



Commercial Accommodation Monitor:

May 2016

Northland

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Preface

Commercial Accommodation Monitor: May 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 June 2016 monitor will be released on 10 August 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

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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 May 2016 compared with May 2015:

- Guest nights fell 1.5 percent to 89,366
- International guest nights rose 4.6 percent to 33,049
- Domestic guest nights fell 4.8 percent to 56,317
- The average length of stay rose from 2.17 nights to 2.27 nights
- The overall occupancy rate rose from 17.9 percent to 18.3 percent
- The occupancy rate, excluding holiday parks, was 32.4 percent in May 2016
- Accommodation capacity, excluding holiday parks, fell 1.9 percent.

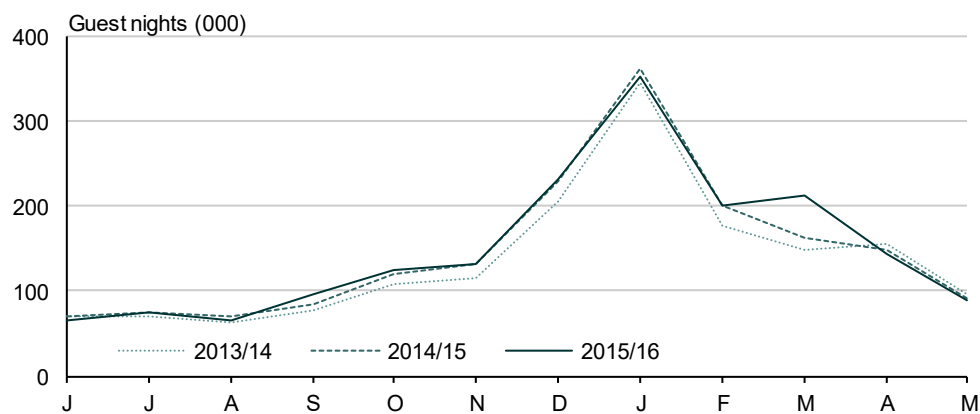
Response rates for May 2016

The response rate for the Northland RTO area was 76 percent for May 2016.

The proportion of the origin-of-guest estimate from unadjusted data was 70 percent.

