

A horizontal green bar with a white circular icon containing a smaller green circle.

Commercial Accommodation Monitor:

December 2009

Queenstown

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

Statistics New Zealand (2010). *Commercial Accommodation Monitor: December 2009–Queenstown*. Wellington: Statistics New Zealand.

Published in February 2010 by

Statistics New Zealand
Tauranga Aotearoa
Wellington, New Zealand

Preface

Commercial Accommodation Monitor: December 2009– Queenstown presents comprehensive and impartial information on short-term commercial accommodation for the Queenstown Regional Tourism Organisation (RTO) area, from the Accommodation Survey. This survey is run by Statistics New Zealand on behalf of the Ministry of Tourism.

The data relates to the areas covered by the following local authority:

- part of the Queenstown-Lakes 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 Statistics NZ website (www.stats.govt.nz).

The January 2010 monitor will be released on 12 March 2010.



Geoff Bascand
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 Statistics New Zealand, 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, Statistics 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.

Statistics New Zealand 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

Brylee Wayman or Tehseen Islam
Christchurch 03 964 8700
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 Accommodation Survey technical notes.....	12

List of tables and figures

Tables by chapter

2 Accommodation variables

2.1 Queenstown accommodation variables by accommodation type.....5

3 Origin of guests

3.1 Queenstown and New Zealand monthly guest nights by origin of guest.....7

4 National results

4.1 Queenstown and New Zealand guest nights by accommodation type.....8

5 Regional comparison

5.1 Regional tourism organisation areas' monthly guest nights by origin of guests.....10

5.2 Regional tourism organisation areas' monthly occupancy rates by accommodation type.....11

Figures by chapter

1 Highlights

1.1 Queenstown RTO area monthly guest nights1

1.2 Queenstown RTO area monthly guest nights, change from same month of previous year.....2

1.3 Queenstown RTO area annual guest nights3

1.4 Queenstown RTO area annual guest nights, change from previous year.....3

3 Origin of guests

3.1 Queenstown RTO area monthly guest nights, by origin of guest.....6

1 Highlights

Monthly highlights

In December 2009 compared with December 2008:

- Guest nights up 12.1 percent to 218,194
- International guest nights up 14.8 percent to 157,180
- Domestic guest nights up 5.8 percent to 61,014
- Average length of stay fell from 2.18 nights to 2.12 nights
- Overall occupancy rate rose from 47.7 percent to 53.4 percent
- The occupancy rate, excluding holiday parks, was 58.5 percent in December 2009.
- Accommodation capacity, excluding holiday parks, down 3.3 percent.

Response rates for December 2009

The response rate for the Queenstown RTO area was 89 percent for December 2009.

The proportion of the origin-of-guest estimate from actual data was 86 percent.

