



Commercial Accommodation Monitor:

October 2018

Hawke's Bay

newzealand.govt.nz

Reproduction of material

Material in this report may be reproduced and published, provided that it does not purport to be published under government authority and that acknowledgement is made of this source.

Citation

Stats NZ (2018). *Commercial Accommodation Monitor: October 2018– Hawke’s Bay*.
Wellington: Stats NZ.

Published in December 2018 by

Stats NZ
Tatauranga Aotearoa
Wellington, New Zealand

Preface

Commercial Accommodation Monitor: October 2018 – Hawke's Bay presents comprehensive and impartial information on short-term commercial accommodation for the Hawke's Bay 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:

- Central Hawke's Bay District
- Hastings District
- Napier City
- Wairoa 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 November 2018 monitor will be released on 28 January 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

For help finding and using statistical information available on our website, contact the Information Centre:

| | |
|----------------------|--|
| Email: | info@stats.govt.nz |
| Phone toll-free: | 0508 525 525 |
| Phone international: | +64 4 931 4600 |
| Fax: | +64 4 931 4610 |
| Post: | P O Box 2922, Wellington 6140, New Zealand |
| Website: | www.stats.govt.nz |

Contact for the Commercial Accommodation Monitor

Zara Darbyshire or Mark Darbyshire
Wellington 04 931 4600
Email: info@stats.govt.nz

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 Local authority area results | 12 |
| 7 Accommodation Survey technical notes | 13 |

List of tables and figures

Tables by chapter

2 Accommodation variables

| | |
|---|---|
| 2.1 Hawke's Bay accommodation variables by accommodation type | 5 |
|---|---|

3 Origin of guests

| | |
|--|---|
| 3.1 Hawke's Bay and New Zealand monthly guest nights by origin of guest..... | 7 |
|--|---|

4 National results

| | |
|--|---|
| 4.1 Hawke's Bay 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 |
|--|----|

6 Local authority results

| | |
|--|----|
| 6.1 Local authority and Hawke's Bay accommodation results..... | 12 |
|--|----|

Figures by chapter

1 Highlights

| | |
|--|---|
| 1.1 Hawke's Bay RTO area monthly guest nights..... | 1 |
|--|---|

| | |
|---|---|
| 1.2 Hawke's Bay RTO area monthly guest nights, change from same month of previous year..... | 2 |
|---|---|

| | |
|---|---|
| 1.3 Hawke's Bay RTO area annual guest nights..... | 3 |
|---|---|

| | |
|---|---|
| 1.4 Hawke's Bay RTO area annual guest nights, change from previous year | 3 |
|---|---|

3 Origin of guests

| | |
|--|---|
| 3.1 Hawke's Bay RTO area monthly guest nights, by origin of guest..... | 6 |
|--|---|

1 Highlights

Monthly highlights

In October 2018 compared with October 2017:

- Guest nights fell 1.2 percent to 98,567
- International guest nights fell 0.8 percent to 23,685
- Domestic guest nights fell 1.3 percent to 74,882
- The average length of stay fell from 2.25 nights to 2.24 nights
- The overall occupancy rate rose from 44.1 percent to 46.6 percent
- The occupancy rate, excluding holiday parks, was 64.2 percent in October 2018
- Accommodation capacity, excluding holiday parks, fell 9.2 percent.

Response rates for October 2018

The response rate for the Hawke's Bay RTO area was 80 percent for October 2018.

The proportion of the origin-of-guest estimate from unadjusted data was 70 percent.

