



Commercial Accommodation Monitor:

March 2019

Rotorua

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Preface

Commercial Accommodation Monitor: March 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 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:

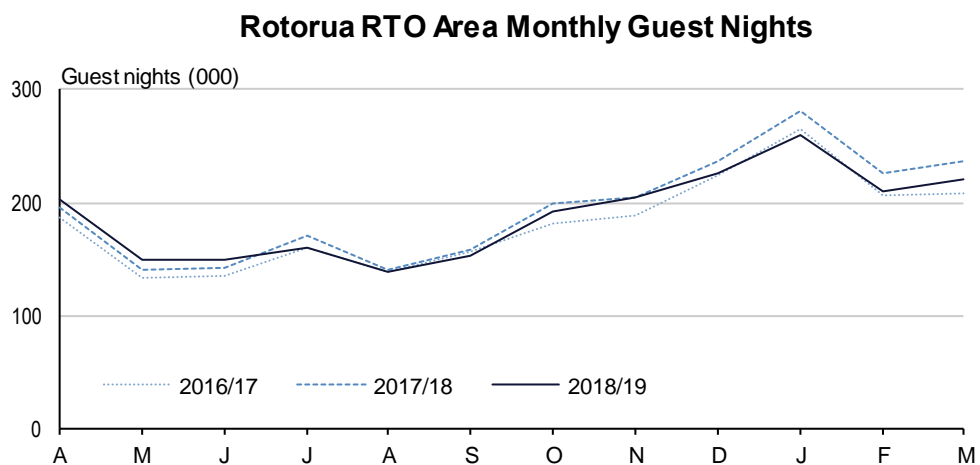
- Guest nights fell 7.1 percent to 220,211
- International guest nights fell 10.3 percent to 108,239
- Domestic guest nights fell 3.8 percent to 111,971
- The average length of stay rose from 1.81 nights to 1.86 nights
- The overall occupancy rate fell from 58.8 percent to 57.8 percent
- The occupancy rate, excluding holiday parks, was 64.2 percent in March 2019
- Accommodation capacity, excluding holiday parks, fell 6.5 percent.

Response rates for March 2019

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

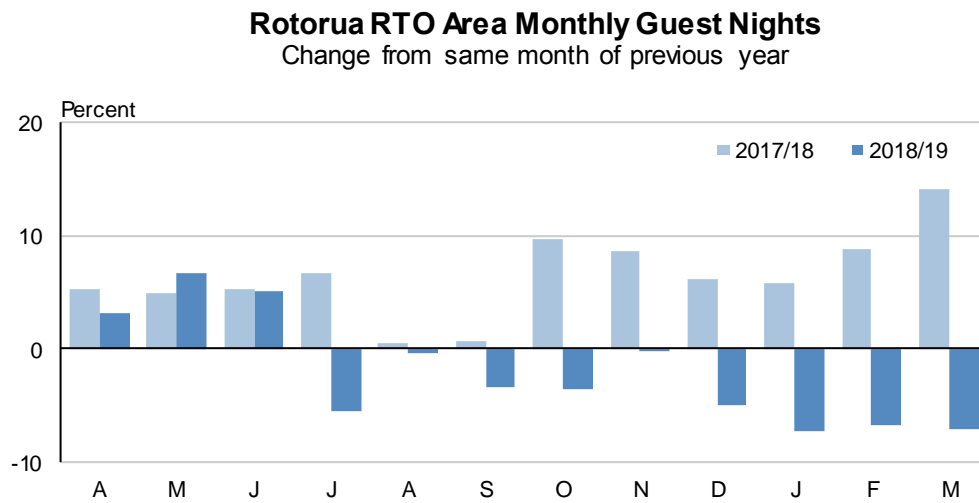
The proportion of the origin-of-guest estimate from unadjusted data was 81 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



