



Commercial Accommodation Monitor:

March 2018

Ruapehu

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Preface

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

- Ruapehu 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).

For further data and commentary, see the monthly Accommodation Survey Hot Off the Press, and the monthly pivot tables – with variables by RTO and local authority area – both available on the Stats NZ website (www.stats.govt.nz).

The April 2018 monitor will be released on 13 June 2018.

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.

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Contents

List of tables and figures.....	vi
1 Highlights.....	1
Monthly highlights.....	1
Year ended highlights	2
2 Accommodation variables.....	4
3 Origin of guests.....	6
4 National results	8
5 Regional comparison	9
6 Accommodation Survey technical notes	12

List of tables and figures

Tables by chapter

2 Accommodation variables	
2.1 Ruapehu accommodation variables by accommodation type	5
3 Origin of guests	
3.1 Ruapehu and New Zealand monthly guest nights by origin of guest	7
4 National results	
4.1 Ruapehu and New Zealand guest nights by accommodation type	8
5 Regional comparison	
5.1 Regional tourism organisation areas’ monthly guest nights by origin of guest.....	10
5.2 Regional tourism organisation areas’ monthly occupancy rates by accommodation type	11

Figures by chapter

1 Highlights	
1.1 Ruapehu RTO area monthly guest nights.....	1
1.2 Ruapehu RTO area monthly guest nights, change from same month of previous year	2
1.3 Ruapehu RTO area annual guest nights.....	3
1.4 Ruapehu RTO area annual guest nights, change from previous year	3
3 Origin of guests	
3.1 Ruapehu RTO area monthly guest nights, by origin of guest.....	6

1 Highlights

Monthly highlights

In March 2018 compared with March 2017:

- Guest nights rose 7.8 percent to 47,021
- International guest nights fell 3.6 percent to 20,739
- Domestic guest nights rose 19.0 percent to 26,282
- The average length of stay rose from 1.65 nights to 1.71 nights
- The overall occupancy rate rose from 37.8 percent to 40.1 percent
- The occupancy rate, excluding holiday parks, was 39.2 percent in March 2018
- Accommodation capacity, excluding holiday parks, fell 5.4 percent.

Response rates for March 2018

The response rate for the Ruapehu RTO area was 73 percent for March 2018.

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

Figure 1.1

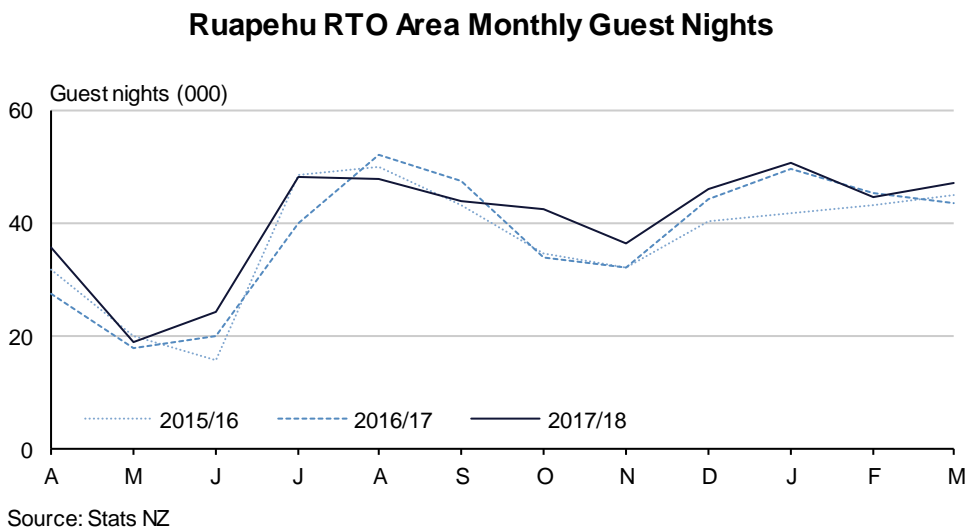
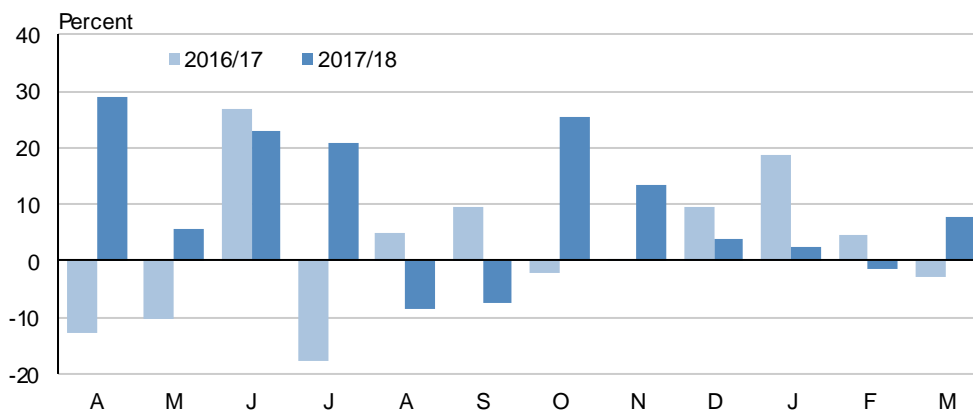


