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Commercial Accommodation Monitor:

February 2015

West Coast

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Preface

Commercial Accommodation Monitor: February 2015 – West Coast presents comprehensive and impartial information on short-term commercial accommodation for the West Coast 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:

- Buller District
- Grey District
- Westland 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 March 2015 monitor will be released on 12 May 2015.

Liz MacPherson
Government Statistician

Standards and further information

Percentage changes

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

Rounding procedures

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

Source

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

Liability

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

Statistics New Zealand Information Centre

For help finding and using statistical information available on our website, contact the Information Centre:

Email:	info@stats.govt.nz
Phone toll-free:	0508 525 525
Phone international:	+64 4 931 4600
Fax:	+64 4 931 4610
Post:	P O Box 2922, Wellington 6140, New Zealand
Website:	www.stats.govt.nz

Contact for the Commercial Accommodation Monitor

John Gudgeon or Craig Liken
Wellington 04 931 4600
Email: info@stats.govt.nz

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1 Highlights

Monthly highlights

In February 2015 compared with February 2014:

- Guest nights rose 10.9 percent to 169,747
- International guest nights rose 18.3 percent to 115,780
- Domestic guest nights fell 2.3 percent to 53,967
- The average length of stay rose from 1.34 nights to 1.39 nights
- The overall occupancy rate rose from 56.3 percent to 62.0 percent
- The occupancy rate, excluding holiday parks, was 72.6 percent in February 2015
- Accommodation capacity, excluding holiday parks, fell 1.3 percent.

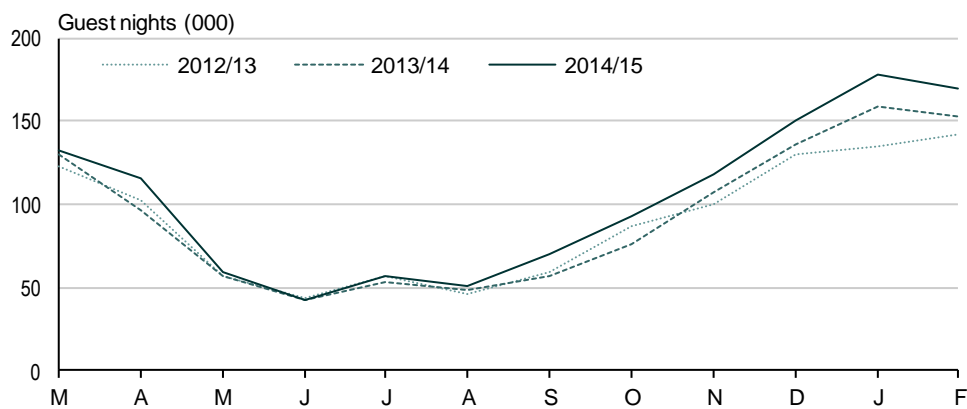
Response rates for February 2015

The response rate for the West Coast RTO area was 84 percent for February 2015.

The proportion of the origin-of-guest estimate from unadjusted data was 72 percent.

