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Commercial Accommodation Monitor:

October 2016

West Coast

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Preface

Commercial Accommodation Monitor: October 2016 – West Coast presents comprehensive and impartial information on short-term commercial accommodation for the West Coast Regional Tourism Organisation (RTO) area, from the Accommodation Survey. This survey is run by Statistics New Zealand on behalf of the Ministry of Business, Innovation & Employment.

The data relates to the areas covered by the following local authorities:

- Buller District
- Grey District
- Westland 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 Statistics NZ website (www.stats.govt.nz).

November 2016 monitor – release date to be advised.

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 Statistics New Zealand, 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, Statistics 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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1 Highlights

Monthly highlights

In October 2016 compared with October 2015:

- Guest nights rose 8.1 percent to 102,295
- International guest nights rose 20.3 percent to 60,468
- Domestic guest nights fell 5.7 percent to 41,827
- The average length of stay fell from 1.46 nights to 1.43 nights
- The overall occupancy rate rose from 33.1 percent to 34.0 percent
- The occupancy rate, excluding holiday parks, was 40.5 percent in October 2016
- Accommodation capacity, excluding holiday parks, fell 1.9 percent.

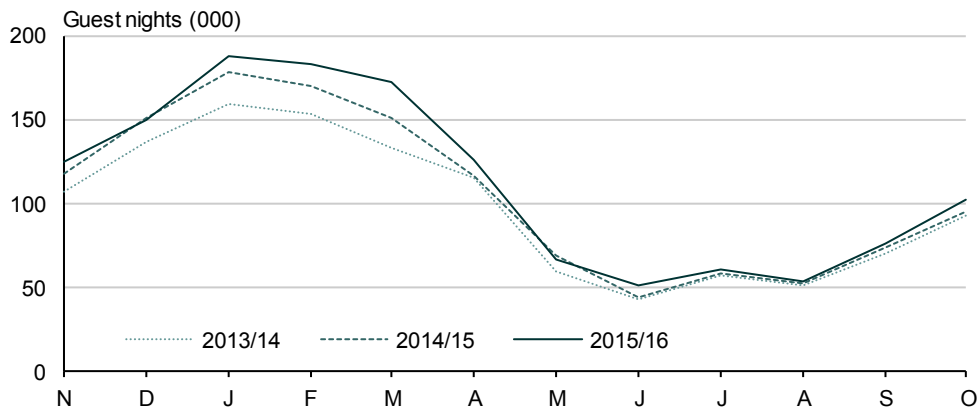
Response rates for October 2016

The response rate for the West Coast RTO area was 67 percent for October 2016. (However, holiday parks had a much lower response rate, which may affect the reliability of their data.)

The proportion of the origin-of-guest estimate from unadjusted data was 68 percent.

