

# Monthly Market Intelligence

## Visitor Industry

June 1 2011

### 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 (March 11)

#### Commercial Accommodation

#### Monthly highlights

In March 2011 compared with March 2010:

- Guest nights up 9.9 percent to 22,396
- International guest nights up 33.1 percent to 4,379
- Domestic guest nights up 5.4 percent to 18,017
- Average length of stay rose from 1.75 nights to 1.82 nights
- Overall occupancy rate rose from 24.7 percent to 26.3 percent
- The occupancy rate, excluding holiday parks, was 45.8 percent in March 2011.
- Accommodation capacity, excluding holiday parks, down 2.1 percent.

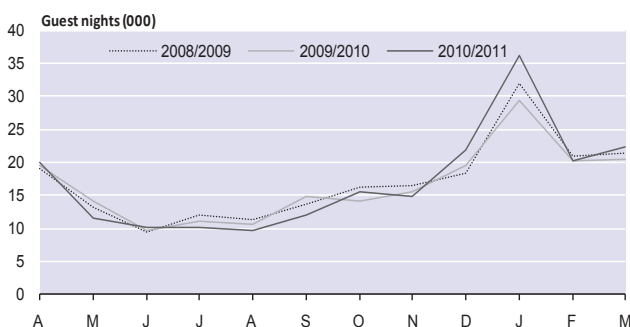
#### Response rates for March 2011

The response rate for the Kapiti-Horowhenua RTO area was 83 percent for March 2011.

The proportion of the origin-of-guest estimate from actual data was 75 percent.

