

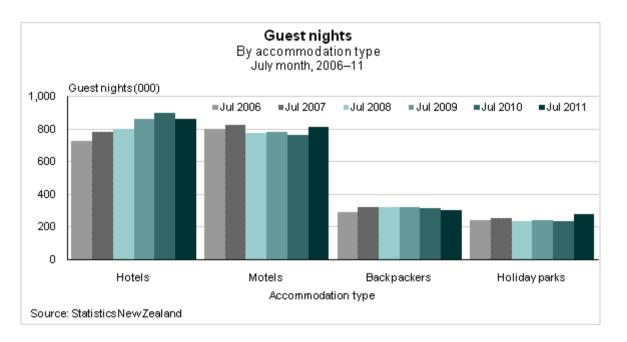
# Accommodation Survey: July 2011

Embargoed until 10:45am - 12 September 2011

# Highlights

In July 2011 compared with July 2010:

- Nationally, guest nights rose 2.0 percent.
- North Island guest nights numbered 1.4 million, up 9.1 percent.
- South Island guest nights numbered 0.9 million, down 7.9 percent.
- The Auckland region recorded the largest increase in guest nights, while the Canterbury region recorded the largest decrease.
- Motels and holiday parks recorded increases in guest nights, while hotels and backpacker accommodation recorded falls.



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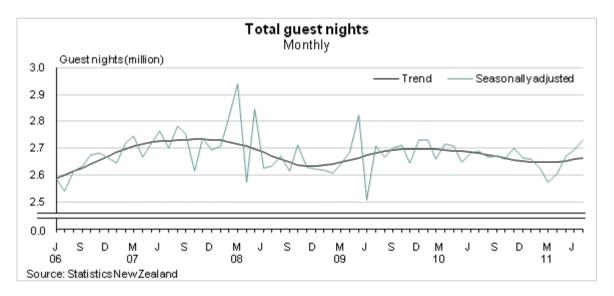
# Commentary

## Total guest nights

Total guest nights in short-term commercial accommodation numbered 2.3 million in July 2011, up 2.0 percent from July 2010, and up 2.2 percent from July 2009. May and June 2011 also had small increases in guest nights compared with the same months last year, and all of these increases were driven by North Island guest nights. These rises follow falls in the previous five months.

Since the earthquakes began in Canterbury, national guest night figures have been mostly down, but in the past three months there have been some more positive results. The underlying pattern is still very similar though, with North Island guest nights up, led by domestic visitors, while South Island guest nights are down, driven by international guests.

In a change from last month the trend for the total number of guest nights now shows a rise of 0.7 percent for the five months since its most recent low point in February 2011. Although this trend appears to be increasing, several more months of positive movement are necessary before this increase can be confirmed, as a stable trend for total guest nights is slow to emerge.



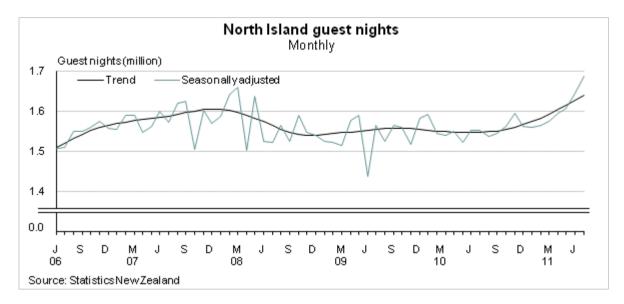
## Guest nights by island

North Island guest nights numbered 1.4 million in July 2011, up 9.1 percent from July 2010, and up 8.9 percent from July 2009.

Five of the seven North Island regions recorded more guest nights in July 2011 than in July 2010. The largest increase was in the Auckland region (up 69,000 or 17 percent), followed by Wellington (up 30,000 or 16 percent). This is the 12th consecutive month in which Auckland has recorded the largest rise of any region, due largely to increases in domestic guest nights in hotels. Of the other North Island regions:

- Bay of Plenty (up 13,000), Northland (up 11,000), and Waikato (up 8,000) recorded increases
- Hawke's Bay/Gisborne and Taranaki/Manawatu-Wanganui (both down 7,000) recorded decreases.

The trend for North Island guest nights shows a rise of 6.1 percent during the last 13 months. The trend has risen to its highest level since the series began in 1996.

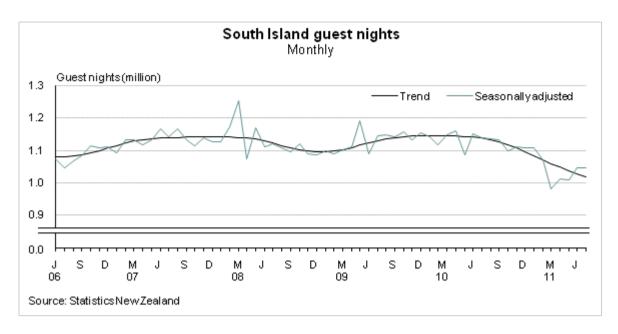


South Island guest nights numbered 0.9 million in July 2011, down 7.9 percent from July 2010, and down 7.1 percent from July 2009.

Four of the five South Island regions had fewer guest nights in July 2011 than in the previous July, with Canterbury (down 70,000 or 20 percent) continuing to have the largest decrease. International guest nights again fell considerably in Canterbury, and there was also a decrease in domestic guest nights. Accommodation capacity is down in Canterbury, particularly for hotels and backpacker accommodation, because of the earthquakes that began in September 2010.

Otago (down 9,000 or 2.1 percent), had the second-largest decrease in guest nights of all South Island regions, with an increase in domestic guest nights not able to offset the decrease in international guest nights. This was followed by the West Coast (down 4,000 or 7.6 percent) and Southland (down 3,000 or 8.5 percent). The Nelson/Marlborough/Tasman region had the only increase in South Island guest nights (up 14,000 or 18 percent).

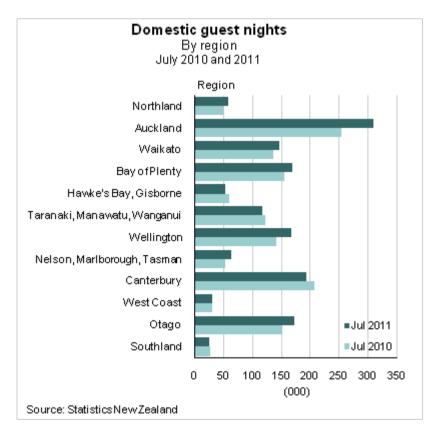
The trend for South Island guest nights shows a decline of 11 percent from its most recent peak in January 2010.



## **Origin of guests**

### Domestic visitors

Domestic visitors accounted for 1.5 million guest nights in July 2011. This is up 118,000 (8.5 percent) from July 2010, and up 104,000 (7.5 percent) from July 2009.



Compared with July 2010, domestic guest nights increased 11 percent in the North Island and 3.7 percent in the South Island. The regions showing the largest increases in domestic guest nights were:

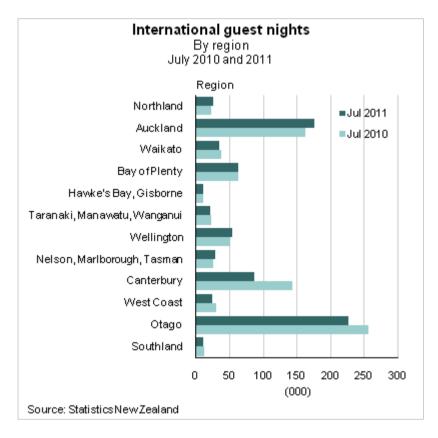
- Auckland, up 55,000 (22 percent)
- Wellington, up 26,000 (19 percent)
- Otago, up 21,000 (14 percent).

The region with the largest decrease in domestic guest nights was Canterbury (down 14,000 or 6.7 percent), followed by Hawke's Bay/Gisborne (down 8,000 or 13 percent).

In July 2011, domestic visitors contributed 66 percent of national guest nights, 72 percent of North Island guest nights, and 56 percent of South Island guest nights.

#### International visitors

International visitors accounted for 0.8 million guest nights in July 2011. This is down 74,000 (8.9 percent) from July 2010, and down 56,000 (6.9 percent) from July 2009.



As shown in the graph above, Otago had the largest number of international guest nights in July 2011. In every July month since 2006, Otago has had the largest number of international guest nights, due to international visitors arriving for the ski season.

Compared with July 2010, international guest nights decreased 19 percent in the South Island and increased 4.4 percent in the North Island. The regions showing the largest decreases, as shown in the graph above, were:

- Canterbury, down 56,000 (39 percent)
- Otago, down 30,000 (12 percent)
- the West Coast, down 5,000 (17 percent).

The regions showing the largest increases in international guest nights were:

- Auckland, up 14,000 (8.7 percent)
- Wellington, up 4,000 (7.9 percent)
- Nelson/Marlborough/Tasman, up 3,000 (11 percent).

### Comparison with short-term overseas visitor arrival statistics

Short-term overseas visitor arrivals to New Zealand in July 2011 (176,100) were down 4 percent from July 2010 (182,900), according to <u>International Travel and Migration</u> statistics. Including July, visitor arrivals have decreased in four of the last five months, compared with the same months in 2010 (with the Canterbury earthquakes and flight disruption because of ash from Chile's Puyehue-Cordón Caulle volcano contributing to these decreases).

