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# Commercial Accommodation Monitor:

## January 2015

### West Coast

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# Preface

Commercial Accommodation Monitor: January 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](http://www.stats.govt.nz)).

The February 2015 monitor will be released on 10 April 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

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# 1 Highlights

## Monthly highlights

In January 2015 compared with January 2014:

- Guest nights rose 11.5 percent to 177,637
- International guest nights rose 7.5 percent to 103,566
- Domestic guest nights rose 17.6 percent to 74,071
- The average length of stay rose from 1.38 nights to 1.46 nights
- The overall occupancy rate rose from 51.6 percent to 54.8 percent
- The occupancy rate, excluding holiday parks, was 62.0 percent in January 2015
- Accommodation capacity, excluding holiday parks, fell 1.1 percent.

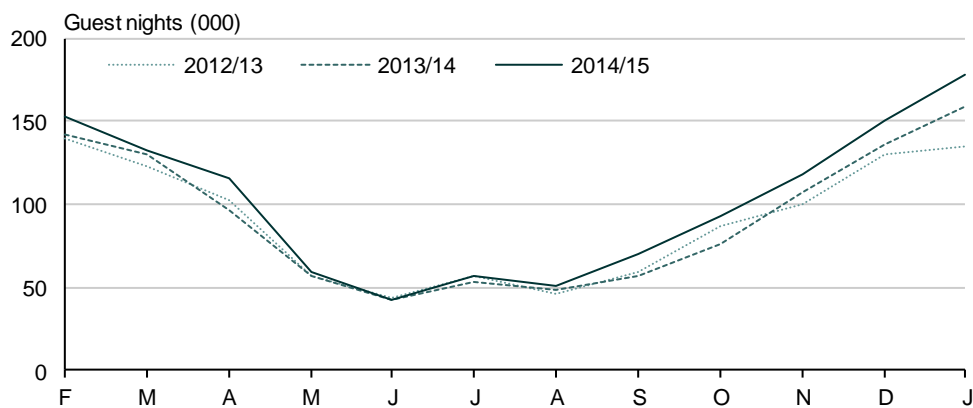
## Response rates for January 2015

The response rate for the West Coast RTO area was 79 percent for January 2015.

The proportion of the origin-of-guest estimate from unadjusted data was 67 percent.