Figure 1.1

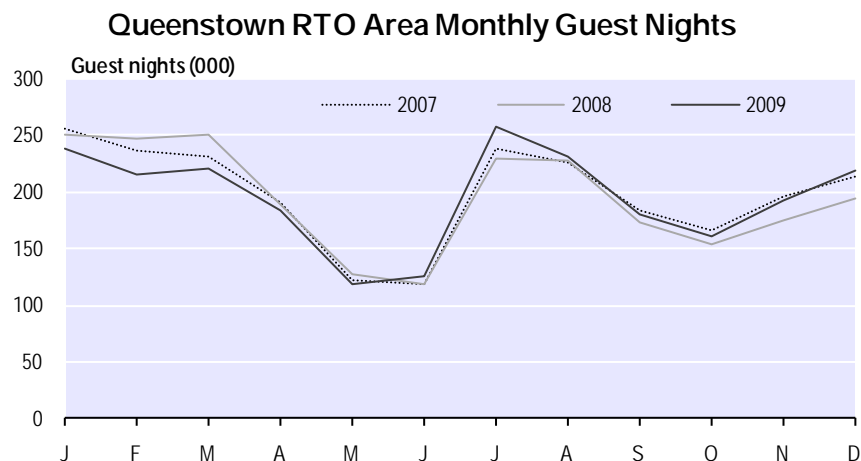
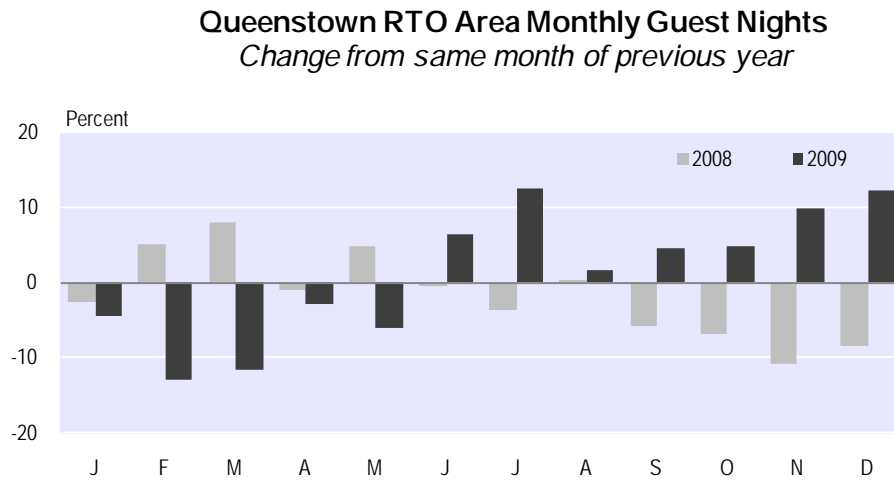


Figure 1.2



Year ended highlights

For the year ended December 2009 compared with the previous year:

- Guest nights up 0.5 percent to 2,343,303
- International guest nights down 1.3 percent to 1,584,816
- Domestic guest nights up 4.2 percent to 758,487
- Average length of stay up from 2.38 nights to 2.47 nights
- Overall occupancy rate down from 52.2 percent to 50.6 percent
- Accommodation capacity, excluding holiday parks, up 0.4 percent.

Figure 1.3

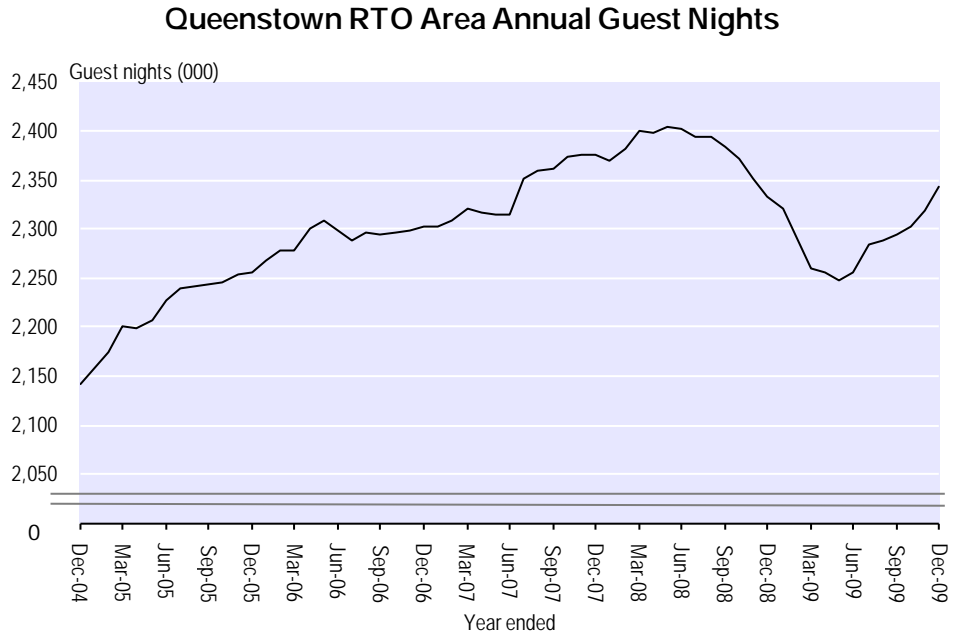
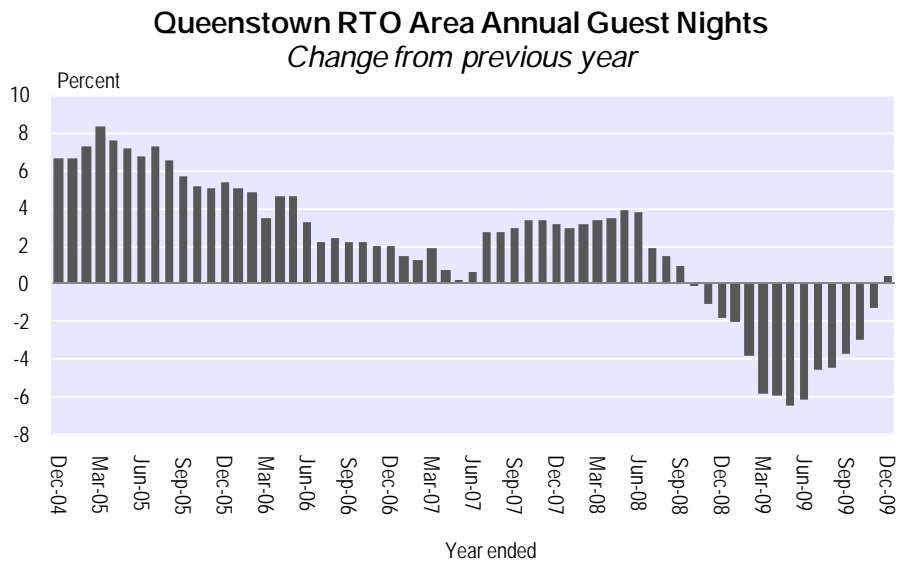


