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Commercial Accommodation Monitor:

August 2016

Northland

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Preface

Commercial Accommodation Monitor: August 2016 – 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 Statistics New Zealand 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 Statistics NZ website (www.stats.govt.nz).

The September 2016 monitor will be released on 10 November 2016.

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 Statistics New Zealand, 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, Statistics 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.

Statistics New Zealand Information Centre

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1 Highlights

Monthly highlights

In August 2016 compared with August 2015:

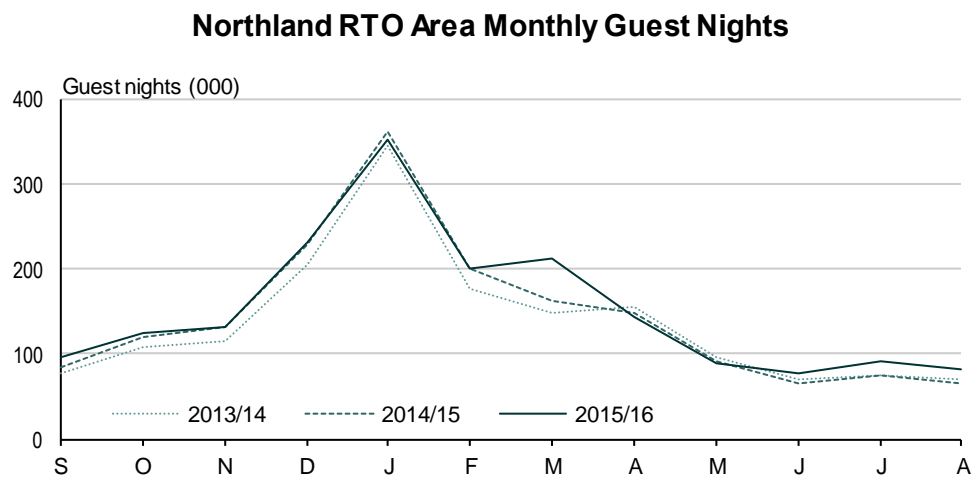
- Guest nights rose 24.5 percent to 82,745
- International guest nights rose 24.4 percent to 24,120
- Domestic guest nights rose 24.5 percent to 58,625
- The average length of stay rose from 2.07 nights to 2.24 nights
- The overall occupancy rate rose from 13.5 percent to 17.0 percent
- The occupancy rate, excluding holiday parks, was 32.0 percent in August 2016
- Accommodation capacity, excluding holiday parks, rose 2.1 percent.

Response rates for August 2016

The response rate for the Northland RTO area was 86 percent for August 2016.

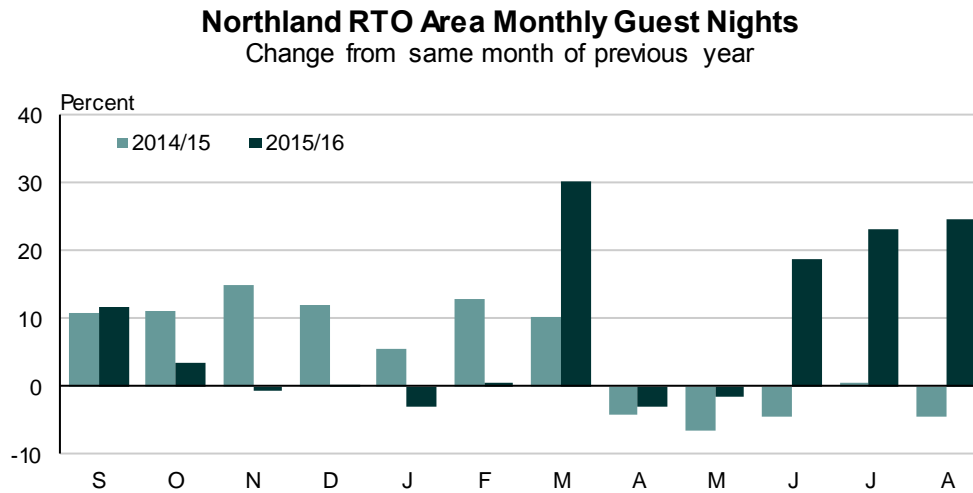
The proportion of the origin-of-guest estimate from unadjusted data was 71 percent.

