



# Commercial Accommodation Monitor: December 2018

Northland

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## Preface

Commercial Accommodation Monitor: December 2018 – Northland presents comprehensive and impartial information on short-term commercial accommodation for the Northland 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:

- Far North District
- Kaipara District
- Whangarei 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 January 2019 monitor will be released on 14 March 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 December 2018 compared with December 2017:

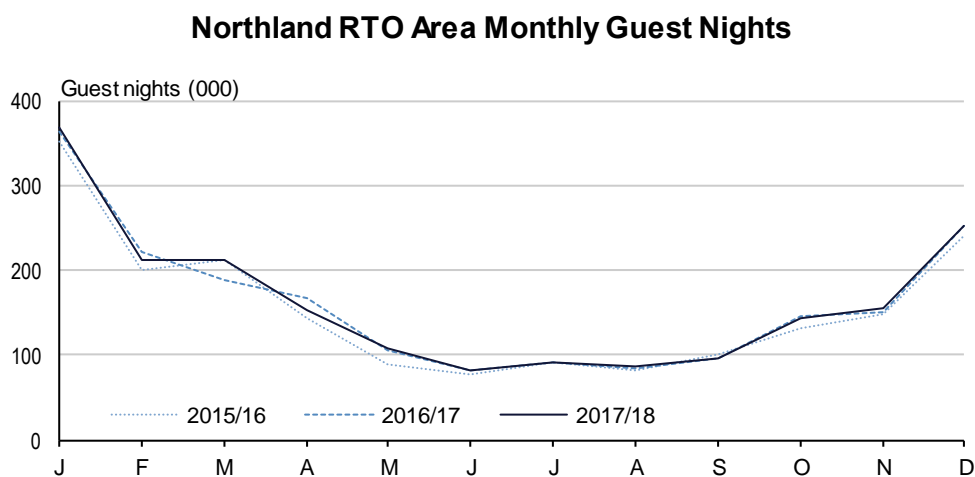
- Guest nights rose 0.2 percent to 253,604
- International guest nights rose 3.7 percent to 83,177
- Domestic guest nights fell 1.5 percent to 170,427
- The average length of stay remained at 2.39 nights
- The overall occupancy rate fell from 41.4 percent to 41.0 percent
- The occupancy rate, excluding holiday parks, was 57.1 percent in December 2018
- Accommodation capacity, excluding holiday parks, was unchanged.

## Response rates for December 2018

The response rate for the Northland RTO area was 83 percent for December 2018.

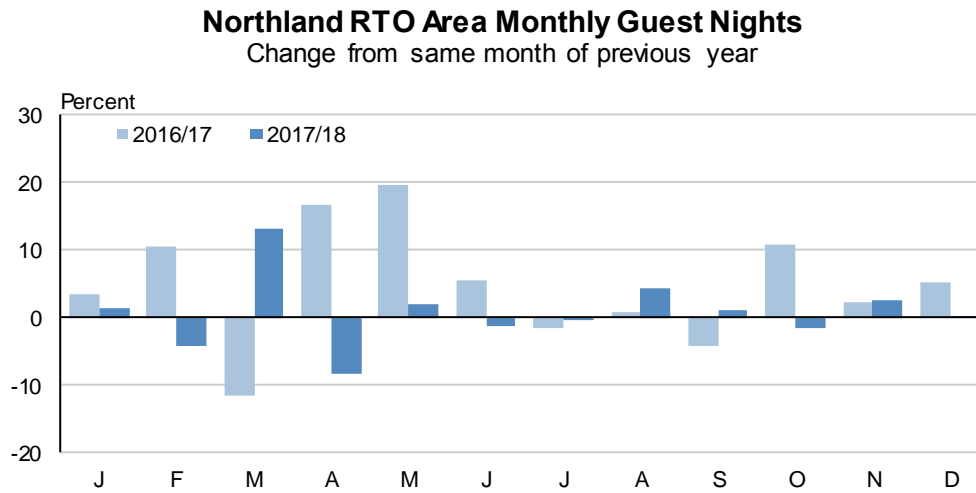
The proportion of the origin-of-guest estimate from unadjusted data was 67 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