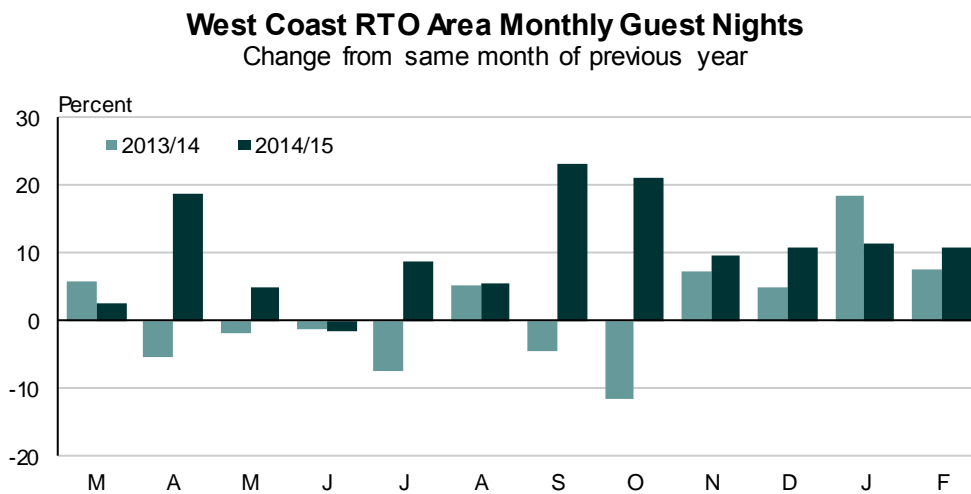
Figure 1.1

West Coast RTO Area Monthly Guest Nights



Source: Statistics New Zealand

Figure 1.2



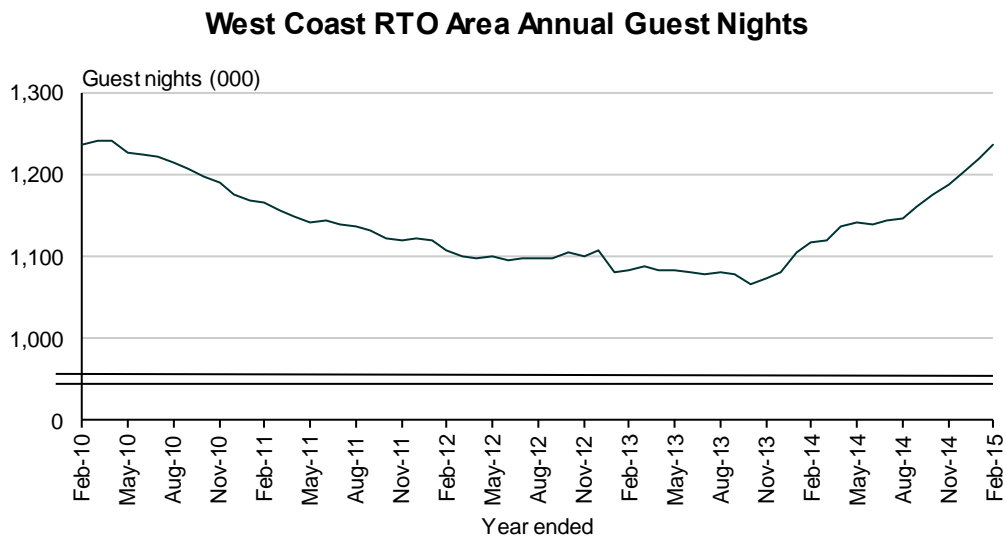
Source: Statistics New Zealand

Year ended highlights

For the year ended February 2015 compared with the previous year:

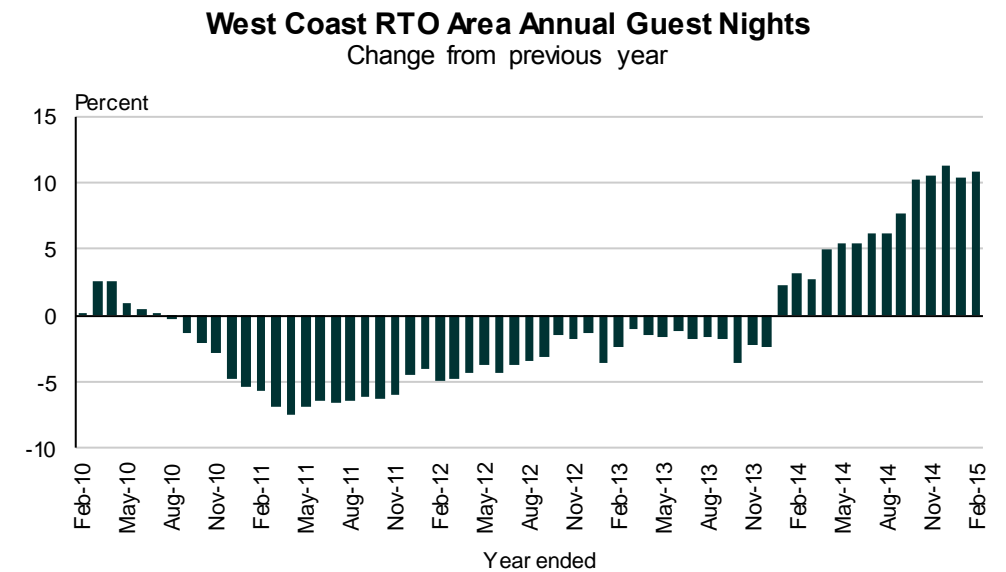
- Guest nights rose 10.8 percent to 1,236,572
- International guest nights rose 11.8 percent to 724,342
- Domestic guest nights rose 9.4 percent to 512,230
- The average length of stay rose from 1.39 nights to 1.42 nights
- The overall occupancy rate rose from 32.5 percent to 36.4 percent
- The occupancy rate, excluding holiday parks, was 43.8 percent for the year ended February 2015
- Accommodation capacity, excluding holiday parks, fell 4.3 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In February 2015, compared with February 2014, there was an increase of 10.9 percent in total guest nights for the West Coast RTO area. Hotels had the largest increase, followed by motels. Holiday parks had the only decrease.