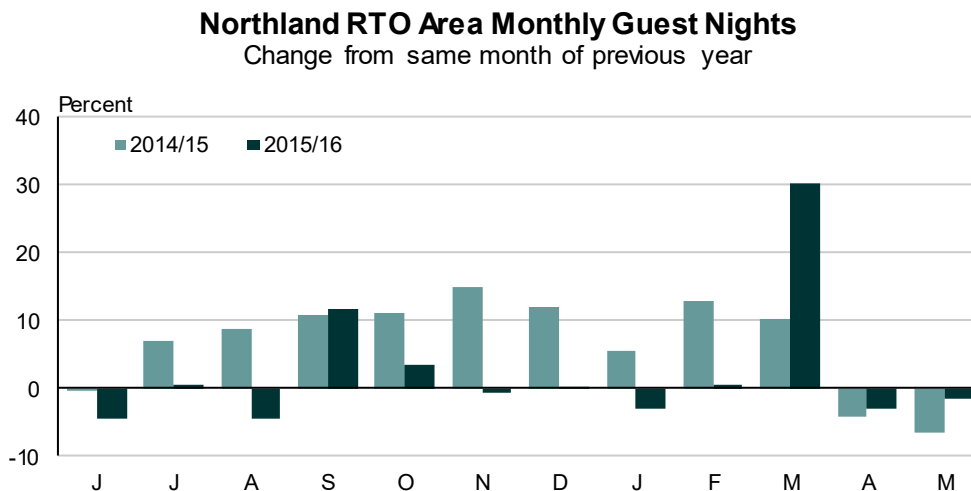
Figure 1.1

Northland RTO Area Monthly Guest Nights



Source: Statistics New Zealand

Figure 1.2



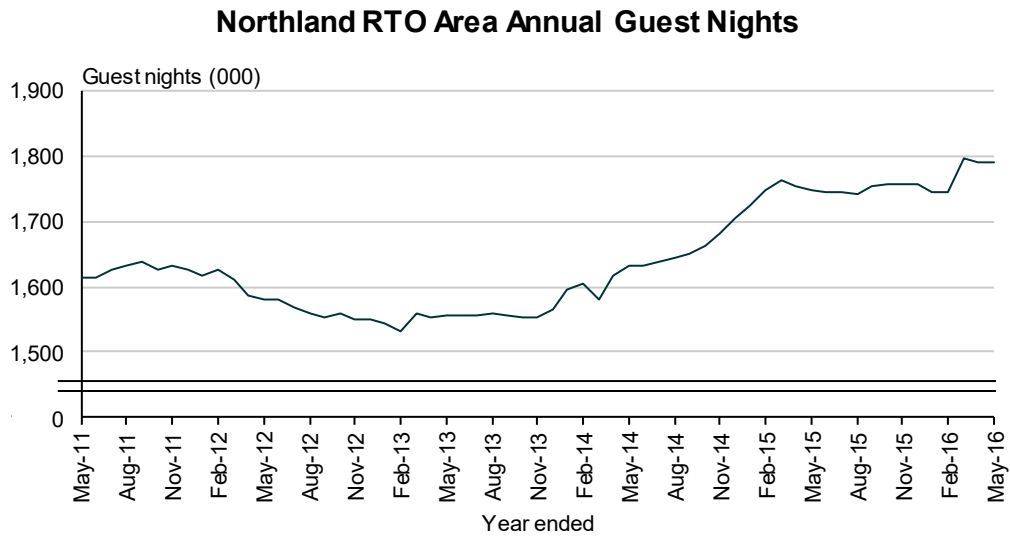
Source: Statistics New Zealand

Year ended highlights

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

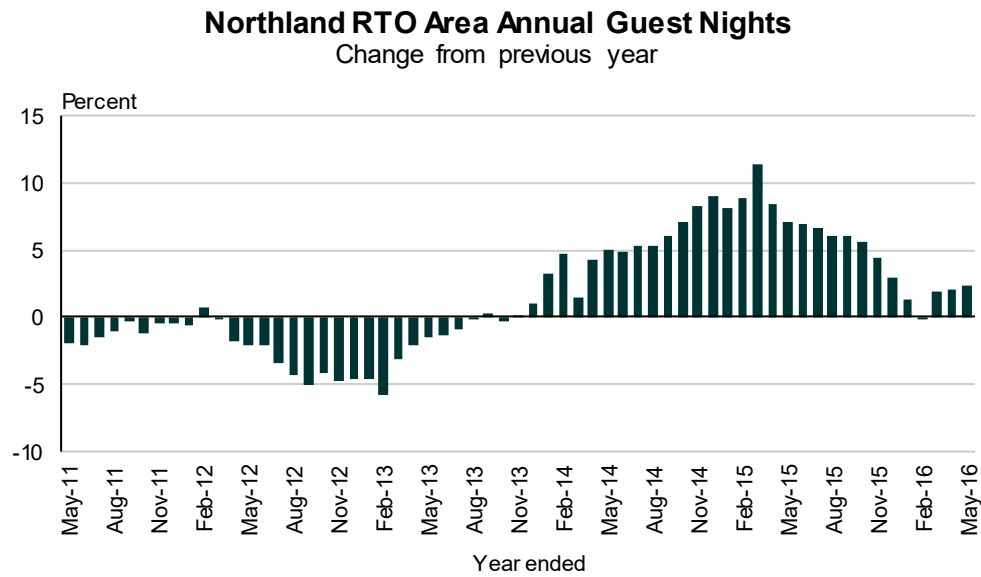
- Guest nights rose 2.3 percent to 1,788,701
- International guest nights rose 5.5 percent to 637,420
- Domestic guest nights rose 0.6 percent to 1,151,281
- The average length of stay fell from 2.23 nights to 2.21 nights
- The overall occupancy rate rose from 26.1 percent to 26.3 percent
- The occupancy rate, excluding holiday parks, was 44.0 percent for the year ended May 2016
- Accommodation capacity, excluding holiday parks, fell 1.9 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In May 2016, compared with May 2015, there was a decrease of 1.5 percent in total guest nights for the Northland RTO area. Hotels had the largest decrease, followed by motels. Holiday parks had the largest increase.