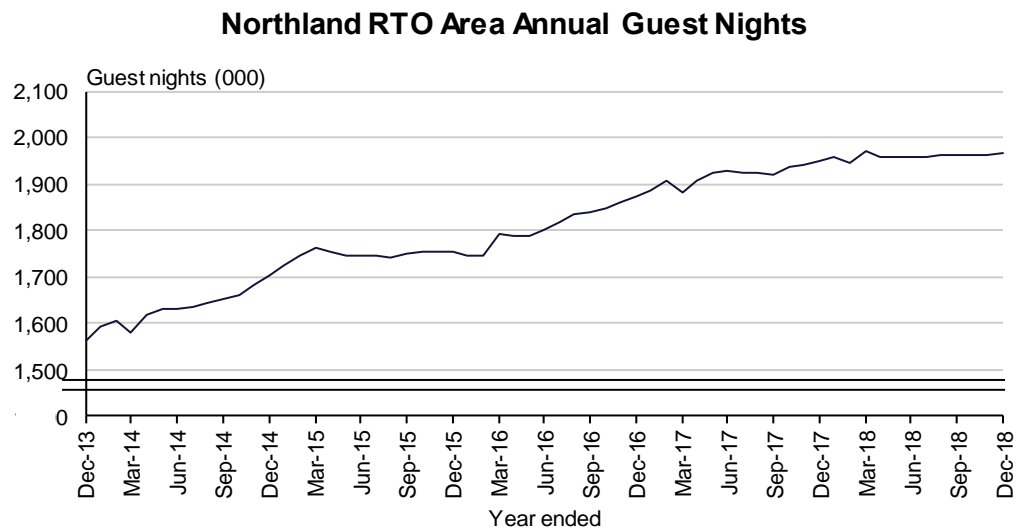
Source: Stats NZ

## Year ended highlights

For the year ended December 2018 compared with the previous year:

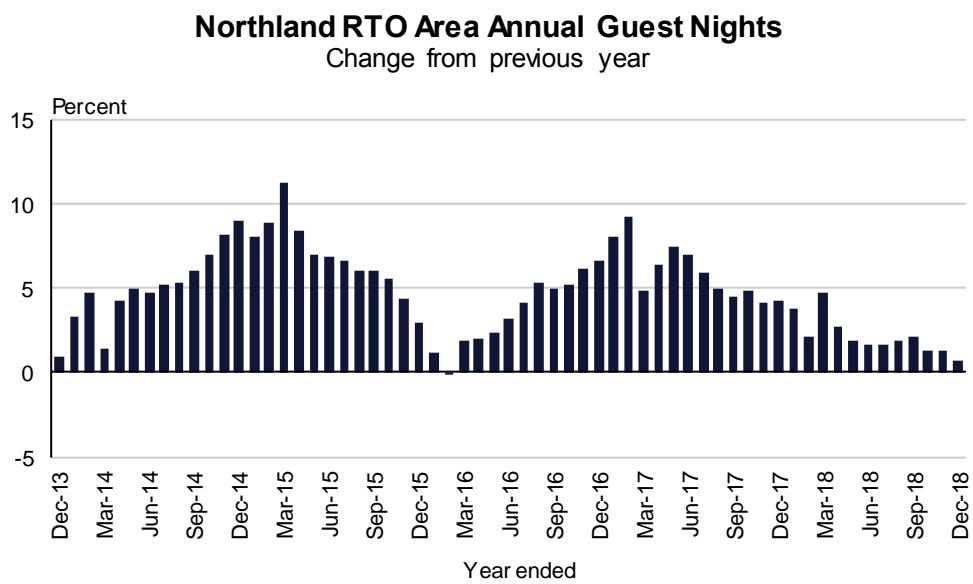
- Guest nights rose 0.7 percent to 1,964,911
- International guest nights fell 6.0 percent to 673,400
- Domestic guest nights rose 4.6 percent to 1,291,512
- The average length of stay rose from 2.17 nights to 2.25 nights
- The overall occupancy rate rose from 29.0 percent to 30.0 percent
- The occupancy rate, excluding holiday parks, was 48.7 percent for the year ended December 2018
- Accommodation capacity, excluding holiday parks, fell 0.1 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In December 2018, compared with December 2017, there was an increase of 0.2 percent in total guest nights for the Northland RTO area. Holiday parks had the largest increase, followed by backpackers. Hotels had the largest decrease.

For the year ended December 2018, compared with the previous December year, total guest nights for the Northland RTO area increased 0.7 percent. Holiday parks had the largest increase, followed by motels. Hotels had the largest decrease.

