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Commercial Accommodation Monitor:

June 2016

Northland

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Preface

Commercial Accommodation Monitor: June 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 July 2016 monitor will be released on 12 September 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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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
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1 Highlights

Monthly highlights

In June 2016 compared with June 2015:

- Guest nights rose 18.9 percent to 78,413
- International guest nights fell 0.7 percent to 21,522
- Domestic guest nights rose 28.4 percent to 56,891
- The average length of stay fell from 2.25 nights to 2.18 nights
- The overall occupancy rate rose from 14.3 percent to 16.4 percent
- The occupancy rate, excluding holiday parks, was 30.0 percent in June 2016
- Accommodation capacity, excluding holiday parks, fell 3.8 percent.

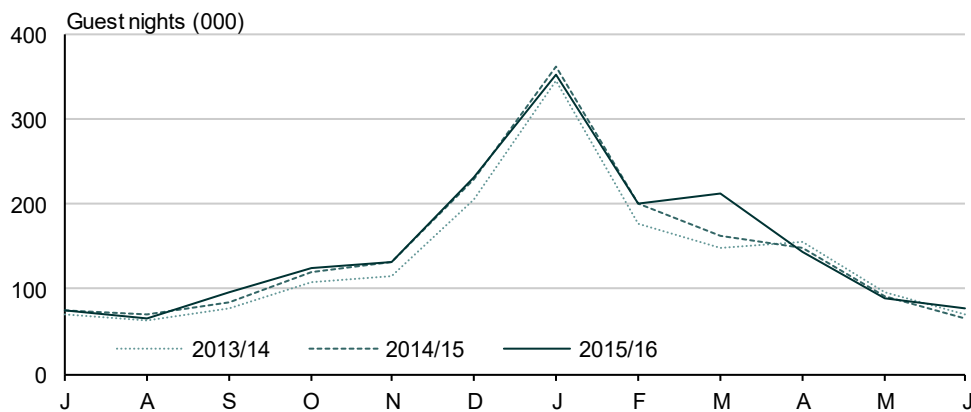
Response rates for June 2016

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

The proportion of the origin-of-guest estimate from unadjusted data was 74 percent.