Figure 1.4



2 Accommodation variables

In December 2009, compared with December 2008, there was an increase of 12.1 percent in total guest nights for the Queenstown RTO area. Hotels had the largest increase, followed by motels.

For the year ended December 2009, total guest nights for the Queenstown RTO area increased 0.5 percent.

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

Table 2.1

Queenstown Accommodation Variables*By accommodation type
Monthly and year ended*

Accommodation type	Monthly			Annual ⁽¹⁾		
	December		Percentage change	Year ended		Percentage change
	2008	2009		December 2008	December 2009	
Guest nights						
Total guest nights	194,629	218,194	12.1	2,332,585	2,343,303	0.5
International	136,934	157,180	14.8	1,604,889	1,584,816	-1.3
Domestic	57,695	61,014	5.8	727,696	758,487	4.2
Hotels	89,945	102,346	13.8	1,149,756	1,133,365	-1.4
Motels	37,409	44,623	19.3	430,644	458,388	6.4
Backpackers	37,445	39,598	5.7	C	C	C
Holiday parks	29,830	31,628	6.0	C	C	C
Occupancy rates⁽²⁾ (%)						
Hotels	53.8	58.8	9.4	59.2	57.5	-2.9
Motels	42.2	47.9	13.4	48.5	46.3	-4.5
Backpackers	53.8	65.2	21.3	C	C	C
Holiday parks	27.9	29.2	4.3	C	C	C
Total	47.7	53.4	12.0	52.2	50.6	-3.0
Total excluding holiday parks ⁽³⁾	51.7	58.5	13.1	C	C	C
Average length of stay⁽⁴⁾						
Hotels	2.32	2.43	4.6	2.47	2.57	4.1
Motels	2.20	2.10	-4.5	2.44	2.54	3.9
Backpackers	2.09	1.66	-20.8	C	C	C
Holiday parks	1.89	2.01	6.3	C	C	C
Total	2.18	2.12	-2.7	2.38	2.47	4.1
Guest arrivals						
Hotels	38,762	42,155	8.8	466,105	441,439	-5.3
Motels	16,981	21,220	25.0	176,400	180,704	2.4
Backpackers	17,907	23,895	33.4	C	C	C
Holiday parks	15,794	15,754	-0.3	C	C	C
Total	89,443	103,023	15.2	980,909	946,864	-3.5
Establishments						
Hotels	32	31	-3.1	32	31	-3.1
Motels	54	55	1.9	54	55	1.9
Backpackers	20	19	-5.0	20	19	-5.0
Holiday parks	7	7	0.0	7	7	0.0
Total	113	112	-0.9	113	112	-0.9
Capacity						
Hotels	91,977	88,536	-3.7	1,067,387	1,043,395	-2.2
Motels	33,108	36,363	9.8	365,483	403,107	10.3
Backpackers	58,869	52,917	-10.1	689,965	684,975	-0.7
Holiday parks	37,789	37,789	0.0	446,154	444,935	-0.3
Total	221,743	215,605	-2.8	2,568,989	2,576,412	0.3

(1) Comparing equivalent periods a year apart needs to be done 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).

