



Commercial Accommodation Monitor:

January 2017

Northland

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Preface

Commercial Accommodation Monitor: January 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 Statistics NZ website (www.stats.govt.nz).

The February 2017 monitor will be released on 12 April 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, 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.

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1 Highlights

Monthly highlights

In January 2017 compared with January 2016:

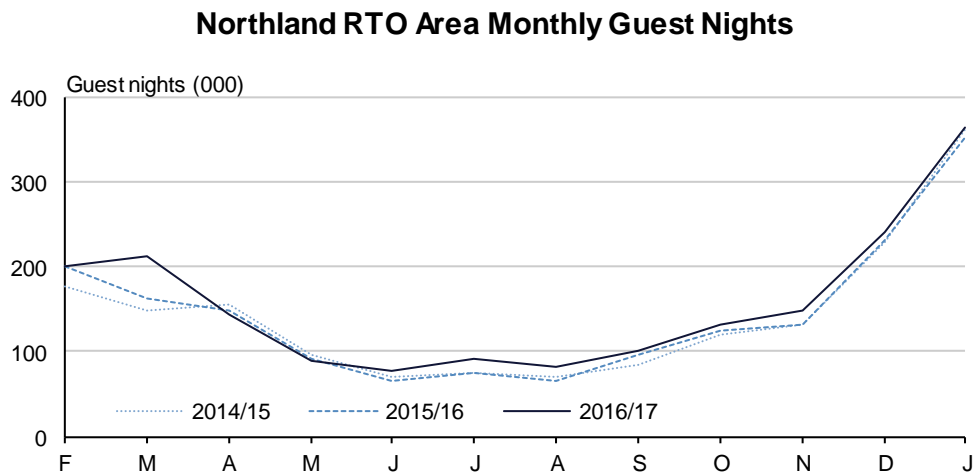
- Guest nights rose 3.5 percent to 364,452
- International guest nights rose 5.0 percent to 101,935
- Domestic guest nights rose 3.0 percent to 262,517
- The average length of stay fell from 2.76 nights to 2.64 nights
- The overall occupancy rate rose from 49.6 percent to 51.7 percent
- The occupancy rate, excluding holiday parks, was 64.8 percent in January 2017
- Accommodation capacity, excluding holiday parks, rose 0.8 percent.

Response rates for January 2017

The response rate for the Northland RTO area was 77 percent for January 2017.

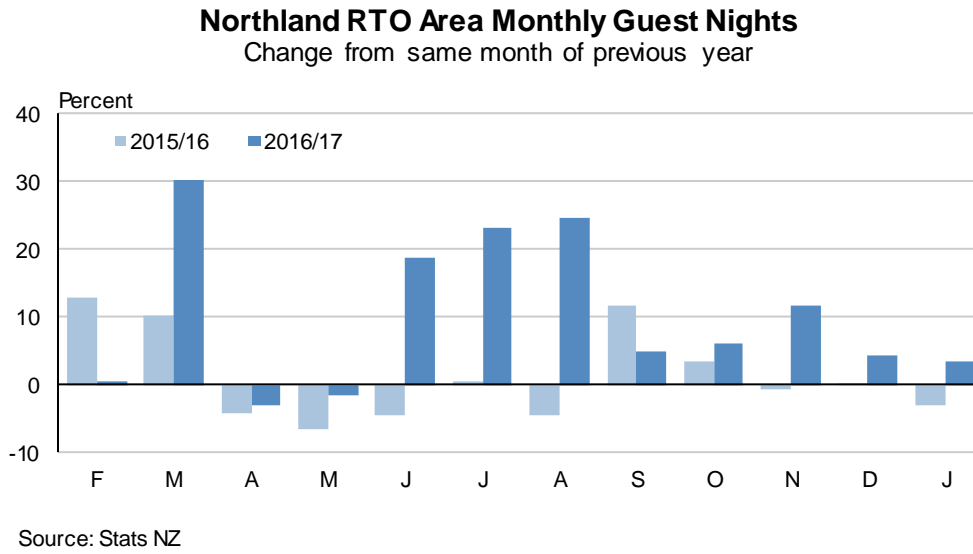
The proportion of the origin-of-guest estimate from unadjusted data was 70 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2

