



Commercial Accommodation Monitor:
April 2017
Northland

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Preface

Commercial Accommodation Monitor: April 2017 – Northland presents comprehensive and impartial information on short-term commercial accommodation for the Northland Regional Tourism Organisation (RTO) area, from the Accommodation Survey. This survey is run by Stats NZ on behalf of the Ministry of Business, Innovation & Employment.

The data relates to the areas covered by the following local authorities:

- Far North District
- Kaipara District
- Whangarei District.

Comparisons of monthly data with the same month of the previous year need to be treated with caution, as data for one period may be influenced by events for which there is no equivalent in the previous period (eg Chinese New Year, Easter).

For further data and commentary, see the monthly Accommodation Survey Hot Off the Press, and the monthly pivot tables – with variables by RTO and local authority area – both available on the Stats NZ website (www.stats.govt.nz).

The May 2017 monitor will be released on 12 July 2017.

Liz MacPherson
Government Statistician

Standards and further information

Percentage changes

Percentage movements are, in a number of cases, calculated using data of greater precision than that published. This could result in slight variations.

Rounding procedures

On occasion, figures are rounded to the nearest thousand or some other convenient unit. This may result in a total disagreeing slightly with the total of the individual items as shown in tables. Where figures are rounded the unit is in general expressed in words below the table headings, but where space does not allow this the unit may be shown as (000) for thousands, etc.

Source

All data is compiled by Stats NZ, except where otherwise stated. Both administrative and survey data has been used in this report.

Liability

While all care and diligence has been used in processing, analysing and extracting data and information in this report, Stats NZ gives no warranty it is error free and will not be liable for any loss or damage suffered as a result of the use, directly or indirectly, of information in this report.

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For help finding and using statistical information available on our website, contact the Information Centre:

Email:	info@stats.govt.nz
Phone toll-free:	0508 525 525
Phone international:	+64 4 931 4600
Fax:	+64 4 931 4610
Post:	P O Box 2922, Wellington 6140, New Zealand
Website:	www.stats.govt.nz

Contact for the Commercial Accommodation Monitor

Zara Darbyshire or Mark Darbyshire
Wellington 04 931 4600
Email: info@stats.govt.nz

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1 Highlights

Monthly highlights

In April 2017 compared with April 2016:

- Guest nights rose 16.7 percent to 167,942
- International guest nights rose 5.5 percent to 60,411
- Domestic guest nights rose 24.2 percent to 107,531
- The average length of stay remained at 2.08 nights
- The overall occupancy rate rose from 26.0 percent to 28.3 percent
- The occupancy rate, excluding holiday parks, was 49.3 percent in April 2017
- Accommodation capacity, excluding holiday parks, fell 1.4 percent.

Response rates for April 2017

The response rate for the Northland RTO area was 80 percent for April 2017.

The proportion of the origin-of-guest estimate from unadjusted data was 62 percent.

