

# Monthly Market Intelligence Visitor Industry

July 15 2010

## Explanation:

This information is compiled so that you can compare your business activity against national statistics, plan for the future, and keep up-to-date with our competitors.

It is broken into three categories:

**Latest Statistics:** To assist you to analyse your businesses performance against national results.

**Next month in History:** To help with forward planning.

**Our Competitors:** To give you an idea of what our competitors are up to. In this information we have selected Hawke's Bay, Auckland and Nelson as regional competitors'.

## Latest Stats (May 10)

### Commercial Accommodation

#### Monthly highlights

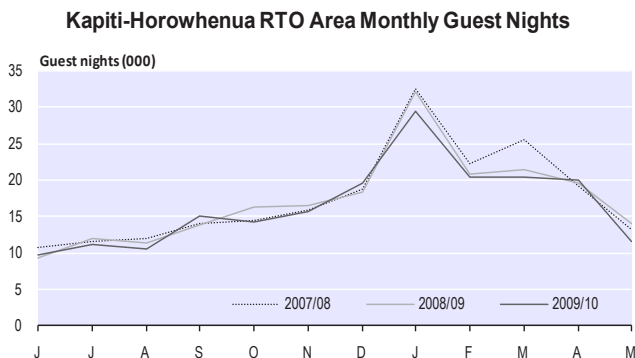
In May 2010 compared with May 2009:

- Guest nights down 18.3 percent to 11,482
- International guest nights down 2.6 percent to 2,050
- Domestic guest nights down 21 percent to 9,432
- Average length of stay fell from 1.81 nights to 1.72 nights
- Overall occupancy rate fell from 17.3 percent to 13.8 percent
- The occupancy rate, excluding holiday parks, was 23.7 percent in May 2010.
- Accommodation capacity, excluding holiday parks, up 13.5 percent.

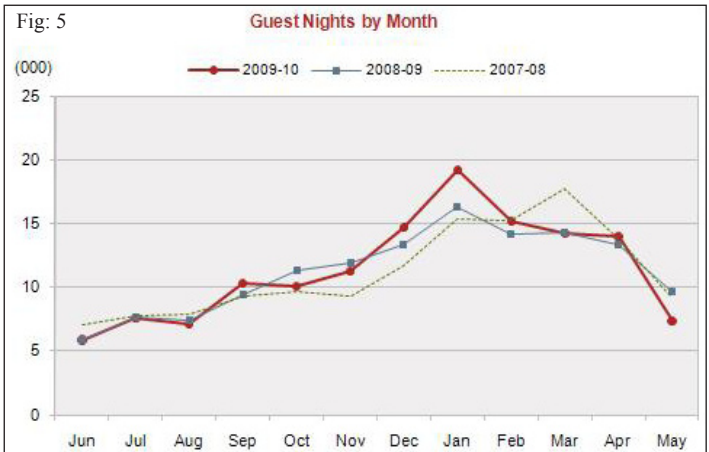
#### Response rates for May 2010

- The response rate for the Kapiti-Horowhenua RTO area was 82 percent for May 2010.
- The proportion of the origin-of-guest estimate from actual data was 76 percent.

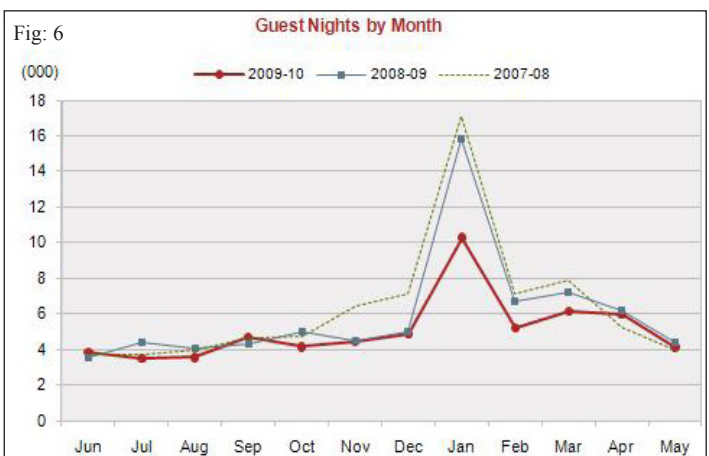
Figure 1.1



### Kapiti Coast Guest Nights



### Horowhenua Guest Nights



**Fig 5 and 6: Guest Nights** - The Commercial Accommodation Monitor (CAM) provides regional data on the supply and demand of the accommodation sector.

**Survey Type.** The CAM is a census (rather than a sample survey) of all mainstream commercial accommodation establishments of certain size. Participation is compulsory as it is collected under the Statistics Act 1975.