New Zealand residents departed on 11 percent more overseas trips in July 2011 (231,600) than in July 2010 (208,000). The latest figure was a record for any month, easily surpassing the previous high of 210,000 trips in September 2010.

## Guest nights by accommodation type

Two of the four accommodation types had more guest nights in July 2011 than in July 2010. Motels and holiday parks recorded increases while hotels and backpacker accommodation recorded decreases.

The Canterbury region continues to be the main driver behind the national movements for hotels, motels, and backpacker accommodation. For the last five months, motel guest nights in Canterbury have risen compared with the previous year. This follows earthquake damage to many hotels and backpacker establishments.

In July 2011 compared with July 2010:

- motels increased 46,000 (6.0 percent) with Canterbury motels increasing 29,000 (27 percent)
- holiday parks increased 45,000 (19 percent) with Canterbury holiday parks increasing 4,000 (8.9 percent)
- hotels decreased 33,000 (3.7 percent) with Canterbury hotels decreasing 80,000 (53 percent)
- backpacker accommodation decreased 14,000 (4.5 percent) with Canterbury backpacker accommodation decreasing 23,000 (43 percent).

Nationally, hotels accounted for 38 percent of overall guest nights in July 2011, followed by motels (36 percent), backpacker accommodation (13 percent), and holiday parks (12 percent).



The trend for holiday park guest nights has risen since the most recent low point in September 2010. The trend has risen to its highest level since the series began in 1996. However, trend figures are subject to revision each month and caution should be used until more data becomes available.

## Capacity by accommodation type

Total available capacity in short-term accommodation was 4.2 million stay unit nights in July 2011, down 2.6 percent from July 2010 and down 1.5 percent from July 2009.

Three of the four accommodation types had less capacity in July 2011 than in July 2010, with holiday parks the only accommodation type to record an increase (up 51,000 or 3.4 percent). Decreases were recorded for:

- hotels, down 84,000 (8.1 percent)
- backpacker accommodation, down 66,000 (8.0 percent)
- motels, down 13,000 (1.5 percent).

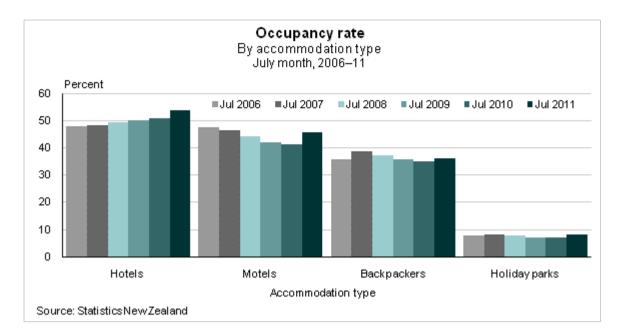
The above decreases in capacity are primarily due to the earthquakes in Canterbury, particularly the 22 February 2011 earthquake, which put numerous hotel and backpacker establishments out of operation.

### **Occupancy rate**

Excluding holiday parks, the occupancy rate in July 2011 was 46 percent, up 2.7 percentage points compared with the rate in July 2010.

Hotels had the highest occupancy rate (54 percent) in July 2011, followed by motels (46 percent), and backpacker accommodation (36 percent).

Excluding holiday parks, seven of the 12 regions had higher occupancy rates in July 2011 than in July 2010. The Auckland region had the highest occupancy rate (59 percent), followed by Wellington (58 percent), and Otago (56 percent).



### **Response rates**

| Response rates by                           | y accommodation type for July 20  | )11  |  |  |  |  |  |  |  |  |  |
|---|---|--|--|--|--|--|--|--|--|--|--|
| Accommodation<br>type                       | Establishments responding to<br>questions on guest nights,<br>guest arrivals, and stay unit<br>nights | Proportion of<br>guest-night<br>estimate from<br>actual data | Proportion of<br>origin-of-guest<br>estimate from<br>actual data |  |  |  |  |  |  |  |  |
| Percentage                                  |   |  |  |  |  |  |  |  |  |  |  |
| Hotels                                      | 87  | 96   | 81   |  |  |  |  |  |  |  |  |
| Motels                                      | 84  | 87   | 66   |  |  |  |  |  |  |  |  |
| Backpackers                                 | 82  | 82   | 65   |  |  |  |  |  |  |  |  |
| Holiday parks                               | 83  | 91   | 74   |  |  |  |  |  |  |  |  |
| Total                                       | 84  | 90   | 73   |  |  |  |  |  |  |  |  |
| Response rates for Canterbury for July 2011 |   |  |  |  |  |  |  |  |  |  |  |
| Total                                       | 83  | 88   | 70   |  |  |  |  |  |  |  |  |
| Source: Statistics I                        | New Zealand   |  | ·  |  |  |  |  |  |  |  |  |

When respondents do not answer questions in this survey, Statistics New Zealand estimates the missing information based on data from similar establishments in the same or similar regions. For more information, please see the 'Technical notes' of this release or contact Statistics NZ.

### Accommodation pivot tables

The <u>Accommodation pivot tables</u> provide more detailed information, breaking the survey variables down by regional tourism organisation areas and territorial authority areas. These tables can be downloaded from the Statistics NZ website.

### Survey sponsorship

The Accommodation Survey is a monthly survey undertaken by Statistics NZ and sponsored by the Ministry of Economic Development.

For technical information contact: Karen MacKenzie or John Gudgeon Christchurch 03 964 8700 **Email:** <u>info@stats.govt.nz</u>

#### Next release ...

Accommodation Survey: August 2011 will be released on 12 October 2011.

# **Technical notes**

## Population

The target population for this 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 by the enterprise being GST-registered and having a turnover of at least \$30,000 per annum.

### Survey errors

This survey aims for 100 percent coverage of the population (a full census). In practice, however, an overall response rate of between 76 and 80 percent is usually achieved. The remaining units are given imputed values based upon 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.

## **Trend estimates**

For any series, the survey estimates can be broken down into three components: trend, seasonal, and irregular. While seasonally adjusted series have had the seasonal component removed, the trend series have had both the seasonal and the irregular components removed. Trend estimates reveal the underlying direction of movement in a series, and are likely to indicate turning points more accurately than seasonally adjusted estimates.

The accommodation trend series are calculated using the X-12-ARIMA seasonal adjustment package. They are based on optimal moving averages of the seasonally adjusted series, with an adjustment for outlying values. The X-12-ARIMA package is an updated version of X-11-ARIMA, developed by the U.S. Census Bureau.

The trend estimates towards the end of the series incorporate new data as it becomes available, and can therefore change as more observations are added to the series. Revisions can be particularly large if an observation is treated as an outlier in one month, but is found to be part of the underlying trend as further observations are added to the series. All trend estimates are subject to revisions each month, but normally only the last two or three estimates are likely to be substantially altered.

### Trend estimates versus month-on-month comparisons

Trend estimates reveal the underlying direction of the movement in a series. In contrast, comparisons between one month and the same month in the previous year(s) do not take account of data recorded in between these periods, and are subject to one-off fluctuations. Reasons for fluctuations include changes in the timing of holidays, international crises, and large sporting and cultural events.

### Seasonally adjusted estimates

The X-12-ARIMA package has been used to produce the seasonally adjusted estimates referred to in the 'Commentary' text. Seasonal adjustment aims to eliminate the impact of regular seasonal events. These may be due to climatic effects (such as more guests staying in camping grounds during the summer) or calendar effects (such as holidays). This makes the data for adjacent months more comparable. All seasonally adjusted figures are subject to revision each month.

Further information about <u>seasonal adjustment</u> is available on the Statistics New Zealand website.

### **Classification of accommodation type**

The predominant capacity provided determines the accommodation type. 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
- Backpackers: includes hostels
- Holiday parks: includes caravan parks and camping grounds.

Further information on the classification system is available on request.

### Origin of guests

From November 2007, information on total domestic and international guest nights has been available on a monthly basis. Previously this was available only three-monthly.

### Survey change

From the September 2009 survey month, the following changes have been implemented for the Accommodation Survey:

- the 'hosted' accommodation group has been removed from the survey
- regional boundaries have been updated.

We have also updated data for the previous months based on the new regional boundaries and with the 'hosted' accommodation type removed. These updates will allow for continued time series comparison.

Two classifications have been renamed:

- 'backpackers/hostels' has been renamed 'backpackers'
- 'caravan parks/camping grounds' has been renamed 'holiday parks'.

However, the coverage remains unchanged.

These changes are the result of a joint review conducted by Statistics NZ and the Ministry of Tourism, which aimed to balance the need for high quality information against the need to reduce respondent load.

### Other definitions

#### Business frame

A register (maintained by Statistics NZ) of all economically significant businesses operating in New Zealand from which the survey population is drawn.

#### Establishment

The smallest statistical unit operating within a single physical location and owned by a single enterprise. The term is used to represent what is usually called the 'geographic unit' in other Statistics NZ publications.

#### Guest night

A guest night is equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report provision of 30 guest nights of accommodation.

#### Stay unit

The term used to describe the unit of accommodation that is available to be charged out to guests (eg a powered site in a caravan park, a bed in a backpackers, a room in a hotel or motel).

#### Capacity (stay unit nights available)

This is the basic measure of an establishment's accommodation capacity. It is defined as one stay unit multiplied by one night. For example, 10 units in a motel available for guest use (whether occupied or not) for the full 31 days in July would have an accommodation capacity of 310 stay unit nights.