Figure 1.1

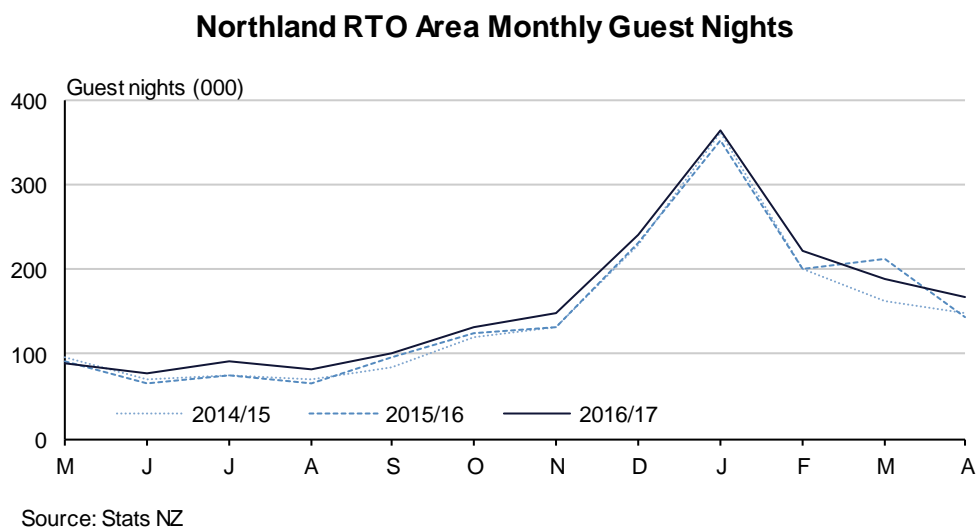
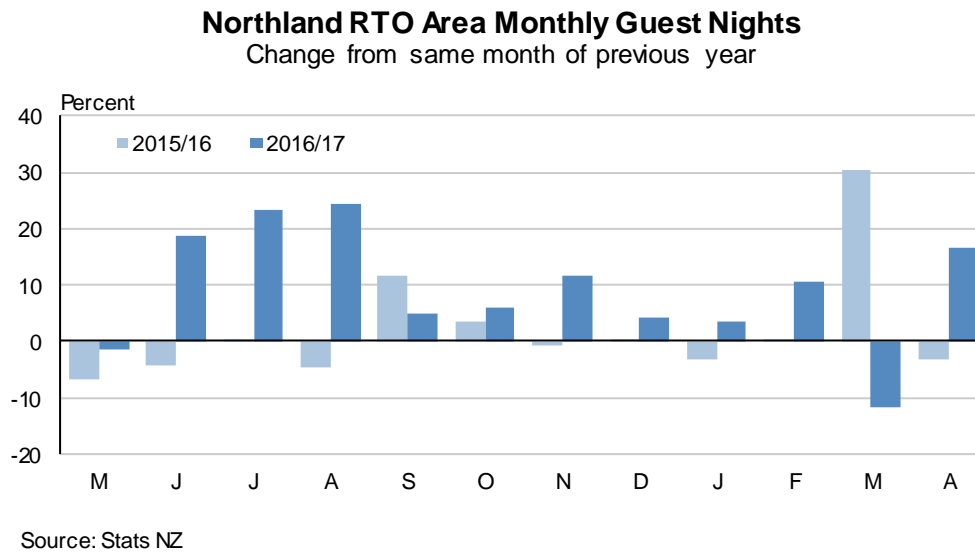


Figure 1.2

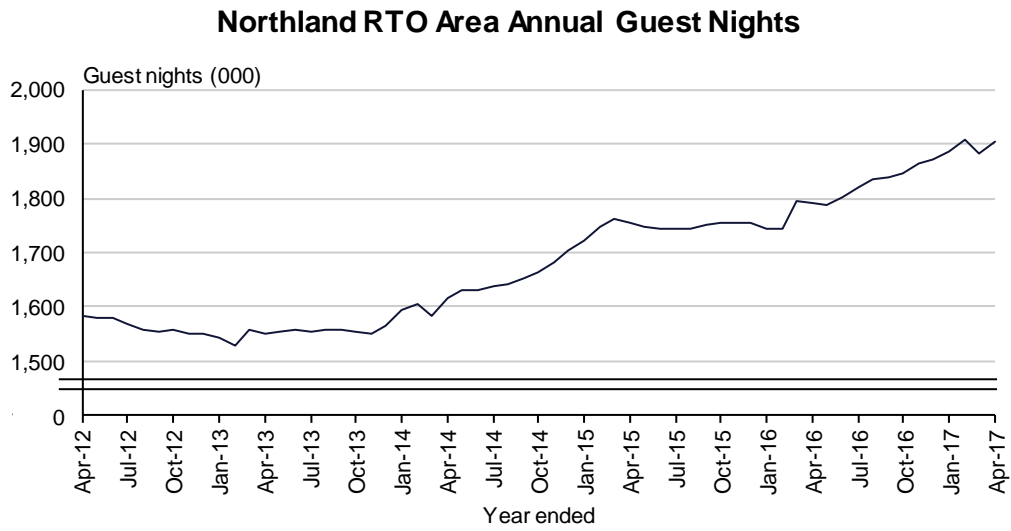


Year ended highlights

For the year ended April 2017 compared with the previous year:

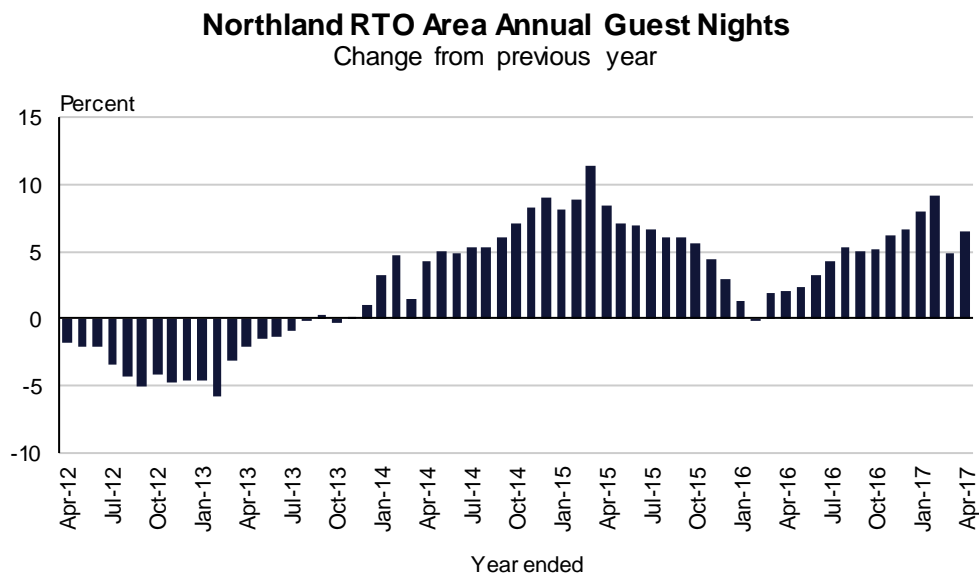
- Guest nights rose 6.4 percent to 1,905,347
- International guest nights rose 6.4 percent to 676,731
- Domestic guest nights rose 6.5 percent to 1,228,617
- The average length of stay fell from 2.20 nights to 2.18 nights
- The overall occupancy rate rose from 26.3 percent to 27.9 percent
- The occupancy rate, excluding holiday parks, was 46.1 percent for the year ended April 2017
- Accommodation capacity, excluding holiday parks, fell 0.1 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In April 2017, compared with April 2016, there was an increase of 16.7 percent in total guest nights for the Northland RTO area. Holiday parks had the largest increase, followed by motels.

For the year ended April 2017, compared with the previous April year, total guest nights for the Northland RTO area increased 6.4 percent. Motels had the largest increase, followed by holiday parks. Backpackers had the only decrease.

See table 2.1 for comparisons of data across the main accommodation variables.