Figure 1.1



Source: Statistics New Zealand

Figure 1.2



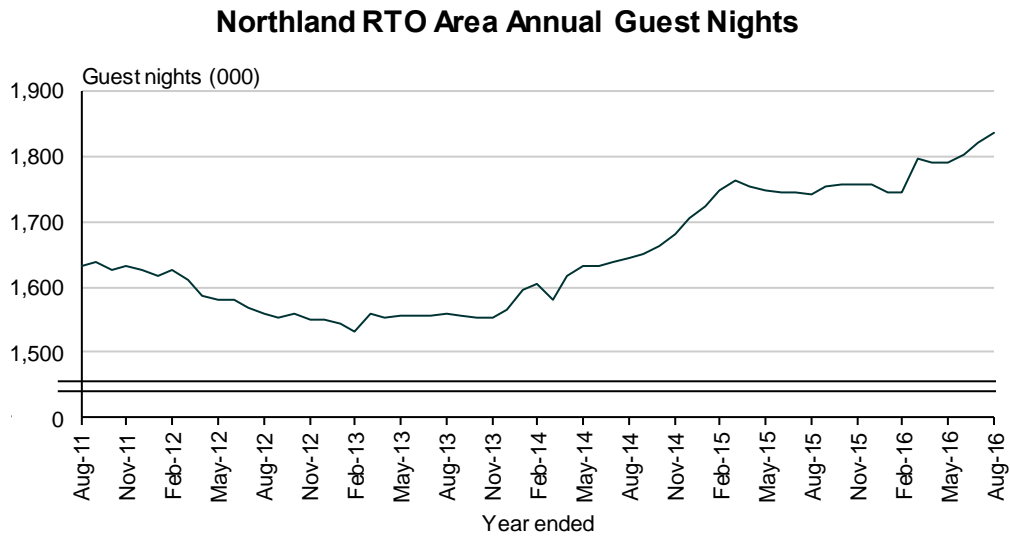
Source: Statistics New Zealand

Year ended highlights

For the year ended August 2016 compared with the previous year:

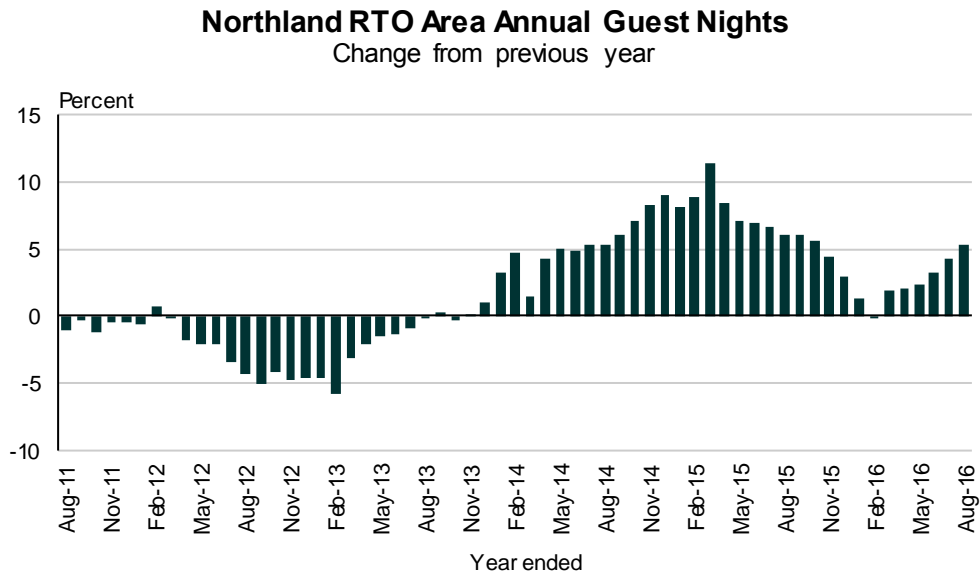
- Guest nights rose 5.3 percent to 1,834,848
- International guest nights rose 7.3 percent to 647,692
- Domestic guest nights rose 4.3 percent to 1,187,155
- The average length of stay fell from 2.23 nights to 2.22 nights
- The overall occupancy rate rose from 25.9 percent to 27.0 percent
- The occupancy rate, excluding holiday parks, was 45.4 percent for the year ended August 2016
- Accommodation capacity, excluding holiday parks, fell 1.5 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In August 2016, compared with August 2015, there was an increase of 24.5 percent in total guest nights for the Northland RTO area. Motels had the largest increase, followed by holiday parks.

