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Commercial Accommodation Monitor:

April 2015

West Coast

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Preface

Commercial Accommodation Monitor: April 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 May 2015 monitor will be released on 10 July 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.

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Contents

List of tables and figures	vi
1 Highlights	1
Monthly highlights	1
Year ended highlights	2
2 Accommodation variables	4
3 Origin of guests.....	6
4 National results	8
5 Regional comparison	9
6 Local authority area results	12
7 Accommodation Survey technical notes.....	13

List of tables and figures

Tables by chapter

2 Accommodation variables

2.1 West Coast accommodation variables by accommodation type.....5

3 Origin of guests

3.1 West Coast and New Zealand monthly guest nights by origin of guest.....7

4 National results

4.1 West Coast and New Zealand guest nights by accommodation type.....8

5 Regional comparison

5.1 Regional tourism organisation areas' monthly guest nights by origin of guest..... 10

5.2 Regional tourism organisation areas' monthly occupancy rates by accommodation type 11

6 Local authority results

6.1 Local authority and West Coast accommodation results 12

Figures by chapter

1 Highlights

1.1 West Coast RTO area monthly guest nights..... 1

1.2 West Coast RTO area monthly guest nights, change from same month of previous year.....2

1.3 West Coast RTO area annual guest nights.....3

1.4 West Coast RTO area annual guest nights, change from previous year3

3 Origin of guests

3.1 West Coast RTO area monthly guest nights, by origin of guest.....6

1 Highlights

Monthly highlights

In April 2015 compared with April 2014:

- Guest nights rose 1.0 percent to 116,545
- International guest nights rose 4.5 percent to 66,852
- Domestic guest nights fell 3.5 percent to 49,692
- The average length of stay rose from 1.36 nights to 1.37 nights
- The overall occupancy rate rose from 39.2 percent to 40.2 percent
- The occupancy rate, excluding holiday parks, was 48.1 percent in April 2015
- Accommodation capacity, excluding holiday parks, fell 0.1 percent.

Response rates for April 2015

The response rate for the West Coast RTO area was 80 percent for April 2015.

The proportion of the origin-of-guest estimate from unadjusted data was 64 percent.

Figure 1.1

West Coast RTO Area Monthly Guest Nights

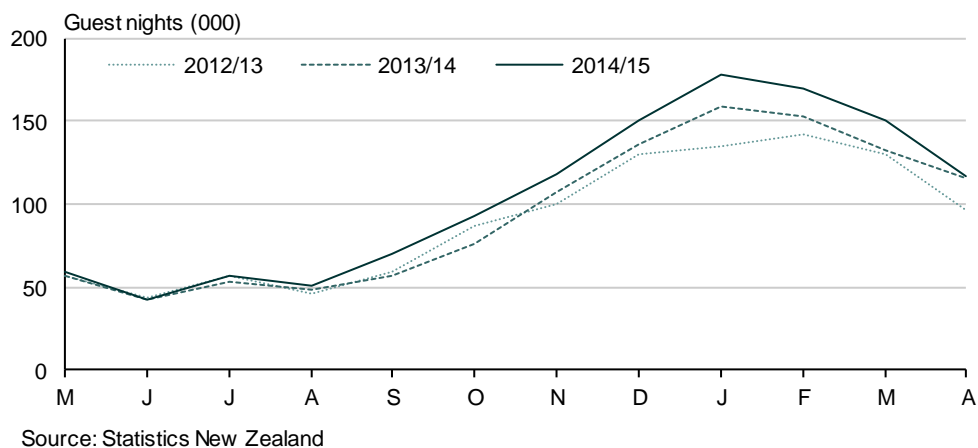
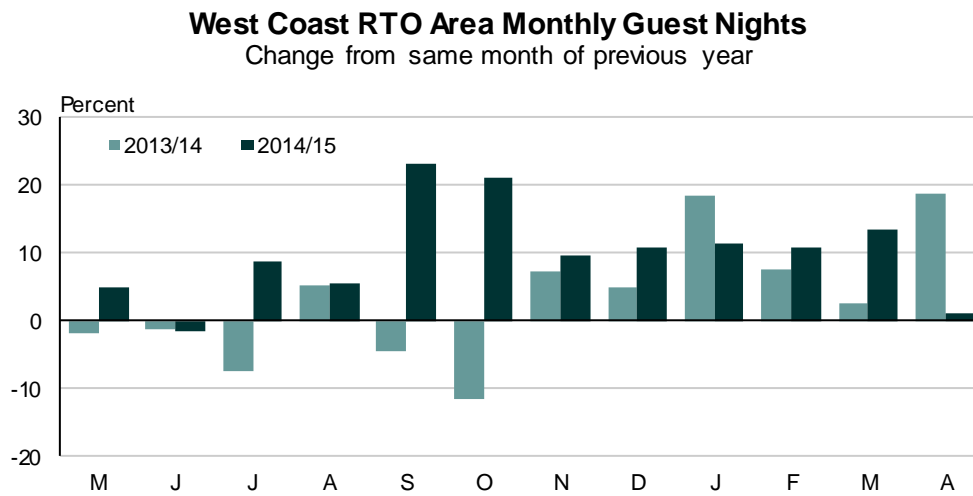


