



Commercial Accommodation Monitor:
April 2017
West Coast

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Preface

Commercial Accommodation Monitor: April 2017 – 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 Stats NZ 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 Stats NZ website (www.stats.govt.nz).

The May 2017 monitor will be released on 12 July 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 Stats NZ, 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, Stats 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 type5

3 Origin of guests

3.1 West Coast and New Zealand monthly guest nights by origin of guest7

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 year2

1.3 West Coast RTO area annual guest nights3

1.4 West Coast RTO area annual guest nights, change from previous year.....3

3 Origin of guests

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

1 Highlights

Monthly highlights

In April 2017 compared with April 2016:

- Guest nights rose 3.4 percent to 130,600
- International guest nights rose 6.3 percent to 84,566
- Domestic guest nights fell 1.6 percent to 46,034
- The average length of stay rose from 1.36 nights to 1.37 nights
- The overall occupancy rate rose from 43.3 percent to 44.7 percent
- The occupancy rate, excluding holiday parks, was 53.4 percent in April 2017
- Accommodation capacity, excluding holiday parks, rose 0.4 percent.

Response rates for April 2017

The response rate for the West Coast RTO area was 83 percent for April 2017.

The proportion of the origin-of-guest estimate from unadjusted data was 73 percent.

Figure 1.1

West Coast RTO Area Monthly Guest Nights

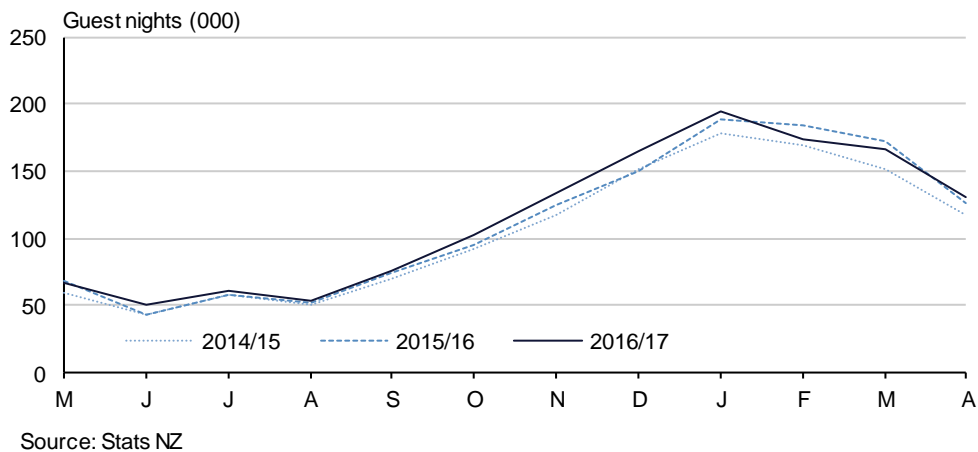
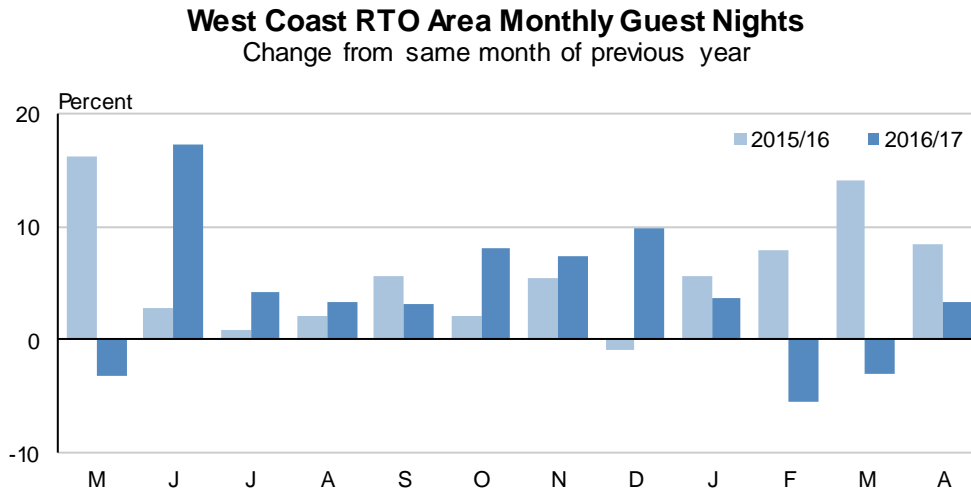