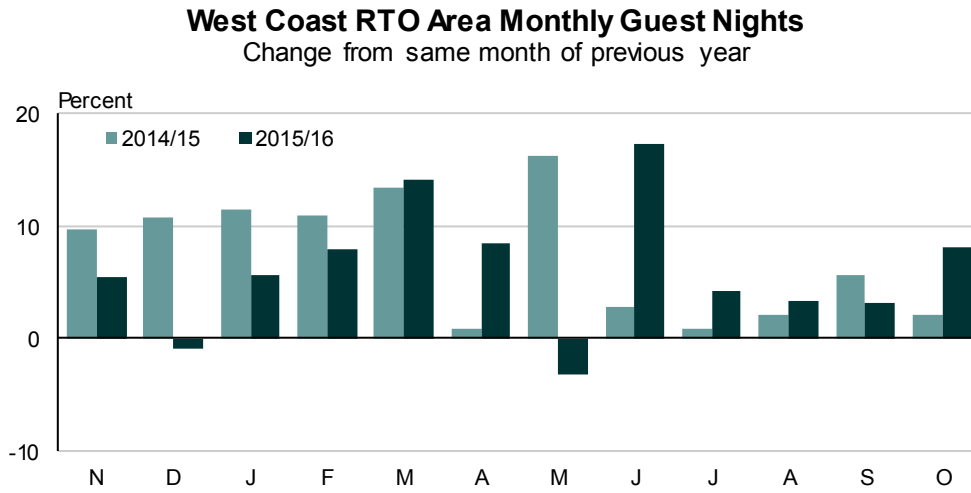
Figure 1.1

West Coast RTO Area Monthly Guest Nights



Source: Statistics New Zealand

Figure 1.2



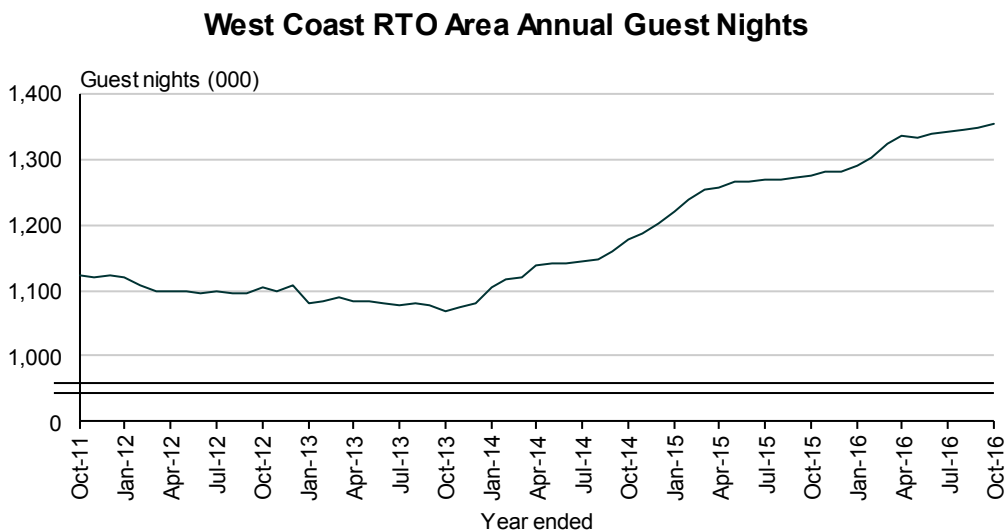
Source: Statistics New Zealand

Year ended highlights

For the year ended October 2016 compared with the previous year:

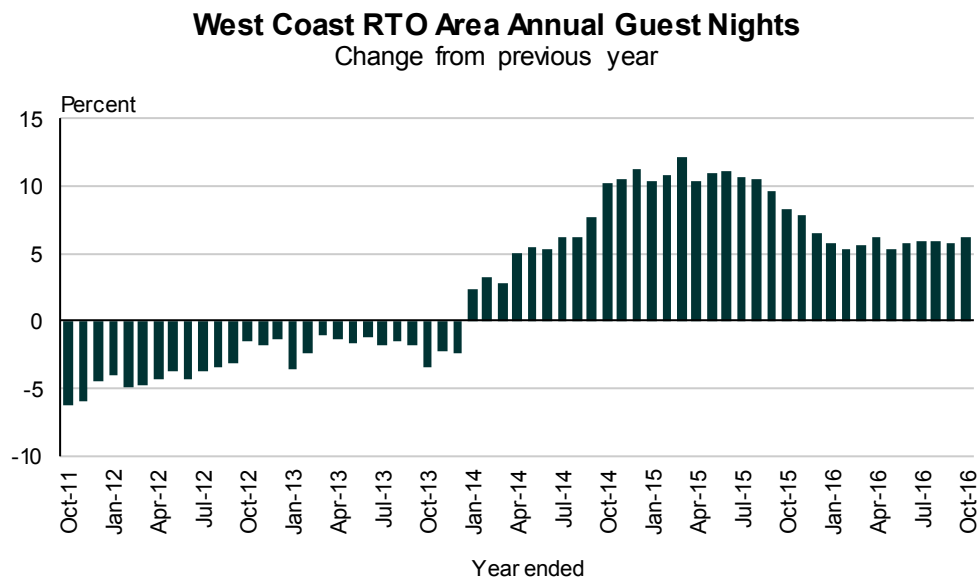
- Guest nights rose 6.2 percent to 1,353,479
- International guest nights rose 10.6 percent to 838,152
- Domestic guest nights fell 0.1 percent to 515,327
- The average length of stay fell from 1.42 nights to 1.39 nights
- The overall occupancy rate rose from 37.2 percent to 39.2 percent
- The occupancy rate, excluding holiday parks, was 47.0 percent for the year ended October 2016
- Accommodation capacity, excluding holiday parks, fell 1.2 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In October 2016, compared with October 2015, there was an increase of 8.1 percent in total guest nights for the West Coast RTO area. Motels had the largest increase, followed by holiday parks. Backpackers had the only decrease.