For the year ended May 2016, compared with the previous May year, total guest nights for the Northland RTO area increased 2.3 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		
	May		Percentage change	Year ended		Percentage change
	2015	2016		May 2015	May 2016	
Guest nights						
Total guest nights	90,727	89,366	-1.5	1,747,941	1,788,701	2.3
International	31,601	33,049	4.6	604,070	637,420	5.5
Domestic	59,126	56,317	-4.8	1,143,871	1,151,281	0.6
Hotels	20,937	18,952	-9.5	320,691	322,833	0.7
Motels/apartments	33,902	32,159	-5.1	538,596	577,149	7.2
Backpackers	10,053	10,791	7.3	166,339	178,540	7.3
Holiday parks	25,835	27,463	6.3	722,315	710,178	-1.7
Occupancy rates⁽³⁾ (%)						
Hotels	34.4	30.9	-10.1	41.6	42.0	0.9
Motels/apartments	37.9	37.6	-0.9	46.8	49.4	5.4
Backpackers	22.9	26.6	16.1	34.0	38.4	13.1
Holiday parks	8.6	9.2	6.9	15.8	14.9	-5.6
Total	17.9	18.3	2.5	26.1	26.3	0.8
Total excluding holiday parks ⁽⁴⁾	32.4	32.4	0.1	41.4	44.0	6.2
Average length of stay⁽⁵⁾						
Hotels	1.84	1.92	4.3	1.83	1.82	-0.2
Motels/apartments	1.94	1.91	-1.4	2.01	2.01	0.1
Backpackers	3.06	3.30	7.8	2.52	2.17	-13.9
Holiday parks	2.67	2.91	9.3	2.63	2.70	2.5
Total	2.17	2.27	4.6	2.23	2.21	-0.9
Guest arrivals						
Hotels	11,388	9,884	-13.2	175,452	176,930	0.8
Motels/apartments	17,492	16,824	-3.8	268,062	287,011	7.1
Backpackers	3,288	3,273	-0.5	66,071	82,395	24.7
Holiday parks	9,692	9,427	-2.7	274,649	263,508	-4.1
Total	41,859	39,407	-5.9	784,234	809,844	3.3
Establishments						
Hotels	29	29	0.0	29	29	0.0
Motels/apartments	130	127	-2.3	130	127	-2.3
Backpackers	25	26	4.0	25	26	4.0
Holiday parks	45	46	2.2	45	46	2.2
Total	229	228	-0.4	229	228	-0.4
Capacity⁽⁶⁾						
Hotels	35,650	36,053	1.1	422,470	421,187	-0.3
Motels/apartments	49,011	48,391	-1.3	571,107	572,261	0.2
Backpackers	36,394	34,255	-5.9	430,122	403,319	-6.2
Holiday parks	188,170	181,939	-3.3	2,112,192	2,164,480	2.5
Total	309,225	300,638	-2.8	3,535,891	3,561,247	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:

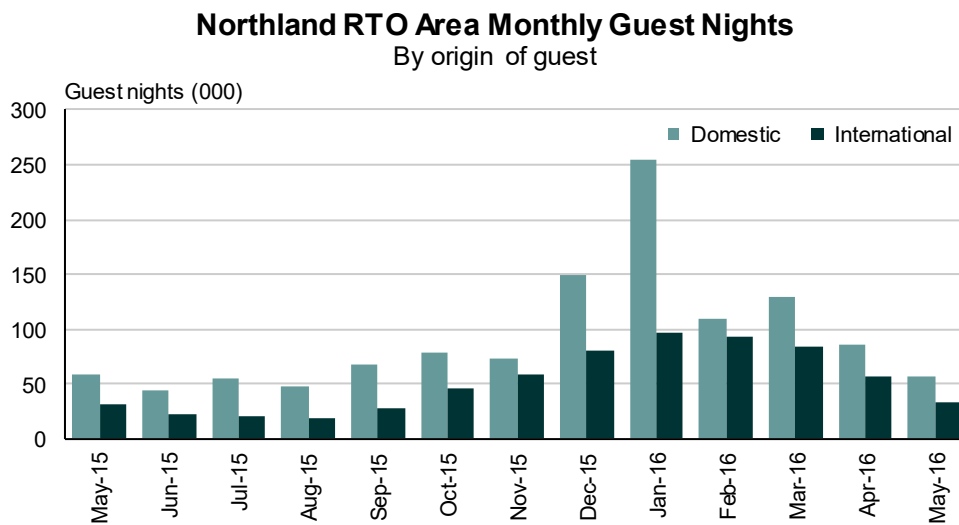
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3 Origin of guests

In May 2016, international guests accounted for 37 percent of all guest nights in the Northland RTO area. When compared with May 2015, the number of international guest nights spent in the area in May 2016 was up 4.6 percent to 33,049. Domestic guest nights decreased 4.8 percent, to 56,317, for the same period.

The proportion of the origin-of-guest estimate from actual data was 70 percent for May 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	May	59,126	31,601	90,727	1,463,648	874,729	2,338,377	
	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	
Percent change from the current month of the previous year								
		-4.8	4.6	-1.5	-6.4	9.7	-0.4	
Year ended								
May 2015		1,143,871	604,070	1,747,941	21,083,758	14,363,318	35,447,075	
May 2016		1,151,281	637,420	1,788,701	21,818,335	15,517,088	37,335,422	
Percent change from previous year								
		0.6	5.5	2.3	3.5	8.0	5.3	

(1) Regional tourism organisation

4 National results

In May 2016, a total of 2,330,000 guest nights were spent in short-term commercial accommodation in New Zealand, a decrease of 9,000 nights (0.4 percent) from May 2015.

Two of the four accommodation types recorded a decrease in guest nights in May 2016, compared with May 2015. Motels (down 36,000 or 4.8 percent) and backpacker accommodation (down 1,000 or 0.4 percent) had decreases in guest nights. Hotels (up 26,000 or 2.8 percent) and holiday parks (up 2,000 or 0.8 percent) had increases).

For the year ended May 2016, there were 37,335,000 guest nights, an increase of 1,888,000 (5.3 percent) from the previous May 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
May month					
Northland RTO area					
Hotels	23,011	20,937	18,952	-9.0	-9.5
Motels	31,103	33,902	32,159	9.0	-5.1
Backpackers	13,169	10,053	10,791	-23.7	7.3
Holiday parks	29,975	25,835	27,463	-13.8	6.3
Total	97,259	90,727	89,366	-6.7	-1.5
New Zealand					
Hotels	878,310	935,741	962,147	6.5	2.8
Motels	726,169	756,049	719,915	4.1	-4.8
Backpackers	329,544	339,238	337,804	2.9	-0.4
Holiday parks	281,654	307,349	309,810	9.1	0.8
Total	2,215,676	2,338,377	2,329,676	5.5	-0.4
Year ended May					
Northland RTO area					
Hotels	310,216	320,691	322,833	3.4	0.7
Motels	493,136	538,596	577,149	9.2	7.2
Backpackers	161,120	166,339	178,540	3.2	7.3
Holiday parks	668,105	722,315	710,178	8.1	-1.7
Total	1,632,576	1,747,941	1,788,701	7.1	2.3
New Zealand					
Hotels	11,748,464	12,535,856	13,218,787	6.7	5.4
Motels	10,905,887	11,222,067	11,684,060	2.9	4.1
Backpackers	4,592,834	4,853,858	5,096,420	5.7	5.0
Holiday parks	6,442,941	6,835,294	7,336,154	6.1	7.3
Total	33,690,126	35,447,075	37,335,422	5.2	5.3

5 Regional comparison

In May 2016, Canterbury recorded the largest decrease in guest nights (down 17,000 or 7.2 percent) from May 2015. This was followed by Wellington (down 12,000 or 5.9 percent), Taupo (down 10,000 or 16.2 percent), Timaru (down 7,000 or 30.0 percent), and Rotorua (down 6,000 or 4.2 percent).