Figure 1.2



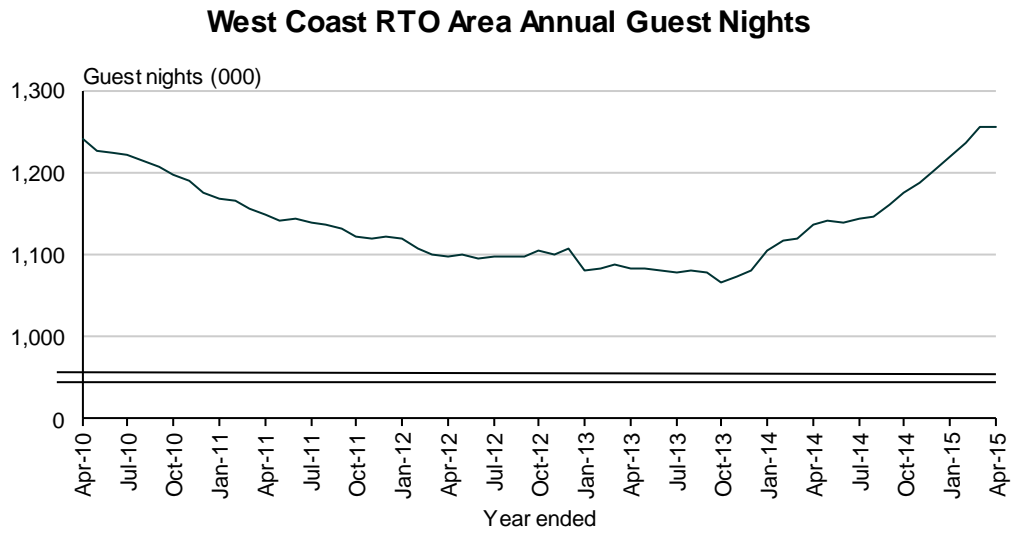
Source: Statistics New Zealand

Year ended highlights

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

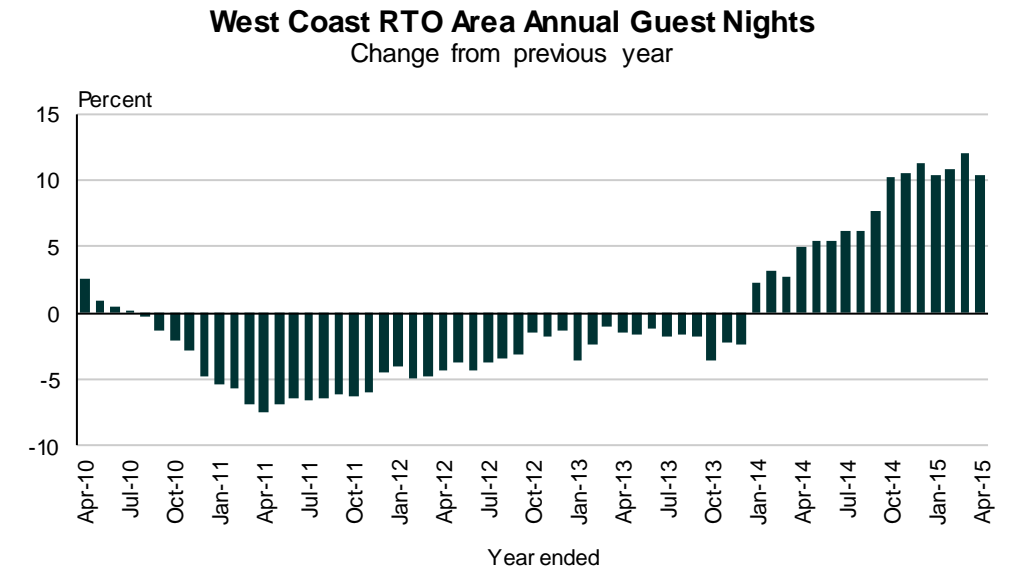
- Guest nights rose 10.4 percent to 1,255,592
- International guest nights rose 11.5 percent to 740,699
- Domestic guest nights rose 8.7 percent to 514,892
- The average length of stay rose from 1.38 nights to 1.43 nights
- The overall occupancy rate rose from 33.3 percent to 36.8 percent
- The occupancy rate, excluding holiday parks, was 44.3 percent for the year ended April 2015
- Accommodation capacity, excluding holiday parks, fell 3.6 percent.

Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

2 Accommodation variables

In April 2015, compared with April 2014, there was an increase of 1.0 percent in total guest nights for the West Coast RTO area. Backpackers had the largest increase, followed by motels. Holiday parks had the only decrease.

For the year ended April 2015, compared with the previous April year, total guest nights for the West Coast RTO area increased 10.4 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		
	April		Percentage change	Year ended		Percentage change
	2014	2015		April 2014	April 2015	
Guest nights						
Total guest nights	115,446	116,545	1.0	1,137,638	1,255,592	10.4
International	63,953	66,852	4.5	664,153	740,699	11.5
Domestic	51,493	49,692	-3.5	473,486	514,892	8.7
Hotels	23,866	23,961	0.4	240,835	284,907	18.3
Motels/apartments	39,884	40,028	0.4	375,915	404,929	7.7
Backpackers	25,575	26,812	4.8	258,628	281,410	8.8
Holiday parks	26,121	25,744	-1.4	262,260	284,346	8.4
Occupancy rates⁽³⁾ (%)						
Hotels	37.3	38.1	2.2	31.5	36.3	15.5
Motels/apartments	58.5	58.5	0.1	48.2	51.9	7.7
Backpackers	47.9	48.9	2.0	40.2	45.3	12.6
Holiday parks	21.8	22.9	4.8	19.8	21.2	7.1
Total	39.2	40.2	2.3	33.3	36.8	10.5
Total excluding holiday parks ⁽⁴⁾	47.4	48.1	1.4	39.6	44.3	11.9
Average length of stay⁽⁵⁾						
Hotels	1.33	1.25	-6.5	1.35	1.32	-2.2
Motels/apartments	1.38	1.30	-5.5	1.41	1.42	0.4
Backpackers	1.39	1.43	2.4	1.43	1.41	-1.0
Holiday parks	1.32	1.55	16.8	1.34	1.58	17.8
Total	1.36	1.37	0.4	1.38	1.43	3.0
Guest arrivals						
Hotels	17,891	19,220	7.4	178,519	215,864	20.9
Motels/apartments	28,913	30,722	6.3	266,105	285,368	7.2
Backpackers	18,348	18,791	2.4	181,058	199,007	9.9
Holiday parks	19,718	16,632	-15.6	195,814	180,277	-7.9
Total	84,870	85,365	0.6	821,497	880,516	7.2
Establishments						
Hotels	38	37	-2.6	38	37	-2.6
Motels/apartments	72	72	0.0	72	72	0.0
Backpackers	24	25	4.2	24	25	4.2
Holiday parks	19	19	0.0	19	19	0.0
Total	153	153	0.0	153	153	0.0
Capacity⁽⁶⁾						
Hotels	36,360	36,150	-0.6	442,845	421,426	-4.8
Motels/apartments	31,110	30,960	-0.5	375,658	367,618	-2.1
Backpackers	45,630	45,930	0.7	547,298	527,629	-3.6
Holiday parks	53,070	51,780	-2.4	633,021	628,406	-0.7
Total	166,170	164,820	-0.8	1,998,822	1,945,079	-2.7

(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 April 2015, international guests accounted for 57.4 percent of all guest nights in the West Coast RTO area. When compared with April 2014, the number of international guest nights spent in the area in April 2015 was up 4.5 percent to 66,852. Domestic guest nights decreased 3.5 percent, to 49,692, for the same period.

The proportion of the origin-of-guest estimate from actual data was 64 percent for April 2015.

