



# Commercial Accommodation Monitor:

## September 2019

Taranaki

This is the final release of accommodation survey information by Stats NZ.

[newzealand.govt.nz](https://www.newzealand.govt.nz)

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# Preface

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

- New Plymouth District
- South Taranaki District
- Stratford 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)).

This is the final release of the accommodation survey information by Stats NZ.

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 September 2019 compared with September 2018:

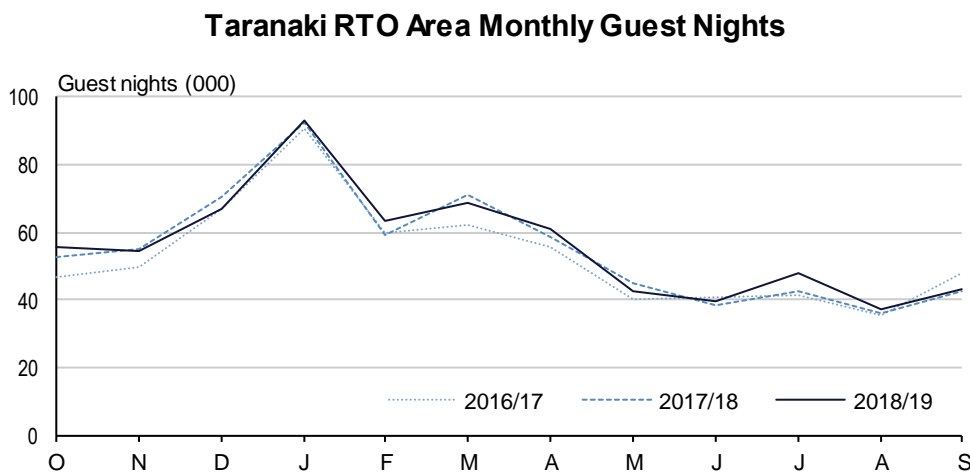
- Guest nights rose 0.8 percent to 43,224
- International guest nights fell 3.9 percent to 4,732
- Domestic guest nights rose 1.4 percent to 38,492
- The average length of stay fell from 2.05 nights to 2.04 nights
- The overall occupancy rate fell from 30.6 percent to 29.8 percent
- The occupancy rate, excluding holiday parks, was 40.3 percent in September 2019
- Accommodation capacity, excluding holiday parks, rose 1.1 percent.

## Response rates for September 2019

The response rate for the Taranaki RTO area was 78 percent for September 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 62 percent.