Figure 1.2



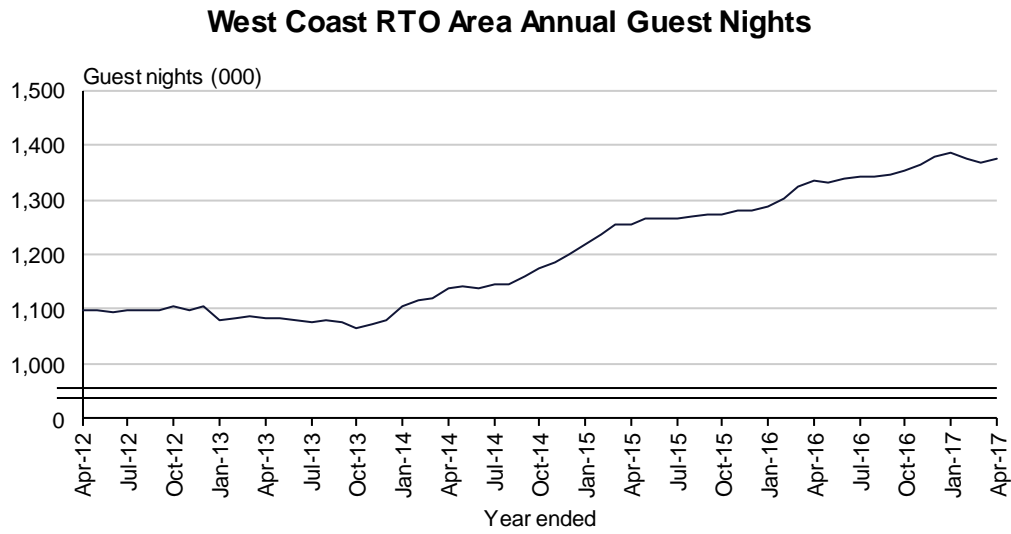
Source: Stats NZ

Year ended highlights

For the year ended April 2017 compared with the previous year:

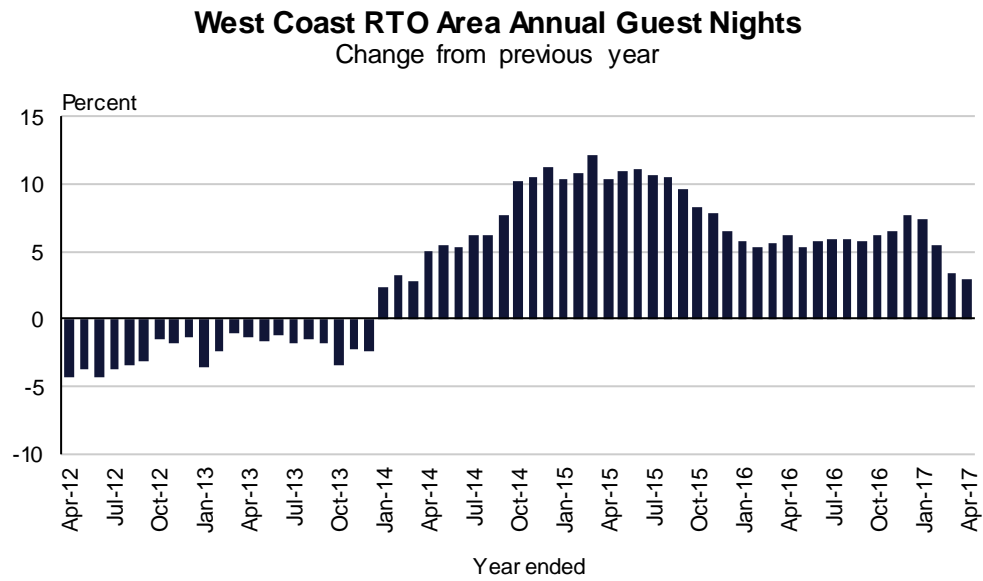
- Guest nights rose 3.0 percent to 1,373,450
- International guest nights rose 10.4 percent to 891,298
- Domestic guest nights fell 8.5 percent to 482,152
- The average length of stay remained at 1.40 nights
- The overall occupancy rate rose from 38.9 percent to 39.9 percent
- The occupancy rate, excluding holiday parks, was 47.4 percent for the year ended April 2017
- Accommodation capacity, excluding holiday parks, fell 0.3 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In April 2017, compared with April 2016, there was an increase of 3.4 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 April 2017, compared with the previous April year, total guest nights for the West Coast RTO area increased 3.0 percent. Motels had the largest increase, followed by holiday parks. Hotels had the only decrease.

