



Commercial Accommodation Monitor:

March 2017

Northland

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Preface

Commercial Accommodation Monitor: March 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 April 2017 monitor will be released on 12 June 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.

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1 Highlights

Monthly highlights

In March 2017 compared with March 2016:

- Guest nights fell 11.6 percent to 188,341
- International guest nights rose 5.1 percent to 88,372
- Domestic guest nights fell 22.5 percent to 99,969
- The average length of stay fell from 2.07 nights to 1.95 nights
- The overall occupancy rate fell from 35.0 percent to 33.6 percent
- The occupancy rate, excluding holiday parks, was 60.1 percent in March 2017
- Accommodation capacity, excluding holiday parks, fell 1.4 percent.

Response rates for March 2017

The response rate for the Northland RTO area was 79 percent for March 2017.

The proportion of the origin-of-guest estimate from unadjusted data was 59 percent.

Figure 1.1

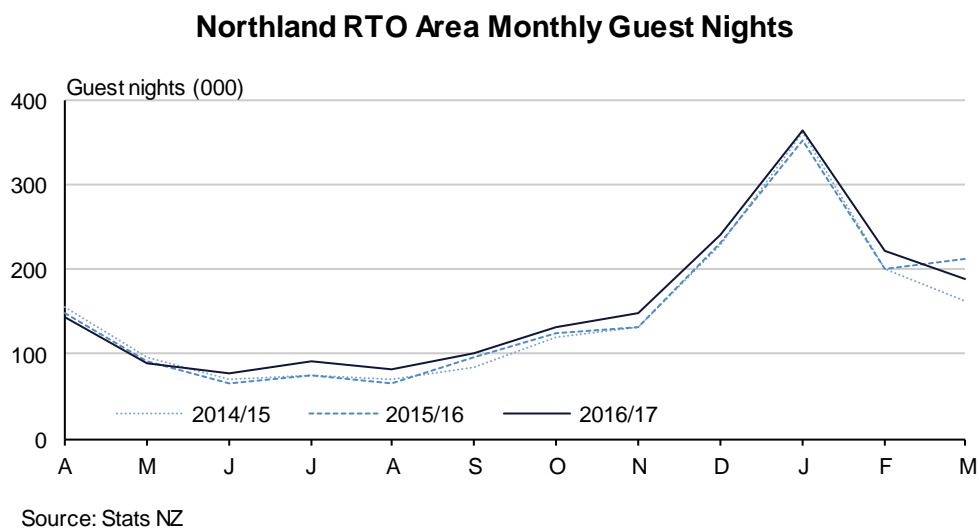
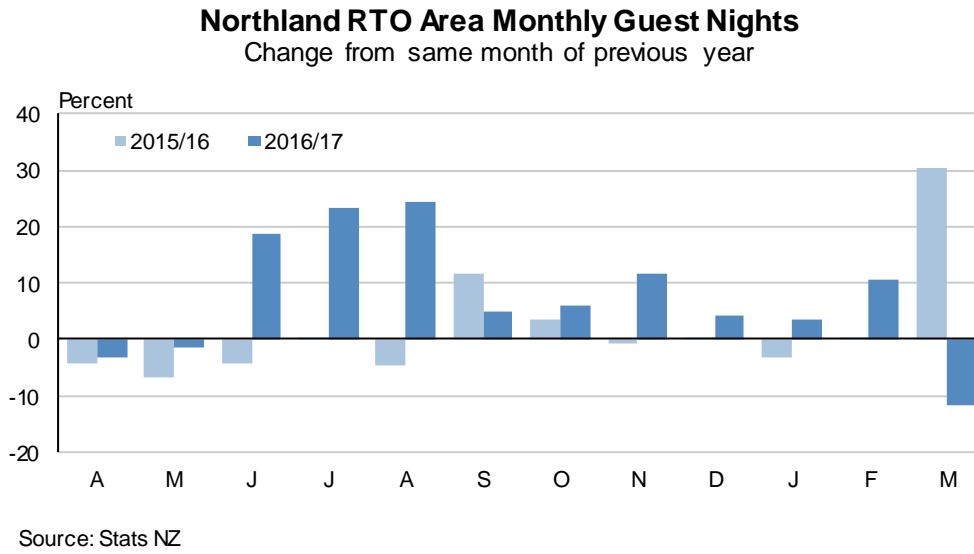