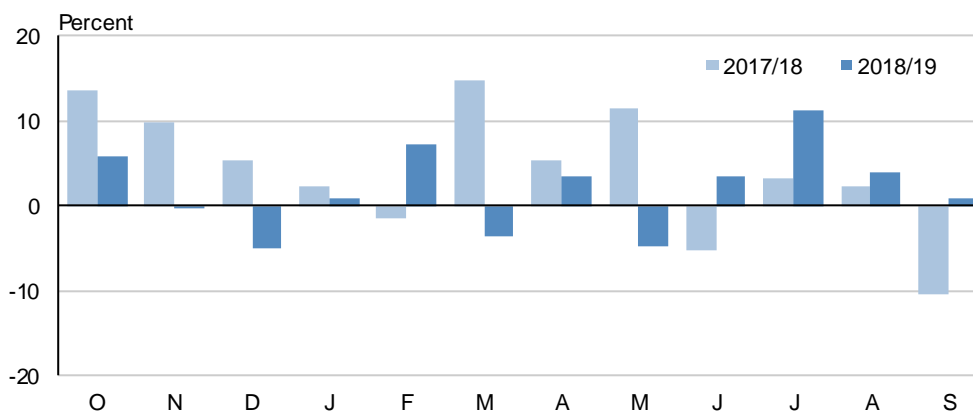
Figure 1.1



Source: Stats NZ

Figure 1.2

**Taranaki RTO Area Monthly Guest Nights**  
Change from same month of previous year



Source: Stats NZ

## Year ended highlights

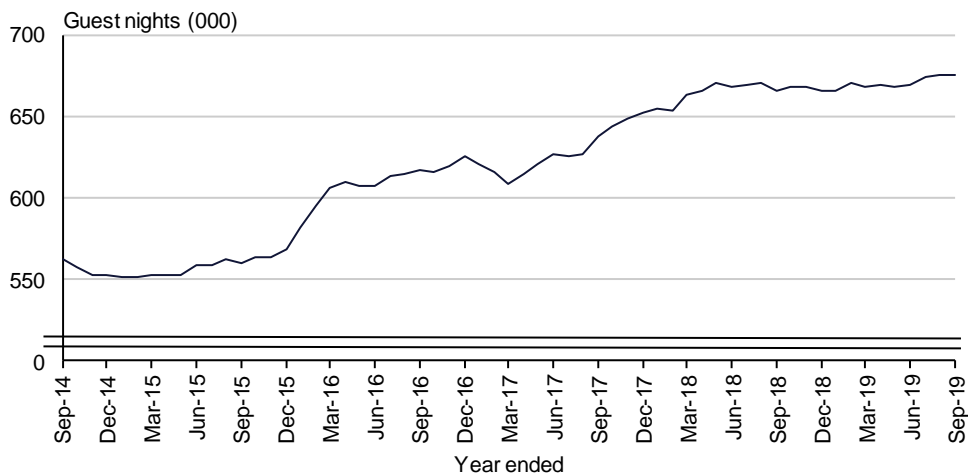
For the year ended September 2019 compared with the previous year:

- Guest nights rose 1.5 percent to 675,436
- International guest nights fell 3.4 percent to 116,895
- Domestic guest nights rose 2.6 percent to 558,541
- The average length of stay rose from 2.12 nights to 2.15 nights
- The overall occupancy rate rose from 37.5 percent to 37.7 percent
- The occupancy rate, excluding holiday parks, was 47.4 percent for the year ended September 2019
- Accommodation capacity, excluding holiday parks, rose 3.9 percent.



Figure 1.3

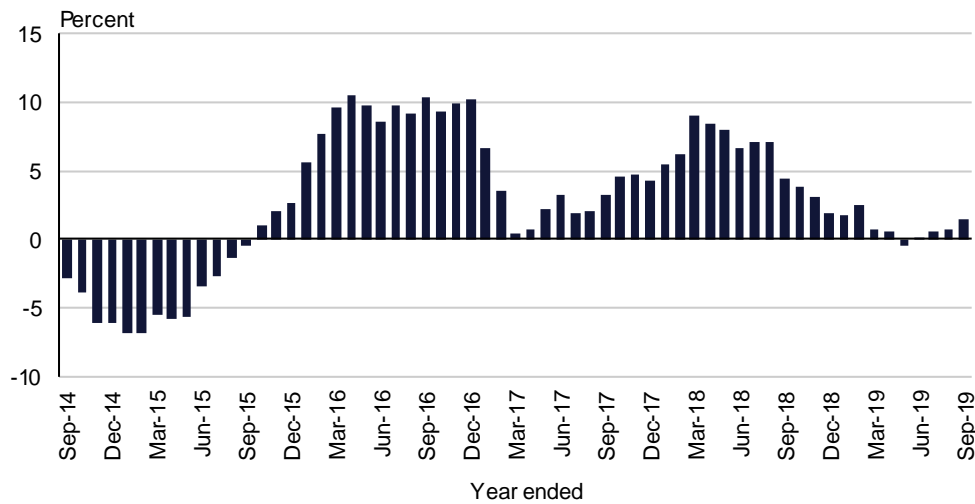
**Taranaki RTO Area Annual Guest Nights**



Source: Stats NZ

Figure 1.4

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



Source: Stats NZ

## 2 Accommodation variables

In September 2019, compared with September 2018, there was an increase of 0.8 percent in total guest nights for the Taranaki RTO area. Hotels had the largest increase, followed by holiday parks. Motels had the only decrease.

For the year ended September 2019, compared with the previous September year, total guest nights for the Taranaki RTO area increased 1.5 percent. Backpackers had the largest increase, followed by holiday parks. Motels had the only decrease.