For the year ended October 2016, compared with the previous October year, total guest nights for the West Coast RTO area increased 6.2 percent. Holiday parks had the largest increase, followed by hotels.

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

Table 2.1

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

Accommodation type	Monthly			Annual		
	October		Percentage change	Year ended		Percentage change
	2015	2016		October 2015	October 2016	
Guest nights						
Total guest nights	94,596	102,295	8.1	1,273,867	1,353,479	6.2
International	50,253	60,468	20.3	757,990	838,152	10.6
Domestic	44,343	41,827	-5.7	515,878	515,327	-0.1
Hotels	25,234	26,399	4.6	293,702	317,835	8.2
Motels/apartments	29,367	34,462	17.3	406,585	420,327	3.4
Backpackers	19,132	18,262	-4.5	289,037	291,765	0.9
Holiday parks	20,862	23,173	11.1	284,543	323,552	13.7
Occupancy rates⁽³⁾ (%)						
Hotels	39.8	42.7	7.3	37.8	44.9	18.7
Motels/apartments	48.7	55.9	14.7	53.0	54.6	2.9
Backpackers	33.1	29.4	-11.2	44.8	43.7	-2.5
Holiday parks	19.9	19.9	0.0	21.2	22.6	6.6
Total	33.1	34.0	2.7	37.2	39.2	5.2
Total excluding holiday parks ⁽⁴⁾	39.4	40.5	2.8	44.8	47.0	4.9
Average length of stay⁽⁵⁾						
Hotels	1.33	1.45	9.0	1.30	1.28	-0.8
Motels/apartments	1.46	1.39	-4.9	1.40	1.39	-0.9
Backpackers	1.42	1.37	-3.3	1.42	1.42	0.0
Holiday parks	1.72	1.51	-12.3	1.61	1.51	-6.0
Total	1.46	1.43	-2.4	1.42	1.39	-1.7
Guest arrivals						
Hotels	18,969	18,214	-4.0	226,746	247,392	9.1
Motels/apartments	20,091	24,802	23.4	290,653	303,196	4.3
Backpackers	13,501	13,324	-1.3	204,086	206,074	1.0
Holiday parks	12,151	15,395	26.7	176,687	213,759	21.0
Total	64,712	71,735	10.9	898,172	970,420	8.0
Establishments						
Hotels	35	31	-11.4	35	31	-11.4
Motels/apartments	71	68	-4.2	71	68	-4.2
Backpackers	26	25	-3.8	26	25	-3.8
Holiday parks	20	19	-5.0	20	19	-5.0
Total	152	143	-5.9	152	143	-5.9
Capacity⁽⁶⁾						
Hotels	35,743	32,395	-9.4	421,988	395,889	-6.2
Motels/apartments	30,225	30,225	0.0	365,789	364,206	-0.4
Backpackers	47,213	48,391	2.5	544,208	556,287	2.2
Holiday parks	53,506	50,902	-4.9	629,631	624,071	-0.9
Total	166,687	161,913	-2.9	1,961,616	1,940,453	-1.1

(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:

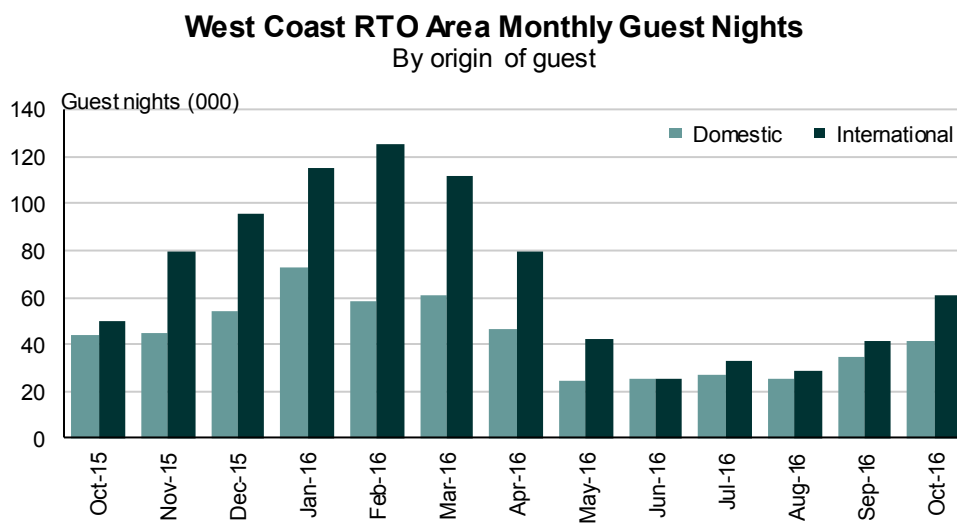
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3 Origin of guests