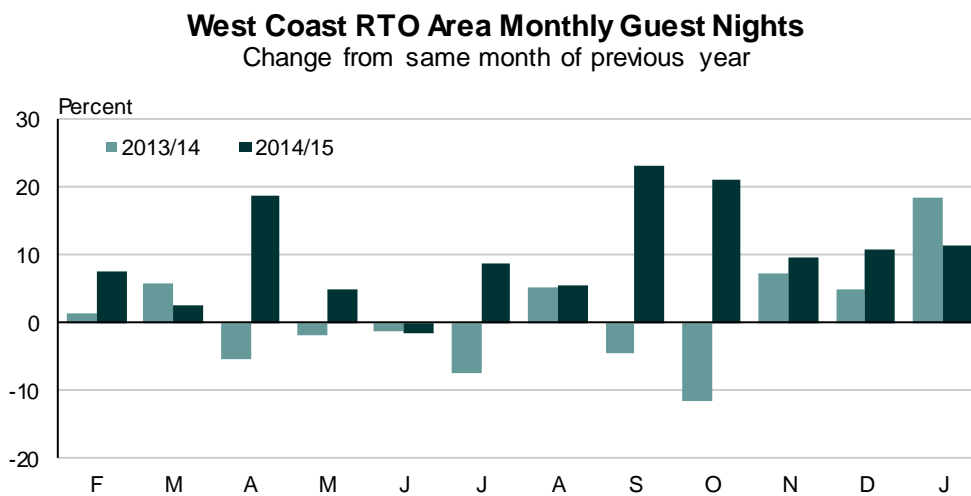
Figure 1.1

### West Coast RTO Area Monthly Guest Nights



Source: Statistics New Zealand

Figure 1.2



Source: Statistics New Zealand

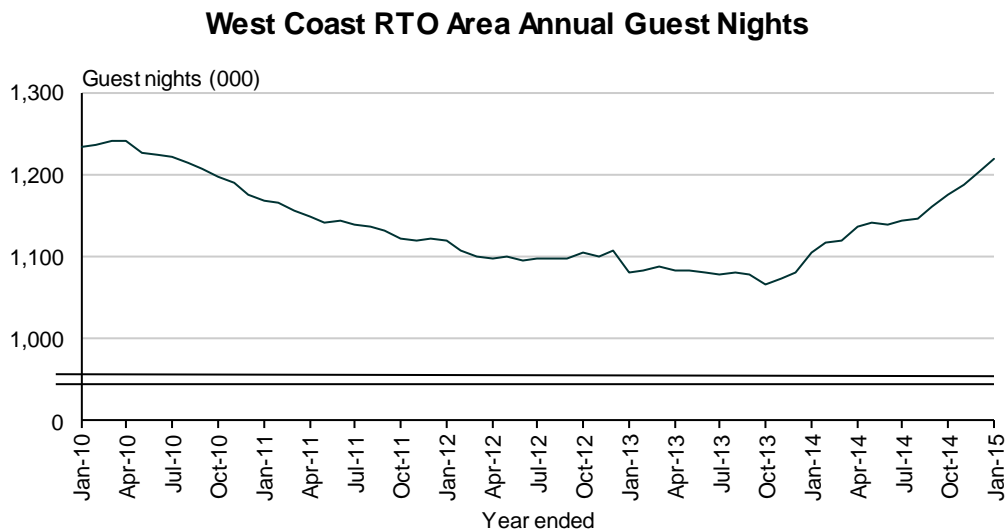
## Year ended highlights

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

- Guest nights rose 10.4 percent to 1,219,905
- International guest nights rose 9.9 percent to 706,401
- Domestic guest nights rose 11.0 percent to 513,504
- The average length of stay rose from 1.38 nights to 1.42 nights
- The overall occupancy rate rose from 32.2 percent to 35.9 percent
- The occupancy rate, excluding holiday parks, was 43.2 percent for the year ended January 2015
- Accommodation capacity, excluding holiday parks, fell 4.4 percent.

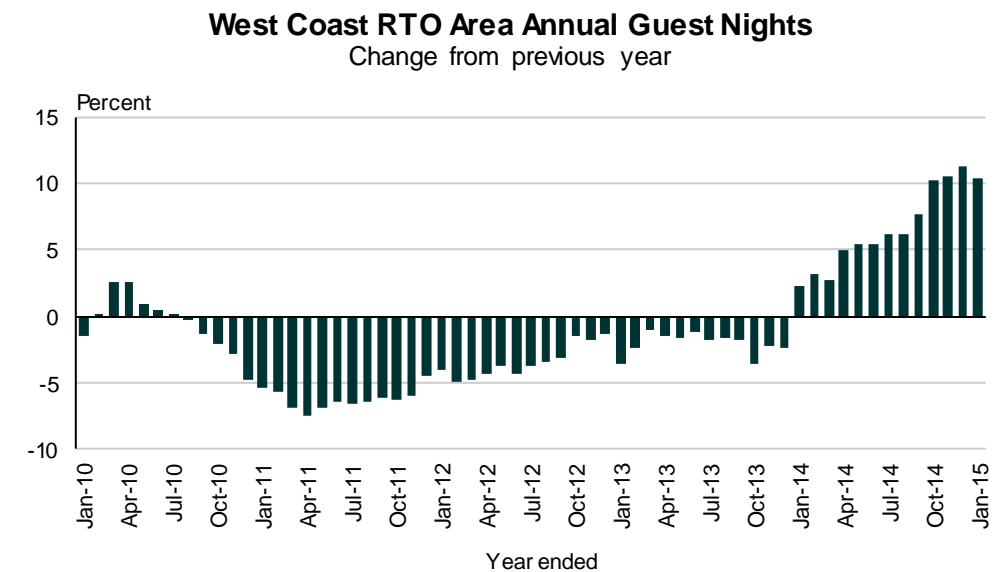


Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

## 2 Accommodation variables

In January 2015, compared with January 2014, there was an increase of 11.5 percent in total guest nights for the West Coast RTO area. Holiday parks had the largest increase, followed by hotels.

