



Commercial Accommodation Monitor:
July 2017
Nelson-Tasman

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Preface

Commercial Accommodation Monitor: July 2017 – 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).

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 August 2017 monitor will be released on 11 October 2017.

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 July 2017 compared with July 2016:

- Guest nights rose 3.8 percent to 65,639
- International guest nights rose 9.5 percent to 18,498
- Domestic guest nights rose 1.7 percent to 47,141
- The average length of stay fell from 2.45 nights to 2.40 nights
- The overall occupancy rate rose from 21.3 percent to 22.2 percent
- The occupancy rate, excluding holiday parks, was 38.5 percent in July 2017
- Accommodation capacity, excluding holiday parks, fell 0.1 percent.

Response rates for July 2017

The response rate for the Nelson-Tasman RTO area was 80 percent for July 2017.

The proportion of the origin-of-guest estimate from unadjusted data was 76 percent.

Figure 1.1

Nelson-Tasman RTO Area Monthly Guest Nights

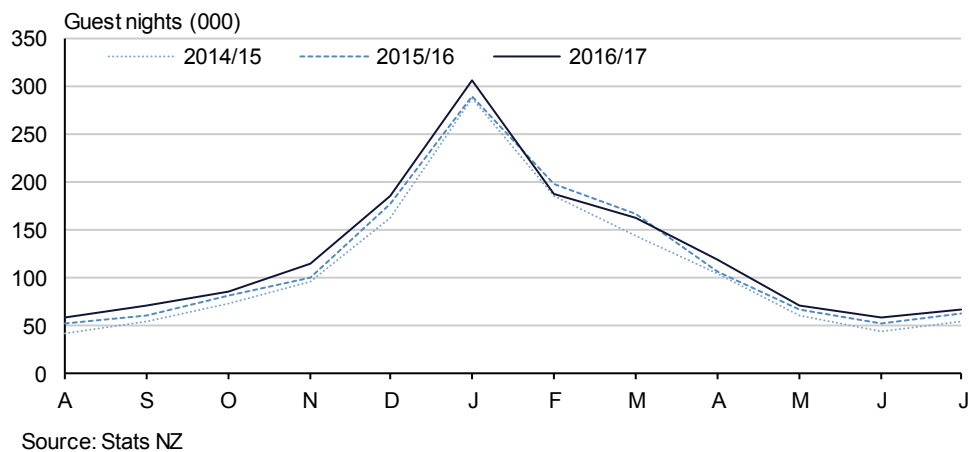
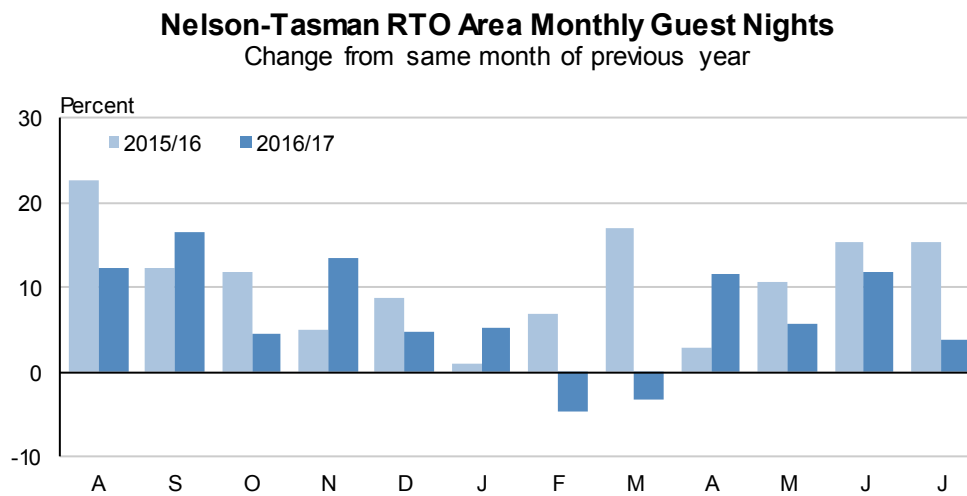


