



# Commercial Accommodation Monitor:

## June 2019

### Coromandel

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### **Citation**

Stats NZ (2019). *Commercial Accommodation Monitor: June 2019– Coromandel*. Wellington: Stats NZ.

### **Published in August 2019 by**

Stats NZ  
Tatauranga Aotearoa  
Wellington, New Zealand

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# Preface

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

- Hauraki District
- Thames-Coromandel 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 July 2019 monitor will be released on 13 September 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 June 2019 compared with June 2018:

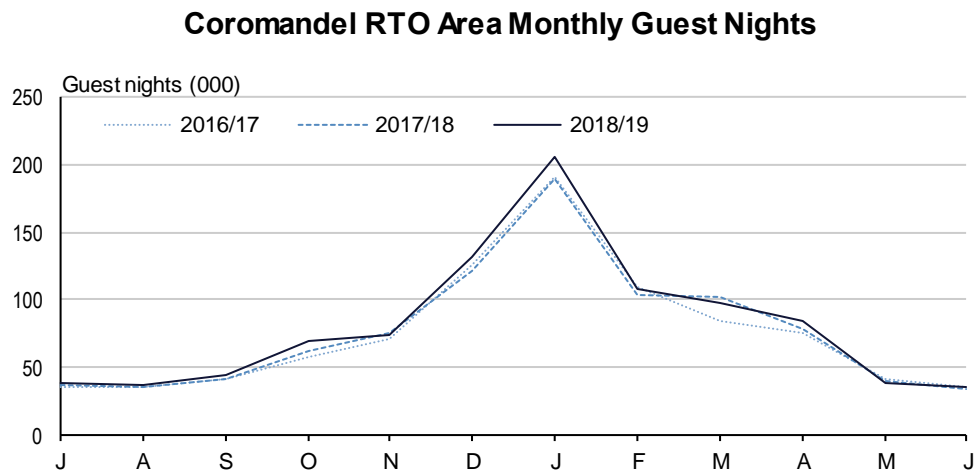
- Guest nights rose 6.4 percent to 35,586
- International guest nights fell 8.3 percent to 7,108
- Domestic guest nights rose 10.8 percent to 28,478
- The average length of stay rose from 1.99 nights to 2.04 nights
- The overall occupancy rate rose from 13.3 percent to 13.9 percent
- The occupancy rate, excluding holiday parks, was 24.8 percent in June 2019
- Accommodation capacity, excluding holiday parks, fell 3.1 percent.

## Response rates for June 2019

The response rate for the Coromandel RTO area was 72 percent for June 2019. (However, hotels had a much lower response rate, which may affect the reliability of their data.)

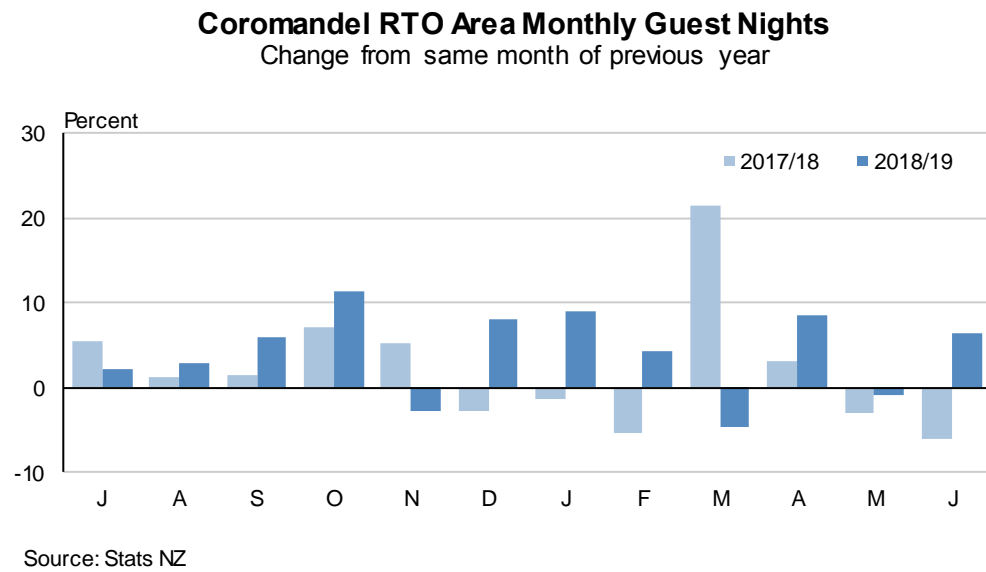
The proportion of the origin-of-guest estimate from unadjusted data was 71 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



