



Commercial Accommodation Monitor: September 2019

Marlborough

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

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Preface

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

- Marlborough 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).

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

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

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1 Highlights

Monthly highlights

In September 2019 compared with September 2018:

- Guest nights rose 7.2 percent to 42,177
- International guest nights rose 3.4 percent to 12,738
- Domestic guest nights rose 8.9 percent to 29,439
- The average length of stay rose from 2.02 nights to 2.07 nights
- The overall occupancy rate rose from 28.7 percent to 30.9 percent
- The occupancy rate, excluding holiday parks, was 37.7 percent in September 2019
- Accommodation capacity, excluding holiday parks, fell 1.6 percent.

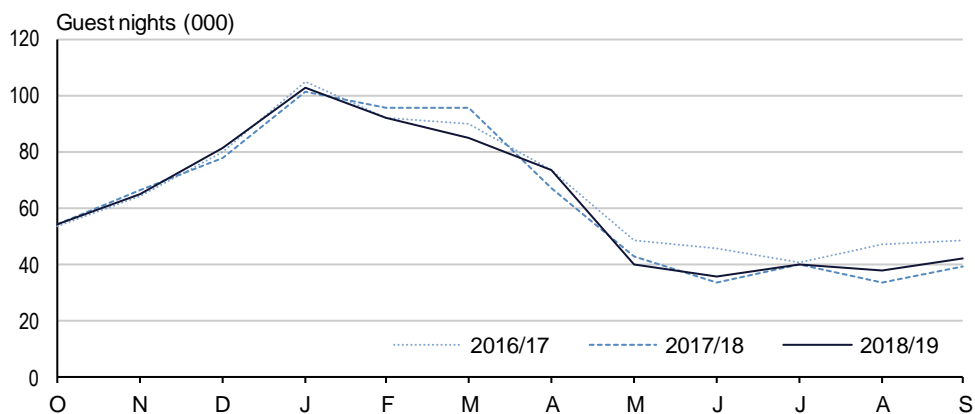
Response rates for September 2019

The response rate for the Marlborough RTO area was 83 percent for September 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 81 percent.