(2) Occupancy rates are calculated as the ratio of stay unit nights to monthly capacity.

(3) Occupancy rates excluding holiday parks are included because the capacity of holiday parks can distort total occupancy rates.

(4) Average length of stay is the ratio of guest nights to guest arrivals.

Symbol:

C confidential

3 Origin of guests

In December 2009 , international guests accounted for 72 percent of all guest nights in the Queenstown RTO area. When compared with December 2008 , the number of international guest nights spent in the area in December 2009 was up 14.8 percent to 157,180. Domestic guest nights increased 5.8 percent, to 61,014, for the same period.

The proportion of the origin-of-guest estimate from actual data was 86 percent for December 2009 .

Figure 3.1

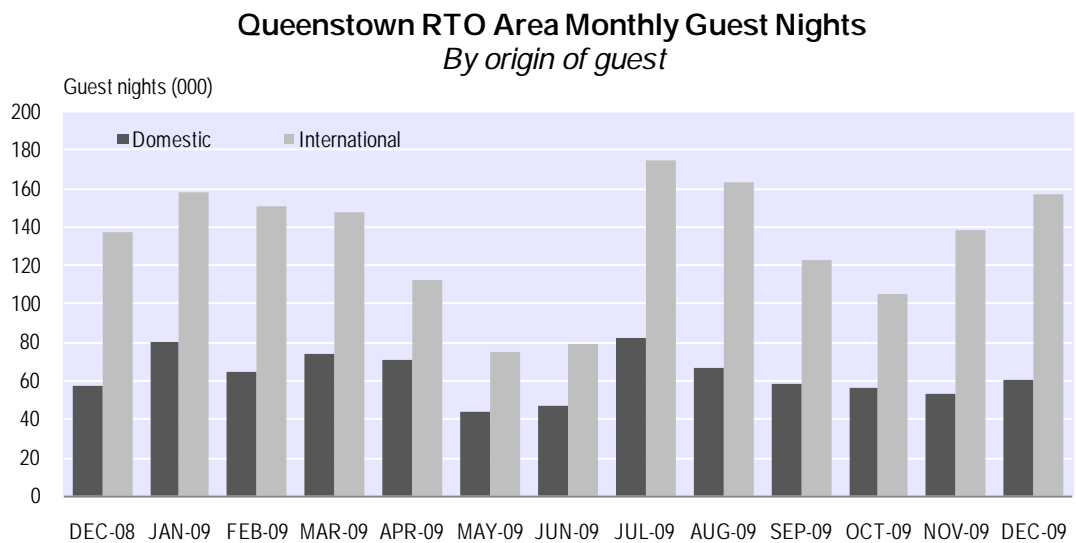


Table 3.1

Queenstown and New Zealand Monthly Guest Nights
By origin of guest

		Queenstown RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2008	Dec	57,695	136,934	194,629	1,745,222	1,359,459	3,104,681
2009	Jan	80,419	157,931	238,350	2,655,774	1,595,386	4,251,159
	Feb	64,388	151,054	215,442	1,687,283	1,589,399	3,276,681
	Mar	73,565	147,327	220,892	1,669,305	1,530,354	3,199,658
	Apr	70,554	112,826	183,380	1,686,633	1,112,791	2,799,424
	May	44,281	75,141	119,422	1,260,180	743,262	2,003,442
	Jun	46,657	79,039	125,696	1,031,405	586,624	1,618,029
	Jul	82,525	174,699	257,224	1,393,678	817,434	2,211,111
	Aug	67,262	163,551	230,813	1,249,989	776,223	2,026,212
	Sep	58,197	122,321	180,518	1,384,908	825,846	2,210,753
	Oct	56,023	105,182	161,204	1,548,257	976,552	2,524,809
	Nov	53,601	138,565	192,166	1,375,034	1,275,380	2,650,414
	Dec	61,014	157,180	218,194	1,792,112	1,449,858	3,241,970
		Percent change from the current month of the previous year					
		5.8	14.8	12.1	2.7	6.6	4.4
Year ended							
	December 2008	727,696	1,604,889	2,332,585	18,823,410	13,656,985	32,480,394
	December 2009	758,487	1,584,816	2,343,303	18,734,555	13,279,107	32,013,662
		Percent change from previous year					
		4.2	-1.3	0.5	-0.5	-2.8	-1.4