Figure 1.2

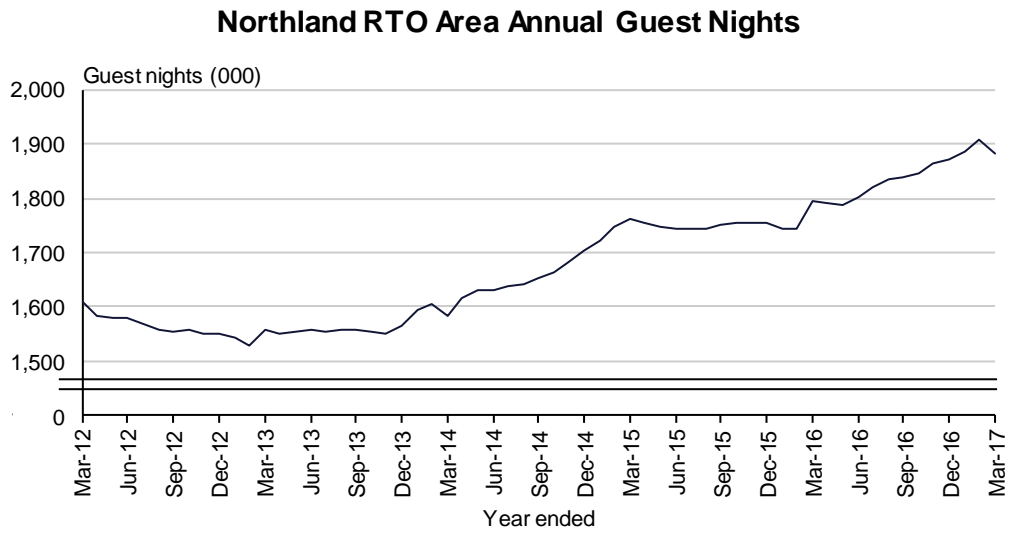


Year ended highlights

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

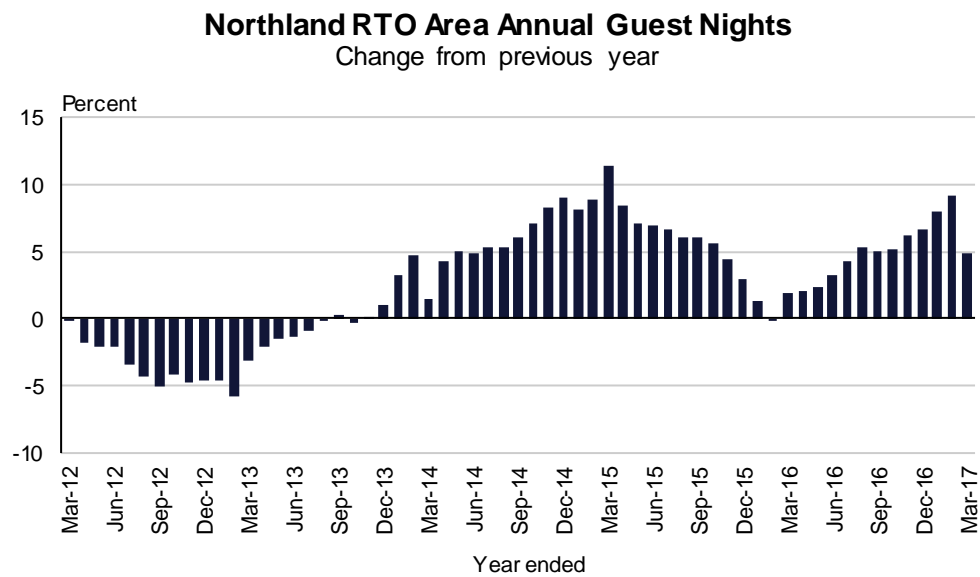
- Guest nights rose 4.8 percent to 1,881,254
- International guest nights rose 7.7 percent to 673,579
- Domestic guest nights rose 3.3 percent to 1,207,675
- The average length of stay fell from 2.20 nights to 2.18 nights
- The overall occupancy rate rose from 26.2 percent to 27.7 percent
- The occupancy rate, excluding holiday parks, was 45.8 percent for the year ended March 2017
- Accommodation capacity, excluding holiday parks, fell 0.2 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In March 2017, compared with March 2016, there was a decrease of 11.6 percent in total guest nights for the Northland RTO area. Holiday parks had the largest decrease, followed by motels. Hotels had the only increase.