Table 2.1

Northland Accommodation Variables

By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾

Accommodation type	Monthly			Annual		
	April		Percentage change	Year ended		Percentage change
	2016	2017		April 2016	April 2017	
Guest nights						
Total guest nights	143,849	167,942	16.7	1,790,062	1,905,347	6.4
International	57,259	60,411	5.5	635,972	676,731	6.4
Domestic	86,589	107,531	24.2	1,154,090	1,228,617	6.5
Hotels	27,501	31,276	13.7	324,818	350,128	7.8
Motels/apartments	54,231	58,547	8.0	578,891	630,733	9.0
Backpackers	14,871	15,204	2.2	177,802	176,029	-1.0
Holiday parks	47,246	62,915	33.2	708,551	748,458	5.6
Occupancy rates⁽³⁾ (%)						
Hotels	42.1	45.2	7.3	42.3	43.1	2.1
Motels/apartments	55.0	59.8	8.7	49.4	54.2	9.8
Backpackers	36.1	38.9	7.5	38.0	38.0	-0.2
Holiday parks	13.3	15.1	14.2	14.8	16.0	7.8
Total	26.0	28.3	8.9	26.3	27.9	6.2
Total excluding holiday parks ⁽⁴⁾	45.7	49.3	7.9	43.9	46.1	4.9
Average length of stay⁽⁵⁾						
Hotels	1.79	1.68	-6.4	1.82	1.71	-5.9
Motels/apartments	2.04	1.94	-4.8	2.01	2.01	-0.1
Backpackers	2.21	2.46	11.1	2.16	2.33	7.8
Holiday parks	2.31	2.44	5.5	2.69	2.67	-0.6
Total	2.08	2.08	-0.1	2.20	2.18	-1.1
Guest arrivals						
Hotels	15,358	18,658	21.5	178,434	204,499	14.6
Motels/apartments	26,606	30,168	13.4	287,679	313,777	9.1
Backpackers	6,724	6,187	-8.0	82,410	75,665	-8.2
Holiday parks	20,456	25,817	26.2	263,772	280,211	6.2
Total	69,143	80,831	16.9	812,296	874,152	7.6
Establishments						
Hotels	28	28	0.0	28	28	0.0
Motels/apartments	125	125	0.0	125	125	0.0
Backpackers	25	26	4.0	25	26	4.0
Holiday parks	47	46	-2.1	47	46	-2.1
Total	225	225	0.0	225	225	0.0
Capacity⁽⁶⁾						
Hotels	34,620	32,850	-5.1	420,784	421,881	0.3
Motels/apartments	47,280	46,650	-1.3	572,881	567,183	-1.0
Backpackers	33,150	33,990	2.5	405,458	407,997	0.6
Holiday parks	177,960	180,750	1.6	2,170,711	2,148,395	-1.0
Total	293,010	294,240	0.4	3,569,834	3,545,456	-0.7

(1) Reclassifications, new businesses, ceased businesses, and temporary closures may affect figures.

(2) Irregular events, such as airshows and Easter, may affect percentage changes and other figures.

(3) Occupancy rates are calculated as the ratio of used stay-unit nights to available stay-unit nights.

(4) Holiday parks often have high capacity and can mislead when included in total occupancy rates.

(5) Average length of stay is calculated as the ratio of guest nights to guest arrivals.

(6) Capacity is calculated as the number of available stay-units multiplied by the number of days in the month.

Symbol:

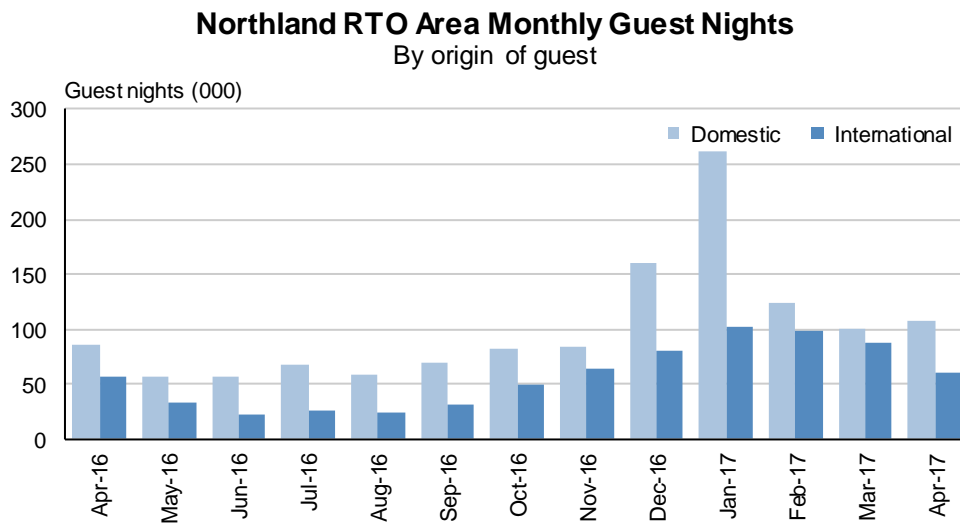
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3 Origin of guests

In April 2017, international guests accounted for 36 percent of all guest nights in the Northland RTO area. When compared with April 2016, the number of international guest nights spent in the area in April 2017 was up 5.5 percent to 60,411. Domestic guest nights increased 24.2 percent, to 107,531, for the same period.

The proportion of the origin-of-guest estimate from actual data was 62 percent for April 2017.