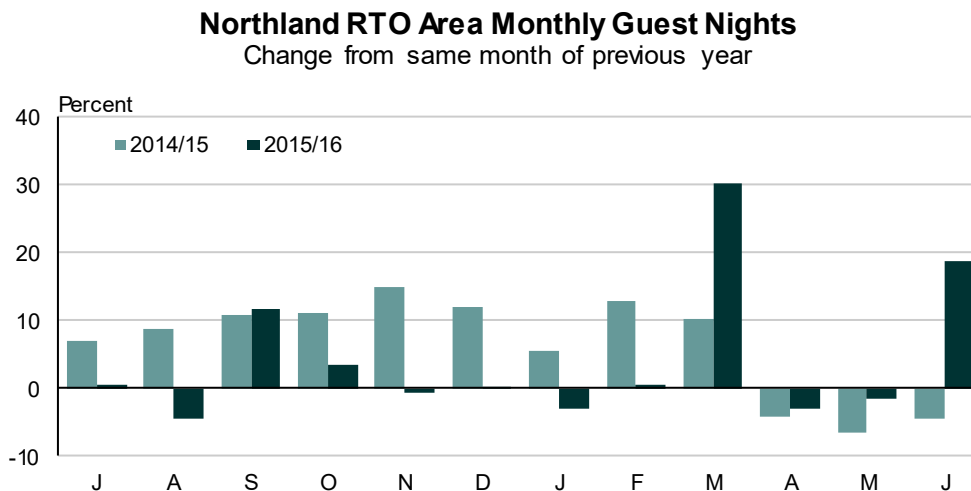
Figure 1.1

Northland RTO Area Monthly Guest Nights



Source: Statistics New Zealand

Figure 1.2



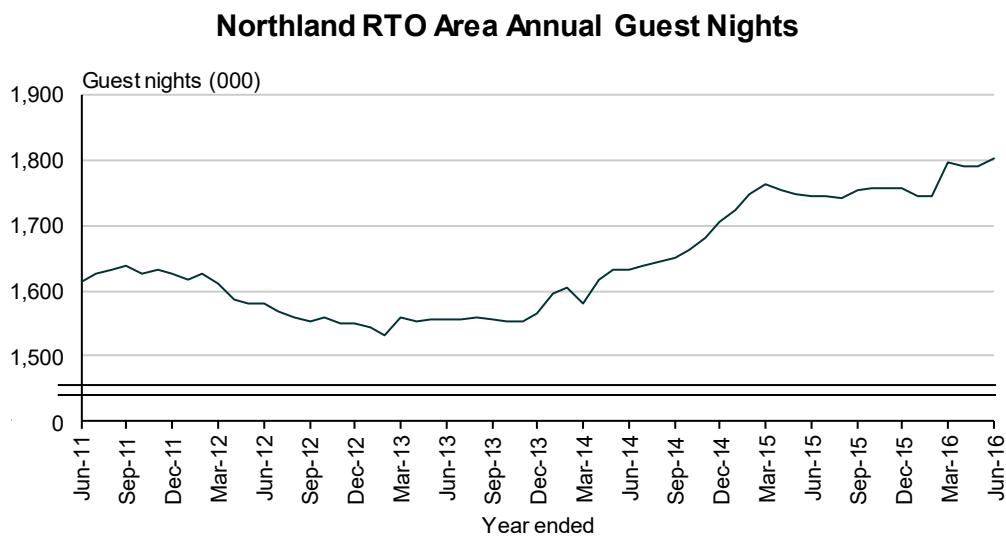
Source: Statistics New Zealand

Year ended highlights

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

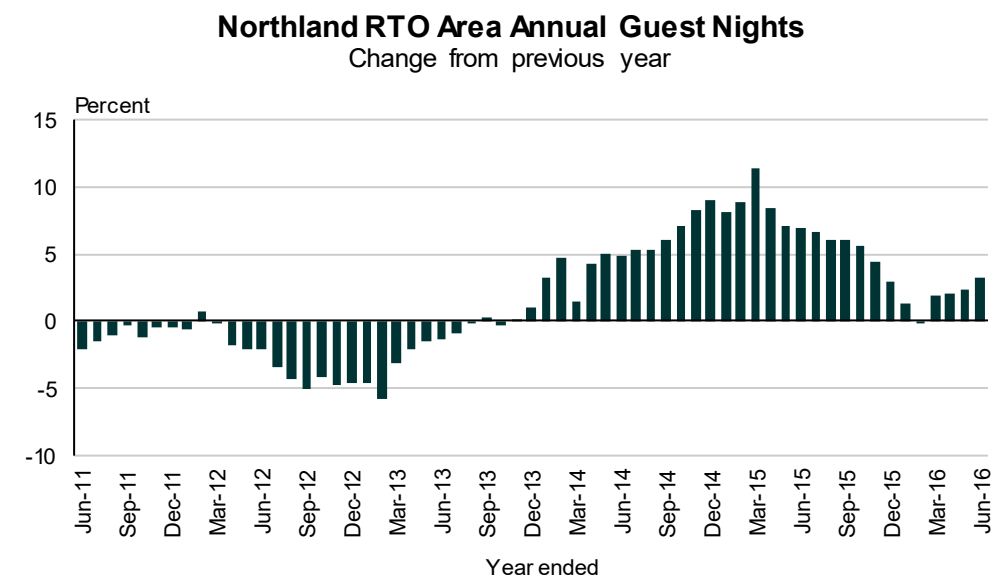
- Guest nights rose 3.2 percent to 1,801,139
- International guest nights rose 5.1 percent to 637,278
- Domestic guest nights rose 2.2 percent to 1,163,860
- The average length of stay fell from 2.23 nights to 2.21 nights
- The overall occupancy rate rose from 26.1 percent to 26.5 percent
- The occupancy rate, excluding holiday parks, was 44.4 percent for the year ended June 2016
- Accommodation capacity, excluding holiday parks, fell 2.2 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In June 2016, compared with June 2015, there was an increase of 18.9 percent in total guest nights for the Northland RTO area. Motels had the largest increase, followed by holiday parks. Backpackers had the only decrease.