For the year ended March 2017, compared with the previous March year, total guest nights for the Northland RTO area increased 4.8 percent. Motels had the largest increase, followed by hotels.

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 | | |
|--|---------|---------|-------------------|------------|------------|-------------------|
| | March | | Percentage change | Year ended | | Percentage change |
| | 2016 | 2017 | | March 2016 | March 2017 | |
| Guest nights | | | | | | |
| Total guest nights | 213,071 | 188,341 | -11.6 | 1,794,644 | 1,881,254 | 4.8 |
| International | 84,118 | 88,372 | 5.1 | 625,577 | 673,579 | 7.7 |
| Domestic | 128,953 | 99,969 | -22.5 | 1,169,068 | 1,207,675 | 3.3 |
| Hotels | 35,472 | 38,352 | 8.1 | 327,395 | 346,353 | 5.8 |
| Motels/apartments | 68,346 | 64,464 | -5.7 | 576,263 | 626,417 | 8.7 |
| Backpackers | 21,805 | 20,013 | -8.2 | 175,148 | 175,696 | 0.3 |
| Holiday parks | 87,448 | 65,512 | -25.1 | 715,838 | 732,789 | 2.4 |
| Occupancy rates⁽³⁾ (%) | | | | | | |
| Hotels | 55.4 | 59.5 | 7.4 | 42.7 | 42.9 | 0.5 |
| Motels/apartments | 67.0 | 68.5 | 2.2 | 49.1 | 53.8 | 9.5 |
| Backpackers | 52.9 | 49.4 | -6.6 | 37.6 | 37.8 | 0.4 |
| Holiday parks | 19.4 | 16.8 | -13.0 | 14.9 | 15.8 | 6.5 |
| Total | 35.0 | 33.6 | -3.9 | 26.2 | 27.7 | 5.5 |
| Total excluding holiday parks ⁽⁴⁾ | 59.4 | 60.1 | 1.2 | 43.8 | 45.8 | 4.5 |
| Average length of stay⁽⁵⁾ | | | | | | |
| Hotels | 1.72 | 1.58 | -8.2 | 1.82 | 1.72 | -5.5 |
| Motels/apartments | 2.01 | 1.92 | -4.5 | 2.01 | 2.02 | 0.7 |
| Backpackers | 1.97 | 2.39 | 21.5 | 2.17 | 2.31 | 6.4 |
| Holiday parks | 2.37 | 2.15 | -9.2 | 2.67 | 2.67 | -0.1 |
| Total | 2.07 | 1.95 | -6.2 | 2.20 | 2.18 | -0.8 |
| Guest arrivals | | | | | | |
| Hotels | 20,656 | 24,331 | 17.8 | 179,771 | 201,199 | 11.9 |
| Motels/apartments | 34,066 | 33,658 | -1.2 | 287,271 | 310,214 | 8.0 |
| Backpackers | 11,075 | 8,365 | -24.5 | 80,797 | 76,202 | -5.7 |
| Holiday parks | 36,918 | 30,474 | -17.5 | 268,112 | 274,849 | 2.5 |
| Total | 102,716 | 96,828 | -5.7 | 815,950 | 862,464 | 5.7 |
| Establishments | | | | | | |
| Hotels | 28 | 29 | 3.6 | 28 | 29 | 3.6 |
| 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 | 228 | 226 | -0.9 | 228 | 226 | -0.9 |
| Capacity⁽⁶⁾ | | | | | | |
| Hotels | 35,774 | 36,022 | 0.7 | 420,664 | 423,651 | 0.7 |
| Motels/apartments | 49,011 | 47,244 | -3.6 | 573,061 | 567,813 | -0.9 |
| Backpackers | 35,340 | 35,123 | -0.6 | 407,318 | 407,157 | 0.0 |
| Holiday parks | 187,395 | 186,775 | -0.3 | 2,172,601 | 2,145,605 | -1.2 |
| Total | 307,520 | 305,164 | -0.8 | 3,573,644 | 3,544,226 | -0.8 |