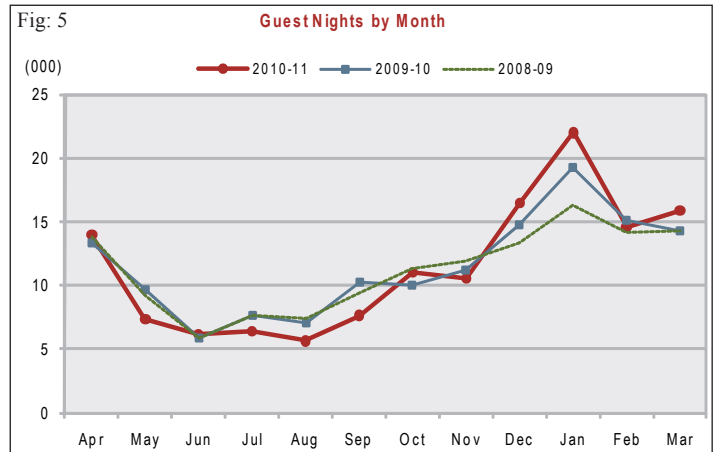
Figure 1.1

**Kapiti-Horowhenua RTO Area Monthly Guest Nights**



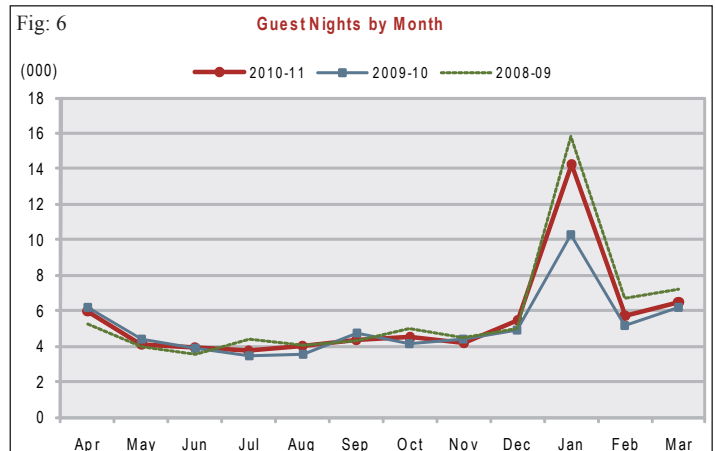
#### Kapiti Coast Guest Nights

Fig: 5



#### Horowhenua Guest Nights

Fig: 6



**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.

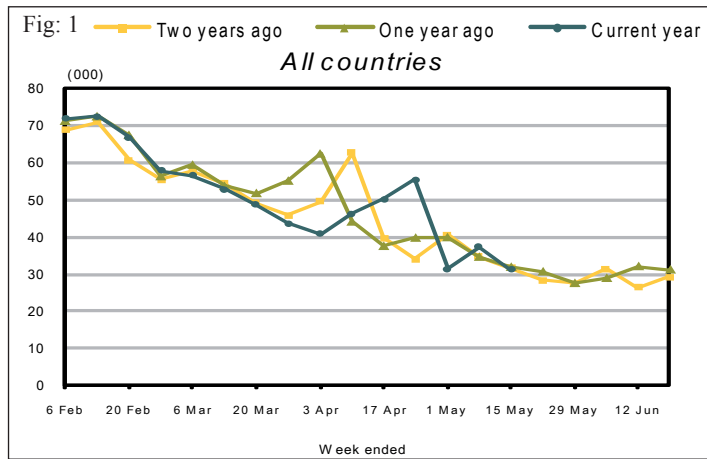
**Survey Coverage.** Survey forms are sent out monthly by Statistics New Zealand to accommodation establishments (around 4,000 in March 2008) chosen from Statistics New Zealand's Business Frame (BF). These establishments must be registered for GST and have a turnover of at least NZ\$30,000 per annum. 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**

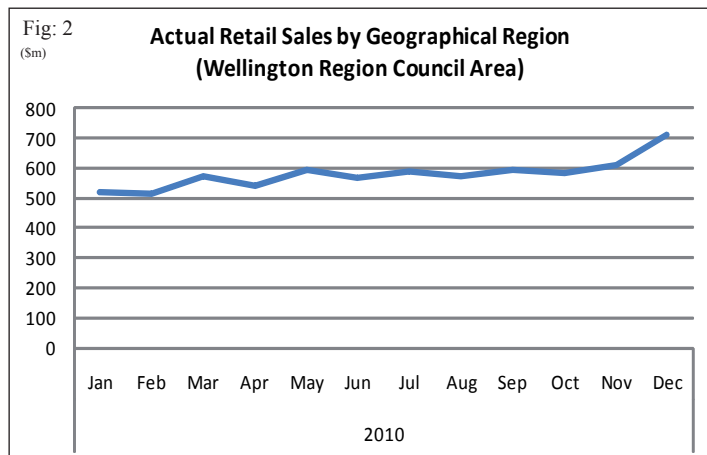
Statistics New Zealand produces the four-weekly time series in an attempt to gain an early indication of the possible change in monthly visitor numbers compared with the previous year. The time series compares the most recent data with data for 'equivalent' four-weekly periods for the past two years.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



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

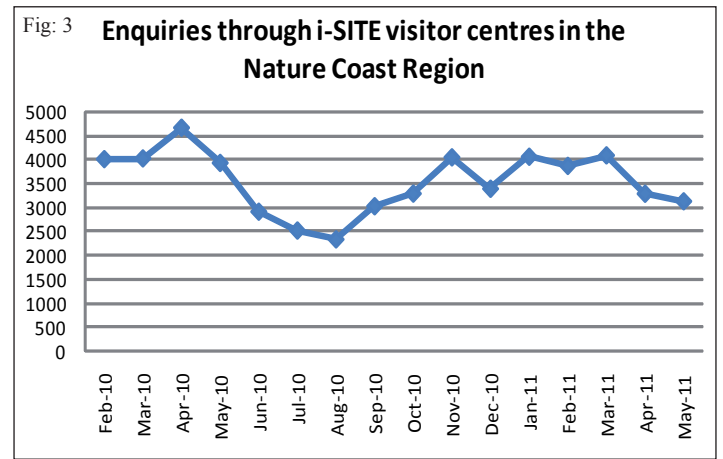
The Retail Trade Survey (RTS) is designed to provide short-term economic indicators of the retail trade sector.