For the year ended June 2016, compared with the previous June year, total guest nights for the Northland RTO area increased 3.2 percent. Motels had the largest increase, followed by backpackers. Holiday parks 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		
	June		Percentage change	Year ended		Percentage change
	2015	2016		June 2015	June 2016	
Guest nights						
Total guest nights	65,975	78,413	18.9	1,744,878	1,801,139	3.2
International	21,663	21,522	-0.7	606,415	637,278	5.1
Domestic	44,312	56,891	28.4	1,138,463	1,163,860	2.2
Hotels	13,779	15,778	14.5	318,947	324,832	1.8
Motels/apartments	25,972	32,591	25.5	540,480	583,769	8.0
Backpackers	6,911	6,416	-7.2	166,574	178,045	6.9
Holiday parks	19,314	23,628	22.3	718,877	714,492	-0.6
Occupancy rates⁽³⁾ (%)						
Hotels	23.1	26.3	13.7	41.4	42.2	1.8
Motels/apartments	31.3	38.7	23.8	46.9	50.0	6.5
Backpackers	19.2	20.9	8.9	34.1	38.8	13.7
Holiday parks	7.3	7.8	7.6	15.8	15.0	-5.4
Total	14.3	16.4	14.3	26.1	26.5	1.5
Total excluding holiday parks ⁽⁴⁾	25.2	30.0	18.9	41.4	44.4	7.2
Average length of stay⁽⁵⁾						
Hotels	2.05	1.80	-12.1	1.84	1.82	-1.6
Motels/apartments	1.86	1.93	3.3	2.00	2.01	0.4
Backpackers	3.11	2.51	-19.5	2.52	2.15	-14.8
Holiday parks	3.01	3.04	1.0	2.63	2.70	2.5
Total	2.25	2.18	-3.3	2.23	2.21	-1.2
Guest arrivals						
Hotels	6,722	8,757	30.3	172,963	178,966	3.5
Motels/apartments	13,936	16,924	21.4	269,603	290,000	7.6
Backpackers	2,221	2,560	15.3	65,974	82,734	25.4
Holiday parks	6,423	7,782	21.2	273,094	264,867	-3.0
Total	29,302	36,024	22.9	781,634	816,566	4.5
Establishments						
Hotels	28	28	0.0	28	28	0.0
Motels/apartments	128	123	-3.9	128	123	-3.9
Backpackers	24	23	-4.2	24	23	-4.2
Holiday parks	44	46	4.5	44	46	4.5
Total	224	220	-1.8	224	220	-1.8
Capacity⁽⁶⁾						
Hotels	34,260	34,590	1.0	421,630	421,517	0.0
Motels/apartments	46,800	46,410	-0.8	571,677	571,871	0.0
Backpackers	34,620	30,240	-12.7	429,762	398,939	-7.2
Holiday parks	178,440	176,970	-0.8	2,116,002	2,163,010	2.2
Total	294,120	288,210	-2.0	3,539,071	3,555,337	0.5

(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:

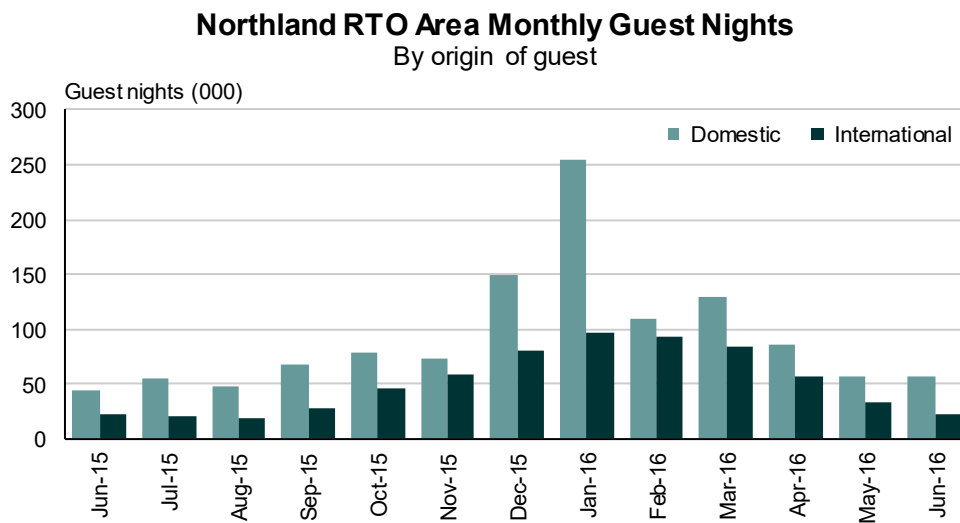
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3 Origin of guests

In June 2016, international guests accounted for 27.4 percent of all guest nights in the Northland RTO area. When compared with June 2015, the number of international guest nights spent in the area in June 2016 was down 0.7 percent to 21,522. Domestic guest nights increased 28.4 percent, to 56,891, for the same period.

The proportion of the origin-of-guest estimate from actual data was 74 percent for June 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	Jun	44,312	21,663	65,975	1,241,206	691,988	1,933,195
	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
		Percent change from the current month of the previous year					
		28.4	-0.7	18.9	10.9	13.7	11.9
Year ended							
June 2015		1,138,463	606,415	1,744,878	21,091,043	14,414,518	35,505,560
June 2016		1,163,860	637,278	1,801,139	21,953,308	15,612,090	37,565,398
		Percent change from previous year					
		2.2	5.1	3.2	4.1	8.3	5.8

(1) Regional tourism organisation

4 National results

In June 2016, a total of 2,163,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 230,000 nights (11.9 percent) from June 2015.

All four accommodation types recorded an increase in guest nights in June 2016, compared with June 2015. Hotels had the largest increase in guest nights (up 87,000 or 11.0 percent), followed by motels (up 71,000 or 11.2 percent), holiday parks (up 56,000 or 25.7 percent), and backpacker accommodation (up 16,000 or 5.3 percent).

For the year ended June 2016, there were 37,565,000 guest nights, an increase of 2,060,000 (5.8 percent) from the previous June 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
June month					
Northland RTO area					
Hotels	15,522	13,779	15,778	-11.2	14.5
Motels	24,088	25,972	32,591	7.8	25.5
Backpackers	6,676	6,911	6,416	3.5	-7.2
Holiday parks	22,753	19,314	23,628	-15.1	22.3
Total	69,039	65,975	78,413	-4.4	18.9
New Zealand					
Hotels	769,270	793,966	881,459	3.2	11.0
Motels	606,820	628,395	699,006	3.6	11.2
Backpackers	278,735	291,399	306,916	4.5	5.3
Holiday parks	219,886	219,435	275,790	-0.2	25.7
Total	1,874,710	1,933,195	2,163,171	3.1	11.9
Year ended June					
Northland RTO area					
Hotels	311,446	318,947	324,832	2.4	1.8
Motels	494,170	540,480	583,769	9.4	8.0
Backpackers	158,168	166,574	178,045	5.3	6.9
Holiday parks	668,472	718,877	714,492	7.5	-0.6
Total	1,632,255	1,744,878	1,801,139	6.9	3.2
New Zealand					
Hotels	11,767,047	12,560,552	13,306,281	6.7	5.9
Motels	10,879,454	11,243,642	11,754,671	3.3	4.5
Backpackers	4,616,463	4,866,522	5,111,937	5.4	5.0
Holiday parks	6,447,097	6,834,843	7,392,509	6.0	8.2
Total	33,710,061	35,505,560	37,565,398	5.3	5.8

5 Regional comparison

In June 2016, Auckland recorded the largest increase in guest nights (up 40,000 or 8.6 percent) from June 2015. This was followed by Queenstown (up 27,000 or 15.0 percent), Rotorua (up 25,000 or 23.1 percent), Bay of Plenty (up 19,000 or 34.9 percent), and Wellington (up 18,000 or 10.4 percent).