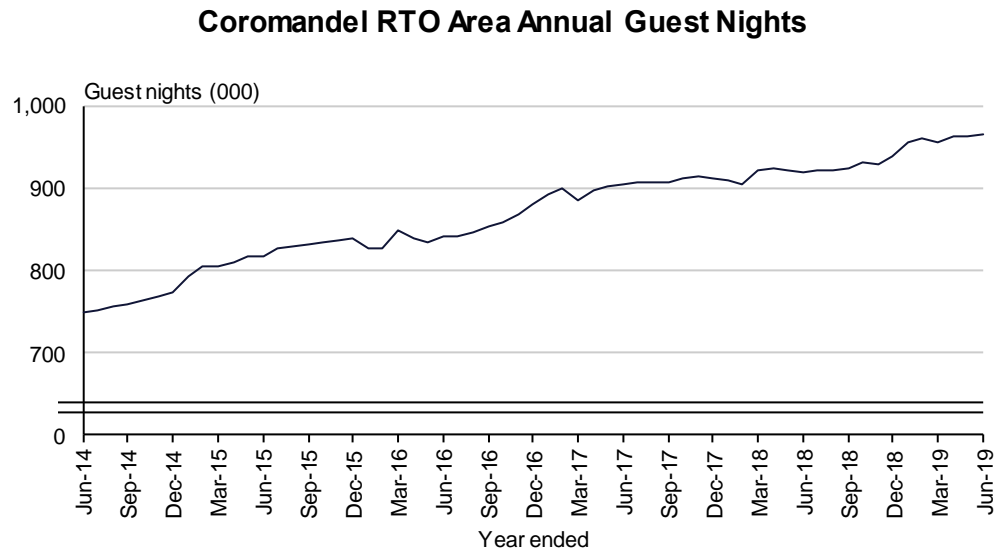
## Year ended highlights

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

- Guest nights rose 4.8 percent to 964,656
- International guest nights fell 6.7 percent to 268,480
- Domestic guest nights rose 10.1 percent to 696,177
- The average length of stay rose from 2.25 nights to 2.28 nights
- The overall occupancy rate rose from 24.5 percent to 24.8 percent
- The occupancy rate, excluding holiday parks, was 36.0 percent for the year ended June 2019
- Accommodation capacity, excluding holiday parks, fell 3.3 percent.