Figure 1.2



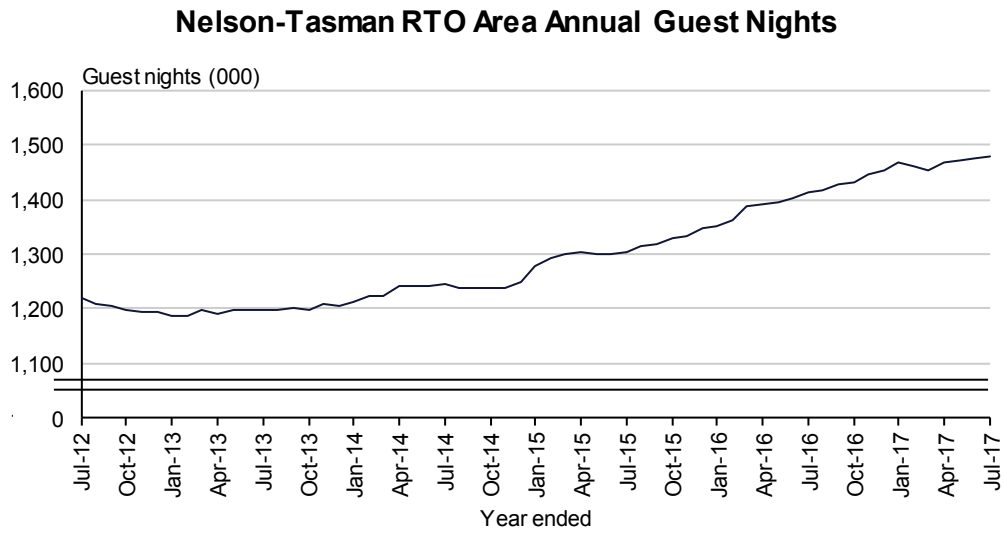
Source: Stats NZ

Year ended highlights

For the year ended July 2017 compared with the previous year:

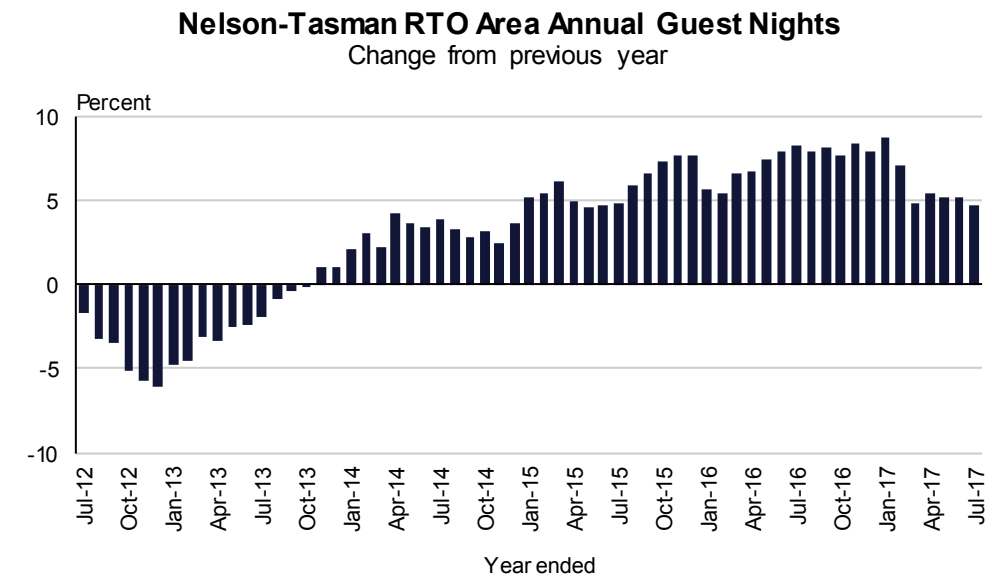
- Guest nights rose 4.7 percent to 1,477,962
- International guest nights rose 12.3 percent to 560,343
- Domestic guest nights rose 0.6 percent to 917,619
- The average length of stay rose from 2.34 nights to 2.41 nights
- The overall occupancy rate rose from 33.3 percent to 35.8 percent
- The occupancy rate, excluding holiday parks, was 53.3 percent for the year ended July 2017
- Accommodation capacity, excluding holiday parks, rose 0.6 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In July 2017, compared with July 2016, there was an increase of 3.8 percent in total guest nights for the Nelson-Tasman RTO area. Holiday parks had the largest increase, followed by backpackers. Hotels had the only decrease.

