



**Commercial Accommodation Monitor:**  
**June 2017**  
West Coast

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## Preface

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

The July 2017 monitor will be released on 12 September 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

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# 1 Highlights

## Monthly highlights

In June 2017 compared with June 2016:

- Guest nights fell 2.6 percent to 49,797
- International guest nights rose 5.1 percent to 26,937
- Domestic guest nights fell 10.3 percent to 22,860
- The average length of stay fell from 1.52 nights to 1.40 nights
- The overall occupancy rate fell from 20.7 percent to 19.6 percent
- The occupancy rate, excluding holiday parks, was 24.3 percent in June 2017
- Accommodation capacity, excluding holiday parks, rose 2.4 percent.

## Response rates for June 2017

The response rate for the West Coast RTO area was 78 percent for June 2017.

The proportion of the origin-of-guest estimate from unadjusted data was 69 percent.

Figure 1.1

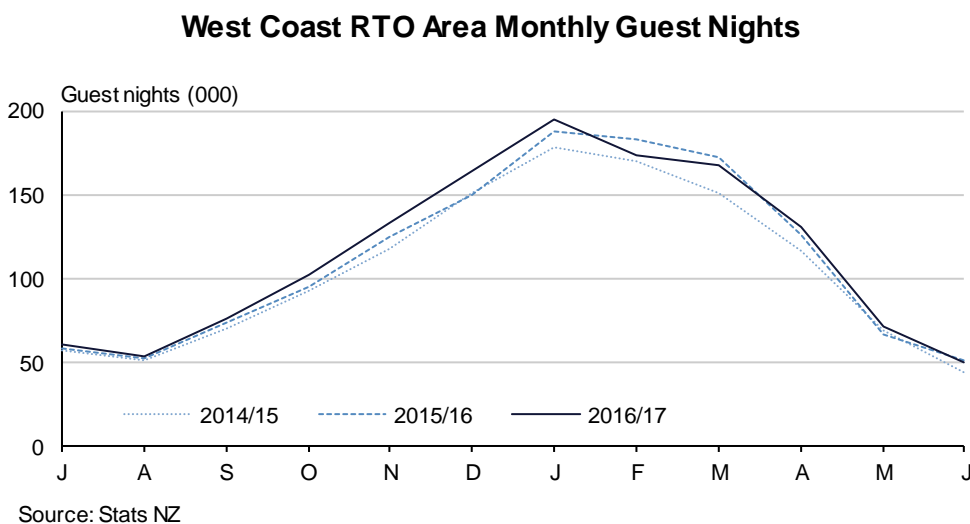
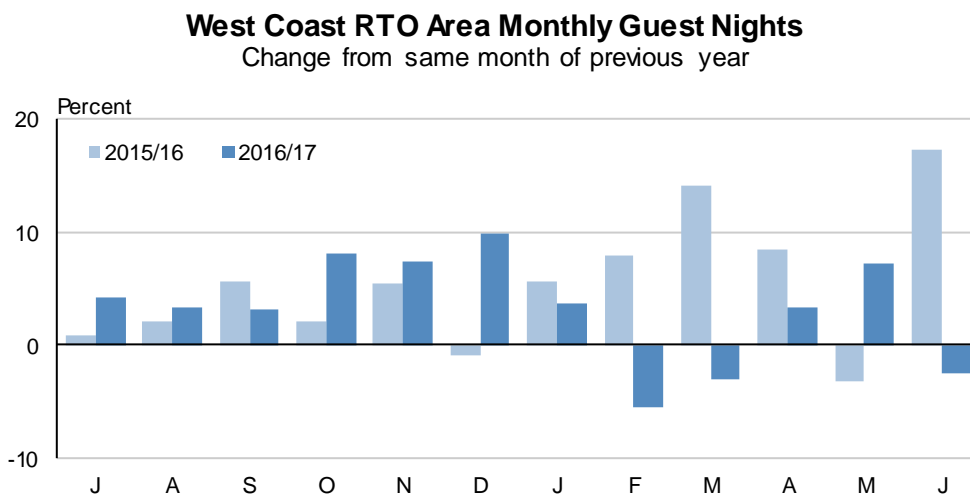


