



# Commercial Accommodation Monitor:

## July 2019

### Gisborne

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## Preface

Commercial Accommodation Monitor: July 2019 – Gisborne presents comprehensive and impartial information on short-term commercial accommodation for the Gisborne 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:

- Gisborne District
- Opotiki 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).

More data and commentary is available on the stats NZ website ([www.stats.govt.nz](http://www.stats.govt.nz)).

The August 2019 monitor will be released on 14 October 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

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# 1 Highlights

## Monthly highlights

In July 2019 compared with July 2018:

- Guest nights rose 11.5 percent to 25,642
- International guest nights rose 28.7 percent to 2,849
- Domestic guest nights rose 9.6 percent to 22,793
- The average length of stay fell from 2.22 nights to 2.03 nights
- The overall occupancy rate fell from 21.4 percent to 20.1 percent
- The occupancy rate, excluding holiday parks, was 48.1 percent in July 2019
- Accommodation capacity, excluding holiday parks, rose 3.7 percent.

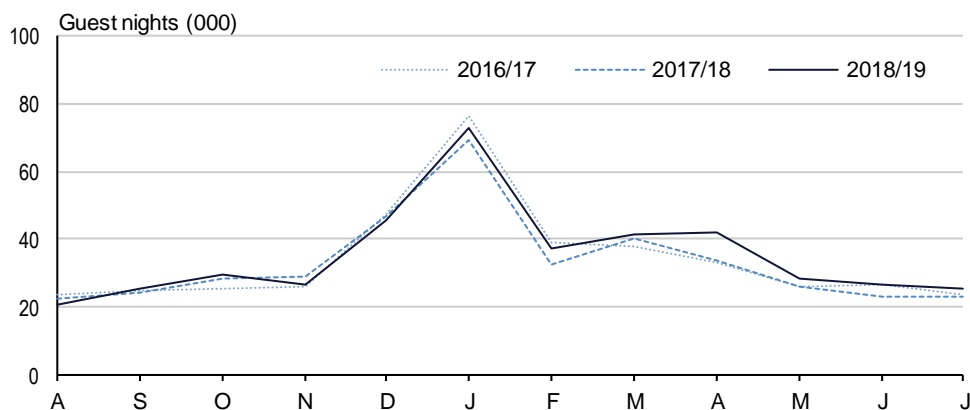
## Response rates for July 2019

The response rate for the Gisborne RTO area was 80 percent for July 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 79 percent.

