

A horizontal green bar with a white circular icon containing a smaller green circle.

Commercial Accommodation Monitor:

July 2016

Northland

Reproduction of material

Material in this report may be reproduced and published, provided that it does not purport to be published under government authority and that acknowledgement is made of this source.

Citation

Statistics New Zealand (2016). *Commercial Accommodation Monitor: July 2016– Northland*.
Wellington: Statistics New Zealand.

Published in September 2016 by

Statistics New Zealand
Tauranga Aotearoa
Wellington, New Zealand

Preface

Commercial Accommodation Monitor: July 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 August 2016 monitor will be released on 12 October 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

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

John Gudgeon or Craig Liken
Wellington 04 931 4600
Email: info@stats.govt.nz

Contents

List of tables and figures	vi
1 Highlights.....	1
Monthly highlights.....	1
Year ended highlights.....	2
2 Accommodation variables.....	4
3 Origin of guests.....	6
4 National results.....	8
5 Regional comparison.....	9
6 Local authority area results.....	12
7 Accommodation Survey technical notes.....	13

List of tables and figures

Tables by chapter

2 Accommodation variables

2.1 Northland accommodation variables by accommodation type	5
---	---

3 Origin of guests

3.1 Northland and New Zealand monthly guest nights by origin of guest.....	7
--	---

4 National results

4.1 Northland and New Zealand guest nights by accommodation type.....	8
---	---

5 Regional comparison

5.1 Regional tourism organisation areas' monthly guest nights by origin of guest.....	10
---	----

5.2 Regional tourism organisation areas' monthly occupancy rates by accommodation type	11
--	----

6 Local authority results

6.1 Local authority and Northland accommodation results.....	12
--	----

Figures by chapter

1 Highlights

1.1 Northland RTO area monthly guest nights	1
---	---

1.2 Northland RTO area monthly guest nights, change from same month of previous year.....	2
---	---

1.3 Northland RTO area annual guest nights	3
--	---

1.4 Northland RTO area annual guest nights, change from previous year.....	3
--	---

3 Origin of guests

3.1 Northland RTO area monthly guest nights, by origin of guest.....	6
--	---

1 Highlights

Monthly highlights

In July 2016 compared with July 2015:

- Guest nights rose 23.3 percent to 92,370
- International guest nights rose 28.6 percent to 25,524
- Domestic guest nights rose 21.3 percent to 66,847
- The average length of stay rose from 2.04 nights to 2.18 nights
- The overall occupancy rate rose from 14.4 percent to 17.4 percent
- The occupancy rate, excluding holiday parks, was 31.7 percent in July 2016
- Accommodation capacity, excluding holiday parks, rose 1.9 percent.

Response rates for July 2016

The response rate for the Northland RTO area was 89 percent for July 2016.

The proportion of the origin-of-guest estimate from unadjusted data was 75 percent.