For the year ended August 2016, compared with the previous August year, total guest nights for the Northland RTO area increased 5.3 percent. Motels had the largest increase, followed by backpackers.

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		
	August		Percentage change	Year ended		Percentage change
	2015	2016		August 2015	August 2016	
Guest nights						
Total guest nights	66,464	82,745	24.5	1,742,032	1,834,848	5.3
International	19,390	24,120	24.4	603,852	647,692	7.3
Domestic	47,074	58,625	24.5	1,138,180	1,187,155	4.3
Hotels	13,550	18,211	34.4	317,330	333,060	5.0
Motels/apartments	27,998	33,371	19.2	545,793	592,655	8.6
Backpackers	6,999	8,208	17.3	164,696	181,877	10.4
Holiday parks	17,917	22,956	28.1	714,213	727,255	1.8
Occupancy rates⁽³⁾ (%)						
Hotels	21.1	29.6	39.9	41.2	43.1	4.6
Motels/apartments	33.5	40.6	21.2	47.3	50.9	7.5
Backpackers	17.1	22.6	32.3	33.5	39.9	19.0
Holiday parks	6.0	7.2	20.1	15.7	15.2	-3.1
Total	13.5	17.0	26.6	25.9	27.0	4.2
Total excluding holiday parks ⁽⁴⁾	25.1	32.0	27.8	41.4	45.4	9.7
Average length of stay⁽⁵⁾						
Hotels	1.75	1.91	8.8	1.85	1.83	-0.7
Motels/apartments	1.85	2.01	8.4	2.01	2.02	0.8
Backpackers	2.42	2.30	-5.0	2.50	2.15	-14.0
Holiday parks	2.78	3.17	14.0	2.62	2.72	3.8
Total	2.07	2.24	8.3	2.23	2.22	-0.3
Guest arrivals						
Hotels	7,722	9,539	23.5	171,861	181,645	5.7
Motels/apartments	15,094	16,597	10.0	272,158	293,299	7.8
Backpackers	2,893	3,571	23.5	65,903	84,636	28.4
Holiday parks	6,445	7,244	12.4	272,562	267,431	-1.9
Total	32,152	36,951	14.9	782,484	827,011	5.7
Establishments						
Hotels	28	29	3.6	28	29	3.6
Motels/apartments	124	122	-1.6	124	122	-1.6
Backpackers	25	25	0.0	25	25	0.0
Holiday parks	44	44	0.0	44	44	0.0
Total	221	220	-0.5	221	220	-0.5
Capacity⁽⁶⁾						
Hotels	35,402	36,022	1.8	420,204	422,757	0.6
Motels/apartments	47,523	47,864	0.7	571,057	572,243	0.2
Backpackers	33,139	34,658	4.6	427,623	401,977	-6.0
Holiday parks	179,459	179,552	0.1	2,132,463	2,162,514	1.4
Total	295,523	298,096	0.9	3,551,347	3,559,491	0.2

(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:

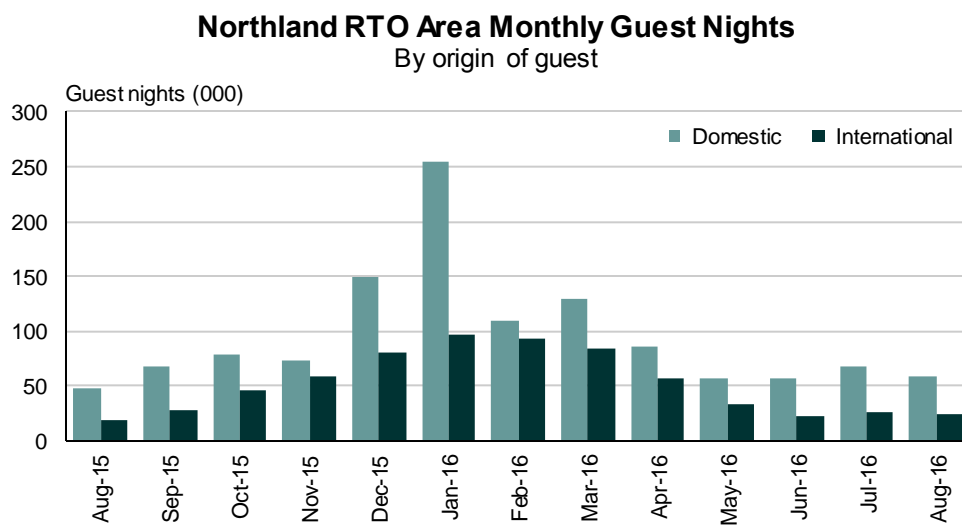
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3 Origin of guests

In August 2016, international guests accounted for 29.2 percent of all guest nights in the Northland RTO area. When compared with August 2015, the number of international guest nights spent in the area in August 2016 was up 24.4 percent to 24,120. Domestic guest nights increased 24.5 percent, to 58,625, for the same period.

The proportion of the origin-of-guest estimate from actual data was 71 percent for August 2016.

Figure 3.1



Source: Statistics New Zealand

Table 3.1

Northland and New Zealand Monthly Guest Nights*By origin of guest*

		Northland RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2015	Aug	47,074	19,390	66,464	1,473,688	827,051	2,300,740
	Sep	67,268	27,955	95,223	1,588,557	887,062	2,475,619
	Oct	78,589	45,326	123,915	1,772,303	1,061,184	2,833,487
	Nov	73,450	58,628	132,078	1,695,774	1,411,223	3,106,997
	Dec	149,982	80,908	230,891	2,164,026	1,687,843	3,851,869
2016	Jan	254,870	97,116	351,986	2,922,729	1,921,161	4,843,891
	Feb	108,775	92,168	200,942	2,017,277	1,948,236	3,965,513
	Mar	128,953	84,118	213,071	2,149,108	1,838,734	3,987,842
	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
Percent change from the current month of the previous year							
		24.5	24.4	24.5	2.5	13.4	6.4
Year ended							
August 2015		1,138,180	603,852	1,742,032	21,228,341	14,463,170	35,691,511
August 2016		1,187,155	647,692	1,834,848	22,022,384	15,860,316	37,882,700
Percent change from previous year							
		4.3	7.3	5.3	3.7	9.7	6.1

(1) Regional tourism organisation

4 National results

In August 2016, a total of 2,449,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 148,000 nights (6.4 percent) from August 2015.

Three of the four accommodation types recorded an increase in guest nights in August 2016, compared with August 2015. Motels had the largest increase in guest nights (up 66,000 or 8.6 percent), followed by hotels (up 58,000 or 6.0 percent), and holiday parks (up 25,000 or 9.8 percent). Backpackers had the only decrease in guest nights (down 1,000 or 0.3 percent).

For the year ended August 2016, there were 37,883,000 guest nights, an increase of 2,191,000 (6.1 percent) from the previous August 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	
	2014	2015	2016	2014 to 2015	2015 to 2016
August month					
Northland RTO area					
Hotels	14,912	13,550	18,211	-9.1	34.4
Motels	25,441	27,998	33,371	10.1	19.2
Backpackers	9,164	6,999	8,208	-23.6	17.3
Holiday parks	20,148	17,917	22,956	-11.1	28.1
Total	69,664	66,464	82,745	-4.6	24.5
New Zealand					
Hotels	939,269	969,011	1,027,324	3.2	6.0
Motels	729,785	767,618	833,455	5.2	8.6
Backpackers	292,145	307,180	306,157	5.1	-0.3
Holiday parks	247,724	256,931	282,077	3.7	9.8
Total	2,208,922	2,300,740	2,449,012	4.2	6.4
Year ended August					
Northland RTO area					
Hotels	312,787	317,330	333,060	1.5	5.0
Motels	499,088	545,793	592,655	9.4	8.6
Backpackers	155,695	164,696	181,877	5.8	10.4
Holiday parks	675,253	714,213	727,255	5.8	1.8
Total	1,642,824	1,742,032	1,834,848	6.0	5.3
New Zealand					
Hotels	11,855,418	12,636,775	13,442,292	6.6	6.4
Motels	10,884,300	11,305,204	11,860,754	3.9	4.9
Backpackers	4,647,920	4,896,979	5,122,950	5.4	4.6
Holiday parks	6,489,165	6,852,553	7,456,703	5.6	8.8
Total	33,876,803	35,691,511	37,882,700	5.4	6.1