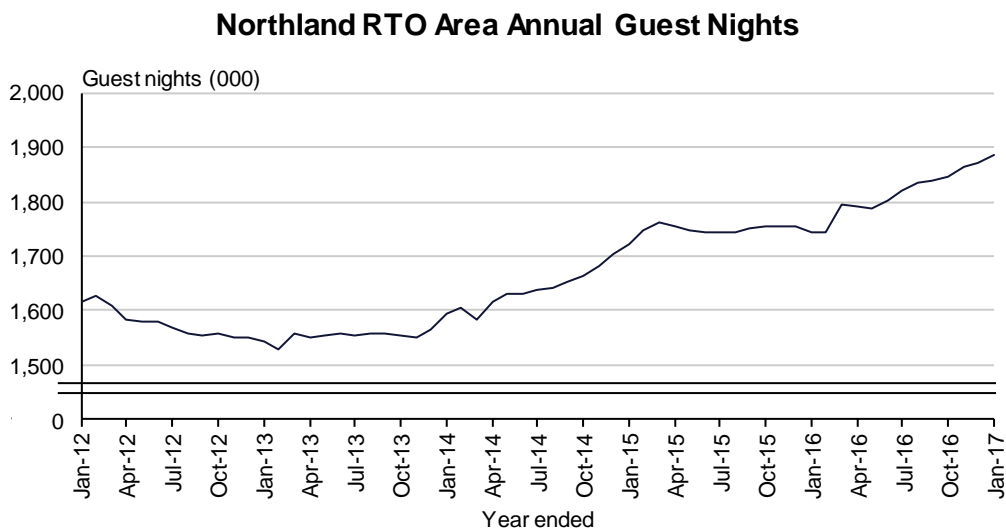


Year ended highlights

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

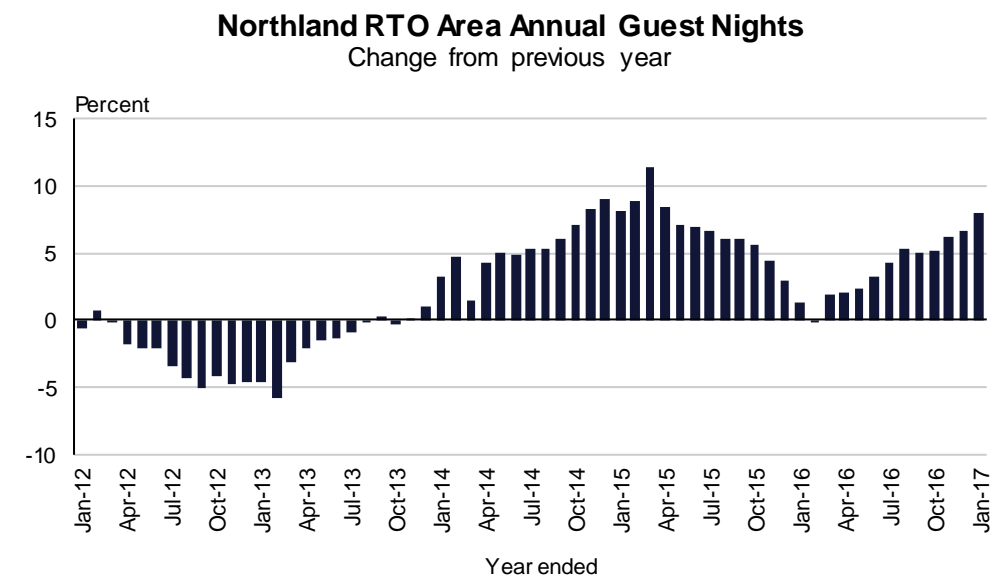
- Guest nights rose 8.0 percent to 1,884,789
- International guest nights rose 8.4 percent to 663,355
- Domestic guest nights rose 7.8 percent to 1,221,434
- The average length of stay rose from 2.20 nights to 2.21 nights
- The overall occupancy rate rose from 25.9 percent to 27.4 percent
- The occupancy rate, excluding holiday parks, was 45.5 percent for the year ended January 2017
- Accommodation capacity, excluding holiday parks, rose 0.1 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In January 2017, compared with January 2016, there was an increase of 3.5 percent in total guest nights for the Northland RTO area. Motels had the largest increase, followed by hotels. Backpackers had the only decrease.