In October 2016, international guests accounted for 59.1 percent of all guest nights in the West Coast RTO area. When compared with October 2015, the number of international guest nights spent in the area in October 2016 was up 20.3 percent to 60,468. Domestic guest nights decreased 5.7 percent, to 41,827, for the same period.

The proportion of the origin-of-guest estimate from actual data was 68 percent for October 2016.

Figure 3.1



Source: Statistics New Zealand

Table 3.1

West Coast and New Zealand Monthly Guest Nights
By origin of guest

		West Coast RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2015	Oct	44,343	50,253	94,596	1,772,303	1,061,184	2,833,487
	Nov	44,634	79,652	124,286	1,695,774	1,411,223	3,106,997
	Dec	53,881	95,523	149,404	2,164,026	1,687,843	3,851,869
2016	Jan	72,777	115,047	187,824	2,922,729	1,921,161	4,843,891
	Feb	57,964	125,355	183,319	2,017,277	1,948,236	3,965,513
	Mar	60,638	111,494	172,132	2,149,108	1,838,734	3,987,842
	Apr	46,774	79,553	126,327	1,826,242	1,413,337	3,239,579
	May	24,343	42,218	66,562	1,370,125	959,551	2,329,676
	Jun	25,473	25,633	51,106	1,376,180	786,991	2,163,171
	Jul	27,232	33,092	60,325	1,629,080	1,006,967	2,636,046
	Aug	25,324	28,601	53,925	1,510,985	938,027	2,449,012
	Sep	34,459	41,515	75,974	1,636,740	996,925	2,633,664
	Oct	41,827	60,468	102,295	1,762,311	1,241,751	3,004,062
Percent change from the current month of the previous year							
		-5.7	20.3	8.1	-0.6	17.0	6.0
Year ended							
	October 2015	515,878	757,990	1,273,867	21,323,483	14,571,000	35,894,483
	October 2016	515,327	838,152	1,353,479	22,060,576	16,150,745	38,211,320
Percent change from previous year							
		-0.1	10.6	6.2	3.5	10.8	6.5

(1) Regional tourism organisation

4 National results

In October 2016, a total of 3,004,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 171,000 nights (6.0 percent) from October 2015.

All four accommodation types recorded an increase in guest nights in October 2016, compared with October 2015. Motels had the largest increase in guest nights (up 69,000 or 7.5 percent), followed by hotels (up 64,000 or 5.9 percent), holiday parks (up 24,000 or 5.3 percent), and backpacker accommodation (up 14,000 or 3.6 percent).

For the year ended October 2016, there were 38,211,000 guest nights, an increase of 2,317,000 (6.5 percent) from the previous October year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

West Coast and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2014	2015	2016	2014 to 2015	2015 to 2016
October month					
West Coast RTO area					
Hotels	21,530	25,234	26,399	17.2	4.6
Motels	31,371	29,367	34,462	-6.4	17.3
Backpackers	18,139	19,132	18,262	5.5	-4.5
Holiday parks	21,536	20,862	23,173	-3.1	11.1
Total	92,576	94,596	102,295	2.2	8.1
New Zealand					
Hotels	1,041,532	1,072,634	1,136,237	3.0	5.9
Motels	912,705	928,148	997,588	1.7	7.5
Backpackers	374,677	388,397	402,188	3.7	3.6
Holiday parks	424,392	444,307	468,049	4.7	5.3
Total	2,753,305	2,833,487	3,004,062	2.9	6.0
Year ended October					
West Coast RTO area					
Hotels	246,881	293,702	317,835	19.0	8.2
Motels	392,213	406,585	420,327	3.7	3.4
Backpackers	264,291	289,037	291,765	9.4	0.9
Holiday parks	273,034	284,543	323,552	4.2	13.7
Total	1,176,418	1,273,867	1,353,479	8.3	6.2
New Zealand					
Hotels	12,007,195	12,716,852	13,549,290	5.9	6.5
Motels	10,915,714	11,364,114	11,996,511	4.1	5.6
Backpackers	4,725,534	4,917,320	5,149,133	4.1	4.7
Holiday parks	6,554,226	6,896,196	7,516,386	5.2	9.0
Total	34,202,669	35,894,483	38,211,320	4.9	6.5