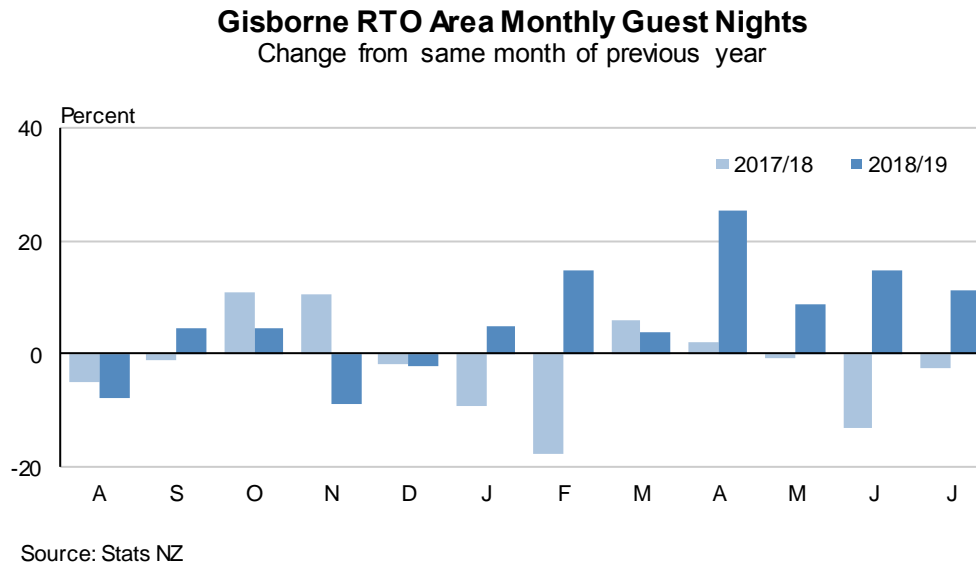
Figure 1.1

### Gisborne RTO Area Monthly Guest Nights



Source: Stats NZ

Figure 1.2



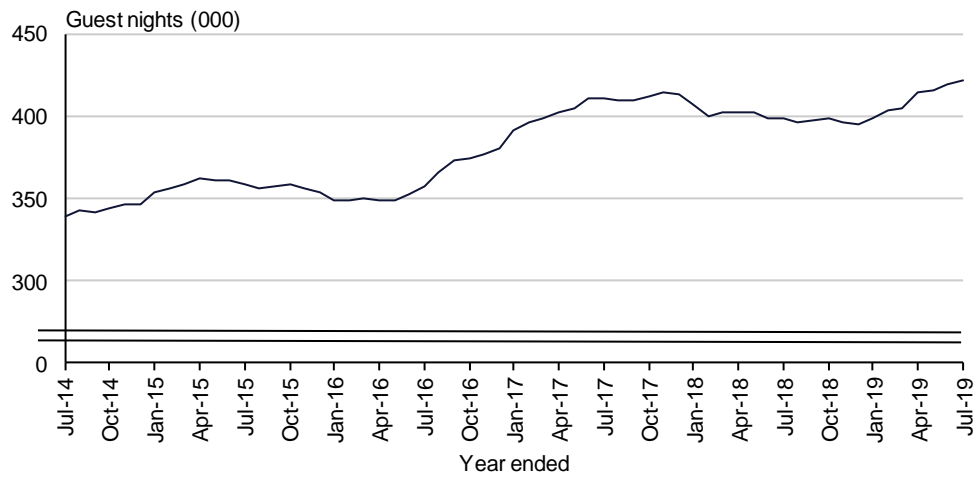
## Year ended highlights

For the year ended July 2019 compared with the previous year:

- Guest nights rose 6.0 percent to 422,082
- International guest nights fell 4.0 percent to 56,847
- Domestic guest nights rose 7.7 percent to 365,235
- The average length of stay fell from 2.32 nights to 2.22 nights
- The overall occupancy rate rose from 25.8 percent to 26.1 percent
- The occupancy rate, excluding holiday parks, was 56.0 percent for the year ended July 2019
- Accommodation capacity, excluding holiday parks, fell 5.4 percent.

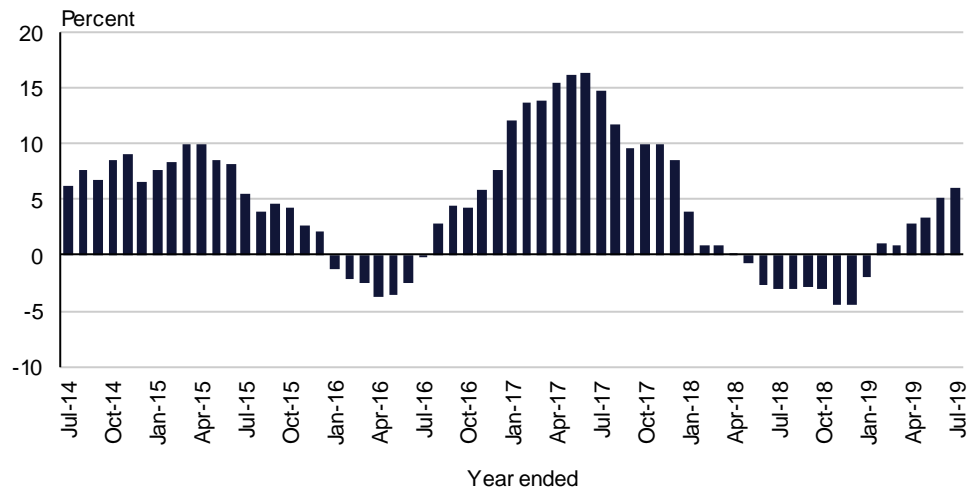


Figure 1.3

**Gisborne RTO Area Annual Guest Nights**

Source: Stats NZ

Figure 1.4

**Gisborne RTO Area Annual Guest Nights**  
Change from previous year

Source: Stats NZ

## 2 Accommodation variables

In July 2019, compared with July 2018, there was an increase of 11.5 percent in total guest nights for the Gisborne RTO area.