For the year ended January 2017, compared with the previous January year, total guest nights for the Northland RTO area increased 8.0 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		
	January		Percentage change	Year ended		Percentage change
	2016	2017		January 2016	January 2017	
Guest nights						
Total guest nights	351,986	364,452	3.5	1,744,480	1,884,789	8.0
International	97,116	101,935	5.0	611,829	663,355	8.4
Domestic	254,870	262,517	3.0	1,132,650	1,221,434	7.8
Hotels	42,845	47,329	10.5	323,492	338,781	4.7
Motels/apartments	79,831	88,137	10.4	560,806	625,479	11.5
Backpackers	24,773	23,796	-3.9	165,323	178,473	8.0
Holiday parks	204,537	205,190	0.3	694,859	742,057	6.8
Occupancy rates⁽³⁾ (%)						
Hotels	59.8	59.2	-0.9	42.2	42.3	0.4
Motels/apartments	68.1	72.5	6.5	48.4	53.1	9.8
Backpackers	64.3	59.8	-7.0	35.7	38.2	7.1
Holiday parks	40.1	43.1	7.5	14.9	15.6	4.8
Total	49.6	51.7	4.3	25.9	27.4	5.9
Total excluding holiday parks ⁽⁴⁾	64.5	64.8	0.5	42.8	45.5	6.4
Average length of stay⁽⁵⁾						
Hotels	1.77	1.75	-1.1	1.83	1.76	-3.6
Motels/apartments	2.17	2.19	0.9	2.01	2.02	0.7
Backpackers	1.90	2.21	16.5	2.19	2.30	4.9
Holiday parks	3.82	3.41	-10.8	2.66	2.70	1.4
Total	2.76	2.64	-4.4	2.20	2.21	0.3
Guest arrivals						
Hotels	24,251	27,082	11.7	176,948	192,215	8.6
Motels/apartments	36,716	40,169	9.4	279,303	309,366	10.8
Backpackers	13,041	10,756	-17.5	75,335	77,521	2.9
Holiday parks	53,530	60,186	12.4	261,263	275,163	5.3
Total	127,538	138,194	8.4	792,849	854,265	7.7
Establishments						
Hotels	29	29	0.0	29	29	0.0
Motels/apartments	127	125	-1.6	127	125	-1.6
Backpackers	26	26	0.0	26	26	0.0
Holiday parks	47	46	-2.1	47	46	-2.1
Total	229	226	-1.3	229	226	-1.3
Capacity⁽⁶⁾						
Hotels	36,053	36,022	-0.1	419,215	424,333	1.2
Motels/apartments	48,918	48,856	-0.1	571,335	571,894	0.1
Backpackers	34,038	35,123	3.2	412,760	408,652	-1.0
Holiday parks	187,271	182,993	-2.3	2,154,030	2,152,522	-0.1
Total	306,280	302,994	-1.1	3,557,340	3,557,401	0.0

(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:

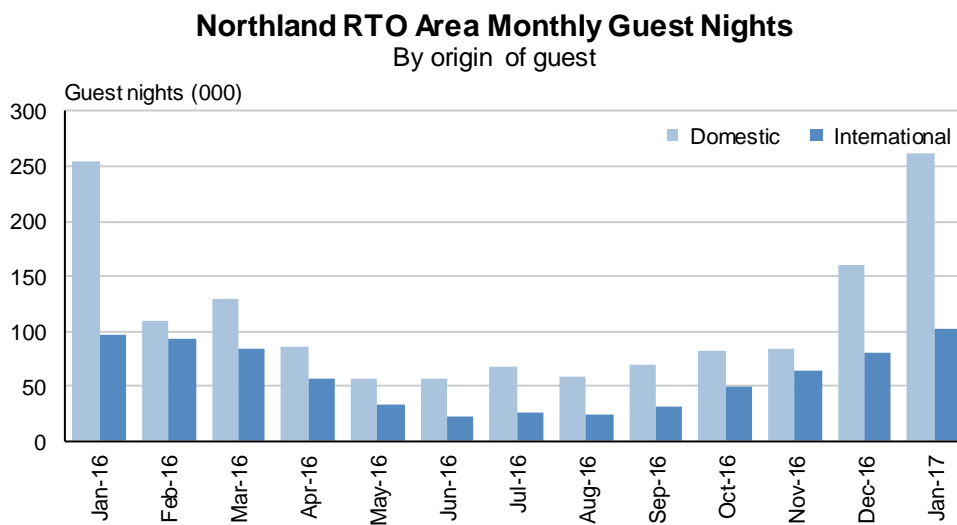
C confidential

3 Origin of guests

In January 2017, international guests accounted for 28 percent of all guest nights in the Northland RTO area. When compared with January 2016, the number of international guest nights spent in the area in January 2017 was up 5.0 percent to 101,935. Domestic guest nights increased 3.0 percent, to 262,517, for the same period.

The proportion of the origin-of-guest estimate from actual data was 70 percent for January 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	Jan	254,870	97,116	351,986	2,922,729	1,921,161	4,843,891
	Feb	108,775	92,168	200,942	2,017,277	1,948,236	3,965,513
	Mar	128,953	84,118	213,071	2,149,108	1,838,734	3,987,842
	Apr	86,589	57,259	143,849	1,826,242	1,413,337	3,239,579
	May	56,317	33,049	89,366	1,370,125	959,551	2,329,676
	Jun	56,891	21,522	78,413	1,376,180	786,991	2,163,171
	Jul	66,847	25,524	92,370	1,629,080	1,006,967	2,636,046
	Aug	58,625	24,120	82,745	1,510,985	938,027	2,449,012
	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	4,899,455
Percent change from the current month of the previous year							
		3.0	5.0	3.5	-2.7	6.9	1.1
Year ended							
	January 2016	1,132,650	611,829	1,744,480	21,624,978	14,906,856	36,531,834
	January 2017	1,221,434	663,355	1,884,789	21,972,412	16,584,050	38,556,462
Percent change from previous year							
		7.8	8.4	8.0	1.6	11.3	5.5

(1) Regional tourism organisation

4 National results

In January 2017, guest nights comprised 58.1 percent domestic guests (2.84 million guest nights) and 41.9 percent international guests (2.05 million guest nights). Compared with January 2016, domestic guest nights decreased by 78,000 (2.7 percent) while international guest nights increased by 133,000 (6.9 percent).

Three of the four accommodation types recorded an increase in guest nights in January 2017, compared with January 2016. Holiday parks had the largest increase in guest nights (up 42,000 or 2.7 percent), followed by motels (up 28,000 or 2.1 percent), and backpackers (up 8,000 or 1.4 percent). Hotels had the only decrease in guest nights (down 23,000 or 1.7 percent).

For the year ended January 2017, there were 38,556,000 guest nights, an increase of 2,025,000 (5.5 percent) from the previous January 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
January month					
Northland RTO area					
Hotels	43,414	42,845	47,329	-1.3	10.5
Motels	76,447	79,831	88,137	4.4	10.4
Backpackers	22,670	24,773	23,796	9.3	-3.9
Holiday parks	220,672	204,537	205,190	-7.3	0.3
Total	363,202	351,986	364,452	-3.1	3.5
New Zealand					
Hotels	1,213,928	1,333,333	1,310,167	9.8	-1.7
Motels	1,255,730	1,339,970	1,368,206	6.7	2.1
Backpackers	538,012	585,096	593,516	8.8	1.4
Holiday parks	1,558,281	1,585,492	1,627,566	1.7	2.7
Total	4,565,950	4,843,891	4,899,455	6.1	1.1
Year ended January					
Northland RTO area					
Hotels	323,660	323,492	338,781	-0.1	4.7
Motels	519,818	560,806	625,479	7.9	11.5
Backpackers	170,620	165,323	178,473	-3.1	8.0
Holiday parks	708,913	694,859	742,057	-2.0	6.8
Total	1,723,011	1,744,480	1,884,789	1.2	8.0
New Zealand					
Hotels	12,285,558	12,951,285	13,583,699	5.4	4.9
Motels	11,007,604	11,547,815	12,157,155	4.9	5.3
Backpackers	4,815,194	4,981,460	5,162,619	3.5	3.6
Holiday parks	6,670,734	7,051,275	7,652,988	5.7	8.5
Total	34,779,091	36,531,834	38,556,462	5.0	5.5