Auckland recorded the largest increase (up 24,000 or 4.5 percent), followed by Queenstown (up 16,000 or 8.3 percent), Mackenzie (up 8,000 or 20.8 percent), Nelson-Tasman (up 6,000 or 10.6 percent), and Bay of Plenty (up 5,000 or 7.7 percent).

Table 5.1

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

RTO area	May guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	59,126	56,317	-4.8	31,601	33,049	4.6	90,727	89,366	-1.5
Auckland	316,251	322,860	2.1	223,156	240,777	7.9	539,408	563,637	4.5
Coromandel	26,556	22,435	-15.5	11,627	11,722	0.8	38,183	34,157	-10.5
Waikato	70,462	66,756	-5.3	18,138	20,838	14.9	88,600	87,594	-1.1
Bay of Plenty	49,330	51,157	3.7	19,666	23,175	17.8	68,996	74,332	7.7
Rotorua	82,162	68,286	-16.9	56,921	64,955	14.1	139,083	133,242	-4.2
Taupo	43,532	33,038	-24.1	17,386	17,993	3.5	60,918	51,031	-16.2
Whakatane-									
Kaw erau	10,496	8,462	-19.4	1,896	2,401	26.7	12,391	10,864	-12.3
Gisborne	18,171	19,959	9.8	4,480	3,067	-31.5	22,651	23,026	1.7
Taranaki	32,372	28,517	-11.9	4,345	5,407	24.4	36,717	33,924	-7.6
Haw ke's Bay	49,975	49,762	-0.4	15,356	18,523	20.6	65,331	68,285	4.5
Ruapehu	12,999	11,875	-8.6	6,948	6,033	-13.2	19,947	17,908	-10.2
Manaw atu	39,696	34,237	-13.8	3,271	4,376	33.8	42,968	38,614	-10.1
Whanganui	11,709	8,636	-26.2	1,426	1,804	26.5	13,135	10,440	-20.5
Wairarapa	11,917	10,209	-14.3	1,041	1,596	53.2	12,958	11,805	-8.9
Kapiti-Horow henua	13,214	11,376	-13.9	1,051	1,349	28.3	14,265	12,725	-10.8
Wellington	149,123	136,847	-8.2	58,609	58,533	-0.1	207,732	195,380	-5.9
Marlborough	25,939	23,557	-9.2	18,451	21,042	14.0	44,390	44,599	0.5
Nelson-Tasman	36,467	46,063	26.3	24,322	21,162	-13.0	60,789	67,225	10.6
Canterbury	139,773	118,068	-15.5	91,896	96,843	5.4	231,669	214,910	-7.2
Hurunui	15,941	14,828	-7.0	4,600	5,375	16.8	20,541	20,203	-1.6
Mackenzie	12,358	13,163	6.5	24,360	31,198	28.1	36,718	44,361	20.8
Timaru	19,138	12,058	-37.0	3,790	3,997	5.5	22,928	16,055	-30.0
West Coast	31,097	24,343	-21.7	37,675	42,218	12.1	68,772	66,562	-3.2
Wanaka	11,550	10,592	-8.3	20,303	22,532	11.0	31,853	33,123	4.0
Queenstown	69,736	62,544	-10.3	120,799	143,883	19.1	190,534	206,427	8.3
Waitaki	12,908	12,992	0.7	6,157	6,318	2.6	19,065	19,309	1.3
Central Otago	9,771	8,468	-13.3	3,436	3,885	13.1	13,207	12,353	-6.5
Dunedin	48,197	47,254	-2.0	18,947	17,733	-6.4	67,144	64,987	-3.2
Clutha	3,254	3,814	17.2	1,010	1,240	22.8	4,264	5,054	18.5
Fiordland	7,756	9,032	16.5	15,992	19,444	21.6	23,747	28,476	19.9
Southland	22,675	22,619	-0.2	6,072	7,085	16.7	28,747	29,704	3.3
Total	1,463,648	1,370,125	-6.4	874,729	959,551	9.7	2,338,377	2,329,676	-0.4