For the year ended January 2015, compared with the previous January year, total guest nights for the West Coast RTO area increased 10.4 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*

Accommodation type	Monthly			Annual <sup>(1)</sup>		
	January		Percentage change	Year ended		Percentage change
	2014	2015		January 2014	January 2015	
<b>Guest nights</b>						
<b>Total guest nights</b>	159,317	177,637	11.5	1,105,203	1,219,905	10.4
International	96,356	103,566	7.5	642,660	706,401	9.9
Domestic	62,961	74,071	17.6	462,542	513,504	11.0
Hotels	27,847	33,940	21.9	239,264	269,094	12.5
Motels/apartments	52,257	53,193	1.8	365,449	394,129	7.8
Backpackers	36,040	37,902	5.2	252,155	275,367	9.2
Holiday parks	43,173	52,601	21.8	248,335	281,316	13.3
<b>Occupancy rates<sup>(2)</sup> (%)</b>						
Hotels	39.8	46.2	16.1	30.6	34.9	14.1
Motels/apartments	72.3	71.9	-0.6	46.2	51.1	10.6
Backpackers	63.8	68.1	6.7	38.5	44.3	15.1
Holiday parks	37.1	39.3	5.9	19.3	20.8	7.4
<b>Total</b>	51.6	54.8	6.2	32.2	35.9	11.6
Total excluding holiday parks <sup>(3)</sup>	58.4	62.0	6.2	38.0	43.2	13.7
<b>Average length of stay<sup>(4)</sup></b>						
Hotels	1.30	1.24	-4.8	1.33	1.33	0.1
Motels/apartments	1.40	1.41	0.8	1.43	1.43	0.4
Backpackers	1.39	1.35	-2.7	1.43	1.42	-0.6
Holiday parks	1.39	1.85	32.9	1.33	1.49	11.6
<b>Total</b>	1.38	1.46	6.1	1.38	1.42	2.5
<b>Guest arrivals</b>						
Hotels	21,435	27,453	28.1	179,809	201,950	12.3
Motels/apartments	37,280	37,645	1.0	256,020	275,050	7.4
Backpackers	25,878	27,973	8.1	176,323	193,634	9.8
Holiday parks	31,063	28,486	-8.3	186,305	189,134	1.5
<b>Total</b>	115,656	121,556	5.1	798,457	859,769	7.7
<b>Establishments</b>						
Hotels	38	37	-2.6	38	37	-2.6
Motels/apartments	72	71	-1.4	72	71	-1.4
Backpackers	24	24	0.0	24	24	0.0
Holiday parks	19	19	0.0	19	19	0.0
<b>Total</b>	153	151	-1.3	153	151	-1.3
<b>Capacity</b>						
Hotels	37,975	38,006	0.1	453,796	421,889	-7.0
Motels/apartments	32,023	31,620	-1.3	377,704	367,827	-2.6
Backpackers	48,236	47,275	-2.0	548,345	529,158	-3.5
Holiday parks	54,746	53,940	-1.5	625,784	632,177	1.0
<b>Total</b>	172,980	170,841	-1.2	2,005,629	1,951,051	-2.7

(1) Comparing equivalent periods a year apart needs to be done 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).

(2) Occupancy rates are calculated as the ratio of stay unit nights to monthly capacity.

(3) Occupancy rates excluding holiday parks are included because the capacity of holiday parks can distort total occupancy rates.

(4) Average length of stay is the ratio of guest nights to guest arrivals.

**Symbol:**

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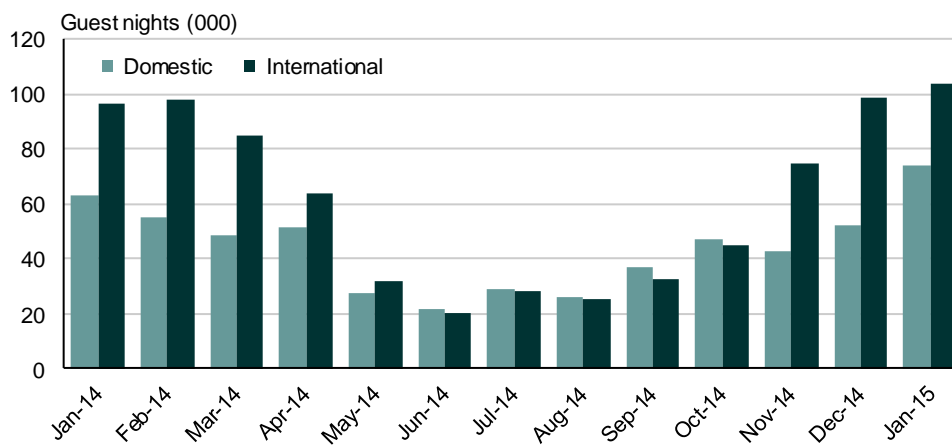
### 3 Origin of guests