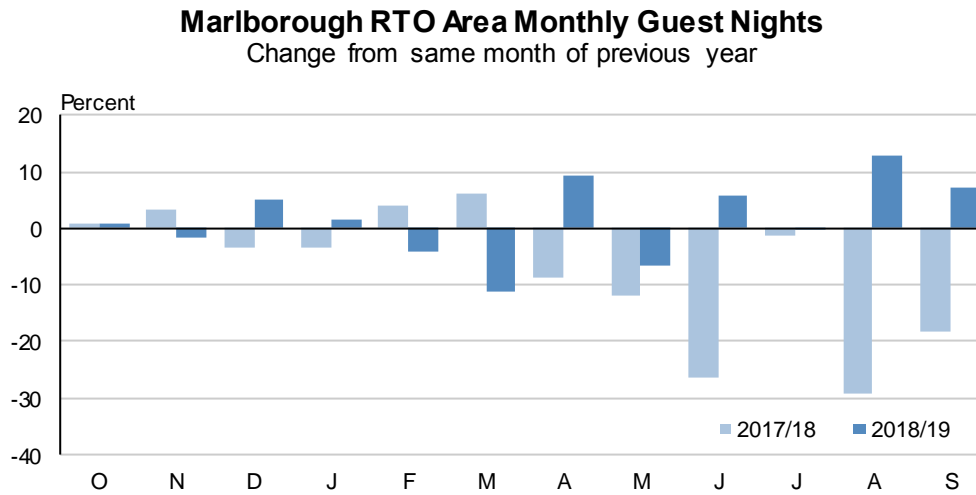
Figure 1.1

Marlborough RTO Area Monthly Guest Nights



Source: Stats NZ

Figure 1.2



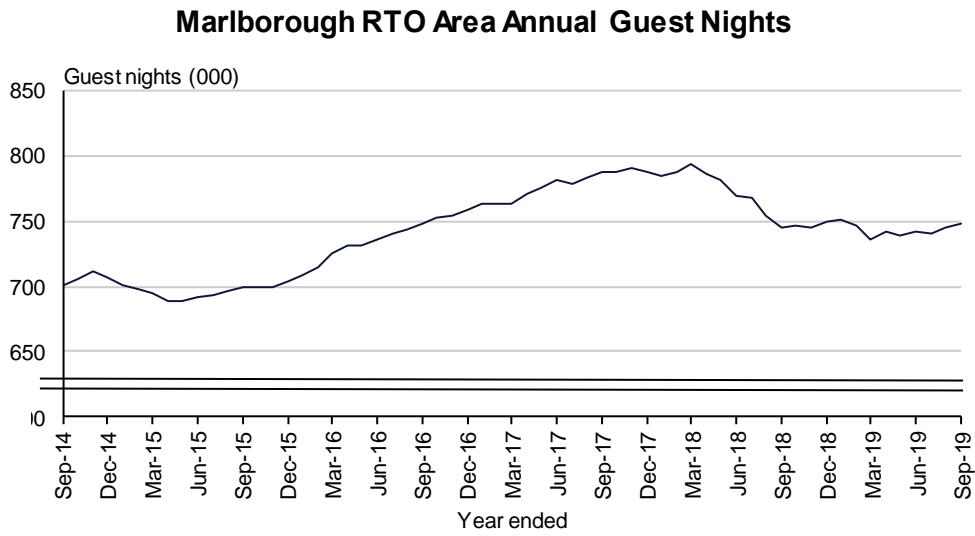
Source: Stats NZ

Year ended highlights

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

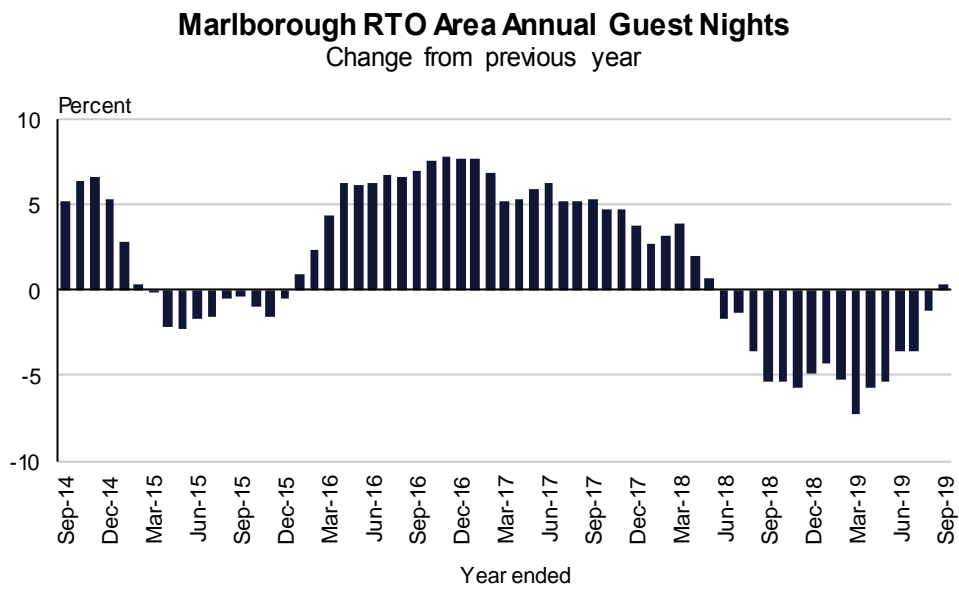
- Guest nights rose 0.4 percent to 748,093
- International guest nights fell 3.9 percent to 294,951
- Domestic guest nights rose 3.4 percent to 453,141
- The average length of stay rose from 1.85 nights to 1.86 nights
- The overall occupancy rate rose from 40.7 percent to 41.6 percent
- The occupancy rate, excluding holiday parks, was 50.1 percent for the year ended September 2019
- Accommodation capacity, excluding holiday parks, fell 3.4 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In September 2019, compared with September 2018, there was an increase of 7.2 percent in total guest nights for the Marlborough RTO area. Hotels had the largest increase, followed by holiday parks. Backpackers had the only decrease.

