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Commercial Accommodation Monitor:

December 2016

West Coast

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Citation

Statistics New Zealand (2017). *Commercial Accommodation Monitor: December 2016– West Coast*. Wellington: Statistics New Zealand.

Published in March 2017 by

Statistics New Zealand
Tatauranga Aotearoa
Wellington, New Zealand

Preface

Commercial Accommodation Monitor: December 2016 – 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 January 2017 monitor will be released on 20 March 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 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.

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1 Highlights

Monthly highlights

In December 2016 compared with December 2015:

- Guest nights rose 9.9 percent to 164,222
- International guest nights rose 19.1 percent to 113,811
- Domestic guest nights fell 6.4 percent to 50,412
- The average length of stay rose from 1.34 nights to 1.39 nights
- The overall occupancy rate rose from 47.5 percent to 53.0 percent
- The occupancy rate, excluding holiday parks, was 59.0 percent in December 2016
- Accommodation capacity, excluding holiday parks, fell 1.0 percent.

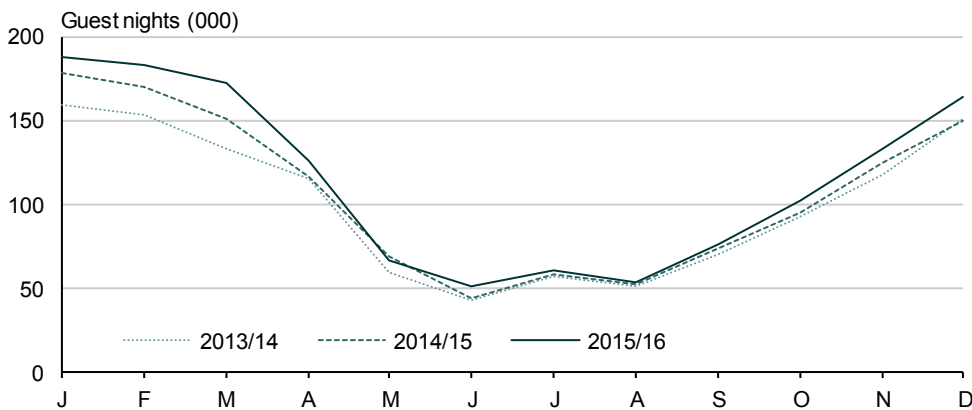
Response rates for December 2016

The response rate for the West Coast RTO area was 78 percent for December 2016.