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
	2016	2017		April 2016	April 2017	
Guest nights						
Total guest nights	126,327	130,600	3.4	1,333,898	1,373,450	3.0
International	79,553	84,566	6.3	807,080	891,298	10.4
Domestic	46,774	46,034	-1.6	526,818	482,152	-8.5
Hotels	32,736	29,121	-11.0	308,694	304,634	-1.3
Motels/apartments	40,003	42,446	6.1	413,778	431,854	4.4
Backpackers	27,113	27,926	3.0	291,187	303,522	4.2
Holiday parks	26,474	31,107	17.5	320,239	333,441	4.1
Occupancy rates⁽³⁾ (%)						
Hotels	52.6	49.4	-6.1	42.2	45.0	6.7
Motels/apartments	60.0	67.8	13.0	54.7	56.0	2.4
Backpackers	51.8	47.0	-9.3	44.9	43.6	-3.0
Holiday parks	20.8	25.3	21.5	22.5	23.5	4.2
Total	43.3	44.7	3.3	38.9	39.9	2.7
Total excluding holiday parks ⁽⁴⁾	54.3	53.4	-1.8	46.8	47.4	1.4
Average length of stay⁽⁵⁾						
Hotels	1.24	1.28	3.5	1.28	1.30	1.6
Motels/apartments	1.34	1.35	0.2	1.40	1.36	-2.3
Backpackers	1.38	1.37	-0.4	1.42	1.44	1.1
Holiday parks	1.54	1.49	-3.1	1.53	1.53	-0.1
Total	1.36	1.37	0.8	1.40	1.40	0.0
Guest arrivals						
Hotels	26,490	22,776	-14.0	241,956	234,937	-2.9
Motels/apartments	29,782	31,524	5.8	296,370	316,725	6.9
Backpackers	19,705	20,383	3.4	204,350	210,648	3.1
Holiday parks	17,239	20,907	21.3	209,433	218,256	4.2
Total	93,216	95,590	2.5	952,109	980,566	3.0
Establishments						
Hotels	33	31	-6.1	33	31	-6.1
Motels/apartments	69	68	-1.4	69	68	-1.4
Backpackers	24	23	-4.2	24	23	-4.2
Holiday parks	20	19	-5.0	20	19	-5.0
Total	146	141	-3.4	146	141	-3.4
Capacity⁽⁶⁾						
Hotels	34,290	31,290	-8.7	406,991	375,909	-7.6
Motels/apartments	30,000	29,880	-0.4	363,257	361,742	-0.4
Backpackers	44,460	48,000	8.0	543,599	571,821	5.2
Holiday parks	53,310	48,600	-8.8	636,557	601,423	-5.5
Total	162,060	157,770	-2.6	1,950,404	1,910,895	-2.0

(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:

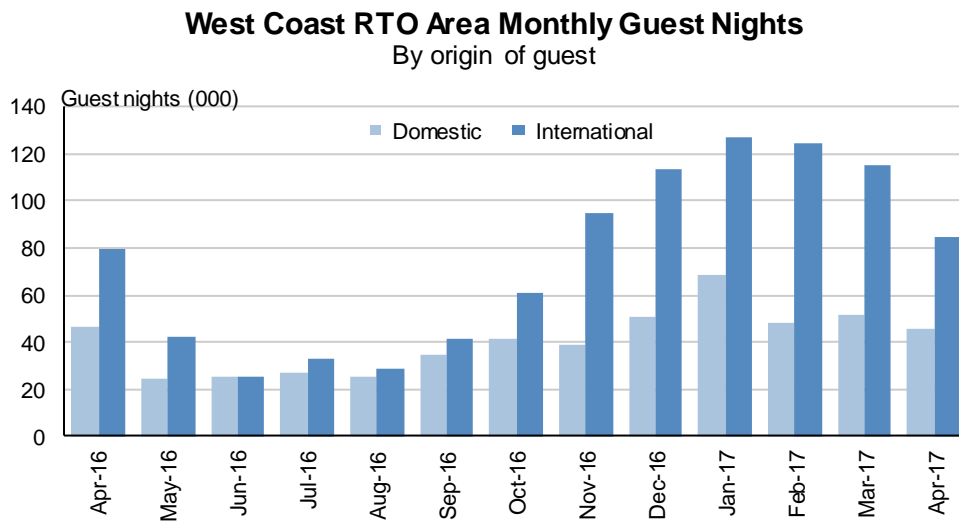
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3 Origin of guests

In April 2017, international guests accounted for 64.8 percent of all guest nights in the West Coast RTO area. When compared with April 2016, the number of international guest nights spent in the area in April 2017 was up 6.3 percent to 84,566. Domestic guest nights decreased 1.6 percent, to 46,034, for the same period.

The proportion of the origin-of-guest estimate from actual data was 73 percent for April 2017.

Figure 3.1



Source: Stats NZ

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								
2016	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	
	2017	Jan	68,117	126,671	194,787	2,844,918	2,054,537	4,899,455
		Feb	48,506	124,774	173,280	1,985,807	1,963,320	3,949,127
		Mar	51,846	115,040	166,886	2,028,090	1,837,951	3,866,041
Apr		46,034	84,566	130,600	1,926,006	1,536,088	3,462,094	
		Percent change from the current month of the previous year						
		-1.6	6.3	3.4	5.5	8.7	6.9	
Year ended								
April 2016		526,818	807,080	1,333,898	21,911,858	15,432,266	37,344,123	
April 2017		482,152	891,298	1,373,450	21,919,689	16,721,102	38,640,791	
		Percent change from previous year						
		-8.5	10.4	3.0	0.0	8.4	3.5	

(1) Regional tourism organisation

4 National results

In April 2017, guest nights comprised 55.6 percent domestic guests (1.93 million guest nights) and 44.4 percent international guests (1.54 million guest nights). Compared with April 2016, domestic guest nights increased by 100,000 (5.5 percent) and international guest nights increased by 123,000 (8.7 percent).

All four accommodation types recorded an increase in guest nights in April 2017, compared with April 2016. Holiday parks had the largest increase in guest nights (up 133,000 or 24 percent), followed by motels (up 48,000 or 4.6 percent), hotels (up 35,000 or 3.0 percent), and backpackers (up 7,000 or 1.4 percent).

For the year ended April 2017, there were 38,641,000 guest nights, an increase of 1,297,000 (3.5 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	
	2015	2016	2017	2015 to 2016	2016 to 2017
April month					
West Coast RTO area					
Hotels	23,961	32,736	29,121	36.6	-11.0
Motels	40,028	40,003	42,446	-0.1	6.1
Backpackers	26,812	27,113	27,926	1.1	3.0
Holiday parks	25,744	26,474	31,107	2.8	17.5
Total	116,545	126,327	130,600	8.4	3.4
New Zealand					
Hotels	1,088,034	1,176,720	1,211,447	8.2	3.0
Motels	1,006,399	1,050,155	1,098,516	4.3	4.6
Backpackers	437,611	455,756	462,266	4.1	1.4
Holiday parks	591,977	556,948	689,866	-5.9	23.9
Total	3,124,021	3,239,579	3,462,094	3.7	6.9
Year ended April					
West Coast RTO area					
Hotels	284,907	308,694	304,634	8.3	-1.3
Motels	404,929	413,778	431,854	2.2	4.4
Backpackers	281,410	291,187	303,522	3.5	4.2
Holiday parks	284,346	320,239	333,441	12.6	4.1
Total	1,255,592	1,333,898	1,373,450	6.2	3.0
New Zealand					
Hotels	12,478,425	13,192,382	13,643,421	5.7	3.4
Motels	11,192,187	11,720,194	12,164,449	4.7	3.8
Backpackers	4,844,164	5,097,854	5,167,120	5.2	1.4
Holiday parks	6,809,599	7,333,693	7,665,801	7.7	4.5
Total	35,324,375	37,344,123	38,640,791	5.7	3.5

5 Regional comparison

In April 2017, Northland recorded the largest increase in guest nights (up 24,000 or 16.7 percent) from April 2016. This was followed by Queenstown (up 18,000 or 6.1 percent), Taupo (up 16,000 or 18.5 percent), Mackenzie (up 16,000 or 25.6 percent), and Bay of Plenty (up 16,000 or 15.6 percent).