#### **Occupancy rate**

This derived variable is calculated by dividing stay unit nights occupied by stay unit nights available. In the case of the motel above, if six of its 10 units were occupied every night in July, it would have  $6 \times 31 = 186$  stay unit nights occupied, and its occupancy rate would be 60 percent.

#### Average length of stay

This derived variable is calculated by dividing total guest nights by total guest first nights.

### More information

More information about the Accommodation Survey is available on our website.

## Confidentiality

Data collected and information contained in this publication must conform to the provisions of the Statistics Act 1975. This requires that published information maintains the confidentiality of individual respondents.

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## Liability

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## Timing

Timed statistical releases are delivered using postal and electronic services provided by third parties. Delivery of these releases may be delayed by circumstances outside the control of Statistics NZ. Statistics NZ accepts no responsibility for any such delays.

# Tables

The following tables are printed with this information release and can also be downloaded from the Statistics NZ website in Excel format. If you do not have access to Excel, you may use the <u>Excel file viewer</u> to view, print, and export the contents of the file.

- 1. Establishments, capacity, guest nights, occupancy rate, and average stay, by accommodation type
- 2. Occupancy rate excluding holiday parks, by region
- 3. Total guest nights
- 4. Seasonally adjusted and trend guest nights, by accommodation type
- 5. North Island guest nights
- 6. South Island guest nights
- 7. Regional guest nights
- 8. Domestic and international guest nights

### Accommodation pivot tables

The <u>Accommodation pivot tables</u> provide more detailed information, breaking the survey variables down by regional tourism organisation areas and territorial authority areas. These tables can be downloaded from the Statistics NZ website (www.stats.govt.nz).

# Establishments, Capacity, Guest Nights, Occupancy Rate, and Average Stay<sup>(1)(2)(3)</sup>

By accommodation type

|   | Series         | s Month |       |             |             |             |             |                |       |               |             |             |       |             |
|---|----------------|---------|-------|-------------|-------------|-------------|-------------|----------------|-------|---------------|-------------|-------------|-------|-------------|
|   | ref:           |         |       | 20          | 10          |             |             |                |       |               | 2011        |             |       |             |
| Accommodation type                                | ACSM           | Jul     | Aug   | Sep         | Oct         | Nov         | Dec         | Jan            | Feb   | Mar           | Apr         | May         | Jun   | Jul         |
|   |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Hotels/resorts                                    |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Number of establishments                          | S11AA          | 578     | 579   | 578         | 587         | 587         | 586         | 587            | 583   | 559           | 558         | 552         | 544   | 553         |
| Capacity (000)                                    | S11AB          | 1,040   | 1,038 | 1,003       | '           | 1,004       | 1,037       | 1,034          | 928   | 945           | 912         | 938         | 899   | 956         |
| Guest nights (000)                                | S11AC          | 898     | 860   | 864         | 953         | 1,031       | 968         | 1,109          | 1,081 | 989           | 860         | 719         | 659   | 865         |
| Occupancy rate (percent)                          | S11AD          | 50.9    | 50.8  | 53.5        | 56.1        | 64.2        | 54.1        | 59.4           | 69.4  | 63.4          | 56.2        | 49.9        | 46.4  | 53.7        |
| Average stay (nights)                             | S11AE          | 2.0     | 2.0   | 1.9         | 1.9         | 1.8         | 1.9         | 2.0            | 1.8   | 1.8           | 1.9         | 1.9         | 2.0   | 2.0         |
| Motels/motor inns/apartments                      |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Number of establishments                          | S11BA          | 1,807   | 1,811 | 1,821       | 1,839       | 1,841       | 1,846       | 1,851          | 1,846 | 1,830         | 1,824       | 1,810       | 1,786 | 1,786       |
| Capacity (000)                                    | S11BB          | 913     | 915   | 885         | 918         | 896         | 924         | 925            | 834   | 915           | 883         | 898         | 861   | 899         |
| Guest nights (000)                                | S11BC          | 765     | 684   | 757         | 817         | 836         | 889         | 1,149          | 1,035 | 1,046         | 924         | 636         | 608   | 812         |
| Occupancy rate (percent)                          | S11BD          | 41.4    | 39.5  | 44.3        | 45.9        | 50.8        | 46.3        | 56.7           | 64.4  | 60.5          | 52.9        | 41.4        | 40.5  | 45.6        |
| Average stay (nights)                             | S11BE          | 1.9     | 2.0   | 1.9         | 1.8         | 1.8         | 1.8         | 1.9            | 1.8   | 1.9           | 1.8         | 1.9         | 1.9   | 2.0         |
| Backpackers                                       |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Number of establishments                          | S11DA          | 425     | 428   | 434         | 452         | 462         | 461         | 460            | 459   | 447           | 440         | 423         | 400   | 394         |
| Capacity (000)                                    | S11DA          | 826     | 825   | 799         | 839         | 829         | 856         | 842            | 759   | 817           | 778         | 791         | 746   | 760         |
| Guest nights (000)                                | S11DD<br>S11DC | 318     | 274   | 275         | 319         | 413         | 444         | 539            | 470   | 461           | 395         | 281         | 247   | 303         |
| Occupancy rate (percent)                          | S11DC<br>S11DD | 34.9    | 30.4  | 31.4        | 34.8        | 45.3        | 46.5        | 55.2           | 55.8  | 51.3          | 46.7        | 32.7        | 30.5  | 36.0        |
| Average stay (nights)                             | S11DD<br>S11DE | 2.2     | 2.2   | 2.1         | 2.1         | 1.9         | 1.9         | 1.9            | 1.9   | 2.0           | 2.0         | 2.1         | 2.2   | 2.2         |
| Average stay (ingitis)                            | STIDL          | 2.2     | 2.2   | 2.1         | 2.1         | 1.5         | 1.5         | 1.5            | 1.5   | 2.0           | 2.0         | 2.1         | 2.2   | 2.2         |
| Total excluding holiday parks                     |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Number of establishments                          | S11XA          | 2,810   | 2,818 | 2,833       | 2,878       | 2,890       | 2,893       | 2,898          | 2,888 | 2,836         | 2,822       | 2,785       | 2,730 | 2,733       |
| Capacity (000)                                    | S11XB          | 2,780   | 2,779 | 2,687       | 2,797       | 2,729       | 2,818       | 2,801          | 2,521 | 2,677         | 2,572       | 2,628       | 2,506 | 2,616       |
| Guest nights (000)                                | S11XC          | 1,981   | 1,818 | 1,896       | 2,089       | 2,280       | 2,301       | 2,798          | 2,586 | 2,497         | 2,179       | 1,637       | 1,514 | 1,979       |
| Occupancy rate (percent)                          | S11XD          | 43.0    | 41.0  | 43.9        | 46.4        | 54.0        | 49.2        | 57.2           | 63.6  | 58.7          | 52.2        | 41.8        | 39.7  | 45.8        |
| Average stay (nights)                             | S11XE          | 2.0     | 2.0   | 1.9         | 1.9         | 1.8         | 1.9         | 1.9            | 1.8   | 1.9           | 1.9         | 1.9         | 2.0   | 2.0         |
| Holiday parks                                     |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Number of establishments                          | S11EA          | 391     | 389   | 398         | 415         | 420         | 424         | 426            | 425   | 423           | 422         | 406         | 403   | 406         |
| Capacity (000)                                    | S11EB          | 1,505   | 1,500 | 1,473       |             | 1,603       | 1,672       | 1,683          | 1,520 | 1,681         | 1,628       | 1,558       | 1,501 | 1,556       |
| Guest nights (000)                                | S11EC          | 235     | 207   | 288         | 393         | 423         | 864         | 1,537          | 690   | 599           | 536         | 261         | 223   | 280         |
| Occupancy rate (percent)                          | S11ED          | 7.3     | 6.9   | 9.2         | 11.4        | 13.0        | 21.6        | 35.2           | 21.5  | 17.1          | 14.9        | 8.8         | 7.6   | 8.3         |
| Average stay (nights)                             | S11EE          | 2.0     | 2.0   | 1.9         | 1.8         | 1.7         | 2.2         | 2.8            | 1.9   | 1.9           | 1.9         | 2.2         | 2.3   | 2.3         |
| Total   |                |         |       |             |             |             |             |                |       |               |             |             |       |             |
| Number of establishments                          | S119A          | 3,201   | 3,207 | 3,231       | 3,293       | 3 310       | 3 3 1 7     | 3 301          | 3,313 | 3 250         | 3 211       | 3,191       | 3,133 | 3 1 2 0     |
| Capacity (000)                                    | S119A<br>S119B | ,       | ,     | 4,160       | ,           | 4,331       | · ·         | 3,324<br>4,484 | ,     | ,             | ,           | ,           | 4.007 | ,           |
| 1 3 ( )   | S119B<br>S119C | 4,200   | 4,270 | 2.184       | ,           | 4,331       | · ·         | 4,404          | ,     | 4,356         | ,           | 4,100       | ,     | 4,172       |
| Guest nights (000)                                | S119C<br>S119D | 2,215   | 2,025 | 2,104       | 2,402       | 2,703       | 39.0        | 4,335          | 47.8  | 3,096<br>42.6 | 37.7        | 29.6        | 27.6  | 2,259       |
| Occupancy rate (percent)<br>Average stay (nights) | S119D<br>S119E | 2.0     | 29.1  | 31.0<br>1.9 | 33.4<br>1.9 | 30.9<br>1.8 | 39.0<br>1.9 | 40.9           | 47.0  | 42.0          | 37.7<br>1.9 | 29.0<br>2.0 | 27.0  | 31.0<br>2.0 |
| Average stay (mynts)                              | SIISE          | 2.0     | 2.0   | 1.9         | 1.9         | 1.0         | 1.9         | ۷.۱            | 1.9   | 1.9           | 1.9         | 2.0         | 2.0   | 2.0         |

For footnotes, see end of table.