For the year ended July 2017, compared with the previous July year, total guest nights for the Nelson-Tasman RTO area increased 4.7 percent. Motels had the largest increase, followed by holiday parks.

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⁽¹⁾⁽²⁾*

Accommodation type	Monthly			Annual		
	July		Percentage change	Year ended		Percentage change
	2016	2017		July 2016	July 2017	
Guest nights						
Total guest nights	63,255	65,639	3.8	1,411,291	1,477,962	4.7
International	16,895	18,498	9.5	499,049	560,343	12.3
Domestic	46,360	47,141	1.7	912,242	917,619	0.6
Hotels	8,196	7,948	-3.0	138,850	144,697	4.2
Motels/apartments	28,799	29,153	1.2	470,590	509,010	8.2
Backpackers	12,714	13,743	8.1	256,320	264,505	3.2
Holiday parks	13,547	14,796	9.2	545,530	559,750	2.6
Occupancy rates⁽³⁾ (%)						
Hotels	50.1	45.0	-10.2	53.7	56.6	5.5
Motels/apartments	40.6	44.9	10.6	53.7	57.2	6.3
Backpackers	29.3	30.3	3.3	46.4	48.5	4.6
Holiday parks	7.4	7.8	5.2	18.1	20.2	11.5
Total	21.3	22.2	4.1	33.3	35.8	7.5
Total excluding holiday parks ⁽⁴⁾	36.9	38.5	4.5	50.5	53.3	5.6
Average length of stay⁽⁵⁾						
Hotels	1.93	1.83	-5.2	1.85	1.89	2.1
Motels/apartments	2.17	2.27	4.3	2.04	2.12	4.1
Backpackers	3.14	2.13	-32.2	2.03	2.12	4.4
Holiday parks	3.14	4.01	27.7	3.21	3.25	1.1
Total	2.45	2.40	-1.9	2.34	2.41	2.7
Guest arrivals						
Hotels	4,247	4,345	2.3	75,033	76,586	2.1
Motels/apartments	13,255	12,866	-2.9	230,941	240,055	3.9
Backpackers	4,048	6,453	59.4	126,199	124,744	-1.2
Holiday parks	4,314	3,691	-14.5	169,989	172,442	1.4
Total	25,864	27,354	5.8	602,162	613,826	1.9
Establishments						
Hotels	10	10	0.0	10	10	0.0
Motels/apartments	86	82	-4.7	86	82	-4.7
Backpackers	24	23	-4.2	24	23	-4.2
Holiday parks	19	20	5.3	19	20	5.3
Total	139	135	-2.9	139	135	-2.9
Capacity⁽⁶⁾						
Hotels	10,943	10,974	0.3	153,179	153,276	0.1
Motels/apartments	37,820	37,758	-0.2	445,521	457,336	2.7
Backpackers	37,789	37,758	-0.1	469,013	463,984	-1.1
Holiday parks	97,185	98,580	1.4	1,208,053	1,208,894	0.1
Total	183,737	185,070	0.7	2,275,766	2,283,490	0.3

(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:

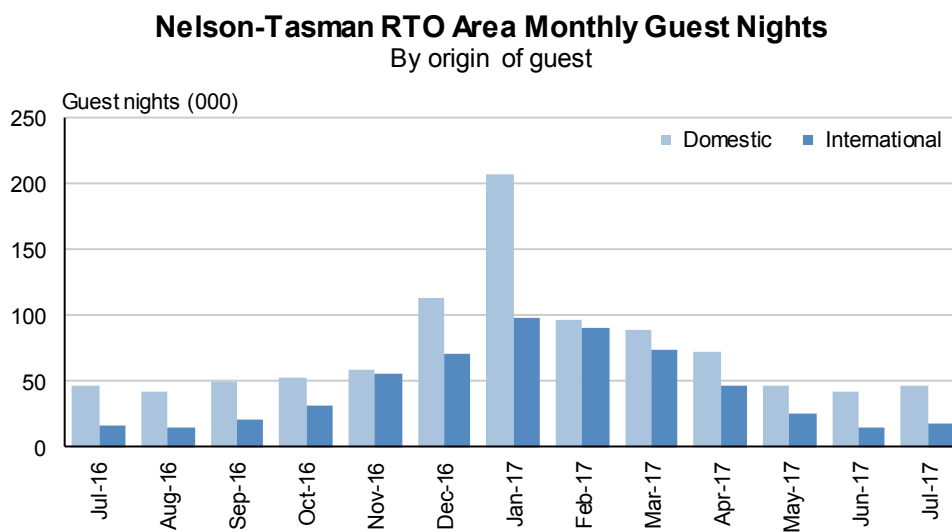
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3 Origin of guests