Figure 3.1

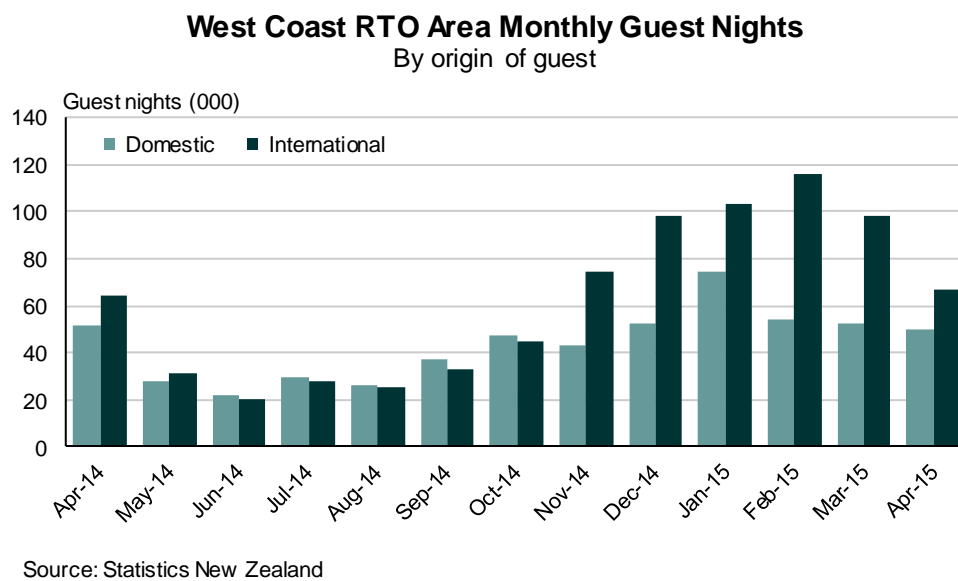


Table 3.1

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	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
		Mar	52,794	98,048	150,843	1,927,366	1,624,619	3,551,985
Apr		49,692	66,852	116,545	1,877,594	1,246,428	3,124,021	
Percent change from the current month of the previous year								
		-3.5	4.5	1.0	1.6	6.7	3.6	
Year ended								
April 2014		473,486	664,153	1,137,638	20,126,130	13,391,814	33,517,944	
April 2015		514,892	740,699	1,255,592	21,051,082	14,273,294	35,324,375	
Percent change from previous year								
		8.7	11.5	10.4	4.6	6.6	5.4	

(1) Regional tourism organisation

4 National results

In April 2015, a total of 3,124,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 108,000 nights (3.6 percent) from April 2014.

All four accommodation types recorded an increase in guest nights in April 2015, compared with April 2014. Hotels had the largest increase in guest nights (up 62,000 or 6.0 percent), followed by motels (up 24,000 or 2.5 percent), holiday parks (up 17,000 or 3.0 percent), and backpacker accommodation (up 4,000 or 1.0 percent).

For the year ended April 2015, there were 35,324,000 guest nights, an increase of 1,806,000 (5.4 percent) from the previous April 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
April month					
West Coast RTO area					
Hotels	21,433	23,866	23,961	11.4	0.4
Motels	33,652	39,884	40,028	18.5	0.4
Backpackers	21,852	25,575	26,812	17.0	4.8
Holiday parks	20,175	26,121	25,744	29.5	-1.4
Total	97,113	115,446	116,545	18.9	1.0
New Zealand					
Hotels	945,683	1,026,097	1,088,034	8.5	6.0
Motels	861,303	982,098	1,006,399	14.0	2.5
Backpackers	371,182	433,327	437,611	16.7	1.0
Holiday parks	447,083	574,863	591,977	28.6	3.0
Total	2,625,252	3,016,385	3,124,021	14.9	3.6
Year ended April					
West Coast RTO area					
Hotels	238,730	240,835	284,907	0.9	18.3
Motels	366,529	375,915	404,929	2.6	7.7
Backpackers	242,744	258,628	281,410	6.5	8.8
Holiday parks	235,142	262,260	284,346	11.5	8.4
Total	1,083,145	1,137,638	1,255,592	5.0	10.4
New Zealand					
Hotels	11,015,386	11,681,548	12,478,425	6.0	6.8
Motels	10,352,580	10,857,969	11,192,187	4.9	3.1
Backpackers	4,158,870	4,560,970	4,844,164	9.7	6.2
Holiday parks	6,245,504	6,417,456	6,809,599	2.8	6.1
Total	31,772,341	33,517,944	35,324,375	5.5	5.4

5 Regional comparison

In April 2015, Auckland recorded the largest increase in guest nights (up 33,000 or 5.8 percent) from April 2014. This was followed by Wellington (up 25,000 or 11.8 percent), Canterbury (up 16,000 or 5.7 percent), Hawke's Bay (up 14,000 or 15.3 percent), and Rotorua (up 10,000 or 6.0 percent).