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

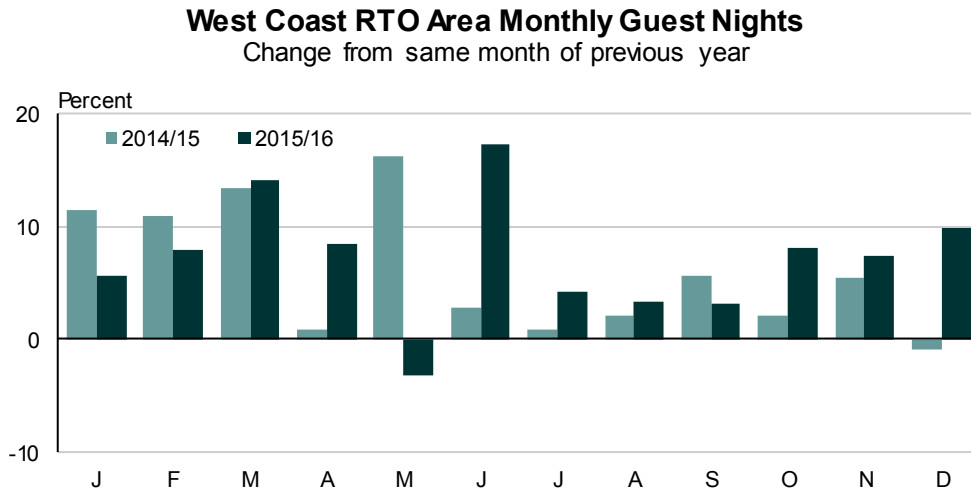
Figure 1.1

West Coast RTO Area Monthly Guest Nights



Source: Statistics New Zealand

Figure 1.2



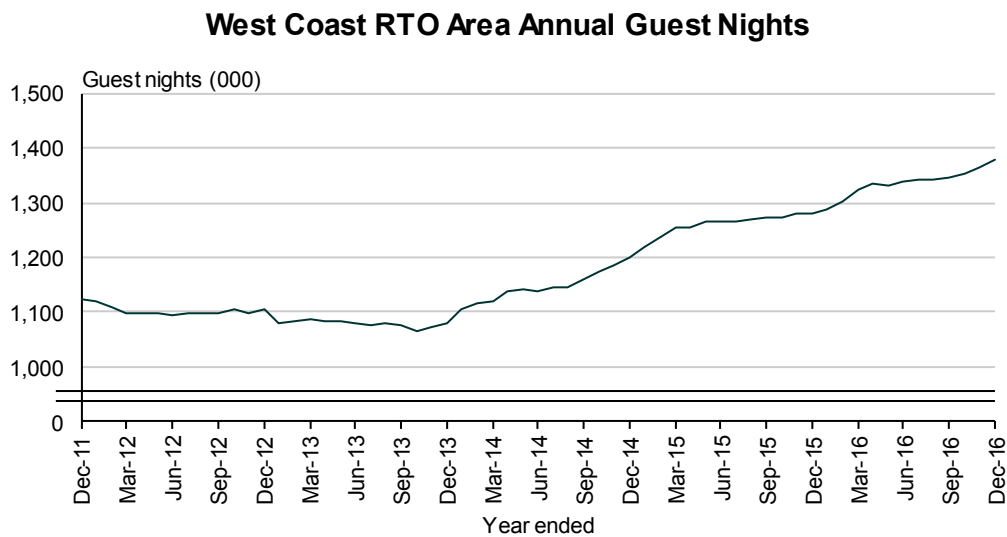
Source: Statistics New Zealand

Year ended highlights

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

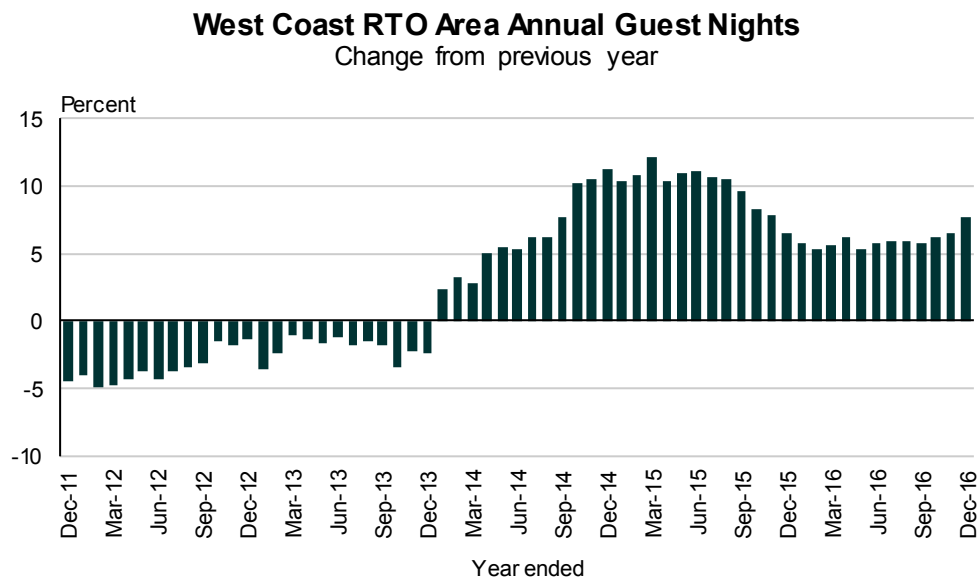
- Guest nights rose 7.7 percent to 1,377,499
- International guest nights rose 14.7 percent to 871,696
- Domestic guest nights fell 2.6 percent to 505,803
- The average length of stay fell from 1.42 nights to 1.40 nights
- The overall occupancy rate rose from 37.3 percent to 39.8 percent
- The occupancy rate, excluding holiday parks, was 47.4 percent for the year ended December 2016
- Accommodation capacity, excluding holiday parks, fell 0.7 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In December 2016, compared with December 2015, there was an increase of 9.9 percent in total guest nights for the West Coast RTO area. Holiday parks had the largest increase, followed by backpackers. Hotels had the only decrease.

