



Commercial Accommodation Monitor:

February 2017

Northland

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Preface

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

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

- Far North District
- Kaipara District
- Whangarei District.

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

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

The March 2017 monitor will be released on 10 May 2017.

Liz MacPherson
Government Statistician

Standards and further information

Percentage changes

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

Rounding procedures

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

Source

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

Liability

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

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1 Highlights

Monthly highlights

In February 2017 compared with February 2016:

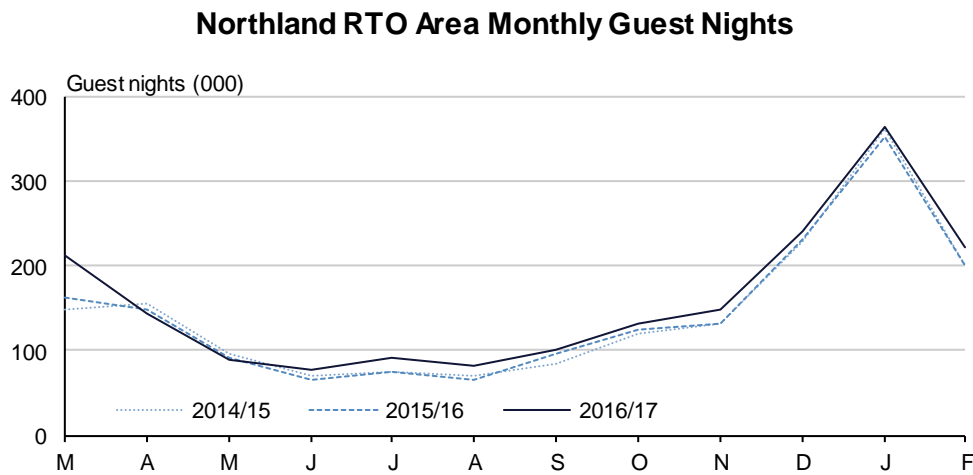
- Guest nights rose 10.5 percent to 222,137
- International guest nights rose 6.5 percent to 98,137
- Domestic guest nights rose 14.0 percent to 123,999
- The average length of stay fell from 2.08 nights to 2.01 nights
- The overall occupancy rate rose from 36.4 percent to 41.3 percent
- The occupancy rate, excluding holiday parks, was 67.4 percent in February 2017
- Accommodation capacity, excluding holiday parks, fell 4.0 percent.

Response rates for February 2017

The response rate for the Northland RTO area was 82 percent for February 2017.

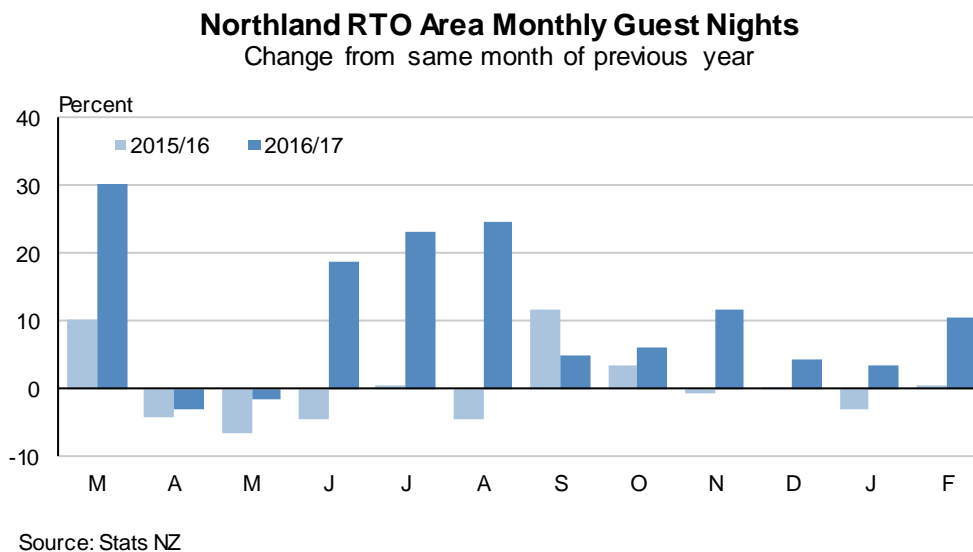
The proportion of the origin-of-guest estimate from unadjusted data was 69 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2