Figure 1.2



Source: Stats NZ

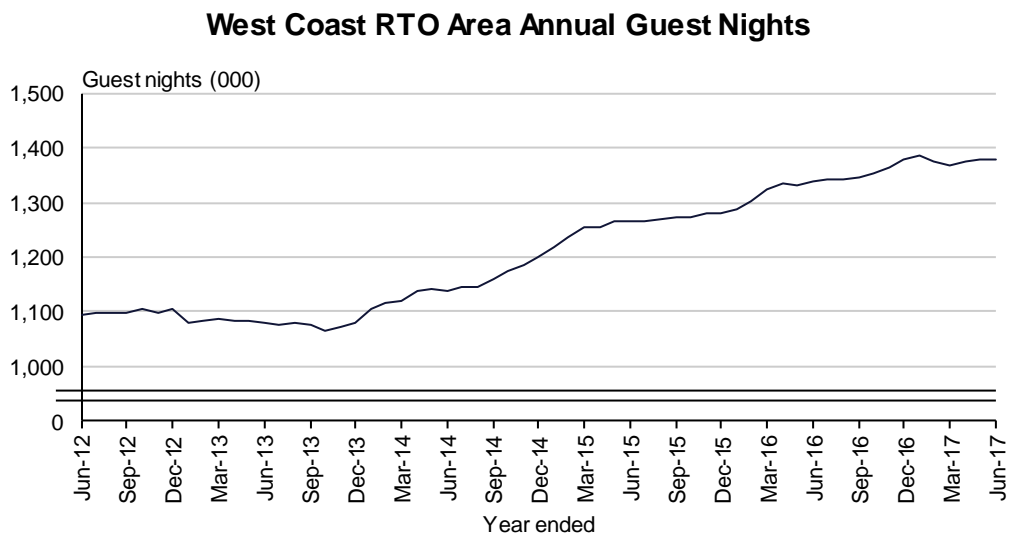
## Year ended highlights

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

- Guest nights rose 2.8 percent to 1,376,902
- International guest nights rose 9.8 percent to 896,604
- Domestic guest nights fell 8.1 percent to 480,298
- The average length of stay remained at 1.40 nights
- The overall occupancy rate rose from 39.0 percent to 40.0 percent
- The occupancy rate, excluding holiday parks, was 47.1 percent for the year ended June 2017
- Accommodation capacity, excluding holiday parks, fell 0.1 percent.

