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Commercial Accommodation Monitor:

November 2016

Northland

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Preface

Commercial Accommodation Monitor: November 2016 – 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 Statistics New Zealand 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).

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).

The December 2016 monitor will be released on 6 March 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 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 November 2016 compared with November 2015:

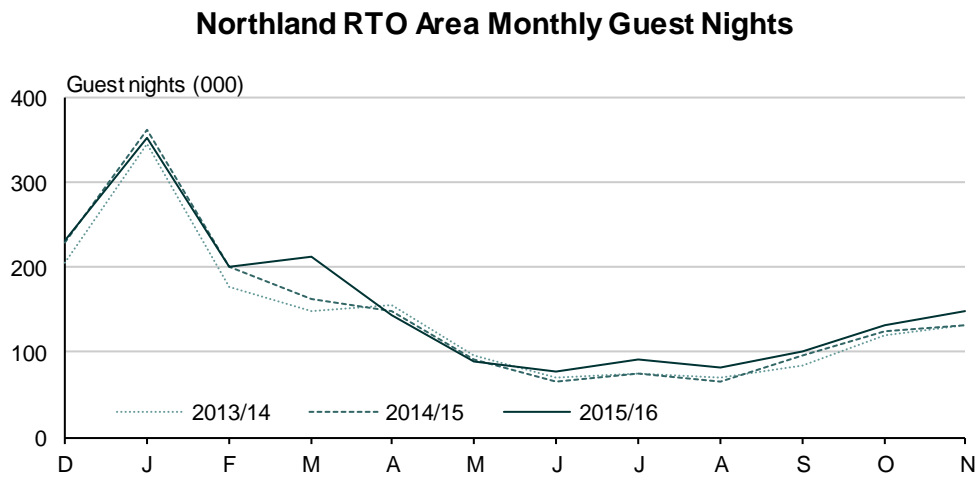
- Guest nights rose 11.8 percent to 147,635
- International guest nights rose 8.4 percent to 63,529
- Domestic guest nights rose 14.5 percent to 84,106
- The average length of stay rose from 1.87 nights to 1.91 nights
- The overall occupancy rate rose from 27.4 percent to 28.8 percent
- The occupancy rate, excluding holiday parks, was 51.2 percent in November 2016
- Accommodation capacity, excluding holiday parks, rose 1.6 percent.

Response rates for November 2016

The response rate for the Northland RTO area was 75 percent for November 2016.

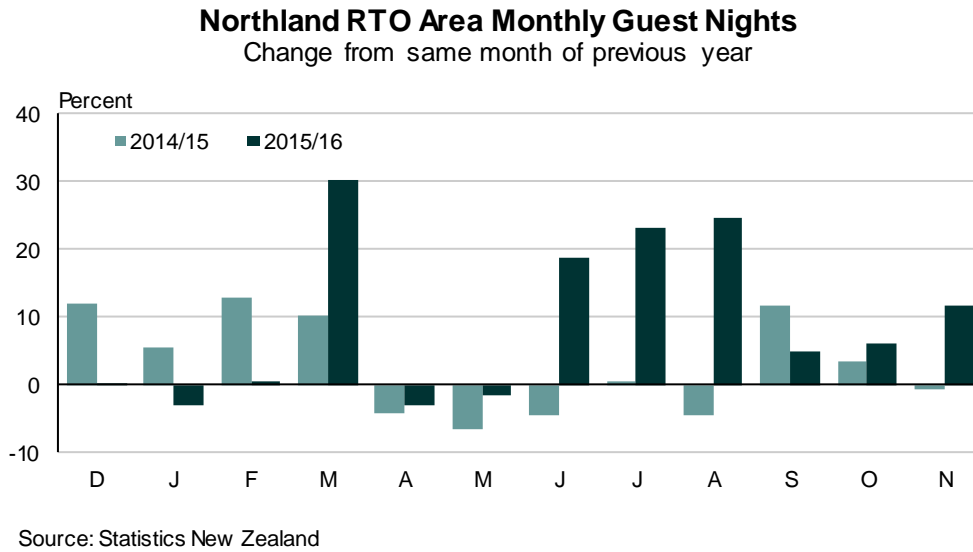
The proportion of the origin-of-guest estimate from unadjusted data was 65 percent.