Figure 3.1



Source: Stats NZ

Table 3.1

Northland and New Zealand Monthly Guest Nights
By origin of guest

		Northland RTO ⁽¹⁾ area			New Zealand			
		Origin of guest			Origin of guest			
		Domestic	International	Total	Domestic	International	Total	
Month								
2016	Apr	86,589	57,259	143,849	1,826,242	1,413,337	3,239,579	
	May	56,317	33,049	89,366	1,370,125	959,551	2,329,676	
	Jun	56,891	21,522	78,413	1,376,180	786,991	2,163,171	
	Jul	66,847	25,524	92,370	1,629,080	1,006,967	2,636,046	
	Aug	58,625	24,120	82,745	1,510,985	938,027	2,449,012	
	Sep	69,350	30,561	99,911	1,636,740	996,925	2,633,664	
	Oct	81,650	49,755	131,404	1,762,311	1,241,751	3,004,062	
	Nov	84,106	63,529	147,635	1,679,960	1,585,153	3,265,113	
	Dec	160,816	79,815	240,630	2,169,488	1,813,842	3,983,330	
	2017	Jan	262,517	101,935	364,452	2,844,918	2,054,537	4,899,455
		Feb	123,999	98,137	222,137	1,985,807	1,963,320	3,949,127
		Mar	99,969	88,372	188,341	2,028,090	1,837,951	3,866,041
Apr		107,531	60,411	167,942	1,926,006	1,536,088	3,462,094	
Percent change from the current month of the previous year								
		24.2	5.5	16.7	5.5	8.7	6.9	
Year ended								
April 2016		1,154,090	635,972	1,790,062	21,911,858	15,432,266	37,344,123	
April 2017		1,228,617	676,731	1,905,347	21,919,689	16,721,102	38,640,791	
Percent change from previous year								
		6.5	6.4	6.4	0.0	8.4	3.5	

(1) Regional tourism organisation

4 National results

In April 2017, guest nights comprised 55.6 percent domestic guests (1.93 million guest nights) and 44.4 percent international guests (1.54 million guest nights). Compared with April 2016, domestic guest nights increased by 100,000 (5.5 percent) and international guest nights increased by 123,000 (8.7 percent).

All four accommodation types recorded an increase in guest nights in April 2017, compared with April 2016. Holiday parks had the largest increase in guest nights (up 133,000 or 24 percent), followed by motels (up 48,000 or 4.6 percent), hotels (up 35,000 or 3.0 percent), and backpackers (up 7,000 or 1.4 percent).

For the year ended April 2017, there were 38,641,000 guest nights, an increase of 1,297,000 (3.5 percent) from the previous April year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Northland and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2015	2016	2017	2015 to 2016	2016 to 2017
April month					
Northland RTO area					
Hotels	30,078	27,501	31,276	-8.6	13.7
Motels	51,603	54,231	58,547	5.1	8.0
Backpackers	12,218	14,871	15,204	21.7	2.2
Holiday parks	54,533	47,246	62,915	-13.4	33.2
Total	148,431	143,849	167,942	-3.1	16.7
New Zealand					
Hotels	1,088,034	1,176,720	1,211,447	8.2	3.0
Motels	1,006,399	1,050,155	1,098,516	4.3	4.6
Backpackers	437,611	455,756	462,266	4.1	1.4
Holiday parks	591,977	556,948	689,866	-5.9	23.9
Total	3,124,021	3,239,579	3,462,094	3.7	6.9
Year ended April					
Northland RTO area					
Hotels	322,764	324,818	350,128	0.6	7.8
Motels	535,798	578,891	630,733	8.0	9.0
Backpackers	169,456	177,802	176,029	4.9	-1.0
Holiday parks	726,455	708,551	748,458	-2.5	5.6
Total	1,754,473	1,790,062	1,905,347	2.0	6.4
New Zealand					
Hotels	12,478,425	13,192,382	13,643,421	5.7	3.4
Motels	11,192,187	11,720,194	12,164,449	4.7	3.8
Backpackers	4,844,164	5,097,854	5,167,120	5.2	1.4
Holiday parks	6,809,599	7,333,693	7,665,801	7.7	4.5
Total	35,324,375	37,344,123	38,640,791	5.7	3.5

5 Regional comparison

In April 2017, Northland recorded the largest increase in guest nights (up 24,000 or 16.7 percent) from April 2016. This was followed by Queenstown (up 18,000 or 6.1 percent), Taupo (up 16,000 or 18.5 percent), Mackenzie (up 16,000 or 25.6 percent), and Bay of Plenty (up 16,000 or 15.6 percent).