For the year ended July 2019, compared with the previous July year, total guest nights for the Gisborne RTO area increased 6.0 percent.

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

Table 2.1

**Gisborne Accommodation Variables**

*By accommodation type*  
*Monthly and year ended<sup>(1)(2)</sup>*

Accommodation type	Monthly			Annual		
	July		Percentage change	Year ended		Percentage change
	2018	2019		July 2018	July 2019	
Guest nights						
Total guest nights	23,006	25,642	11.5	398,236	422,082	6.0
International	2,215	2,849	28.7	59,186	56,847	-4.0
Domestic	20,791	22,793	9.6	339,050	365,235	7.7
Hotels	C	C	C	C	C	C
Motels/apartments	11,129	12,777	14.8	166,327	176,096	5.9
Backpackers	C	C	C	C	C	C
Holiday parks	6,828	8,563	25.4	172,418	185,350	7.5
Occupancy rates <sup>(3)</sup> (%)						
Hotels	C	C	C	C	C	C
Motels/apartments	49.6	56.6	14.1	56.8	62.9	10.7
Backpackers	C	C	C	C	C	C
Holiday parks	7.0	6.9	-0.7	13.4	12.6	-6.0
Total	21.4	20.1	-6.3	25.8	26.1	1.1
Total excluding holiday parks <sup>(4)</sup>	46.8	48.1	2.8	49.8	56.0	12.4
Average length of stay <sup>(5)</sup>						
Hotels	C	C	C	C	C	C
Motels/apartments	1.77	1.67	-5.5	1.75	1.77	0.9
Backpackers	C	C	C	C	C	C
Holiday parks	4.83	4.93	2.1	4.09	3.67	-10.3
Total	2.22	2.03	-8.6	2.32	2.22	-4.6
Guest arrivals						
Hotels	C	C	C	C	C	C
Motels/apartments	6,297	7,653	21.5	94,972	99,699	5.0
Backpackers	C	C	C	C	C	C
Holiday parks	1,414	1,736	22.8	42,128	50,498	19.9
Total	10,368	12,639	21.9	171,311	190,312	11.1
Establishments						
Hotels	7	5	-28.6	7	5	-28.6
Motels/apartments	30	30	0.0	30	30	0.0
Backpackers	3	5	66.7	3	5	66.7
Holiday parks	7	10	42.9	7	10	42.9
Total	47	50	6.4	47	50	6.4
Capacity <sup>(6)</sup>						
Hotels	5,704	5,177	-9.2	66,208	64,407	-2.7
Motels/apartments	13,733	13,795	0.5	165,003	161,724	-2.0
Backpackers	2,201	3,472	57.7	42,443	32,836	-22.6
Holiday parks	38,006	47,864	25.9	527,501	572,289	8.5
Total	59,644	70,308	17.9	801,155	831,256	3.8

(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:**

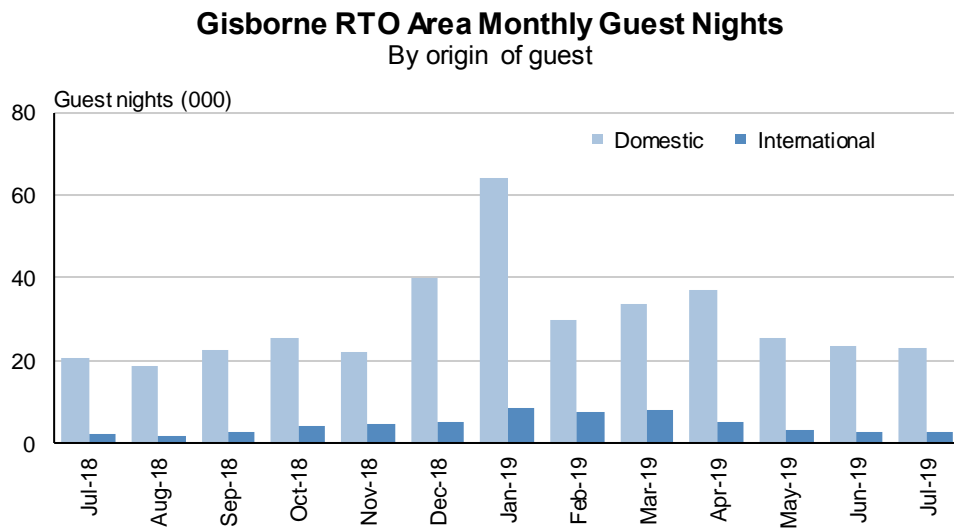
C confidential

### 3 Origin of guests

In July 2019, international guests accounted for 11.1 percent of all guest nights in the Gisborne RTO area. When compared with July 2018, the number of international guest nights spent in the area in July 2019 was up 28.7 percent to 2,849. Domestic guest nights increased 9.6 percent, to 22,793, for the same period.