Figure 1.1



Source: Statistics New Zealand

Figure 1.2

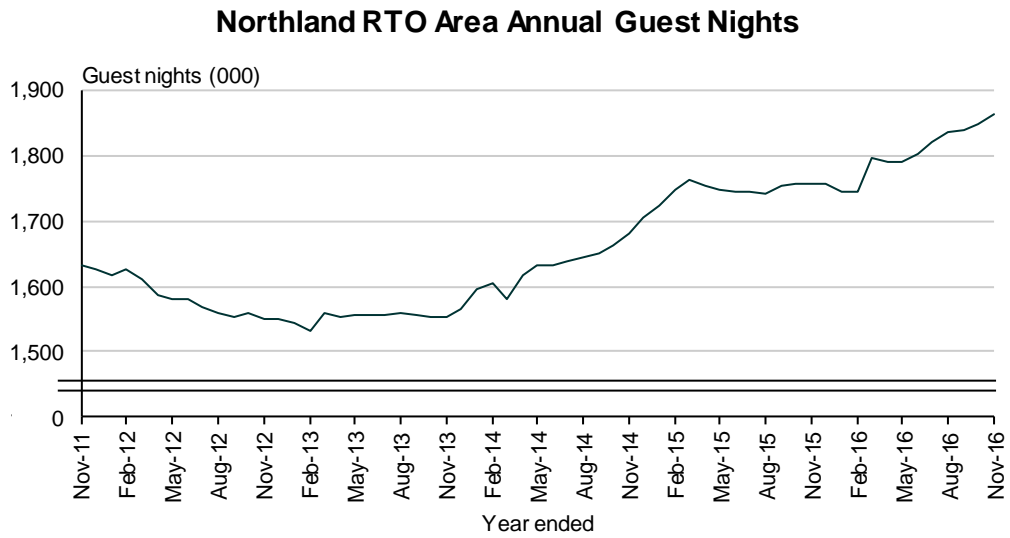


Year ended highlights

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

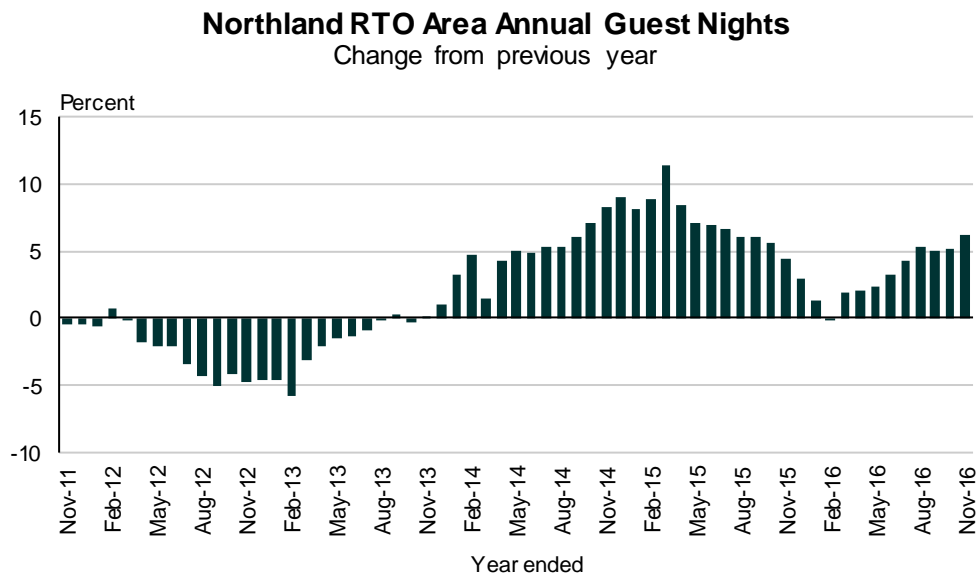
- Guest nights rose 6.1 percent to 1,862,583
- International guest nights rose 10.3 percent to 659,629
- Domestic guest nights rose 4.0 percent to 1,202,954
- The average length of stay fell from 2.23 nights to 2.21 nights
- The overall occupancy rate rose from 26.2 percent to 27.2 percent
- The occupancy rate, excluding holiday parks, was 45.4 percent for the year ended November 2016
- Accommodation capacity, excluding holiday parks, fell 0.5 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In November 2016, compared with November 2015, there was an increase of 11.8 percent in total guest nights for the Northland RTO area. Motels had the largest increase, followed by holiday parks.