Canterbury recorded the largest decrease (down 8,000 or 2.8 percent), followed by Manawatu (down 7,000 or 13.0 percent), Wellington (down 6,000 or 2.6 percent), Waitaki (down 3,000 or 7.9 percent), and Southland (down 600 or 1.5 percent).

Table 5.1

Regional Tourism Organisation Areas' Monthly Guest Nights
By origin of guest

RTO area	April guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	86,589	107,531	24.2	57,259	60,411	5.5	143,849	167,942	16.7
Auckland	344,955	324,889	-5.8	292,917	322,256	10.0	637,872	647,146	1.5
Coromandel	41,993	51,718	23.2	22,862	24,129	5.5	64,855	75,847	16.9
Waikato	81,788	93,918	14.8	32,983	32,466	-1.6	114,771	126,384	10.1
Bay of Plenty	71,551	81,074	13.3	28,675	34,827	21.5	100,226	115,901	15.6
Rotorua	91,225	103,571	13.5	95,368	92,788	-2.7	186,594	196,359	5.2
Taupo	57,052	66,562	16.7	32,049	39,016	21.7	89,101	105,578	18.5
Whakatane-									
Kawerau	12,857	18,031	40.2	4,528	5,058	11.7	17,385	23,089	32.8
Gisborne	25,209	28,497	13.0	4,266	4,358	2.2	29,475	32,855	11.5
Taranaki	41,022	45,721	11.5	8,604	10,169	18.2	49,626	55,891	12.6
Hawke's Bay	76,098	89,926	18.2	30,220	29,707	-1.7	106,317	119,633	12.5
Ruapehu	17,183	19,479	13.4	10,358	16,028	54.7	27,541	35,507	28.9
Manawatu	46,403	36,857	-20.6	4,149	7,134	72.0	50,551	43,991	-13.0
Whanganui	11,474	12,842	11.9	3,488	3,648	4.6	14,962	16,491	10.2
Wairarapa	16,956	17,990	6.1	3,578	4,423	23.6	20,534	22,413	9.2
Kapiti-Horowhenua	15,149	22,360	47.6	2,174	3,201	47.2	17,323	25,561	47.6
Wellington	156,647	145,215	-7.3	76,011	81,323	7.0	232,658	226,538	-2.6
Marlborough	32,149	40,898	27.2	33,640	32,414	-3.6	65,789	73,312	11.4
Nelson-Tasman	65,647	72,196	10.0	41,116	46,816	13.9	106,763	119,012	11.5
Canterbury	153,289	148,774	-2.9	137,282	133,566	-2.7	290,571	282,339	-2.8
Hurunui	23,917	27,006	12.9	9,609	11,686	21.6	33,526	38,692	15.4
Mackenzie	20,536	27,547	34.1	43,489	52,898	21.6	64,025	80,444	25.6
Timaru	18,194	18,692	2.7	7,160	8,677	21.2	25,354	27,369	7.9
West Coast	46,774	46,034	-1.6	79,553	84,566	6.3	126,327	130,600	3.4
Wanaka	22,176	27,215	22.7	41,545	47,616	14.6	63,721	74,831	17.4
Queenstown	98,180	97,098	-1.1	197,466	216,531	9.7	295,647	313,629	6.1
Waitaki	25,075	18,284	-27.1	13,117	16,882	28.7	38,192	35,166	-7.9
Central Otago	19,360	27,678	43.0	6,877	9,356	36.0	26,237	37,034	41.2
Dunedin	55,018	54,966	-0.1	29,861	33,370	11.8	84,879	88,336	4.1
Clutha	5,385	7,168	33.1	3,444	3,203	-7.0	8,829	10,370	17.5
Fiordland	18,584	20,591	10.8	45,654	52,038	14.0	64,238	72,629	13.1
Southland	27,805	25,680	-7.6	14,037	15,527	10.6	41,842	41,207	-1.5
Total	1,826,242	1,926,006	5.5	1,413,337	1,536,088	8.7	3,239,579	3,462,094	6.9