#### Table 1 continued

Establishments, Capacity, Guest Nights, Occupancy Rate, and Average Stay<sup>(1)(2)(3)</sup>

Series Month ref: 2010 2011 Accommodation type ACSM Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Percentage change from the same month of the previous year<sup>(4)</sup> Hotels/resorts Number of establishments S11AA -0.9 -0.2 -1.0 -0.7 0.7 0.5 -1.2 -1.2 -5.7 -5.1 -5.5 -5.6 -4.3 Capacity S11AB 2.6 2.8 1.6 1.5 1.0 0.3 -0.6 -1.4 -9.6 -9.5 -9.6 -10.4 -8.1 3.9 7.1 6.7 -0.9 -10.6 -9.3 Guest nights S11AC 5.9 4.3 2.9 3.6 -4.7 -4.6 -3.7 4.0 -0.9 17 3.8 5.4 67 28 34 -32 14 6.4 4.8 54 Occupancy rate S11AD S11AE -3.2 -0.2 0.2 3.6 0.1 20 -2.3 2.6 0.5 Average stay (nights) 1.1 4.1 4.3 0.7 Motels/motor inns/apartments Number of establishments S11BA -2.2 -2.3 -2.0 -1.5 -1.8 -1.7 -1.3 -1.1 -1.9 -1.7 -1.0 -1.3 -1.2 Capacity S11BB -0.2 -0.2 -1.4 -0.3 0.7 0.2 0.2 0.4 -0.7 -0.9 -1.8 -2.3 -1.5 Guest nights S11BC -2.2 -5.0 -2.7 -5.4 -0.7 -4.8 -5.6 -0.9 -1.0 3.0 5.1 4.5 6.0 Occupancy rate S11BD -1.4 -2.6 1.1 -2.0 1.1 -1.7 -1.4 0.8 1.7 6.0 10.6 10.4 10.2 Average stay (nights) S11BE -1.3 2.2 0.8 -0.6 1.1 1.1 -1.7 0.3 3.9 1.9 2.4 2.9 4.3 Backpackers -0.7 0.2 -1.1 -3.0 -2.3 -1.9 -3.9 -5.0 -4.9 -7.3 Number of establishments S11DA -1.3 -1.9 -5.2 Capacity 1.6 2.5 -0.8 -2.0 -1.9 -0.8 -3.1 -3.1 -4.9 -6.3 -5.4 -5.4 -8.0 S11DB Guest nights S11DC -2.2 -2.9 -7.2 -5.7 0.4 -3.4 0.3 -3.3 -8.2 -2.6 -4.3 -8.0 -4.5 -2.5 -3.3 -2.3 -2.3 5.7 Occupancy rate S11DD -4.2 -6.1 -3.5 1.8 -2.0 0.6 -3.3 3.0 Average stay (nights) S11DE 5.1 3.1 -0.2 3.4 0.5 1.8 0.7 2.1 2.7 3.4 5.0 -3.5 -2.2 Total excluding holiday parks Number of establishments S11XA -1.7 -1.5 -1.7 -1.6 -1.4 -1.2 -1.4 -1.3 -3.0 -2.9 -2.5 -2.8 -2.7 -0 1 -02 0.0 -0.1 -1.1 -13 -52 -5.7 -58 -62 -59 Capacity S11XB 14 17 0.5 2.7 -1.4 -6.3 -3.2 -1.1 Guest nights 0.7 0.3 -1.3 -1.4 -1.0 -1.7 -0.1 S11XC -0.2 -0.1 1.5 0.5 3.8 -0.4 0.2 -0.7 -1.5 4.0 5.9 4.3 6.3 Occupancy rate S11XD Average stay (nights) S11XE -1.2 1.3 0.3 1.8 0.6 1.3 1.0 1.3 1.1 2.3 1.8 2.3 1.6 Holiday parks Number of establishments S11EA 0.3 0.5 1.3 0.2 1.2 0.7 0.9 0.7 0.5 0.7 -0.2 1.8 3.8 Capacity S11EB 0.9 0.6 0.9 1.2 1.1 0.5 0.1 0.4 0.4 1.1 0.1 2.8 3.4 -2.0 -6.0 Guest nights S11EC -2.1 -6.2 -10.3 -3.8 -4.9 -4.6 -2.1 -1.4 15.2 17.0 19.3 Occupancy rate 1.9 -5.7 -9.6 -0.1 -1.2 -6.1 -4.0 -3.4 0.6 -3.5 16.1 14.6 S11ED 15.5 Average stay (nights) S11EE 5.6 7.2 2.0 2.2 0.1 -3.0 -5.7 2.7 6.2 -1.1 14.7 11.1 13.1 Total Number of establishments S119A -1.4 -1.3 -1.3 -1.3 -1.0 -0.9 -1.1 -1.0 -2.6 -2.4 -2.2 -2.2 -1.9 S119B 0.3 -0.7 -0.7 -3.1 -3.2 -3.7 -2.6 Capacity 1.2 1.3 0.4 0.4 0.1 -3.1 Guest nights S119C 0.2 0.0 -1.2 -1.7 2.0 -2.4 -2.3 -1.5 -5.4 -3.7 0.9 0.3 2.0 Occupancy rate S119D 0.1 -0.3 0.0 0.1 2.9 -1.7 -1.1 -1.5 -2.5 1.2 5.3 2.7 4.4 Average stay (nights) S119E -0.5 1.9 0.6 1.9 0.6 0.1 -1.2 1.6 2.0 1.6 3.4 3.4 2.9

By accommodation type

(1) Establishments that are temporarily closed for more than 14 days during a month are excluded from the results.

(2) Establishments primarily offering accommodation for periods of one month or more are excluded from the survey.

(3) Monthly capacity shows the number of stay units available and is affected by the number of days in a month.

