



Commercial Accommodation Monitor:
May 2017
West Coast

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Citation

Stats NZ (2017). *Commercial Accommodation Monitor: May 2017– West Coast*. Wellington: Stats NZ.

Published in July 2017 by

Stats NZ
Tatauranga Aotearoa
Wellington, New Zealand

Preface

Commercial Accommodation Monitor: May 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 June 2017 monitor will be released on 10 August 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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1 Highlights

Monthly highlights

In May 2017 compared with May 2016:

- Guest nights rose 7.2 percent to 71,323
- International guest nights rose 9.5 percent to 46,220
- Domestic guest nights rose 3.1 percent to 25,102
- The average length of stay rose from 1.39 nights to 1.41 nights
- The overall occupancy rate rose from 25.0 percent to 27.0 percent
- The occupancy rate, excluding holiday parks, was 32.7 percent in May 2017
- Accommodation capacity, excluding holiday parks, rose 2.6 percent.

Response rates for May 2017

The response rate for the West Coast RTO area was 82 percent for May 2017.

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

Figure 1.1

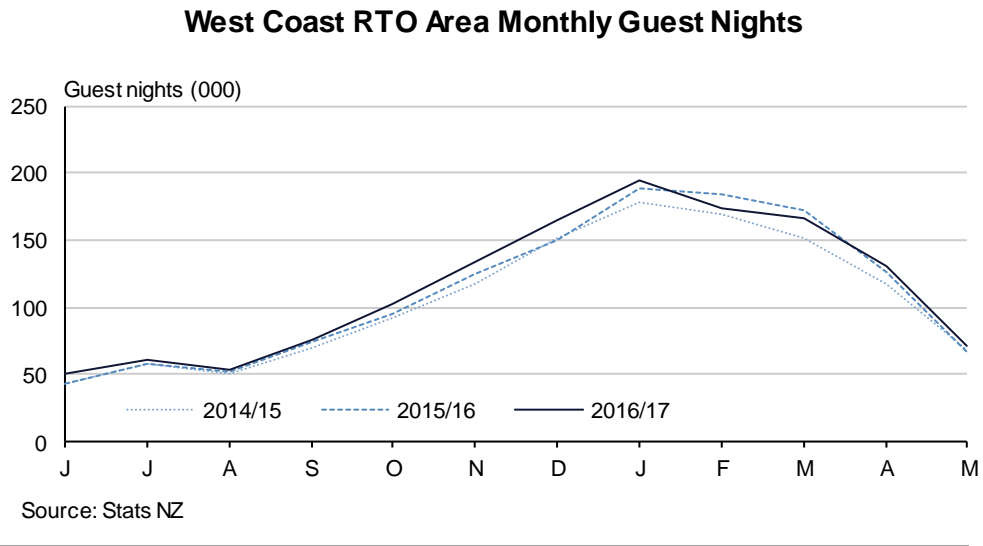
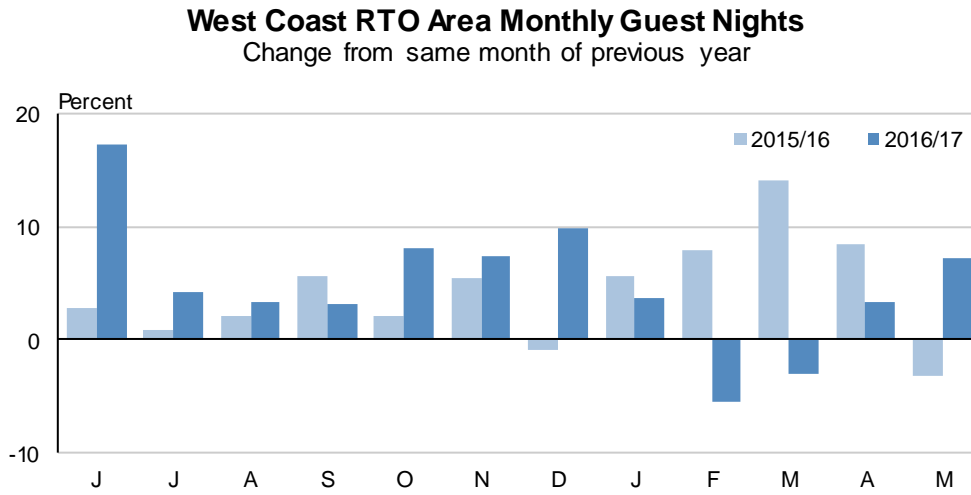