For the year ended December 2016, compared with the previous December year, total guest nights for the West Coast RTO area increased 7.7 percent. Holiday parks had the largest increase, followed by hotels.

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		
	December		Percentage change	Year ended		Percentage change
	2015	2016		December 2015	December 2016	
Guest nights						
Total guest nights	149,404	164,222	9.9	1,279,067	1,377,499	7.7
International	95,523	113,811	19.1	759,878	871,696	14.7
Domestic	53,881	50,412	-6.4	519,189	505,803	-2.6
Hotels	32,193	31,217	-3.0	286,929	319,414	11.3
Motels/apartments	44,455	48,885	10.0	410,991	430,678	4.8
Backpackers	30,251	35,446	17.2	285,515	296,577	3.9
Holiday parks	42,505	48,675	14.5	295,632	330,830	11.9
Occupancy rates⁽³⁾ (%)						
Hotels	49.2	53.1	7.9	38.4	45.4	18.1
Motels/apartments	62.8	68.0	8.2	53.7	55.5	3.3
Backpackers	53.9	57.2	6.2	44.1	43.7	-0.9
Holiday parks	32.1	39.9	24.4	21.4	23.4	9.6
Total	47.5	53.0	11.7	37.3	39.8	6.5
Total excluding holiday parks ⁽⁴⁾	54.9	59.0	7.6	45.0	47.4	5.5
Average length of stay⁽⁵⁾						
Hotels	1.21	1.39	15.2	1.29	1.30	0.4
Motels/apartments	1.36	1.29	-5.3	1.40	1.37	-2.0
Backpackers	1.40	1.41	0.5	1.42	1.42	-0.3
Holiday parks	1.40	1.51	7.6	1.58	1.52	-3.5
Total	1.34	1.39	3.8	1.42	1.40	-1.3
Guest arrivals						
Hotels	26,656	22,442	-15.8	222,182	246,377	10.9
Motels/apartments	32,614	37,857	16.1	292,962	313,352	7.0
Backpackers	21,615	25,204	16.6	200,967	209,341	4.2
Holiday parks	30,312	32,255	6.4	187,405	217,241	15.9
Total	111,197	117,758	5.9	903,516	986,312	9.2
Establishments						
Hotels	35	31	-11.4	35	31	-11.4
Motels/apartments	70	69	-1.4	70	69	-1.4
Backpackers	25	25	0.0	25	25	0.0
Holiday parks	20	19	-5.0	20	19	-5.0
Total	150	144	-4.0	150	144	-4.0
Capacity⁽⁶⁾						
Hotels	35,743	32,116	-10.1	414,702	389,022	-6.2
Motels/apartments	31,217	31,062	-0.5	364,995	363,601	-0.4
Backpackers	47,461	50,127	5.6	544,517	561,773	3.2
Holiday parks	55,087	51,739	-6.1	632,132	617,483	-2.3
Total	169,508	165,044	-2.6	1,956,346	1,931,879	-1.3

(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:

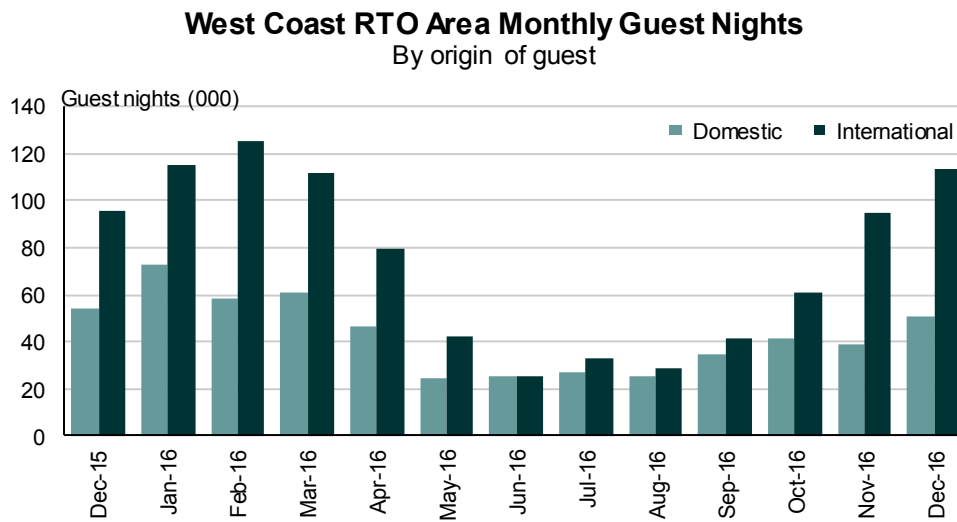
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3 Origin of guests