Figure 1.1

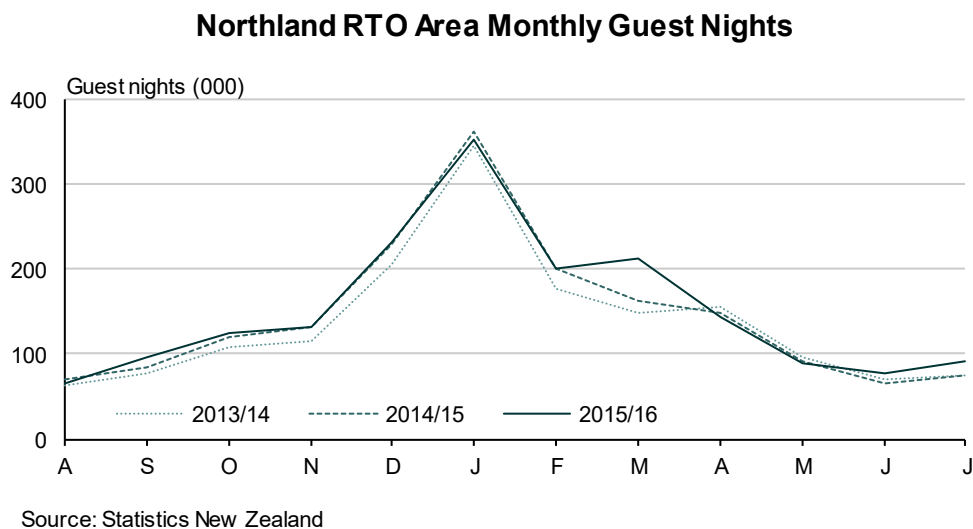
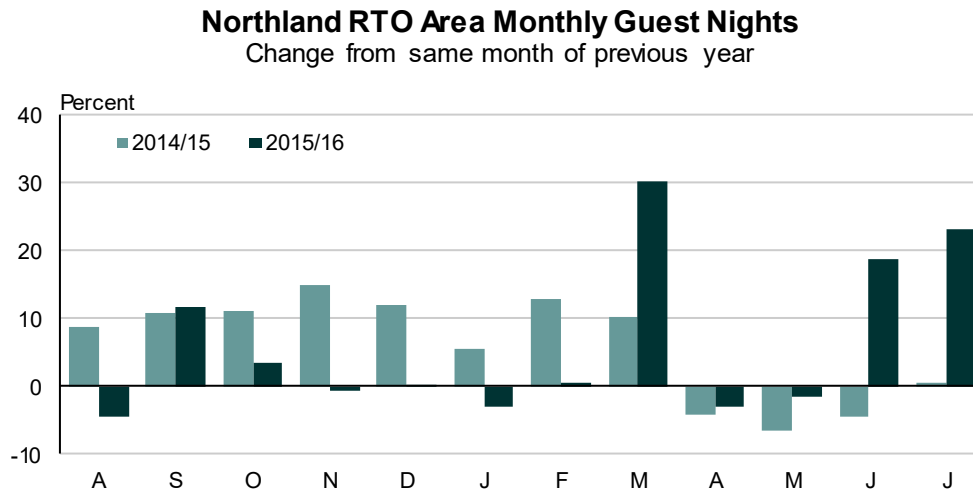