## Occupancy Rate Excluding Holiday Parks<sup>(1)</sup>

By region

|                              | Series |      |       |         |         |          |          | Month   |        |           |        |                      |       |      |
|------------------------------|--------|------|-------|---------|---------|----------|----------|---------|--------|-----------|--------|----------------------|-------|------|
|                              | ref:   |      |       | 20      | 10      |          |          |         |        |           | 2011   |                      |       |      |
| Region                       | ACSM   | Jul  | Aug   | Sep     | Oct     | Nov      | Dec      | Jan     | Feb    | Mar       | Apr    | May                  | Jun   | Jul  |
|                              |        |      |       |         |         | •        |          |         |        | 0         |        |                      |       |      |
|                              |        |      |       |         |         | Oc       | cupan    | cy rate | (perce | nt)       |        |                      |       |      |
| Northland                    | S12RAB | 26.1 | 23.2  | 27.7    | 37.5    | 41.6     | 44.5     | 56.4    | 56.8   | 50.7      | 46.0   | 33.0                 | 28.3  | 29.4 |
| Auckland                     | S12RBB | 51.6 | 53.1  | 57.0    | 60.4    | 69.9     | 59.0     | 62.3    | 73.3   | 70.1      | 62.9   | 58.0                 | 52.4  | 58.6 |
| Waikato                      | S12RCB | 36.3 | 31.8  | 36.6    | 42.8    | 47.3     | 42.5     | 53.7    | 57.2   | 51.6      | 48.7   | 33.9                 | 35.6  | 36.7 |
| Bay of Plenty <sup>(2)</sup> | S12RDB | 45.0 | 38.8  | 44.8    | 46.8    | 52.6     | 49.5     | 58.7    | 61.3   | 54.3      | 51.9   | 41.4                 | 41.5  | 47.7 |
| Hawke's Bay/Gisborne         | S12REB | 34.7 | 32.5  | 37.8    | 43.8    | 49.1     | 48.3     | 55.9    | 62.7   | 57.0      | 47.9   | 37.4                 | 34.4  | 31.8 |
| Taranaki/Manawatu-Wanganui   | S12RFB | 36.8 | 34.2  | 38.2    | 35.6    | 37.5     | 30.5     | 33.3    | 43.0   | 44.1      | 38.2   | 30.8                 | 29.9  | 35.6 |
| Wellington                   | S12RGB | 48.8 | 45.9  | 54.9    | 55.9    | 60.2     | 52.1     | 52.3    | 72.0   | 69.5      | 61.6   | 54.6                 | 53.4  | 57.7 |
| Nelson/Marlborough/Tasman    | S12RHB | 29.2 | 29.4  | 30.4    | 34.4    | 46.7     | 47.3     | 63.3    | 67.8   | 56.4      | 46.3   | 31.5                 | 28.6  | 31.1 |
| Canterbury                   | S12RIB | 40.2 | 39.6  | 44.0    | 48.9    | 58.1     | 50.0     | 62.8    | 58.1   | 54.9      | 53.1   | 43.1                 | 40.6  | 45.5 |
| West Coast                   | S12RJB | 27.7 | 24.3  | 25.8    | 32.8    | 46.6     | 45.1     | 55.9    | 64.2   | 53.0      | 43.2   | 26.5                 | 27.0  | 26.5 |
| Otago <sup>(3)</sup>         | S12RKB | 60.9 | 57.1  | 48.8    | 41.7    | 50.2     | 52.6     | 60.7    | 69.2   | 61.9      | 52.5   | 36.9                 | 35.4  | 56.4 |
| Southland                    | S12RLB | 26.1 | 24.4  | 25.6    | 32.2    | 47.1     | 44.7     | 53.1    | 62.0   | 51.7      | 39.7   | 30.6                 | 25.2  | 24.3 |
| New Zealand                  | S12RZB | 43.0 | 41.0  | 43.9    | 46.4    | 54.0     | 49.2     | 57.2    | 63.6   | 58.7      | 52.2   | 41.8                 | 39.7  | 45.8 |
|                              |        |      | D     | orcont  | ado cha | ange fro | om the   | samo    | nonth  | of tho r  | roviou | s voar <sup>(4</sup> | 4)    |      |
|                              |        |      | F     | ercenta | age cha | ange no  | Jiii uie | Same    | nonun  | oi tile h | neviou | s year               |       |      |
| Northland                    | S12RAB | -4.6 | -7.4  | -8.9    | 1.4     | -3.9     | -4.0     | 0.4     | -2.9   | 3.3       | 2.4    | 1.4                  | 13.0  | 12.9 |
| Auckland                     | S12RBB | -4.3 | 6.2   | 6.5     | 3.2     | 8.5      | 2.6      | 4.0     | 3.6    | 2.7       | 8.8    | 9.1                  | 8.3   | 13.7 |
| Waikato                      | S12RCB | 1.0  | -5.8  | -6.2    | 1.7     | 5.0      | -4.8     | 0.3     | 3.8    | -3.4      | 4.6    | -2.6                 | 0.0   | 1.3  |
| Bay of Plenty <sup>(2)</sup> | S12RDB | 9.2  | 5.9   | 7.0     | 2.1     | 8.4      | -2.7     | -2.5    | 2.7    | -2.5      | 2.5    | -1.3                 | 1.3   | 5.9  |
| Hawke's Bay/Gisborne         | S12REB | 8.4  | -6.8  | -3.7    | -2.6    | 0.6      | -0.1     | -2.7    | 0.6    | -1.2      | -5.3   | 6.8                  | -2.3  | -8.2 |
| Taranaki/Manawatu-Wanganui   | S12RFB | -7.5 | -11.6 | -4.7    | 3.7     | 12.7     | -5.8     | -0.9    | 2.0    | 5.9       | 5.8    | 4.1                  | -3.9  | -3.3 |
| Wellington                   | S12RGB | -2.9 | -0.9  | -0.3    | -2.8    | 0.0      | 4.9      | -6.8    | -0.4   | 2.4       | 8.3    | 10.6                 | 9.7   | 18.3 |
| Nelson/Marlborough/Tasman    | S12RHB | -1.5 | 4.9   | -1.2    | -4.7    | 0.7      | -3.4     | 0.6     | 0.3    | -2.7      | 3.8    | 7.3                  | 7.8   | 6.5  |
| Canterbury                   | S12RIB | -1.2 | 0.1   | 4.4     | 3.7     | 6.2      | 0.3      | 7.2     | -11.1  | -9.2      | 7.5    | 17.8                 | 16.4  | 13.0 |
| West Coast                   | S12RJB | -1.5 | -9.3  | -11.0   | -14.2   | -1.8     | -3.2     | -5.6    | -1.9   | -1.4      | -2.1   | -6.7                 | 12.7  | -4.3 |
| Otago <sup>(3)</sup>         | S12RKB | 4.9  | 0.0   | 6.9     | -0.3    | -2.7     | 0.8      | -4.4    | 2.5    | -4.4      | -4.1   | -2.8                 | -15.0 | -7.4 |
| Southland                    | S12RLB | -4.1 | -10.4 | -18.2   | -9.7    | -5.6     | -6.2     | -2.3    | -8.4   | -8.2      | -5.7   | 3.1                  | 0.0   | -6.9 |
| New Zealand                  | S12RZB | -0.2 | -0.1  | 1.5     | 0.5     | 3.8      | -0.4     | 0.2     | -0.7   | -1.5      | 4.0    | 5.9                  | 4.3   | 6.3  |

(1) More detailed information is available from regional tourism organisations or Statistics New Zealand.

(2) The Bay of Plenty region includes part of the Rotorua territorial authority.

(3) The Otago region includes the Queenstown-Lakes territorial authority.

|        |            | Actua    | l series                 | Seasonally adju | usted series <sup>(1)(2)</sup> | Trend s  | eries <sup>(1)(3)</sup>  |
|--------|------------|----------|--------------------------|-----------------|--------------------------------|----------|--------------------------|
|        |            |          | Change from              |                 | Change from                    |          | Change from              |
|        |            | Guest    | same month of            | Guest           | previous                       | Guest    | previous                 |
|        |            | nights   | previous year            | nights          | month                          | nights   | month                    |
|        |            | (000)    | (percent) <sup>(4)</sup> | (000)           | (percent) <sup>(4)</sup>       | (000)    | (percent) <sup>(4)</sup> |
| Series | s ref: ACS | S14A9Z03 |                          | S14S9Z03        |                                | S14T9Z03 |                          |
| Month  | า          |          |                          |                 |                                |          |                          |
| 2008   | Jul        | 2,140    | -2.1                     | 2,633           | 0.2                            | 2,672    | -0.5                     |
|        | Aug        | 2,029    | -3.9                     | 2,669           | 1.4                            | 2,659    | -0.5                     |
|        | Sep        | 2,146    | -5.3                     | 2,616           | -2.0                           | 2,648    | -0.4                     |
|        | Oct        | 2,513    | 4.3                      | 2,712           | 3.7                            | 2,639    | -0.3                     |
|        | Nov        | 2,638    | -4.1                     | 2,631           | -3.0                           | 2,635    | -0.2                     |
|        | Dec        | 3,105    | -2.6                     | 2,622           | -0.3                           | 2,634    | 0.0                      |
| 2009   | Jan        | 4,251    | -3.4                     | 2,618           | -0.2                           | 2,637    | 0.1                      |
|        | Feb        | 3,277    | -7.4                     | 2,608           | -0.4                           | 2,643    | 0.2                      |
|        | Mar        | 3,200    | -10.4                    | 2,642           | 1.3                            | 2,649    | 0.2                      |
|        | Apr        | 2,799    | 4.4                      | 2,684           | 1.6                            | 2,657    | 0.3                      |
|        | May        | 2,003    | -0.6                     | 2,822           | 5.1                            | 2,665    | 0.3                      |
|        | Jun        | 1,618    | -4.8                     | 2,507           | -11.2                          | 2,673    | 0.3                      |
|        | Jul        | 2,211    | 3.3                      | 2,707           | 8.0                            | 2,681    | 0.3                      |
|        | Aug        | 2,026    | -0.1                     | 2,667           | -1.5                           | 2,688    | 0.3                      |
|        | Sep        | 2,211    | 3.0                      | 2,700           | 1.2                            | 2,694    | 0.2                      |
|        | Oct        | 2,525    | 0.5                      | 2,713           | 0.5                            | 2,698    | 0.1                      |
|        | Nov        | 2,650    | 0.5                      | 2,644           | -2.5                           | 2,699    | 0.1                      |
|        | Dec        | 3,242    | 4.4                      | 2,732           | 3.3                            | 2,699    | 0.0                      |
| 2010   | Jan        | 4,439    | 4.4                      | 2,729           | -0.1                           | 2,698    | 0.0                      |
|        | Feb        | 3,326    | 1.5                      | 2,659           | -2.6                           | 2,696    | -0.1                     |
|        | Mar        | 3,274    | 2.3                      | 2,716           | 2.2                            | 2,693    | -0.1                     |
|        | Apr        | 2,821    | 0.8                      | 2,707           | -0.3                           | 2,690    | -0.1                     |
|        | May        | 1,881    | -6.1                     | 2,648           | -2.2                           | 2,688    | -0.1                     |
|        | Jun        | 1,731    | 7.0                      | 2,683           | 1.3                            | 2,685    | -0.1                     |
|        | Jul        | 2,215    | 0.2                      | 2,690           | 0.3                            | 2,681    | -0.1                     |
|        | Aug        | 2,025    | 0.0                      | 2,667           | -0.8                           | 2,676    | -0.2                     |
|        | Sep        | 2,184    | -1.2                     | 2,671           | 0.1                            | 2,670    | -0.2                     |
|        | Oct        | 2,482    | -1.7                     | 2,660           | -0.4                           | 2,664    | -0.2                     |
|        | Nov        | 2,703    | 2.0                      | 2,700           | 1.5                            | 2,658    | -0.2                     |
|        | Dec        | 3,165    | -2.4                     | 2,665           | -1.3                           | 2,653    | -0.2                     |
| 2011   | Jan        | 4,335    | -2.3                     | 2,661           | -0.2                           | 2,649    | -0.1                     |
|        | Feb        | 3,275    | -1.5                     | 2,627           | -1.3                           | 2,648    | -0.1                     |
|        | Mar        | 3,096    | -5.4                     | 2,576           | -1.9                           | 2,648    | 0.0                      |
|        | Apr        | 2,715    | -3.7                     | 2,603           | 1.1                            | 2,650    | 0.1                      |
|        | May        | 1,898    | 0.9                      | 2,673           | 2.7                            | 2,654    | 0.1                      |
|        | Jun        | 1,736    | 0.3                      | 2,692           | 0.7                            | 2,659    | 0.2                      |
|        | Jul        | 2,259    | 2.0                      | 2,732           | 1.5                            | 2,665    | 0.3                      |

#### **Total Guest Nights**

(1) Seasonally adjusted and trend figures are subject to revision when the seasonal adjustment program is run each period.

