



# Commercial Accommodation Monitor:

## November 2015

### West Coast

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# Preface

Commercial Accommodation Monitor: November 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 December 2015 monitor will be released on 11 February 2016.

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 November 2015 compared with November 2014:

- Guest nights rose 5.5 percent to 124,286
- International guest nights rose 6.4 percent to 79,652
- Domestic guest nights rose 3.9 percent to 44,634
- The average length of stay rose from 1.36 nights to 1.38 nights
- The overall occupancy rate rose from 41.6 percent to 44.0 percent
- The occupancy rate, excluding holiday parks, was 52.9 percent in November 2015
- Accommodation capacity, excluding holiday parks, fell 2.7 percent.

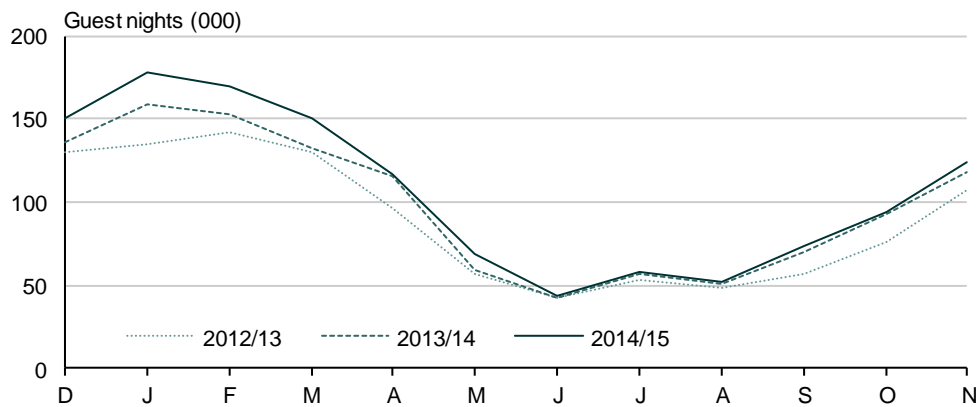
## Response rates for November 2015

The response rate for the West Coast RTO area was 83 percent for November 2015.

The proportion of the origin-of-guest estimate from unadjusted data was 77 percent.

**Figure 1.1**

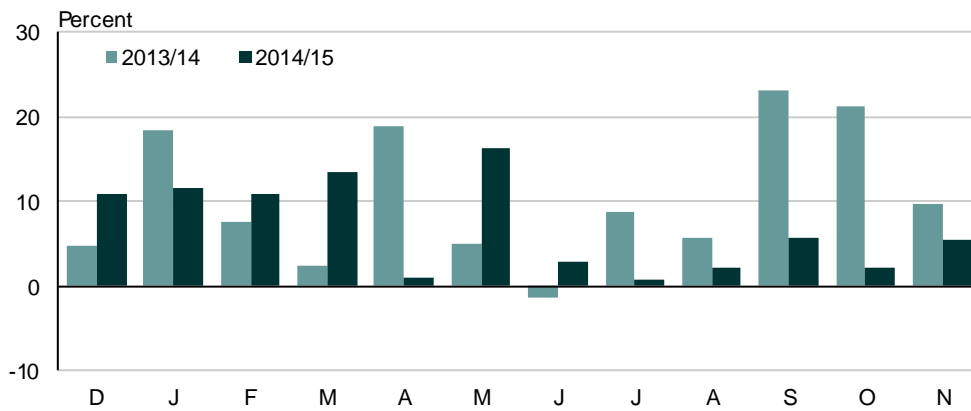
### West Coast RTO Area Monthly Guest Nights