Figure 1.2

Ruapehu RTO Area Monthly Guest Nights
Change from same month of previous year



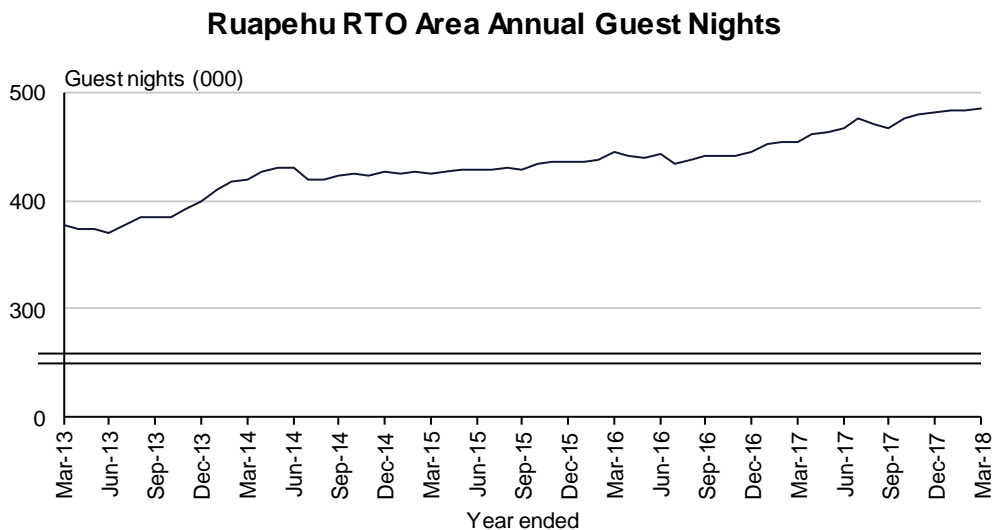
Source: Stats NZ

Year ended highlights

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

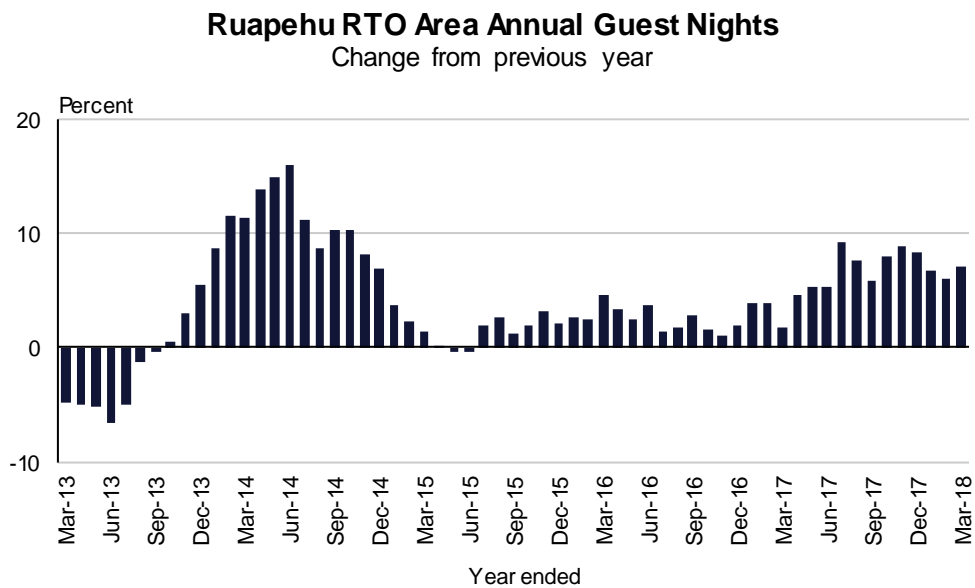
- Guest nights rose 7.1 percent to 485,449
- International guest nights rose 7.8 percent to 180,450
- Domestic guest nights rose 6.8 percent to 304,999
- The average length of stay rose from 1.69 nights to 1.75 nights
- The overall occupancy rate rose from 31.2 percent to 33.7 percent.
- Accommodation capacity, excluding holiday parks, fell 4.1 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In March 2018, compared with March 2017, there was an increase of 7.8 percent in total guest nights for the Ruapehu RTO area. Motels had the largest increase, followed by hotels. Backpackers had the only decrease.