For the year ended November 2016, compared with the previous November year, total guest nights for the Northland RTO area increased 6.1 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

Northland Accommodation Variables

By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾

Accommodation type	Monthly			Annual		
	November		Percentage change	Year ended		Percentage change
	2015	2016		November 2015	November 2016	
Guest nights						
Total guest nights	132,078	147,635	11.8	1,754,986	1,862,583	6.1
International	58,628	63,529	8.4	598,292	659,629	10.3
Domestic	73,450	84,106	14.5	1,156,694	1,202,954	4.0
Hotels	30,214	31,055	2.8	321,372	334,484	4.1
Motels/apartments	46,360	53,849	16.2	556,609	608,309	9.3
Backpackers	16,041	16,143	0.6	161,256	181,719	12.7
Holiday parks	39,462	46,589	18.1	715,750	738,071	3.1
Occupancy rates⁽³⁾ (%)						
Hotels	54.9	49.4	-10.0	42.2	42.6	1.1
Motels/apartments	51.2	57.9	13.0	48.1	52.0	8.1
Backpackers	44.8	43.6	-2.7	34.4	39.0	13.4
Holiday parks	12.3	13.9	12.8	15.7	15.4	-1.7
Total	27.4	28.8	4.9	26.2	27.2	3.8
Total excluding holiday parks ⁽⁴⁾	50.5	51.2	1.3	42.2	45.4	7.5
Average length of stay⁽⁵⁾						
Hotels	1.79	1.68	-5.9	1.89	1.78	-5.5
Motels/apartments	1.93	1.88	-2.5	2.02	2.01	-0.6
Backpackers	1.79	2.14	19.4	2.39	2.23	-6.6
Holiday parks	1.93	2.06	7.2	2.61	2.73	4.4
Total	1.87	1.91	1.9	2.23	2.21	-0.9
Guest arrivals						
Hotels	16,921	18,489	9.3	170,123	187,465	10.2
Motels/apartments	24,078	28,671	19.1	275,070	302,578	10.0
Backpackers	8,961	7,554	-15.7	67,554	81,535	20.7
Holiday parks	20,499	22,585	10.2	273,726	270,289	-1.3
Total	70,459	77,299	9.7	786,473	841,866	7.0
Establishments						
Hotels	28	29	3.6	28	29	3.6
Motels/apartments	129	125	-3.1	129	125	-3.1
Backpackers	26	26	0.0	26	26	0.0
Holiday parks	46	46	0.0	46	46	0.0
Total	229	226	-1.3	229	226	-1.3
Capacity⁽⁶⁾						
Hotels	34,320	34,860	1.6	418,347	424,395	1.4
Motels/apartments	47,100	47,310	0.4	570,839	572,266	0.2
Backpackers	32,910	33,990	3.3	421,254	406,451	-3.5
Holiday parks	174,240	174,480	0.1	2,143,428	2,161,419	0.8
Total	288,570	290,640	0.7	3,553,868	3,564,531	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:

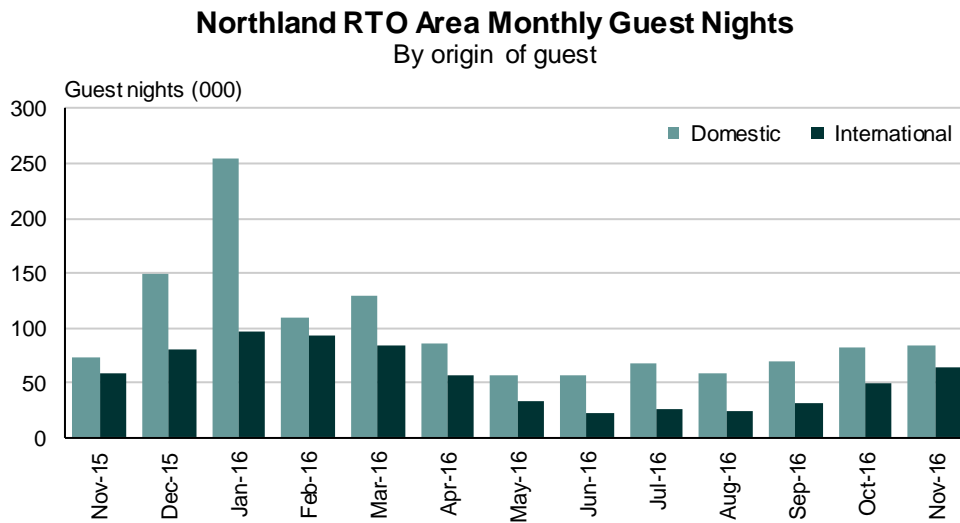
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3 Origin of guests