In January 2015, international guests accounted for 58.3 percent of all guest nights in the West Coast RTO area. When compared with January 2014, the number of international guest nights spent in the area in January 2015 was up 7.5 percent to 103,566. Domestic guest nights increased 17.6 percent, to 74,071, for the same period.

The proportion of the origin-of-guest estimate from actual data was 67 percent for January 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 <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2014	Jan	62,961	96,356	159,317	2,707,867	1,689,947	4,397,814
	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
		Percent change from the current month of the previous year					
		17.6	7.5	11.5	4.6	2.5	3.8
<b>Year ended</b>							
	January 2014	462,542	642,660	1,105,203	19,761,867	13,202,152	32,964,019
	January 2015	513,504	706,401	1,219,905	20,882,873	13,896,219	34,779,091
		Percent change from previous year					
		11.0	9.9	10.4	5.7	5.3	5.5

(1) Regional tourism organisation

## 4 National results

In January 2015, a total of 4,566,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 168,000 nights (3.8 percent) from January 2014.

All four accommodation types recorded an increase in guest nights in January 2015, compared with January 2014. Hotels had the largest increase in guest nights (up 78,000 or 6.9 percent), followed by holiday parks (up 67,000 or 4.5 percent), backpacker accommodation (up 17,000 or 3.2 percent), and motels (up 6,000 or 0.5 percent).

For the year ended January 2015, there were 34,779,000 guest nights, an increase of 1,815,000 (5.5 percent) from the previous January 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
<b>January month</b>					
<b>West Coast RTO area</b>					
Hotels	25,726	27,847	33,940	8.2	21.9
Motels	44,400	52,257	53,193	17.7	1.8
Backpackers	30,258	36,040	37,902	19.1	5.2
Holiday parks	34,217	43,173	52,601	26.2	21.8
Total	134,601	159,317	177,637	18.4	11.5
<b>New Zealand</b>					
Hotels	1,060,425	1,135,831	1,213,928	7.1	6.9
Motels	1,163,526	1,249,653	1,255,730	7.4	0.5
Backpackers	479,402	521,342	538,012	8.7	3.2
Holiday parks	1,440,091	1,490,987	1,558,281	3.5	4.5
Total	4,143,444	4,397,814	4,565,950	6.1	3.8
<b>Year ended January</b>					
<b>West Coast RTO area</b>					
Hotels	231,541	239,264	269,094	3.3	12.5
Motels	366,627	365,449	394,129	-0.3	7.8
Backpackers	244,159	252,155	275,367	3.3	9.2
Holiday parks	237,570	248,335	281,316	4.5	13.3
Total	1,079,896	1,105,203	1,219,905	2.3	10.4
<b>New Zealand</b>					
Hotels	10,815,613	11,497,439	12,285,558	6.3	6.9
Motels	10,278,232	10,694,829	11,007,604	4.1	2.9
Backpackers	4,125,940	4,442,536	4,815,194	7.7	8.4
Holiday parks	6,209,960	6,329,215	6,670,734	1.9	5.4
Total	31,429,744	32,964,019	34,779,091	4.9	5.5

## 5 Regional comparison

In January 2015, Nelson-Tasman recorded the largest increase in guest nights (up 26,000 or 9.8 percent) from January 2014. This was followed by Auckland (up 21,000 or 3.1 percent), Coromandel (up 20,000 or 11.4 percent), Northland (up 18,000 or 5.3 percent), and West Coast (up 18,000 or 11.5 percent).

Bay of Plenty recorded the largest decrease (down 22,000 or 11.5 percent), followed by Marlborough (down 6,000 or 6.0 percent), Southland (down 3,000 or 7.1 percent), Wanganui (down 3,000 or 10.2 percent), and Ruapehu (down 3,000 or 5.8 percent).