Table 5.2

Regional Tourism Organisation Areas' Monthly Occupancy Rates⁽¹⁾
By accommodation type

RTO area	April 2017 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	45.2	59.8	38.9	15.1	28.3	49.3
Auckland	83.3	70.7	60.1	26.8	69.0	75.2
Coromandel	48.4	45.7	20.0	21.0	25.1	33.7
Waikato	69.7	68.1	38.8	22.3	46.4	61.4
Bay of Plenty	60.6	66.6	56.5	27.4	44.4	61.5
Rotorua	77.6	71.9	28.0	27.0	49.8	55.7
Taupo	58.6	66.0	54.8	18.2	46.4	60.3
Whakatane-Kaw erau	C	59.0	C	7.3	18.7	54.0
Gisborne	C	55.2	C	11.4	23.6	45.8
Taranaki	46.2	53.0	31.0	20.1	35.7	46.5
Haw ke's Bay	66.0	68.7	48.6	24.9	47.1	61.4
Ruapehu	54.2	25.0	20.3	28.9	28.9	28.9
Manaw atu	42.3	49.7	C	C	37.5	C
Whanganui	C	52.2	32.3	C	31.0	C
Wairarapa	C	49.6	C	13.7	26.5	43.4
Kapiti-Horow henua	C	59.9	C	16.8	27.1	40.9
Wellington	81.4	72.4	C	C	66.8	C
Marlborough	61.4	65.0	47.7	26.3	45.4	57.0
Nelson-Tasman	55.9	58.3	49.3	16.6	34.2	54.0
Canterbury	84.9	57.6	37.0	20.6	46.1	59.4
Hurunui	C	65.6	C	24.5	37.7	47.4
Mackenzie	C	81.0	C	45.6	69.4	80.6
Timaru	C	46.0	C	21.9	33.1	45.2
West Coast	49.4	67.8	47.0	25.3	44.7	53.4
Wanaka	63.8	77.2	87.7	21.7	47.6	76.7
Queenstow n	86.1	69.3	75.0	45.0	74.3	79.5
Waitaki	39.9	75.7	38.7	5.4	15.2	52.3
Central Otago	46.2	65.8	52.0	12.3	22.5	55.7
Dunedin	68.7	69.3	62.5	37.3	61.2	67.5
Clutha	C	56.0	C	19.3	28.9	42.3
Fiordland	63.4	67.1	56.4	41.6	54.9	61.3
Southland	37.8	57.7	45.6	15.8	37.4	47.9
Total	73.2	63.2	47.3	20.2	46.4	61.6

(1) Occupancy rates are calculated as the ratio of stay unit nights to monthly capacity.

(2) Occupancy rates excluding holiday parks are included because the capacity of holiday parks can distort the total occupancy rates.

Symbols:

C confidential

... not applicable

6 Local authority area results

Table 6.1 shows results for the individual local authority areas in the Northland RTO area.

Table 6.1

Local Authority and Northland Accommodation Results⁽¹⁾

Accommodation type	April 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	19	23,400	25,415	1.78	46.27
Motels	88	30,030	38,144	2.03	57.24
Backpackers	21	30,240	14,831	2.51	42.64
Holiday parks	24	96,300	33,877	2.71	15.51
Total	152	179,970	112,267	2.18	31.03
Whangarei District					
Hotels	6	7,920	C	C	C
Motels	30	14,520	18,706	1.83	67.41
Backpackers	3	2,670	C	C	C
Holiday parks	14	55,980	20,623	2.27	15.92
Total	53	81,090	44,835	1.92	27.79
Kaipara District					
Hotels	3	1,530	C	C	C
Motels	7	2,100	1,696	1.51	42.84
Backpackers	2	1,080	C	C	C
Holiday parks	8	28,470	8,414	1.98	12.27
Total	20	33,180	10,840	1.80	14.71
Northland Regional Tourism Organisation area					
Hotels	28	32,850	31,276	1.68	45.18
Motels	125	46,650	58,547	1.94	59.76
Backpackers	26	33,990	15,204	2.46	38.86
Holiday parks	46	180,750	62,915	2.44	15.13
Total	225	294,240	167,942	2.08	28.30

(1) The Accommodation Survey is designed at the regional (RTO by accommodation type) level to meet data quality standards. Care should therefore be taken with data at the local authority level.