For the year ended February 2015, compared with the previous February year, total guest nights for the West Coast RTO area increased 10.8 percent. Hotels had the largest increase, followed by motels.

See table 2.1 for comparisons of data across the main accommodation variables.

Table 2.1

West Coast Accommodation Variables*By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾*

Accommodation type	Monthly			Annual		
	February		Percentage change	Year ended		Percentage change
	2014	2015		February 2014	February 2015	
Guest nights						
Total guest nights	153,080	169,747	10.9	1,116,122	1,236,572	10.8
International	97,839	115,780	18.3	648,095	724,342	11.8
Domestic	55,241	53,967	-2.3	468,027	512,230	9.4
Hotels	32,149	40,479	25.9	240,109	277,424	15.5
Motels/apartments	49,163	53,896	9.6	368,852	398,862	8.1
Backpackers	33,519	37,510	11.9	253,077	279,357	10.4
Holiday parks	38,248	37,863	-1.0	254,084	280,930	10.6
Occupancy rates⁽³⁾ (%)						
Hotels	52.1	60.5	16.2	30.9	35.6	15.4
Motels/apartments	79.7	83.4	4.7	46.7	51.4	9.9
Backpackers	66.2	74.9	13.2	38.9	45.0	15.5
Holiday parks	36.8	38.9	5.8	19.6	20.9	6.9
Total	56.3	62.0	10.2	32.5	36.4	11.8
Total excluding holiday parks ⁽⁴⁾	65.3	72.6	11.2	38.4	43.8	13.9
Average length of stay⁽⁵⁾						
Hotels	1.29	1.37	6.2	1.34	1.34	-0.1
Motels/apartments	1.38	1.36	-1.5	1.42	1.43	0.3
Backpackers	1.40	1.36	-2.8	1.43	1.42	-0.7
Holiday parks	1.31	1.50	14.7	1.34	1.52	13.2
Total	1.34	1.39	3.4	1.39	1.42	2.7
Guest arrivals						
Hotels	25,019	29,652	18.5	178,569	206,584	15.7
Motels/apartments	35,639	39,660	11.3	258,918	279,071	7.8
Backpackers	24,022	27,652	15.1	177,413	197,264	11.2
Holiday parks	29,243	25,245	-13.7	189,584	185,137	-2.3
Total	113,922	122,209	7.3	804,484	868,056	7.9
Establishments						
Hotels	39	36	-7.7	39	36	-7.7
Motels/apartments	72	72	0.0	72	72	0.0
Backpackers	24	24	0.0	24	24	0.0
Holiday parks	19	19	0.0	19	19	0.0
Total	154	151	-1.9	154	151	-1.9
Capacity⁽⁶⁾						
Hotels	34,748	34,216	-1.5	450,744	421,357	-6.5
Motels/apartments	28,924	28,896	-0.1	376,976	367,799	-2.4
Backpackers	43,568	42,700	-2.0	548,261	528,290	-3.6
Holiday parks	49,476	48,328	-2.3	628,080	631,029	0.5
Total	156,716	154,140	-1.6	2,004,061	1,948,475	-2.8

(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:

C confidential

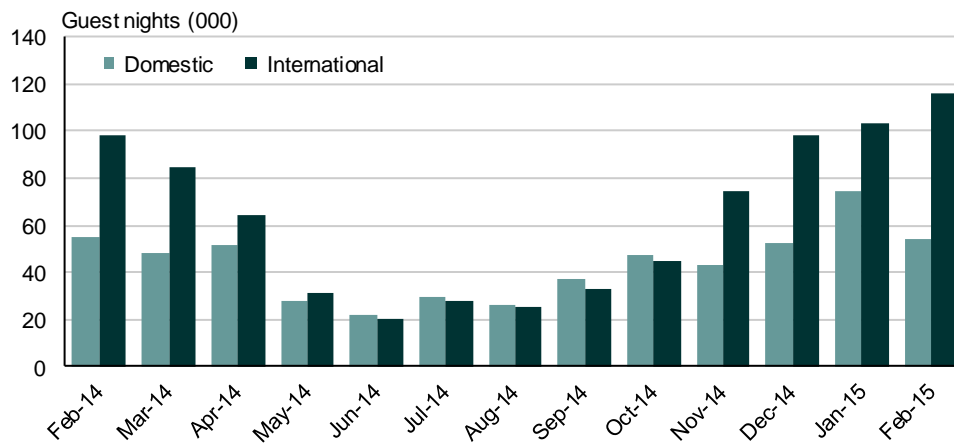
3 Origin of guests

In February 2015, international guests accounted for 68.2 percent of all guest nights in the West Coast RTO area. When compared with February 2014, the number of international guest nights spent in the area in February 2015 was up 18.3 percent to 115,780. Domestic guest nights decreased 2.3 percent, to 53,967, for the same period.

The proportion of the origin-of-guest estimate from actual data was 72 percent for February 2015.

Figure 3.1

West Coast RTO Area Monthly Guest Nights By origin of guest



Source: Statistics New Zealand

Table 3.1

West Coast and New Zealand Monthly Guest Nights*By origin of guest*

		West Coast RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2014	Feb	55,241	97,839	153,080	1,854,567	1,660,343	3,514,910
	Mar	48,330	84,591	132,921	1,834,257	1,469,808	3,304,066
	Apr	51,493	63,953	115,446	1,848,714	1,167,671	3,016,385
	May	27,524	31,647	59,171	1,430,972	784,705	2,215,676
	Jun	21,953	20,409	42,362	1,233,922	640,789	1,874,710
	Jul	29,291	28,160	57,450	1,530,630	842,252	2,372,883
	Aug	25,991	25,135	51,126	1,403,060	805,863	2,208,922
	Sep	36,977	32,667	69,644	1,529,460	823,369	2,352,829
	Oct	47,429	45,147	92,576	1,736,258	1,017,048	2,753,305
	Nov	42,945	74,837	117,782	1,611,536	1,359,683	2,971,219
	Dec	52,258	98,451	150,709	2,035,783	1,592,452	3,628,236
2015	Jan	74,071	103,566	177,637	2,833,714	1,732,236	4,565,950
	Feb	53,967	115,780	169,747	1,900,787	1,803,851	3,704,638
Percent change from the current month of the previous year							
		-2.3	18.3	10.9	2.5	8.6	5.4
Year ended							
	February 2014	468,027	648,095	1,116,122	19,910,771	13,310,545	33,221,315
	February 2015	512,230	724,342	1,236,572	20,929,094	14,039,727	34,968,819
Percent change from previous year							
		9.4	11.8	10.8	5.1	5.5	5.3

(1) Regional tourism organisation

4 National results

In February 2015, a total of 3,705,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 190,000 nights (5.4 percent) from February 2014.

All four accommodation types recorded an increase in guest nights in February 2015, compared with February 2014. Motels had the largest increase in guest nights (up 66,000 or 5.9 percent), followed by holiday parks (up 63,000 or 8.4 percent), hotels (up 56,000 or 4.9 percent), and backpacker accommodation (up 5,000 or 1.1 percent).