5 Regional comparison

In October 2016, Auckland recorded the largest increase in guest nights (up 54,000 or 9.1 percent) from October 2015. This was followed by Queenstown (up 17,000 or 7.4 percent), Waikato (up 12,000 or 11.3 percent), Canterbury (up 11,000 or 3.9 percent), and Rotorua (up 10,000 or 6.0 percent).

Southland recorded the largest decrease (down 4,000 or 11.9 percent), followed by Dunedin (down 4,000 or 5.8 percent), Taranaki (down 1,000 or 3.0 percent), and Ruapehu (down 1,000 or 2.0 percent).

Table 5.1

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

RTO area	October guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	78,589	81,650	3.9	45,326	49,755	9.8	123,915	131,404	6.0
Auckland	342,646	362,481	5.8	249,327	283,561	13.7	591,973	646,042	9.1
Coromandel	37,778	37,890	0.3	17,575	20,390	16.0	55,353	58,280	5.3
Waikato	83,993	94,092	12.0	25,676	27,944	8.8	109,669	122,035	11.3
Bay of Plenty	66,070	65,918	-0.2	22,106	24,394	10.3	88,176	90,312	2.4
Rotorua	93,704	90,574	-3.3	77,610	91,033	17.3	171,313	181,608	6.0
Taupo	62,561	63,026	0.7	19,723	27,784	40.9	82,284	90,810	10.4
Whakatane-									
Kaw erau	13,896	12,582	-9.5	2,183	4,347	99.2	16,079	16,930	5.3
Gisborne	20,860	21,279	2.0	3,385	4,276	26.3	24,246	25,555	5.4
Taranaki	42,707	40,327	-5.6	5,295	6,216	17.4	48,002	46,543	-3.0
Haw ke's Bay	60,772	63,228	4.0	18,651	24,171	29.6	79,423	87,399	10.0
Ruapehu	23,602	21,262	-9.9	10,950	12,607	15.1	34,552	33,869	-2.0
Manaw atu	41,171	40,055	-2.7	3,295	4,377	32.8	44,466	44,432	-0.1
Whanganui	10,627	11,467	7.9	2,215	2,446	10.4	12,842	13,914	8.3
Wairarapa	14,256	14,800	3.8	1,930	2,678	38.7	16,187	17,478	8.0
Kapiti-Horow henua	17,130	17,867	4.3	1,649	2,308	40.0	18,779	20,176	7.4
Wellington	171,213	162,182	-5.3	63,477	76,116	19.9	234,690	238,298	1.5
Marlborough	30,243	28,840	-4.6	18,670	24,522	31.3	48,912	53,362	9.1
Nelson-Tasman	53,674	53,358	-0.6	27,244	31,151	14.3	80,918	84,509	4.4
Canterbury	168,634	162,144	-3.8	115,700	133,403	15.3	284,335	295,547	3.9
Hurunui	23,655	22,234	-6.0	6,134	8,989	46.5	29,789	31,223	4.8
Mackenzie	17,391	15,113	-13.1	32,599	39,577	21.4	49,990	54,690	9.4
Timaru	21,657	20,647	-4.7	3,785	5,293	39.8	25,442	25,940	2.0
West Coast	44,343	41,827	-5.7	50,253	60,468	20.3	94,596	102,295	8.1
Wanaka	18,881	18,040	-4.5	24,178	29,776	23.2	43,059	47,816	11.0
Queenstow n	85,336	84,233	-1.3	147,390	165,600	12.4	232,726	249,834	7.4
Waitaki	18,579	19,528	5.1	8,733	9,693	11.0	27,312	29,221	7.0
Central Otago	13,870	14,670	5.8	2,577	3,161	22.7	16,447	17,831	8.4
Dunedin	52,404	44,727	-14.6	22,080	25,442	15.2	74,484	70,169	-5.8
Clutha	3,848	4,184	8.7	1,165	1,667	43.1	5,013	5,851	16.7
Fiordland	11,107	10,475	-5.7	21,178	28,311	33.7	32,285	38,786	20.1
Southland	27,104	21,610	-20.3	9,125	10,294	12.8	36,229	31,904	-11.9
Total	1,772,303	1,762,311	-0.6	1,061,184	1,241,751	17.0	2,833,487	3,004,062	6.0