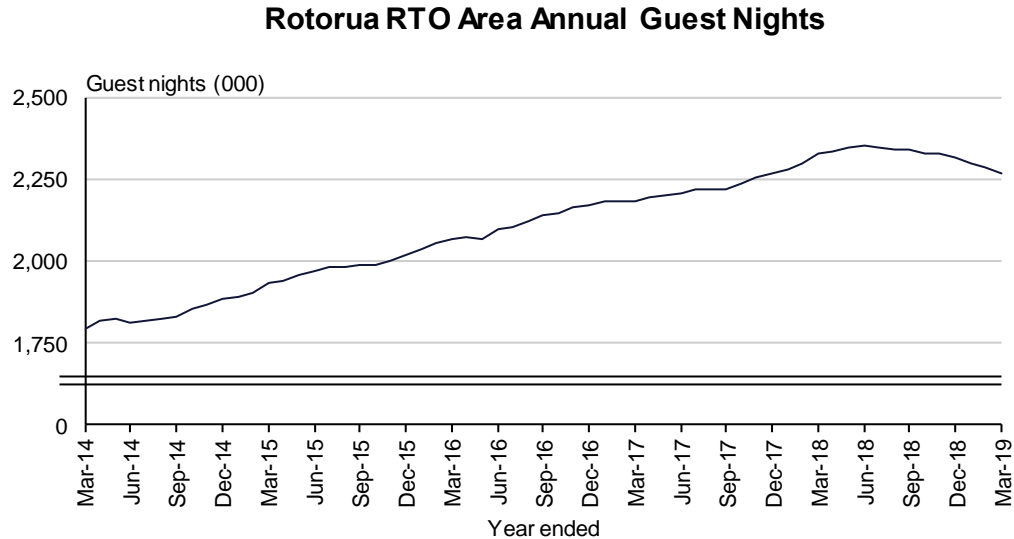
Source: Stats NZ

Year ended highlights

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

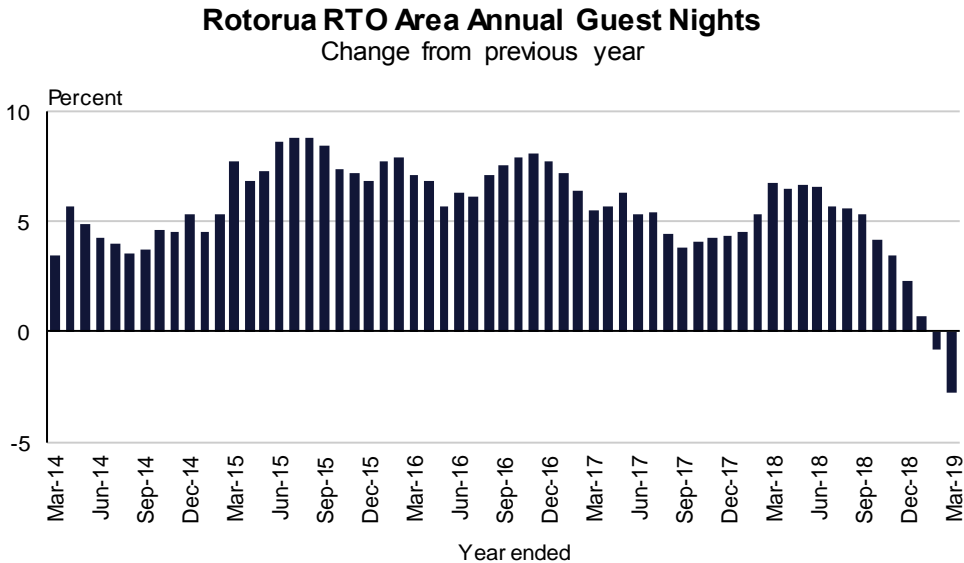
- Guest nights fell 2.7 percent to 2,265,961
- International guest nights fell 8.4 percent to 1,024,543
- Domestic guest nights rose 2.5 percent to 1,241,417
- The average length of stay remained at 1.87 nights
- The overall occupancy rate fell from 49.3 percent to 48.8 percent
- The occupancy rate, excluding holiday parks, was 54.5 percent for the year ended March 2019
- Accommodation capacity, excluding holiday parks, fell 4.0 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 7.1 percent in total guest nights for the Rotorua RTO area. Motels had the largest decrease, followed by backpackers.

For the year ended March 2019, compared with the previous March year, total guest nights for the Rotorua RTO area decreased 2.7 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		
	March		Percentage change	Year ended		Percentage change
	2018	2019		March 2018	March 2019	
Guest nights						
Total guest nights	236,955	220,211	-7.1	2,329,704	2,265,961	-2.7
International	120,608	108,239	-10.3	1,118,289	1,024,543	-8.4
Domestic	116,347	111,971	-3.8	1,211,415	1,241,417	2.5
Hotels	89,728	89,693	0.0	956,410	951,642	-0.5
Motels/apartments	75,629	68,316	-9.7	740,504	731,178	-1.3
Backpackers	33,434	26,737	-20.0	301,470	246,664	-18.2
Holiday parks	38,164	35,464	-7.1	331,320	336,477	1.6
Occupancy rates⁽³⁾ (%)						
Hotels	86.6	85.9	-0.8	74.8	75.4	0.8
Motels/apartments	77.9	76.7	-1.5	66.4	64.0	-3.7
Backpackers	38.6	36.4	-5.7	31.7	29.1	-8.2
Holiday parks	37.4	34.7	-7.2	27.1	27.8	2.9
Total	58.8	57.8	-1.6	49.3	48.8	-1.0
Total excluding holiday parks ⁽⁴⁾	64.3	64.2	-0.2	55.0	54.5	-1.0
Average length of stay⁽⁵⁾						
Hotels	1.62	1.70	5.0	1.70	1.68	-0.7
Motels/apartments	1.82	1.88	3.4	1.82	1.85	1.7
Backpackers	1.85	1.94	4.6	2.00	2.15	7.6
Holiday parks	2.43	2.32	-4.7	2.74	2.50	-8.8
Total	1.81	1.86	2.8	1.87	1.87	-0.1
Guest arrivals						
Hotels	55,525	52,854	-4.8	563,982	565,015	0.2
Motels/apartments	41,599	36,354	-12.6	407,120	395,178	-2.9
Backpackers	18,026	13,778	-23.6	150,702	114,602	-24.0
Holiday parks	15,707	15,312	-2.5	120,747	134,410	11.3
Total	130,857	118,298	-9.6	1,242,551	1,209,205	-2.7
Establishments						
Hotels	22	22	0.0	22	22	0.0
Motels/apartments	73	71	-2.7	73	71	-2.7
Backpackers	15	14	-6.7	15	14	-6.7
Holiday parks	10	10	0.0	10	10	0.0
Total	120	117	-2.5	120	117	-2.5
Capacity⁽⁶⁾						
Hotels	57,102	56,668	-0.8	672,116	667,214	-0.7
Motels/apartments	40,889	39,432	-3.6	476,088	475,415	-0.1
Backpackers	71,238	62,155	-12.8	801,051	727,947	-9.1
Holiday parks	43,183	43,183	0.0	506,830	508,445	0.3
Total	212,412	201,438	-5.2	2,456,085	2,379,021	-3.1