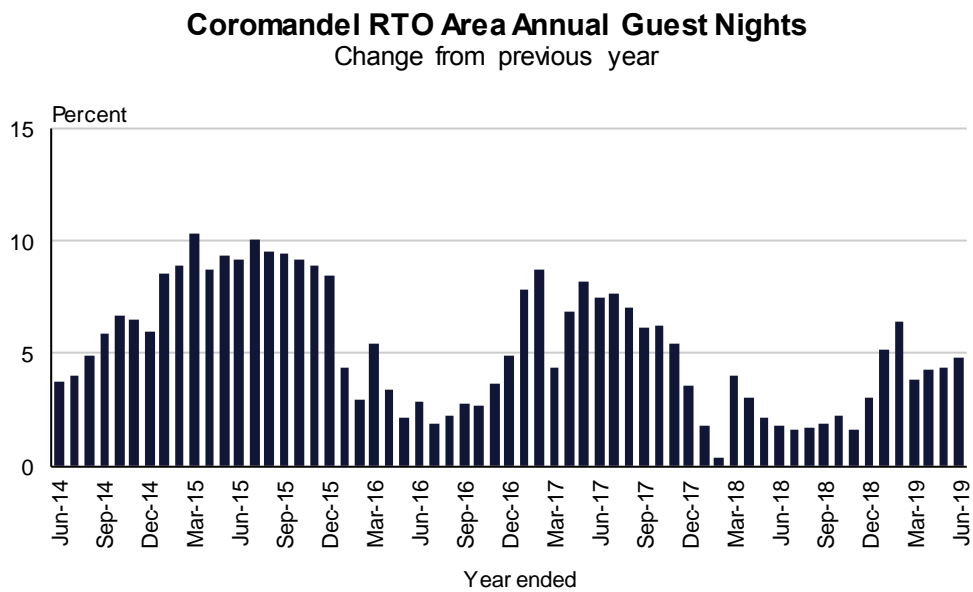


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In June 2019, compared with June 2018, there was an increase of 6.4 percent in total guest nights for the Coromandel RTO area. Holiday parks had the largest increase, followed by hotels. Motels had the largest decrease.

For the year ended June 2019, compared with the previous June year, total guest nights for the Coromandel RTO area increased 4.8 percent. Holiday parks had the largest increase, followed by motels. Backpackers had the only decrease.

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

Table 2.1

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

Accommodation type	Monthly			Annual		
	June		Percentage change	Year ended		Percentage change
	2018	2019		June 2018	June 2019	
Guest nights						
Total guest nights	33,457	35,586	6.4	920,135	964,656	4.8
International	7,753	7,108	-8.3	287,820	268,480	-6.7
Domestic	25,703	28,478	10.8	632,315	696,177	10.1
Hotels	3,081	4,255	38.1	59,374	61,731	4.0
Motels/apartments	10,845	9,727	-10.3	233,125	241,835	3.7
Backpackers	3,716	3,487	-6.1	83,592	64,931	-22.3
Holiday parks	15,814	18,116	14.6	544,044	596,160	9.6
Occupancy rates <sup>(3)</sup> (%)						
Hotels	30.5	43.9	43.8	43.5	47.0	8.2
Motels/apartments	28.3	25.9	-8.3	45.3	45.4	0.2
Backpackers	17.7	18.1	2.6	26.6	22.6	-15.1
Holiday parks	8.5	9.4	10.4	19.0	20.0	5.7
Total	13.3	13.9	4.6	24.5	24.8	1.5
Total excluding holiday parks <sup>(4)</sup>	24.2	24.8	2.5	36.7	36.0	-1.9
Average length of stay <sup>(5)</sup>						
Hotels	1.83	2.27	24.2	2.01	1.96	-2.7
Motels/apartments	1.62	1.73	7.1	1.80	1.79	-0.9
Backpackers	1.35	1.38	2.7	1.63	1.63	-0.2
Holiday parks	2.78	2.44	-12.1	2.73	2.76	0.9
Total	1.99	2.04	2.8	2.25	2.28	1.4
Guest arrivals						
Hotels	1,683	1,872	11.2	29,540	31,556	6.8
Motels/apartments	6,696	5,607	-16.3	129,219	135,256	4.7
Backpackers	2,759	2,520	-8.6	51,222	39,885	-22.1
Holiday parks	5,693	7,421	30.4	199,064	216,083	8.5
Total	16,831	17,420	3.5	409,046	422,780	3.4
Establishments						
Hotels	10	9	-10.0	10	9	-10.0
Motels/apartments	62	60	-3.2	62	60	-3.2
Backpackers	11	11	0.0	11	11	0.0
Holiday parks	24	25	4.2	24	25	4.2
Total	107	105	-1.9	107	105	-1.9
Capacity <sup>(6)</sup>						
Hotels	5,400	4,980	-7.8	64,966	63,558	-2.2
Motels/apartments	21,000	20,640	-1.7	250,251	257,132	2.7
Backpackers	18,210	17,610	-3.3	256,619	232,169	-9.5
Holiday parks	102,660	105,720	3.0	1,263,426	1,282,662	1.5
Total	147,270	148,950	1.1	1,835,262	1,835,521	0.0