Symbol:

C confidential

... not applicable

7 Accommodation Survey technical notes

Data source

We collect data from accommodation providers or their representatives each month, mostly via a postal survey.

Coverage

The Accommodation Survey covers most short-term commercial accommodation in New Zealand.

The target population for this survey is all accommodation providers with the following characteristics:

- operating on a commercial basis
- providing mainly short-term (less than one month) accommodation
- economically significant (generally meaning being GST-registered and having a turnover of at least \$30,000 per year)
- included in class 4400 (accommodation) or class 4520 (pubs, taverns, and bars) in ANZSIC06 (Australian and New Zealand Standard Industrial Classification 2006)
- classified to 'hotels', 'motels', 'backpacker accommodation', or 'holiday parks'.

Excluded:

- hosted accommodation (such as 'bed & breakfast' establishments)
- marine vessels (such as cruise ships)
- private dwellings
- tramping huts (non-commercial)
- event-specific accommodation (such as temporary campervan parks)
- businesses that cease operation or no longer provide short-term commercial accommodation
- businesses that temporarily shut down (eg for renovations) – we remove them from the survey until they re-open.

Accommodation type classification

The predominant capacity provided by a business determines the accommodation type. For instance, if the business provides both motel and camping ground accommodation, but the majority of its stay units are motel rooms, then we classify it as a motel. We use the New Zealand Accommodation Classification, broadly defined below:

- hotels (including resorts)
- motels (including motor inns and serviced apartments)
- backpacker accommodation (including short-stay hostels)
- holiday parks (including caravan parks and camping grounds).

Confidentiality

'C' symbols are used in the tables where information has been suppressed. We do not release data from individual businesses.

Changes to survey content

Establishments may change the way they operate over time. If they do, they may be reclassified from one accommodation type to another. For example, if a holiday park adds sufficient motel units that it is operating more as a motel than a holiday park, it will be subject to reclassification to the 'motels' accommodation type. This type of change will tend to reduce surveyed guest nights and other figures for holiday parks (because there would be one fewer holiday park) while boosting guest nights and other figures for motels (because there would be one more motel).

Guest night and other movements, where the latest month is compared with the same month of the previous year, are affected for 12 months from the time that any reclassification is done. After 12 months, the reclassified establishment will appear in the same accommodation type in both comparison months.

Reclassifications of establishments are not the only changes that affect survey content and figures for the Accommodation Survey:

- When establishments temporarily cease operations, we take them out of the survey until they re-open. These changes affect figures for the number of establishments and available capacity.
- Businesses that start up, shut down, or move into or out of the short-term commercial accommodation industry also affect survey figures.

Survey errors

This survey aims for 100 percent coverage of the accommodation businesses in New Zealand (a full census). However, in practice, the overall response rate is usually between 76 and 80 percent. We estimate values for the remaining units based on the characteristics of similar establishments in the same or similar regions. This introduces unknown errors into the estimates, and users of the data should bear this in mind. The size of these unknown errors is difficult to quantify.

Other errors include respondent error, and errors in coverage, classification, and processing. Our editing processes identify and remove many errors, but some will likely remain. We cannot quantify the effect of the remaining errors.

Comparability

Accommodation Survey statistics are not always on the same basis as statistics from other sources. For example, 'average length of stay' in the Accommodation Survey is for all guests (domestic plus international), but in the [International Visitor Arrivals to New Zealand](#) reports, it is only for international guests.

More information

For further information on the Accommodation Survey, refer to webpage http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation.aspx