Figure 1.2



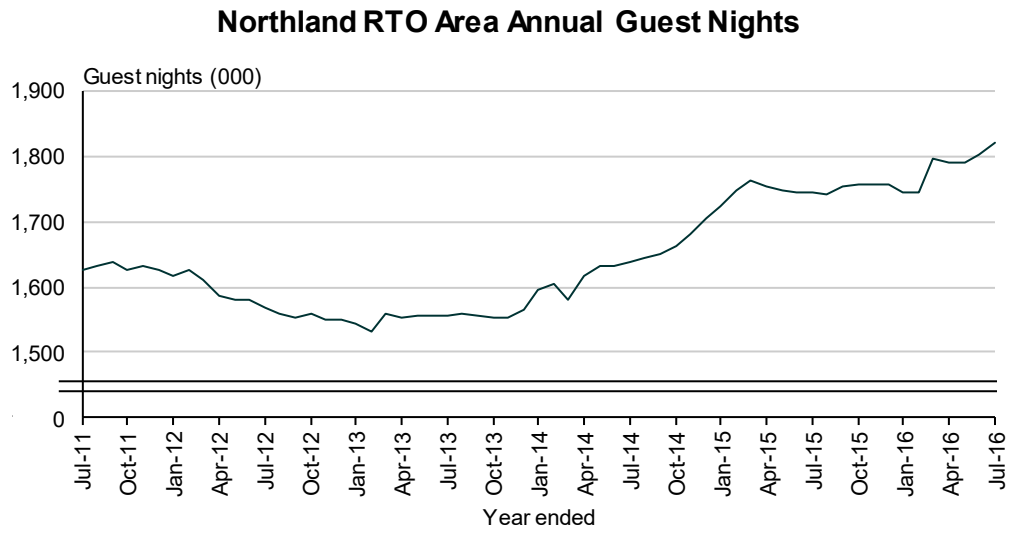
Source: Statistics New Zealand

Year ended highlights

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

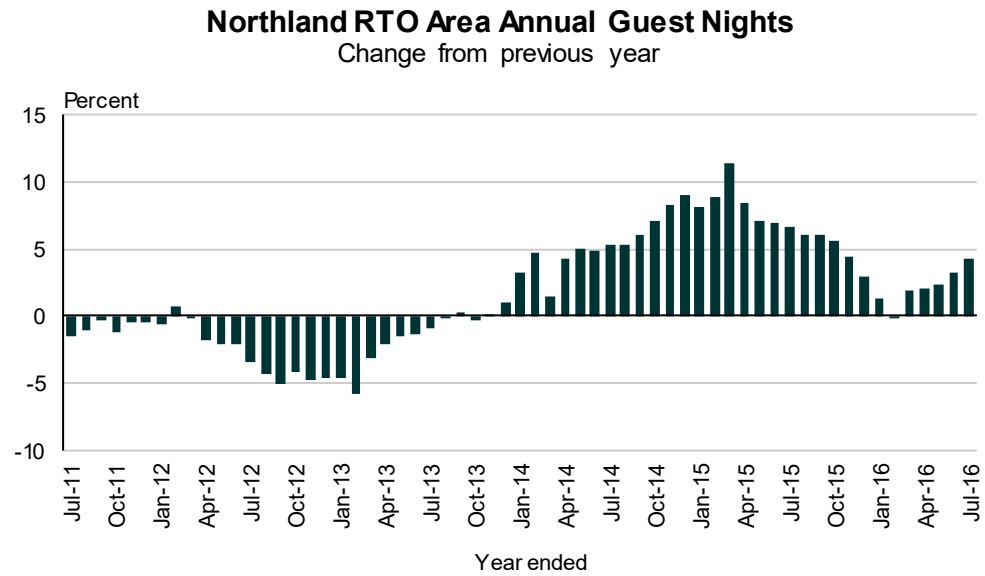
- Guest nights rose 4.2 percent to 1,818,567
- International guest nights rose 6.1 percent to 642,962
- Domestic guest nights rose 3.2 percent to 1,175,605
- The average length of stay fell from 2.22 nights to 2.21 nights
- The overall occupancy rate rose from 26.1 percent to 26.8 percent
- The occupancy rate, excluding holiday parks, was 44.8 percent for the year ended July 2016
- Accommodation capacity, excluding holiday parks, fell 1.8 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In July 2016, compared with July 2015, there was an increase of 23.3 percent in total guest nights for the Northland RTO area. Holiday parks had the largest increase, followed by hotels.

For the year ended July 2016, compared with the previous July year, total guest nights for the Northland RTO area increased 4.2 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		
	July		Percentage change	Year ended		Percentage change
	2015	2016		July 2015	July 2016	
Guest nights						
Total guest nights	74,942	92,370	23.3	1,745,232	1,818,567	4.2
International	19,840	25,524	28.6	606,230	642,962	6.1
Domestic	55,102	66,847	21.3	1,139,002	1,175,605	3.2
Hotels	16,049	19,617	22.2	318,692	328,400	3.0
Motels/apartments	32,181	35,695	10.9	543,236	587,283	8.1
Backpackers	6,500	9,124	40.4	166,861	180,669	8.3
Holiday parks	20,212	27,935	38.2	716,443	722,216	0.8
Occupancy rates⁽³⁾ (%)						
Hotels	25.9	28.9	11.3	41.4	42.4	2.4
Motels/apartments	35.2	38.8	10.4	47.0	50.3	7.0
Backpackers	15.2	24.7	63.2	34.2	39.5	15.6
Holiday parks	6.6	8.3	24.7	15.8	15.1	-4.5
Total	14.4	17.4	21.4	26.1	26.8	2.5
Total excluding holiday parks ⁽⁴⁾	26.6	31.7	18.8	41.5	44.8	8.0
Average length of stay⁽⁵⁾						
Hotels	1.76	1.96	11.7	1.84	1.83	-0.7
Motels/apartments	1.94	1.94	0.1	2.00	2.01	0.6
Backpackers	2.42	2.33	-3.6	2.51	2.15	-14.2
Holiday parks	2.44	2.78	13.9	2.62	2.71	3.3
Total	2.04	2.18	6.8	2.22	2.21	-0.6
Guest arrivals						
Hotels	9,144	10,006	9.4	173,344	179,828	3.7
Motels/apartments	16,557	18,353	10.8	271,410	291,795	7.5
Backpackers	2,687	3,910	45.5	66,539	83,957	26.2
Holiday parks	8,280	10,045	21.3	273,194	266,631	-2.4
Total	36,668	42,314	15.4	784,487	822,212	4.8
Establishments						
Hotels	28	29	3.6	28	29	3.6
Motels/apartments	126	121	-4.0	126	121	-4.0
Backpackers	25	25	0.0	25	25	0.0
Holiday parks	44	46	4.5	44	46	4.5
Total	223	221	-0.9	223	221	-0.9
Capacity⁽⁶⁾						
Hotels	35,402	36,022	1.8	420,762	422,137	0.3
Motels/apartments	47,585	47,616	0.1	571,367	571,902	0.1
Backpackers	33,139	34,658	4.6	428,150	400,458	-6.5
Holiday parks	184,388	183,799	-0.3	2,124,186	2,162,421	1.8
Total	300,514	302,095	0.5	3,544,465	3,556,918	0.4