(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:**

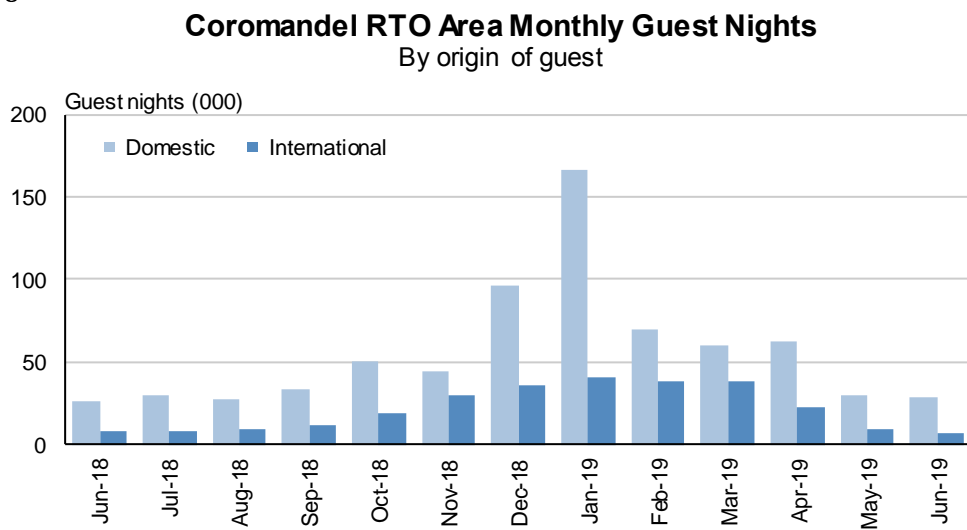
C confidential

### 3 Origin of guests

In June 2019, international guests accounted for 20 percent of all guest nights in the Coromandel RTO area. When compared with June 2018, the number of international guest nights spent in the area in June 2019 was down 8.3 percent to 7,108. Domestic guest nights increased 10.8 percent, to 28,478, for the same period.

The proportion of the origin-of-guest estimate from actual data was 71 percent for June 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Coromandel RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Jun	25,703	7,753	33,457	1,443,331	824,407	2,267,738
	Jul	29,863	8,321	38,185	1,688,075	989,310	2,677,385
	Aug	27,100	9,022	36,123	1,571,502	952,679	2,524,181
	Sep	33,115	11,307	44,422	1,701,704	1,046,180	2,747,884
	Oct	50,666	18,864	69,530	1,954,146	1,314,205	3,268,352
	Nov	43,872	29,350	73,223	1,804,941	1,730,166	3,535,107
	Dec	96,121	35,677	131,798	2,289,702	1,908,866	4,198,568
2019	Jan	166,121	40,349	206,470	2,879,204	2,088,517	4,967,720
	Feb	69,261	38,684	107,945	1,988,788	2,026,586	4,015,374
	Mar	59,593	37,919	97,512	2,125,847	1,882,162	4,008,009
	Apr	62,443	22,437	84,881	2,123,710	1,480,938	3,604,648
	May	29,542	9,442	38,984	1,592,880	970,273	2,563,153
	Jun	28,478	7,108	35,586	1,498,095	799,876	2,297,971
Percent change from the current month of the previous year							
		10.8	-8.3	6.4	3.8	-3.0	1.3
Year ended							
June 2018		632,315	287,820	920,135	22,338,758	17,554,467	39,893,225
June 2019		696,177	268,480	964,656	23,218,593	17,189,759	40,408,352
Percent change from previous year							
		10.1	-6.7	4.8	3.9	-2.1	1.3

(1) Regional tourism organisation

## 4 National results

In June 2019, a total of 2,298,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 30,000 nights (1.3 percent) from June 2018. The North Island recorded an increase (up 38,000 or 2.7 percent) while the South Island recorded a decrease (down 8,000 or 1.0 percent).

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

Hotels had the largest increase in guest nights (up 19,000 or 2.0 percent), followed by holiday parks (up 14,000 or 4.7 percent). Backpackers had the largest decrease in guest nights (down 2,000 or 0.8 percent), while guest nights in motels were relatively unchanged.

Refer to Table 4.1 for comparisons of data.