Canterbury recorded the largest decrease (down 8,000 or 2.8 percent), followed by Manawatu (down 7,000 or 13.0 percent), Wellington (down 6,000 or 2.6 percent), Waitaki (down 3,000 or 7.9 percent), and Southland (down 600 or 1.5 percent).

Table 5.1

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

RTO area	April guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	86,589	107,531	24.2	57,259	60,411	5.5	143,849	167,942	16.7
Auckland	344,955	324,889	-5.8	292,917	322,256	10.0	637,872	647,146	1.5
Coromandel	41,993	51,718	23.2	22,862	24,129	5.5	64,855	75,847	16.9
Waikato	81,788	93,918	14.8	32,983	32,466	-1.6	114,771	126,384	10.1
Bay of Plenty	71,551	81,074	13.3	28,675	34,827	21.5	100,226	115,901	15.6
Rotorua	91,225	103,571	13.5	95,368	92,788	-2.7	186,594	196,359	5.2
Taupo	57,052	66,562	16.7	32,049	39,016	21.7	89,101	105,578	18.5
Whakatane-									
Kaw erau	12,857	18,031	40.2	4,528	5,058	11.7	17,385	23,089	32.8
Gisborne	25,209	28,497	13.0	4,266	4,358	2.2	29,475	32,855	11.5
Taranaki	41,022	45,721	11.5	8,604	10,169	18.2	49,626	55,891	12.6
Haw ke's Bay	76,098	89,926	18.2	30,220	29,707	-1.7	106,317	119,633	12.5
Ruapehu	17,183	19,479	13.4	10,358	16,028	54.7	27,541	35,507	28.9
Manaw atu	46,403	36,857	-20.6	4,149	7,134	72.0	50,551	43,991	-13.0
Whanganui	11,474	12,842	11.9	3,488	3,648	4.6	14,962	16,491	10.2
Wairarapa	16,956	17,990	6.1	3,578	4,423	23.6	20,534	22,413	9.2
Kapiti-Horow henua	15,149	22,360	47.6	2,174	3,201	47.2	17,323	25,561	47.6
Wellington	156,647	145,215	-7.3	76,011	81,323	7.0	232,658	226,538	-2.6
Marlborough	32,149	40,898	27.2	33,640	32,414	-3.6	65,789	73,312	11.4
Nelson-Tasman	65,647	72,196	10.0	41,116	46,816	13.9	106,763	119,012	11.5
Canterbury	153,289	148,774	-2.9	137,282	133,566	-2.7	290,571	282,339	-2.8
Hurunui	23,917	27,006	12.9	9,609	11,686	21.6	33,526	38,692	15.4
Mackenzie	20,536	27,547	34.1	43,489	52,898	21.6	64,025	80,444	25.6
Timaru	18,194	18,692	2.7	7,160	8,677	21.2	25,354	27,369	7.9
West Coast	46,774	46,034	-1.6	79,553	84,566	6.3	126,327	130,600	3.4
Wanaka	22,176	27,215	22.7	41,545	47,616	14.6	63,721	74,831	17.4
Queenstow n	98,180	97,098	-1.1	197,466	216,531	9.7	295,647	313,629	6.1
Waitaki	25,075	18,284	-27.1	13,117	16,882	28.7	38,192	35,166	-7.9
Central Otago	19,360	27,678	43.0	6,877	9,356	36.0	26,237	37,034	41.2
Dunedin	55,018	54,966	-0.1	29,861	33,370	11.8	84,879	88,336	4.1
Clutha	5,385	7,168	33.1	3,444	3,203	-7.0	8,829	10,370	17.5
Fiordland	18,584	20,591	10.8	45,654	52,038	14.0	64,238	72,629	13.1
Southland	27,805	25,680	-7.6	14,037	15,527	10.6	41,842	41,207	-1.5
Total	1,826,242	1,926,006	5.5	1,413,337	1,536,088	8.7	3,239,579	3,462,094	6.9