Source: Statistics New Zealand

**Figure 1.2**

### West Coast RTO Area Monthly Guest Nights Change from same month of previous year



Source: Statistics New Zealand

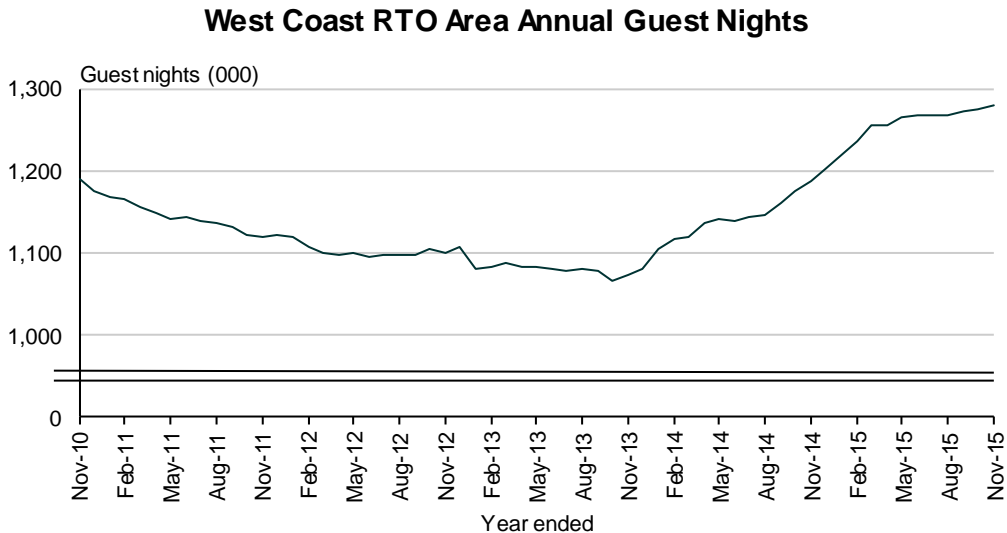
## Year ended highlights

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

- Guest nights rose 7.9 percent to 1,280,372
- International guest nights rose 10.7 percent to 762,806
- Domestic guest nights rose 4.0 percent to 517,566
- The average length of stay rose from 1.41 nights to 1.42 nights
- The overall occupancy rate rose from 35.3 percent to 37.4 percent
- The occupancy rate, excluding holiday parks, was 45.1 percent for the year ended November 2015
- Accommodation capacity, excluding holiday parks, rose 0.5 percent.

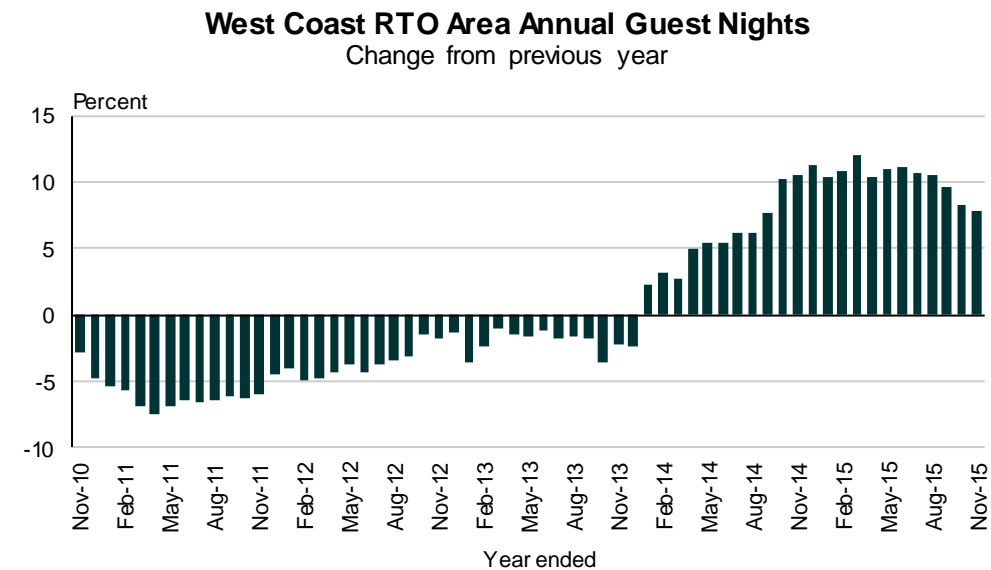


Figure 1.3



Source: Statistics New Zealand

Figure 1.4



Source: Statistics New Zealand

## 2 Accommodation variables

In November 2015, compared with November 2014, there was an increase of 5.5 percent in total guest nights for the West Coast RTO area. Holiday parks had the largest increase, followed by motels. Hotels had the only decrease.

For the year ended November 2015, compared with the previous November year, total guest nights for the West Coast RTO area increased 7.9 percent. Hotels had the largest increase, followed by backpackers.

