

COOK ISLANDS STATISTICAL BULLETIN

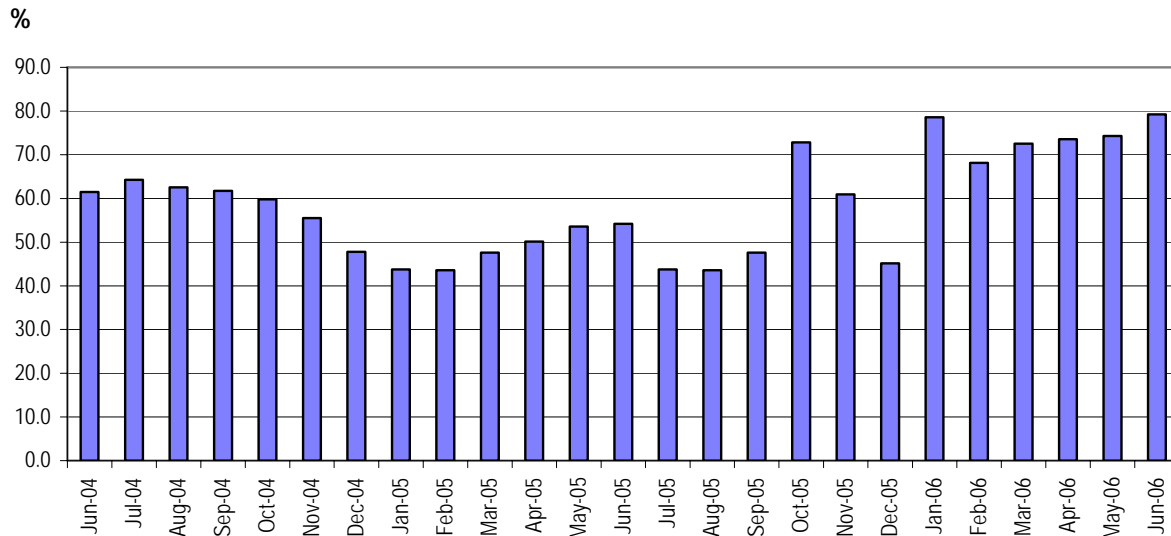
HOTEL/MOTEL OCCUPANCY STATISTICS JUNE 2006

Total room occupancy rate for the month of June 2006 stood at 79.3%, a decrease of 5.0 points when compared to the previous month, and a further decrease of 25.0 points when compared to the same period of the previous year.

Total room nights occupied for the month of June was 22,881 of the 28,871 nights available. 5,990 room nights remained available.

When compared to last month, staff employed in the hotel and motel industry dropped for full time workers by 10 persons but part time workers increased to 1 person.

Room Occupancy Rate (%) 2004 - 2006



Further information about this release can be obtained from Statistics Office on request.

Taggy Tangimetua
Government Statistician
June 2007

Explanatory Notes

Hotel Motel Occupancy Statistics is an indicator used to measure the contribution tourism brings into our economy.

Hotel Motel Occupancy Statistics is restricted to Rarotonga only. The tables are compiled from particulars supplied to the Statistics Office by hotel/motel management. The bulletin contains occupancy statistics of hotels/motels licensed by the Cook Islands Tourism Association to operate accommodation premises catering predominantly for short-term visitors.

The number of Hotel/Motel in each group may change over time due to the opening of new establishments and/or existing businesses adding more rooms. The number of rooms in the establishment determines the size of the hotel/motel.

Establishment groupings are as follows:

- Hotel Motel with 1 - 8 rooms;
- Hotel Motel with 9 - 19 rooms;
- Hotel Motel with 20+ rooms.

Cook Islands Statistics Office
Ministry of Finance and Economic Management
P O Box 41
Rarotonga
COOK ISLANDS

Phone: (682) 29-511
Fax: (682) 21-511
Email: info@stats.gov.ck
Website: www.stats.gov.ck