Figure 1.1

Hawke's Bay RTO Area Monthly Guest Nights

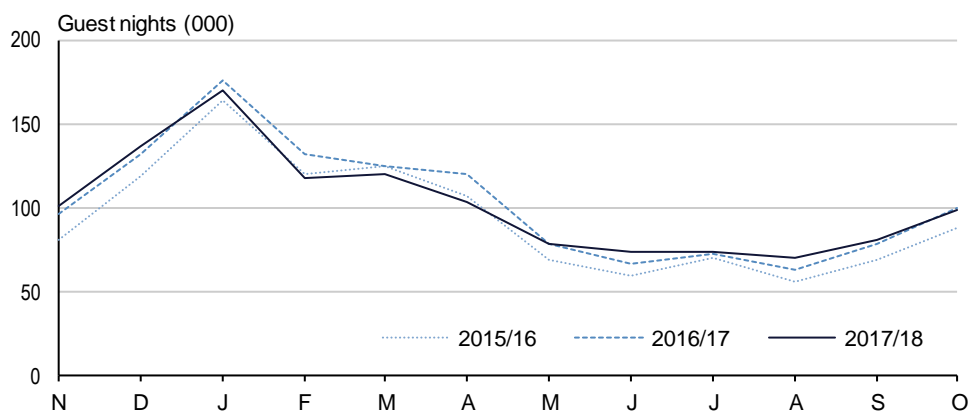
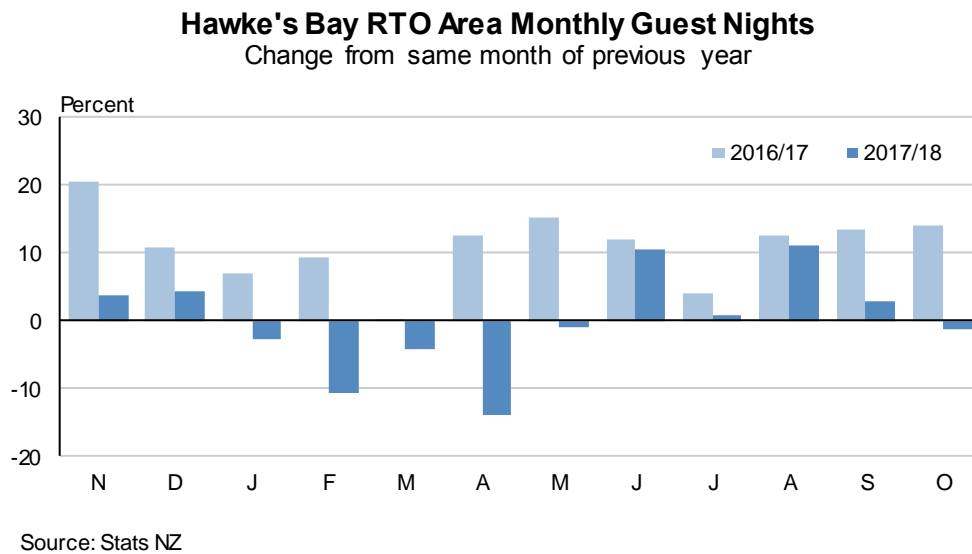