For the year ended March 2018, compared with the previous March year, total guest nights for the Ruapehu RTO area increased 7.1 percent.

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

Table 2.1

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

Accommodation type	Monthly			Annual		
	March		Percentage change	Year ended		Percentage change
	2017	2018		March 2017	March 2018	
Guest nights						
Total guest nights	43,607	47,021	7.8	453,082	485,449	7.1
International	21,518	20,739	-3.6	167,470	180,450	7.8
Domestic	22,089	26,282	19.0	285,612	304,999	6.8
Hotels	11,674	13,320	14.1	135,007	153,126	13.4
Motels/apartments	10,639	13,153	23.6	122,316	136,741	11.8
Backpackers	11,853	10,552	-11.0	C	105,140	C
Holiday parks	9,442	9,996	5.9	C	90,443	C
Occupancy rates⁽³⁾ (%)						
Hotels	49.5	52.1	5.2	46.3	50.0	8.1
Motels/apartments	33.7	39.7	17.7	30.9	35.4	14.6
Backpackers	33.9	33.2	-1.9	C	C	C
Holiday parks	40.9	44.3	8.5	C	C	C
Total	37.8	40.1	6.1	31.2	33.7	8.0
Total excluding holiday parks ⁽⁴⁾	37.2	39.2	5.4	C	C	C
Average length of stay⁽⁵⁾						
Hotels	1.66	1.88	13.2	1.62	1.76	8.7
Motels/apartments	1.84	1.67	-9.0	1.75	1.75	-0.1
Backpackers	1.79	2.00	11.5	C	1.94	C
Holiday parks	1.35	1.36	0.2	C	1.55	C
Total	1.65	1.71	3.2	1.69	1.75	3.7
Guest arrivals						
Hotels	7,012	7,068	0.8	83,234	86,859	4.4
Motels/apartments	5,784	7,857	35.8	69,873	78,178	11.9
Backpackers	6,612	5,278	-20.2	59,340	54,194	-8.7
Holiday parks	6,982	7,374	5.6	56,149	58,294	3.8
Total	26,390	27,577	4.5	268,596	277,524	3.3
Establishments						
Hotels	10	9	-10.0	10	9	-10.0
Motels/apartments	23	25	8.7	23	25	8.7
Backpackers	15	13	-13.3	15	13	-13.3
Holiday parks	5	5	0.0	5	5	0.0
Total	53	52	-1.9	53	52	-1.9
Capacity⁽⁶⁾						
Hotels	13,020	12,462	-4.3	154,526	147,080	-4.8
Motels/apartments	16,182	16,523	2.1	180,826	185,886	2.8
Backpackers	31,062	28,024	-9.8	361,786	335,490	-7.3
Holiday parks	11,532	11,532	0.0	135,229	134,776	-0.3
Total	71,796	68,541	-4.5	832,367	803,232	-3.5

(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.