Table 1 Hotel/Motel Occupancy Rates

Period	Occupancy Rate (%)		Occupancy Rate by			Staff Employed	
	Room	Bed	Number of Rooms (%)			Full Time	Part Time
			1 - 8	9 - 19	20 +		
YEAR							
2001	71.1	58.7	57.7	70.7	72.4	504	136
2002	63.1	52.3	44.3	65.7	64.2	474	141
2003	60.5	52.9	38.3	63.3	61.7	505	116
2004	55.4	44.5	43.8	58.9	55.8	516	149
2005 ^(p)	61.4	54.2	49.5	61.3	65.3	517	150
QUARTER							
2005							
Mar	45.0	35.0	38.5	44.8	46.0	503	141
Jun	52.6	41.6	36.0	48.1	56.3	526	135
Sep ^(p)	79.8	71.6	75.6	78.3	80.5	514	160
Dec ^(p)	78.7	70.6	67.8	81.2	78.9	524	162
2006							
Mar ^(p)	73.1	65.9	55.8	65.2	76.1	520	160
Jun ^(p)	75.7	69.1	70.8	67.3	77.9	525	154
MONTH							
2005							
Jan	43.8	34.5	37.7	40.6	45.5	480	150
Feb	43.6	33.1	40.4	46.2	43.3	515	133
Mar	47.6	37.2	37.7	47.8	48.9	513	140
Apr	50.1	39.2	36.9	43.3	53.9	520	129
May	53.6	43.0	34.8	49.3	57.4	537	144
Jun	54.2	42.4	36.4	51.7	57.4	522	133
Jul ^(p)	43.8	34.5	37.7	40.6	45.5	518	158
Aug ^(p)	43.6	33.1	40.4	46.2	43.3	511	157
Sep ^(p)	47.6	37.2	37.7	47.8	48.9	512	165
Oct ^(p)	72.8	61.2	40.6	68.1	75.7	516	160
Nov ^(p)	60.9	50.2	33.7	60.9	62.5	525	162
Dec ^(p)	45.1	38.0	29.0	58.0	43.1	530	163
2006							
Jan ^(p)	78.6	69.7	77.3	83.2	77.7	516	158
Feb ^(p)	68.2	60.1	45.4	50.3	72.7	521	157
Mar ^(p)	72.5	67.3	45.2	58.6	77.8	522	165
Apr ^(p)	73.6	68.0	72.3	54.9	77.9	525	150
May ^(p)	74.3	68.1	67.7	61.0	77.8	530	156
Jun ^(p)	79.3	71.3	72.3	89.2	77.9	520	157

Table 2 Hotel/Motel Room and Bed Numbers

Period	Room Nights		Bed Nights		Size of Establishment (no. of rooms)						
	Occupied	Available	Occupied	Available	1-8		9-19		20+		
					Occupied	Available	Occupied	Available	Occupied	Available	
YEAR											
2001	225,244	316,762	502,957	856,693	12,437	21,538	43,662	61,732	169,147	233,492	
2002	209,397	331,892	470,979	900,880	9,853	22,234	36,735	55,918	162,809	253,740	
2003	204,651	338,296	476,274	899,731	8,225	21,502	37,404	59,115	159,022	257,679	
2004	207,693	375,167	458,599	1,031,048	14,450	33,028	46,319	78,655	146,924	263,484	
2005 ^(p)	230,319	375,167	548,915	1,011,947	14,008	28,305	42,237	68,931	174,075	266,631	
QUARTER											
2005											
Mar	43,223	95,956	91,207	260,617	3,501	9,090	8,524	19,020	31,198	67,846	
Jun	49,992	94,952	107,739	259,280	3,308	9,191	9,250	19,219	37,434	66,542	
Sep ^(p)	69,063	86,509	186,671	260,617	3,888	5,142	12,350	15,773	52,826	65,594	
Dec ^(p)	68,041	86,450	163,298	231,433	3,311	4,882	12,113	14,919	52,616	66,649	
2006											
Mar ^(p)	63,144	86,325	165,749	251,692	3,098	5,552	8,426	12,918	51,620	67,855	
Jun ^(p)	66,645	88,075	181,292	262,273	4,067	5,748	9,765	14,506	52,813	67,821	
MONTH											
2005											
Jan	14,151	32,331	30,550	88,598	1,180	3,131	2,652	6,539	10,319	22,661	
Feb	13,204	30,302	26,414	79,856	1,142	2,828	2,744	5,942	9,318	21,532	
Mar	15,868	33,323	34,243	92,163	1,179	3,131	3,128	6,539	11,561	23,653	
Apr	15,703	31,326	33,586	85,770	1,117	3,030	2,747	6,340	11,839	21,956	
May	17,308	32,300	37,771	87,740	1,088	3,131	3,223	6,539	12,997	22,630	
Jun	16,981	31,326	36,382	85,770	1,103	3,030	3,280	6,340	12,598	21,956	
Jul ^(p)	22,988	29,103	69,479	88,598	1,325	1,984	4,162	5,075	17,500	22,044	
Aug ^(p)	21,587	29,050	57,951	79,856	1,130	1,736	3,830	5,270	16,627	22,044	
Sep ^(p)	24,489	28,356	59,242	92,163	1,433	1,422	4,357	5,428	18,700	21,506	
Oct ^(p)	24,075	29,134	56,529	77,929	1,272	1,271	4,451	5,168	18,352	22,695	
Nov ^(p)	21,430	28,309	47,819	75,684	946	1,782	3,792	5,141	16,692	21,386	
Dec ^(p)	22,535	29,007	58,950	77,820	1,093	1,829	3,870	4,610	17,572	22,568	
2006											
Jan ^(p)	22,864	29,097	58,960	84,550	1,408	1,821	3,876	4,657	17,580	22,619	
Feb ^(p)	19,033	27,928	47,819	79,536	823	1,813	1,760	3,500	16,450	22,615	
Mar ^(p)	21,247	29,300	58,970	87,606	867	1,918	2,790	4,761	17,590	22,621	
Apr ^(p)	21,784	29,615	58,979	86,692	1,384	1,915	2,800	5,100	17,600	22,600	
May ^(p)	21,980	29,589	60,792	89,249	1,298	1,918	3,080	5,050	17,602	22,621	
Jun ^(p)	22,881	28,871	61,521	86,332	1,385	1,915	3,885	4,356	17,611	22,600	