(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:

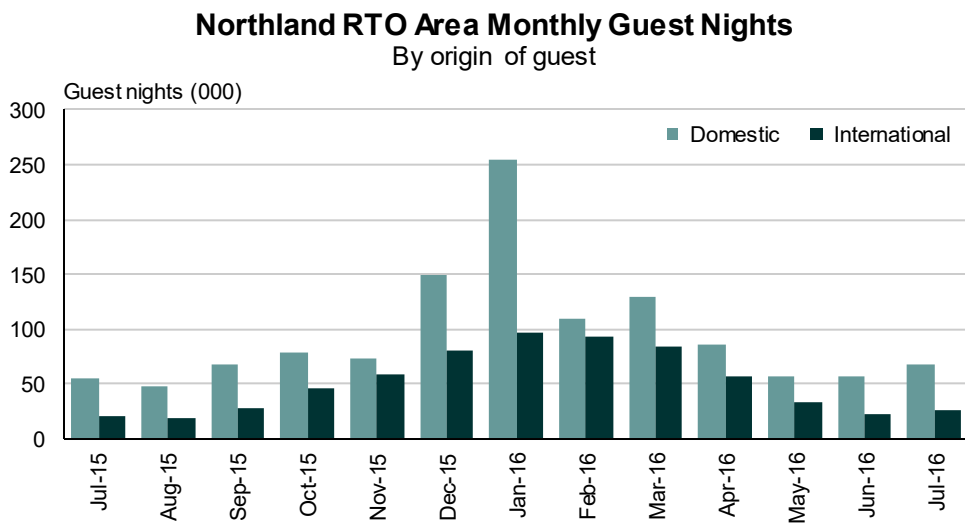
C confidential

3 Origin of guests

In July 2016, international guests accounted for 27.6 percent of all guest nights in the Northland RTO area. When compared with July 2015, the number of international guest nights spent in the area in July 2016 was up 28.6 percent to 25,524. Domestic guest nights increased 21.3 percent, to 66,847, for the same period.

The proportion of the origin-of-guest estimate from actual data was 75 percent for July 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	Jul	55,102	19,840	74,942	1,597,300	869,716	2,467,016
	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
Percent change from the current month of the previous year							
		21.3	28.6	23.3	2.0	15.8	6.9
Year ended							
July 2015		1,139,002	606,230	1,745,232	21,157,712	14,441,982	35,599,693
July 2016		1,175,605	642,962	1,818,567	21,985,088	15,749,341	37,734,428
Percent change from previous year							
		3.2	6.1	4.2	3.9	9.1	6.0

(1) Regional tourism organisation

4 National results

In July 2016, a total of 2,636,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 169,000 nights (6.9 percent) from July 2015.

All four accommodation types recorded an increase in guest nights in July 2016, compared with July 2015. Hotels had the largest increase in guest nights (up 78,000 or 7.8 percent), followed by motels (up 40,000 or 4.7 percent), holiday parks (up 39,000 or 13.5 percent), and backpacker accommodation (up 12,000 or 3.7 percent).