(1) Regional tourism organisation

4 National results

In December 2009, a total of 3,242,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 137,000 nights (4.4 percent) from December 2008. All four accommodation types recorded an increase in guest nights in December 2009 when compared with December 2008. Hotels had the largest increase in guest nights (up 66,000 or 7.5 percent), followed by holiday parks (up 28,000 or 3.2 percent), backpackers (up 24,000 or 5.5 percent) and motels (up 19,000 or 2.1 percent).

For the year ended December 2009, there was a total of 32,014,000 guest nights, down by 467,000 (1.4 percent) on the previous year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Queenstown and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2007	2008	2009	2007 to 2008	2008 to 2009
December month					
Queenstown RTO area					
Hotels	101,981	89,945	102,346	-11.8	13.8
Motels	41,111	37,409	44,623	-9.0	19.3
Backpackers	38,544	37,445	39,598	-2.9	5.7
Holiday parks	31,078	29,830	31,628	-4.0	6.0
Total	212,714	194,629	218,194	-8.5	12.1
New Zealand					
Hotels	878,364	875,012	940,951	-0.4	7.5
Motels	976,087	913,850	933,210	-6.4	2.1
Backpackers	438,119	435,708	459,638	-0.6	5.5
Holiday parks	894,879	880,111	908,170	-1.7	3.2
Total	3,187,449	3,104,681	3,241,970	-2.6	4.4
Year ended December					
Queenstown RTO area					
Hotels	1,137,304	1,149,756	1,133,365	1.1	-1.4
Motels	468,456	430,644	458,388	-8.1	6.4
Backpackers	C	C	C	C	C
Holiday parks	C	C	C	C	C
Total	2,376,094	2,332,585	2,343,303	-1.8	0.5
New Zealand					
Hotels	10,359,215	10,735,745	10,624,777	3.6	-1.0
Motels	11,083,047	10,633,345	10,329,354	-4.1	-2.9
Backpackers	4,562,325	4,584,706	4,637,886	0.5	1.2
Holiday parks	6,467,943	6,526,599	6,421,646	0.9	-1.6
Total	32,472,529	32,480,394	32,013,662	0.0	-1.4

5 Regional comparison

In December 2009, Queenstown recorded the largest increase in guest nights (up 24,000 or 12.1 percent) from December 2008. This was followed by Northland (up 16,000 or 8.5 percent), Rotorua (up 16,000 or 9.7 percent), Wanaka (up 15,000 or 30.5 percent) and Canterbury (up 15,000 or 4.0 percent).

Hawke's Bay recorded the largest decrease (down 11,000 or 9.2 percent), followed by Waikato (down 8,000 or 8.5 percent), Dunedin (down 4,000 or 5.2 percent), Gisborne (down 4,000 or 9.2 percent), and Whakatane-Kawerau (down 4,000 or 9.6 percent).