(2) The seasonally adjusted series differs from the actual series in that the seasonal changes have been removed.

(3) The trend series differs from the actual series in that both the seasonal and irregular components have been removed.

## Seasonally Adjusted and Trend Guest Nights<sup>(1)</sup>

By accommodation type

| ,                            | Series   |  | Month   |      |      |         |          |          |        |                   |                    |      |      |      |
|------------------------------|----------|--|---|------|------|---------|----------|----------|--------|-------------------|--------------------|------|------|------|
|                              | ref:     |  |   |      | 010  |         |          |          |        |                   | 2011               |      |      |      |
| Accommodation type           | ACSM     | Jul  | Aug   | Sep  | Oct  | Nov     | Dec      | Jan      | Feb    | Mar               | Apr                | May  | Jun  | Jul  |
|                              |          |  |   |      | -    |         |          |          |        |                   | a. (2)             |      |      |      |
|                              |          |  | Seasonally adjusted guest nights (000) <sup>(2)</sup> |      |      |         |          |          |        |                   |                    |      |      |      |
| Hotels/resorts               | S14SAZ03 | 954  | 955   | 956  | 946  | 920     | 948      | 955      | 905    | 819               | 863                | 880  | 907  | 914  |
| Motels/motor inns/apartments | S14SBZ03 | 844  | 825   | 843  | 837  | 844     | 831      | 829      | 845    | 845               | 875                | 878  | 871  | 892  |
| Backpackers                  | S14SDZ03 | 375  | 364   | 368  | 374  | 397     | 378      | 395      | 367    | 350               | 359                | 352  | 344  | 357  |
| Holiday parks                | S14SEZ03 | 513  | 502   | 488  | 516  | 526     | 516      | 516      | 511    | 531               | 538                | 552  | 600  | 611  |
|                              |          |  |   |      | Bor  | centage | chanc    | no from  | provio |                   | nth <sup>(3)</sup> |      |      |      |
|                              |          |  |   |      | Feit | Jennaye | : chang  | je nom   | previo | us mo             |                    |      |      |      |
| Hotels/resorts               | S14SAZ03 | 0.4  | 0.1   | 0.1  | -1.1 | -2.7    | 3.0      | 0.7      | -5.3   | -9.5              | 5.4                | 2.0  | 3.1  | 0.7  |
| Motels/motor inns/apartments | S14SBZ03 | 1.6  | -2.2  | 2.2  | -0.8 | 0.9     | -1.5     | -0.3     | 2.0    | 0.1               | 3.5                | 0.4  | -0.9 | 2.5  |
| Backpackers                  | S14SDZ03 | 0.4  | -2.8  | 1.1  | 1.5  | 6.1     | -4.7     | 4.4      | -7.1   | -4.7              | 2.7                | -2.0 | -2.2 | 3.7  |
| Holiday parks                | S14SEZ03 | -0.2   | -2.1  | -2.8 | 5.7  | 1.9     | -1.9     | 0.2      | -1.0   | 3.8               | 1.5                | 2.5  | 8.8  | 1.7  |
|                              |          |  |   |      |      | GL      | lest nic | ghts tre | nd (00 | D) <sup>(4)</sup> |                    |      |      |      |
|                              |          |  |   |      |      |         | •        |          |        | - /               |                    |      |      |      |
| Hotels/resorts               | S14TAZ03 | 952  | 953   | 951  | 947  | 940     | 929      | 915      | 902    | 893               | 888                | 888  | 891  | 897  |
| Motels/motor inns/apartments | S14TBZ03 | 837  | 835   | 834  | 834  | 837     | 840      | 844      | 850    | 855               | 861                | 867  | 873  | 880  |
| Backpackers                  | S14TDZ03 | 369  | 370   | 372  | 373  | 374     | 373      | 370      | 365    | 360               | 355                | 352  | 351  | 350  |
| Holiday parks                | S14TEZ03 | 509  | 507   | 506  | 507  | 510     | 515      | 522      | 530    | 539               | 549                | 559  | 570  | 582  |
|                              |          | Percentage change from previous month <sup>(3)</sup> |   |      |      |         |          |          |        |                   |                    |      |      |      |
|                              |          |  |   |      |      |         |          |          |        |                   |                    |      |      |      |
| Hotels/resorts               | S14TAZ03 | 0.5  | 0.1   | -0.2 | -0.4 | -0.7    | -1.2     | -1.4     | -1.4   | -1.0              | -0.5               | 0.0  | 0.3  | 0.7  |
| Motels/motor inns/apartments | S14TBZ03 | -0.4   | -0.3  | -0.1 | 0.1  | 0.3     | 0.4      | 0.5      | 0.6    | 0.7               | 0.7                | 0.7  | 0.7  | 0.8  |
| Backpackers                  | S14TDZ03 | -0.1   | 0.2   | 0.5  | 0.5  | 0.2     | -0.2     | -0.8     | -1.3   | -1.5              | -1.2               | -0.8 | -0.6 | -0.2 |
| Holiday parks                | S14TEZ03 | -0.6   | -0.5  | -0.2 | 0.2  | 0.6     | 1.0      | 1.3      | 1.6    | 1.7               | 1.8                | 1.9  | 1.9  | 2.0  |

(1) Seasonally adjusted and trend figures are subject to revision when the seasonal adjustment program is run each period.

(2) The seasonally adjusted series differs from the actual series in that the seasonal changes have been removed.

(3) Percentage changes are calculated on unrounded figures.

(4) The trend series differs from the actual series in that both the seasonal and irregular components have been removed.

|        |            | Actua    | series                   | Seasonally adj | usted series <sup>(1)(2)</sup> | Trend s  | series <sup>(1)(3)</sup> |
|--------|------------|----------|--------------------------|----------------|--------------------------------|----------|--------------------------|
|        |            |          | Change from              |                | Change from                    |          | Change from              |
|        |            | Guest    | same month of            | Guest          | previous                       | Guest    | previous                 |
|        |            | nights   | previous year            | nights         | month                          | nights   | month                    |
|        |            | (000)    | (percent) <sup>(4)</sup> | (000)          | (percent) <sup>(4)</sup>       | (000)    | (percent) <sup>(4)</sup> |
| Series | s ref: ACS | S14A9R03 | •                        | S14S9R03       |                                | S14T9R03 |                          |
| Month  | n          |          |                          |                |                                |          |                          |
| 2008   |            | 1,248    | -3.4                     | 1,522          | -0.2                           | 1,566    | -0.6                     |
|        | Aug        | 1,188    | -3.8                     | 1,566          | 2.9                            | 1,557    | -0.6                     |
|        | Sep        | 1,292    | -6.2                     | 1,526          | -2.6                           | 1,549    | -0.5                     |
|        | Oct        | 1,536    | 6.6                      | 1,592          | 4.3                            | 1,544    | -0.4                     |
|        | Nov        | 1,525    | -3.6                     | 1,547          | -2.8                           | 1,541    | -0.2                     |
|        | Dec        | 1,778    | -2.0                     | 1,540          | -0.5                           | 1,540    | 0.0                      |
| 2009   | Jan        | 2,426    | -4.1                     | 1,525          | -1.0                           | 1,542    | 0.1                      |
|        | Feb        | 1,813    | -7.3                     | 1,523          | -0.1                           | 1,545    | 0.2                      |
|        | Mar        | 1,804    | -9.2                     | 1,516          | -0.5                           | 1,547    | 0.1                      |
|        | Apr        | 1,633    | 5.5                      | 1,578          | 4.1                            | 1,549    | 0.1                      |
|        | May        | 1,220    | -2.1                     | 1,592          | 0.9                            | 1,551    | 0.1                      |
|        | Jun        | 1,003    | -6.4                     | 1,439          | -9.6                           | 1,553    | 0.1                      |
|        | Jul        | 1,286    | 3.0                      | 1,566          | 8.8                            | 1,555    | 0.1                      |
|        | Aug        | 1,151    | -3.1                     | 1,524          | -2.6                           | 1,557    | 0.1                      |
|        | Sep        | 1,323    | 2.4                      | 1,565          | 2.7                            | 1,558    | 0.1                      |
|        | Oct        | 1,516    | -1.3                     | 1,561          | -0.3                           | 1,558    | 0.0                      |
|        | Nov        | 1,497    | -1.9                     | 1,517          | -2.8                           | 1,557    | -0.1                     |
|        | Dec        | 1,830    | 2.9                      | 1,583          | 4.4                            | 1,555    | -0.1                     |
| 2010   | Jan        | 2,531    | 4.3                      | 1,592          | 0.6                            | 1,553    | -0.1                     |
|        | Feb        | 1,832    | 1.1                      | 1,546          | -2.9                           | 1,551    | -0.1                     |
|        | Mar        | 1,824    | 1.1                      | 1,540          | -0.3                           | 1,550    | -0.1                     |
|        | Apr        | 1,609    | -1.5                     | 1,550          | 0.7                            | 1,549    | -0.1                     |
|        | May        | 1,171    | -4.0                     | 1,522          | -1.8                           | 1,548    | 0.0                      |
|        | Jun        | 1,082    | 7.8                      | 1,554          | 2.1                            | 1,548    | 0.0                      |
|        | Jul        | 1,283    | -0.2                     | 1,554          | 0.0                            | 1,548    | 0.0                      |
|        | Aug        | 1,158    | 0.6                      | 1,539          | -1.0                           | 1,549    | 0.1                      |
|        | Sep        | 1,303    | -1.5                     | 1,545          | 0.4                            | 1,552    | 0.1                      |
|        | Oct        | 1,524    | 0.5                      | 1,563          | 1.2                            | 1,555    | 0.2                      |
|        | Nov        | 1,573    | 5.1                      | 1,595          | 2.1                            | 1,560    | 0.3                      |
|        | Dec        | 1,810    | -1.1                     | 1,564          | -2.0                           | 1,567    | 0.4                      |
| 2011   | Jan        | 2,481    | -2.0                     | 1,559          | -0.3                           | 1,575    | 0.5                      |
|        | Feb        | 1,850    | 1.0                      | 1,565          | 0.4                            | 1,583    | 0.6                      |
|        | Mar        | 1,858    | 1.9                      | 1,575          | 0.6                            | 1,593    | 0.6                      |
|        | Apr        | 1,660    | 3.2                      | 1,595          | 1.3                            | 1,604    | 0.7                      |
|        | May        | 1,240    | 5.9                      | 1,609          | 0.8                            | 1,616    | 0.7                      |
|        | Jun        | 1,146    | 5.9                      | 1,647          | 2.3                            | 1,628    | 0.8                      |
|        | Jul        | 1,400    | 9.1                      | 1,689          | 2.6                            | 1,641    | 0.8                      |