For the year ended July 2016, there were 37,734,000 guest nights, an increase of 2,135,000 (6.0 percent) from the previous July 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
July month					
Northland RTO area					
Hotels	16,305	16,049	19,617	-1.6	22.2
Motels	29,425	32,181	35,695	9.4	10.9
Backpackers	6,214	6,500	9,124	4.6	40.4
Holiday parks	22,645	20,212	27,935	-10.7	38.2
Total	74,588	74,942	92,370	0.5	23.3
New Zealand					
Hotels	956,030	1,002,511	1,080,210	4.9	7.8
Motels	824,265	847,993	888,240	2.9	4.7
Backpackers	312,694	328,116	340,152	4.9	3.7
Holiday parks	279,894	288,396	327,444	3.0	13.5
Total	2,372,883	2,467,016	2,636,046	4.0	6.9
Year ended July					
Northland RTO area					
Hotels	311,876	318,692	328,400	2.2	3.0
Motels	498,498	543,236	587,283	9.0	8.1
Backpackers	154,726	166,861	180,669	7.8	8.3
Holiday parks	672,079	716,443	722,216	6.6	0.8
Total	1,637,179	1,745,232	1,818,567	6.6	4.2
New Zealand					
Hotels	11,813,403	12,607,034	13,383,980	6.7	6.2
Motels	10,894,432	11,267,370	11,794,918	3.4	4.7
Backpackers	4,627,072	4,881,944	5,123,973	5.5	5.0
Holiday parks	6,470,428	6,843,346	7,431,557	5.8	8.6
Total	33,805,336	35,599,693	37,734,428	5.3	6.0

5 Regional comparison

In July 2016, Auckland recorded the largest increase in guest nights (up 44,000 or 8.5 percent) from July 2015. This was followed by Northland (up 17,000 or 23.3 percent), Queenstown (up 15,000 or 4.8 percent), Mackenzie (up 15,000 or 43.3 percent), and Hawke's Bay (up 13,000 or 22.5 percent).

Ruapehu recorded the largest decrease (down 9,000 or 17.8 percent), followed by Whanganui (down 2,000 or 16.6 percent), Southland (down 1,000 or 5.4 percent), and Central Otago (down 1,000 or 7.5 percent).

Table 5.1

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

RTO area	July guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	55,102	66,847	21.3	19,840	25,524	28.6	74,942	92,370	23.3
Auckland	322,569	335,670	4.1	198,511	229,664	15.7	521,080	565,334	8.5
Coromandel	26,474	25,311	-4.4	8,611	10,156	18.0	35,084	35,467	1.1
Waikato	72,038	74,669	3.7	18,017	19,074	5.9	90,055	93,743	4.1
Bay of Plenty	56,123	60,082	7.1	12,891	15,847	22.9	69,015	75,929	10.0
Rotorua	96,363	98,587	2.3	54,438	60,821	11.7	150,801	159,409	5.7
Taupo	63,558	61,871	-2.7	15,910	21,861	37.4	79,469	83,732	5.4
Whakatane-									
Kaw erau	12,082	10,884	-9.9	1,332	2,625	97.2	13,414	13,509	0.7
Gisborne	15,696	20,956	33.5	2,034	2,324	14.2	17,731	23,280	31.3
Taranaki	32,994	38,131	15.6	3,658	4,991	36.4	36,652	43,122	17.7
Haw ke's Bay	45,479	56,400	24.0	11,406	13,290	16.5	56,885	69,690	22.5
Ruapehu	37,278	28,769	-22.8	11,196	11,070	-1.1	48,474	39,840	-17.8
Manaw atu	39,943	41,233	3.2	3,648	4,700	28.8	43,591	45,932	5.4
Whanganui	13,209	10,465	-20.8	1,379	1,696	22.9	14,588	12,161	-16.6
Wairarapa	12,174	12,337	1.3	686	1,210	76.3	12,860	13,546	5.3
Kapiti-Horow henua	11,121	13,228	19.0	1,026	1,749	70.5	12,146	14,977	23.3
Wellington	157,717	155,028	-1.7	48,684	56,607	16.3	206,401	211,635	2.5
Marlborough	19,930	21,328	7.0	18,673	22,113	18.4	38,603	43,441	12.5
Nelson-Tasman	39,232	46,360	18.2	15,655	16,895	7.9	54,887	63,255	15.2
Canterbury	157,683	139,302	-11.7	86,786	105,058	21.1	244,469	244,361	0.0
Hurunui	22,436	20,657	-7.9	5,001	6,554	31.1	27,437	27,211	-0.8
Mackenzie	12,862	18,616	44.7	21,038	29,970	42.5	33,900	48,586	43.3
Timaru	14,257	15,678	10.0	2,875	3,286	14.3	17,132	18,964	10.7
West Coast	29,600	27,232	-8.0	28,314	33,092	16.9	57,913	60,325	4.2
Wanaka	22,267	24,765	11.2	34,560	39,164	13.3	56,827	63,929	12.5
Queenstow n	106,138	106,099	0.0	209,229	224,480	7.3	315,368	330,579	4.8
Waitaki	14,309	14,318	0.1	5,347	5,479	2.5	19,656	19,797	0.7
Central Otago	8,630	7,484	-13.3	1,546	1,932	25.0	10,175	9,416	-7.5
Dunedin	47,679	47,341	-0.7	13,312	15,392	15.6	60,990	62,733	2.9
Clutha	2,974	3,344	12.5	516	935	81.2	3,490	4,279	22.6
Fiordland	7,581	6,772	-10.7	10,369	15,031	45.0	17,951	21,803	21.5
Southland	21,803	19,317	-11.4	3,229	4,375	35.5	25,032	23,692	-5.4
Total	1,597,300	1,629,080	2.0	869,716	1,006,967	15.8	2,467,016	2,636,046	6.9