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

Table 2.1

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

Accommodation type	Monthly			Annual		
	September		Percentage change	Year ended		Percentage change
	2018	2019		September 2018	September 2019	
<b>Guest nights</b>						
<b>Total guest nights</b>	42,883	43,224	0.8	665,427	675,436	1.5
International	4,923	4,732	-3.9	121,034	116,895	-3.4
Domestic	37,960	38,492	1.4	544,393	558,541	2.6
Hotels	11,875	13,565	14.2	164,372	165,001	0.4
Motels/apartments	19,731	18,336	-7.1	272,505	267,762	-1.7
Backpackers	3,145	3,163	0.5	40,722	48,311	18.6
Holiday parks	8,132	8,160	0.3	187,828	194,362	3.5
<b>Occupancy rates<sup>(3)</sup> (%)</b>						
Hotels	47.5	42.3	-11.0	51.6	48.0	-6.9
Motels/apartments	46.1	46.8	1.7	54.3	53.5	-1.4
Backpackers	24.9	21.6	-13.0	31.3	31.4	0.5
Holiday parks	12.6	13.3	5.6	21.2	23.0	8.5
<b>Total</b>	30.6	29.8	-2.5	37.5	37.7	0.4
Total excluding holiday parks <sup>(4)</sup>	42.3	40.3	-4.8	49.2	47.4	-3.8
<b>Average length of stay<sup>(5)</sup></b>						
Hotels	1.83	1.80	-1.9	1.83	1.88	2.4
Motels/apartments	1.92	1.92	0.1	1.92	1.93	0.4
Backpackers	2.97	2.70	-9.1	2.43	2.77	13.8
Holiday parks	2.60	2.77	6.5	2.89	2.80	-2.9
<b>Total</b>	2.05	2.04	-0.5	2.12	2.15	1.5
<b>Guest arrivals</b>						
Hotels	6,480	7,545	16.4	89,760	87,976	-2.0
Motels/apartments	10,282	9,547	-7.1	141,946	138,854	-2.2
Backpackers	1,060	1,172	10.6	16,747	17,454	4.2
Holiday parks	3,125	2,944	-5.8	65,021	69,303	6.6
<b>Total</b>	20,947	21,209	1.3	313,474	313,587	0.0
<b>Establishments</b>						
Hotels	19	20	5.3	19	20	5.3
Motels/apartments	46	46	0.0	46	46	0.0
Backpackers	6	6	0.0	6	6	0.0
Holiday parks	12	13	8.3	12	13	8.3
<b>Total</b>	83	85	2.4	83	85	2.4
<b>Capacity<sup>(6)</sup></b>						
Hotels	18,270	18,690	2.3	219,245	223,663	2.0
Motels/apartments	24,510	24,660	0.6	291,893	298,631	2.3
Backpackers	10,620	10,620	0.0	110,998	124,250	11.9
Holiday parks	34,950	34,320	-1.8	443,529	424,685	-4.2
<b>Total</b>	88,350	88,290	-0.1	1,065,665	1,071,229	0.5

(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:**

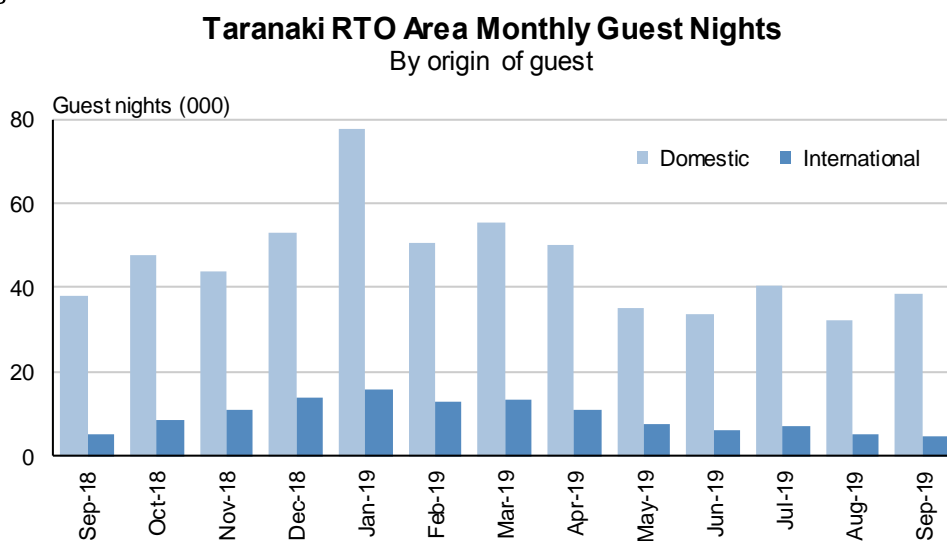
C confidential

### 3 Origin of guests

In September 2019, international guests accounted for 10.9 percent of all guest nights in the Taranaki RTO area. When compared with September 2018, the number of international guest nights spent in the area in September 2019 was down 3.9 percent to 4,732. Domestic guest nights increased 1.4 percent, to 38,492, for the same period.