Figure 1.2

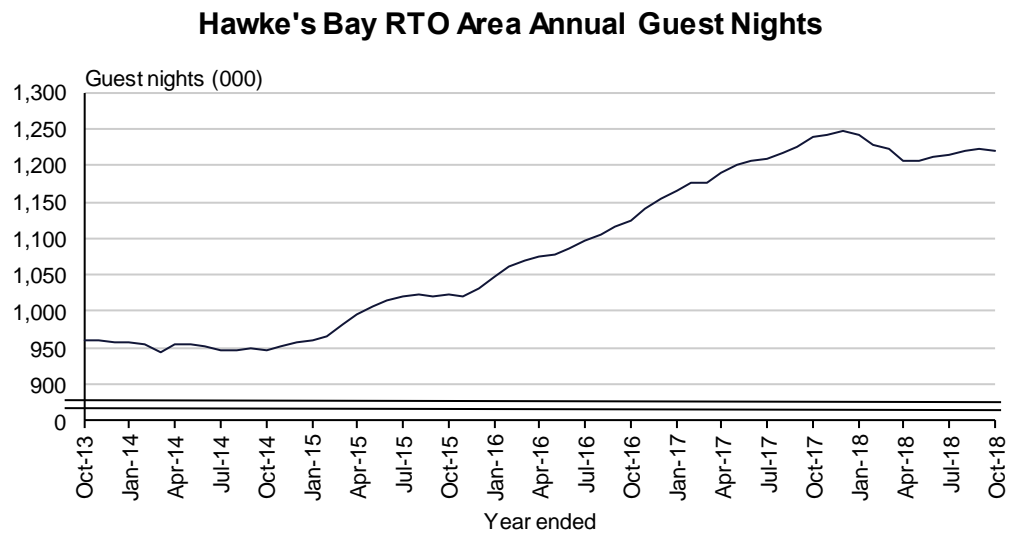


Year ended highlights

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

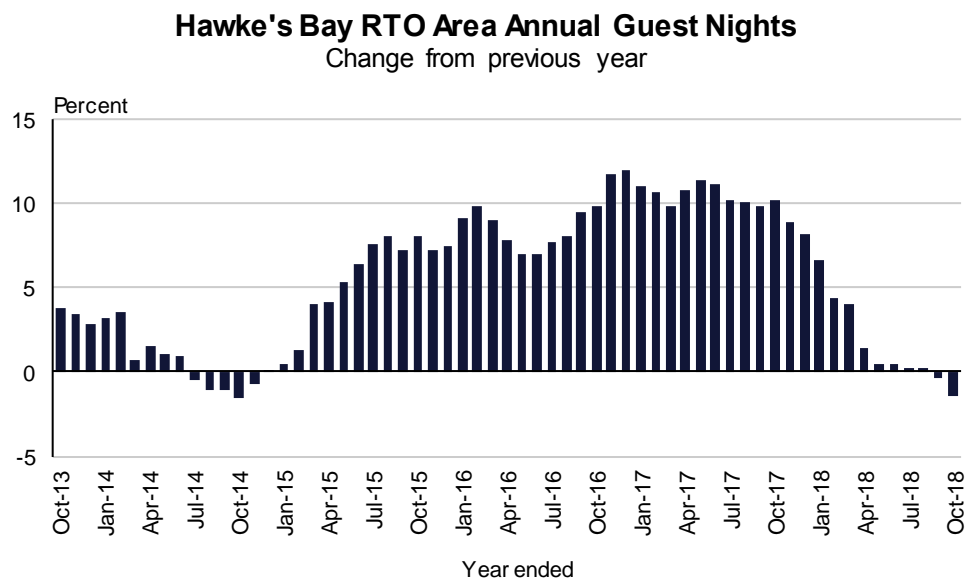
- Guest nights fell 1.4 percent to 1,221,063
- International guest nights fell 3.4 percent to 326,626
- Domestic guest nights fell 0.6 percent to 894,437
- The average length of stay rose from 2.25 nights to 2.29 nights
- The overall occupancy rate rose from 45.9 percent to 47.2 percent
- The occupancy rate, excluding holiday parks, was 61.7 percent for the year ended October 2018
- Accommodation capacity, excluding holiday parks, fell 6.4 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In October 2018, compared with October 2017, there was a decrease of 1.2 percent in total guest nights for the Hawke's Bay RTO area. Backpackers had the largest decrease, followed by holiday parks. Hotels had the only increase.

For the year ended October 2018, compared with the previous October year, total guest nights for the Hawke's Bay RTO area decreased 1.4 percent. Motels had the largest decrease, followed by backpackers. Hotels had the largest increase.

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

Table 2.1

Hawke's Bay Accommodation Variables

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

| Accommodation type | Monthly | | | Annual | | |
|--|---------|---------|----------------------|--------------|--------------|----------------------|
| | October | | Percentage change | Year ended | | Percentage change |
| | 2017 | 2018 | | October 2017 | October 2018 | |
| Guest nights | | | | | | |
| Total guest nights | 99,715 | 98,567 | -1.2 | 1,238,246 | 1,221,063 | -1.4 |
| International | 23,865 | 23,685 | -0.8 | 338,133 | 326,626 | -3.4 |
| Domestic | 75,850 | 74,882 | -1.3 | 900,113 | 894,437 | -0.6 |
| Hotels | 17,879 | 20,645 | 15.5 | 197,404 | 217,246 | 10.1 |