For the year ended February 2015, there were 34,969,000 guest nights, an increase of 1,748,000 (5.3 percent) from the previous February year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

West Coast and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2013	2014	2015	2013 to 2014	2014 to 2015
February month					
West Coast RTO area					
Hotels	31,305	32,149	40,479	2.7	25.9
Motels	45,759	49,163	53,896	7.4	9.6
Backpackers	32,597	33,519	37,510	2.8	11.9
Holiday parks	32,499	38,248	37,863	17.7	-1.0
Total	142,161	153,080	169,747	7.7	10.9
New Zealand					
Hotels	1,054,745	1,145,637	1,201,344	8.6	4.9
Motels	1,051,819	1,121,754	1,187,558	6.6	5.9
Backpackers	458,839	494,840	500,052	7.8	1.1
Holiday parks	692,210	752,679	815,685	8.7	8.4
Total	3,257,614	3,514,910	3,704,638	7.9	5.4
Year ended February					
West Coast RTO area					
Hotels	234,033	240,109	277,424	2.6	15.5
Motels	367,181	368,852	398,862	0.5	8.1
Backpackers	243,491	253,077	279,357	3.9	10.4
Holiday parks	237,165	254,084	280,930	7.1	10.6
Total	1,081,870	1,116,122	1,236,572	3.2	10.8
New Zealand					
Hotels	10,875,113	11,588,331	12,341,264	6.6	6.5
Motels	10,295,964	10,764,764	11,073,408	4.6	2.9
Backpackers	4,131,427	4,478,536	4,820,406	8.4	7.6
Holiday parks	6,175,968	6,389,684	6,733,740	3.5	5.4
Total	31,478,471	33,221,315	34,968,819	5.5	5.3

5 Regional comparison

In February 2015, Canterbury recorded the largest increase in guest nights (up 23,000 or 7.0 percent) from February 2014. This was followed by Northland (up 23,000 or 13.0 percent), West Coast (up 17,000 or 10.9 percent), Nelson-Tasman (up 15,000 or 8.8 percent), and Wanaka (up 14,000 or 18.7 percent).

Bay of Plenty recorded the largest decrease (down 5,000 or 5.0 percent), followed by Marlborough (down 4,000 or 4.2 percent), Taupo (down 3,000 or 3.0 percent), Waitaki (down 1,000 or 2.2 percent), and Wairarapa (down 1,000 or 3.9 percent).

Table 5.1

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

RTO area	February guest nights								
	Domestic			International			Total		
	2014	2015	Percent age change	2014	2015	Percent age change	2014	2015	Percent age change
Northland	96,273	113,140	17.5	80,976	87,091	7.6	177,249	200,230	13.0
Auckland	342,987	350,458	2.2	312,584	313,382	0.3	655,571	663,840	1.3
Coromandel	53,839	60,940	13.2	36,798	40,723	10.7	90,637	101,663	12.2
Waikato	74,216	83,343	12.3	33,360	34,267	2.7	107,576	117,609	9.3
Bay of Plenty	76,708	71,350	-7.0	29,344	29,406	0.2	106,052	100,756	-5.0
Rotorua	78,402	79,918	1.9	100,878	111,027	10.1	179,280	190,945	6.5
Taupo	59,618	55,490	-6.9	43,844	44,904	2.4	103,462	100,394	-3.0
Whakatane-									
Kaw erau	15,188	18,118	19.3	4,794	4,949	3.2	19,982	23,068	15.4
Gisborne	24,626	27,824	13.0	7,592	7,068	-6.9	32,217	34,892	8.3
Taranaki	43,281	42,971	-0.7	8,301	9,576	15.4	51,582	52,547	1.9
Haw ke's Bay	68,174	72,398	6.2	33,669	35,145	4.4	101,843	107,543	5.6
Ruapehu	21,339	18,979	-11.1	18,263	22,640	24.0	39,601	41,620	5.1
Manaw atu	41,035	42,056	2.5	4,787	5,554	16.0	45,822	47,609	3.9
Wanganui	12,323	14,173	15.0	4,080	4,813	18.0	16,403	18,986	15.7
Wairarapa	18,159	17,988	-0.9	4,545	3,826	-15.8	22,704	21,814	-3.9
Kapiti-Horow henua	19,760	22,301	12.9	3,691	3,993	8.2	23,451	26,295	12.1
Wellington	138,612	135,079	-2.5	85,918	99,136	15.4	224,530	234,215	4.3
Marlborough	40,892	41,176	0.7	48,905	44,815	-8.4	89,797	85,991	-4.2
Nelson-Tasman	91,933	107,539	17.0	77,611	77,009	-0.8	169,544	184,548	8.8
Canterbury	167,641	165,236	-1.4	164,189	189,750	15.6	331,829	354,985	7.0
Hurunui	21,694	22,981	5.9	10,716	11,450	6.8	32,410	34,431	6.2
Mackenzie	14,411	12,523	-13.1	44,360	54,280	22.4	58,771	66,804	13.7
Timaru	20,598	20,611	0.1	9,646	13,040	35.2	30,243	33,650	11.3
West Coast	55,241	53,967	-2.3	97,839	115,780	18.3	153,080	169,747	10.9
Wanaka	26,789	26,603	-0.7	46,013	59,842	30.1	72,802	86,445	18.7
Queenstow n	86,619	69,467	-19.8	205,441	230,017	12.0	292,060	299,484	2.5
Waitaki	28,115	26,011	-7.5	20,152	21,198	5.2	48,267	47,209	-2.2
Central Otago	25,422	24,227	-4.7	7,301	8,152	11.7	32,724	32,379	-1.1
Dunedin	45,254	49,119	8.5	45,493	46,684	2.6	90,747	95,803	5.6
Clutha	5,420	7,066	30.4	6,533	5,582	-14.6	11,953	12,647	5.8
Fiordland	15,542	21,023	35.3	47,583	50,444	6.0	63,125	71,467	13.2
Southland	24,456	26,715	9.2	15,141	18,310	20.9	39,597	45,025	13.7
Total	1,854,567	1,900,787	2.5	1,660,343	1,803,851	8.6	3,514,910	3,704,638	5.4