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

Table 2.1

## Northland Accommodation Variables

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

Accommodation type	Monthly			Annual		
	December		Percentage change	Year ended		Percentage change
	2017	2018		December 2017	December 2018	
Guest nights						
Total guest nights	253,161	253,604	0.2	1,951,643	1,964,911	0.7
International	80,171	83,177	3.7	716,523	673,400	-6.0
Domestic	172,990	170,427	-1.5	1,235,119	1,291,512	4.6
Hotels	40,003	35,567	-11.1	350,626	334,159	-4.7
Motels/apartments	69,462	69,098	-0.5	651,941	652,405	0.1
Backpackers	20,532	21,902	6.7	186,093	180,297	-3.1
Holiday parks	123,163	127,037	3.1	762,983	798,050	4.6
Occupancy rates <sup>(3)</sup> (%)						
Hotels	59.9	52.7	-12.1	45.4	46.1	1.6
Motels/apartments	64.6	65.7	1.6	56.4	58.9	4.5
Backpackers	54.9	50.0	-9.0	40.8	37.0	-9.1
Holiday parks	29.0	30.8	6.2	16.4	17.8	8.7
Total	41.4	41.0	-1.0	29.0	30.0	3.6
Total excluding holiday parks <sup>(4)</sup>	60.4	57.1	-5.5	48.6	48.7	0.2
Average length of stay <sup>(5)</sup>						
Hotels	1.88	1.70	-9.6	1.70	1.66	-2.9
Motels/apartments	2.08	2.17	4.3	1.98	2.04	2.7
Backpackers	2.64	2.44	-7.6	2.39	2.71	13.8
Holiday parks	2.84	2.85	0.5	2.66	2.81	5.5
Total	2.39	2.39	-0.3	2.17	2.25	3.7
Guest arrivals						
Hotels	21,242	20,895	-1.6	205,741	201,898	-1.9
Motels/apartments	33,417	31,879	-4.6	328,870	320,334	-2.6
Backpackers	7,781	8,980	15.4	78,018	66,442	-14.8
Holiday parks	43,361	44,501	2.6	286,670	284,171	-0.9
Total	105,801	106,255	0.4	899,299	872,846	-2.9
Establishments						
Hotels	27	28	3.7	27	28	3.7
Motels/apartments	124	119	-4.0	124	119	-4.0
Backpackers	26	27	3.8	26	27	3.8
Holiday parks	43	44	2.3	43	44	2.3
Total	220	218	-0.9	220	218	-0.9
Capacity <sup>(6)</sup>						
Hotels	33,635	34,131	1.5	403,400	394,315	-2.3
Motels/apartments	48,019	46,562	-3.0	563,876	561,331	-0.5
Backpackers	34,317	35,309	2.9	395,965	406,166	2.6
Holiday parks	177,413	182,621	2.9	2,119,592	2,079,368	-1.9
Total	293,384	298,623	1.8	3,482,833	3,441,180	-1.2

(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:**

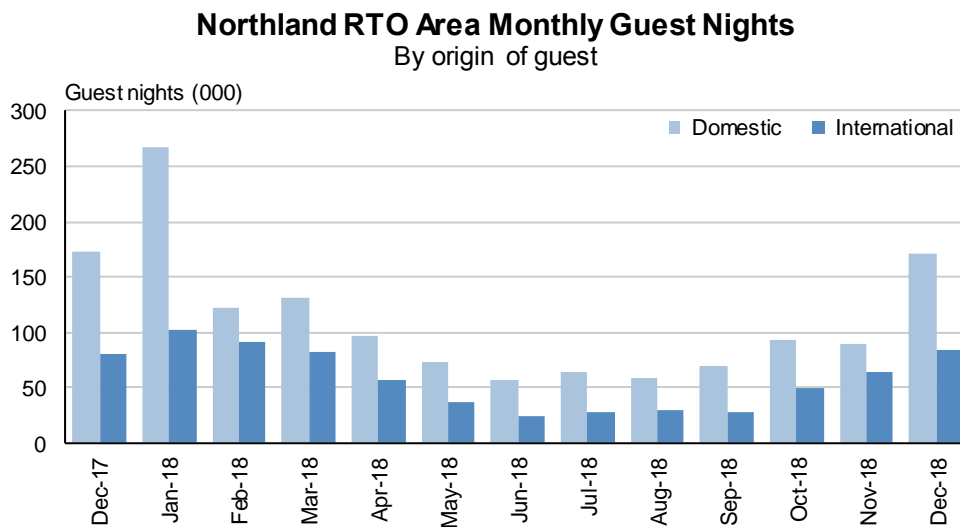
C confidential

### 3 Origin of guests

In December 2018, international guests accounted for 32.8 percent of all guest nights in the Northland RTO area. When compared with December 2017, the number of international guest nights spent in the area in December 2018 was up 3.7 percent to 83,177. Domestic guest nights decreased 1.5 percent, to 170,427, for the same period.