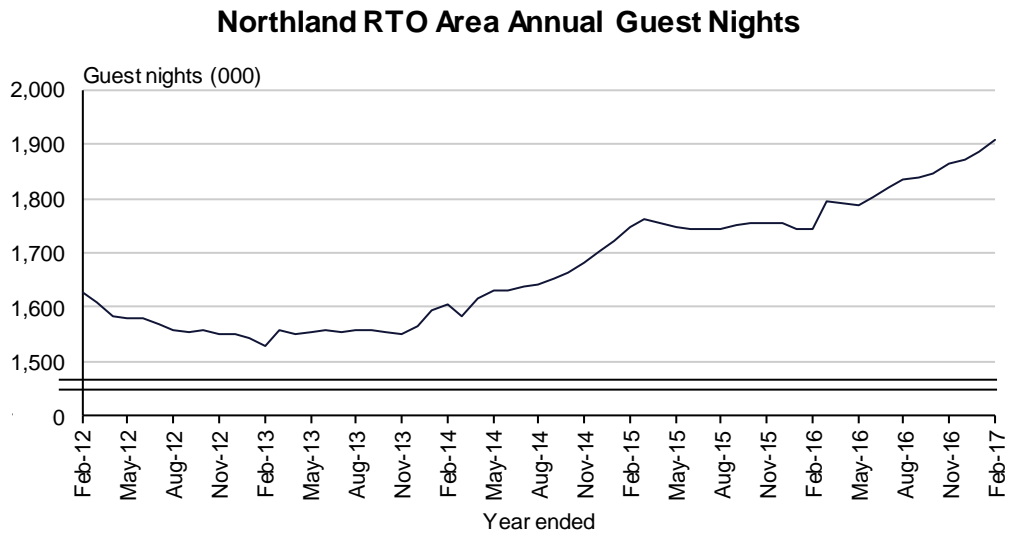


Year ended highlights

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

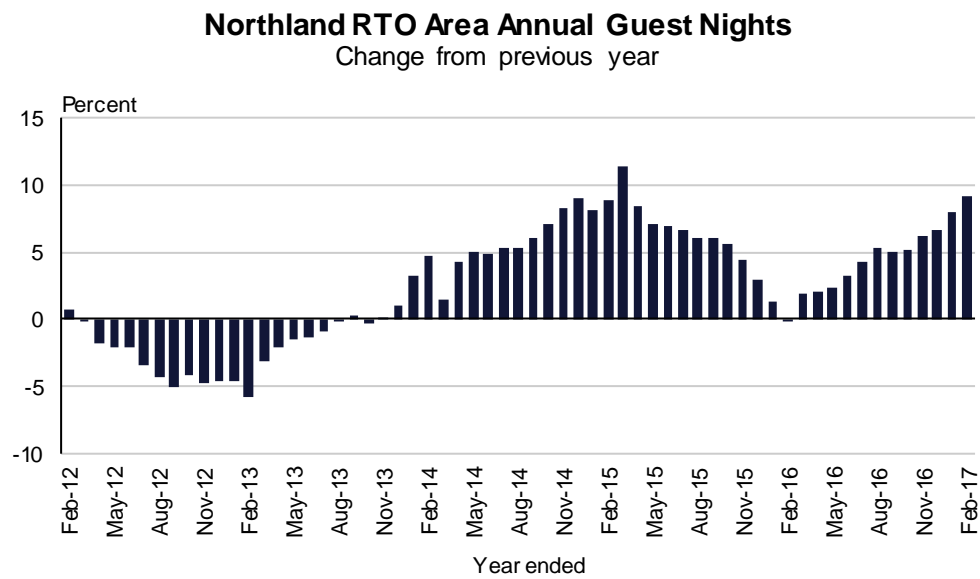
- Guest nights rose 9.2 percent to 1,905,984
- International guest nights rose 8.5 percent to 669,325
- Domestic guest nights rose 9.6 percent to 1,236,659
- The average length of stay fell from 2.20 nights to 2.19 nights
- The overall occupancy rate rose from 25.8 percent to 27.8 percent
- The occupancy rate, excluding holiday parks, was 45.8 percent for the year ended February 2017
- Accommodation capacity, excluding holiday parks, fell 0.3 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In February 2017, compared with February 2016, there was an increase of 10.5 percent in total guest nights for the Northland RTO area. Holiday parks had the largest increase, followed by motels. Backpackers had the only decrease.