5 Regional comparison

In January 2017, Canterbury recorded the largest decrease in guest nights (down 49,000 or 11.7 percent) from January 2016. This was followed by Auckland (down 21,000 or 2.9 percent), Dunedin (down 9,000 or 8.7 percent), Waitaki (down 8,000 or 10.2 percent), and Taranaki (down 5,000 or 5.2 percent).

Nelson-Tasman recorded the largest increase (up 15,000 or 5.3 percent), followed by Coromandel (up 13,000 or 7.0 percent), Northland (up 12,000 or 3.5 percent), Rotorua (up 12,000 or 4.6 percent), and Hawke's Bay (up 11,000 or 6.9 percent).

Table 5.1

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

RTO area	January guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	254,870	262,517	3.0	97,116	101,935	5.0	351,986	364,452	3.5
Auckland	394,322	354,583	-10.1	325,624	344,734	5.9	719,946	699,318	-2.9
Coromandel	137,755	148,807	8.0	41,536	43,061	3.7	179,291	191,868	7.0
Waikato	109,721	115,135	4.9	38,563	40,137	4.1	148,283	155,272	4.7
Bay of Plenty	144,610	144,142	-0.3	30,524	35,951	17.8	175,133	180,093	2.8
Rotorua	131,180	133,274	1.6	122,442	132,129	7.9	253,622	265,403	4.6
Taupo	90,003	92,944	3.3	45,931	52,446	14.2	135,934	145,390	7.0
Whakatane-									
Kawerau	49,219	53,321	8.3	6,364	10,515	65.2	55,583	63,836	14.8
Gisborne	59,687	68,801	15.3	6,687	7,876	17.8	66,374	76,677	15.5
Taranaki	83,508	77,335	-7.4	11,926	13,140	10.2	95,433	90,475	-5.2
Hawke's Bay	122,433	126,571	3.4	41,357	48,592	17.5	163,790	175,164	6.9
Ruapehu	20,524	26,070	27.0	21,222	23,461	10.6	41,746	49,531	18.7
Manawatu	39,897	40,492	1.5	5,750	6,879	19.6	45,647	47,371	3.8
Whanganui	17,535	17,289	-1.4	5,945	5,421	-8.8	23,480	22,710	-3.3
Wairarapa	25,555	25,862	1.2	5,018	4,893	-2.5	30,573	30,755	0.6
Kapiti-Horowhenua	30,569	31,421	2.8	3,987	4,855	21.8	34,556	36,276	5.0
Wellington	147,394	139,724	-5.2	96,775	101,057	4.4	244,169	240,781	-1.4
Marlborough	50,911	54,504	7.1	49,731	50,396	1.3	100,642	104,900	4.2
Nelson-Tasman	210,316	207,422	-1.4	79,370	97,531	22.9	289,686	304,952	5.3
Canterbury	211,489	185,710	-12.2	208,963	185,402	-11.3	420,452	371,112	-11.7
Hurunui	41,082	36,423	-11.3	13,413	17,482	30.3	54,495	53,905	-1.1
Mackenzie	28,260	27,868	-1.4	58,894	64,564	9.6	87,154	92,432	6.1
Timaru	34,728	30,933	-10.9	10,482	12,652	20.7	45,210	43,585	-3.6
West Coast	72,777	68,117	-6.4	115,047	126,671	10.1	187,824	194,787	3.7
Wanaka	55,740	57,553	3.3	55,950	63,207	13.0	111,690	120,760	8.1
Queenstown	114,329	105,010	-8.2	254,679	270,553	6.2	369,008	375,563	1.8
Waitaki	51,490	41,415	-19.6	22,858	25,376	11.0	74,348	66,791	-10.2
Central Otago	64,197	65,580	2.2	13,463	13,403	-0.4	77,660	78,983	1.7
Dunedin	59,706	49,141	-17.7	45,662	47,090	3.1	105,368	96,230	-8.7
Clutha	10,309	8,545	-17.1	3,685	5,618	52.5	13,993	14,163	1.2
Fiordland	29,442	21,579	-26.7	60,815	73,844	21.4	90,257	95,422	5.7
Southland	29,171	26,829	-8.0	21,385	23,669	10.7	50,557	50,498	-0.1
Total	2,922,729	2,844,918	-2.7	1,921,161	2,054,537	6.9	4,843,891	4,899,455	1.1