In November 2016, international guests accounted for 43 percent of all guest nights in the Northland RTO area. When compared with November 2015, the number of international guest nights spent in the area in November 2016 was up 8.4 percent to 63,529. Domestic guest nights increased 14.5 percent, to 84,106, for the same period.

The proportion of the origin-of-guest estimate from actual data was 65 percent for November 2016.

Figure 3.1



Source: Statistics New Zealand

Table 3.1

Northland and New Zealand Monthly Guest Nights
By origin of guest

		Northland RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2015	Nov	73,450	58,628	132,078	1,695,774	1,411,223	3,106,997
	Dec	149,982	80,908	230,891	2,164,026	1,687,843	3,851,869
2016	Jan	254,870	97,116	351,986	2,922,729	1,921,161	4,843,891
	Feb	108,775	92,168	200,942	2,017,277	1,948,236	3,965,513
	Mar	128,953	84,118	213,071	2,149,108	1,838,734	3,987,842
	Apr	86,589	57,259	143,849	1,826,242	1,413,337	3,239,579
	May	56,317	33,049	89,366	1,370,125	959,551	2,329,676
	Jun	56,891	21,522	78,413	1,376,180	786,991	2,163,171
	Jul	66,847	25,524	92,370	1,629,080	1,006,967	2,636,046
	Aug	58,625	24,120	82,745	1,510,985	938,027	2,449,012
	Sep	69,350	30,561	99,911	1,636,740	996,925	2,633,664
	Oct	81,650	49,755	131,404	1,762,311	1,241,751	3,004,062
	Nov	84,106	63,529	147,635	1,679,960	1,585,153	3,265,113
		Percent change from the current month of the previous year					
		14.5	8.4	11.8	-0.9	12.3	5.1
Year ended							
	November 2015	1,156,694	598,292	1,754,986	21,407,721	14,622,540	36,030,261
	November 2016	1,202,954	659,629	1,862,583	22,044,762	16,324,675	38,369,437
		Percent change from previous year					
		4.0	10.3	6.1	3.0	11.6	6.5

(1) Regional tourism organisation

4 National results

In November 2016, a total of 3,265,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 158,000 nights (5.1 percent) from November 2015.

All four accommodation types recorded an increase in guest nights in November 2016, compared with November 2015. Motels had the largest increase in guest nights (up 77,000 or 7.9 percent), followed by holiday parks (up 45,000 or 8.9 percent), hotels (up 29,000 or 2.5 percent), and backpacker accommodation (up 7,000 or 1.4 percent).

For the year ended November 2016, there were 38,369,000 guest nights, an increase of 2,339,000 (6.5 percent) from the previous November 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	
	2014	2015	2016	2014 to 2015	2015 to 2016
November month					
Northland RTO area					
Hotels	30,529	30,214	31,055	-1.0	2.8
Motels	45,798	46,360	53,849	1.2	16.2
Backpackers	17,709	16,041	16,143	-9.4	0.6
Holiday parks	39,050	39,462	46,589	1.1	18.1
Total	133,085	132,078	147,635	-0.8	11.8
New Zealand					
Hotels	1,118,351	1,162,808	1,192,202	4.0	2.5
Motels	936,979	984,085	1,061,386	5.0	7.9
Backpackers	451,233	454,844	461,411	0.8	1.4
Holiday parks	464,657	505,260	550,113	8.7	8.9
Total	2,971,219	3,106,997	3,265,113	4.6	5.1
Year ended November					
Northland RTO area					
Hotels	320,321	321,372	334,484	0.3	4.1
Motels	511,018	556,609	608,309	8.9	9.3
Backpackers	166,080	161,256	181,719	-2.9	12.7
Holiday parks	682,796	715,750	738,071	4.8	3.1
Total	1,680,216	1,754,986	1,862,583	4.5	6.1
New Zealand					
Hotels	12,084,894	12,761,310	13,578,684	5.6	6.4
Motels	10,955,457	11,411,220	12,073,813	4.2	5.8
Backpackers	4,758,879	4,920,932	5,155,700	3.4	4.8
Holiday parks	6,569,995	6,936,799	7,561,239	5.6	9.0
Total	34,369,224	36,030,261	38,369,437	4.8	6.5