The proportion of the origin-of-guest estimate from actual data was 67 percent for December 2018.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Northland RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2017	Dec	172,990	80,171	253,161	2,215,289	1,926,411	4,141,700
2018	Jan	267,363	101,824	369,187	2,851,307	2,117,813	4,969,120
	Feb	121,948	90,776	212,723	1,938,307	2,092,637	4,030,944
	Mar	130,831	82,014	212,845	2,180,388	1,996,067	4,176,455
	Apr	96,550	57,326	153,876	1,860,719	1,569,372	3,430,091
	May	72,853	36,087	108,940	1,493,682	1,047,474	2,541,156
	Jun	56,923	24,776	81,699	1,443,331	824,407	2,267,738
	Jul	63,618	27,127	90,744	1,688,075	989,310	2,677,385
	Aug	57,762	29,213	86,975	1,571,502	952,679	2,524,181
	Sep	69,608	26,955	96,563	1,701,704	1,046,180	2,747,884
	Oct	93,710	49,515	143,225	1,954,146	1,314,205	3,268,352
	Nov	89,919	64,612	154,530	1,804,941	1,730,166	3,535,107
	Dec	170,427	83,177	253,604	2,289,702	1,908,866	4,198,568
Percent change from the current month of the previous year							
		-1.5	3.7	0.2	3.4	-0.9	1.4
Year ended							
December 2017		1,235,119	716,523	1,951,643	22,225,169	17,239,262	39,464,431
December 2018		1,291,512	673,400	1,964,911	22,777,803	17,589,177	40,366,980
Percent change from previous year							
		4.6	-6.0	0.7	2.5	2.0	2.3

(1) Regional tourism organisation

## 4 National results

In December 2018, a total of 4,199,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 57,000 nights (1.4 percent) from December 2017. North Island guest nights were relatively unchanged (up 1,000 or 0.1 percent) while the South Island recorded an increase (up 55,000 or 3.1 percent).

Three of the four accommodation types recorded an increase in guest nights in December 2018, compared with December 2017. Hotels had the largest increase in guest nights (up 39,000 or 3.0 percent), followed by holiday parks (up 22,000 or 1.9 percent) and motels (up 19,000 or 1.6 percent). Backpackers had the only decrease in guest nights (down 24,000 or 4.6 percent).

For the year ended December 2018, there were 40,367,000 guest nights, an increase of 903,000 (2.29 percent) from the previous December year.

Refer to Table 4.1 for comparisons of data.

**Table 4.1**

### Northland and New Zealand Guest Nights

*By accommodation type  
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2016	2017	2018	2016 to 2017	2017 to 2018
<b>December month</b>					
<b>Northland RTO area</b>					
Hotels	37,435	40,003	35,567	6.9	-11.1
Motels	69,417	69,462	69,098	0.1	-0.5
Backpackers	19,939	20,532	21,902	3.0	6.7
Holiday parks	113,839	123,163	127,037	8.2	3.1
Total	240,630	253,161	253,604	5.2	0.2
<b>New Zealand</b>					
Hotels	1,237,791	1,303,962	1,343,454	5.3	3.0
Motels	1,156,389	1,166,005	1,184,840	0.8	1.6
Backpackers	507,624	512,453	488,807	1.0	-4.6
Holiday parks	1,081,525	1,159,280	1,181,467	7.2	1.9
Total	3,983,330	4,141,700	4,198,568	4.0	1.4
<b>Year ended December</b>					
<b>Northland RTO area</b>					
Hotels	334,297	350,626	334,159	4.9	-4.7
Motels	617,172	651,941	652,405	5.6	0.1
Backpackers	179,450	186,093	180,297	3.7	-3.1
Holiday parks	741,404	762,983	798,050	2.9	4.6
Total	1,872,323	1,951,643	1,964,911	4.2	0.7
<b>New Zealand</b>					
Hotels	13,606,865	13,932,801	14,457,019	2.4	3.8
Motels	12,128,919	12,359,189	12,483,219	1.9	1.0
Backpackers	5,154,200	5,210,060	5,061,309	1.1	-2.9
Holiday parks	7,610,913	7,962,381	8,365,433	4.6	5.1
Total	38,500,897	39,464,431	40,366,980	2.5	2.3