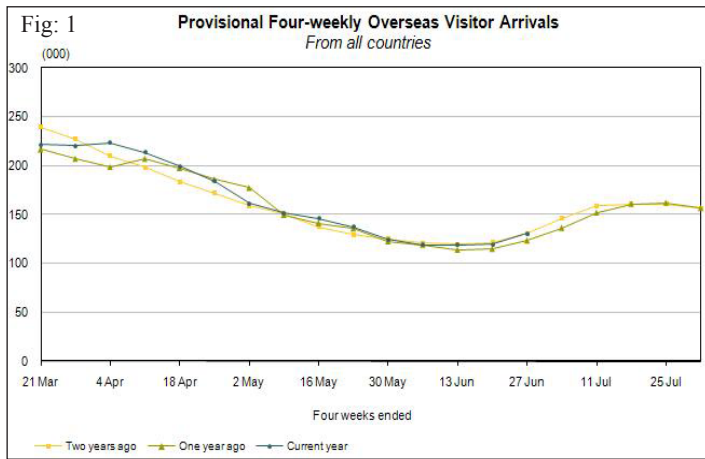
**Survey Coverage.** Survey forms are sent out monthly by Statistics New Zealand to accommodation establishments (around 4,000 in March 2008) chosen from Statistics New Zealand's Business Frame (BF). These establishments must be registered for GST and have a turnover of a least NZ\$30,000 per annum. Therefore, those small establishments that are not GST registered or earn below the threshold level are not included in the survey. A large proportion of these are hosted/B&Bs. Some establishments may also be overlooked by the Business Frame if they are involved in the accommodation industry as a secondary commercial activity, for example, farm-stay tourist accommodation within the main farm business. Consequently there is under coverage of small accommodation providers.

Guest Nights are defined as being equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests staying two nights would report the provision of 30 guest nights of accommodation.



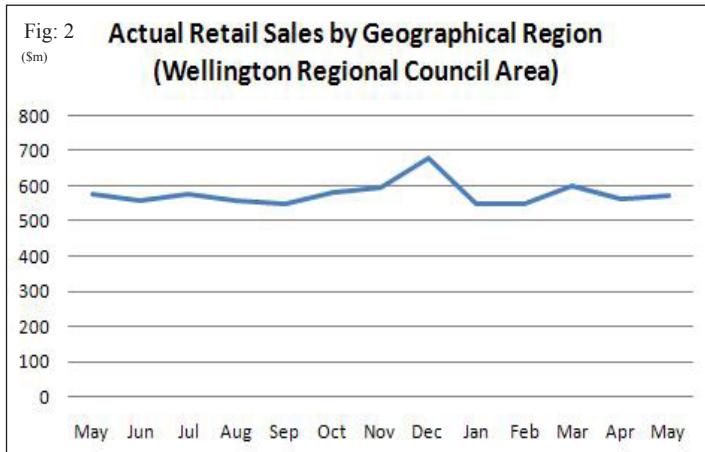
**Fig 1: International visitor arrivals**

Statistics New Zealand produces the four-weekly time series in an attempt to gain an early indication of the possible change in monthly visitor numbers compared with the previous year. The time series compares the most recent data with data for 'equivalent' four-weekly periods for the past two years. All data for the latest month are provisional.



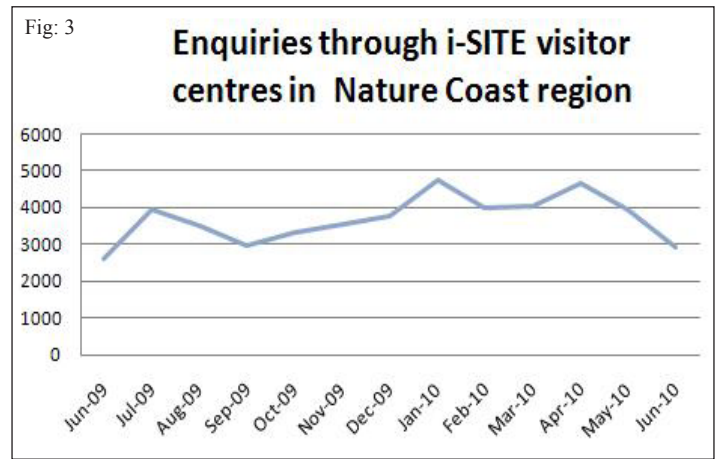
**Fig 2: Actual retail sales by region**

The Retail Trade Survey (RTS) is designed to provide short-term economic indicators of the retail trade sector.



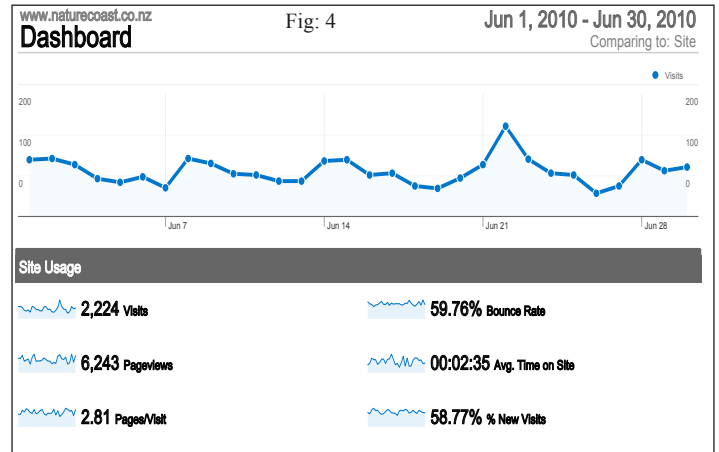
**Fig 3: Total number of people visiting the Nature Coast visitor centres**

Staff at the Nature Coast Enterprise managed visitor centres in Otaki, Levin and Paraparaumu note the number of visitors to the centres each day. This monthly total includes visitors to all three centres.