For the year ended February 2017, compared with the previous February year, total guest nights for the Northland RTO area increased 9.2 percent. Motels had the largest increase, followed by holiday parks.

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		
	February		Percentage change	Year ended		Percentage change
	2016	2017		February 2016	February 2017	
Guest nights						
Total guest nights	200,942	222,137	10.5	1,745,192	1,905,984	9.2
International	92,168	98,137	6.5	616,906	669,325	8.5
Domestic	108,775	123,999	14.0	1,128,286	1,236,659	9.6
Hotels	36,993	41,685	12.7	323,613	343,472	6.1
Motels/apartments	66,099	70,920	7.3	563,456	630,299	11.9
Backpackers	22,692	21,706	-4.3	169,644	177,487	4.6
Holiday parks	75,158	87,826	16.9	688,478	754,725	9.6
Occupancy rates⁽³⁾ (%)						
Hotels	60.8	63.7	4.7	42.2	42.5	0.9
Motels/apartments	69.0	77.7	12.5	48.4	53.7	10.9
Backpackers	57.7	57.0	-1.3	36.4	38.1	4.7
Holiday parks	19.1	24.6	28.6	14.6	16.1	10.2
Total	36.4	41.3	13.4	25.8	27.8	7.9
Total excluding holiday parks ⁽⁴⁾	63.3	67.4	6.5	43.0	45.8	6.4
Average length of stay⁽⁵⁾						
Hotels	1.75	1.58	-9.9	1.82	1.74	-4.6
Motels/apartments	1.99	2.06	3.4	2.00	2.03	1.3
Backpackers	2.51	2.08	-17.1	2.23	2.25	1.0
Holiday parks	2.27	2.24	-1.4	2.65	2.68	1.1
Total	2.08	2.01	-3.5	2.20	2.19	-0.1
Guest arrivals						
Hotels	21,126	26,436	25.1	177,514	197,524	11.3
Motels/apartments	33,191	34,447	3.8	281,297	310,622	10.4
Backpackers	9,045	10,436	15.4	76,167	78,912	3.6
Holiday parks	33,051	39,182	18.5	259,321	281,294	8.5
Total	96,414	110,501	14.6	794,299	868,352	9.3
Establishments						
Hotels	28	29	3.6	28	29	3.6
Motels/apartments	128	126	-1.6	128	126	-1.6
Backpackers	26	26	0.0	26	26	0.0
Holiday parks	47	47	0.0	47	47	0.0
Total	229	228	-0.4	229	228	-0.4
Capacity⁽⁶⁾						
Hotels	33,466	32,536	-2.8	420,509	423,403	0.7
Motels/apartments	45,994	43,680	-5.0	573,061	569,580	-0.6
Backpackers	33,002	31,724	-3.9	410,790	407,374	-0.8
Holiday parks	175,305	169,008	-3.6	2,165,843	2,146,225	-0.9
Total	287,767	276,948	-3.8	3,570,203	3,546,582	-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:

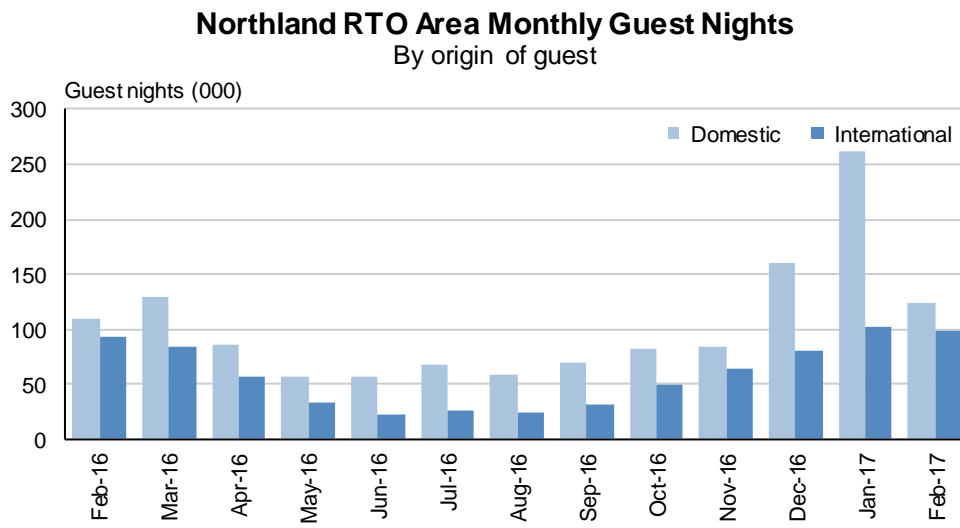
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3 Origin of guests

