

COMMERCIAL ACCOMMODATION MONITOR YEAR ENDING June 2010

- Results supplied by Statistics New Zealand and provided to us about 2 months in arrears eg Feb 2010 data received April 2010
- Data for the Guest & Hosted category was removed from the survey in Sept 2009. The 2008 figures shown here have been adjusted accordingly.
- The information collected via monthly survey is from accommodation providers with an annual turnover of \$30,000+ per annum.
- The figures quoted do not include visitors staying in B&Bs or Hosted Lodges, with friends and relatives, daytrippers, 'boaties' or cruise ship passengers. Best estimates are that visitor numbers are actually double the CAM results to account for these types of visitors.
- The data includes both international and domestic visitors.

VISITOR NUMBERS				VISITOR NIGHTS			
Northland Visitors	2008	2009	2010	Northland Nights	2008	2009	2010
July	35,100	36,600		July	69,200	70,200	
August	29,700	35,100		August	57,900	64,800	
September	40,876	43,246		September	82,795	85,051	
October	56,140	59,219		October	112,464	115,757	
November	64,219	64,697		November	121,886	125,737	
December	84,013	91,211		December	192,122	208,473	
	2009	2010	2011		2009	2010	2011
January	110,144	118,718		January	312,777	331,933	
February	86,123	88,704		February	181,680	183,454	
March	80,301	81,001		March	165,002	164,582	
April	71,758	69,366		April	151,478	145,653	
May	45,512	39,827		May	90,771	86,900	
June				June			
TOTAL YTD	703,886	727,689		TOTAL YTD	1,538,075	1,582,540	
New Zealand Visitors	2008	2009	2010	NZ Nights	2008	2009	2010
July	1,060,000	1,101,400		July	2,132,000	2,203,900	
August	1,037,000	1,018,600		August	2,021,500	2,019,800	
September	1,103,852	1,159,564		September	2,146,081	2,210,753	
October	1,336,610	1,355,367		October	2,513,443	2,524,809	
November	1,451,079	1,473,529		November	2,638,147	2,650,414	
December	1,603,601	1,675,688		December	3,104,681	3,241,970	
	2009	2010	2011		2009	2010	2011
January	1,958,694	2,044,175		January	4,251,159	4,438,860	
February	1,774,691	1,825,711		February	3,276,681	3,326,033	
March	1,737,814	1,792,850		March	3,199,658	3,273,647	
April	1,496,986	1,500,286		April	2,799,424	2,821,076	
May	1,083,218	997,050		May	2,003,442	1,881,253	
June				June			
TOTAL YTD	15,643,545	15,944,220		TOTAL YTD	27,954,216	30,592,515	

Updated July 2010