The proportion of the origin-of-guest estimate from actual data was 79 percent for July 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

**Gisborne and New Zealand Monthly Guest Nights***By origin of guest*

		Gisborne RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	Jul	20,791	2,215	23,006	1,688,075	989,310	2,677,385
	Aug	18,522	1,912	20,433	1,571,502	952,679	2,524,181
	Sep	22,665	2,921	25,586	1,701,704	1,046,180	2,747,884
	Oct	25,521	4,132	29,654	1,954,146	1,314,205	3,268,352
	Nov	21,822	4,695	26,517	1,804,941	1,730,166	3,535,107
	Dec	40,167	5,266	45,433	2,289,702	1,908,866	4,198,568
2019	Jan	64,368	8,628	72,995	2,879,204	2,088,517	4,967,720
	Feb	29,840	7,386	37,227	1,988,788	2,026,586	4,015,374
	Mar	33,693	7,973	41,666	2,125,847	1,882,162	4,008,009
	Apr	36,877	5,251	42,128	2,123,710	1,480,938	3,604,648
	May	25,331	3,025	28,356	1,592,880	970,273	2,563,153
	Jun	23,636	2,809	26,445	1,498,095	799,876	2,297,971
	Jul	22,793	2,849	25,642	1,733,055	965,763	2,698,818
		Percent change from the current month of the previous year					
		9.6	28.7	11.5	2.7	-2.4	0.8
<b>Year ended</b>							
July 2018		339,050	59,186	398,236	22,377,616	17,519,561	39,897,177
July 2019		365,235	56,847	422,082	23,263,573	17,166,211	40,429,784
		Percent change from previous year					
		7.7	-4.0	6.0	4.0	-2.0	1.3

(1) Regional tourism organisation

## 4 National results

In July 2019, a total of 2,699,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 21,000 nights (0.8 percent) from July 2018. The North Island recorded an increase (up 52,000 or 3.3 percent) while the South Island recorded a decrease (down 31,000 or 2.9 percent).

Three of the four accommodation types recorded an increase in guest nights in July 2019, compared with July 2018.

Backpackers had the largest increase in guest nights (up 22,000 or 7.3 percent), followed by holiday parks (up 16,000 or 4.7 percent), and hotels (up 3,000 or 0.3 percent). Motels had the only decrease in guest nights (down 20,000 or 2.2 percent). Refer to Table 4.1 for comparisons of data.

Table 4.1

### Gisborne and New Zealand Guest Nights

*By accommodation type  
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2017	2018	2019	2017 to 2018	2018 to 2019
<b>July month</b>					
<b>Gisborne RTO area</b>					
Hotels	C	C	C	C	C
Motels	10,695	11,129	12,777	4.1	14.8
Backpackers	C	C	C	C	C
Holiday parks	7,997	6,828	8,563	-14.6	25.4
Total	23,561	23,006	25,642	-2.4	11.5
<b>New Zealand</b>					
Hotels	1,097,658	1,092,547	1,095,699	-0.5	0.3
Motels	909,599	933,010	912,800	2.6	-2.2
Backpackers	330,329	305,118	327,275	-7.6	7.3
Holiday parks	335,847	346,711	363,044	3.2	4.7
Total	2,673,433	2,677,385	2,698,818	0.1	0.8
<b>Year ended July</b>					
<b>Gisborne RTO area</b>					
Hotels	C	C	C	C	C
Motels	168,730	166,327	176,096	-1.4	5.9
Backpackers	C	C	C	C	C
Holiday parks	179,499	172,418	185,350	-3.9	7.5
Total	410,381	398,236	422,082	-3.0	6.0
<b>New Zealand</b>					
Hotels	13,759,289	14,213,106	14,516,173	3.3	2.1
Motels	12,312,954	12,373,496	12,464,285	0.5	0.7
Backpackers	5,173,195	5,098,919	4,996,349	-1.4	-2.0
Holiday parks	7,749,886	8,211,656	8,452,978	6.0	2.9
Total	38,995,323	39,897,177	40,429,784	2.3	1.3