| Motels/apartments | 48,351 | 48,141 | -0.4 | 591,832 | 560,522 | -5.3 |
| Backpackers | 11,481 | 8,356 | -27.2 | 162,284 | 141,930 | -12.5 |
| Holiday parks | 22,004 | 21,424 | -2.6 | 286,725 | 301,365 | 5.1 |
| Occupancy rates ⁽³⁾ (%) | | | | | | |
| Hotels | 65.6 | 71.0 | 8.2 | 62.9 | 64.6 | 2.7 |
| Motels/apartments | 69.8 | 73.6 | 5.4 | 67.9 | 68.8 | 1.3 |
| Backpackers | 36.4 | 39.8 | 9.2 | 44.9 | 47.4 | 5.5 |
| Holiday parks | 19.7 | 19.7 | 0.0 | 23.9 | 23.5 | -1.6 |
| Total | 44.1 | 46.6 | 5.8 | 45.9 | 47.2 | 2.9 |
| Total excluding holiday parks ⁽⁴⁾ | 58.4 | 64.2 | 9.8 | 59.5 | 61.7 | 3.7 |
| Average length of stay ⁽⁵⁾ | | | | | | |
| Hotels | 1.62 | 1.65 | 1.4 | 1.56 | 1.71 | 9.7 |
| Motels/apartments | 2.10 | 2.15 | 2.4 | 2.08 | 2.12 | 1.6 |
| Backpackers | 4.66 | 4.44 | -4.7 | 4.79 | 3.56 | -25.8 |
| Holiday parks | 2.85 | 3.01 | 5.8 | 2.71 | 3.00 | 10.7 |
| Total | 2.25 | 2.24 | -0.5 | 2.25 | 2.29 | 2.0 |
| Guest arrivals | | | | | | |
| Hotels | 11,020 | 12,546 | 13.8 | 126,919 | 127,295 | 0.3 |
| Motels/apartments | 23,046 | 22,417 | -2.7 | 283,971 | 264,728 | -6.8 |
| Backpackers | 2,463 | 1,881 | -23.6 | 33,872 | 39,918 | 17.8 |
| Holiday parks | 7,729 | 7,113 | -8.0 | 105,770 | 100,392 | -5.1 |
| Total | 44,259 | 43,957 | -0.7 | 550,532 | 532,334 | -3.3 |
| Establishments | | | | | | |
| Hotels | 18 | 19 | 5.6 | 18 | 19 | 5.6 |
| Motels/apartments | 67 | 64 | -4.5 | 67 | 64 | -4.5 |
| Backpackers | 15 | 12 | -20.0 | 15 | 12 | -20.0 |
| Holiday parks | 20 | 20 | 0.0 | 20 | 20 | 0.0 |
| Total | 120 | 115 | -4.2 | 120 | 115 | -4.2 |
| Capacity ⁽⁶⁾ | | | | | | |
| Hotels | 16,771 | 16,926 | 0.9 | 187,025 | 199,140 | 6.5 |
| Motels/apartments | 36,859 | 35,557 | -3.5 | 451,924 | 431,082 | -4.6 |
| Backpackers | 24,583 | 18,507 | -24.7 | 302,899 | 251,383 | -17.0 |
| Holiday parks | 46,128 | 46,283 | 0.3 | 581,419 | 537,887 | -7.5 |
| Total | 124,341 | 117,273 | -5.7 | 1,523,267 | 1,419,492 | -6.8 |

