

COMMERCIAL ACCOMMODATION MONITOR YEAR ENDING June 2010

- Results supplied by Statistics New Zealand and provided to us about 2 months in arrears eg November 2009 data received January 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					December				
	2009	2010	2011			2009	2010	2011	
January					January				
February					February				
March					March				
April					April				
May					May				
June					June				
TOTAL YTD	226,035	238,862			TOTAL YTD	444,245	461,545		
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					December				
	2009	2010	2011			2009	2010	2011	
January					January				
February					February				
March					March				
April					April				
May					May				
June					June				
TOTAL YTD	5,988,541	6,108,460			TOTAL YTD	11,451,171	11,609,676		