5 Regional comparison

In August 2016, Auckland recorded the largest increase in guest nights (up 30,000 or 5.6 percent) from August 2015. This was followed by Rotorua (up 21,000 or 17.7 percent), Northland (up 16,000 or 24.5 percent), Wellington (up 13,000 or 6.9 percent), and Mackenzie (up 10,000 or 32.4 percent).

Canterbury recorded the largest decrease (down 7,000 or 3.1 percent), followed by Dunedin (down 3,000 or 5.3 percent), Southland (down 2,000 or 9.4 percent), Timaru (down 2,000 or 9.9 percent), and Manawatu (down 1,000 or 3.4 percent).

Table 5.1

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

RTO area	August guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	47,074	58,625	24.5	19,390	24,120	24.4	66,464	82,745	24.5
Auckland	328,221	339,050	3.3	211,878	231,293	9.2	540,099	570,344	5.6
Coromandel	21,670	25,682	18.5	7,832	9,022	15.2	29,502	34,704	17.6
Waikato	66,600	70,558	5.9	15,143	19,456	28.5	81,743	90,014	10.1
Bay of Plenty	49,607	56,304	13.5	13,009	13,591	4.5	62,615	69,895	11.6
Rotorua	73,573	82,095	11.6	44,804	57,181	27.6	118,378	139,276	17.7
Taupo	50,254	52,390	4.3	12,900	17,637	36.7	63,154	70,027	10.9
Whakatane-									
Kaw erau	9,400	7,756	-17.5	1,125	2,486	121.0	10,525	10,242	-2.7
Gisborne	13,289	20,750	56.2	1,682	2,634	56.6	14,970	23,384	56.2
Taranaki	30,015	29,909	-0.4	3,233	4,090	26.5	33,248	34,000	2.3
Haw ke's Bay	38,962	44,992	15.5	9,603	10,858	13.1	48,565	55,850	15.0
Ruapehu	40,877	42,510	4.0	8,824	9,625	9.1	49,702	52,135	4.9
Manaw atu	36,738	34,796	-5.3	3,128	3,713	18.7	39,866	38,509	-3.4
Whanganui	11,666	11,308	-3.1	1,503	1,626	8.2	13,168	12,934	-1.8
Wairarapa	10,343	11,776	13.9	757	1,121	48.0	11,100	12,897	16.2
Kapiti-Horow henua	11,061	10,933	-1.2	867	1,388	60.0	11,928	12,321	3.3
Wellington	137,875	142,786	3.6	47,932	55,839	16.5	185,807	198,625	6.9
Marlborough	22,168	21,230	-4.2	17,491	21,968	25.6	39,658	43,198	8.9
Nelson-Tasman	36,073	42,853	18.8	15,180	14,699	-3.2	51,253	57,552	12.3
Canterbury	141,297	127,919	-9.5	85,518	91,892	7.5	226,816	219,811	-3.1
Hurunui	15,787	14,291	-9.5	3,808	4,795	25.9	19,595	19,087	-2.6
Mackenzie	13,164	15,375	16.8	18,552	26,602	43.4	31,715	41,976	32.4
Timaru	14,635	12,483	-14.7	2,309	2,786	20.6	16,944	15,269	-9.9
West Coast	27,383	25,324	-7.5	24,781	28,601	15.4	52,164	53,925	3.4
Wanaka	24,826	22,988	-7.4	35,336	40,075	13.4	60,162	63,063	4.8
Queenstow n	103,539	96,053	-7.2	187,663	202,445	7.9	291,202	298,498	2.5
Waitaki	13,098	13,240	1.1	5,045	6,180	22.5	18,143	19,420	7.0
Central Otago	8,537	7,247	-15.1	1,359	1,557	14.6	9,896	8,803	-11.0
Dunedin	44,369	41,468	-6.5	13,579	13,414	-1.2	57,948	54,882	-5.3
Clutha	2,305	3,083	33.7	491	989	101.5	2,796	4,072	45.6
Fiordland	7,358	6,079	-17.4	9,061	12,647	39.6	16,419	18,725	14.0
Southland	21,924	19,133	-12.7	3,271	3,694	12.9	25,196	22,827	-9.4
Total	1,473,688	1,510,985	2.5	827,051	938,027	13.4	2,300,740	2,449,012	6.4