Figure 1.2



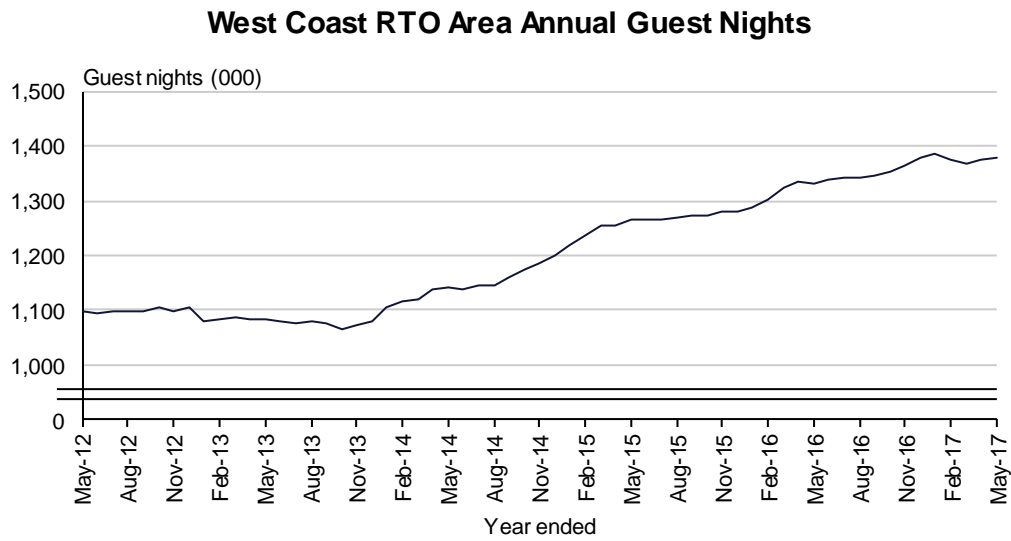
Source: Stats NZ

Year ended highlights

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

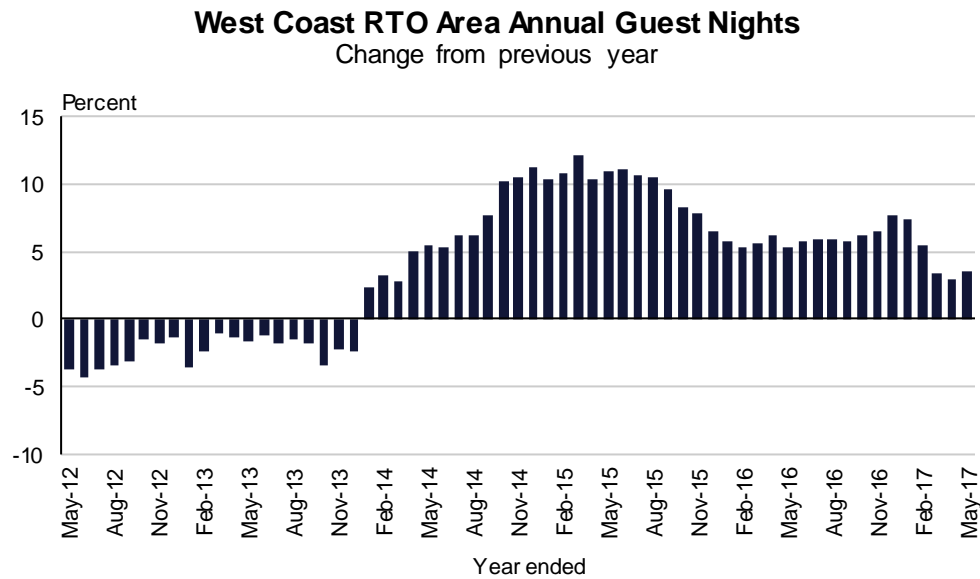
- Guest nights rose 3.5 percent to 1,378,211
- International guest nights rose 10.3 percent to 895,300
- Domestic guest nights fell 7.1 percent to 482,911
- The average length of stay remained at 1.40 nights
- The overall occupancy rate rose from 38.8 percent to 40.1 percent
- The occupancy rate, excluding holiday parks, was 47.4 percent for the year ended May 2017
- Accommodation capacity, excluding holiday parks, was unchanged.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In May 2017, compared with May 2016, there was an increase of 7.2 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 May 2017, compared with the previous May year, total guest nights for the West Coast RTO area increased 3.5 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		
	May		Percentage change	Year ended		Percentage change
	2016	2017		May 2016	May 2017	
Guest nights						
Total guest nights	66,562	71,323	7.2	1,331,687	1,378,211	3.5
International	42,218	46,220	9.5	811,624	895,300	10.3
Domestic	24,343	25,102	3.1	520,064	482,911	-7.1
Hotels	17,816	17,318	-2.8	310,650	304,136	-2.1
Motels/apartments	21,097	22,971	8.9	410,861	433,728	5.6
Backpackers	16,834	17,511	4.0	290,521	304,199	4.7
