	9.0	19.5	59.4
Central Otago	C	75.5	C	8.2	20.0	54.7
Dunedin	81.2	81.1	44.9	44.4	67.2	73.1
Clutha	C	63.3	C	19.4	32.4	50.8
Fiordland	81.0	73.1	67.0	52.5	65.7	73.3
Southland	57.8	61.9	45.9	25.6	46.4	55.7
<b>Total</b>	<b>78.7</b>	<b>71.5</b>	<b>53.9</b>	<b>25.7</b>	<b>53.2</b>	<b>68.8</b>

(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 Nelson-Tasman RTO area.

Table 6.1

### Local Authority and Nelson-Tasman Accommodation Results<sup>(1)</sup>

Accommodation type	March 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Tasman District					
Hotels	7	5,022	C	C	54.95
Motels	43	14,725	17,468	2.04	60.03
Backpackers	18	24,335	18,321	2.03	62.66
Holiday parks	18	83,824	C	C	18.97
Total	86	127,906	71,879	2.06	33.42
Nelson City					
Hotels	6	8,897	C	C	74.53
Motels	45	24,025	36,187	1.95	75.45
Backpackers	10	18,228	14,887	1.94	72.55
Holiday parks	6	26,288	C	C	29.48
Total	67	77,438	77,077	2.12	59.06
Nelson-Tasman Regional Tourism Organisation area					
Hotels	13	13,919	15,482	1.79	67.47
Motels	88	38,750	53,654	1.98	69.59
Backpackers	28	42,563	33,208	1.99	66.90
Holiday parks	24	110,112	46,611	2.49	21.48
Total	153	205,344	148,955	2.09	43.09

(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>