In February 2017, international guests accounted for 44.2 percent of all guest nights in the Northland RTO area. When compared with February 2016, the number of international guest nights spent in the area in February 2017 was up 6.5 percent to 98,137. Domestic guest nights increased 14.0 percent, to 123,999, for the same period.

The proportion of the origin-of-guest estimate from actual data was 69 percent for February 2017.

Figure 3.1



Source: Stats NZ

Table 3.1

Northland and New Zealand Monthly Guest Nights
By origin of guest

		Northland RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2016	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
	Sep	69,350	30,561	99,911	1,636,740	996,925	2,633,664
	Oct	81,650	49,755	131,404	1,762,311	1,241,751	3,004,062
	Nov	84,106	63,529	147,635	1,679,960	1,585,153	3,265,113
	Dec	160,816	79,815	240,630	2,169,488	1,813,842	3,983,330
	2017	Jan	262,517	101,935	364,452	2,844,918	2,054,537
Feb		123,999	98,137	222,137	1,985,807	1,963,320	3,949,127
Percent change from the current month of the previous year							
		14.0	6.5	10.5	-1.6	0.8	-0.4
Year ended							
February 2016		1,128,286	616,906	1,745,192	21,741,468	15,051,241	36,792,709
February 2017		1,236,659	669,325	1,905,984	21,940,942	16,599,134	38,540,076
Percent change from previous year							
		9.6	8.5	9.2	0.9	10.3	4.7

(1) Regional tourism organisation

4 National results

In February 2017, guest nights comprised 50.3 percent domestic guests (2.02 million guest nights) and 49.7 percent international guests (1.96 million guest nights). Compared with February 2016, domestic guest nights decreased by 31,000 (1.6 percent) while international guest nights increased by 15,000 (0.8 percent).

Three of the four accommodation types recorded a decrease in guest nights in February 2017, compared with February 2016. Motels had the largest decrease in guest nights (down 27,000 or 2.2 percent), followed by hotels (down 11,000 or 0.8 percent), and backpackers (down 800 or 0.1 percent). Holiday parks had the only increase in guest nights (up 23,000 or 2.5 percent).

For the year ended February 2017, there were 38,540,000 guest nights, an increase of 1,747,000 (4.75 percent) from the previous February year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Northland and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2015	2016	2017	2015 to 2016	2016 to 2017
February month					
Northland RTO area					
Hotels	36,872	36,993	41,685	0.3	12.7
Motels	63,449	66,099	70,920	4.2	7.3
Backpackers	18,371	22,692	21,706	23.5	-4.3
Holiday parks	81,538	75,158	87,826	-7.8	16.9
Total	200,230	200,942	222,137	0.4	10.5
New Zealand					
Hotels	1,201,344	1,267,550	1,256,915	5.5	-0.8
Motels	1,187,558	1,247,815	1,220,328	5.1	-2.2
Backpackers	500,052	551,435	550,634	10.3	-0.1
Holiday parks	815,685	898,712	921,250	10.2	2.5
Total	3,704,638	3,965,513	3,949,127	7.0	-0.4
Year ended February					
Northland RTO area					
Hotels	323,692	323,613	343,472	0.0	6.1
Motels	528,073	563,456	630,299	6.7	11.9
Backpackers	171,543	169,644	177,487	-1.1	4.6
Holiday parks	722,685	688,478	754,725	-4.7	9.6
Total	1,745,992	1,745,192	1,905,984	0.0	9.2
New Zealand					
Hotels	12,341,264	13,017,492	13,573,064	5.5	4.3
Motels	11,073,408	11,608,071	12,129,668	4.8	4.5
Backpackers	4,820,406	5,032,844	5,161,818	4.4	2.6
Holiday parks	6,733,740	7,134,302	7,675,525	5.9	7.6
Total	34,968,819	36,792,709	38,540,076	5.2	4.7