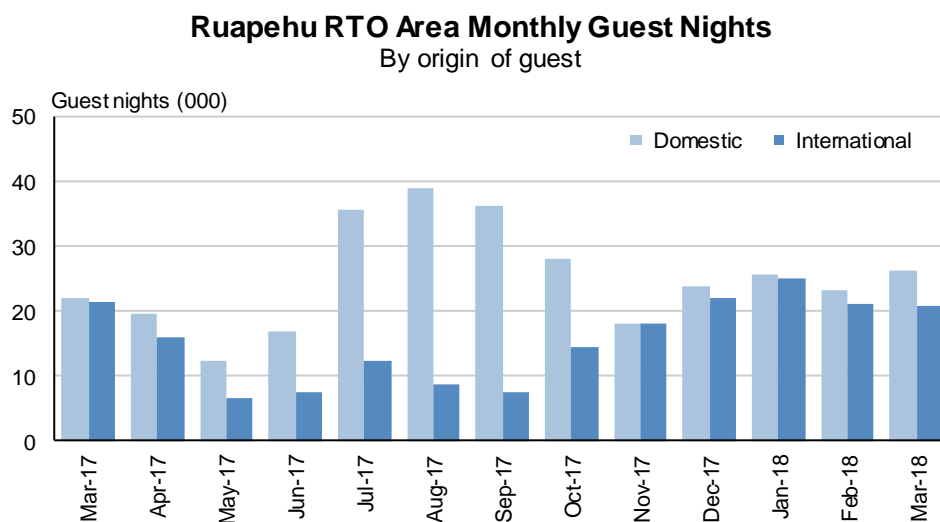
Symbol:

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3 Origin of guests

In March 2018, international guests accounted for 44.1 percent of all guest nights in the Ruapehu RTO area. When compared with March 2017, the number of international guest nights spent in the area in March 2018 was down 3.6 percent to 20,739. Domestic guest nights increased 19.0 percent, to 26,282, for the same period. The proportion of the origin-of-guest estimate from actual data was 72 percent for March 2018.

Figure 3.1



Source: Stats NZ

Table 3.1

Ruapehu and New Zealand Monthly Guest Nights
By origin of guest

		Ruapehu RTO ⁽¹⁾ area			New Zealand			
		Origin of guest		Total	Origin of guest		Total	
		Domestic	International		Domestic	International		
Month								
2017	Mar	22,089	21,518	43,607	2,028,090	1,837,951	3,866,041	
	Apr	19,479	16,028	35,507	1,926,006	1,536,088	3,462,094	
	May	12,223	6,665	18,888	1,457,780	1,043,047	2,500,827	
	Jun	16,836	7,477	24,313	1,411,543	897,622	2,309,165	
	Jul	35,762	12,362	48,125	1,649,217	1,024,216	2,673,433	
	Aug	38,904	8,748	47,651	1,492,179	948,419	2,440,597	
	Sep	36,286	7,471	43,757	1,639,056	1,030,456	2,669,511	
	Oct	28,076	14,405	42,481	1,843,147	1,303,650	3,146,797	
	Nov	18,141	18,235	36,376	1,732,137	1,673,546	3,405,683	
	Dec	23,913	22,112	46,025	2,215,289	1,926,411	4,141,700	
	2018	Jan	25,738	24,956	50,694	2,851,307	2,117,813	4,969,120
		Feb	23,359	21,251	44,610	1,938,307	2,092,637	4,030,944
Mar		26,282	20,739	47,021	2,180,388	1,996,067	4,176,455	
Percent change from the current month of the previous year								
		19.0	-3.6	7.8	7.5	8.6	8.0	
Year ended								
March 2017		285,612	167,470	453,082	21,819,924	16,598,351	38,418,275	
March 2018		304,999	180,450	485,449	22,336,355	17,589,971	39,926,326	
Percent change from previous year								
		6.8	7.8	7.1	2.4	6.0	3.9	

(1) Regional tourism organisation

4 National results

In March 2018 guest nights were boosted by an earlier Easter weekend. A total of 4,176,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 310,000 nights (8.0 percent) from March 2017. Both the North Island (up 129,000 or 5.8 percent) and South Island (up 181,000 or 11.1 percent) recorded increases.

Three of the four accommodation types recorded an increase in guest nights in March 2018, compared with March 2017.

Holiday parks had the largest increase in guest nights (up 188,000 or 24.6 percent), followed by hotels (up 77,000 or 5.9 percent), and motels (up 50,000 or 4.1 percent). Backpackers had the only decrease in guest nights (down 5,000 or 0.9 percent).

