



Commercial Accommodation Monitor:

March 2019

Taupo

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Preface

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

- Taupo 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 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

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 March 2019 compared with March 2018:

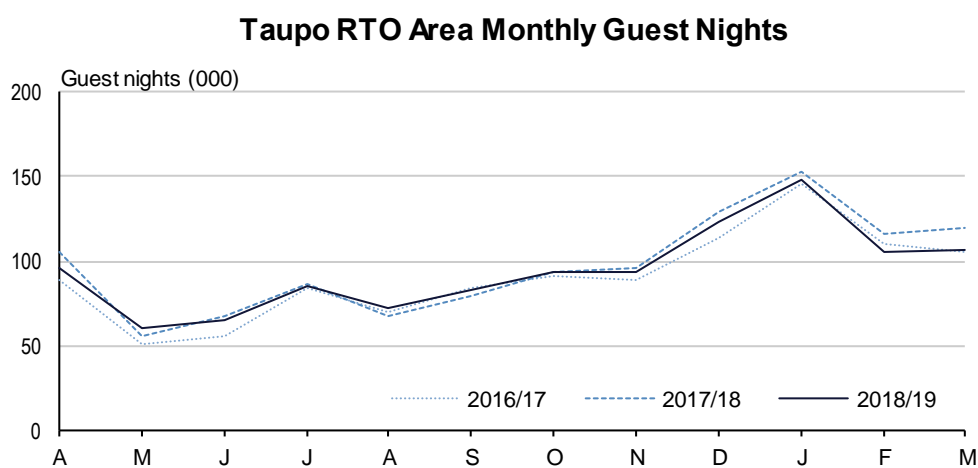
- Guest nights fell 10.7 percent to 106,744
- International guest nights fell 12.8 percent to 46,421
- Domestic guest nights fell 9.1 percent to 60,323
- The average length of stay remained at 1.85 nights
- The overall occupancy rate fell from 53.4 percent to 48.6 percent
- The occupancy rate, excluding holiday parks, was 60.3 percent in March 2019
- Accommodation capacity, excluding holiday parks, rose 1.6 percent.

Response rates for March 2019

The response rate for the Taupo RTO area was 82 percent for March 2019.

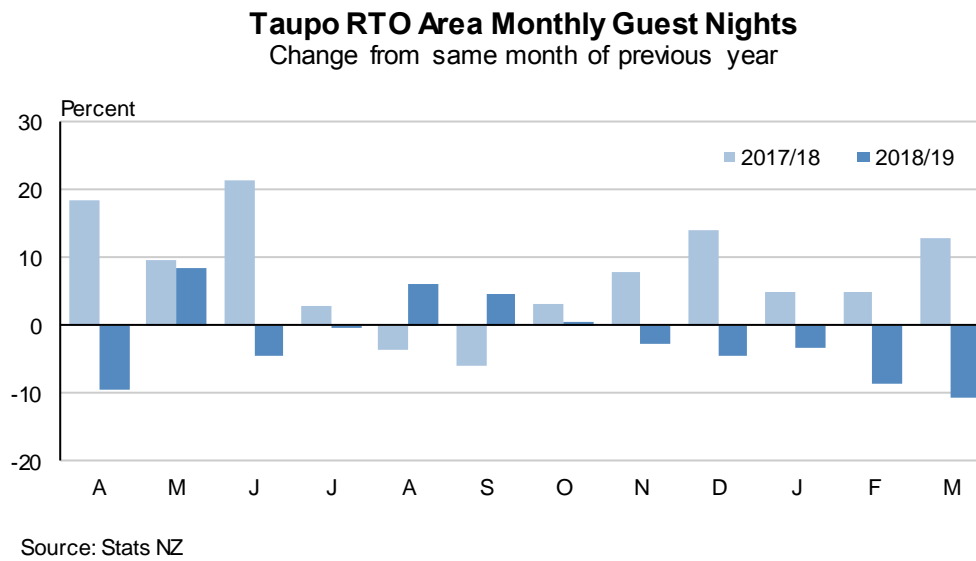
The proportion of the origin-of-guest estimate from unadjusted data was 72 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2