Table 5.2

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

RTO area	May 2016 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	30.9	37.6	26.6	9.2	18.3	32.4
Auckland	79.8	59.0	54.0	15.3	62.2	69.5
Coromandel	33.2	24.2	13.4	9.3	12.7	20.2
Waikato	48.0	55.3	27.1	11.7	33.2	46.3
Bay of Plenty	53.7	56.7	44.9	13.9	31.8	51.3
Rotorua	67.1	49.1	17.6	13.4	36.3	42.2
Taupo	40.6	35.7	29.9	8.8	25.9	34.6
Whakatane-Kaw erau	C	41.1	C	3.9	12.1	35.4
Gisborne	C	45.1	C	10.6	20.7	36.4
Taranaki	39.6	47.1	17.3	9.8	26.5	38.7
Haw ke's Bay	50.1	48.9	32.9	10.2	30.6	43.8
Ruapehu	33.8	17.4	10.4	9.2	15.9	17.2
Manaw atu	39.2	47.7	C	C	36.0	C
Whanganui	C	40.3	33.5	C	24.1	C
Wairarapa	31.0	41.6	C	C	17.1	C
Kapiti-Horow henua	C	46.6	C	8.8	15.9	26.6
Wellington	75.6	61.0	C	C	60.8	C
Marlborough	37.2	42.8	32.9	15.6	29.9	36.9
Nelson-Tasman	43.9	41.7	35.4	8.3	23.1	39.1
Canterbury	59.9	45.8	30.0	14.5	34.2	45.4
Hurunui	C	35.1	C	12.6	18.5	23.5
Mackenzie	C	49.4	C	17.2	40.4	51.7
Timaru	C	54.3	C	12.2	27.7	47.0
West Coast	32.8	35.1	30.6	9.1	25.0	32.5
Wanaka	27.6	35.6	57.9	9.9	24.8	42.0
Queenstow n	64.7	38.7	65.0	17.4	53.7	60.1
Waitaki	21.6	52.8	31.4	7.6	20.2	33.9
Central Otago	C	35.3	C	2.8	8.8	27.5
Dunedin	60.9	64.3	38.4	24.6	50.7	57.0
Clutha	C	40.8	C	7.1	16.9	34.7
Fiordland	28.9	32.5	C	C	24.4	C
Southland	30.0	47.9	31.0	9.8	30.0	37.9
Total	60.7	46.7	35.7	10.9	34.8	48.3

(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	May 2016 results				
	Establishments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	26,288	14,575	2.06	29.18
Motels	90	31,217	20,055	1.95	34.58
Backpackers	21	30,380	10,366	3.39	29.30
Holiday parks	25	98,022	17,758	4.11	11.36
Total	156	185,907	62,754	2.54	20.71
Whangarei District					
Hotels	6	8,184	C	C	C
Motels	30	15,004	11,189	1.87	45.35
Backpackers	3	2,759	C	C	C
Holiday parks	13	54,498	7,254	2.01	7.71
Total	52	80,445	22,762	1.84	17.73
Kaipara District					
Hotels	3	1,581	C	C	C
Motels	7	2,170	915	1.57	26.93
Backpackers	2	1,116	C	C	C
Holiday parks	8	29,419	2,451	1.64	4.75
Total	20	34,286	3,849	1.63	6.99
Northland Regional Tourism Organisation area					
Hotels	29	36,053	18,952	1.92	30.91
Motels	127	48,391	32,159	1.91	37.58
Backpackers	26	34,255	10,791	3.30	26.56
Holiday parks	46	181,939	27,463	2.91	9.20
Total	228	300,638	89,366	2.27	18.35

(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