5 Regional comparison

In November 2016, Hawke's Bay recorded the largest increase in guest nights (up 16,000 or 20.4 percent) from November 2015. This was followed by Northland (up 16,000 or 11.8 percent), Queenstown (up 15,000 or 5.2 percent), Nelson-Tasman (up 14,000 or 13.5 percent), and Rotorua (up 13,000 or 7.5 percent).

Wellington recorded the largest decrease (down 14,000 or 5.8 percent), followed by Canterbury (down 4,000 or 1.3 percent), Hurunui (down 3,000 or 11.6 percent), and Manawatu (down 2,000 or 3.4 percent).

Table 5.1

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

RTO area	November guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	73,450	84,106	14.5	58,628	63,529	8.4	132,078	147,635	11.8
Auckland	354,190	345,637	-2.4	282,570	301,005	6.5	636,759	646,641	1.6
Coromandel	35,026	41,855	19.5	26,210	29,731	13.4	61,236	71,586	16.9
Waikato	78,413	87,039	11.0	32,166	36,068	12.1	110,579	123,107	11.3
Bay of Plenty	59,702	65,271	9.3	30,293	29,633	-2.2	89,995	94,904	5.5
Rotorua	75,381	68,085	-9.7	99,835	120,258	20.5	175,216	188,343	7.5
Taupo	49,427	48,907	-1.1	31,525	39,941	26.7	80,952	88,848	9.8
Whakatane-									
Kawerau	13,824	12,975	-6.1	3,708	5,990	61.5	17,533	18,966	8.2
Gisborne	17,762	21,559	21.4	5,937	4,736	-20.2	23,699	26,294	11.0
Taranaki	39,859	40,674	2.0	6,629	9,266	39.8	46,488	49,940	7.4
Hawke's Bay	52,838	64,706	22.5	27,501	32,009	16.4	80,339	96,716	20.4
Ruapehu	16,454	17,060	3.7	15,423	15,026	-2.6	31,877	32,087	0.7
Manawatu	40,018	36,685	-8.3	3,977	5,796	45.7	43,995	42,482	-3.4
Whanganui	10,762	10,825	0.6	3,651	3,775	3.4	14,414	14,599	1.3
Wairarapa	13,449	14,131	5.1	2,824	4,381	55.1	16,273	18,512	13.8
Kapiti-Horowhenua	16,168	16,830	4.1	3,529	3,545	0.5	19,696	20,375	3.4
Wellington	161,045	142,203	-11.7	79,112	84,039	6.2	240,157	226,242	-5.8
Marlborough	30,974	31,912	3.0	30,955	32,183	4.0	61,929	64,095	3.5
Nelson-Tasman	56,092	58,486	4.3	44,440	55,641	25.2	100,533	114,127	13.5
Canterbury	165,331	154,744	-6.4	147,648	154,292	4.5	312,980	309,037	-1.3
Hurunui	18,573	16,162	-13.0	8,049	7,368	-8.5	26,623	23,530	-11.6
Mackenzie	15,618	16,143	3.4	43,351	52,318	20.7	58,969	68,462	16.1
Timaru	19,956	17,121	-14.2	5,718	8,194	43.3	25,674	25,315	-1.4
West Coast	44,634	38,580	-13.6	79,652	94,908	19.2	124,286	133,488	7.4
Wanaka	19,535	20,889	6.9	37,392	45,047	20.5	56,927	65,936	15.8
Queenstown	86,250	83,808	-2.8	195,838	212,825	8.7	282,089	296,634	5.2
Waitaki	20,171	19,554	-3.1	13,779	18,364	33.3	33,950	37,918	11.7
Central Otago	14,456	14,127	-2.3	4,355	6,330	45.3	18,811	20,456	8.7
Dunedin	48,486	46,129	-4.9	30,958	35,135	13.5	79,444	81,264	2.3
Clutha	3,711	3,590	-3.3	2,593	3,776	45.6	6,305	7,366	16.8
Fiordland	17,002	15,520	-8.7	41,803	55,381	32.5	58,805	70,902	20.6
Southland	27,216	24,647	-9.4	11,172	14,661	31.2	38,388	39,307	2.4
Total	1,695,774	1,679,960	-0.9	1,411,223	1,585,153	12.3	3,106,997	3,265,113	5.1