The proportion of the origin-of-guest estimate from actual data was 62 percent for September 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Taranaki RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	Sep	37,960	4,923	42,883	1,701,704	1,046,180	2,747,884
	Oct	47,564	8,405	55,970	1,954,146	1,314,205	3,268,352
	Nov	44,034	10,764	54,798	1,804,941	1,730,166	3,535,107
	Dec	53,003	14,036	67,039	2,289,702	1,908,866	4,198,568
2019	Jan	77,548	15,851	93,399	2,879,204	2,088,517	4,967,720
	Feb	50,770	12,639	63,408	1,988,788	2,026,586	4,015,374
	Mar	55,293	13,433	68,726	2,125,847	1,882,162	4,008,009
	Apr	50,282	10,757	61,038	2,123,710	1,480,938	3,604,648
	May	35,149	7,662	42,812	1,592,880	970,273	2,563,153
	Jun	33,610	6,227	39,837	1,498,095	799,876	2,297,971
	Jul	40,643	7,055	47,697	1,733,055	965,763	2,698,818
	Aug	32,153	5,335	37,488	1,659,593	957,634	2,617,226
	Sep	38,492	4,732	43,224	1,776,837	993,919	2,770,756
Percent change from the current month of the previous year							
		1.4	-3.9	0.8	4.4	-5.0	0.8
<b>Year ended</b>							
September 2018		544,393	121,034	665,427	22,519,587	17,539,546	40,059,134
September 2019		558,541	116,895	675,436	23,426,796	17,118,905	40,545,702
Percent change from previous year							
		2.6	-3.4	1.5	4.0	-2.4	1.2

(1) Regional tourism organisation

## 4 National results

In September 2019, a total of 2,771,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 23,000 nights (0.8 percent) from September 2018. The North Island recorded an increase (up 40,000 or 2.4 percent) while the South Island recorded a decrease (down 17,000 or 1.6 percent).

Three of the four accommodation types recorded an increase in guest nights in September 2019, compared with September 2018. Hotels had the largest increase in guest nights (up 12,000 or 1.1 percent), followed by motels (up 12,000 or 1.3 percent), and backpackers (up 10,000 or 3.0 percent). Holiday parks had the only decrease in guest nights (down 11,000 or 2.6 percent).

Refer to Table 4.1 for comparisons of data.

Table 4.1

### Taranaki 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>September month</b>					
<b>Taranaki RTO area</b>					
Hotels	13,171	11,875	13,565	-9.8	14.2
Motels	22,817	19,731	18,336	-13.5	-7.1
Backpackers	2,228	3,145	3,163	41.2	0.5
Holiday parks	9,688	8,132	8,160	-16.1	0.3
Total	47,904	42,883	43,224	-10.5	0.8
<b>New Zealand</b>					
Hotels	1,070,977	1,094,219	1,106,195	2.2	1.1
Motels	889,823	916,580	928,174	3.0	1.3
Backpackers	326,488	331,715	341,544	1.6	3.0
Holiday parks	382,224	405,370	394,843	6.1	-2.6
Total	2,669,511	2,747,884	2,770,756	2.9	0.8
<b>Year ended September</b>					
<b>Taranaki RTO area</b>					
Hotels	166,461	164,372	165,001	-1.3	0.4
Motels	262,850	272,505	267,762	3.7	-1.7
Backpackers	37,253	40,722	48,311	9.3	18.6
Holiday parks	171,090	187,828	194,362	9.8	3.5
Total	637,655	665,427	675,436	4.4	1.5
<b>New Zealand</b>					
Hotels	13,802,270	14,277,903	14,570,130	3.4	2.0
Motels	12,285,546	12,429,939	12,497,465	1.2	0.5
Backpackers	5,165,276	5,092,980	5,025,163	-1.4	-1.3
Holiday parks	7,769,664	8,258,312	8,452,944	6.3	2.4
Total	39,022,756	40,059,134	40,545,702	2.7	1.2

## 5 Regional comparison

In September 2019, Auckland recorded the largest increase in guest nights (up 34,000 or 5.9 percent) from September 2018. This was followed by Waikato (up 12,000 or 12 percent), Hawke's Bay (up 5,000 or 6.6 percent), Queenstown (up 5,000 or 1.7 percent), and Manawatu (up 4,000 or 8.4 percent).