(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:

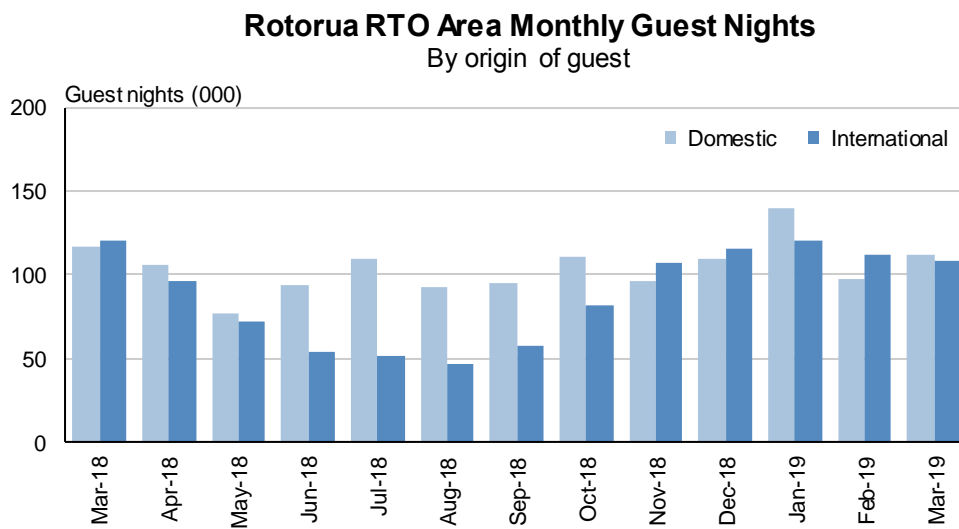
C confidential

3 Origin of guests

In March 2019, international guests accounted for 49.2 percent of all guest nights in the Rotorua RTO area. When compared with March 2018, the number of international guest nights spent in the area in March 2019 was down 10.3 percent to 108,239. Domestic guest nights decreased 3.8 percent, to 111,971, for the same period.

The proportion of the origin-of-guest estimate from actual data was 81 percent for March 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	Mar	116,347	120,608	236,955	2,180,388	1,996,067	4,176,455
	Apr	106,277	96,291	202,568	1,860,719	1,569,372	3,430,091
	May	76,852	72,423	149,276	1,493,682	1,047,474	2,541,156
	Jun	94,349	54,367	148,716	1,443,331	824,407	2,267,738
	Jul	109,263	51,361	160,624	1,688,075	989,310	2,677,385
	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
Percent change from the current month of the previous year							
		-3.8	-10.3	-7.1	-2.5	-5.7	-4.0
Year ended							
March 2018		1,211,415	1,118,289	2,329,704	22,336,355	17,589,971	39,926,326
March 2019		1,241,417	1,024,543	2,265,961	22,801,640	17,379,925	40,181,565
Percent change from previous year							
		2.5	-8.4	-2.7	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

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
March month					
Rotorua RTO area					
Hotels	86,221	89,728	89,693	4.1	0.0
Motels	64,393	75,629	68,316	17.4	-9.7
Backpackers	29,833	33,434	26,737	12.1	-20.0
Holiday parks	27,014	38,164	35,464	41.3	-7.1
Total	207,461	236,955	220,211	14.2	-7.1
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					
Rotorua RTO area					
Hotels	937,862	956,410	951,642	2.0	-0.5
Motels	697,219	740,504	731,178	6.2	-1.3
Backpackers	270,302	301,470	246,664	11.5	-18.2
Holiday parks	277,429	331,320	336,477	19.4	1.6
Total	2,182,812	2,329,704	2,265,961	6.7	-2.7
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>