(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:

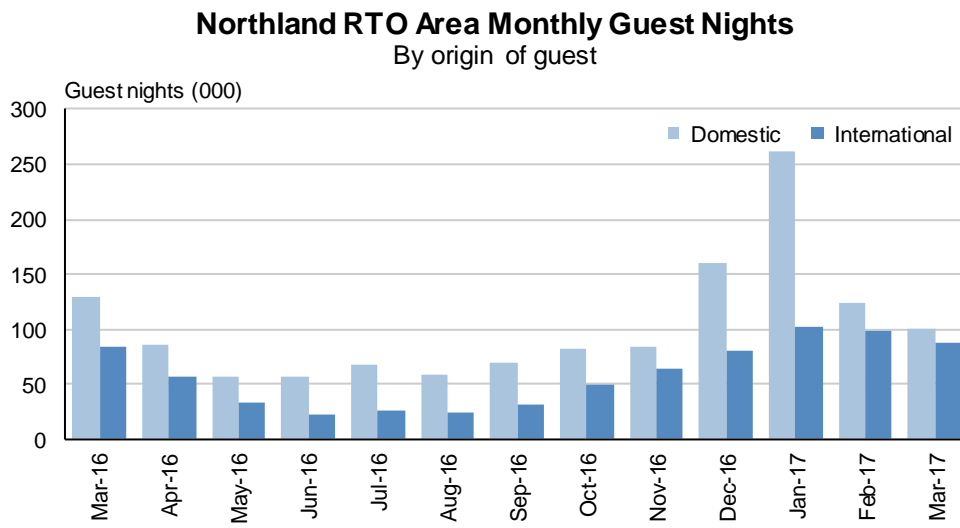
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3 Origin of guests

In March 2017, international guests accounted for 46.9 percent of all guest nights in the Northland RTO area. When compared with March 2016, the number of international guest nights spent in the area in March 2017 was up 5.1 percent to 88,372. Domestic guest nights decreased 22.5 percent, to 99,969, for the same period.

The proportion of the origin-of-guest estimate from actual data was 59 percent for March 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 | | | Origin of guest | | |
| | | Domestic | International | Total | Domestic | International | Total |
| Month | | | | | | | |
| 2016 | 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 |
| | Feb | 123,999 | 98,137 | 222,137 | 1,985,807 | 1,963,320 | 3,949,127 |
| | Mar | 99,969 | 88,372 | 188,341 | 2,028,090 | 1,837,951 | 3,866,041 |
| | | Percent change from the current month of the previous year | | | | | |
| | | -22.5 | 5.1 | -11.6 | -5.6 | 0.0 | -3.1 |
| Year ended | | | | | | | |
| | March 2016 | 1,169,068 | 625,577 | 1,794,644 | 21,963,210 | 15,265,356 | 37,228,565 |
| | March 2017 | 1,207,675 | 673,579 | 1,881,254 | 21,819,924 | 16,598,351 | 38,418,275 |
| | | Percent change from previous year | | | | | |
| | | 3.3 | 7.7 | 4.8 | -0.7 | 8.7 | 3.2 |