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<sup>(1)(2)</sup>

Accommodation type	Monthly			Annual		
	November		Percentage change	Year ended		Percentage change
	2014	2015		November 2014	November 2015	
<b>Guest nights</b>						
<b>Total guest nights</b>	117,782	124,286	5.5	1,186,893	1,280,372	7.9
International	74,837	79,652	6.4	689,345	762,806	10.7
Domestic	42,945	44,634	3.9	497,548	517,566	4.0
Hotels	31,573	28,465	-9.8	254,156	290,594	14.3
Motels/apartments	34,292	37,398	9.1	391,278	409,691	4.7
Backpackers	26,710	28,456	6.5	268,530	290,783	8.3
Holiday parks	25,207	29,967	18.9	272,929	289,303	6.0
<b>Occupancy rates<sup>(3)</sup> (%)</b>						
Hotels	44.7	47.3	5.9	33.7	38.0	12.8
Motels/apartments	56.5	62.2	10.1	51.1	53.5	4.8
Backpackers	49.4	51.1	3.4	43.0	44.9	4.5
Holiday parks	23.8	25.4	7.0	20.7	21.3	2.9
<b>Total</b>	41.6	44.0	5.8	35.3	37.4	6.1
Total excluding holiday parks <sup>(4)</sup>	49.7	52.9	6.4	42.3	45.1	6.7
<b>Average length of stay<sup>(5)</sup></b>						
Hotels	1.29	1.30	0.9	1.37	1.30	-5.3
Motels/apartments	1.34	1.36	1.7	1.43	1.40	-2.4
Backpackers	1.38	1.42	2.8	1.43	1.42	-0.8
Holiday parks	1.48	1.47	-0.4	1.40	1.61	14.6
<b>Total</b>	1.36	1.38	1.7	1.41	1.42	0.6
<b>Guest arrivals</b>						
Hotels	24,467	21,866	-10.6	185,620	224,145	20.8
Motels/apartments	25,678	27,542	7.3	272,722	292,517	7.3
Backpackers	19,375	20,079	3.6	187,515	204,791	9.2
Holiday parks	17,049	20,359	19.4	194,682	179,996	-7.5
<b>Total</b>	86,568	89,845	3.8	840,539	901,449	7.2
<b>Establishments</b>						
Hotels	36	35	-2.8	36	35	-2.8
Motels/apartments	71	71	0.0	71	71	0.0
Backpackers	24	25	4.2	24	25	4.2
Holiday parks	19	20	5.3	19	20	5.3
<b>Total</b>	150	151	0.7	150	151	0.7
<b>Capacity<sup>(6)</sup></b>						
Hotels	37,350	34,590	-7.4	422,354	419,228	-0.7
Motels/apartments	30,630	30,270	-1.2	368,602	365,429	-0.9
Backpackers	45,660	45,690	0.1	530,770	544,238	2.5
Holiday parks	52,080	53,310	2.4	633,293	630,861	-0.4
<b>Total</b>	165,720	163,860	-1.1	1,955,019	1,959,756	0.2

(1) Reclassifications, new businesses, ceased businesses, and temporary closures may affect figures.

(2) Irregular events, such as airshow s 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 w hen 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