Table 4.1

### Coromandel 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>June month</b>					
<b>Coromandel RTO area</b>					
Hotels	3,750	3,081	4,255	-17.8	38.1
Motels	10,535	10,845	9,727	2.9	-10.3
Backpackers	3,326	3,716	3,487	11.7	-6.1
Holiday parks	17,990	15,814	18,116	-12.1	14.6
Total	35,601	33,457	35,586	-6.0	6.4
<b>New Zealand</b>					
Hotels	932,894	934,722	953,432	0.2	2.0
Motels	755,356	748,991	748,824	-0.8	0.0
Backpackers	314,437	284,544	282,190	-9.5	-0.8
Holiday parks	306,479	299,482	313,525	-2.3	4.7
Total	2,309,165	2,267,738	2,297,971	-1.8	1.3
<b>Year ended June</b>					
<b>Coromandel RTO area</b>					
Hotels	65,452	59,374	61,731	-9.3	4.0
Motels	236,031	233,125	241,835	-1.2	3.7
Backpackers	77,022	83,592	64,931	8.5	-22.3
Holiday parks	525,626	544,044	596,160	3.5	9.6
Total	904,131	920,135	964,656	1.8	4.8
<b>New Zealand</b>					
Hotels	13,741,841	14,218,218	14,513,020	3.5	2.1
Motels	12,291,595	12,350,085	12,484,495	0.5	1.1
Backpackers	5,183,018	5,124,130	4,974,192	-1.1	-2.9
Holiday parks	7,741,482	8,200,792	8,436,645	5.9	2.9
Total	38,957,936	39,893,225	40,408,352	2.4	1.3

## 5 Regional comparison

In June 2019, Auckland recorded the largest increase in guest nights (up 18,000 or 3.7 percent) from June 2018. This was followed by Waikato (up 10,000 or 10 percent), Wellington (up 9,000 or 4.8 percent), Queenstown (up 7,000 or 3.1 percent), and Bay of Plenty (up 5,000 or 7.6 percent).

Dunedin recorded the largest decrease (down 11,000 or 18 percent), followed by Rotorua (down 6,000 or 4.3 percent), Taupo (down 6,000 or 8.9 percent), Ruapehu (down 5,000 or 20 percent), and West Coast (down 4,000 or 7.2 percent).

Table 5.1

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

RTO area	June guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	56,923	59,427	4.4	24,776	22,968	-7.3	81,699	82,395	0.9
Auckland	273,757	300,121	9.6	217,369	209,128	-3.8	491,126	509,248	3.7
Coromandel	25,703	28,478	10.8	7,753	7,108	-8.3	33,457	35,586	6.4
Waikato	76,905	87,285	13.5	18,000	17,442	-3.1	94,905	104,727	10.3
Bay of Plenty	53,538	56,124	4.8	15,795	18,464	16.9	69,333	74,587	7.6
Rotorua	94,349	96,060	1.8	54,367	46,270	-14.9	148,716	142,330	-4.3
Taupo	47,367	44,327	-6.4	17,215	14,486	-15.9	64,582	58,813	-8.9
Whakatane-									
Kawerau	10,688	14,543	36.1	1,816	1,935	6.6	12,504	16,478	31.8
Gisborne	20,291	23,636	16.5	2,734	2,809	2.7	23,025	26,445	14.9
Taranaki	32,183	33,610	4.4	6,329	6,227	-1.6	38,511	39,837	3.4
Hawke's Bay	60,126	56,704	-5.7	13,586	17,214	26.7	73,712	73,918	0.3
Ruapehu	21,286	17,168	-19.3	5,884	4,619	-21.5	27,170	21,787	-19.8
Manawatu	34,273	36,557	6.7	4,408	4,229	-4.1	38,680	40,786	5.4
Whanganui	10,947	10,542	-3.7	1,970	1,788	-9.2	12,917	12,330	-4.5
Wairarapa	15,014	13,619	-9.3	1,106	1,061	-4.0	16,120	14,680	-8.9
Kapiti-Horowhenua	12,368	13,955	12.8	1,583	1,396	-11.8	13,951	15,351	10.0
Wellington	147,318	156,839	6.5	47,790	47,627	-0.3	195,108	204,466	4.8
Marlborough	23,791	26,586	11.7	9,900	9,091	-8.2	33,691	35,676	5.9
Nelson-Tasman	41,463	43,093	3.9	16,180	17,667	9.2	57,643	60,760	5.4
Canterbury	132,009	130,150	-1.4	87,668	86,857	-0.9	219,677	217,007	-1.2
Hurunui	14,236	14,273	0.3	4,325	4,978	15.1	18,561	19,251	3.7
Mackenzie	13,756	16,305	18.5	26,585	27,254	2.5	40,341	43,558	8.0
Timaru	13,588	12,060	-11.2	3,824	4,208	10.1	17,412	16,269	-6.6
West Coast	24,244	24,979	3.0	31,307	26,595	-15.1	55,551	51,574	-7.2
Wanaka	14,233	15,331	7.7	22,923	20,993	-8.4	37,156	36,325	-2.2
Queenstown	78,486	80,160	2.1	134,690	139,704	3.7	213,176	219,864	3.1
Waitaki	10,622	10,660	0.4	6,074	4,802	-20.9	16,696	15,462	-7.4
Central Otago	9,336	8,119	-13.0	2,080	2,045	-1.7	11,416	10,163	-11.0
Dunedin	42,719	37,312	-12.7	17,171	11,999	-30.1	59,889	49,311	-17.7
Clutha	3,375	2,397	-29.0	769	858	11.6	4,144	3,255	-21.5
Fiordland	8,286	8,127	-1.9	12,842	11,825	-7.9	21,127	19,952	-5.6
Southland	20,151	19,548	-3.0	5,589	6,231	11.5	25,740	25,779	0.2
<b>Total</b>	<b>1,443,331</b>	<b>1,498,095</b>	<b>3.8</b>	<b>824,407</b>	<b>799,876</b>	<b>-3.0</b>	<b>2,267,738</b>	<b>2,297,971</b>	<b>1.3</b>