(1) Regional tourism organisation

4 National results

In March 2017, guest nights comprised 52.5 percent domestic guests (2.03 million guest nights) and 47.5 percent international guests (1.84 million guest nights). Compared with March 2016, domestic guest nights decreased by 121,000 (5.6 percent) while international guest nights decreased by 800 (0.0 percent).

Three of the four accommodation types recorded a decrease in guest nights in March 2017, compared with March 2016. Holiday parks had the largest decrease in guest nights (down 143,000 or 15.8 percent), followed by motels (down 14,000 or 1.1 percent), and backpackers (down 1,000 or 0.2 percent). Hotels had the only increase in guest nights (up 36,000 or 2.8 percent).

For the year ended March 2017, there were 38,418,000 guest nights, an increase of 1,190,000 (3.2 percent) from the previous March 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 |
| March month | | | | | |
| Northland RTO area | | | | | |
| Hotels | 31,690 | 35,472 | 38,352 | 11.9 | 8.1 |
| Motels | 55,540 | 68,346 | 64,464 | 23.1 | -5.7 |
| Backpackers | 16,301 | 21,805 | 20,013 | 33.8 | -8.2 |
| Holiday parks | 60,088 | 87,448 | 65,512 | 45.5 | -25.1 |
| Total | 163,618 | 213,071 | 188,341 | 30.2 | -11.6 |
| New Zealand | | | | | |
| Hotels | 1,197,783 | 1,283,987 | 1,319,617 | 7.2 | 2.8 |
| Motels | 1,164,173 | 1,232,539 | 1,218,959 | 5.9 | -1.1 |
| Backpackers | 518,954 | 565,819 | 564,612 | 9.0 | -0.2 |
| Holiday parks | 671,076 | 905,496 | 762,854 | 34.9 | -15.8 |
| Total | 3,551,985 | 3,987,842 | 3,866,041 | 12.3 | -3.1 |
| Year ended March | | | | | |
| Northland RTO area | | | | | |
| Hotels | 324,768 | 327,395 | 346,353 | 0.8 | 5.8 |
| Motels | 535,218 | 576,263 | 626,417 | 7.7 | 8.7 |
| Backpackers | 171,857 | 175,148 | 175,696 | 1.9 | 0.3 |
| Holiday parks | 729,157 | 715,838 | 732,789 | -1.8 | 2.4 |
| Total | 1,761,000 | 1,794,644 | 1,881,254 | 1.9 | 4.8 |
| New Zealand | | | | | |
| Hotels | 12,416,488 | 13,103,696 | 13,608,694 | 5.5 | 3.9 |
| Motels | 11,167,886 | 11,676,438 | 12,116,088 | 4.6 | 3.8 |
| Backpackers | 4,839,880 | 5,079,709 | 5,160,611 | 5.0 | 1.6 |
| Holiday parks | 6,792,485 | 7,368,723 | 7,532,883 | 8.5 | 2.2 |
| Total | 35,216,739 | 37,228,565 | 38,418,275 | 5.7 | 3.2 |

5 Regional comparison

In March 2017, Canterbury recorded the largest decrease in guest nights (down 39,000 or 10.4 percent) from March 2016. This was followed by Northland (down 25,000 or 11.6 percent), Coromandel (down 15,000 or 14.9 percent), Central Otago (down 11,000 or 25.6 percent), and Taranaki (down 7,000 or 10.8 percent).