## 5 Regional comparison

In July 2019, Wellington recorded the largest increase in guest nights (up 22,000 or 10 percent) from July 2018. This was followed by Auckland (up 11,000 or 2.1 percent), Rotorua (up 11,000 or 6.8 percent), Bay of Plenty (up 7,000 or 11 percent), and Nelson-Tasman (up 7,000 or 11 percent).

Canterbury recorded the largest decrease (down 13,000 or 4.7 percent), followed by Taupo (down 8,000 or 9.1 percent), West Coast (down 6,000 or 9.9 percent), Manawatu (down 6,000 or 11 percent), and Ruapehu (down 5,000 or 10 percent).

Table 5.1

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

RTO area	July guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	63,618	65,335	2.7	27,127	25,588	-5.7	90,744	90,924	0.2
Auckland	315,885	326,533	3.4	233,169	233,882	0.3	549,054	560,415	2.1
Coromandel	29,863	31,229	4.6	8,321	7,463	-10.3	38,185	38,692	1.3
Waikato	78,302	87,828	12.2	19,322	16,274	-15.8	97,624	104,101	6.6
Bay of Plenty	52,789	60,520	14.6	16,433	16,159	-1.7	69,222	76,679	10.8
Rotorua	109,263	113,921	4.3	51,361	57,581	12.1	160,624	171,502	6.8
Taupo	62,704	58,694	-6.4	23,162	19,320	-16.6	85,866	78,014	-9.1
Whakatane-									
Kaw erau	11,971	12,539	4.7	2,141	2,010	-6.1	14,111	14,549	3.1
Gisborne	20,791	22,793	9.6	2,215	2,849	28.7	23,006	25,642	11.5
Taranaki	36,262	40,643	12.1	6,645	7,055	6.2	42,907	47,697	11.2
Haw ke's Bay	58,690	63,602	8.4	14,501	15,288	5.4	73,191	78,890	7.8
Ruapehu	41,948	39,055	-6.9	11,271	8,802	-21.9	53,219	47,858	-10.1
Manaw atu	44,955	41,319	-8.1	6,815	4,846	-28.9	51,769	46,165	-10.8
Whanganui	13,966	11,842	-15.2	1,660	1,973	18.9	15,627	13,815	-11.6
Wairarapa	14,749	15,375	4.2	999	1,153	15.4	15,748	16,528	5.0
Kapiti-Horow henua	15,085	15,332	1.6	2,423	2,263	-6.6	17,509	17,595	0.5
Wellington	162,050	170,183	5.0	45,044	58,539	30.0	207,094	228,722	10.4
Marlborough	29,313	30,451	3.9	10,581	9,381	-11.3	39,894	39,832	-0.2
Nelson-Tasman	44,316	48,571	9.6	16,633	19,082	14.7	60,948	67,653	11.0
Canterbury	161,223	156,076	-3.2	104,333	96,928	-7.1	265,556	253,003	-4.7
Hurunui	20,588	17,058	-17.1	8,482	7,545	-11.0	29,070	24,603	-15.4
Mackenzie	21,499	22,559	4.9	31,988	29,761	-7.0	53,487	52,320	-2.2
Timaru	15,015	13,399	-10.8	4,415	4,073	-7.7	19,430	17,472	-10.1
West Coast	28,459	28,223	-0.8	32,290	26,528	-17.8	60,748	54,750	-9.9
Wanaka	31,278	31,861	1.9	41,487	37,710	-9.1	72,765	69,570	-4.4
Queenstow n	102,111	109,134	6.9	215,702	206,999	-4.0	317,813	316,133	-0.5
Waitaki	13,631	12,918	-5.2	7,349	7,240	-1.5	20,980	20,158	-3.9
Central Otago	10,677	10,161	-4.8	2,940	2,361	-19.7	13,617	12,522	-8.0
Dunedin	43,730	42,989	-1.7	16,742	13,498	-19.4	60,472	56,487	-6.6
Clutha	3,899	2,798	-28.2	711	882	24.0	4,611	3,680	-20.2
Fiordland	8,106	8,348	3.0	15,975	15,110	-5.4	24,082	23,458	-2.6
Southland	21,337	21,766	2.0	7,076	7,621	7.7	28,413	29,387	3.4
<b>Total</b>	<b>1,688,075</b>	<b>1,733,055</b>	<b>2.7</b>	<b>989,310</b>	<b>965,763</b>	<b>-2.4</b>	<b>2,677,385</b>	<b>2,698,818</b>	<b>0.8</b>