Holiday parks	10,815	13,523	25.0	319,655	336,149	5.2
Occupancy rates⁽³⁾ (%)						
Hotels	32.8	31.3	-4.6	42.6	44.9	5.2
Motels/apartments	35.1	39.3	11.8	54.5	56.3	3.3
Backpackers	30.6	29.6	-3.2	44.7	43.4	-2.8
Holiday parks	9.1	12.9	41.4	22.4	23.9	6.7
Total	25.0	27.0	8.1	38.8	40.1	3.2
Total excluding holiday parks ⁽⁴⁾	32.5	32.7	0.8	46.8	47.4	1.4
Average length of stay⁽⁵⁾						
Hotels	1.22	1.30	6.3	1.28	1.30	2.0
Motels/apartments	1.38	1.35	-2.6	1.40	1.36	-2.4
Backpackers	1.52	1.53	0.6	1.43	1.44	1.0
Holiday parks	1.57	1.54	-1.9	1.53	1.53	-0.2
Total	1.39	1.41	1.2	1.40	1.40	0.0
Guest arrivals						
Hotels	14,567	13,314	-8.6	243,424	233,685	-4.0
Motels/apartments	15,262	17,059	11.8	294,522	318,522	8.1
Backpackers	11,046	11,425	3.4	203,634	211,028	3.6
Holiday parks	6,871	8,756	27.4	208,996	220,141	5.3
Total	47,746	50,555	5.9	950,576	983,375	3.5
Establishments						
Hotels	31	31	0.0	31	31	0.0
Motels/apartments	68	69	1.5	68	69	1.5
Backpackers	25	23	-8.0	25	23	-8.0
Holiday parks	19	18	-5.3	19	18	-5.3
Total	143	141	-1.4	143	141	-1.4
Capacity⁽⁶⁾						
Hotels	32,147	32,395	0.8	405,596	376,157	-7.3
Motels/apartments	30,659	31,155	1.6	361,924	362,238	0.1
Backpackers	47,461	49,600	4.5	545,118	573,960	5.3
Holiday parks	52,049	45,756	-12.1	635,100	595,130	-6.3
Total	162,316	158,906	-2.1	1,947,738	1,907,485	-2.1

(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:

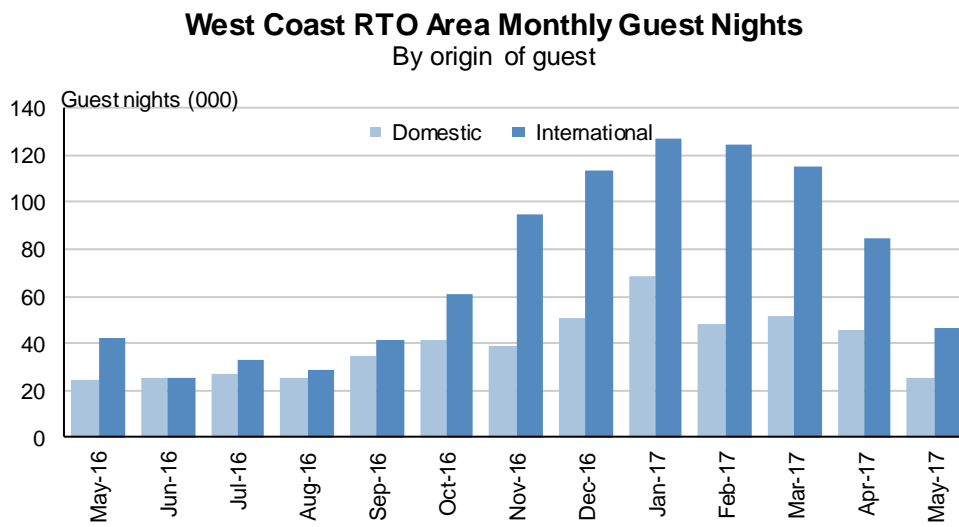
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3 Origin of guests

In May 2017, international guests accounted for 64.8 percent of all guest nights in the West Coast RTO area. When compared with May 2016, the number of international guest nights spent in the area in May 2017 was up 9.5 percent to 46,220. Domestic guest nights increased 3.1 percent, to 25,102, for the same period.

The proportion of the origin-of-guest estimate from actual data was 73 percent for May 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	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
May		25,102	46,220	71,323	1,457,780	1,043,047	2,500,827	
Percent change from the current month of the previous year								
		3.1	9.5	7.2	6.4	8.7	7.3	
Year ended								
May 2016		520,064	811,624	1,331,687	21,818,335	15,517,088	37,335,422	
May 2017		482,911	895,300	1,378,211	22,007,344	16,804,598	38,811,942	
Percent change from previous year								
		-7.1	10.3	3.5	0.9	8.3	4.0	

(1) Regional tourism organisation

4 National results

In May 2017, guest nights comprised 58.3 percent domestic guests (1.46 million guest nights) and 41.7 percent international guests (1.04 million guest nights). Compared with May 2016, domestic guest nights increased by 88,000 (6.4 percent) and international guest nights increased by 83,000 (8.7 percent).

All four accommodation types recorded an increase in guest nights in May 2017, compared with May 2016. Motels had the largest increase in guest nights (up 71,000 or 9.8 percent), followed by hotels (up 47,000 or 4.9 percent), holiday parks (up 45,000 or 14.5 percent), and backpackers (up 8,000 or 2.5 percent).

For the year ended May 2017, there were 38,812,000 guest nights, an increase of 1,477,000 (3.95 percent) from the previous May 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
May month					
West Coast RTO area					
Hotels	15,860	17,816	17,318	12.3	-2.8
Motels	24,014	21,097	22,971	-12.1	8.9
Backpackers	17,500	16,834	17,511	-3.8	4.0
Holiday parks	11,399	10,815	13,523	-5.1	25.0
Total	68,772	66,562	71,323	-3.2	7.2
New Zealand					
Hotels	935,741	962,147	1,009,132	2.8	4.9
Motels	756,049	719,915	790,712	-4.8	9.8
Backpackers	339,238	337,804	346,181	-0.4	2.5
Holiday parks	307,349	309,810	354,802	0.8	14.5
Total	2,338,377	2,329,676	2,500,827	-0.4	7.3
Year ended May					
West Coast RTO area					
Hotels	288,033	310,650	304,136	7.9	-2.1
Motels	407,554	410,861	433,728	0.8	5.6
Backpackers	284,036	290,521	304,199	2.3	4.7
Holiday parks	285,570	319,655	336,149	11.9	5.2
Total	1,265,193	1,331,687	1,378,211	5.3	3.5
New Zealand					
Hotels	12,535,856	13,218,787	13,690,406	5.4	3.6
Motels	11,222,067	11,684,060	12,235,245	4.1	4.7
Backpackers	4,853,858	5,096,420	5,175,497	5.0	1.6
Holiday parks	6,835,294	7,336,154	7,710,793	7.3	5.1
Total	35,447,075	37,335,422	38,811,942	5.3	4.0