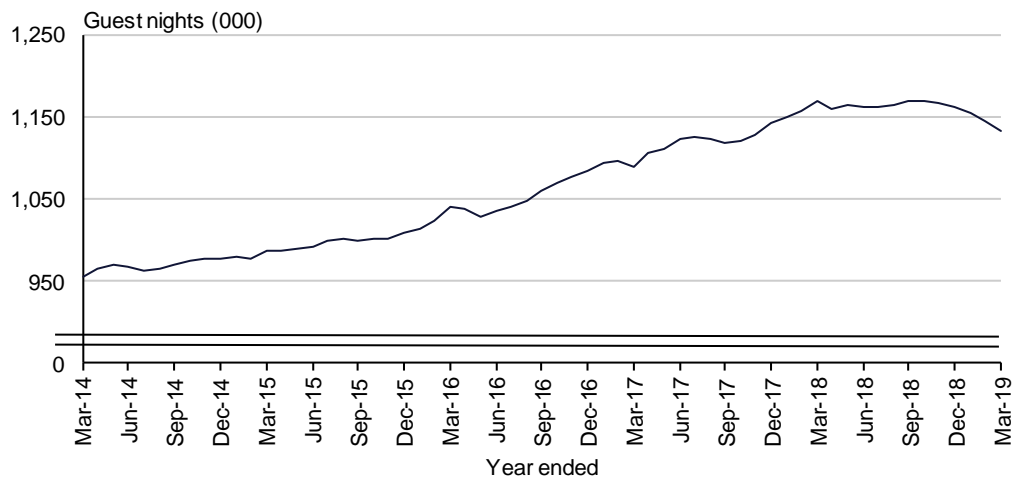


Year ended highlights

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

- Guest nights fell 3.1 percent to 1,132,567
- International guest nights fell 5.4 percent to 411,615
- Domestic guest nights fell 1.8 percent to 720,952
- The average length of stay rose from 1.83 nights to 1.84 nights
- The overall occupancy rate fell from 42.8 percent to 40.8 percent
- The occupancy rate, excluding holiday parks, was 51.5 percent for the year ended March 2019
- Accommodation capacity, excluding holiday parks, rose 1.2 percent.

Figure 1.3

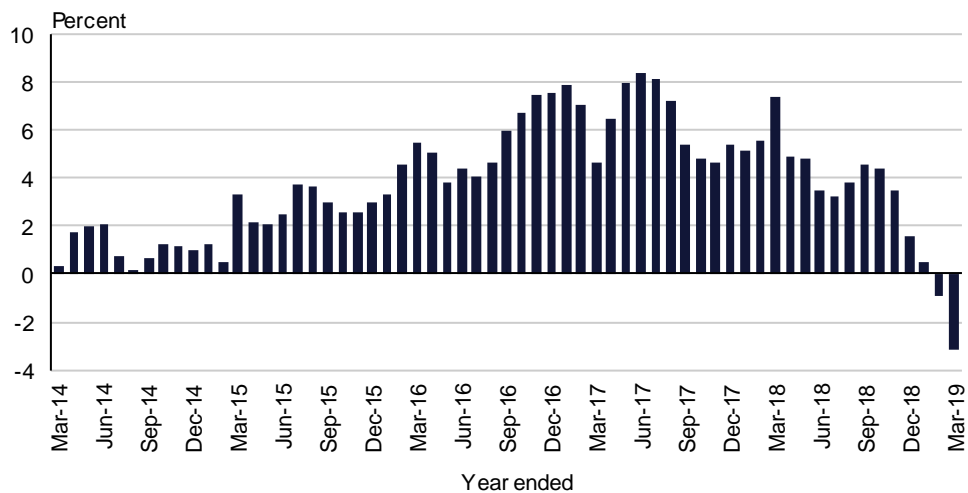
Taupo RTO Area Annual Guest Nights

Source: Stats NZ

Figure 1.4

Taupo RTO Area Annual Guest Nights

Change from previous year



Source: Stats NZ

2 Accommodation variables

In March 2019, compared with March 2018, there was a decrease of 10.7 percent in total guest nights for the Taupo RTO area. Motels had the largest decrease, followed by holiday parks.