Table 5.2

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

RTO area	November 2016 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	49.4	57.9	43.6	13.9	28.8	51.2
Auckland	89.1	77.0	66.6	25.1	74.7	81.2
Coromandel	53.2	47.9	24.6	18.8	24.7	37.1
Waikato	76.1	73.0	38.3	17.5	47.2	65.2
Bay of Plenty	73.0	67.3	53.7	19.2	40.4	62.9
Rotorua	82.9	72.1	29.7	25.4	51.5	58.3
Taupo	59.9	64.3	46.6	17.0	44.4	57.0
Whakatane-Kaw erau	C	55.2	C	8.2	19.9	55.8
Gisborne	C	54.5	C	9.9	22.9	46.5
Taranaki	52.8	59.2	31.5	15.9	37.1	51.7
Haw ke's Bay	67.9	71.8	51.0	16.3	45.5	64.2
Ruapehu	45.3	30.0	20.2	30.3	28.5	28.2
Manaw atu	43.8	54.4	C	C	39.9	C
Whanganui	C	49.5	45.8	C	32.2	C
Wairarapa	42.6	55.3	C	C	25.8	C
Kapiti-Horow henua	C	55.3	C	16.6	24.0	33.9
Wellington	82.9	80.2	C	C	70.9	C
Marlborough	59.3	64.8	41.8	21.5	42.1	52.9
Nelson-Tasman	61.2	64.3	55.1	15.8	36.4	59.9
Canterbury	77.7	71.8	38.3	19.6	47.2	62.5
Hurunui	54.6	43.4	13.8	15.6	24.3	31.1
Mackenzie	C	62.3	C	31.3	59.1	72.3
Timaru	C	74.8	C	20.4	38.1	62.5
West Coast	50.6	67.7	46.8	28.7	45.8	53.6
Wanaka	65.4	74.8	65.1	20.9	42.9	67.8
Queenstow n	85.8	73.0	77.6	37.9	74.5	80.8
Waitaki	40.3	76.7	46.1	6.5	16.2	54.1
Central Otago	C	57.2	C	4.8	13.6	42.1
Dunedin	75.0	73.9	45.2	43.1	62.9	67.7
Clutha	C	40.3	C	13.2	20.2	30.1
Fiordland	71.3	69.3	C	C	56.1	C
Southland	48.8	60.8	34.5	19.6	41.3	49.8
Total	75.8	66.9	47.7	17.8	47.0	63.9

(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⁽¹⁾

Accommodation type	November 2016 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	25,410	25,099	1.89	50.83
Motels	89	30,240	33,315	1.89	54.56
Backpackers	21	30,240	15,628	2.20	47.47
Holiday parks	26	97,020	27,531	2.33	15.16
Total	156	182,910	101,572	2.04	31.97
Whangarei District					
Hotels	6	7,920	C	C	C
Motels	29	14,970	19,354	1.89	67.44
Backpackers	3	2,670	C	C	C
Holiday parks	12	48,990	13,914	1.90	14.17
Total	50	74,550	39,010	1.73	28.70
Kaipara District					
Hotels	3	1,530	C	C	C
Motels	7	2,100	1,180	1.45	38.14
Backpackers	2	1,080	C	C	C
Holiday parks	8	28,470	5,145	1.49	8.98
Total	20	33,180	7,052	1.42	11.37
Northland Regional Tourism Organisation area					
Hotels	29	34,860	31,055	1.68	49.42
Motels	125	47,310	53,849	1.88	57.90
Backpackers	26	33,990	16,143	2.14	43.58
Holiday parks	46	174,480	46,589	2.06	13.87
Total	226	290,640	147,635	1.91	28.78

(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