In July 2017, international guests accounted for 28.2 percent of all guest nights in the Nelson-Tasman RTO area. When compared with July 2016, the number of international guest nights spent in the area in July 2017 was up 9.5 percent to 18,498. Domestic guest nights increased 1.7 percent, to 47,141, for the same period.

The proportion of the origin-of-guest estimate from actual data was 76 percent for July 2017.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Nelson-Tasman RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2016	Jul	46,360	16,895	63,255	1,629,080	1,006,967	2,636,046
	Aug	42,853	14,699	57,552	1,510,985	938,027	2,449,012
	Sep	49,304	20,648	69,952	1,636,740	996,925	2,633,664
	Oct	53,358	31,151	84,509	1,762,311	1,241,751	3,004,062
	Nov	58,486	55,641	114,127	1,679,960	1,585,153	3,265,113
	Dec	113,618	71,305	184,923	2,169,488	1,813,842	3,983,330
2017	Jan	207,422	97,531	304,952	2,844,918	2,054,537	4,899,455
	Feb	97,143	90,494	187,636	1,985,807	1,963,320	3,949,127
	Mar	88,320	73,212	161,533	2,028,090	1,837,951	3,866,041
	Apr	72,196	46,816	119,012	1,926,006	1,536,088	3,462,094
	May	46,117	24,897	71,014	1,457,780	1,043,047	2,500,827
	Jun	41,661	15,451	57,112	1,411,543	897,622	2,309,165
	Jul	47,141	18,498	65,639	1,649,217	1,024,216	2,673,433
		Percent change from the current month of the previous year					
		1.7	9.5	3.8	1.2	1.7	1.4
Year ended							
July 2016		912,242	499,049	1,411,291	21,985,088	15,749,341	37,734,428
July 2017		917,619	560,343	1,477,962	22,062,844	16,932,479	38,995,323
		Percent change from previous year					
		0.6	12.3	4.7	0.4	7.5	3.3

(1) Regional tourism organisation

4 National results

In July 2017, guest nights comprised 61.7 percent domestic guests (1.65 million guest nights) and 38.3 percent international guests (1.02 million guest nights). Compared with July 2016, domestic guest nights increased by 20,000 (1.2 percent) and international guest nights increased by 17,000 (1.7 percent).

Three of the four accommodation types recorded an increase in guest nights in July 2017, compared with July 2016. Motels had the largest increase in guest nights (up 21,000 or 2.4 percent), followed by hotels (up 17,000 or 1.6 percent), and holiday parks (up 8,000 or 2.6 percent). Backpackers had the only decrease (down 10,000 or 2.9 percent).

For the year ended July 2017, there were 38,995,000 guest nights, an increase of 1,261,000 (3.34 percent) from the previous July year.

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	
	2015	2016	2017	2015 to 2016	2016 to 2017
July month					
Nelson-Tasman RTO area					
Hotels	6,613	8,196	7,948	23.9	-3.0
Motels	23,681	28,799	29,153	21.6	1.2
Backpackers	13,549	12,714	13,743	-6.2	8.1
Holiday parks	11,044	13,547	14,796	22.7	9.2
Total	54,887	63,255	65,639	15.2	3.8
New Zealand					
Hotels	1,002,511	1,080,210	1,097,658	7.8	1.6
Motels	847,993	888,240	909,599	4.7	2.4
Backpackers	328,116	340,152	330,329	3.7	-2.9
Holiday parks	288,396	327,444	335,847	13.5	2.6
Total	2,467,016	2,636,046	2,673,433	6.9	1.4
Year ended July					
Nelson-Tasman RTO area					
Hotels	130,296	138,850	144,697	6.6	4.2
Motels	434,525	470,590	509,010	8.3	8.2
Backpackers	224,661	256,320	264,505	14.1	3.2
Holiday parks	514,114	545,530	559,750	6.1	2.6
Total	1,303,595	1,411,291	1,477,962	8.3	4.7
New Zealand					
Hotels	12,607,034	13,383,980	13,759,289	6.2	2.8
Motels	11,267,370	11,794,918	12,312,954	4.7	4.4
Backpackers	4,881,944	5,123,973	5,173,195	5.0	1.0
Holiday parks	6,843,346	7,431,557	7,749,886	8.6	4.3
Total	35,599,693	37,734,428	38,995,323	6.0	3.3