#### North Island Guest Nights

(1) Seasonally adjusted and trend figures are subject to revision when the seasonal adjustment program is run each period.

(2) The seasonally adjusted series differs from the actual series in that the seasonal changes have been removed.

(3) The trend series differs from the actual series in that both the seasonal and irregular components have been removed.

|        |            | Actual   | series                   | Seasonally adj | usted series <sup>(1)(2)</sup> | Trend s  | eries <sup>(1)(3)</sup>  |
|--------|------------|----------|--------------------------|----------------|--------------------------------|----------|--------------------------|
|        |            |          | Change from              |                | Change from                    |          | Change from              |
|        |            | Guest    | same month of            | Guest          | previous                       | Guest    | previous                 |
|        |            | nights   | previous year            | nights         | month                          | nights   | month                    |
|        |            | (000)    | (percent) <sup>(4)</sup> | (000)          | (percent) <sup>(4)</sup>       | (000)    | (percent) <sup>(4)</sup> |
| Series | s ref: ACS | S14A9S03 |                          | S14S9S03       |                                | S14T9S03 |                          |
|        |            |          |                          |                |                                |          |                          |
| Monti  |            |          |                          |                |                                |          |                          |
| 2008   |            | 892      | -0.3                     | 1,120          | 0.8                            | 1,123    | -0.6                     |
|        | Aug        | 841      | -4.0                     | 1,109          | -1.0                           | 1,115    | -0.6                     |
|        | Sep        | 854      | -3.8                     | 1,095          | -1.2                           | 1,108    | -0.6                     |
|        | Oct        | 977      | 0.7                      | 1,120          | 2.3                            | 1,102    | -0.5                     |
|        | Nov        | 1,113    | -4.9                     | 1,090          | -2.7                           | 1,098    | -0.4                     |
|        | Dec        | 1,327    | -3.3                     | 1,088          | -0.2                           | 1,096    | -0.2                     |
| 2009   | Jan        | 1,825    | -2.3                     | 1,098          | 0.9                            | 1,096    | 0.0                      |
|        | Feb        | 1,464    | -7.5                     | 1,090          | -0.7                           | 1,099    | 0.2                      |
|        | Mar        | 1,396    | -12.0                    | 1,103          | 1.2                            | 1,103    | 0.4                      |
|        | Apr        | 1,167    | 2.8                      | 1,111          | 0.7                            | 1,110    | 0.6                      |
|        | May        | 784      | 1.8                      | 1,192          | 7.3                            | 1,116    | 0.6                      |
|        | Jun        | 615      | -2.2                     | 1,089          | -8.6                           | 1,123    | 0.6                      |
|        | Jul        | 925      | 3.7                      | 1,145          | 5.2                            | 1,130    | 0.6                      |
|        | Aug        | 875      | 4.1                      | 1,148          | 0.3                            | 1,135    | 0.5                      |
|        | Sep        | 888      | 4.0                      | 1,141          | -0.6                           | 1,140    | 0.4                      |
|        | Oct        | 1,008    | 3.2                      | 1,157          | 1.4                            | 1,143    | 0.3                      |
|        | Nov        | 1,154    | 3.7                      | 1,133          | -2.1                           | 1,145    | 0.2                      |
|        | Dec        | 1,412    | 6.4                      | 1,155          | 1.9                            | 1,146    | 0.1                      |
| 2010   | Jan        | 1,907    | 4.5                      | 1,143          | -1.0                           | 1,146    | 0.0                      |
|        | Feb        | 1,494    | 2.1                      | 1,118          | -2.2                           | 1,146    | 0.0                      |
|        | Mar        | 1,450    | 3.9                      | 1,147          | 2.6                            | 1,146    | -0.1                     |
|        | Apr        | 1,212    | 3.9                      | 1,162          | 1.3                            | 1,145    | -0.1                     |
|        | May        | 710      | -9.4                     | 1,085          | -6.6                           | 1,143    | -0.1                     |
|        | Jun        | 649      | 5.6                      | 1,150          | 6.0                            | 1,142    | -0.2                     |
|        | Jul        | 933      | 0.8                      | 1,140          | -0.9                           | 1,139    | -0.2                     |
|        | Aug        | 867      | -0.9                     | 1,136          | -0.4                           | 1,134    | -0.4                     |
|        | Sep        | 881      | -0.8                     | 1,134          | -0.2                           | 1,127    | -0.6                     |
|        | Oct        | 958      | -5.0                     | 1,100          | -3.0                           | 1,118    | -0.8                     |
|        | Nov        | 1,130    | -2.1                     | 1,113          | 1.2                            | 1,107    | -1.0                     |
|        | Dec        | 1,355    | -4.0                     | 1,108          | -0.4                           | 1,095    | -1.1                     |
| 2011   | Jan        | 1,854    | -2.8                     | 1,108          | 0.0                            | 1,082    | -1.1                     |
|        | Feb        | 1,425    | -4.6                     | 1,070          | -3.4                           | 1,070    | -1.1                     |
|        | Mar        | 1,238    | -14.6                    | 980            | -8.4                           | 1,059    | -1.1                     |
|        | Apr        | 1,055    | -12.9                    | 1,012          | 3.3                            | 1,048    | -1.0                     |
|        | May        | 658      | -7.3                     | 1,008          | -0.5                           | 1,038    | -1.0                     |
|        | Jun        | 591      | -9.0                     | 1,048          | 4.0                            | 1,028    | -0.9                     |
|        | Jul        | 859      | -7.9                     | 1,045          | -0.2                           | 1,020    | -0.9                     |
|        | JUI        | 828      | -7.9                     | 1,045          | -U.2                           | 1,020    | -0.9                     |

#### **South Island Guest Nights**

(1) Seasonally adjusted and trend figures are subject to revision when the seasonal adjustment program is run each period.

(2) The seasonally adjusted series differs from the actual series in that the seasonal changes have been removed.

(3) The trend series differs from the actual series in that both the seasonal and irregular components have been removed.