For the year ended March 2018, there were 39,926,000 guest nights, an increase of 1,508,000 (3.9 percent) from the previous March year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Ruapehu and New Zealand Guest Nights					
<i>By accommodation type</i>					
<i>Monthly and year ended</i>					
Accommodation type	Total guest nights			Percentage change	
	2016	2017	2018	2016 to 2017	2017 to 2018
March month					
Ruapehu RTO area					
Hotels	12,489	11,674	13,320	-6.5	14.1
Motels	11,877	10,639	13,153	-10.4	23.6
Backpackers	11,160	11,853	10,552	6.2	-11.0
Holiday parks	9,401	9,442	9,996	0.4	5.9
Total	44,928	43,607	47,021	-2.9	7.8
New Zealand					
Hotels	1,283,987	1,319,617	1,397,036	2.8	5.9
Motels	1,232,539	1,218,959	1,269,177	-1.1	4.1
Backpackers	565,819	564,612	559,803	-0.2	-0.9
Holiday parks	905,496	762,854	950,438	-15.8	24.6
Total	3,987,842	3,866,041	4,176,455	-3.1	8.0
Year ended March					
Ruapehu RTO area					
Hotels	130,646	135,007	153,126	3.3	13.4
Motels	121,481	122,316	136,741	0.7	11.8
Backpackers	115,113	C	105,140	C	C
Holiday parks	77,879	C	90,443	C	C
Total	445,118	453,082	485,449	1.8	7.1
New Zealand					
Hotels	13,103,696	13,608,694	14,159,505	3.9	4.0
Motels	11,676,438	12,116,088	12,378,138	3.8	2.2
Backpackers	5,079,709	5,160,611	5,181,864	1.6	0.4
Holiday parks	7,368,723	7,532,883	8,206,819	2.2	8.9
Total	37,228,565	38,418,275	39,926,326	3.2	3.9

5 Regional comparison

In March 2018, Canterbury recorded the largest increase in guest nights (up 71,000 or 21.2 percent) from March 2017. This was followed by Rotorua (up 29,000 or 14.2 percent), Northland (up 25,000 or 13.0 percent), Coromandel (up 18,000 or 21.4 percent), and Queenstown (up 17,000 or 5.4 percent).

Hawke's Bay recorded the largest decrease (down 5,000 or 4.2 percent), followed by Waikato (down 1,000 or 0.6 percent).

Table 5.1

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

RTO area	March guest nights								
	Domestic			International			Total		
	2017	2018	Percent age change	2017	2018	Percent age change	2017	2018	Percent age change
Northland	99,969	130,831	30.9	88,372	82,014	-7.2	188,341	212,845	13.0
Auckland	368,342	353,304	-4.1	328,878	354,927	7.9	697,221	708,230	1.6
Coromandel	50,377	62,894	24.8	33,832	39,304	16.2	84,208	102,197	21.4
Waikato	105,935	99,683	-5.9	41,777	47,209	13.0	147,712	146,892	-0.6
Bay of Plenty	80,461	87,268	8.5	31,862	33,039	3.7	112,323	120,307	7.1
Rotorua	98,417	116,347	18.2	109,044	120,608	10.6	207,461	236,955	14.2
Taupo	60,760	66,345	9.2	45,185	53,251	17.9	105,945	119,596	12.9
Whakatane-Kawerau	19,164	22,399	16.9	7,460	7,715	3.4	26,624	30,115	13.1
Gisborne	30,689	33,932	10.6	7,161	6,169	-13.9	37,850	40,102	5.9
Taranaki	49,255	57,008	15.7	12,827	14,311	11.6	62,083	71,318	14.9
Hawke's Bay	84,192	80,692	-4.2	40,954	39,168	-4.4	125,146	119,860	-4.2
Ruapehu	22,089	26,282	19.0	21,518	20,739	-3.6	43,607	47,021	7.8
Manawatu	47,212	47,135	-0.2	8,311	9,490	14.2	55,523	56,625	2.0
Whanganui	15,439	15,314	-0.8	5,056	6,001	18.7	20,494	21,315	4.0
Wairarapa	18,956	23,807	25.6	4,926	5,819	18.1	23,881	29,626	24.1
Kapiti-Horowhenua	23,591	23,636	0.2	4,548	5,597	23.1	28,139	29,234	3.9
Wellington	165,059	165,718	0.4	95,973	98,819	3.0	261,031	264,537	1.3
Marlborough	43,569	50,044	14.9	46,238	45,183	-2.3	89,807	95,226	6.0
Nelson-Tasman	88,320	93,265	5.6	73,212	76,562	4.6	161,533	169,826	5.1
Canterbury	165,678	196,520	18.6	170,683	211,054	23.7	336,361	407,574	21.2
Hurunui	22,791	26,286	15.3	14,038	14,505	3.3	36,829	40,791	10.8
Mackenzie	19,611	23,388	19.3	59,890	61,972	3.5	79,501	85,359	7.4
Timaru	17,829	24,909	39.7	11,731	13,274	13.2	29,559	38,183	29.2
West Coast	51,846	58,327	12.5	115,040	116,780	1.5	166,886	175,107	4.9
Wanaka	30,770	34,921	13.5	55,892	66,364	18.7	86,663	101,285	16.9
Queenstown	90,538	85,949	-5.1	233,552	255,533	9.4	324,090	341,482	5.4
Waitaki	20,533	28,275	37.7	21,999	22,968	4.4	42,532	51,242	20.5
Central Otago	21,537	27,592	28.1	10,365	10,827	4.5	31,902	38,419	20.4
Dunedin	58,916	57,143	-3.0	43,534	51,315	17.9	102,450	108,457	5.9
Clutha	6,927	7,275	5.0	5,184	5,489	5.9	12,112	12,764	5.4
Fiordland	21,387	26,017	21.6	66,751	72,109	8.0	88,138	98,126	11.3
Southland	27,931	27,883	-0.2	22,157	27,953	26.2	50,087	55,836	11.5
Total	2,028,090	2,180,388	7.5	1,837,951	1,996,067	8.6	3,866,041	4,176,455	8.0