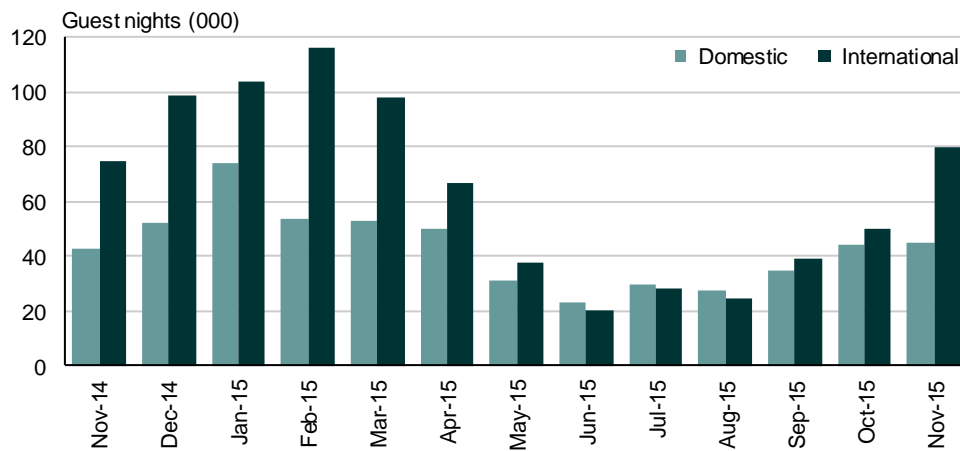
### 3 Origin of guests

In November 2015, international guests accounted for 64.1 percent of all guest nights in the West Coast RTO area. When compared with November 2014, the number of international guest nights spent in the area in November 2015 was up 6.4 percent to 79,652. Domestic guest nights increased 3.9 percent, to 44,634, for the same period.

The proportion of the origin-of-guest estimate from actual data was 77 percent for November 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	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
	May	31,097	37,675	68,772	1,463,648	874,729	2,338,377
	Jun	23,004	20,570	43,574	1,241,206	691,988	1,933,195
	Jul	29,600	28,314	57,913	1,597,300	869,716	2,467,016
	Aug	27,383	24,781	52,164	1,473,688	827,051	2,300,740
	Sep	34,723	38,863	73,586	1,588,557	887,062	2,475,619
	Oct	44,343	50,253	94,596	1,772,303	1,061,184	2,833,487
	Nov	44,634	79,652	124,286	1,695,774	1,411,223	3,106,997
		Percent change from the current month of the previous year					
		3.9	6.4	5.5	5.2	3.8	4.6
<b>Year ended</b>							
	November 2014	497,548	689,345	1,186,893	20,653,448	13,715,778	34,369,224
	November 2015	517,566	762,806	1,280,372	21,407,721	14,622,540	36,030,261
		Percent change from previous year					
		4.0	10.7	7.9	3.7	6.6	4.8

(1) Regional tourism organisation

## 4 National results

In November 2015, a total of 3,107,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 136,000 nights (4.6 percent) from November 2014.

All four accommodation types recorded an increase in guest nights in November 2015, compared with November 2014. Motels had the largest increase in guest nights (up 47,000 or 5.0 percent), followed by hotels (up 44,000 or 4.0 percent), holiday parks (up 41,000 or 8.7 percent), and backpacker accommodation (up 4,000 or 0.8 percent).

For the year ended November 2015, there were 36,030,000 guest nights, an increase of 1,661,000 (4.8 percent) from the previous November 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>November month</b>					
<b>West Coast RTO area</b>					
Hotels	24,299	31,573	28,465	29.9	-9.8
Motels	35,226	34,292	37,398	-2.7	9.1
Backpackers	22,471	26,710	28,456	18.9	6.5
Holiday parks	25,311	25,207	29,967	-0.4	18.9
Total	107,307	117,782	124,286	9.8	5.5
<b>New Zealand</b>					
Hotels	1,040,652	1,118,351	1,162,808	7.5	4.0
Motels	897,235	936,979	984,085	4.4	5.0
Backpackers	417,888	451,233	454,844	8.0	0.8
Holiday parks	448,888	464,657	505,260	3.5	8.7
Total	2,804,664	2,971,219	3,106,997	5.9	4.6
<b>Year ended November</b>					
<b>West Coast RTO area</b>					
Hotels	236,461	254,156	290,594	7.5	14.3
Motels	358,975	391,278	409,691	9.0	4.7
Backpackers	244,478	268,530	290,783	9.8	8.3
Holiday parks	234,312	272,929	289,303	16.5	6.0
Total	1,074,227	1,186,893	1,280,372	10.5	7.9
<b>New Zealand</b>					
Hotels	11,411,719	12,084,894	12,761,310	5.9	5.6
Motels	10,561,620	10,955,457	11,411,220	3.7	4.2
Backpackers	4,354,091	4,758,879	4,920,932	9.3	3.4
Holiday parks	6,272,817	6,569,995	6,936,799	4.7	5.6
Total	32,600,248	34,369,224	36,030,261	5.4	4.8

## 5 Regional comparison

In November 2015, Queenstown recorded the largest increase in guest nights (up 33,000 or 13.4 percent) from November 2014. This was followed by Wellington (up 15,000 or 6.5 percent), Waikato (up 14,000 or 14.6 percent), Bay of Plenty (up 14,000 or 18.0 percent), and Canterbury (up 10,000 or 3.3 percent).