In December 2016, international guests accounted for 69.3 percent of all guest nights in the West Coast RTO area. When compared with December 2015, the number of international guest nights spent in the area in December 2016 was up 19.1 percent to 113,811. Domestic guest nights decreased 6.4 percent, to 50,412, for the same period.

The proportion of the origin-of-guest estimate from actual data was 72 percent for December 2016.

Figure 3.1



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							
2015	Dec	53,881	95,523	149,404	2,164,026	1,687,843	3,851,869
2016	Jan	72,777	115,047	187,824	2,922,729	1,921,161	4,843,891
	Feb	57,964	125,355	183,319	2,017,277	1,948,236	3,965,513
	Mar	60,638	111,494	172,132	2,149,108	1,838,734	3,987,842
	Apr	46,774	79,553	126,327	1,826,242	1,413,337	3,239,579
	May	24,343	42,218	66,562	1,370,125	959,551	2,329,676
	Jun	25,473	25,633	51,106	1,376,180	786,991	2,163,171
	Jul	27,232	33,092	60,325	1,629,080	1,006,967	2,636,046
	Aug	25,324	28,601	53,925	1,510,985	938,027	2,449,012
	Sep	34,459	41,515	75,974	1,636,740	996,925	2,633,664
	Oct	41,827	60,468	102,295	1,762,311	1,241,751	3,004,062
	Nov	38,580	94,908	133,488	1,679,960	1,585,153	3,265,113
	Dec	50,412	113,811	164,222	2,169,488	1,813,842	3,983,330
Percent change from the current month of the previous year							
		-6.4	19.1	9.9	0.3	7.5	3.4
Year ended							
December 2015		519,189	759,878	1,279,067	21,535,963	14,717,931	36,253,894
December 2016		505,803	871,696	1,377,499	22,050,224	16,450,674	38,500,897
Percent change from previous year							
		-2.6	14.7	7.7	2.4	11.8	6.2

(1) Regional tourism organisation

4 National results

In December 2016, a total of 3,983,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 131,000 nights (3.4 percent) from December 2015.

Three of the four accommodation types recorded an increase in guest nights in December 2016, compared with December 2015. Motels had the largest increase in guest nights (up 55,000 or 5.0 percent), followed by holiday parks (up 50,000 or 4.8 percent), and hotels (up 28,000 or 2.3 percent). Backpacker accommodation had the only decrease in guest nights (down 2,000 or 0.3 percent).

For the year ended December 2016, there were 38,501,000 guest nights, an increase of 2,247,000 (6.2 percent) from the previous December 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	
	2014	2015	2016	2014 to 2015	2015 to 2016
December month					
West Coast RTO area					
Hotels	35,857	32,193	31,217	-10.2	-3.0
Motels	43,156	44,455	48,885	3.0	10.0
Backpackers	35,520	30,251	35,446	-14.8	17.2
Holiday parks	36,177	42,505	48,675	17.5	14.5
Total	150,709	149,404	164,222	-0.9	9.9
New Zealand					
Hotels	1,139,041	1,209,611	1,237,791	6.2	2.3
Motels	1,048,928	1,101,282	1,156,389	5.0	5.0
Backpackers	495,681	509,125	507,624	2.7	-0.3
Holiday parks	944,586	1,031,851	1,081,525	9.2	4.8
Total	3,628,236	3,851,869	3,983,330	6.2	3.4
Year ended December					
West Coast RTO area					
Hotels	263,000	286,929	319,414	9.1	11.3
Motels	393,192	410,991	430,678	4.5	4.8
Backpackers	273,505	285,515	296,577	4.4	3.9
Holiday parks	271,887	295,632	330,830	8.7	11.9
Total	1,201,585	1,279,067	1,377,499	6.4	7.7
New Zealand					
Hotels	12,207,462	12,831,880	13,606,865	5.1	6.0
Motels	11,001,527	11,463,575	12,128,919	4.2	5.8
Backpackers	4,798,525	4,934,375	5,154,200	2.8	4.5
Holiday parks	6,603,440	7,024,064	7,610,913	6.4	8.4
Total	34,610,954	36,253,894	38,500,897	4.7	6.2