Table 5.2

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

RTO area	April 2017 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	45.2	59.8	38.9	15.1	28.3	49.3
Auckland	83.3	70.7	60.1	26.8	69.0	75.2
Coromandel	48.4	45.7	20.0	21.0	25.1	33.7
Waikato	69.7	68.1	38.8	22.3	46.4	61.4
Bay of Plenty	60.6	66.6	56.5	27.4	44.4	61.5
Rotorua	77.6	71.9	28.0	27.0	49.8	55.7
Taupo	58.6	66.0	54.8	18.2	46.4	60.3
Whakatane-Kaw erau	C	59.0	C	7.3	18.7	54.0
Gisborne	C	55.2	C	11.4	23.6	45.8
Taranaki	46.2	53.0	31.0	20.1	35.7	46.5
Haw ke's Bay	66.0	68.7	48.6	24.9	47.1	61.4
Ruapehu	54.2	25.0	20.3	28.9	28.9	28.9
Manaw atu	42.3	49.7	C	C	37.5	C
Whanganui	C	52.2	32.3	C	31.0	C
Wairarapa	C	49.6	C	13.7	26.5	43.4
Kapiti-Horow henua	C	59.9	C	16.8	27.1	40.9
Wellington	81.4	72.4	C	C	66.8	C
Marlborough	61.4	65.0	47.7	26.3	45.4	57.0
Nelson-Tasman	55.9	58.3	49.3	16.6	34.2	54.0
Canterbury	84.9	57.6	37.0	20.6	46.1	59.4
Hurunui	C	65.6	C	24.5	37.7	47.4
Mackenzie	C	81.0	C	45.6	69.4	80.6
Timaru	C	46.0	C	21.9	33.1	45.2
West Coast	49.4	67.8	47.0	25.3	44.7	53.4
Wanaka	63.8	77.2	87.7	21.7	47.6	76.7
Queenstow n	86.1	69.3	75.0	45.0	74.3	79.5
Waitaki	39.9	75.7	38.7	5.4	15.2	52.3
Central Otago	46.2	65.8	52.0	12.3	22.5	55.7
Dunedin	68.7	69.3	62.5	37.3	61.2	67.5
Clutha	C	56.0	C	19.3	28.9	42.3
Fiordland	63.4	67.1	56.4	41.6	54.9	61.3
Southland	37.8	57.7	45.6	15.8	37.4	47.9
Total	73.2	63.2	47.3	20.2	46.4	61.6

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

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

Symbols:

C confidential

... not applicable

6 Local authority area results

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

Table 6.1

Local Authority and West Coast Accommodation Results⁽¹⁾					
Accommodation type	April 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Buller District					
Hotels	12	6,330	C	C	C
Motels	20	6,180	5,974	1.39	48.42
Backpackers	9	10,470	5,501	1.14	43.02
Holiday parks	6	16,680	C	C	C
Total	47	39,660	25,922	1.37	35.53
Grey District					
Hotels	6	7,050	C	C	C
Motels	15	5,850	8,679	1.39	70.64
Backpackers	4	5,730	2,633	1.36	37.66
Holiday parks	3	8,730	C	C	C
Total	28	27,360	25,081	1.31	47.12
Westland District					
Hotels	13	17,910	15,759	1.37	45.59
Motels	33	17,850	27,793	1.32	73.54
Backpackers	10	31,800	19,792	1.45	49.93
Holiday parks	10	23,190	16,253	1.43	27.66
Total	66	90,750	79,597	1.38	48.03
West Coast Regional Tourism Organisation area					
Hotels	31	31,290	29,121	1.28	49.43
Motels	68	29,880	42,446	1.35	67.78
Backpackers	23	48,000	27,926	1.37	46.96
Holiday parks	19	48,600	31,107	1.49	25.33
Total	141	157,770	130,600	1.37	44.73

(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