Waikato recorded the largest increase (up 12,000 or 8.9 percent), followed by Wellington (up 11,000 or 4.3 percent), Manawatu (up 4,000 or 8.5 percent), Auckland (up 3,000 or 0.5 percent), and Gisborne (up 2,000 or 6.9 percent).

Table 5.1

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

| RTO area | March guest nights | | | | | | | | |
|-------------------|--------------------|------------------|--------------------|------------------|------------------|--------------------|------------------|------------------|--------------------|
| | Domestic | | | International | | | Total | | |
| | 2016 | 2017 | Percent age change | 2016 | 2017 | Percent age change | 2016 | 2017 | Percent age change |
| Northland | 128,953 | 99,969 | -22.5 | 84,118 | 88,372 | 5.1 | 213,071 | 188,341 | -11.6 |
| Auckland | 373,240 | 368,342 | -1.3 | 320,580 | 328,878 | 2.6 | 693,820 | 697,221 | 0.5 |
| Coromandel | 61,523 | 50,377 | -18.1 | 37,400 | 33,832 | -9.5 | 98,924 | 84,208 | -14.9 |
| Waikato | 92,819 | 105,935 | 14.1 | 42,769 | 41,777 | -2.3 | 135,588 | 147,712 | 8.9 |
| Bay of Plenty | 86,729 | 80,461 | -7.2 | 31,907 | 31,862 | -0.1 | 118,636 | 112,323 | -5.3 |
| Rotorua | 90,343 | 98,417 | 8.9 | 117,299 | 109,044 | -7.0 | 207,643 | 207,461 | -0.1 |
| Taupo | 64,217 | 60,760 | -5.4 | 47,923 | 45,185 | -5.7 | 112,139 | 105,945 | -5.5 |
| Whakatane- | | | | | | | | | |
| Kawerau | 20,631 | 19,164 | -7.1 | 6,675 | 7,460 | 11.8 | 27,306 | 26,624 | -2.5 |
| Gisborne | 29,021 | 30,689 | 5.7 | 6,371 | 7,161 | 12.4 | 35,391 | 37,850 | 6.9 |
| Taranaki | 56,950 | 49,255 | -13.5 | 12,618 | 12,827 | 1.7 | 69,567 | 62,083 | -10.8 |
| Hawke's Bay | 85,442 | 84,192 | -1.5 | 39,446 | 40,954 | 3.8 | 124,888 | 125,146 | 0.2 |
| Ruapehu | 25,504 | 22,089 | -13.4 | 19,423 | 21,518 | 10.8 | 44,928 | 43,607 | -2.9 |
| Manawatu | 44,328 | 47,212 | 6.5 | 6,837 | 8,311 | 21.6 | 51,166 | 55,523 | 8.5 |
| Whanganui | 15,029 | 15,439 | 2.7 | 4,689 | 5,056 | 7.8 | 19,718 | 20,494 | 3.9 |
| Wairarapa | 19,100 | 18,956 | -0.8 | 5,531 | 4,926 | -10.9 | 24,631 | 23,881 | -3.0 |
| Kapiti-Horowhenua | 24,728 | 23,591 | -4.6 | 4,082 | 4,548 | 11.4 | 28,810 | 28,139 | -2.3 |
| Wellington | 154,632 | 165,059 | 6.7 | 95,748 | 95,973 | 0.2 | 250,381 | 261,031 | 4.3 |
| Marlborough | 43,196 | 43,569 | 0.9 | 46,345 | 46,238 | -0.2 | 89,542 | 89,807 | 0.3 |
| Nelson-Tasman | 96,279 | 88,320 | -8.3 | 70,790 | 73,212 | 3.4 | 167,069 | 161,533 | -3.3 |
| Canterbury | 188,672 | 165,678 | -12.2 | 186,713 | 170,683 | -8.6 | 375,385 | 336,361 | -10.4 |
| Hurunui | 29,298 | 22,791 | -22.2 | 12,611 | 14,038 | 11.3 | 41,909 | 36,829 | -12.1 |
| Mackenzie | 21,396 | 19,611 | -8.3 | 55,986 | 59,890 | 7.0 | 77,382 | 79,501 | 2.7 |
| Timaru | 24,541 | 17,829 | -27.4 | 10,555 | 11,731 | 11.1 | 35,097 | 29,559 | -15.8 |
| West Coast | 60,638 | 51,846 | -14.5 | 111,494 | 115,040 | 3.2 | 172,132 | 166,886 | -3.0 |
| Wanaka | 37,554 | 30,770 | -18.1 | 54,887 | 55,892 | 1.8 | 92,441 | 86,663 | -6.3 |
| Queenstown | 90,716 | 90,538 | -0.2 | 237,900 | 233,552 | -1.8 | 328,616 | 324,090 | -1.4 |
| Waitaki | 29,405 | 20,533 | -30.2 | 18,313 | 21,999 | 20.1 | 47,718 | 42,532 | -10.9 |
| Central Otago | 33,536 | 21,537 | -35.8 | 9,339 | 10,365 | 11.0 | 42,875 | 31,902 | -25.6 |
| Dunedin | 56,582 | 58,916 | 4.1 | 43,742 | 43,534 | -0.5 | 100,323 | 102,450 | 2.1 |
| Clutha | 7,320 | 6,927 | -5.4 | 5,703 | 5,184 | -9.1 | 13,023 | 12,112 | -7.0 |
| Fiordland | 23,537 | 21,387 | -9.1 | 68,054 | 66,751 | -1.9 | 91,591 | 88,138 | -3.8 |
| Southland | 33,247 | 27,931 | -16.0 | 22,887 | 22,157 | -3.2 | 56,135 | 50,087 | -10.8 |
| Total | 2,149,108 | 2,028,090 | -5.6 | 1,838,734 | 1,837,951 | 0.0 | 3,987,842 | 3,866,041 | -3.1 |