Table 5.1

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

RTO area	January guest nights								
	Domestic			International			Total		
	2014	2015	Percent age change	2014	2015	Percent age change	2014	2015	Percent age change
Northland	257,264	271,424	5.5	87,569	91,779	4.8	344,832	363,202	5.3
Auckland	354,393	382,507	7.9	318,594	311,257	-2.3	672,987	693,764	3.1
Coromandel	129,092	148,494	15.0	41,836	41,935	0.2	170,928	190,429	11.4
Waikato	102,384	106,780	4.3	30,175	34,958	15.9	132,559	141,739	6.9
Bay of Plenty	152,604	137,737	-9.7	37,998	30,966	-18.5	190,603	168,703	-11.5
Rotorua	128,943	123,351	-4.3	101,128	110,418	9.2	230,071	233,769	1.6
Taupo	81,956	79,933	-2.5	45,754	50,297	9.9	127,710	130,229	2.0
Whakatane-									
Kaw erau	48,073	49,182	2.3	4,919	5,090	3.5	52,993	54,272	2.4
Gisborne	55,939	63,089	12.8	8,480	8,158	-3.8	64,419	71,247	10.6
Taranaki	72,342	72,166	-0.2	10,930	8,970	-17.9	83,272	81,136	-2.6
Haw ke's Bay	112,517	110,775	-1.5	29,549	34,221	15.8	142,066	144,996	2.1
Ruapehu	20,993	19,645	-6.4	24,300	23,007	-5.3	45,294	42,652	-5.8
Manaw atu	36,337	39,865	9.7	4,846	5,192	7.1	41,183	45,058	9.4
Wanganui	24,454	19,691	-19.5	3,739	5,630	50.6	28,193	25,321	-10.2
Wairarapa	23,685	26,442	11.6	3,694	4,034	9.2	27,379	30,476	11.3
Kapiti-Horow henua	29,300	29,438	0.5	3,471	3,213	-7.4	32,771	32,651	-0.4
Wellington	120,267	137,131	14.0	87,532	88,605	1.2	207,799	225,736	8.6
Marlborough	55,289	52,053	-5.9	47,745	44,769	-6.2	103,033	96,822	-6.0
Nelson-Tasman	189,515	211,126	11.4	71,834	75,794	5.5	261,348	286,921	9.8
Canterbury	206,063	198,260	-3.8	165,086	173,283	5.0	371,149	371,543	0.1
Hurunui	34,672	40,248	16.1	11,644	12,258	5.3	46,316	52,506	13.4
Mackenzie	20,856	22,215	6.5	44,897	50,378	12.2	65,752	72,592	10.4
Timaru	30,337	36,829	21.4	9,902	7,746	-21.8	40,239	44,575	10.8
West Coast	62,961	74,071	17.6	96,356	103,566	7.5	159,317	177,637	11.5
Wanaka	43,823	55,172	25.9	50,418	45,031	-10.7	94,241	100,203	6.3
Queenstow n	108,949	109,264	0.3	207,964	221,743	6.6	316,913	331,008	4.4
Waitaki	45,655	51,563	12.9	16,361	16,738	2.3	62,016	68,301	10.1
Central Otago	58,206	57,918	-0.5	11,618	11,532	-0.7	69,824	69,450	-0.5
Dunedin	42,610	46,918	10.1	42,992	40,887	-4.9	85,602	87,805	2.6
Clutha	7,845	8,201	4.5	4,444	4,792	7.8	12,289	12,993	5.7
Fiordland	24,695	27,353	10.8	46,559	50,485	8.4	71,254	77,838	9.2
Southland	25,847	24,876	-3.8	17,616	15,504	-12.0	43,464	40,380	-7.1
<b>Total</b>	<b>2,707,867</b>	<b>2,833,714</b>	<b>4.6</b>	<b>1,689,947</b>	<b>1,732,236</b>	<b>2.5</b>	<b>4,397,814</b>	<b>4,565,950</b>	<b>3.8</b>