Table 5.2

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

RTO area	June 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	26.5	39.7	12.7	10.5	17.2	27.8
Auckland	67.7	57.5	38.6	18.7	54.1	59.0
Coromandel	43.9	25.9	18.1	9.4	13.9	24.8
Waikato	68.0	64.2	27.4	11.3	40.1	56.5
Bay of Plenty	48.9	56.5	35.2	17.3	31.9	46.5
Rotorua	64.0	61.8	20.6	17.2	40.0	46.3
Taupo	45.9	44.8	20.7	9.3	27.3	36.5
Whakatane-Kawerau	C	61.8	C	7.3	18.0	50.0
Gisborne	C	58.4	C	7.8	21.2	49.9
Taranaki	42.9	46.9	20.5	12.2	29.3	40.3
Hawke's Bay	49.6	58.3	46.0	16.7	39.5	52.7
Ruapehu	37.1	16.4	14.2	11.0	18.4	19.9
Manawatu	46.9	52.5	C	C	36.1	C
Whanganui	C	47.2	38.9	C	25.8	C
Wairarapa	37.2	41.9	-	8.6	21.4	39.9
Kapiti-Horowhenua	C	55.4	C	12.2	19.9	33.7
Wellington	70.7	66.0	C	C	60.6	C
Marlborough	34.8	46.3	24.2	17.3	28.8	36.1
Nelson-Tasman	42.8	39.1	27.7	8.3	20.6	34.4
Canterbury	55.7	44.3	27.0	12.1	32.5	43.0
Hurunui	37.7	40.7	14.5	10.3	21.0	29.9
Mackenzie	C	34.7	C	15.7	33.1	41.2
Timaru	C	49.7	C	11.8	24.8	43.3
West Coast	26.1	29.9	13.8	8.6	18.8	22.9
Wanaka	36.0	35.4	40.3	12.1	24.1	37.6
Queenstown	62.8	39.5	61.1	19.1	52.6	57.8
Waitaki	21.2	36.9	17.2	7.5	16.6	26.8
Central Otago	C	40.3	C	3.5	9.7	23.2
Dunedin	44.8	52.5	31.0	17.1	38.9	44.6
Clutha	C	33.7	C	C	12.5	C
Fiordland	C	26.9	C	10.5	16.9	21.5
Southland	31.4	48.9	20.0	7.9	28.9	35.0
<b>Total</b>	56.4	48.3	31.0	11.7	34.2	46.1

(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 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>