Timaru recorded the largest decrease (down 3,000 or 18.3 percent), followed by Manawatu (down 3,000 or 7.3 percent), Canterbury (down 1,000 or 0.6 percent), Whanganui (down 1,000 or 8.9 percent), and Central Otago (down 1,000 or 10.6 percent).

Table 5.1

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

RTO area	June guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	44,312	56,891	28.4	21,663	21,522	-0.7	65,975	78,413	18.9
Auckland	278,861	308,521	10.6	193,416	204,160	5.6	472,277	512,681	8.6
Coromandel	19,672	26,601	35.2	8,092	7,716	-4.6	27,764	34,318	23.6
Waikato	65,522	76,262	16.4	16,428	22,349	36.0	81,951	98,611	20.3
Bay of Plenty	42,315	53,013	25.3	11,634	19,788	70.1	53,949	72,800	34.9
Rotorua	64,732	80,364	24.2	44,394	53,966	21.6	109,126	134,330	23.1
Taupo	35,911	41,155	14.6	12,369	14,540	17.6	48,280	55,694	15.4
Whakatane-									
Kaw erau	9,372	8,838	-5.7	1,518	2,188	44.2	10,890	11,026	1.3
Gisborne	15,404	19,663	27.6	2,647	1,969	-25.6	18,051	21,632	19.8
Taranaki	30,694	30,249	-1.4	4,419	4,414	-0.1	35,113	34,663	-1.3
Haw ke's Bay	39,562	47,314	19.6	11,538	12,355	7.1	51,099	59,669	16.8
Ruapehu	11,312	14,353	26.9	4,266	5,433	27.4	15,578	19,785	27.0
Manaw atu	35,640	32,134	-9.8	3,206	3,866	20.6	38,847	36,000	-7.3
Whanganui	11,533	10,202	-11.5	1,240	1,435	15.7	12,773	11,637	-8.9
Wairarapa	9,006	10,428	15.8	681	1,262	85.3	9,687	11,690	20.7
Kapiti-Horow henua	9,804	13,409	36.8	785	1,331	69.6	10,589	14,740	39.2
Wellington	125,707	138,286	10.0	44,696	49,902	11.6	170,402	188,188	10.4
Marlborough	17,804	19,368	8.8	18,153	19,943	9.9	35,956	39,311	9.3
Nelson-Tasman	27,380	35,410	29.3	16,889	15,663	-7.3	44,269	51,073	15.4
Canterbury	120,450	115,226	-4.3	76,414	80,395	5.2	196,864	195,621	-0.6
Hurunui	13,966	15,117	8.2	3,564	4,301	20.7	17,530	19,417	10.8
Mackenzie	6,982	11,157	59.8	14,494	20,670	42.6	21,476	31,827	48.2
Timaru	15,718	12,563	-20.1	2,803	2,575	-8.1	18,521	15,139	-18.3
West Coast	23,004	25,473	10.7	20,570	25,633	24.6	43,574	51,106	17.3
Wanaka	12,088	13,144	8.7	18,698	20,627	10.3	30,787	33,771	9.7
Queenstow n	72,719	76,626	5.4	109,126	132,451	21.4	181,844	209,078	15.0
Waitaki	9,403	10,644	13.2	3,740	5,634	50.6	13,143	16,279	23.9
Central Otago	6,479	6,805	5.0	2,452	1,180	-51.9	8,931	7,985	-10.6
Dunedin	39,452	39,866	1.0	12,010	12,709	5.8	51,462	52,575	2.2
Clutha	2,296	3,019	31.5	427	644	50.9	2,723	3,663	34.5
Fiordland	6,052	5,450	-9.9	6,754	11,751	74.0	12,805	17,200	34.3
Southland	18,057	18,626	3.2	2,901	4,620	59.2	20,958	23,246	10.9
Total	1,241,206	1,376,180	10.9	691,988	786,991	13.7	1,933,195	2,163,171	11.9