Table 5.2

**Regional Tourism Organisation Areas' Monthly Occupancy Rates<sup>(1)</sup>***By accommodation type*

RTO area	January 2015 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	62.1	65.1	52.8	47.1	52.5	60.4
Auckland	76.9	60.1	55.4	40.5	64.7	68.4
Coromandel	50.6	72.1	56.1	46.2	51.2	62.2
Waikato	43.5	52.9	56.3	32.3	44.3	51.2
Bay of Plenty	57.4	69.0	45.2	38.1	47.0	57.2
Rotorua	76.6	67.3	44.2	38.8	57.4	62.5
Taupo	64.8	71.1	67.8	29.4	55.7	68.7
Whakatane-Kawerau	C	69.8	C	C	39.0	C
Gisborne	C	57.7	C	28.7	34.9	47.4
Taranaki	43.7	56.8	28.2	48.8	47.0	45.7
Hawke's Bay	55.6	71.0	50.6	33.6	50.5	61.8
Ruapehu	45.6	29.1	25.5	33.4	32.1	31.8
Manawatu	37.5	46.6	C	C	35.2	C
Wanganui	C	53.6	21.8	C	33.6	C
Wairarapa	C	52.4	C	21.4	33.1	48.8
Kapiti-Horowhenua	C	54.7	C	26.6	30.4	35.3
Wellington	69.2	56.6	C	C	61.2	C
Marlborough	56.3	65.1	55.7	38.9	52.1	58.9
Nelson-Tasman	60.8	69.9	67.3	50.2	57.9	67.4
Canterbury	63.0	66.5	52.5	37.6	52.4	60.6
Hurunui	C	65.1	C	38.3	45.6	50.8
Mackenzie	C	63.9	C	47.0	64.1	73.2
Timaru	C	66.5	C	31.4	40.2	52.6
West Coast	46.2	71.9	68.1	39.3	54.8	62.0
Wanaka	64.3	71.2	58.4	39.6	51.0	63.2
Queenstown	85.7	73.1	79.2	47.5	76.3	81.2
Waitaki	36.4	59.7	52.8	16.9	23.4	47.0
Central Otago	27.5	71.2	51.0	30.9	36.2	52.1
Dunedin	62.4	63.9	55.4	49.7	59.1	61.4
Clutha	C	43.0	C	49.7	37.8	28.7
Fiordland	68.2	76.6	55.7	35.0	55.5	65.0
Southland	38.6	46.3	36.9	20.1	34.7	41.3
<b>Total</b>	66.6	63.0	54.2	37.6	52.6	61.5

(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<sup>(1)</sup>

Accommodation type	January 2015 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
<b>Buller District</b>					
Hotels	13	6,913	C	C	C
Motels	20	6,200	7,823	1.41	58.55
Backpackers	8	9,703	6,597	1.19	58.06
Holiday parks	6	18,817	C	C	C
<b>Total</b>	<b>47</b>	<b>41,633</b>	<b>36,634</b>	<b>1.54</b>	<b>43.96</b>
<b>Grey District</b>					
Hotels	9	9,331	C	C	C
Motels	16	6,231	10,133	1.42	72.26
Backpackers	5	7,626	5,923	1.27	66.36
Holiday parks	3	9,238	C	C	C
<b>Total</b>	<b>33</b>	<b>32,426</b>	<b>35,890</b>	<b>1.40</b>	<b>56.18</b>
<b>Westland District</b>					
Hotels	15	21,762	20,984	1.25	48.06
Motels	35	19,189	35,237	1.41	76.07
Backpackers	11	29,946	25,382	1.43	71.79
Holiday parks	10	25,885	23,510	1.85	40.86
<b>Total</b>	<b>71</b>	<b>96,782</b>	<b>105,113</b>	<b>1.46</b>	<b>59.03</b>
<b>West Coast Regional Tourism Organisation area</b>					
Hotels	37	38,006	33,940	1.24	46.19
Motels	71	31,620	53,193	1.41	71.88
Backpackers	24	47,275	37,902	1.35	68.09
Holiday parks	19	53,940	52,601	1.85	39.26
<b>Total</b>	<b>151</b>	<b>170,841</b>	<b>177,637</b>	<b>1.46</b>	<b>54.82</b>

(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 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.

Further information is available on the Tourism Research website, [www.tourismresearch.govt.nz](http://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](http://www.stats.govt.nz)).