## 5 Regional comparison

In December 2018, Mackenzie recorded the largest increase in guest nights (up 20,000 or 23.8 percent) from December 2017. This was followed by Queenstown (up 17,000 or 4.9 percent), Canterbury (up 13,000 or 3.4 percent), Coromandel (up 10,000 or 8.0 percent), and Auckland (up 8,000 or 1.3 percent).

Rotorua recorded the largest decrease (down 12,000 or 5.0 percent), followed Hawke's Bay (down 9,000 or 6.9 percent), Taupo (down 6,000 or 4.5 percent), Hurunui (down 4,000 or 11.1 percent), and Taranaki (down 3,000 or 4.9 percent).

Table 5.1

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

RTO area	December guest nights								
	Domestic			International			Total		
	2017	2018	Percent age change	2017	2018	Percent age change	2017	2018	Percent age change
Northland	172,990	170,427	-1.5	80,171	83,177	3.7	253,161	253,604	0.2
Auckland	334,905	331,995	-0.9	328,564	339,830	3.4	663,469	671,825	1.3
Coromandel	83,579	96,121	15.0	38,501	35,677	-7.3	122,080	131,798	8.0
Waikato	95,372	102,067	7.0	47,667	43,774	-8.2	143,039	145,841	2.0
Bay of Plenty	93,703	95,896	2.3	36,549	32,687	-10.6	130,251	128,583	-1.3
Rotorua	108,310	109,842	1.4	128,902	115,496	-10.4	237,211	225,338	-5.0
Taupo	74,720	72,793	-2.6	54,637	50,775	-7.1	129,357	123,568	-4.5
Whakatane-									
Kaw erau	32,399	30,976	-4.4	8,224	6,685	-18.7	40,623	37,661	-7.3
Gisborne	38,859	40,167	3.4	7,648	5,266	-31.1	46,507	45,433	-2.3
Taranaki	56,378	53,003	-6.0	14,140	14,036	-0.7	70,518	67,039	-4.9
Haw ke's Bay	95,474	90,833	-4.9	41,403	36,574	-11.7	136,877	127,406	-6.9
Ruapehu	23,913	22,596	-5.5	22,112	22,500	1.8	46,025	45,097	-2.0
Manaw atu	35,879	40,580	13.1	7,451	7,515	0.9	43,331	48,095	11.0
Whanganui	13,290	14,662	10.3	5,424	5,921	9.2	18,713	20,583	10.0
Wairarapa	20,217	23,880	18.1	5,604	4,377	-21.9	25,821	28,257	9.4
Kapiti-Horow henua	25,052	29,495	17.7	4,957	5,616	13.3	30,009	35,111	17.0
Wellington	143,605	150,437	4.8	89,162	85,527	-4.1	232,767	235,964	1.4
Marlborough	42,391	45,162	6.5	34,933	36,170	3.5	77,325	81,332	5.2
Nelson-Tasman	115,477	117,057	1.4	71,665	72,466	1.1	187,142	189,523	1.3
Canterbury	189,450	192,505	1.6	196,972	207,221	5.2	386,423	399,727	3.4
Hurunui	23,547	22,792	-3.2	15,159	11,624	-23.3	38,706	34,416	-11.1
Mackenzie	23,407	38,266	63.5	62,737	68,376	9.0	86,144	106,642	23.8
Timaru	22,129	22,152	0.1	11,187	11,470	2.5	33,317	33,622	0.9
West Coast	49,846	51,329	3.0	115,647	111,833	-3.3	165,493	163,162	-1.4
Wanaka	44,648	48,454	8.5	61,401	59,180	-3.6	106,049	107,635	1.5
Queenstow n	91,943	108,916	18.5	260,528	260,667	0.1	352,472	369,583	4.9
Waitaki	31,263	28,922	-7.5	20,747	23,329	12.4	52,010	52,251	0.5
Central Otago	39,032	34,817	-10.8	9,949	11,864	19.3	48,981	46,681	-4.7
Dunedin	42,962	48,940	13.9	46,993	38,837	-17.4	89,955	87,777	-2.4
Clutha	6,230	6,581	5.6	4,134	4,733	14.5	10,364	11,315	9.2
Fiordland	21,139	25,002	18.3	71,569	71,899	0.5	92,708	96,902	4.5
Southland	23,178	23,035	-0.6	21,676	23,764	9.6	44,854	46,799	4.3
<b>Total</b>	<b>2,215,289</b>	<b>2,289,702</b>	<b>3.4</b>	<b>1,926,411</b>	<b>1,908,866</b>	<b>-0.9</b>	<b>4,141,700</b>	<b>4,198,568</b>	<b>1.4</b>