Wellington recorded the largest decrease (down 17,000 or 7.4 percent), followed by West Coast (down 9,000 or 12 percent), Bay of Plenty (down 6,000 or 7.3 percent), Dunedin (down 5,000 or 7.6 percent), and Taupo (down 5,000 or 6.2 percent).

Table 5.1

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

RTO area	September guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	69,608	69,594	0.0	26,955	27,513	2.1	96,563	97,107	0.6
Auckland	324,739	369,038	13.6	261,999	252,105	-3.8	586,738	621,143	5.9
Coromandel	33,115	32,264	-2.6	11,307	9,922	-12.2	44,422	42,186	-5.0
Waikato	79,151	91,565	15.7	20,040	19,865	-0.9	99,191	111,430	12.3
Bay of Plenty	69,157	62,873	-9.1	19,501	19,312	-1.0	88,658	82,185	-7.3
Rotorua	95,632	96,865	1.3	56,947	58,661	3.0	152,579	155,526	1.9
Taupo	61,107	59,530	-2.6	21,834	18,298	-16.2	82,941	77,828	-6.2
Whakatane-Kawerau	12,860	13,068	1.6	2,192	2,450	11.8	15,052	15,519	3.1
Gisborne	22,665	22,587	-0.3	2,921	3,727	27.6	25,586	26,314	2.8
Taranaki	37,960	38,492	1.4	4,923	4,732	-3.9	42,883	43,224	0.8
Hawke's Bay	62,856	68,479	8.9	17,435	17,148	-1.6	80,291	85,627	6.6
Ruapehu	37,190	39,135	5.2	7,935	9,893	24.7	45,125	49,028	8.6
Manawatu	45,035	49,039	8.9	4,821	5,013	4.0	49,856	54,052	8.4
Whanganui	13,339	14,573	9.2	2,441	2,629	7.7	15,780	17,202	9.0
Wairarapa	16,019	16,666	4.0	1,396	1,286	-7.9	17,414	17,952	3.1
Kapiti-Horowhenua	15,098	18,546	22.8	1,971	1,893	-4.0	17,070	20,439	19.7
Wellington	168,156	160,977	-4.3	57,342	47,820	-16.6	225,499	208,797	-7.4
Marlborough	27,041	29,439	8.9	12,320	12,738	3.4	39,360	42,177	7.2
Nelson-Tasman	51,599	51,473	-0.2	23,043	22,743	-1.3	74,643	74,217	-0.6
Canterbury	153,071	161,312	5.4	109,527	104,185	-4.9	262,598	265,496	1.1
Hurunui	16,451	15,729	-4.4	6,901	6,857	-0.6	23,352	22,587	-3.3
Mackenzie	16,337	18,658	14.2	39,505	35,376	-10.5	55,842	54,034	-3.2
Timaru	14,620	14,846	1.5	4,745	4,554	-4.0	19,365	19,399	0.2
West Coast	35,354	31,383	-11.2	38,793	33,873	-12.7	74,147	65,256	-12.0
Wanaka	22,305	26,131	17.1	44,075	37,061	-15.9	66,381	63,192	-4.8
Queenstown	88,937	94,879	6.7	178,118	176,807	-0.7	267,055	271,686	1.7
Waitaki	15,298	12,877	-15.8	8,429	8,112	-3.8	23,728	20,989	-11.5
Central Otago	13,887	12,182	-12.3	3,557	2,672	-24.9	17,444	14,853	-14.8
Dunedin	46,059	47,196	2.5	22,269	15,943	-28.4	68,327	63,139	-7.6
Clutha	4,176	3,301	-21.0	1,556	1,091	-29.9	5,732	4,392	-23.4
Fiordland	10,535	10,542	0.1	22,571	21,248	-5.9	33,106	31,790	-4.0
Southland	22,346	23,599	5.6	8,812	8,392	-4.8	31,158	31,992	2.7
<b>Total</b>	<b>1,701,704</b>	<b>1,776,837</b>	<b>4.4</b>	<b>1,046,180</b>	<b>993,919</b>	<b>-5.0</b>	<b>2,747,884</b>	<b>2,770,756</b>	<b>0.8</b>