Auckland recorded the largest decrease (down 7,000 or 1.2 percent), followed by Gisborne (down 3,000 or 10.2 percent), Hawke's Bay (down 2,000 or 2.7 percent), Northland (down 1,000 or 0.8 percent), and Wanganui (down 1,000 or 5.9 percent).

Table 5.1

## Regional Tourism Organisation Areas' Monthly Guest Nights

By origin of guest

RTO area	November guest nights								
	Domestic			International			Total		
	2014	2015	Percent age change	2014	2015	Percent age change	2014	2015	Percent age change
Northland	70,866	73,450	3.6	62,219	58,628	-5.8	133,085	132,078	-0.8
Auckland	344,334	354,190	2.9	299,866	282,570	-5.8	644,200	636,759	-1.2
Coromandel	31,776	35,026	10.2	27,722	26,210	-5.5	59,498	61,236	2.9
Waikato	71,773	78,413	9.3	24,720	32,166	30.1	96,492	110,579	14.6
Bay of Plenty	53,298	59,702	12.0	22,956	30,293	32.0	76,254	89,995	18.0
Rotorua	71,873	75,381	4.9	94,032	99,835	6.2	165,905	175,216	5.6
Taupo	51,564	49,427	-4.1	28,353	31,525	11.2	79,917	80,952	1.3
Whakatane-Kawerau	12,225	13,824	13.1	3,808	3,708	-2.6	16,033	17,533	9.4
Gisborne	19,478	17,762	-8.8	6,904	5,937	-14.0	26,383	23,699	-10.2
Taranaki	40,268	39,859	-1.0	6,393	6,629	3.7	46,661	46,488	-0.4
Hawke's Bay	54,940	52,838	-3.8	27,606	27,501	-0.4	82,547	80,339	-2.7
Ruapehu	13,866	16,491	18.9	15,177	15,449	1.8	29,043	31,940	10.0
Manawatu	36,520	40,018	9.6	4,327	3,977	-8.1	40,847	43,995	7.7
Whanganui	11,610	10,762	-7.3	3,704	3,651	-1.4	15,314	14,414	-5.9
Wairarapa	13,207	13,449	1.8	2,567	2,824	10.0	15,775	16,273	3.2
Kapiti-Horowhenua	13,953	16,131	15.6	2,483	3,503	41.1	16,437	19,633	19.4
Wellington	144,659	161,045	11.3	80,834	79,112	-2.1	225,493	240,157	6.5
Marlborough	28,291	30,974	9.5	32,810	30,955	-5.7	61,101	61,929	1.4
Nelson-Tasman	51,469	56,092	9.0	44,237	44,440	0.5	95,706	100,533	5.0
Canterbury	159,191	165,331	3.9	143,704	147,648	2.7	302,894	312,980	3.3
Hurunui	18,276	18,573	1.6	8,748	8,049	-8.0	27,024	26,623	-1.5
Mackenzie	11,964	15,618	30.5	38,606	43,351	12.3	50,569	58,969	16.6
Timaru	20,374	19,956	-2.1	5,625	5,718	1.7	25,999	25,674	-1.2
West Coast	42,945	44,634	3.9	74,837	79,652	6.4	117,782	124,286	5.5
Wanaka	16,645	19,535	17.4	32,850	37,392	13.8	49,494	56,927	15.0
Queenstown	79,814	86,250	8.1	168,893	195,838	16.0	248,706	282,089	13.4
Waitaki	17,756	20,171	13.6	11,163	13,779	23.4	28,918	33,950	17.4
Central Otago	15,391	14,456	-6.1	4,040	4,355	7.8	19,431	18,811	-3.2
Dunedin	45,405	48,486	6.8	31,444	30,958	-1.5	76,848	79,444	3.4
Clutha	3,695	3,711	0.5	2,266	2,593	14.4	5,961	6,305	5.8
Fiordland	17,484	17,002	-2.8	36,349	41,803	15.0	53,833	58,805	9.2
Southland	26,628	27,216	2.2	10,442	11,172	7.0	37,070	38,388	3.6
<b>Total</b>	<b>1,611,536</b>	<b>1,695,774</b>	<b>5.2</b>	<b>1,359,683</b>	<b>1,411,223</b>	<b>3.8</b>	<b>2,971,219</b>	<b>3,106,997</b>	<b>4.6</b>