Table 5.2

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

RTO area	July 2016 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	28.9	38.8	24.7	8.3	17.4	31.7
Auckland	76.8	61.5	46.9	13.7	59.9	66.8
Coromandel	40.1	27.1	14.7	8.4	13.0	22.7
Waikato	47.4	55.0	25.5	15.6	34.2	45.5
Bay of Plenty	51.8	58.6	29.0	13.2	28.8	45.2
Rotorua	65.3	56.1	18.4	16.4	38.0	43.6
Taupo	54.5	54.9	30.2	10.6	34.1	46.1
Whakatane-Kaw erau	C	42.1	C	C	13.7	C
Gisborne	C	41.9	C	11.1	20.5	36.5
Taranaki	43.4	50.8	19.7	10.0	29.0	42.3
Haw ke's Bay	52.1	52.9	25.4	9.6	31.4	43.8
Ruapehu	56.3	38.7	26.9	21.9	33.9	36.2
Manaw atu	41.6	51.5	C	C	38.6	C
Whanganui	C	42.4	31.8	C	25.8	C
Wairarapa	41.3	40.0	C	C	17.6	C
Kapiti-Horow henua	C	45.8	C	9.2	16.2	27.4
Wellington	74.6	60.5	C	C	60.2	C
Marlborough	35.0	41.4	42.4	11.3	30.5	40.8
Nelson-Tasman	50.1	40.6	29.3	7.4	21.3	36.9
Canterbury	60.4	52.7	30.1	14.4	36.0	47.7
Hurunui	C	49.9	C	13.0	22.4	29.8
Mackenzie	62.2	37.8	56.6	17.4	39.9	51.2
Timaru	C	61.8	C	10.1	28.0	50.6
West Coast	28.4	34.5	26.3	7.7	22.2	29.2
Wanaka	62.8	75.1	73.0	13.7	39.9	70.1
Queenstow n	81.9	69.7	82.3	25.9	72.0	79.9
Waitaki	25.0	53.4	22.3	6.8	20.3	35.3
Central Otago	14.6	32.3	C	C	6.1	C
Dunedin	56.0	60.6	39.0	20.2	47.3	54.0
Clutha	C	42.0	C	C	16.1	C
Fiordland	20.1	22.8	C	C	17.3	C
Southland	28.8	43.4	16.0	7.2	24.6	31.6
Total	62.4	51.1	35.7	11.0	36.3	50.4

(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	July 2016 results				
	Establishments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	26,257	15,196	2.07	27.22
Motels	86	30,535	21,960	2.00	34.20
Backpackers	20	30,783	8,705	2.38	26.77
Holiday parks	25	99,882	17,035	3.56	9.23
Total	151	187,457	62,895	2.35	18.70
Whangarei District					
Hotels	6	8,184	C	C	C
Motels	28	14,911	12,817	1.92	49.51
Backpackers	3	2,759	C	C	C
Holiday parks	13	54,498	7,634	2.16	7.70
Total	50	80,352	24,854	1.94	18.44
Kaipara District					
Hotels	3	1,581	C	C	C
Motels	7	2,170	918	1.25	30.12
Backpackers	2	1,116	C	C	C
Holiday parks	8	29,419	3,266	1.90	6.02
Total	20	34,286	4,621	1.66	8.07
Northland Regional Tourism Organisation area					
Hotels	29	36,022	19,617	1.96	28.87
Motels	121	47,616	35,695	1.94	38.81
Backpackers	25	34,658	9,124	2.33	24.74
Holiday parks	46	183,799	27,935	2.78	8.26
Total	221	302,095	92,370	2.18	17.42

(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