### **Regional Guest Nights**

|                              | Series  |       |       |        |         |         |        | Month    |       |          |         |                      |       |       |
|------------------------------|---------|-------|-------|--------|---------|---------|--------|----------|-------|----------|---------|----------------------|-------|-------|
|                              | ref:    |       |       | 20     | 10      |         |        |          |       |          | 2011    |                      |       |       |
| Region                       | ACSM    | Jul   | Aug   | Sep    | Oct     | Nov     | Dec    | Jan      | Feb   | Mar      | Apr     | May                  | Jun   | Jul   |
|                              |         | _     | -     |        |         |         |        |          |       |          |         |                      |       |       |
|                              |         |       |       |        |         |         | Guest  | t nights | (000) |          |         |                      |       |       |
| Northland                    | S16RA03 | 72    | 64    | 78     | 120     | 118     | 202    | 327      | 172   | 160      | 150     | 85                   | 67    | 82    |
| Auckland                     | S16RB03 | 416   | 427   | 438    | 491     | 545     | 515    | 611      | 556   | 582      | 508     | 459                  | 401   | 485   |
| Waikato                      | S16RC03 | 172   | 143   | 165    | 215     | 219     | 277    | 418      | 273   | 269      | 253     | 146                  | 154   | 181   |
| Bay of Plenty <sup>(1)</sup> | S16RD03 | 218   | 172   | 206    | 238     | 242     | 321    | 485      | 295   | 280      | 272     | 188                  | 181   | 231   |
| Hawke's Bay/Gisborne         | S16RE03 | 70    | 62    | 73     | 96      | 95      | 132    | 204      | 138   | 123      | 104     | 67                   | 62    | 63    |
| Taranaki/Manawatu-Wanganui   | S16RF03 | 144   | 129   | 137    | 138     | 130     | 137    | 187      | 152   | 165      | 141     | 98                   | 94    | 138   |
| Wellington                   | S16RG03 | 190   | 161   | 205    | 226     | 224     | 226    | 249      | 265   | 279      | 232     | 197                  | 187   | 220   |
| Nelson/Marlborough/Tasman    | S16RH03 | 77    | 78    | 90     | 114     | 145     | 228    | 381      | 238   | 204      | 161     | 93                   | 80    | 90    |
| Canterbury                   | S16RI03 | 350   | 324   | 361    | 408     | 465     | 498    | 641      | 461   | 377      | 337     | 244                  | 219   | 280   |
| West Coast                   | S16RJ03 | 59    | 50    | 64     | 88      | 109     | 120    | 163      | 152   | 131      | 104     | 56                   | 49    | 54    |
| Otago <sup>(2)</sup>         | S16RK03 | 408   | 382   | 324    | 292     | 330     | 420    | 558      | 465   | 427      | 379     | 221                  | 210   | 399   |
| Southland                    | S16RL03 | 39    | 33    | 42     | 56      | 80      | 89     | 111      | 109   | 98       | 74      | 44                   | 32    | 36    |
| New Zealand                  | S16RZ03 | 2,215 | 2,025 | 2,184  | 2,482   | 2,703   | 3,165  | 4,335    | 3,275 | 3,096    | 2,715   | 1,898                | 1,736 | 2,259 |
|                              |         |       | Р     | ercent | age cha | ange fr | om the | same     | nonth | of the r | oreviou | s vear <sup>(3</sup> | 3)    |       |
|                              |         |       | •     | oroont | age en  | unge n  |        | cume     |       |          |         | o you                |       |       |
| Northland                    |         | 1.3   | -1.9  | -8.4   | 3.6     | -5.9    | -3.2   | -1.4     | -6.4  | -3.0     | 2.8     | -2.3                 | 1.4   | 14.9  |
| Auckland                     |         | -1.1  | 11.5  | 6.0    | 1.8     | 11.7    | 5.0    | 7.5      | 6.1   | 8.0      | 8.6     | 13.5                 | 12.9  | 16.6  |
| Waikato                      |         | -1.7  | -8.6  | -8.6   | 1.6     | 4.1     | -1.2   | -3.9     | 0.1   | -0.1     | 6.6     | -1.5                 | 5.1   | 4.9   |
| Bay of Plenty <sup>(1)</sup> |         | 12.1  | 6.3   | 3.9    | 2.3     | 8.6     | -7.8   | -7.1     | -2.9  | -3.4     | -1.4    | 2.6                  | 0.2   | 5.8   |
| Hawke's Bay/Gisborne         |         | -3.3  | -4.5  | -6.7   | -3.3    | -3.5    | -2.5   | -6.7     | 2.0   | -8.4     | -13.9   | 0.5                  | 0.2   | -10.2 |
| Taranaki/Manawatu-Wanganui   |         | -9.3  | -11.5 | -12.2  | -0.5    | 8.3     | -7.6   | -3.1     | 3.9   | 3.6      | 1.3     | 0.2                  | -6.9  | -4.7  |
| Wellington                   |         | -1.3  | -7.5  | -2.7   | -4.2    | -3.5    | 3.4    | -5.3     | -0.5  | 4.4      | 4.4     | 7.2                  | 9.5   | 15.8  |
| Nelson/Marlborough/Tasman    |         | -6.6  | -3.8  | -0.8   | -5.4    | -0.7    | -3.0   | -3.0     | -2.2  | -5.1     | -0.7    | 7.4                  | 14.8  | 17.6  |
| Canterbury                   |         | -0.2  | -1.0  | 0.2    | -4.2    | 1.0     | -3.5   | -0.9     | -14.1 | -30.4    | -28.1   | -16.2                | -17.3 | -20.1 |
| West Coast                   |         | -3.9  | -10.0 | -12.4  | -9.9    | -5.7    | -11.1  | -4.6     | -0.7  | -7.6     | -6.6    | -9.0                 | 4.2   | -7.6  |
| Otago <sup>(2)</sup>         |         | 3.1   | 2.1   | 2.3    | -2.6    | -3.5    | -2.3   | -3.6     | 5.4   | -3.1     | -1.9    | -2.4                 | -10.1 | -2.1  |
| Southland                    |         | 9.1   | -9.3  | -10.7  | -13.4   | -9.9    | -7.3   | -6.5     | -8.9  | -10.3    | -11.2   | -0.8                 | -3.1  | -8.5  |
| New Zealand                  |         | 0.2   | 0.0   | -1.2   | -1.7    | 2.0     | -2.4   | -2.3     | -1.5  | -5.4     | -3.7    | 0.9                  | 0.3   | 2.0   |

(1) The Bay of Plenty region includes part of the Rotorua territorial authority.

(2) The Otago region includes the Queenstown-Lakes territorial authority.

|        |          | Domestic | guest nights             | Internationa | al guest nights          |
|--------|----------|----------|--------------------------|--------------|--------------------------|
|        |          |          | Change from              |              | Change from              |
|        |          | Guest    | same month of            | Guest        | same month of            |
|        |          | nights   | previous year            | nights       | previous year            |
|        |          | (000)    | (percent) <sup>(2)</sup> | (000)        | (percent) <sup>(2)</sup> |
| Series | ref: ACS | S16RZ19  | •                        | S16RZ39      |                          |
| Month  |          |          |                          |              |                          |
| 2008   |          | 1,336    | 1.4                      | 804          | -7.6                     |
|        | Aug      | 1,252    |                          | 777          |                          |
|        | Sep      | 1,379    |                          | 768          |                          |
|        | Oct      | 1,584    | 15.9                     | 930          | -10.9                    |
|        | Nov      | 1,385    | -0.6                     | 1,254        | -7.7                     |
|        | Dec      | 1,745    | -0.9                     | 1,359        | -4.8                     |
|        | Jan      | 2,656    | -1.2                     | 1,595        | -6.8                     |
|        | Feb      | 1,687    | -2.3                     | 1,589        | -12.4                    |
|        | Mar      | 1,669    | -10.0                    | 1,530        | -10.9                    |
|        | Apr      | 1,687    | 9.1                      | 1,113        | -2.0                     |
|        | May      | 1,260    | -0.5                     | 743          | -0.9                     |
|        | Jun      | 1,031    | -3.1                     | 587          | -7.7                     |
|        | Jul      | 1,394    | 4.3                      | 817          | 1.6                      |
|        | Aug      | 1,250    | -0.2                     | 776          | -0.1                     |
|        | Sep      | 1,385    | 0.4                      | 826          | 7.6                      |
|        | Oct      | 1,548    | -2.3                     | 977          | 5.1                      |
|        | Nov      | 1,375    | -0.7                     | 1,275        | 1.7                      |
|        | Dec      | 1,792    | 2.7                      | 1,450        | 6.7                      |
| 2010   | Jan      | 2,717    | 2.3                      | 1,722        | 8.0                      |
|        | Feb      | 1,643    | -2.6                     | 1,683        | 5.9                      |
|        | Mar      | 1,702    | 2.0                      | 1,572        | 2.7                      |
|        | Apr      | 1,691    | 0.2                      | 1,130        | 1.5                      |
|        | May      | 1,138    | -9.7                     | 743          | 0.0                      |
|        | Jun      | 1,123    | 8.9                      | 608          | 3.6                      |
|        | Jul      | 1,380    | -1.0                     | 835          | 2.2                      |
|        | Aug      | 1,237    | -1.0                     | 789          | 1.7                      |
|        | Sep      | 1,373    | -0.9                     | 811          | -1.8                     |
|        | Oct      | 1,562    | 0.9                      | 921          | -5.7                     |
|        | Nov      | 1,466    | 6.6                      | 1,236        | -3.1                     |
|        | Dec      | 1,797    | 0.3                      | 1,368        | -5.7                     |
| 2011   | Jan      | 2,647    | -2.6                     | 1,688        | -2.0                     |
|        | Feb      | 1,660    | 1.0                      | 1,616        | -4.0                     |
|        | Mar      | 1,730    | 1.6                      | 1,366        | -13.1                    |
|        | Apr      | 1,698    | 0.4                      | 1,018        | -9.9                     |
|        | May      | 1,211    | 6.4                      | 687          | -7.5                     |
|        | Jun      | 1,166    | 3.8                      | 570          | -6.3                     |
|        | Jul      | 1,498    | 8.5                      | 761          | -8.9                     |

## Domestic and International Guest Nights<sup>(1)</sup>

(1) Until October 2007, domestic and international guest night figures were collected nationally in January, April, July, and October.

(2) Percentage changes are calculated on unrounded figures.

#### Symbol:

.. figure not available