Northland recorded the largest decrease (down 7,000 or 4.2 percent), followed by Marlborough (down 6,000 or 9.6 percent), Central Otago (down 5,000 or 14.1 percent), Bay of Plenty (down 5,000 or 4.8 percent), and Queenstown (down 3,000 or 1.2 percent).

Table 5.1

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

RTO area	April guest nights								
	Domestic			International			Total		
	2014	2015	Percent age change	2014	2015	Percent age change	2014	2015	Percent age change
Northland	107,803	101,567	-5.8	47,155	46,864	-0.6	154,958	148,431	-4.2
Auckland	322,504	350,973	8.8	247,251	252,017	1.9	569,755	602,989	5.8
Coromandel	44,919	52,447	16.8	22,688	21,760	-4.1	67,607	74,206	9.8
Waikato	83,463	81,500	-2.4	23,948	30,121	25.8	107,411	111,621	3.9
Bay of Plenty	70,079	70,289	0.3	31,258	26,233	-16.1	101,337	96,522	-4.8
Rotorua	95,868	96,028	0.2	74,491	84,535	13.5	170,359	180,563	6.0
Taupo	62,974	61,768	-1.9	27,113	29,634	9.3	90,088	91,402	1.5
Whakatane-									
Kaw erau	14,803	12,819	-13.4	2,515	2,418	-3.9	17,318	15,236	-12.0
Gisborne	22,436	26,046	16.1	5,619	5,147	-8.4	28,054	31,193	11.2
Taranaki	40,714	39,195	-3.7	5,555	6,292	13.3	46,269	45,486	-1.7
Haw ke's Bay	67,788	70,961	4.7	21,127	31,543	49.3	88,916	102,504	15.3
Ruapehu	19,555	18,579	-5.0	10,264	13,028	26.9	29,819	31,607	6.0
Manaw atu	34,440	38,125	10.7	3,583	4,018	12.1	38,023	42,143	10.8
Wanganui	11,835	12,404	4.8	2,798	2,601	-7.0	14,632	15,005	2.5
Wairarapa	16,079	16,922	5.2	2,940	2,135	-27.4	19,019	19,057	0.2
Kapiti-Horow henua	19,020	17,812	-6.3	1,832	1,724	-5.9	20,852	19,536	-6.3
Wellington	139,548	149,980	7.5	68,814	83,004	20.6	208,362	232,984	11.8
Marlborough	37,926	34,420	-9.2	27,557	24,773	-10.1	65,483	59,193	-9.6
Nelson-Tasman	61,631	63,159	2.5	39,839	40,562	1.8	101,469	103,721	2.2
Canterbury	164,530	172,759	5.0	116,028	123,739	6.6	280,558	296,498	5.7
Hurunui	28,086	26,956	-4.0	7,475	7,665	2.5	35,561	34,621	-2.6
Mackenzie	17,781	16,871	-5.1	33,956	37,314	9.9	51,737	54,185	4.7
Timaru	22,382	23,330	4.2	6,049	6,210	2.7	28,431	29,540	3.9
West Coast	51,493	49,692	-3.5	63,953	66,852	4.5	115,446	116,545	1.0
Wanaka	30,848	24,484	-20.6	32,198	37,755	17.3	63,046	62,239	-1.3
Queenstow n	112,099	94,748	-15.5	152,690	166,898	9.3	264,789	261,646	-1.2
Waitaki	22,934	24,026	4.8	10,876	9,922	-8.8	33,810	33,948	0.4
Central Otago	28,433	24,164	-15.0	7,277	6,496	-10.7	35,709	30,660	-14.1
Dunedin	48,425	56,949	17.6	28,582	26,067	-8.8	77,007	83,016	7.8
Clutha	6,213	5,401	-13.1	2,675	2,801	4.7	8,888	8,202	-7.7
Fiordland	18,851	16,901	-10.3	30,524	36,792	20.5	49,375	53,693	8.7
Southland	23,254	26,319	13.2	9,045	9,510	5.1	32,299	35,829	10.9
Total	1,848,714	1,877,594	1.6	1,167,671	1,246,428	6.7	3,016,385	3,124,021	3.6