5 Regional comparison

In May 2017, Northland recorded the largest increase in guest nights (up 17,000 or 19.6 percent) from May 2016. This was followed by Auckland (up 16,000 or 2.8 percent), Mackenzie (up 15,000 or 33.7 percent), Hawke's Bay (up 10,000 or 15.1 percent), and Wellington (up 9,000 or 4.8 percent).

Dunedin recorded the only decrease (down 400 or 0.6 percent).

Table 5.1

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

RTO area	May guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	56,317	64,460	14.5	33,049	42,376	28.2	89,366	106,837	19.6
Auckland	322,860	322,517	-0.1	240,777	256,771	6.6	563,637	579,288	2.8
Coromandel	22,435	29,208	30.2	11,722	11,377	-2.9	34,157	40,585	18.8
Waikato	66,756	71,888	7.7	20,838	23,061	10.7	87,594	94,949	8.4
Bay of Plenty	51,157	57,200	11.8	23,175	24,741	6.8	74,332	81,941	10.2
Rotorua	68,286	73,193	7.2	64,955	66,697	2.7	133,242	139,890	5.0
Taupo	33,038	36,038	9.1	17,993	19,903	10.6	51,031	55,941	9.6
Whakatane-									
Kaw erau	8,462	11,828	39.8	2,401	3,165	31.8	10,864	14,992	38.0
Gisborne	19,959	22,858	14.5	3,067	3,409	11.2	23,026	26,267	14.1
Taranaki	28,517	31,473	10.4	5,407	8,908	64.8	33,924	40,380	19.0
Haw ke's Bay	49,762	57,774	16.1	18,523	20,819	12.4	68,285	78,592	15.1
Ruapehu	11,875	12,223	2.9	6,033	6,665	10.5	17,908	18,888	5.5
Manaw atu	34,237	36,034	5.2	4,376	5,750	31.4	38,614	41,784	8.2
Whanganui	8,636	9,409	8.9	1,804	2,403	33.2	10,440	11,812	13.1
Wairarapa	10,209	11,082	8.6	1,596	2,370	48.5	11,805	13,452	13.9
Kapiti-Horow henua	11,376	14,233	25.1	1,349	2,858	111.9	12,725	17,091	34.3
Wellington	136,847	138,364	1.1	58,533	66,404	13.4	195,380	204,768	4.8
Marlborough	23,557	30,727	30.4	21,042	18,007	-14.4	44,599	48,734	9.3
Nelson-Tasman	46,063	46,117	0.1	21,162	24,897	17.7	67,225	71,014	5.6
Canterbury	118,068	127,445	7.9	96,843	92,286	-4.7	214,910	219,731	2.2
Hurunui	14,828	15,018	1.3	5,375	7,263	35.1	20,203	22,281	10.3
Mackenzie	13,163	18,910	43.7	31,198	40,403	29.5	44,361	59,313	33.7
Timaru	12,058	12,596	4.5	3,997	6,255	56.5	16,055	18,851	17.4
West Coast	24,343	25,102	3.1	42,218	46,220	9.5	66,562	71,323	7.2
Wanaka	10,592	12,803	20.9	22,532	25,932	15.1	33,123	38,735	16.9
Queenstow n	62,544	66,649	6.6	143,883	147,186	2.3	206,427	213,835	3.6
Waitaki	12,992	9,835	-24.3	6,318	9,711	53.7	19,309	19,545	1.2
Central Otago	8,468	11,196	32.2	3,885	5,000	28.7	12,353	16,196	31.1
Dunedin	47,254	45,573	-3.6	17,733	19,048	7.4	64,987	64,621	-0.6
Clutha	3,814	4,211	10.4	1,240	1,320	6.4	5,054	5,531	9.4
Fiordland	9,032	8,706	-3.6	19,444	24,508	26.0	28,476	33,214	16.6
Southland	22,619	23,109	2.2	7,085	7,338	3.6	29,704	30,446	2.5
Total	1,370,125	1,457,780	6.4	959,551	1,043,047	8.7	2,329,676	2,500,827	7.3