Table 5.1

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

RTO area	December guest nights								
	Domestic			International			Total		
	2008	2009	Percent- age change	2008	2009	Percent- age change	2008	2009	Percent- age change
Northland	117,002	129,798	10.9	75,121	78,675	4.7	192,122	208,473	8.5
Auckland	266,578	252,786	-5.2	220,423	237,956	8.0	487,001	490,742	0.8
Coromandel	54,965	60,107	9.4	36,334	39,682	9.2	91,299	99,789	9.3
Waikato	69,998	62,607	-10.6	21,111	20,716	-1.9	91,109	83,323	-8.5
Bay of Plenty	82,379	92,700	12.5	24,192	28,067	16.0	106,571	120,767	13.3
Rotorua	84,126	89,346	6.2	82,389	93,326	13.3	166,515	182,672	9.7
Taupo	60,301	59,842	-0.8	33,326	36,248	8.8	93,627	96,089	2.6
Whakatane- Kaw erau	34,416	30,667	-10.9	3,779	3,867	2.3	38,195	34,534	-9.6
Gisborne	31,960	31,735	-0.7	12,228	8,371	-31.5	44,188	40,106	-9.2
Taranaki	41,265	51,622	25.1	10,312	8,168	-20.8	51,576	59,790	15.9
Haw ke's Bay	83,669	77,788	-7.0	34,156	29,221	-14.4	117,825	107,009	-9.2
Ruapehu	10,777	12,942	20.1	14,431	13,504	-6.4	25,208	26,446	4.9
Manaw atu	33,693	34,859	3.5	4,466	4,216	-5.6	38,159	39,075	2.4
Wanganui	12,473	13,505	8.3	4,306	3,997	-7.2	16,778	17,502	4.3
Wairarapa	18,298	16,809	-8.1	2,582	2,663	3.1	20,880	19,472	-6.7
Kapiti-Horow henua	12,718	15,599	22.7	5,628	4,018	-28.6	18,346	19,617	6.9
Wellington	107,854	109,980	2.0	70,384	74,120	5.3	178,238	184,100	3.3
Marlborough	38,374	34,160	-11.0	35,212	42,688	21.2	73,586	76,849	4.4
Nelson-Tasman	98,199	97,292	-0.9	54,380	60,971	12.1	152,579	158,263	3.7
Canterbury	161,688	166,655	3.1	204,317	213,913	4.7	366,004	380,567	4.0
Hurunui	19,871	19,632	-1.2	12,369	9,789	-20.9	32,241	29,421	-8.7
Mackenzie	21,758	19,058	-12.4	25,012	31,933	27.7	46,770	50,991	9.0
Timaru	21,710	24,878	14.6	7,527	6,817	-9.4	29,237	31,695	8.4
West Coast	46,940	49,506	5.5	79,453	85,985	8.2	126,393	135,491	7.2
Wanaka	17,072	30,529	78.8	31,864	33,342	4.6	48,937	63,870	30.5
Queenstow n	57,695	61,014	5.8	136,934	157,180	14.8	194,629	218,194	12.1
Waitaki	19,981	28,146	40.9	9,635	11,019	14.4	29,616	39,164	32.2
Central Otago	36,670	37,639	2.6	9,381	6,970	-25.7	46,051	44,609	-3.1
Dunedin	44,505	38,881	-12.6	35,738	37,172	4.0	80,243	76,052	-5.2
Clutha	4,984	6,508	30.6	3,641	4,801	31.9	8,625	11,310	31.1
Fiordland	11,462	13,621	18.8	38,175	42,705	11.9	49,637	56,326	13.5
Southland	21,843	21,906	0.3	20,654	17,757	-14.0	42,497	39,664	-6.7
Total	1,745,222	1,792,112	2.7	1,359,459	1,449,858	6.6	3,104,681	3,241,970	4.4