5 Regional comparison

In July 2017, Rotorua recorded the largest increase in guest nights (up 11,000 or 6.6 percent) from July 2016. This was followed by Ruapehu (up 8,000 or 20.8 percent), Mackenzie (up 8,000 or 16.0 percent), Wanaka (up 7,000 or 10.8 percent), and Central Otago (up 4,000 or 44.6 percent).

Queenstown recorded the largest decrease (down 8,000 or 2.4 percent), followed by Waikato (down 3,000 or 3.6 percent), Marlborough (down 3,000 or 7.0 percent), Auckland (down 3,000 or 0.5 percent), and Manawatu (down 2,000 or 3.6 percent).

Table 5.1

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

RTO area	July guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	66,847	63,351	-5.2	25,524	27,447	7.5	92,370	90,799	-1.7
Auckland	335,670	326,749	-2.7	229,664	235,808	2.7	565,334	562,557	-0.5
Coromandel	25,311	27,777	9.7	10,156	9,622	-5.3	35,467	37,399	5.4
Waikato	74,669	71,066	-4.8	19,074	19,330	1.3	93,743	90,396	-3.6
Bay of Plenty	60,082	60,879	1.3	15,847	18,112	14.3	75,929	78,990	4.0
Rotorua	98,587	108,878	10.4	60,821	61,118	0.5	159,409	169,996	6.6
Taupo	61,871	62,463	1.0	21,861	23,670	8.3	83,732	86,133	2.9
Whakatane-Kawerau	10,884	10,487	-3.6	2,625	3,514	33.9	13,509	14,001	3.6
Gisborne	20,956	20,776	-0.9	2,324	2,785	19.8	23,280	23,561	1.2
Taranaki	38,131	34,370	-9.9	4,991	7,156	43.4	43,122	41,526	-3.7
Hawke's Bay	56,400	56,314	-0.2	13,290	16,246	22.2	69,690	72,560	4.1
Ruapehu	28,769	35,762	24.3	11,070	12,362	11.7	39,840	48,125	20.8
Manawatu	41,233	38,188	-7.4	4,700	6,074	29.2	45,932	44,261	-3.6
Whanganui	10,465	11,449	9.4	1,696	2,251	32.7	12,161	13,699	12.7
Wairarapa	12,337	13,988	13.4	1,210	2,187	80.8	13,546	16,175	19.4
Kapiti-Horowhenua	13,228	13,528	2.3	1,749	2,087	19.3	14,977	15,615	4.3
Wellington	155,028	150,329	-3.0	56,607	61,096	7.9	211,635	211,425	-0.1
Marlborough	21,328	28,278	32.6	22,113	12,120	-45.2	43,441	40,398	-7.0
Nelson-Tasman	46,360	47,141	1.7	16,895	18,498	9.5	63,255	65,639	3.8
Canterbury	139,302	148,311	6.5	105,058	96,054	-8.6	244,361	244,365	0.0
Hurunui	20,657	20,352	-1.5	6,554	8,642	31.9	27,211	28,995	6.6
Mackenzie	18,616	24,808	33.3	29,970	31,563	5.3	48,586	56,372	16.0
Timaru	15,678	13,437	-14.3	3,286	4,561	38.8	18,964	17,999	-5.1
West Coast	27,232	29,741	9.2	33,092	30,992	-6.3	60,325	60,733	0.7
Wanaka	24,765	28,805	16.3	39,164	42,005	7.3	63,929	70,809	10.8
Queenstown	106,099	103,192	-2.7	224,480	219,566	-2.2	330,579	322,759	-2.4
Waitaki	14,318	11,883	-17.0	5,479	7,902	44.2	19,797	19,785	-0.1
Central Otago	7,484	10,516	40.5	1,932	3,097	60.3	9,416	13,613	44.6
Dunedin	47,341	46,732	-1.3	15,392	17,352	12.7	62,733	64,084	2.2
Clutha	3,344	3,623	8.3	935	895	-4.2	4,279	4,518	5.6
Fiordland	6,772	6,920	2.2	15,031	14,454	-3.8	21,803	21,374	-2.0
Southland	19,317	19,125	-1.0	4,375	5,649	29.1	23,692	24,774	4.6
Total	1,629,080	1,649,217	1.2	1,006,967	1,024,216	1.7	2,636,046	2,673,433	1.4