Table 5.2

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

RTO area	May 2017 occupancy rate					
	Accommodation type					Total excluding holiday parks ⁽²⁾
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	35.4	45.4	32.6	9.3	20.7	38.6
Auckland	82.2	65.3	52.2	15.6	64.7	72.0
Coromandel	41.0	31.1	17.9	10.4	15.4	26.2
Waikato	57.6	59.1	24.3	11.8	35.6	50.2
Bay of Plenty	53.7	58.2	44.1	19.2	35.5	51.9
Rotorua	68.0	52.2	19.6	15.3	38.2	44.2
Taupo	37.8	39.7	29.5	9.7	27.0	35.5
Whakatane-Kaw erau	C	48.1	C	3.4	14.1	44.2
Gisborne	C	51.3	C	8.5	20.6	42.7
Taranaki	43.8	54.0	20.7	12.1	31.1	44.4
Haw ke's Bay	58.3	59.9	37.0	11.6	37.2	51.7
Ruapehu	36.7	19.5	11.0	15.8	18.3	18.8
Manaw atu	45.3	52.9	C	C	38.4	C
Whanganui	C	45.0	21.3	C	25.7	C
Wairarapa	33.4	47.4	C	C	19.4	C
Kapiti-Horow henua	C	58.2	C	9.0	17.4	28.6
Wellington	81.0	68.9	C	C	63.9	C
Marlborough	39.1	56.3	32.2	15.7	32.6	43.3
Nelson-Tasman	44.7	44.3	32.8	9.9	24.1	39.5
Canterbury	60.0	51.0	30.4	14.3	36.0	46.9
Hurunui	C	45.9	C	12.1	22.2	29.9
Mackenzie	C	57.0	C	23.2	46.0	56.3
Timaru	C	44.4	C	9.4	25.0	41.7
West Coast	31.3	39.3	29.6	12.9	27.0	32.7
Wanaka	37.6	39.8	59.1	12.1	28.2	46.7
Queenstow n	66.0	36.5	59.6	23.8	53.5	58.7
Waitaki	25.9	53.5	19.8	8.4	20.9	34.7
Central Otago	C	43.8	C	4.3	11.0	33.9
Dunedin	56.3	58.4	43.6	23.4	47.8	54.2
Clutha	C	47.2	C	9.1	19.1	37.2
Fiordland	31.1	36.5	C	C	27.3	C
Southland	34.2	52.7	29.2	9.2	29.9	39.9
Total	63.5	51.7	35.1	12.0	37.0	50.7

(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	May 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Buller District					
Hotels	12	6,541	3,393	C	32.04
Motels	20	6,386	3,720	1.53	35.65
Backpackers	9	10,819	C	C	C
Holiday parks	6	17,236	C	C	C
Total	47	40,982	13,246	1.38	20.42
Grey District					
Hotels	6	7,347	4,961	C	40.32
Motels	15	6,045	4,562	1.33	45.38
Backpackers	4	5,921	C	C	C
Holiday parks	3	9,021	C	C	C
Total	28	28,334	15,604	1.43	32.29
Westland District					
Hotels	13	18,507	8,963	1.32	27.46
Motels	34	18,724	14,688	1.31	38.54
Backpackers	10	32,860	12,600	1.65	31.81
Holiday parks	9	19,499	6,221	1.40	13.78
Total	66	89,590	42,472	1.41	28.39
West Coast Regional Tourism Organisation area					
Hotels	31	32,395	17,318	1.30	31.30
Motels	69	31,155	22,971	1.35	39.27
Backpackers	23	49,600	17,511	1.53	29.57
Holiday parks	18	45,756	13,523	1.54	12.92
Total	141	158,906	71,323	1.41	27.03

(1) The Accommodation Survey is designed at the regional (RTO by accommodation type) level to meet data quality standards. Care should therefore be taken with data at the local authority level.