Table 5.2

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

RTO area	February 2015 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	61.7	69.3	48.0	24.0	38.7	60.4
Auckland	89.1	75.3	68.7	30.3	74.7	81.5
Coromandel	48.0	70.8	46.1	28.2	36.6	57.7
Waikato	65.1	65.2	38.6	22.5	45.6	58.8
Bay of Plenty	63.3	67.6	38.8	23.6	38.3	55.1
Rotorua	83.4	75.4	39.8	28.5	57.3	64.8
Taupo	66.4	71.8	69.3	21.9	53.8	69.8
Whakatane-Kaw erau	C	77.1	C	C	25.6	C
Gisborne	C	60.0	C	13.1	26.1	50.2
Taranaki	46.0	60.9	33.9	25.7	39.8	49.7
Haw ke's Bay	63.3	73.1	49.4	19.9	46.3	63.8
Ruapehu	51.9	32.0	33.2	30.8	36.7	37.9
Manaw atu	49.5	63.3	C	C	45.2	C
Wanganui	C	66.0	23.3	C	35.0	C
Wairarapa	C	57.8	C	14.2	29.4	50.1
Kapiti-Horow henua	C	64.4	C	20.8	32.3	46.6
Wellington	86.9	77.4	C	C	74.3	C
Marlborough	65.7	78.5	53.8	34.6	53.9	64.0
Nelson-Tasman	65.7	77.3	70.9	30.7	49.6	72.8
Canterbury	76.9	83.7	56.9	33.7	58.7	72.6
Hurunui	C	66.5	C	25.5	36.8	45.0
Mackenzie	C	69.4	C	44.5	65.9	77.2
Timaru	C	78.3	C	26.0	41.2	62.8
West Coast	60.5	83.4	74.9	38.9	62.0	72.6
Wanaka	75.9	84.0	70.5	31.4	52.7	75.4
Queenstow n	90.7	79.9	80.7	47.4	79.9	85.4
Waitaki	59.4	83.1	66.7	10.0	22.1	69.9
Central Otago	39.6	74.7	30.6	10.1	19.8	48.9
Dunedin	89.7	81.5	68.8	58.4	77.4	82.0
Clutha	C	62.4	C	31.4	34.0	37.0
Fiordland	86.6	80.5	64.4	36.4	62.9	75.3
Southland	52.1	63.9	44.5	27.3	46.4	55.1
Total	77.9	73.1	56.7	25.9	53.4	69.6

(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 West Coast RTO area.