Table 5.2

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

RTO area	June 2016 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	26.3	38.7	20.9	7.8	16.4	30.0
Auckland	75.0	58.4	45.9	13.9	58.1	64.8
Coromandel	40.8	25.4	9.9	8.9	12.3	19.8
Waikato	56.8	61.6	23.5	15.6	37.6	50.8
Bay of Plenty	47.7	54.2	38.3	14.6	29.9	46.5
Rotorua	62.5	47.7	17.8	14.5	35.0	40.4
Taupo	38.2	42.0	28.9	9.0	27.3	36.6
Whakatane-Kaw erau	C	43.8	C	2.8	11.6	36.6
Gisborne	C	43.6	C	9.9	20.0	36.3
Taranaki	37.1	46.2	17.3	9.6	26.0	37.5
Haw ke's Bay	46.1	48.0	27.8	8.2	28.3	40.9
Ruapehu	27.7	18.1	15.2	11.3	17.4	18.6
Manaw atu	39.8	44.5	C	C	33.3	C
Whanganui	C	45.0	35.8	C	26.8	C
Wairarapa	32.8	40.2	C	C	16.7	C
Kapiti-Horow henua	C	46.4	C	11.7	19.0	29.8
Wellington	73.4	58.4	C	C	58.6	C
Marlborough	28.5	43.5	39.0	10.7	29.1	39.0
Nelson-Tasman	43.2	33.7	27.9	7.2	19.1	32.3
Canterbury	52.3	46.0	27.1	12.9	31.3	41.6
Hurunui	C	36.3	C	11.1	17.5	22.9
Mackenzie	C	31.2	46.0	C	31.4	C
Timaru	C	58.8	C	C	25.5	C
West Coast	26.8	29.6	26.4	6.2	20.7	27.4
Wanaka	28.7	36.1	59.7	7.5	24.1	43.3
Queenstow n	60.2	40.3	69.5	15.8	53.3	59.8
Waitaki	18.8	45.7	30.4	5.9	17.6	29.8
Central Otago	13.4	28.3	6.0	2.5	6.0	16.8
Dunedin	52.1	56.6	37.9	17.7	44.2	50.7
Clutha	C	32.0	C	6.6	13.4	25.6
Fiordland	14.8	24.1	C	C	14.6	C
Southland	30.1	42.7	22.9	7.2	26.0	33.5
Total	56.5	45.7	33.2	9.9	32.9	45.7

(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	June 2016 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	25,440	11,874	1.94	23.84
Motels	88	29,880	19,914	1.95	34.89
Backpackers	18	26,490	6,006	2.55	22.81
Holiday parks	26	96,420	14,879	4.05	9.32
Total	152	178,230	52,674	2.36	17.68
Whangarei District					
Hotels	6	7,920	C	C	C
Motels	28	14,430	11,832	1.91	47.86
Backpackers	3	2,670	C	C	C
Holiday parks	12	52,080	6,635	2.29	7.38
Total	49	77,100	22,306	1.91	17.71
Kaipara District					
Hotels	2	1,230	C	C	C
Motels	7	2,100	845	1.61	29.89
Backpackers	2	1,080	C	C	C
Holiday parks	8	28,470	2,114	1.75	3.70
Total	19	32,880	3,434	1.71	6.32
Northland Regional Tourism Organisation area					
Hotels	28	34,590	15,778	1.80	26.30
Motels	123	46,410	32,591	1.93	38.70
Backpackers	23	30,240	6,416	2.51	20.87
Holiday parks	46	176,970	23,628	3.04	7.84
Total	220	288,210	78,413	2.18	16.39

(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