For the year ended March 2019, compared with the previous March year, total guest nights for the Taupo RTO area decreased 3.1 percent. Motels had the largest decrease, followed by holiday parks. Hotels had the only increase.

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

Table 2.1

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

Accommodation type	Monthly			Annual		
	March		Percentage change	Year ended		Percentage change
	2018	2019		March 2018	March 2019	
Guest nights						
Total guest nights	119,596	106,744	-10.7	1,169,272	1,132,567	-3.1
International	53,251	46,421	-12.8	434,889	411,615	-5.4
Domestic	66,345	60,323	-9.1	734,383	720,952	-1.8
Hotels	22,390	20,882	-6.7	230,823	232,975	0.9
Motels/apartments	53,070	45,498	-14.3	529,881	503,980	-4.9
Backpackers	19,738	18,643	-5.5	180,821	177,988	-1.6
Holiday parks	24,398	21,721	-11.0	227,747	217,624	-4.4
Occupancy rates ⁽³⁾ (%)						
Hotels	68.6	65.1	-5.1	56.8	57.6	1.4
Motels/apartments	73.4	66.5	-9.5	61.3	58.2	-5.0
Backpackers	58.0	50.6	-12.8	43.1	40.8	-5.5
Holiday parks	26.8	24.7	-7.6	20.3	19.3	-5.0
Total	53.4	48.6	-9.1	42.8	40.8	-4.5
Total excluding holiday parks ⁽⁴⁾	66.8	60.3	-9.7	53.6	51.5	-3.9
Average length of stay ⁽⁵⁾						
Hotels	1.87	2.01	7.3	1.90	2.02	6.0
Motels/apartments	1.77	1.65	-7.1	1.60	1.57	-2.0
Backpackers	1.78	2.02	13.6	1.92	2.04	6.2
Holiday parks	2.10	2.11	0.2	2.41	2.38	-1.1
Total	1.85	1.85	0.2	1.83	1.84	0.9
Guest arrivals						
Hotels	11,981	10,411	-13.1	121,196	115,406	-4.8
Motels/apartments	29,963	27,653	-7.7	330,538	320,727	-3.0
Backpackers	11,109	9,235	-16.9	94,291	87,426	-7.3
Holiday parks	11,598	10,310	-11.1	94,401	91,253	-3.3
Total	64,650	57,609	-10.9	640,425	614,812	-4.0
Establishments						
Hotels	8	8	0.0	8	8	0.0
Motels/apartments	61	62	1.6	61	62	1.6
Backpackers	14	14	0.0	14	14	0.0
Holiday parks	11	11	0.0	11	11	0.0
Total	94	95	1.1	94	95	1.1
Capacity ⁽⁶⁾						
Hotels	16,492	16,492	0.0	194,180	194,180	0.0
Motels/apartments	33,976	34,317	1.0	398,382	401,701	0.8
Backpackers	29,016	29,946	3.2	354,210	361,850	2.2
Holiday parks	39,835	39,835	0.0	456,525	474,153	3.9
Total	119,319	120,590	1.1	1,403,297	1,431,884	2.0

(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:

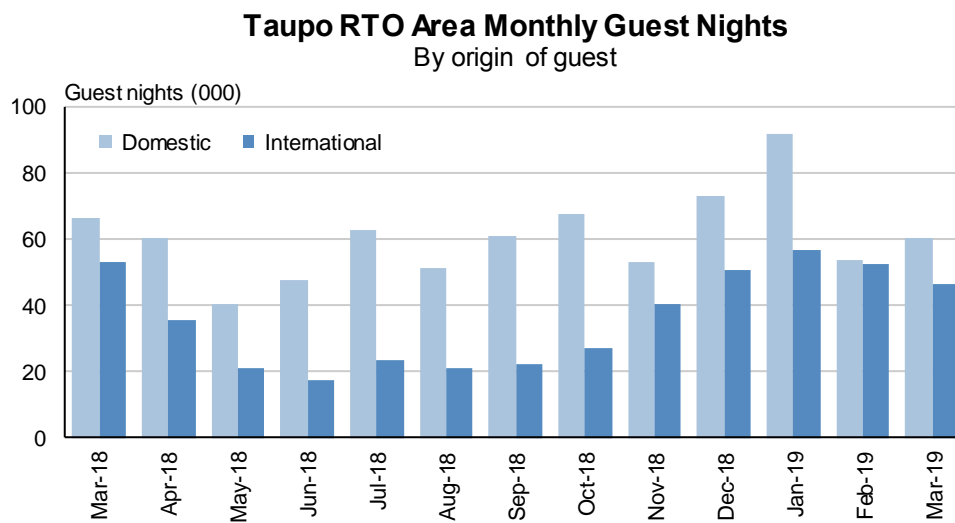
C confidential

3 Origin of guests

In March 2019, international guests accounted for 43.5 percent of all guest nights in the Taupo RTO area. When compared with March 2018, the number of international guest nights spent in the area in March 2019 was down 12.8 percent to 46,421. Domestic guest nights decreased 9.1 percent, to 60,323, for the same period.

The proportion of the origin-of-guest estimate from actual data was 72 percent for March 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Taupo RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Mar	66,345	53,251	119,596	2,180,388	1,996,067	4,176,455
	Apr	60,385	35,174	95,558	1,860,719	1,569,372	3,430,091
	May	40,008	20,614	60,622	1,493,682	1,047,474	2,541,156
	Jun	47,367	17,215	64,582	1,443,331	824,407	2,267,738
	Jul	62,704	23,162	85,866	1,688,075	989,310	2,677,385
	Aug	50,916	20,816	71,731	1,571,502	952,679	2,524,181
	Sep	61,107	21,834	82,941	1,701,704	1,046,180	2,747,884
	Oct	67,512	26,656	94,168	1,954,146	1,314,205	3,268,352
	Nov	53,043	40,220	93,263	1,804,941	1,730,166	3,535,107
	Dec	72,793	50,775	123,568	2,289,702	1,908,866	4,198,568
2019	Jan	91,420	56,300	147,720	2,879,204	2,088,517	4,967,720
	Feb	53,375	52,428	105,803	1,988,788	2,026,586	4,015,374
	Mar	60,323	46,421	106,744	2,125,847	1,882,162	4,008,009
Percent change from the current month of the previous year							
		-9.1	-12.8	-10.7	-2.5	-5.7	-4.0
Year ended							
March 2018		734,383	434,889	1,169,272	22,336,355	17,589,971	39,926,326
March 2019		720,952	411,615	1,132,567	22,801,640	17,379,925	40,181,565
Percent change from previous year							
		-1.8	-5.4	-3.1	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

Taupo 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
March month					
Taupo RTO area					
Hotels	21,593	22,390	20,882	3.7	-6.7
Motels	50,453	53,070	45,498	5.2	-14.3
Backpackers	18,356	19,738	18,643	7.5	-5.5
Holiday parks	15,543	24,398	21,721	57.0	-11.0
Total	105,945	119,596	106,744	12.9	-10.7
New Zealand					
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
Year ended March					
Taupo RTO area					
Hotels	214,422	230,823	232,975	7.6	0.9
Motels	530,601	529,881	503,980	-0.1	-4.9
Backpackers	156,882	180,821	177,988	15.3	-1.6
Holiday parks	186,943	227,747	217,624	21.8	-4.4
Total	1,088,848	1,169,272	1,132,567	7.4	-3.1
New Zealand					
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
Total	2,180,388	2,125,847	-2.5	1,996,067	1,882,162	-5.7	4,176,455	4,008,009	-4.0

Table 5.2

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

RTO area	March 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	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
Total	78.7	71.5	53.9	25.7	53.2	68.8

(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>