Table 5.2

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

RTO area	March 2018 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	65.5	73.1	42.4	21.3	37.1	61.6
Auckland	86.6	73.4	64.3	29.2	72.5	78.6
Coromandel	52.1	59.9	31.8	25.7	32.2	46.3
Waikato	72.9	72.9	46.0	27.8	51.7	66.2
Bay of Plenty	68.1	72.7	50.2	30.7	46.7	62.9
Rotorua	86.6	77.9	38.6	37.4	58.8	64.3
Taupo	68.6	73.4	58.0	26.8	53.4	66.8
Whakatane-Kaw erau	C	72.4	C	11.3	24.3	64.6
Gisborne	C	65.4	C	14.8	29.6	57.9
Taranaki	62.5	63.3	41.4	28.7	46.4	59.1
Haw ke's Bay	74.2	74.4	54.1	28.4	53.4	68.6
Ruapehu	52.1	39.7	33.2	44.3	40.1	39.2
Manaw atu	48.7	67.9	C	C	47.8	C
Whanganui	C	66.0	52.2	C	41.7	C
Wairarapa	C	67.7	C	20.3	37.2	59.1
Kapiti-Horow henua	C	69.8	C	19.4	27.4	36.5
Wellington	87.8	80.6	C	C	76.1	C
Marlborough	73.7	82.0	59.8	37.3	58.5	71.7
Nelson-Tasman	69.6	75.2	66.9	31.3	49.5	70.8
Canterbury	78.0	75.5	51.9	29.8	55.5	68.4
Hurunu	C	67.6	C	26.1	43.9	59.2
Mackenzie	C	76.0	C	46.1	69.1	81.1
Timaru	C	85.4	C	33.5	50.9	74.1
West Coast	69.3	78.8	58.9	45.0	61.9	68.5
Wanaka	75.5	86.3	84.6	40.0	59.7	81.9
Queenstow n	88.8	76.0	83.8	53.4	80.4	84.8
Waitaki	60.4	77.0	65.0	10.4	22.0	67.2
Central Otago	34.1	75.7	43.0	10.4	21.4	53.7
Dunedin	84.1	81.0	61.7	51.7	72.3	77.6
Clutha	C	58.2	C	26.2	35.4	48.2
Fiordland	81.5	84.1	C	C	70.8	C
Southland	59.8	64.5	45.9	37.2	51.6	57.4
Total	79.4	73.4	55.7	27.8	54.7	70.1

(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 http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation.aspx