5 Regional comparison

In December 2016, the West Coast recorded the largest increase in guest nights (up 15,000 or 9.9 percent) from December 2015. This was followed by Auckland (up 13,000 or 2.1 percent), Hawke's Bay (up 13,000 or 10.8 percent), Queenstown (up 12,000 or 3.8 percent), and Coromandel (up 12,000 or 10.9 percent).

Canterbury recorded the largest decrease (down 31,000 or 8.7 percent), followed by Waitaki (down 7,000 or 13.0 percent), Timaru (down 6,000 or 12.9 percent), Wanaka (down 2,000 or 1.6 percent), and Whanganui (down 1,000 or 4.0 percent).

Table 5.1

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

RTO area	December guest nights								
	Domestic			International			Total		
	2015	2016	Percent age change	2015	2016	Percent age change	2015	2016	Percent age change
Northland	149,982	160,816	7.2	80,908	79,815	-1.4	230,891	240,630	4.2
Auckland	362,395	351,013	-3.1	292,003	316,831	8.5	654,398	667,845	2.1
Coromandel	74,415	87,851	18.1	38,701	37,609	-2.8	113,116	125,460	10.9
Waikato	88,437	96,189	8.8	41,385	42,181	1.9	129,821	138,369	6.6
Bay of Plenty	94,882	94,830	-0.1	27,252	36,338	33.3	122,133	131,168	7.4
Rotorua	95,482	94,176	-1.4	117,854	129,410	9.8	213,337	223,585	4.8
Taupo	68,611	65,892	-4.0	36,673	47,524	29.6	105,284	113,416	7.7
Whakatane-									
Kaw erau	24,794	29,382	18.5	4,884	8,633	76.8	29,678	38,015	28.1
Gisborne	36,809	41,157	11.8	6,523	6,164	-5.5	43,332	47,321	9.2
Taranaki	50,489	53,797	6.6	10,374	13,189	27.1	60,863	66,986	10.1
Haw ke's Bay	80,908	92,172	13.9	37,672	39,200	4.1	118,580	131,372	10.8
Ruapehu	20,300	22,785	12.2	20,072	21,485	7.0	40,371	44,271	9.7
Manaw atu	35,493	37,330	5.2	5,036	5,860	16.4	40,529	43,191	6.6
Whanganui	16,762	16,495	-1.6	5,013	4,405	-12.1	21,775	20,900	-4.0
Wairarapa	19,177	20,585	7.3	3,900	6,062	55.4	23,077	26,647	15.5
Kapiti-Horow henua	24,226	29,175	20.4	5,051	5,206	3.1	29,277	34,381	17.4
Wellington	144,598	140,317	-3.0	82,070	86,092	4.9	226,668	226,409	-0.1
Marlborough	37,403	41,415	10.7	38,054	38,642	1.5	75,458	80,056	6.1
Nelson-Tasman	109,039	113,618	4.2	67,352	71,305	5.9	176,391	184,923	4.8
Canterbury	180,049	156,730	-13.0	176,839	169,003	-4.4	356,888	325,733	-8.7
Hurunui	26,912	25,900	-3.8	10,527	11,351	7.8	37,439	37,250	-0.5
Mackenzie	21,402	22,023	2.9	57,048	63,207	10.8	78,450	85,230	8.6
Timaru	34,376	27,351	-20.4	8,194	9,713	18.5	42,571	37,065	-12.9
West Coast	53,881	50,412	-6.4	95,523	113,811	19.1	149,404	164,222	9.9
Wanaka	43,403	39,320	-9.4	53,215	55,737	4.7	96,618	95,057	-1.6
Queenstow n	97,452	95,116	-2.4	230,478	245,160	6.4	327,930	340,276	3.8
Waitaki	39,095	30,204	-22.7	17,613	19,106	8.5	56,709	49,310	-13.0
Central Otago	33,091	37,121	12.2	9,958	11,615	16.6	43,049	48,735	13.2
Dunedin	49,240	46,976	-4.6	36,236	38,074	5.1	85,476	85,050	-0.5
Clutha	5,795	5,017	-13.4	3,492	3,910	12.0	9,287	8,928	-3.9
Fiordland	21,697	21,495	-0.9	52,429	59,704	13.9	74,126	81,199	9.5
Southland	23,431	22,826	-2.6	15,513	17,501	12.8	38,944	40,327	3.6
Total	2,164,026	2,169,488	0.3	1,687,843	1,813,842	7.5	3,851,869	3,983,330	3.4