Table 6.1

Local Authority and West Coast Accommodation Results⁽¹⁾

Accommodation type	February 2015 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Buller District					
Hotels	13	6,244	5,539	1.27	50.04
Motels	20	5,600	8,127	1.43	71.56
Backpackers	8	8,764	C	C	C
Holiday parks	6	16,940	C	C	C
Total	47	37,548	29,549	1.40	44.96
Grey District					
Hotels	9	8,428	9,058	1.21	62.15
Motels	16	5,628	10,984	1.39	87.17
Backpackers	5	6,888	C	C	C
Holiday parks	3	8,344	C	C	C
Total	33	29,288	35,124	1.30	66.15
Westland District					
Hotels	14	19,544	25,882	1.46	63.16
Motels	36	17,668	34,785	1.33	85.98
Backpackers	11	27,048	25,313	1.44	80.00
Holiday parks	10	23,044	19,094	1.50	44.18
Total	71	87,304	105,074	1.42	67.98
West Coast Regional Tourism Organisation area					
Hotels	36	34,216	40,479	1.37	60.52
Motels	72	28,896	53,896	1.36	83.42
Backpackers	24	42,700	37,510	1.36	74.93
Holiday parks	19	48,328	37,863	1.50	38.91
Total	151	154,140	169,747	1.39	62.03

(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

Population

The target population for the Accommodation Survey is all 'geographic units' (called 'establishments' in this publication) that are classified as short-term (less than one month) commercial accommodation providers operating in New Zealand. In terms of the Australian and New Zealand Standard Industrial Classification 2006 (ANZSIC06), the target population is taken from class 4400 (accommodation), and the part of class 4520 (pubs, taverns, and bars) that also provides accommodation.

The survey frame is all short-term commercial accommodation-providing geographic units belonging to an economically significant enterprise. Economic significance is generally determined as being GST registered and having a turnover of at least \$30,000 per year. Any geographic unit classified as a hosted accommodation type is excluded from the survey.

Confidentiality and suppression

Data collected and information contained in this report must conform to the provisions of the Statistics Act 1975. This requires that published information maintains the confidentiality of respondents. Cell suppression has been used to prevent the disclosure of sensitive information and is represented by a 'C' in the tables.

Rounding is applied to produce 'confidentialised' data. The rounding to 'origin of guest' data means that subtotals may not add up to the totals shown.

Some data have been suppressed due to low response rates. These are represented by 'S' in the tables.

Data reliability

This survey aims for 100 percent coverage of the population (a full census). However, in practice an overall response rate of between 76 and 80 percent is usually achieved. The remaining units are given imputed values based on the characteristics of similar establishments in the same or similar regions. Imputation 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 occur for reasons such as respondent error, frame quality, and errors in processing. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

Comparison with other statistical sources

Care should be used when comparing statistics from the Accommodation Survey with other sources. The target populations and methodologies may not be comparable. For example, 'average length of stay' figures from the Accommodation Survey combine international and domestic guests, whereas the average length of stay figures published from the International Visitor Survey cover only international guests.

Classifications and definitions

Accommodation type is generally determined by the type that contributes the majority of an establishment's capacity. For instance, if a business provides both motel and camping ground accommodation, but the majority of its stay units are motel rooms, then it would be classified as a motel. The classification system used is the New Zealand Accommodation Classification, broadly defined below:

- Hotels: includes both hotels and resorts
- Motels: includes motor inns, apartments, and motels
- Backpackers/hostels
- Caravan parks/camping grounds.

Changes to survey content

Establishments, over time, may change the way they operate, and therefore be reclassified from one accommodation type to another. For example, if a holiday park adds sufficient motel units or backpacker accommodation that it is not primarily operating as a holiday park, then it will be subject to reclassification. This will affect guest nights and other figures for the accommodation types involved.

Establishments that temporarily cease operations are taken out of the survey until they re-open. These changes affect figures for the number of establishments and available capacity.

Survey figures are also affected by businesses that start up, shut down, or move into or out of the short-term commercial accommodation industry.

Further information is available on the Tourism Research website, www.tourismresearch.govt.nz or on request from Statistics New Zealand.

For definitions of other terms, please search for 'survey participants accommodation survey' on the Statistics NZ website (www.stats.govt.nz).