(1) Reclassifications, new businesses, ceased businesses, and temporary closures may affect figures.

(2) Irregular events, such as airshow s 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 w hen 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:

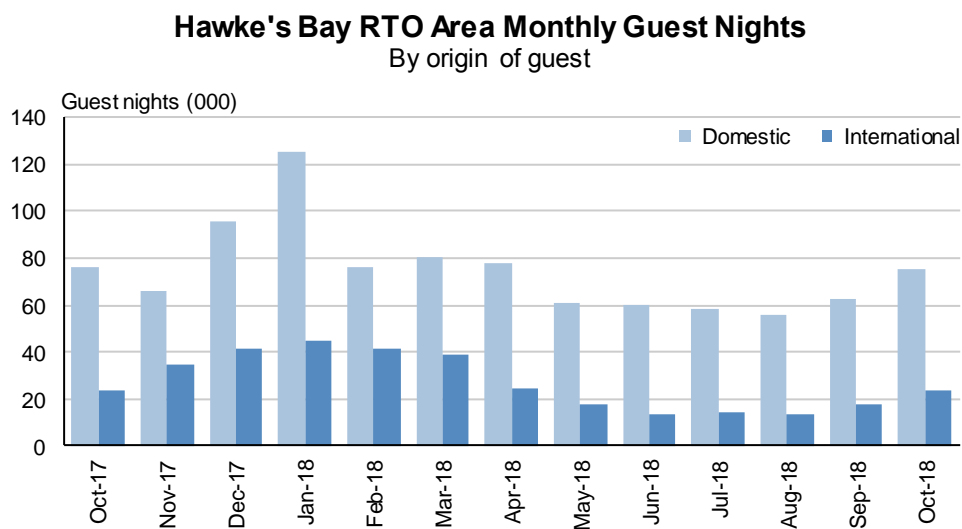
C confidential

3 Origin of guests

In October 2018, international guests accounted for 24 percent of all guest nights in the Hawke's Bay RTO area. When compared with October 2017, the number of international guest nights spent in the area in October 2018 was down 0.8 percent to 23,685. Domestic guest nights decreased 1.3 percent, to 74,882, for the same period.

The proportion of the origin-of-guest estimate from actual data was 70 percent for October 2018.