**Table 5.2****Regional Tourism Organisation Areas' Monthly Occupancy Rates<sup>(1)</sup>***By accommodation type*

RTO area	November 2015 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	54.9	51.2	44.8	12.3	27.4	50.5
Auckland	89.4	73.1	64.1	19.9	71.5	79.7
Coromandel	39.3	46.0	37.7	15.7	23.8	41.8
Waikato	71.7	60.3	30.6	18.6	41.1	55.8
Bay of Plenty	56.6	61.6	63.2	18.2	39.0	61.3
Rotorua	82.4	62.7	34.3	21.5	50.1	57.6
Taupo	55.2	54.4	57.7	17.0	42.8	55.8
Whakatane-Kawerau	C	61.2	C	C	20.3	C
Gisborne	C	45.0	C	11.8	22.4	40.4
Taranaki	51.2	62.2	15.3	20.1	36.3	47.6
Hawke's Bay	58.3	54.9	49.6	13.6	38.2	53.8
Ruapehu	33.5	25.1	26.5	26.1	27.7	28.0
Manawatu	43.1	58.4	C	C	40.2	C
Whanganui	C	46.2	24.6	C	27.2	C
Wairarapa	C	53.5	C	7.0	23.1	44.9
Kapiti-Horowhenua	C	54.4	C	14.0	24.6	39.0
Wellington	90.2	76.5	C	C	74.7	C
Marlborough	53.8	62.2	35.7	17.1	37.4	47.2
Nelson-Tasman	54.6	57.3	49.4	11.4	30.9	53.5
Canterbury	76.8	71.3	40.0	22.0	48.6	62.8
Hurunui	C	49.5	C	C	26.2	C
Mackenzie	C	52.0	C	C	53.8	C
Timaru	C	71.2	C	21.2	37.1	58.4
West Coast	47.3	62.2	51.1	25.4	44.0	52.9
Wanaka	64.0	66.0	50.6	14.5	35.9	58.6
Queenstown	85.8	65.7	70.2	30.0	70.2	77.2
Waitaki	36.4	69.2	50.6	5.0	14.1	50.1
Central Otago	20.7	56.9	15.6	5.1	11.6	32.7
Dunedin	77.3	71.6	42.3	38.2	61.7	67.4
Clutha	C	44.7	C	18.1	25.3	33.3
Fiordland	66.5	62.5	49.5	26.2	47.8	57.9
Southland	40.2	61.6	35.4	14.3	37.0	48.0
<b>Total</b>	<b>74.5</b>	<b>61.9</b>	<b>47.6</b>	<b>16.1</b>	<b>45.0</b>	<b>61.8</b>

(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	November 2015 results				
	Establishments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
<b>Buller District</b>					
Hotels	13	6,450	3,749	1.23	34.87
Motels	22	6,540	5,899	1.37	51.06
Backpackers	9	9,330	C	C	C
Holiday parks	6	18,150	C	C	C
<b>Total</b>	50	40,470	21,716	1.42	32.84
<b>Grey District</b>					
Hotels	8	8,550	8,683	1.26	61.49
Motels	15	5,850	7,032	1.35	70.25
Backpackers	5	7,380	C	C	C
Holiday parks	3	8,940	C	C	C
<b>Total</b>	31	30,720	25,607	1.31	48.97
<b>Westland District</b>					
Hotels	14	19,590	16,034	1.35	45.19
Motels	34	17,880	24,466	1.36	63.59
Backpackers	11	28,980	20,058	1.47	55.32
Holiday parks	11	26,220	16,405	1.43	28.58
<b>Total</b>	70	92,670	76,963	1.40	47.21
<b>West Coast Regional Tourism Organisation area</b>					
Hotels	35	34,590	28,465	1.30	47.29
Motels	71	30,270	37,398	1.36	62.17
Backpackers	25	45,690	28,456	1.42	51.08
Holiday parks	20	53,310	29,967	1.47	25.44
<b>Total</b>	151	163,860	124,286	1.38	43.99

(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](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)).