Table 5.2

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

RTO area	December 2016 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	50.0	61.7	49.3	26.9	38.0	54.6
Auckland	80.4	68.3	57.5	34.0	68.0	72.5
Coromandel	56.5	57.6	34.7	31.2	36.0	46.3
Waikato	61.3	62.5	48.5	26.2	46.4	58.7
Bay of Plenty	65.6	63.4	53.9	35.5	47.6	60.1
Rotorua	75.9	69.6	36.8	35.0	53.4	58.2
Taupo	59.8	71.5	50.4	19.9	47.6	61.4
Whakatane-Kawerau	C	54.8	C	20.4	28.9	55.0
Gisborne	C	56.9	C	22.5	31.1	46.6
Taranaki	48.5	51.1	45.1	27.9	40.4	49.1
Hawke's Bay	60.5	67.6	57.7	34.8	51.8	63.1
Ruapehu	45.8	29.5	23.6	47.7	32.8	30.0
Manawatu	37.5	45.0	C	C	36.8	C
Whanganui	C	44.1	46.0	C	39.1	C
Wairarapa	C	56.4	C	18.3	31.5	49.4
Kapiti-Horowhenua	C	55.8	C	29.8	32.5	36.0
Wellington	71.2	66.0	C	C	62.2	C
Marlborough	66.1	65.7	49.6	33.0	49.7	58.5
Nelson-Tasman	54.9	64.5	60.4	33.6	46.6	61.3
Canterbury	70.6	59.2	38.2	25.4	45.4	56.4
Hurunui	50.6	54.1	21.2	26.8	33.2	38.3
Mackenzie	C	75.3	C	42.4	69.5	82.3
Timaru	C	66.7	C	32.9	43.7	58.5
West Coast	53.1	68.0	57.2	39.9	53.0	59.0
Wanaka	68.6	75.0	70.0	37.4	53.0	70.8
Queenstown	82.6	71.5	74.2	53.5	74.3	77.8
Waitaki	37.4	69.3	56.0	8.9	17.6	51.3
Central Otago	32.5	54.5	38.1	18.6	24.3	42.9
Dunedin	61.3	64.1	51.5	43.7	56.9	60.1
Clutha	C	44.2	C	17.3	23.4	32.0
Fiordland	65.3	64.4	C	C	59.5	C
Southland	37.6	48.0	40.8	20.2	35.3	42.7
Total	69.2	62.5	50.3	29.0	49.2	61.0

(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 West Coast RTO area.

Table 6.1

Local Authority and West Coast Accommodation Results⁽¹⁾					
Accommodation type	December 2016 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Buller District					
Hotels	12	6,231	C	C	C
Motels	20	6,386	7,729	1.37	55.63
Backpackers	9	9,889	7,396	1.20	57.36
Holiday parks	6	18,755	C	C	C
Total	47	41,261	35,179	1.51	43.81
Grey District					
Hotels	6	7,378	C	C	C
Motels	15	6,045	9,416	1.24	69.86
Backpackers	5	7,161	4,315	1.42	49.14
Holiday parks	3	9,021	C	C	C
Total	29	29,605	31,877	1.28	54.66
Westland District					
Hotels	13	18,507	17,714	1.62	52.62
Motels	34	18,631	31,740	1.29	71.60
Backpackers	11	33,077	23,735	1.48	58.92
Holiday parks	10	23,963	23,977	1.33	44.63
Total	68	94,178	97,166	1.40	56.55
West Coast Regional Tourism Organisation area					
Hotels	31	32,116	31,217	1.39	53.13
Motels	69	31,062	48,885	1.29	67.98
Backpackers	25	50,127	35,446	1.41	57.21
Holiday parks	19	51,739	48,675	1.51	39.94
Total	144	165,044	164,222	1.39	53.03

(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

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