Table 5.2

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

RTO area	October 2016 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	41.6	51.6	36.8	10.6	24.0	44.2
Auckland	83.4	71.2	66.7	23.1	70.4	76.9
Coromandel	50.8	40.3	18.1	14.3	19.6	30.7
Waikato	66.5	68.3	42.2	14.4	43.4	61.2
Bay of Plenty	58.9	60.8	58.1	19.0	38.4	59.4
Rotorua	75.1	64.7	27.2	21.1	46.2	52.8
Taupo	57.9	59.0	39.3	15.2	40.2	51.8
Whakatane-Kaw erau	C	48.9	C	6.6	17.9	49.6
Gisborne	C	50.9	C	9.3	21.4	43.3
Taranaki	46.2	49.8	26.3	13.9	31.8	44.1
Haw ke's Bay	59.2	64.0	39.8	15.3	40.7	55.5
Ruapehu	37.9	24.8	24.6	22.7	26.8	27.5
Manaw atu	38.8	51.8	C	C	38.5	C
Whanganui	C	49.4	44.6	C	30.1	C
Wairarapa	40.1	51.8	C	C	22.3	C
Kapiti-Horow henua	C	52.6	C	14.2	21.5	31.1
Wellington	82.5	74.3	C	C	68.6	C
Marlborough	53.0	58.5	30.5	14.3	33.4	44.0
Nelson-Tasman	42.9	47.4	34.6	10.8	24.9	41.3
Canterbury	68.2	65.4	31.6	17.9	42.1	55.1
Hurunui	C	52.7	C	15.3	26.9	36.0
Mackenzie	C	48.0	C	21.0	44.3	55.4
Timaru	C	70.9	C	16.8	34.9	60.0
West Coast	42.7	55.9	29.4	19.9	34.0	40.5
Wanaka	49.8	52.4	47.9	14.3	30.7	49.7
Queenstow n	73.4	55.5	57.9	24.4	59.2	65.1
Waitaki	30.3	61.2	27.2	5.0	12.3	40.8
Central Otago	28.6	40.6	7.7	5.0	9.9	25.8
Dunedin	62.6	63.8	36.5	29.4	51.7	57.0
Clutha	C	34.9	C	12.8	18.2	28.0
Fiordland	37.2	45.2	23.8	24.1	31.4	35.7
Southland	39.0	50.1	21.9	14.5	32.4	39.7
Total	67.9	59.0	40.5	14.4	40.9	56.3

(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 West Coast RTO area.

Table 6.1

Local Authority and West Coast Accommodation Results⁽¹⁾					
Accommodation type	October 2016 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Buller District					
Hotels	12	6,541	3,468	C	27.99
Motels	20	6,386	4,632	1.40	40.65
Backpackers	9	9,889	C	1.18	C
Holiday parks	6	18,755	C	C	C
Total	47	41,571	16,748	1.44	22.59
Grey District					
Hotels	6	7,254	6,309	C	51.98
Motels	15	6,045	8,763	1.34	70.81
Backpackers	5	5,642	C	1.64	C
Holiday parks	3	8,122	C	C	C
Total	29	27,063	21,887	1.35	43.70
Westland District					
Hotels	13	18,600	16,622	1.62	44.20
Motels	33	17,794	21,066	1.41	56.28
Backpackers	11	32,860	13,179	1.39	30.14
Holiday parks	10	24,025	12,793	1.38	23.81
Total	67	93,279	63,661	1.45	36.30
West Coast Regional Tourism Organisation area					
Hotels	31	32,395	26,399	1.45	42.67
Motels	68	30,225	34,462	1.39	55.88
Backpackers	25	48,391	18,262	1.37	29.39
Holiday parks	19	50,902	23,173	1.51	19.93
Total	143	161,913	102,295	1.43	34.02

(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