Figure 3.1



Source: Stats NZ

Table 3.1

Hawke's Bay and New Zealand Monthly Guest Nights*By origin of guest*

| | | Hawke's Bay RTO ⁽¹⁾ area | | | New Zealand | | |
|-------------------|-----|--|---------------|-----------|-----------------|---------------|------------|
| | | Origin of guest | | Total | Origin of guest | | Total |
| | | Domestic | International | | Domestic | International | |
| Month | | | | | | | |
| 2017 | Oct | 75,850 | 23,865 | 99,715 | 1,843,147 | 1,303,650 | 3,146,797 |
| | Nov | 66,045 | 34,327 | 100,371 | 1,732,137 | 1,673,546 | 3,405,683 |
| | Dec | 95,474 | 41,403 | 136,877 | 2,215,289 | 1,926,411 | 4,141,700 |
| 2018 | Jan | 125,345 | 44,936 | 170,281 | 2,851,307 | 2,117,813 | 4,969,120 |
| | Feb | 75,762 | 41,693 | 117,455 | 1,938,307 | 2,092,637 | 4,030,944 |
| | Mar | 80,692 | 39,168 | 119,860 | 2,180,388 | 1,996,067 | 4,176,455 |
| | Apr | 78,196 | 24,702 | 102,898 | 1,860,719 | 1,569,372 | 3,430,091 |
| | May | 60,512 | 17,354 | 77,866 | 1,493,682 | 1,047,474 | 2,541,156 |
| | Jun | 60,126 | 13,586 | 73,712 | 1,443,331 | 824,407 | 2,267,738 |
| | Jul | 58,690 | 14,501 | 73,191 | 1,688,075 | 989,310 | 2,677,385 |
| | Aug | 55,856 | 13,838 | 69,694 | 1,571,502 | 952,679 | 2,524,181 |
| | Sep | 62,856 | 17,435 | 80,291 | 1,701,704 | 1,046,180 | 2,747,884 |
| | Oct | 74,882 | 23,685 | 98,567 | 1,954,146 | 1,314,205 | 3,268,352 |
| | | Percent change from the current month of the previous year | | | | | |
| | | -1.3 | -0.8 | -1.2 | 6.0 | 0.8 | 3.9 |
| Year ended | | | | | | | |
| October 2017 | | 900,113 | 338,133 | 1,238,246 | 22,127,190 | 17,038,301 | 39,165,491 |
| October 2018 | | 894,437 | 326,626 | 1,221,063 | 22,630,586 | 17,550,102 | 40,180,688 |
| | | Percent change from previous year | | | | | |
| | | -0.6 | -3.4 | -1.4 | 2.3 | 3.0 | 2.6 |

(1) Regional tourism organisation

4 National results

In October 2018, a total of 3,268,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 122,000 nights (3.9 percent) from October 2017. Both the North Island (up 58,000 or 3.0 percent) and South Island (up 64,000 or 5.2 percent) recorded an increase.

Three of the accommodation types recorded an increase in guest nights in October 2018, compared with October 2017. Holiday parks had the largest increase in guest nights (up 43,000 or 7.9 percent), followed by hotels (up 82,000 or 7.1 percent), and motels (up 5,000 or 0.5 percent). Backpackers had the only decrease in guest nights (down 9,000 or 2.1 percent).

For the year ended October 2018, there were 40,181,000 guest nights, an increase of 1,015,000 (2.6 percent) from the previous October year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Hawke's Bay and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

| Accommodation type | Total guest nights | | | Percentage change | |
|-----------------------------|--------------------|------------|------------|-------------------|--------------|
| | 2016 | 2017 | 2018 | 2016 to 2017 | 2017 to 2018 |
| October month | | | | | |
| Hawke's Bay RTO area | | | | | |
| Hotels | 15,326 | 17,879 | 20,645 | 16.7 | 15.5 |
| Motels | 47,250 | 48,351 | 48,141 | 2.3 | -0.4 |
| Backpackers | 11,242 | 11,481 | 8,356 | 2.1 | -27.2 |
| Holiday parks | 13,582 | 22,004 | 21,424 | 62.0 | -2.6 |
| Total | 87,399 | 99,715 | 98,567 | 14.1 | -1.2 |
| New Zealand | | | | | |
| Hotels | 1,136,237 | 1,150,362 | 1,232,395 | 1.2 | 7.1 |
| Motels | 997,588 | 1,043,166 | 1,048,510 | 4.6 | 0.5 |
| Backpackers | 402,188 | 408,316 | 399,668 | 1.5 | -2.1 |
| Holiday parks | 468,049 | 544,953 | 587,779 | 16.4 | 7.9 |
| Total | 3,004,062 | 3,146,797 | 3,268,352 | 4.8 | 3.9 |
| Year ended October | | | | | |
| Hawke's Bay RTO area | | | | | |
| Hotels | 169,753 | 197,404 | 217,246 | 16.3 | 10.1 |
| Motels | 565,734 | 591,832 | 560,522 | 4.6 | -5.3 |
| Backpackers | 154,132 | 162,284 | 141,930 | 5.3 | -12.5 |
| Holiday parks | 234,415 | 286,725 | 301,365 | 22.3 | 5.1 |
| Total | 1,124,034 | 1,238,246 | 1,221,063 | 10.2 | -1.4 |
| New Zealand | | | | | |
| Hotels | 13,549,290 | 13,816,395 | 14,359,936 | 2.0 | 3.9 |
| Motels | 11,996,511 | 12,331,124 | 12,435,284 | 2.8 | 0.8 |
| Backpackers | 5,149,133 | 5,171,404 | 5,084,332 | 0.4 | -1.7 |
| Holiday parks | 7,516,386 | 7,846,568 | 8,301,137 | 4.4 | 5.8 |
| Total | 38,211,320 | 39,165,491 | 40,180,688 | 2.5 | 2.6 |