Table 5.2

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

RTO area	September 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	38.0	44.4	23.9	10.1	20.2	36.5
Auckland	79.8	67.9	58.2	19.1	66.2	72.5
Coromandel	36.0	33.8	15.3	10.8	15.5	26.8
Waikato	68.4	66.1	24.0	13.7	40.9	56.5
Bay of Plenty	58.5	64.5	36.2	14.7	33.6	52.1
Rotorua	70.1	57.3	22.3	22.4	42.6	48.1
Taupo	57.8	55.7	30.4	13.5	35.8	47.2
Whakatane-Kawerau	C	54.1	C	7.7	16.9	44.9
Gisborne	C	60.0	C	8.7	22.6	53.0
Taranaki	42.3	46.8	21.6	13.3	29.8	40.3
Hawke's Bay	63.5	71.6	29.9	16.0	42.0	57.6
Ruapehu	56.6	36.3	C	C	40.1	C
Manawatu	50.4	62.7	C	C	41.7	C
Whanganui	C	59.3	47.5	C	31.2	C
Wairarapa	49.4	51.1	C	C	25.1	C
Kapiti-Horowhenua	C	66.2	C	12.1	19.3	27.4
Wellington	69.9	73.5	C	C	61.0	C
Marlborough	43.7	49.2	21.0	19.9	30.9	37.7
Nelson-Tasman	43.6	52.0	30.2	10.2	24.9	41.2
Canterbury	61.4	53.5	32.1	15.2	38.0	49.9
Hurunui	C	46.3	C	12.4	25.0	35.4
Mackenzie	C	43.8	C	21.6	41.3	50.5
Timaru	C	58.6	C	13.3	29.8	50.7
West Coast	25.5	39.0	16.2	14.7	22.9	26.1
Wanaka	58.5	63.5	44.9	17.5	34.9	54.3
Queenstown	75.5	57.9	60.4	25.2	61.4	67.0
Waitaki	29.3	45.3	24.1	3.4	10.3	34.7
Central Otago	C	52.9	C	3.7	11.1	36.5
Dunedin	55.7	65.2	26.9	23.9	47.1	53.4
Clutha	C	35.0	C	11.4	16.5	26.2
Fiordland	29.2	31.9	C	C	24.6	C
Southland	41.9	54.8	18.6	11.6	33.1	40.4
<b>Total</b>	<b>64.4</b>	<b>56.7</b>	<b>36.1</b>	<b>13.1</b>	<b>39.0</b>	<b>53.4</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 Taranaki RTO area.

Table 6.1

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

Accommodation type	September 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
<b>New Plymouth District</b>					
Hotels	11	15,060	13,188	1.82	50.86
Motels	30	17,130	14,149	1.94	51.50
Backpackers	5	9,000	C	C	C
Holiday parks	8	22,920	C	C	C
<b>Total</b>	<b>54</b>	<b>64,110</b>	<b>35,052</b>	<b>2.00</b>	<b>33.57</b>
<b>Stratford and South Taranaki Districts</b>					
Hotels	9	3,630	377	1.27	6.62
Motels	16	7,530	4,187	1.85	36.25
Backpackers	1	1,620	C	C	C
Holiday parks	5	11,400	C	C	C
<b>Total</b>	<b>31</b>	<b>24,180</b>	<b>8,172</b>	<b>2.20</b>	<b>19.80</b>
<b>Taranaki Regional Tourism Organisation area</b>					
Hotels	20	18,690	13,565	1.80	42.26
Motels	46	24,660	18,336	1.92	46.84
Backpackers	6	10,620	3,163	2.70	21.62
Holiday parks	13	34,320	8,160	2.77	13.30
<b>Total</b>	<b>85</b>	<b>88,290</b>	<b>43,224</b>	<b>2.04</b>	<b>29.80</b>

(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>