Table 5.2

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

| RTO area | March 2017 occupancy rate | | | | | |
|--------------------|---------------------------|-------------|-------------|---------------|-------------|--|
| | Accommodation type | | | | | |
| | Hotels | Motels | Backpackers | Holiday parks | Total | Total excluding holiday parks ⁽²⁾ |
| | Percent | | | | | |
| Northland | 59.5 | 68.5 | 49.4 | 16.8 | 33.6 | 60.1 |
| Auckland | 92.9 | 79.4 | 65.4 | 29.0 | 76.6 | 83.5 |
| Coromandel | 53.3 | 59.8 | 25.3 | 24.1 | 30.1 | 42.8 |
| Waikato | 80.3 | 78.9 | 52.9 | 24.8 | 54.5 | 72.9 |
| Bay of Plenty | 70.0 | 76.2 | 49.7 | 26.6 | 45.5 | 64.7 |
| Rotorua | 84.2 | 74.8 | 36.0 | 28.9 | 55.2 | 62.0 |
| Taupo | 70.3 | 78.8 | 57.0 | 18.1 | 52.1 | 69.1 |
| Whakatane-Kaw erau | C | 66.8 | C | 10.9 | 22.7 | 59.7 |
| Gisborne | C | 69.5 | C | 13.9 | 28.8 | 56.6 |
| Taranaki | 57.9 | 63.6 | 37.6 | 30.4 | 46.0 | 56.8 |
| Haw ke's Bay | 74.6 | 74.2 | 68.6 | 23.9 | 53.2 | 72.5 |
| Ruapehu | 49.5 | 33.7 | 33.9 | 40.9 | 37.8 | 37.2 |
| Manaw atu | 49.9 | 64.1 | C | C | 50.2 | C |
| Whanganui | C | 63.1 | 55.8 | C | 41.2 | C |
| Wairarapa | C | 66.0 | C | 14.8 | 32.1 | 55.2 |
| Kapiti-Horow henua | C | 71.2 | C | 18.7 | 29.7 | 44.5 |
| Wellington | 89.6 | 83.2 | C | C | 76.2 | C |
| Marlborough | 79.8 | 78.4 | 57.7 | 30.9 | 55.1 | 69.8 |
| Nelson-Tasman | 75.7 | 76.6 | 67.3 | 24.4 | 47.0 | 72.4 |
| Canterbury | 78.7 | 69.1 | 46.2 | 23.7 | 50.4 | 64.4 |
| Hurunui | C | 66.5 | C | 23.0 | 37.7 | 49.1 |
| Mackenzie | C | 76.3 | C | 44.1 | 69.5 | 81.4 |
| Timaru | C | 53.7 | C | 23.5 | 37.6 | 52.6 |
| West Coast | 59.9 | 77.8 | 63.6 | 37.5 | 57.5 | 66.4 |
| Wanaka | 72.4 | 78.7 | 86.0 | 33.1 | 55.0 | 79.4 |
| Queenstow n | 88.5 | 71.7 | 90.6 | 49.7 | 80.8 | 86.4 |
| Waitaki | 54.8 | 76.7 | 56.6 | 6.5 | 18.2 | 62.7 |
| Central Otago | 45.4 | 73.3 | 49.2 | 8.3 | 19.9 | 57.4 |
| Dunedin | 80.4 | 78.3 | 66.0 | 47.0 | 70.2 | 76.3 |
| Clutha | C | 64.1 | C | 23.2 | 32.7 | 46.1 |
| Fiordland | 77.0 | 81.4 | 66.1 | 55.4 | 67.5 | 73.4 |
| Southland | 45.8 | 66.3 | 52.6 | 23.6 | 45.3 | 55.8 |
| Total | 80.5 | 72.7 | 56.7 | 23.5 | 53.0 | 70.3 |