5 Regional comparison

In October 2018, Central Otago recorded the largest increase in guest nights (up 8,000 or 48.0 percent) from October 2017. This was followed by Clutha (up 2,000 or 32.5 percent), Wairarapa (up 4,000 or 20.7 percent), Whakatane-Kawerau (up 4,000 or 18.9 percent), and Nelson-Tasman (up 12,000 or 12.4 percent).

Hurunui recorded the largest decrease (down 5,000 or 13.3 percent), followed by Ruapehu (down 2,000 or 4.2 percent), Rotorua (down 7,000 or 3.6 percent), Waikato (down 3,000 or 2.4 percent), and Northland (down 2,000 or 1.7 percent).

Table 5.1

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

| RTO area | October guest nights | | | | | | | | |
|-------------------|----------------------|------------------|--------------------|------------------|------------------|--------------------|------------------|------------------|--------------------|
| | Domestic | | | International | | | Total | | |
| | 2017 | 2018 | Percent age change | 2017 | 2018 | Percent age change | 2017 | 2018 | Percent age change |
| Northland | 87,400 | 93,710 | 7.2 | 58,237 | 49,515 | -15.0 | 145,637 | 143,225 | -1.7 |
| Auckland | 322,334 | 340,976 | 5.8 | 280,463 | 305,372 | 8.9 | 602,797 | 646,348 | 7.2 |
| Coromandel | 43,448 | 50,666 | 16.6 | 19,022 | 18,864 | -0.8 | 62,470 | 69,530 | 11.3 |
| Waikato | 94,918 | 94,898 | 0.0 | 29,717 | 26,772 | -9.9 | 124,634 | 121,670 | -2.4 |
| Bay of Plenty | 69,607 | 72,562 | 4.2 | 27,396 | 25,699 | -6.2 | 97,003 | 98,261 | 1.3 |
| Rotorua | 107,728 | 110,305 | 2.4 | 91,600 | 81,907 | -10.6 | 199,328 | 192,212 | -3.6 |
| Taupo | 65,534 | 67,512 | 3.0 | 28,192 | 26,656 | -5.4 | 93,726 | 94,168 | 0.5 |
| Whakatane- | | | | | | | | | |
| Kawerau | 14,534 | 18,386 | 26.5 | 4,372 | 4,097 | -6.3 | 18,907 | 22,484 | 18.9 |
| Gisborne | 23,503 | 25,521 | 8.6 | 4,839 | 4,132 | -14.6 | 28,342 | 29,654 | 4.6 |
| Taranaki | 44,073 | 47,564 | 7.9 | 8,766 | 8,405 | -4.1 | 52,839 | 55,970 | 5.9 |
| Hawke's Bay | 75,850 | 74,882 | -1.3 | 23,865 | 23,685 | -0.8 | 99,715 | 98,567 | -1.2 |
| Ruapehu | 28,076 | 28,256 | 0.6 | 14,405 | 12,447 | -13.6 | 42,481 | 40,702 | -4.2 |
| Manawatu | 42,895 | 49,226 | 14.8 | 7,123 | 6,124 | -14.0 | 50,018 | 55,350 | 10.7 |
| Whanganui | 12,584 | 13,621 | 8.2 | 3,515 | 3,263 | -7.2 | 16,099 | 16,884 | 4.9 |
| Wairarapa | 15,793 | 19,416 | 22.9 | 2,987 | 3,246 | 8.7 | 18,780 | 22,662 | 20.7 |
| Kapiti-Horowhenua | 19,696 | 20,157 | 2.3 | 2,678 | 3,054 | 14.0 | 22,374 | 23,211 | 3.7 |
| Wellington | 160,128 | 169,391 | 5.8 | 76,536 | 69,073 | -9.8 | 236,664 | 238,464 | 0.8 |
| Marlborough | 33,660 | 35,382 | 5.1 | 20,153 | 18,812 | -6.7 | 53,813 | 54,194 | 0.7 |
| Nelson-Tasman | 67,516 | 76,662 | 13.5 | 32,250 | 35,430 | 9.9 | 99,766 | 112,092 | 12.4 |
| Canterbury | 181,862 | 190,812 | 4.9 | 130,630 | 136,574 | 4.5 | 312,492 | 327,386 | 4.8 |
| Hurunui | 23,399 | 19,839 | -15.2 | 10,510 | 9,558 | -9.1 | 33,908 | 29,398 | -13.3 |
| Mackenzie | 20,141 | 21,611 | 7.3 | 45,795 | 48,776 | 6.5 | 65,937 | 70,388 | 6.8 |
| Timaru | 18,053 | 19,227 | 6.5 | 6,821 | 6,228 | -8.7 | 24,874 | 25,455 | 2.3 |
| West Coast | 39,415 | 40,649 | 3.1 | 67,613 | 65,530 | -3.1 | 107,028 | 106,179 | -0.8 |
| Wanaka | 22,290 | 23,892 | 7.2 | 37,302 | 41,637 | 11.6 | 59,593 | 65,529 | 10.0 |
| Queenstown | 87,278 | 97,282 | 11.5 | 180,963 | 184,897 | 2.2 | 268,241 | 282,179 | 5.2 |
| Waitaki | 19,406 | 20,076 | 3.4 | 13,403 | 13,782 | 2.8 | 32,810 | 33,858 | 3.2 |
| Central Otago | 13,166 | 19,174 | 45.6 | 3,420 | 5,372 | 57.1 | 16,586 | 24,546 | 48.0 |
| Dunedin | 43,419 | 48,018 | 10.6 | 26,751 | 26,494 | -1.0 | 70,170 | 74,512 | 6.2 |
| Clutha | 3,615 | 4,792 | 32.6 | 1,463 | 1,938 | 32.4 | 5,079 | 6,730 | 32.5 |
| Fiordland | 15,578 | 14,992 | -3.8 | 32,920 | 35,781 | 8.7 | 48,498 | 50,772 | 4.7 |
| Southland | 26,245 | 24,689 | -5.9 | 9,942 | 11,083 | 11.5 | 36,187 | 35,772 | -1.1 |
| Total | 1,843,147 | 1,954,146 | 6.0 | 1,303,650 | 1,314,205 | 0.8 | 3,146,797 | 3,268,352 | 3.9 |