5 Regional comparison

In February 2017, Canterbury recorded the largest decrease in guest nights (down 20,000 or 5.5 percent) from February 2016. This was followed by Wellington (down 20,000 or 7.8 percent), Auckland (down 16,000 or 0.4 percent), West Coast (down 10,000 or 5.5 percent), and Nelson-Tasman (down 9,000 or 4.8 percent).

Northland recorded the largest increase (up 21,000 or 10.5 percent), followed by Hawke's Bay (up 11,000 or 9.4 percent), Coromandel (up 7,000 or 7.3 percent), Mackenzie (up 5,000 or 7.2 percent), and Bay of Plenty (up 5,000 or 4.8 percent)

Table 5.1

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

RTO area	February guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	108,775	123,999	14.0	92,168	98,137	6.5	200,942	222,137	10.5
Auckland	348,995	333,786	-4.4	334,416	333,265	-0.3	683,411	667,050	-2.4
Coromandel	59,823	69,332	15.9	41,959	39,912	-4.9	101,783	109,244	7.3
Waikato	88,190	93,956	6.5	41,596	39,719	-4.5	129,785	133,676	3.0
Bay of Plenty	79,307	81,681	3.0	27,715	30,439	9.8	107,021	112,119	4.8
Rotorua	83,894	80,359	-4.2	123,182	126,531	2.7	207,076	206,890	-0.1
Taupo	61,827	60,418	-2.3	47,469	50,018	5.4	109,296	110,436	1.0
Whakatane-									
Kawerau	23,631	22,846	-3.3	8,671	8,831	1.8	32,303	31,677	-1.9
Gisborne	27,787	32,123	15.6	6,539	7,224	10.5	34,326	39,346	14.6
Taranaki	52,932	48,403	-8.6	12,213	11,591	-5.1	65,145	59,993	-7.9
Hawke's Bay	77,675	89,215	14.9	42,783	42,533	-0.6	120,458	131,747	9.4
Ruapehu	22,217	23,596	6.2	20,933	21,602	3.2	43,150	45,199	4.7
Manawatu	45,614	44,489	-2.5	6,794	9,740	43.4	52,408	54,229	3.5
Whanganui	13,379	16,409	22.6	5,409	5,517	2.0	18,788	21,927	16.7
Wairarapa	20,534	22,462	9.4	7,183	6,555	-8.7	27,717	29,016	4.7
Kapiti-Horowhenua	24,109	24,055	-0.2	4,266	4,759	11.6	28,375	28,814	1.5
Wellington	163,953	141,385	-13.8	92,841	95,391	2.7	256,794	236,777	-7.8
Marlborough	38,794	42,387	9.3	53,053	49,436	-6.8	91,847	91,822	0.0
Nelson-Tasman	116,534	97,143	-16.6	80,588	90,494	12.3	197,122	187,636	-4.8
Canterbury	170,816	165,650	-3.0	202,171	186,905	-7.6	372,987	352,555	-5.5
Hurunui	26,107	23,784	-8.9	13,934	15,957	14.5	40,042	39,741	-0.8
Mackenzie	17,679	19,490	10.2	56,775	60,348	6.3	74,454	79,837	7.2
Timaru	22,399	19,674	-12.2	12,396	11,340	-8.5	34,795	31,013	-10.9
West Coast	57,964	48,506	-16.3	125,355	124,774	-0.5	183,319	173,280	-5.5
Wanaka	29,456	32,016	8.7	62,617	61,803	-1.3	92,073	93,819	1.9
Queenstown	72,994	79,315	8.7	248,740	245,538	-1.3	321,734	324,853	1.0
Waitaki	27,791	25,215	-9.3	23,872	23,524	-1.5	51,663	48,739	-5.7
Central Otago	24,387	24,743	1.5	9,773	13,914	42.4	34,160	38,657	13.2
Dunedin	53,055	47,442	-10.6	49,376	48,375	-2.0	102,431	95,817	-6.5
Clutha	7,632	6,101	-20.1	6,480	5,724	-11.7	14,112	11,825	-16.2
Fiordland	18,527	18,777	1.3	64,545	68,956	6.8	83,072	87,734	5.6
Southland	30,498	27,052	-11.3	22,425	24,470	9.1	52,923	51,522	-2.6
Total	2,017,277	1,985,807	-1.6	1,948,236	1,963,320	0.8	3,965,513	3,949,127	-0.4