(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 | March 2017 results | | | | |
|---|--------------------|----------|--------------|---------------------|----------------|
| | Establish-ments | Capacity | Guest Nights | Average stay length | Occupancy rate |
| | Number | | | Days | Percent |
| Far North District | | | | | |
| Hotels | 20 | 26,257 | 31,553 | 1.64 | 63.24 |
| Motels | 89 | 31,124 | 41,072 | 1.96 | 65.72 |
| Backpackers | 21 | 31,248 | 19,469 | 2.45 | 54.03 |
| Holiday parks | 24 | 99,510 | 36,638 | 2.41 | 18.16 |
| Total | 154 | 188,139 | 128,732 | 2.03 | 38.28 |
| Whangarei District | | | | | |
| Hotels | 6 | 8,184 | C | C | C |
| Motels | 29 | 13,950 | 21,667 | 1.91 | 78.01 |
| Backpackers | 3 | 2,759 | C | C | C |
| Holiday parks | 14 | 57,846 | 21,074 | 1.99 | 17.12 |
| Total | 52 | 82,739 | 49,480 | 1.84 | 30.93 |
| Kaipara District | | | | | |
| Hotels | 3 | 1,581 | C | C | C |
| Motels | 7 | 2,170 | 1,725 | 1.30 | 46.90 |
| Backpackers | 2 | 1,116 | C | C | C |
| Holiday parks | 8 | 29,419 | 7,800 | 1.66 | 11.87 |
| Total | 20 | 34,286 | 10,130 | 1.55 | 14.56 |
| Northland Regional Tourism Organisation area | | | | | |
| Hotels | 29 | 36,022 | 38,352 | 1.58 | 59.53 |
| Motels | 125 | 47,244 | 64,464 | 1.92 | 68.48 |
| Backpackers | 26 | 35,123 | 20,013 | 2.39 | 49.36 |
| Holiday parks | 46 | 186,775 | 65,512 | 2.15 | 16.85 |
| Total | 226 | 305,164 | 188,341 | 1.95 | 33.62 |

(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