Table 5.2

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

| RTO area | October 2018 occupancy rate | | | | | |
|-------------------|-----------------------------|--------|-------------|---------------|-------|--|
| | Accommodation type | | | | | |
| | Hotels | Motels | Backpackers | Holiday parks | Total | Total excluding holiday parks ⁽²⁾ |
| | Percent | | | | | |
| Northland | 41.1 | 59.7 | 37.9 | 13.1 | 26.8 | 47.6 |
| Auckland | 78.6 | 64.7 | 63.6 | 20.0 | 66.0 | 72.3 |
| Coromandel | 42.4 | 44.7 | 20.8 | 16.5 | 22.0 | 34.1 |
| Waikato | 65.9 | 67.0 | 37.9 | 14.1 | 42.6 | 59.5 |
| Bay of Plenty | 57.2 | 63.5 | 46.8 | 20.4 | 37.8 | 55.5 |
| Rotorua | 76.2 | 62.9 | 27.8 | 27.8 | 48.5 | 54.1 |
| Taupo | 58.4 | 57.7 | 37.8 | 17.4 | 39.5 | 50.1 |
| Whakatane-Kawerau | C | 55.6 | C | 11.1 | 20.4 | 51.5 |
| Gisborne | C | 57.5 | C | 9.5 | 23.5 | 52.9 |
| Taranaki | 55.9 | 58.4 | 32.8 | 17.0 | 38.4 | 52.4 |
| Hawke's Bay | 71.0 | 73.6 | 39.8 | 19.7 | 46.6 | 64.2 |
| Ruapehu | 48.5 | 34.4 | 24.8 | 28.7 | 31.8 | 32.4 |
| Manawatu | 47.3 | 66.4 | C | C | 45.7 | C |
| Whanganui | C | 53.0 | 44.4 | C | 33.2 | C |
| Wairarapa | 56.7 | 55.0 | C | C | 29.2 | C |
| Kapiti-Horowhenua | C | 66.2 | C | 16.5 | 22.1 | 28.5 |
| Wellington | 82.4 | 76.0 | C | C | 67.0 | C |
| Marlborough | 47.6 | 56.5 | 27.6 | 22.9 | 35.6 | 44.1 |
| Nelson-Tasman | 54.8 | 55.7 | 41.4 | 20.1 | 34.1 | 49.3 |
| Canterbury | 71.5 | 62.6 | 36.0 | 19.9 | 44.9 | 57.2 |
| Hurunui | C | 48.7 | C | 18.8 | 29.1 | 38.0 |
| Mackenzie | C | 55.6 | C | 30.3 | 52.8 | 64.6 |
| Timaru | C | 67.7 | C | 16.7 | 34.4 | 58.9 |
| West Coast | 43.3 | 54.7 | 22.4 | 20.6 | 34.2 | 39.7 |
| Wanaka | 62.3 | 65.0 | 59.5 | 18.6 | 38.8 | 61.8 |
| Queenstown | 77.6 | 55.9 | 54.5 | 32.6 | 61.3 | 65.8 |
| Waitaki | 45.0 | 61.8 | 29.1 | 5.4 | 14.4 | 49.6 |
| Central Otago | 30.3 | 68.3 | 20.5 | 6.8 | 15.7 | 42.0 |
| Dunedin | 60.0 | 68.2 | 31.1 | 30.8 | 51.4 | 56.8 |
| Clutha | C | 47.1 | C | 17.5 | 26.6 | 37.7 |
| Fiordland | 50.8 | 49.4 | C | C | 38.1 | C |
| Southland | 40.8 | 57.1 | 23.3 | 13.8 | 33.2 | 41.8 |
| Total | 69.0 | 61.2 | 40.6 | 17.1 | 43.1 | 57.8 |

(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 Local authority area results

Table 6.1 shows results for the individual local authority areas in the Hawke's Bay RTO area.

Table 6.1

Local Authority and Hawke's Bay Accommodation Results⁽¹⁾

| Accommodation type | October 2018 results | | | | |
|--|----------------------|----------|--------------|---------------------|----------------|
| | Establish-ments | Capacity | Guest Nights | Average stay length | Occupancy rate |
| | Number | | | Days | Percent |
| Hastings District | | | | | |
| Hotels | 5 | 2,852 | C | C | C |
| Motels | 32 | 13,454 | 16,392 | 2.14 | 65.47 |
| Backpackers | 4 | 6,138 | C | C | C |
| Holiday parks | 9 | 18,879 | 7,215 | 2.76 | 17.50 |
| Total | 50 | 41,323 | 29,178 | 2.29 | 38.82 |
| Napier City | | | | | |
| Hotels | 9 | 12,152 | 16,674 | 1.64 | 78.87 |
| Motels | 27 | 19,747 | 28,287 | 2.16 | 78.21 |
| Backpackers | 7 | 11,935 | C | C | 45.19 |
| Holiday parks | 5 | 16,554 | C | C | 27.81 |
| Total | 48 | 60,388 | 62,746 | 2.27 | 58.00 |
| Wairoa and Central Hawke's Bay Districts | | | | | |
| Hotels | 5 | 1,922 | C | C | C |
| Motels | 5 | 2,356 | 3,462 | 2.07 | 81.14 |
| Backpackers | 1 | 434 | C | C | C |
| Holiday parks | 6 | 10,850 | C | C | 11.15 |
| Total | 17 | 15,562 | 6,643 | 1.88 | 23.10 |
| Hawke's Bay Regional Tourism Organisation area | | | | | |
| Hotels | 19 | 16,926 | 20,645 | 1.65 | 71.00 |
| Motels | 64 | 35,557 | 48,141 | 2.15 | 73.58 |
| Backpackers | 12 | 18,507 | 8,356 | 4.44 | 39.79 |
| Holiday parks | 20 | 46,283 | 21,424 | 3.01 | 19.70 |
| Total | 115 | 117,273 | 98,567 | 2.24 | 46.61 |

(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