For the year ended September 2019, compared with the previous September year, total guest nights for the Marlborough RTO area increased 0.4 percent. Holiday parks had the largest increase, followed by hotels. Backpackers had the only decrease.

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

Table 2.1

Marlborough Accommodation Variables*By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾*

Accommodation type	Monthly			Annual		
	September		Percentage change	Year ended		Percentage change
	2018	2019		September 2018	September 2019	
Guest nights						
Total guest nights	39,360	42,177	7.2	745,355	748,093	0.4
International	12,320	12,738	3.4	306,904	294,951	-3.9
Domestic	27,041	29,439	8.9	438,450	453,141	3.4
Hotels	5,363	7,084	32.1	106,717	109,866	3.0
Motels/apartments	19,298	19,941	3.3	318,225	319,718	0.5
Backpackers	5,261	4,826	-8.3	124,750	104,803	-16.0
Holiday parks	9,438	10,326	9.4	195,662	213,705	9.2
Occupancy rates⁽³⁾ (%)						
Hotels	35.6	43.7	22.8	52.7	53.3	1.2
Motels/apartments	48.2	49.2	2.1	62.7	61.1	-2.5
Backpackers	24.0	21.0	-12.2	39.3	35.6	-9.5
Holiday parks	16.4	19.9	21.5	23.3	28.6	22.7
Total	28.7	30.9	7.6	40.7	41.6	2.3
Total excluding holiday parks ⁽⁴⁾	36.8	37.7	2.5	51.7	50.1	-3.2
Average length of stay⁽⁵⁾						
Hotels	1.59	1.68	5.8	1.47	1.48	0.7
Motels/apartments	1.87	1.97	5.4	1.85	1.86	0.5
Backpackers	2.63	2.28	-13.1	2.20	1.99	-9.7
Holiday parks	2.48	2.61	5.5	1.94	2.08	7.0
Total	2.02	2.07	2.5	1.85	1.86	0.5
Guest arrivals						
Hotels	3,381	4,222	24.9	72,621	74,249	2.2
Motels/apartments	10,310	10,103	-2.0	172,294	172,212	0.0
Backpackers	2,002	2,113	5.5	56,647	52,716	-6.9
Holiday parks	3,813	3,953	3.7	100,926	102,977	2.0
Total	19,506	20,390	4.5	402,488	402,154	-0.1
Establishments						
Hotels	13	12	-7.7	13	12	-7.7
Motels/apartments	47	47	0.0	47	47	0.0
Backpackers	16	15	-6.3	16	15	-6.3
Holiday parks	15	14	-6.7	15	14	-6.7
Total	91	88	-3.3	91	88	-3.3
Capacity⁽⁶⁾						
Hotels	9,120	8,970	-1.6	113,278	112,834	-0.4
Motels/apartments	23,520	23,490	-0.1	286,644	284,285	-0.8
Backpackers	20,130	19,470	-3.3	260,264	240,858	-7.5
Holiday parks	34,710	32,460	-6.5	419,313	413,367	-1.4
Total	87,480	84,390	-3.5	1,079,499	1,051,344	-2.6

(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:

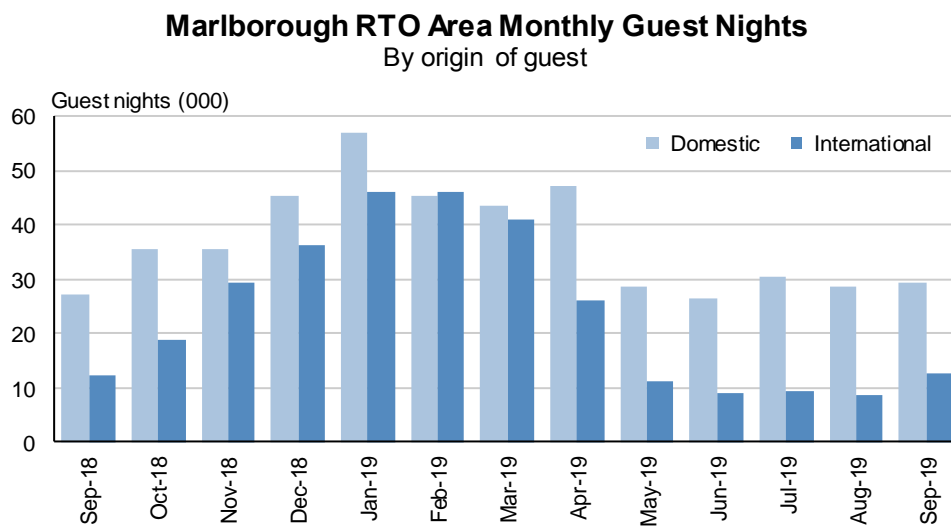
C confidential

3 Origin of guests

In September 2019, international guests accounted for 30.2 percent of all guest nights in the Marlborough RTO area. When compared with September 2018, the number of international guest nights spent in the area in September 2019 was up 3.4 percent to 12,738. Domestic guest nights increased 8.9 percent, to 29,439, for the same period.

The proportion of the origin-of-guest estimate from actual data was 81 percent for September 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Marlborough RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Sep	27,041	12,320	39,360	1,701,704	1,046,180	2,747,884
	Oct	35,382	18,812	54,194	1,954,146	1,314,205	3,268,352
	Nov	35,472	29,538	65,011	1,804,941	1,730,166	3,535,107
	Dec	45,162	36,170	81,332	2,289,702	1,908,866	4,198,568
2019	Jan	56,816	45,998	102,814	2,879,204	2,088,517	4,967,720
	Feb	45,483	46,124	91,606	1,988,788	2,026,586	4,015,374
	Mar	43,693	40,894	84,587	2,125,847	1,882,162	4,008,009
	Apr	47,103	26,152	73,255	2,123,710	1,480,938	3,604,648
	May	28,788	11,316	40,105	1,592,880	970,273	2,563,153
	Jun	26,586	9,091	35,676	1,498,095	799,876	2,297,971
	Jul	30,451	9,381	39,832	1,733,055	965,763	2,698,818
	Aug	28,767	8,738	37,505	1,659,593	957,634	2,617,226
	Sep	29,439	12,738	42,177	1,776,837	993,919	2,770,756
		Percent change from the current month of the previous year					
		8.9	3.4	7.2	4.4	-5.0	0.8
Year ended							
	September 2018	438,450	306,904	745,355	22,519,587	17,539,546	40,059,134
	September 2019	453,141	294,951	748,093	23,426,796	17,118,905	40,545,702
		Percent change from previous year					
		3.4	-3.9	0.4	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

Marlborough 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
September month					
Marlborough RTO area					
Hotels	6,205	5,363	7,084	-13.6	32.1
Motels	21,502	19,298	19,941	-10.2	3.3
Backpackers	10,999	5,261	4,826	-52.2	-8.3
Holiday parks	9,521	9,438	10,326	-0.9	9.4
Total	48,226	39,360	42,177	-18.4	7.2
New Zealand					
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
Year ended September					
Marlborough RTO area					
Hotels	110,466	106,717	109,866	-3.4	3.0
Motels	317,824	318,225	319,718	0.1	0.5
Backpackers	171,196	124,750	104,803	-27.1	-16.0
Holiday parks	187,950	195,662	213,705	4.1	9.2
Total	787,437	745,355	748,093	-5.3	0.4
New Zealand					
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
Total	1,701,704	1,776,837	4.4	1,046,180	993,919	-5.0	2,747,884	2,770,756	0.8

Table 5.2

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

RTO area	September 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	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-Kaw erau	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
Haw ke's Bay	63.5	71.6	29.9	16.0	42.0	57.6
Ruapehu	56.6	36.3	C	C	40.1	C
Manaw atu	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-Horow henua	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
Queenstow n	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
Total	64.4	56.7	36.1	13.1	39.0	53.4

(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>