Table 5.2

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

RTO area	February 2017 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	63.7	77.7	57.0	24.6	41.3	67.4
Auckland	89.2	80.6	69.6	35.7	76.9	82.9
Coromandel	66.3	74.8	33.6	33.3	40.1	54.0
Waikato	76.8	76.1	50.4	27.0	52.9	69.9
Bay of Plenty	83.2	75.5	43.7	29.4	46.9	64.7
Rotorua	84.1	82.5	36.9	33.2	57.9	64.3
Taupo	72.2	81.7	65.8	24.8	57.5	74.0
Whakatane-Kaw erau	C	76.4	C	17.0	29.6	69.0
Gisborne	C	73.9	C	17.8	32.5	59.8
Taranaki	55.9	64.5	39.0	27.6	44.8	56.7
Haw ke's Bay	80.8	85.8	63.9	33.9	60.4	77.7
Ruapehu	57.7	38.1	30.7	44.7	39.5	38.5
Manaw atu	45.8	67.2	C	C	48.1	C
Whanganui	C	74.5	53.7	C	48.1	C
Wairarapa	C	76.6	C	22.4	38.8	61.0
Kapiti-Horow henua	C	75.1	C	19.7	29.7	43.0
Wellington	85.2	82.4	C	C	73.9	C
Marlborough	86.2	81.5	57.1	37.8	58.9	71.3
Nelson-Tasman	83.2	82.2	78.7	36.7	57.4	80.8
Canterbury	82.7	77.1	49.9	28.9	55.2	69.5
Hurunui	C	72.7	C	30.9	41.1	49.2
Mackenzie	94.0	73.7	76.0	50.8	71.1	80.7
Timaru	C	56.3	C	26.5	39.3	53.1
West Coast	71.3	85.5	73.9	43.6	66.3	76.3
Wanaka	77.3	86.3	89.4	44.8	63.4	84.5
Queenstow n	90.2	79.7	96.7	58.9	85.8	90.6
Waitaki	60.4	81.4	70.7	9.4	21.8	69.3
Central Otago	50.9	73.9	34.2	14.5	23.7	53.6
Dunedin	83.5	84.9	70.9	54.7	75.7	81.2
Clutha	C	72.5	C	24.3	35.5	52.0
Fiordland	85.2	84.9	71.3	68.4	75.7	79.2
Southland	55.5	73.4	61.6	25.4	51.6	64.3
Total	81.2	77.5	59.4	29.6	57.0	73.0

(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	February 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	23,716	35,141	1.65	67.52
Motels	89	28,168	45,224	2.09	76.94
Backpackers	21	28,224	21,132	2.12	62.39
Holiday parks	25	90,188	43,826	2.39	22.40
Total	155	170,296	145,323	2.04	44.33
Whangarei District					
Hotels	6	7,392	C	C	C
Motels	30	13,552	23,951	2.08	83.23
Backpackers	3	2,492	C	C	C
Holiday parks	14	52,248	29,992	2.20	25.96
Total	53	75,684	60,403	2.00	39.00
Kaipara District					
Hotels	3	1,428	C	C	C
Motels	7	1,960	1,744	1.33	49.37
Backpackers	2	1,008	C	C	C
Holiday parks	8	26,572	14,008	1.94	29.54
Total	20	30,968	16,411	1.80	30.11
Northland Regional Tourism Organisation area					
Hotels	29	32,536	41,685	1.58	63.70
Motels	126	43,680	70,920	2.06	77.66
Backpackers	26	31,724	21,706	2.08	56.98
Holiday parks	47	169,008	87,826	2.24	24.62
Total	228	276,948	222,137	2.01	41.28

(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