Table 5.2

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

RTO area	August 2016 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	29.6	40.6	22.6	7.2	17.0	32.0
Auckland	79.1	66.9	47.1	14.3	63.1	69.5
Coromandel	38.6	26.8	10.9	9.1	12.7	20.4
Waikato	54.5	59.2	17.7	9.6	33.3	47.5
Bay of Plenty	55.1	54.4	26.0	13.0	27.3	43.1
Rotorua	60.5	49.0	14.3	15.3	33.8	38.6
Taupo	46.8	50.9	24.3	10.5	30.5	40.6
Whakatane-Kaw erau	C	37.4	C	3.1	11.7	36.1
Gisborne	C	45.8	C	8.9	19.1	38.0
Taranaki	37.3	44.7	13.2	8.3	24.6	36.1
Haw ke's Bay	44.1	47.8	24.3	7.4	28.0	39.4
Ruapehu	59.6	41.3	C	C	40.7	C
Manaw atu	39.4	47.9	C	C	36.2	C
Whanganui	C	46.3	34.4	C	27.4	C
Wairarapa	C	40.5	C	3.9	17.2	35.4
Kapiti-Horow henua	C	42.8	C	7.7	14.9	26.5
Wellington	74.9	64.0	C	C	58.5	C
Marlborough	C	46.2	41.3	C	31.5	C
Nelson-Tasman	48.3	40.7	27.9	6.0	20.1	36.1
Canterbury	59.2	49.8	26.2	11.8	33.4	45.3
Hurunui	C	39.3	C	9.9	18.6	24.2
Mackenzie	C	33.7	48.0	C	35.2	C
Timaru	C	50.6	C	C	23.7	C
West Coast	29.3	32.6	21.9	6.7	20.5	27.0
Wanaka	69.5	83.0	67.6	14.1	41.5	72.0
Queenstow n	80.7	71.6	68.5	24.1	67.6	75.0
Waitaki	28.8	53.0	21.7	7.0	21.1	36.9
Central Otago	19.9	35.3	C	C	6.6	C
Dunedin	52.7	58.9	29.4	19.1	43.8	49.9
Clutha	C	34.4	C	6.8	14.5	28.5
Fiordland	17.8	22.2	C	C	16.4	C
Southland	25.5	42.6	15.8	7.8	24.7	30.6
Total	62.4	50.7	32.0	9.9	35.2	49.1

(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	August 2016 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	26,257	14,115	2.11	28.71
Motels	87	30,783	20,039	2.04	36.81
Backpackers	20	30,783	7,842	2.34	24.52
Holiday parks	25	99,820	15,218	4.17	8.54
Total	152	187,643	57,215	2.43	18.62
Whangarei District					
Hotels	6	8,184	C	C	C
Motels	28	14,911	12,543	2.01	50.46
Backpackers	3	2,759	C	C	C
Holiday parks	11	50,313	5,874	2.29	6.77
Total	48	76,167	22,373	1.95	18.38
Kaipara District					
Hotels	3	1,581	C	C	C
Motels	7	2,170	788	1.47	27.53
Backpackers	2	1,116	C	C	C
Holiday parks	8	29,419	1,863	1.81	3.22
Total	20	34,286	3,157	1.59	5.47
Northland Regional Tourism Organisation area					
Hotels	29	36,022	18,211	1.91	29.56
Motels	122	47,864	33,371	2.01	40.64
Backpackers	25	34,658	8,208	2.30	22.60
Holiday parks	44	179,552	22,956	3.17	7.17
Total	220	298,096	82,745	2.24	17.05

(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