**Fig 4. Web site stats**

This information relates to [www.naturecoast.co.nz](http://www.naturecoast.co.nz). Most of the information is self-explanatory, however the Bounce Rate essentially represents the average percentage of initial visitors to a site who "bounce" away to a different site, rather than continue on to other pages within the same site. The formula used to calculate bounce rate is:  $Bounce Rate = \frac{Single Page Access}{Entries}$ .

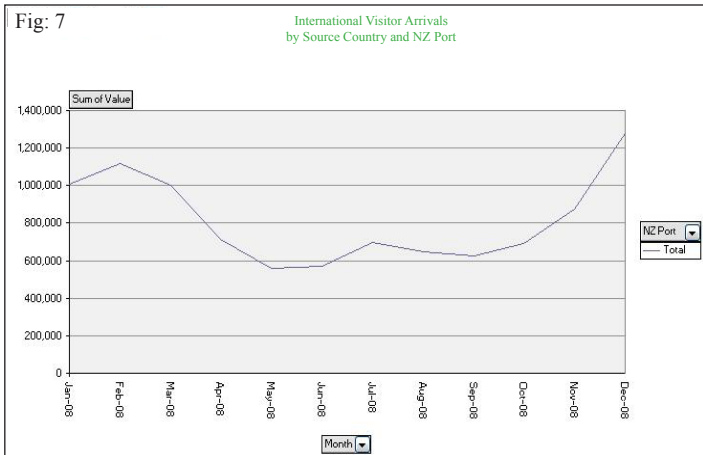




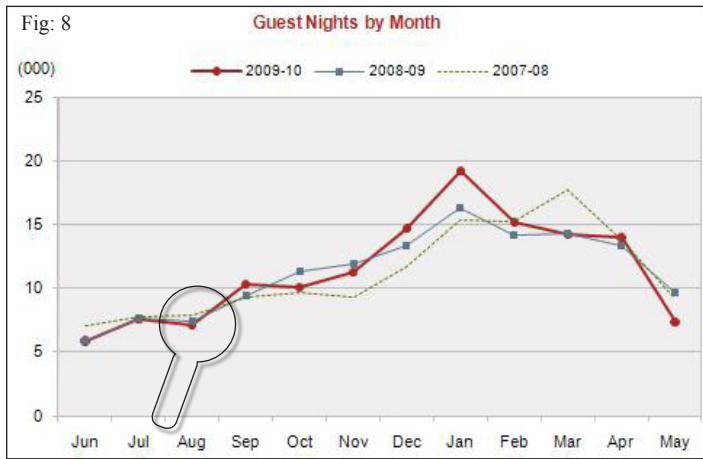
## Next Month in History (August 09)

**Figures 7 to 9** represents historical data to give you an indication of what trends are likely to affect your business in the months to come.

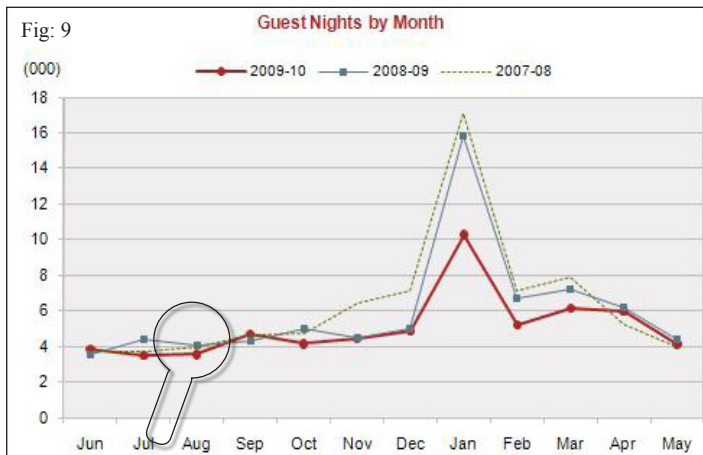
### Visitor Arrivals



### Kapiti Coast Guest Nights



### Horowhenua Guest Nights



## Our Competitors



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Event Highlights Your guide to events in Nelson, New Zealand

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- LUGER BOA**: Nelson Winter Music Festival - Luger Boa, Friday 16th July 2010
- NAIROBI TRIO**: Nairobi Trio in Concert, Friday 16th July 2010
- IVA LAMKUM**: Nelson Winter Music Festival - Iva Lamkum, Saturday 17th July 2010

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