Table 5.2

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

RTO area	July 2017 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	32.9	41.6	26.6	7.6	18.1	34.9
Auckland	78.0	63.1	44.1	13.6	60.5	66.9
Coromandel	36.6	27.1	13.0	9.9	13.7	22.1
Waikato	62.2	57.4	22.5	9.4	34.0	49.8
Bay of Plenty	55.7	60.3	27.3	15.7	31.2	46.8
Rotorua	67.4	57.3	23.1	16.9	40.5	46.7
Taupo	54.9	55.9	28.3	11.7	34.2	45.4
Whakatane-Kaw erau	C	50.8	C	4.0	14.5	44.3
Gisborne	C	44.1	C	7.3	17.8	37.7
Taranaki	42.5	48.6	35.6	10.6	30.0	45.0
Haw ke's Bay	50.3	56.9	29.1	13.6	34.8	46.9
Ruapehu	58.1	41.9	C	C	37.7	C
Manaw atu	45.1	53.2	C	C	38.3	C
Whanganui	C	50.0	31.1	C	27.9	C
Wairarapa	40.8	42.5	C	C	20.1	C
Kapiti-Horow henua	C	50.9	C	10.0	16.4	24.8
Wellington	77.2	65.8	C	C	61.4	C
Marlborough	38.0	51.9	25.9	15.8	30.0	39.3
Nelson-Tasman	45.0	44.9	30.3	7.8	22.2	38.5
Canterbury	61.2	52.0	32.2	11.4	36.2	49.4
Hurunui	C	50.8	C	14.1	27.9	39.1
Mackenzie	C	45.2	C	16.1	40.8	52.4
Timaru	C	40.7	C	9.2	22.9	37.3
West Coast	23.5	33.4	24.4	10.3	21.9	26.7
Wanaka	64.8	82.4	77.0	14.2	42.1	74.1
Queenstow n	82.2	69.0	74.4	26.3	70.1	77.3
Waitaki	32.6	51.0	C	C	29.4	C
Central Otago	C	44.3	C	3.1	8.5	31.3
Dunedin	53.7	60.5	41.4	19.3	46.4	53.6
Clutha	C	46.9	C	C	15.9	C
Fiordland	19.6	23.4	19.8	12.9	17.7	20.7
Southland	30.8	41.7	20.0	5.7	23.2	32.3
Total	64.1	52.8	35.4	11.0	37.2	51.6

(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⁽¹⁾

Accommodation type	July 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Tasman District					
Hotels	4	2,139	C	C	C
Motels	35	12,958	7,925	2.48	35.25
Backpackers	13	19,127	4,112	1.94	17.76
Holiday parks	15	73,253	C	C	C
Total	67	107,477	22,868	2.77	12.73
Nelson City					
Hotels	6	8,835	C	C	C
Motels	47	24,800	21,228	2.20	49.97
Backpackers	10	18,631	9,631	2.22	43.14
Holiday parks	5	25,327	C	C	C
Total	68	77,593	42,771	2.24	35.22
Nelson-Tasman Regional Tourism Organisation area					
Hotels	10	10,974	7,948	1.83	44.97
Motels	82	37,758	29,153	2.27	44.92
Backpackers	23	37,758	13,743	2.13	30.28
Holiday parks	20	98,580	14,796	4.01	7.79
Total	135	185,070	65,639	2.40	22.16

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