**Retails Sales data is now released quarterly, the next release date was 13 May but has been delayed.**



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

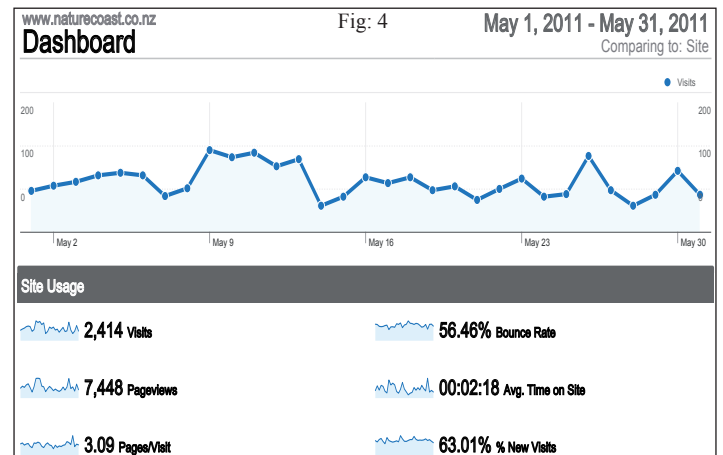
Staff at the Nature Coast Enterprise managed visitor centres in Otaki, Levin and Paraparaumu note the number of visitors to the centres each day. This monthly total includes visitors to all three centres.



**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:

$$\text{Bounce Rate} = \frac{\text{Single Page Access}}{\text{Entries}}$$





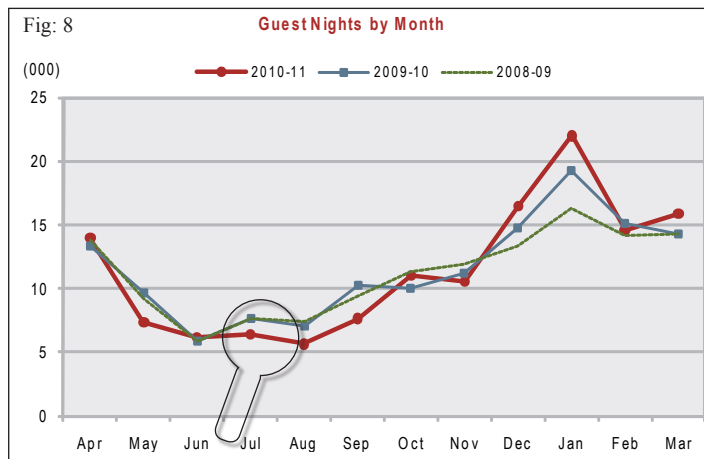
## Next Month in History (July 10)

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.

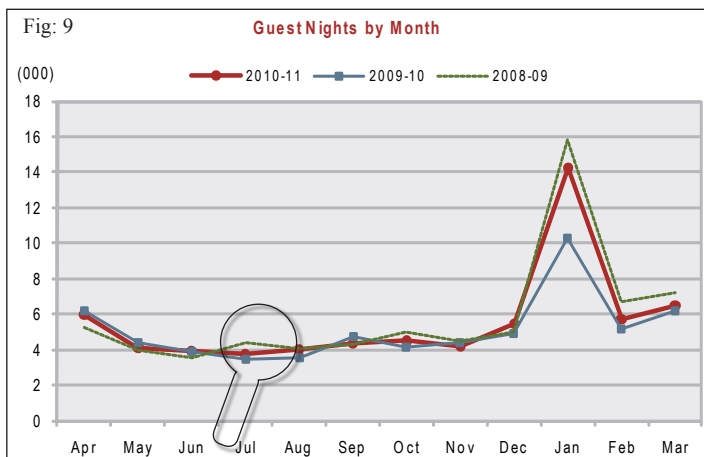
### Visitor Arrivals



### Kapiti Coast Guest Nights



### Horowhenua Guest Nights



## Our Competitors



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Event Highlights: Your guide to events in Nelson, New Zealand

- Peter Pan: Monday 25th - Saturday 30th April 2011
- 'It's Just an Illusion' Magic Show: Tuesday 26th - Friday 29th April 2011
- Summit Rescue Helicopter Base Open Day: Sunday 1st May 2011
- Chicago: Monday 2nd - Sunday 8th May 2011

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