Symbol:

C confidential

... not applicable

7 Accommodation Survey technical notes

Data source

We collect data from accommodation providers or their representatives each month, mostly via a postal survey.

Coverage

The Accommodation Survey covers most short-term commercial accommodation in New Zealand.

The target population for this survey is all accommodation providers with the following characteristics:

- operating on a commercial basis
- providing mainly short-term (less than one month) accommodation
- economically significant (generally meaning being GST-registered and having a turnover of at least \$30,000 per year)
- included in class 4400 (accommodation) or class 4520 (pubs, taverns, and bars) in ANZSIC06 (Australian and New Zealand Standard Industrial Classification 2006)
- classified to 'hotels', 'motels', 'backpacker accommodation', or 'holiday parks'.

Excluded:

- hosted accommodation (such as 'bed & breakfast' establishments)
- marine vessels (such as cruise ships)
- private dwellings
- tramping huts (non-commercial)
- event-specific accommodation (such as temporary campervan parks)
- businesses that cease operation or no longer provide short-term commercial accommodation
- businesses that temporarily shut down (eg for renovations) – we remove them from the survey until they re-open.

Accommodation type classification

The predominant capacity provided by a business determines the accommodation type. For instance, if the business provides both motel and camping ground accommodation, but the majority of its stay units are motel rooms, then we classify it as a motel. We use the New Zealand Accommodation Classification, broadly defined below:

- hotels (including resorts)
- motels (including motor inns and serviced apartments)
- backpacker accommodation (including short-stay hostels)
- holiday parks (including caravan parks and camping grounds).

Confidentiality

'C' symbols are used in the tables where information has been suppressed. We do not release data from individual businesses.

Changes to survey content

Establishments may change the way they operate over time. If they do, they may be reclassified from one accommodation type to another. For example, if a holiday park adds sufficient motel units that it is operating more as a motel than a holiday park, it will be subject to reclassification to the 'motels' accommodation type. This type of change will tend to reduce surveyed guest nights and other figures for holiday parks (because there would be one fewer holiday park) while boosting guest nights and other figures for motels (because there would be one more motel).

Guest night and other movements, where the latest month is compared with the same month of the previous year, are affected for 12 months from the time that any reclassification is done. After 12 months, the reclassified establishment will appear in the same accommodation type in both comparison months.

Reclassifications of establishments are not the only changes that affect survey content and figures for the Accommodation Survey:

- When establishments temporarily cease operations, we take them out of the survey until they re-open. These changes affect figures for the number of establishments and available capacity.
- Businesses that start up, shut down, or move into or out of the short-term commercial accommodation industry also affect survey figures.

Survey errors

This survey aims for 100 percent coverage of the accommodation businesses in New Zealand (a full census). However, in practice, the overall response rate is usually between 76 and 80 percent. We estimate values for the remaining units based on the characteristics of similar establishments in the same or similar regions. This introduces unknown errors into the estimates, and users of the data should bear this in mind. The size of these unknown errors is difficult to quantify.

Other errors include respondent error, and errors in coverage, classification, and processing. Our editing processes identify and remove many errors, but some will likely remain. We cannot quantify the effect of the remaining errors.

Comparability

Accommodation Survey statistics are not always on the same basis as statistics from other sources. For example, 'average length of stay' in the Accommodation Survey is for all guests (domestic plus international), but in the [International Visitor Arrivals to New Zealand](#) reports, it is only for international guests.

More information

For further information on the Accommodation Survey, refer to webpage http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation.aspx