Table 5.2

**Regional Tourism Organisation Areas' Monthly Occupancy Rates<sup>(1)</sup>***By accommodation type*

RTO area	July 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	28.3	41.7	17.0	10.5	18.3	30.5
Auckland	70.6	61.5	44.4	18.7	57.4	62.8
Coromandel	38.1	28.4	11.6	9.1	13.0	22.8
Waikato	60.6	60.7	21.5	11.1	36.8	51.1
Bay of Plenty	51.4	58.2	32.9	18.7	32.8	46.8
Rotorua	65.9	58.9	24.2	18.5	41.5	47.8
Taupo	52.0	52.4	23.9	11.5	31.8	42.2
Whakatane-Kaw erau	C	52.5	C	6.9	15.9	43.1
Gisborne	C	56.6	C	6.9	20.1	48.1
Taranaki	45.4	51.6	22.4	11.5	31.2	43.7
Haw ke's Bay	52.8	61.4	34.0	14.6	37.6	51.4
Ruapehu	62.6	34.7	C	C	36.3	C
Manaw atu	46.4	55.7	C	C	37.7	C
Whanganui	C	50.3	43.0	C	26.8	C
Wairarapa	39.8	41.8	-	9.0	22.1	41.0
Kapiti-Horow henua	C	60.0	C	11.3	18.7	32.1
Wellington	74.5	68.8	C	C	64.2	C
Marlborough	31.6	48.3	22.1	17.2	28.4	35.5
Nelson-Tasman	38.2	41.8	29.2	7.9	20.5	35.6
Canterbury	58.2	49.2	31.8	13.1	35.5	47.0
Hurunui	C	44.3	C	12.4	23.9	33.4
Mackenzie	C	36.7	C	17.6	37.0	46.1
Timaru	C	48.4	C	12.4	25.3	44.0
West Coast	23.9	33.0	14.7	8.1	19.0	23.6
Wanaka	64.5	77.6	51.6	15.4	37.7	62.6
Queenstow n	81.2	69.5	74.2	24.1	69.5	76.6
Waitaki	31.8	48.7	C	C	20.8	C
Central Otago	C	48.2	C	2.4	9.1	32.8
Dunedin	49.2	60.3	30.2	17.6	42.7	49.5
Clutha	C	38.9	C	C	13.1	C
Fiordland	21.1	26.3	18.5	11.7	17.7	21.9
Southland	43.4	54.0	17.3	7.8	32.9	40.3
<b>Total</b>	<b>60.9</b>	<b>53.0</b>	<b>34.8</b>	<b>12.1</b>	<b>37.1</b>	<b>50.6</b>

(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 Gisborne RTO area.

Table 6.1

### Local Authority and Gisborne Accommodation Results<sup>(1)</sup>

Accommodation type	July 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Opotiki District					
Hotels	1	341	C	C	C
Motels	6	1,736	1,225	1.50	39.88
Backpackers	4	2,635	C	C	C
Holiday parks	6	30,349	C	C	C
Total	17	35,061	7,707	3.82	9.39
Gisborne District					
Hotels	4	4,836	C	C	C
Motels	24	12,059	11,553	1.69	59.01
Backpackers	1	837	C	C	C
Holiday parks	4	17,515	C	C	C
Total	33	35,247	17,935	1.69	30.70
Gisborne Regional Tourism Organisation area					
Hotels	5	5,177	C	C	C
Motels	30	13,795	12,777	1.67	56.60
Backpackers	5	3,472	C	C	C
Holiday parks	10	47,864	8,563	4.93	6.95
Total	50	70,308	25,642	2.03	20.08

(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 <https://www.stats.govt.nz/topics/accommodation>