Table 5.2

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

RTO area	December 2009 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	40.8	44.0	54.9	20.3	31.1	46.4
Auckland	65.1	46.0	51.8	21.3	52.4	57.4
Coromandel	27.8	49.6	43.9	36.4	39.6	44.5
Waikato	35.1	41.6	38.8	18.3	30.9	38.9
Bay of Plenty	39.9	47.6	49.2	29.2	37.2	46.8
Rotorua	60.8	46.2	55.0	27.7	46.6	54.6
Taupo	41.9	55.8	51.0	19.5	41.2	51.3
Whakatane-						
Kaw erau	C	49.0	C	C	29.0	C
Gisborne	C	50.1	C	18.2	26.2	40.7
Taranaki	37.7	53.5	30.2	20.8	33.8	43.4
Haw ke's Bay	46.5	48.9	51.7	23.0	37.6	49.3
Ruapehu	26.9	14.1	17.0	24.5	20.0	18.7
Manaw atu	28.7	40.5	C	C	28.0	C
Wanganui	C	42.5	C	C	28.1	C
Wairarapa	37.0	50.1	C	C	22.2	C
Kapiti-						
Horow henua	C	37.4	C	10.3	19.4	29.5
Wellington	54.3	50.3	C	C	50.6	C
Marlborough	50.4	46.1	47.0	29.2	40.0	47.3
Nelson-Tasman	46.4	47.4	53.5	24.8	36.0	50.0
Canterbury	58.7	48.0	46.4	22.4	43.5	51.6
Hurunui	C	43.6	C	16.2	26.7	34.7
Mackenzie	45.5	49.1	63.5	37.6	47.1	51.5
Timaru	C	60.3	C	23.5	33.8	48.5
West Coast	36.4	54.5	49.9	36.0	43.4	46.5
Wanaka	27.3	53.6	47.2	31.9	36.9	41.9
Queenstow n	58.8	47.9	65.2	29.2	53.4	58.5
Waitaki	34.8	42.8	52.0	8.3	14.0	39.6
Central Otago	24.9	44.2	36.7	23.9	26.7	36.1
Dunedin	51.5	55.2	50.1	35.0	48.7	52.6
Clutha	C	41.2	C	26.6	28.3	29.6
Fiordland	52.5	58.7	59.7	29.3	48.5	56.8
Southland	34.0	41.5	39.0	21.4	31.8	38.5
Total	52.6	47.1	48.1	23.1	39.6	49.4

(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

Symbols:

C confidential

... not applicable

6 Accommodation Survey technical notes

Population

The target population for the Accommodation Survey is all 'geographic units' (called 'establishments' in this publication) that are classified as short-term (less than one month) commercial accommodation providers operating in New Zealand. In terms of the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06), the target population is taken from class 4400 (accommodation), and the part of class 4520 (pubs, taverns, and bars) that also provides accommodation.

The survey frame is all short-term commercial accommodation-providing geographic units belonging to an economically significant enterprise. Economic significance is generally determined as being GST registered and having a turnover of at least \$30,000 per year. Any geographic unit classified as a hosted accommodation type is excluded from the survey.

Confidentiality and suppression

Data collected and information contained in this report must conform to the provisions of the Statistics Act 1975. This requires that published information maintains the confidentiality of respondents. Cell suppression has been used to prevent the disclosure of sensitive information and is represented by a 'C' in the tables.

Rounding is applied to produce 'confidentialised' data. The rounding to 'origin of guest' data means that subtotals may not add up to the totals shown.

Some data have been suppressed due to low response rates. These are represented by 'S' in the tables.

Data reliability

This survey aims for 100 percent coverage of the population (a full census). However, in practice an overall response rate of between 76 and 80 percent is usually achieved. The remaining units are given imputed values based on the characteristics of similar establishments in the same or similar regions. Imputation 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 occur for reasons such as respondent error, frame quality, and errors in processing. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

Comparison with other statistical sources

Care should be used when comparing statistics from the Accommodation Survey with other sources. The target populations and methodologies may not be comparable. For example, 'average length of stay' figures from the Accommodation Survey combine international and domestic guests, whereas the average length of stay figures published from the International Visitor Survey cover only international guests.

Classifications and definitions

Accommodation type is determined by the type that contributes the majority of an establishment's capacity. For instance, if a business provides both motel and camping ground accommodation, but the majority of its stay units are motel rooms, then it would be classified as a motel. The classification system used is the New Zealand Accommodation Classification, broadly defined below:

Hotels: includes both hotels and resorts

Motels: includes motor inns, apartments, and motels

Hosted: includes private hotels, guest houses, bed and breakfasts, and holiday farm (farmstay) accommodation

Backpackers/hostels

Caravan parks/camping grounds.

Further information is available on the Tourism Research website, www.tourismresearch.govt.nz or on request from Statistics New Zealand.

For definitions of other terms, please search for 'survey participants accommodation survey' on the Statistics NZ website (www.stats.govt.nz).