Table 5.2

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

RTO area	December 2018 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	52.7	65.7	50.0	30.8	41.0	57.1
Auckland	77.2	63.6	53.0	30.4	64.3	68.9
Coromandel	53.9	55.6	34.1	31.2	35.8	46.5
Waikato	57.7	61.6	50.4	31.8	48.1	58.0
Bay of Plenty	60.6	67.4	47.7	32.0	45.1	58.1
Rotorua	78.2	70.0	33.0	38.2	54.1	58.4
Taupo	60.5	64.4	47.8	29.7	48.3	57.2
Whakatane-Kawerau	C	59.4	C	19.4	27.2	52.8
Gisborne	C	63.4	C	18.6	30.1	54.4
Taranaki	47.4	42.5	44.4	32.2	39.6	44.6
Hawke's Bay	64.1	65.9	68.3	34.3	53.7	66.2
Ruapehu	49.7	35.9	24.5	48.2	35.6	33.1
Manawatu	37.4	52.2	C	C	40.0	C
Whanganui	C	49.3	59.4	C	37.6	C
Wairarapa	C	56.0	C	20.7	32.3	48.3
Kapiti-Horowhenua	C	60.2	C	26.3	27.8	29.4
Wellington	71.9	66.9	C	C	61.6	C
Marlborough	53.4	62.6	44.4	36.9	47.3	54.0
Nelson-Tasman	59.5	61.6	55.9	34.0	45.5	58.7
Canterbury	70.2	63.5	41.4	30.6	49.4	58.5
Hurunui	C	50.7	C	20.6	30.9	39.7
Mackenzie	C	70.0	C	70.5	74.1	75.9
Timaru	C	59.8	C	28.9	39.0	52.8
West Coast	59.8	63.6	45.4	36.6	50.5	56.2
Wanaka	67.9	82.5	68.5	46.6	58.4	71.8
Queenstown	84.2	72.3	78.3	46.3	75.4	80.0
Waitaki	46.4	64.4	35.6	9.3	18.2	52.1
Central Otago	31.8	63.5	49.2	19.5	27.3	50.5
Dunedin	61.8	67.9	38.1	43.1	55.6	58.9
Clutha	C	44.6	C	22.7	30.0	40.5
Fiordland	C	72.5	C	57.5	64.6	68.6
Southland	49.9	46.6	37.9	27.8	39.7	44.9
<b>Total</b>	69.6	62.4	48.2	30.8	49.9	60.8

(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 Local authority area results

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

Table 6.1

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

Accommodation type	December 2018 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	19	24,180	28,745	1.82	54.41
Motels	82	29,667	45,823	2.24	64.93
Backpackers	22	31,434	20,691	2.44	53.06
Holiday parks	23	95,697	64,493	2.86	27.67
Total	146	180,978	159,751	2.37	41.76
Whangarei District					
Hotels	6	8,184	C	C	C
Motels	29	14,725	21,263	2.12	69.61
Backpackers	3	2,759	C	C	C
Holiday parks	13	57,474	42,674	3.17	32.01
Total	51	83,142	71,285	2.50	40.72
Kaipara District					
Hotels	3	1,767	C	C	C
Motels	8	2,170	2,012	1.46	49.03
Backpackers	2	1,116	C	C	C
Holiday parks	8	29,450	19,870	2.35	38.72
Total	21	34,503	22,568	2.17	37.79
Northland Regional Tourism Organisation area					
Hotels	28	34,131	35,567	1.70	52.67
Motels	119	46,562	69,098	2.17	65.67
Backpackers	27	35,309	21,902	2.44	49.96
Holiday parks	44	182,621	127,037	2.85	30.82
Total	218	298,623	253,604	2.39	41.01

(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>