Table 5.2

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

RTO area	January 2017 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	59.2	72.5	59.8	43.1	51.7	64.8
Auckland	79.1	68.0	60.7	42.3	68.8	72.2
Coromandel	65.0	78.1	42.3	49.5	53.2	62.1
Waikato	44.3	65.5	62.0	35.3	49.5	58.8
Bay of Plenty	78.5	73.4	48.2	44.2	54.4	64.7
Rotorua	80.9	82.0	42.3	44.7	61.0	65.2
Taupo	71.5	82.3	59.8	32.0	58.7	71.9
Whakatane-Kaw erau	C	73.1	C	C	42.4	C
Gisborne	C	73.8	C	41.3	47.3	58.2
Taranaki	54.0	61.8	39.1	45.1	50.8	54.7
Haw ke's Bay	74.8	85.6	62.1	60.9	70.0	76.0
Ruapehu	56.4	35.2	29.5	48.9	38.8	36.8
Manaw atu	33.9	46.0	C	C	36.3	C
Whanganui	C	54.3	51.9	C	40.1	C
Wairarapa	C	64.7	C	19.7	34.3	54.3
Kapiti-Horow henua	C	64.3	C	25.3	33.0	43.1
Wellington	70.4	66.3	C	C	64.4	C
Marlborough	77.4	84.0	58.0	39.9	59.9	71.2
Nelson-Tasman	69.5	77.1	84.8	59.7	68.9	79.3
Canterbury	71.3	64.8	41.0	32.1	49.3	58.7
Hurunui	C	69.2	C	36.5	44.8	51.5
Mackenzie	91.7	67.8	71.5	52.5	68.7	76.4
Timaru	C	75.6	C	41.4	50.0	61.8
West Coast	59.9	76.3	71.9	44.7	61.8	69.7
Wanaka	78.4	82.6	86.1	48.3	64.3	82.5
Queenstow n	92.8	79.8	86.5	64.5	84.8	88.4
Waitaki	51.4	72.8	69.2	11.7	22.1	61.6
Central Otago	36.0	72.1	55.7	31.3	37.4	57.0
Dunedin	63.3	68.4	55.3	50.7	60.7	63.4
Clutha	C	55.0	C	32.5	37.0	43.2
Fiordland	75.7	74.8	66.1	63.7	68.9	71.4
Southland	40.9	56.5	54.3	23.7	42.0	50.7
Total	72.2	70.3	57.6	40.5	57.2	66.9

(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	January 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	20	26,257	39,759	1.88	63.07
Motels	89	31,217	58,243	2.25	75.29
Backpackers	21	31,248	23,153	2.26	65.44
Holiday parks	25	99,231	95,523	3.53	37.07
Total	155	187,953	216,677	2.57	51.77
Whangarei District					
Hotels	6	8,184	C	C	C
Motels	29	15,469	27,761	2.16	70.94
Backpackers	3	2,759	C	C	C
Holiday parks	13	54,343	82,196	3.60	54.57
Total	51	80,755	117,012	2.85	56.12
Kaipara District					
Hotels	3	1,581	C	C	C
Motels	7	2,170	2,133	1.54	43.91
Backpackers	2	1,116	C	C	C
Holiday parks	8	29,419	27,471	2.66	42.24
Total	20	34,286	30,763	2.40	40.91
Northland Regional Tourism Organisation area					
Hotels	29	36,022	47,329	1.75	59.22
Motels	125	48,856	88,137	2.19	72.52
Backpackers	26	35,123	23,796	2.21	59.83
Holiday parks	46	182,993	205,190	3.41	43.10
Total	226	302,994	364,452	2.64	51.70

(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