Table 5.2

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

RTO area	April 2015 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	47.4	52.0	31.0	13.6	25.7	44.3
Auckland	78.2	62.1	60.3	21.1	63.9	70.7
Coromandel	35.1	49.9	29.3	18.0	24.2	39.2
Waikato	54.7	55.7	44.2	21.2	41.2	52.8
Bay of Plenty	54.5	61.3	50.2	22.2	37.9	55.4
Rotorua	73.0	59.7	30.7	21.8	46.0	51.9
Taupo	54.1	59.4	50.1	14.9	41.5	55.0
Whakatane-Kaw erau	C	53.1	C	5.4	16.6	47.2
Gisborne	C	48.8	C	13.2	23.4	39.8
Taranaki	39.2	49.1	27.3	19.1	31.9	40.6
Haw ke's Bay	60.6	62.2	52.0	14.8	41.3	58.7
Ruapehu	38.5	24.4	23.1	19.8	26.3	27.5
Manaw atu	39.0	53.1	C	C	37.7	C
Wanganui	C	49.2	20.5	C	26.6	C
Wairarapa	39.8	49.5	C	C	22.9	C
Kapiti-Horow henua	C	49.8	C	12.8	22.7	35.1
Wellington	80.3	62.6	C	C	66.6	C
Marlborough	50.8	56.3	34.4	16.0	34.7	43.6
Nelson-Tasman	48.3	48.0	51.2	14.8	30.6	49.3
Canterbury	63.4	64.5	45.2	25.5	46.2	57.7
Hurunui	C	58.3	C	22.0	32.5	40.2
Mackenzie	C	49.1	C	32.0	48.7	57.5
Timaru	C	62.6	C	29.9	39.1	50.6
West Coast	38.1	58.5	48.9	22.9	40.2	48.1
Wanaka	55.8	69.1	61.8	16.2	38.0	61.5
Queenstow n	75.6	64.2	70.4	33.6	66.3	71.8
Waitaki	38.8	63.9	45.9	5.9	14.7	49.9
Central Otago	41.8	58.8	47.7	9.6	19.3	50.4
Dunedin	75.4	70.3	56.3	36.0	62.7	69.2
Clutha	C	49.7	C	16.0	24.3	38.1
Fiordland	54.1	53.0	35.4	26.9	39.5	45.4
Southland	41.4	54.2	30.7	13.9	34.6	43.9
Total	65.8	57.7	46.1	17.6	42.5	56.9

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

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

Symbols:

C confidential

... not applicable

6 Local authority area results

Table 6.1 shows results for the individual local authority areas in the West Coast RTO area.

Table 6.1

Local Authority and West Coast Accommodation Results⁽¹⁾

Accommodation type	April 2015 results				
	Establishments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Buller District					
Hotels	13	6,720	4,139	C	33.31
Motels	21	6,240	5,533	1.32	46.04
Backpackers	9	9,570	C	1.26	C
Holiday parks	6	18,150	C	C	C
Total	49	40,680	19,308	1.39	26.08
Grey District					
Hotels	9	9,030	6,873	C	45.42
Motels	16	6,030	8,590	1.24	64.25
Backpackers	5	7,380	C	1.32	C
Holiday parks	3	8,940	C	C	C
Total	33	31,380	25,478	1.30	44.71
Westland District					
Hotels	15	20,400	12,948	1.26	36.40
Motels	35	18,690	25,905	1.32	60.87
Backpackers	11	28,980	19,325	1.49	55.22
Holiday parks	10	24,690	13,580	1.52	27.28
Total	71	92,760	71,758	1.38	44.78
West Coast Regional Tourism Organisation area					
Hotels	37	36,150	23,961	1.25	38.08
Motels	72	30,960	40,028	1.30	58.54
Backpackers	25	45,930	26,812	1.43	48.86
Holiday parks	19	51,780	25,744	1.55	22.88
Total	153	164,820	116,545	1.37	40.15

(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 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.

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).