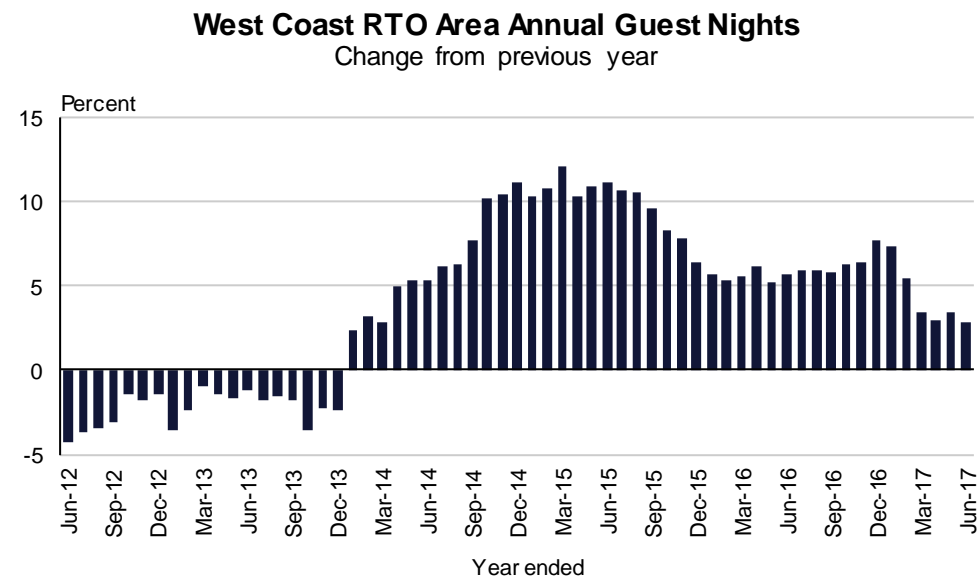


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In June 2017, compared with June 2016, there was a decrease of 2.6 percent in total guest nights for the West Coast RTO area. Backpackers had the largest decrease, followed by hotels. Motels had the largest increase.

For the year ended June 2017, compared with the previous June year, total guest nights for the West Coast RTO area increased 2.8 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<sup>(1)(2)</sup>*

Accommodation type	Monthly			Annual		
	June		Percentage change	Year ended		Percentage change
	2016	2017		June 2016	June 2017	
<b>Guest nights</b>						
<b>Total guest nights</b>	51,106	49,797	-2.6	1,339,220	1,376,902	2.8
International	25,633	26,937	5.1	816,687	896,604	9.8
Domestic	25,473	22,860	-10.3	522,533	480,298	-8.1
Hotels	13,468	11,827	-12.2	314,832	302,495	-3.9
Motels/apartments	16,219	18,550	14.4	411,610	436,059	5.9
Backpackers	14,402	11,627	-19.3	292,327	301,424	3.1
Holiday parks	7,018	7,793	11.0	320,451	336,924	5.1
<b>Occupancy rates<sup>(3)</sup> (%)</b>						
Hotels	26.8	21.4	-20.2	43.2	44.4	2.9
Motels/apartments	29.6	31.1	5.0	54.5	56.4	3.5
Backpackers	26.4	22.0	-16.7	44.7	43.0	-3.8
Holiday parks	6.2	8.1	29.6	22.5	24.2	7.9
<b>Total</b>	20.7	19.6	-5.1	39.0	40.0	2.7
Total excluding holiday parks <sup>(4)</sup>	27.4	24.3	-11.3	46.9	47.1	0.4
<b>Average length of stay<sup>(5)</sup></b>						
Hotels	1.29	1.30	0.6	1.28	1.30	2.0
Motels/apartments	1.52	1.48	-2.4	1.39	1.36	-2.4
Backpackers	1.74	1.30	-25.2	1.43	1.42	-0.6
Holiday parks	1.66	1.55	-6.9	1.53	1.52	-0.3
<b>Total</b>	1.52	1.40	-8.0	1.40	1.40	-0.3
<b>Guest arrivals</b>						
Hotels	10,403	9,080	-12.7	246,674	232,362	-5.8
Motels/apartments	10,684	12,522	17.2	295,083	320,360	8.6
Backpackers	8,278	8,932	7.9	204,131	211,681	3.7
Holiday parks	4,227	5,042	19.3	209,569	220,956	5.4
<b>Total</b>	33,591	35,576	5.9	955,457	985,360	3.1
<b>Establishments</b>						
Hotels	32	31	-3.1	32	31	-3.1
Motels/apartments	68	69	1.5	68	69	1.5
Backpackers	24	24	0.0	24	24	0.0
Holiday parks	18	18	0.0	18	18	0.0
<b>Total</b>	142	142	0.0	142	142	0.0
<b>Capacity<sup>(6)</sup></b>						
Hotels	31,290	31,350	0.2	406,196	376,217	-7.4
Motels/apartments	29,940	30,150	0.7	361,744	362,448	0.2
Backpackers	45,750	48,000	4.9	548,148	576,210	5.1
Holiday parks	49,680	44,280	-10.9	633,690	589,730	-6.9
<b>Total</b>	156,660	153,780	-1.8	1,949,778	1,904,605	-2.3

(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:**

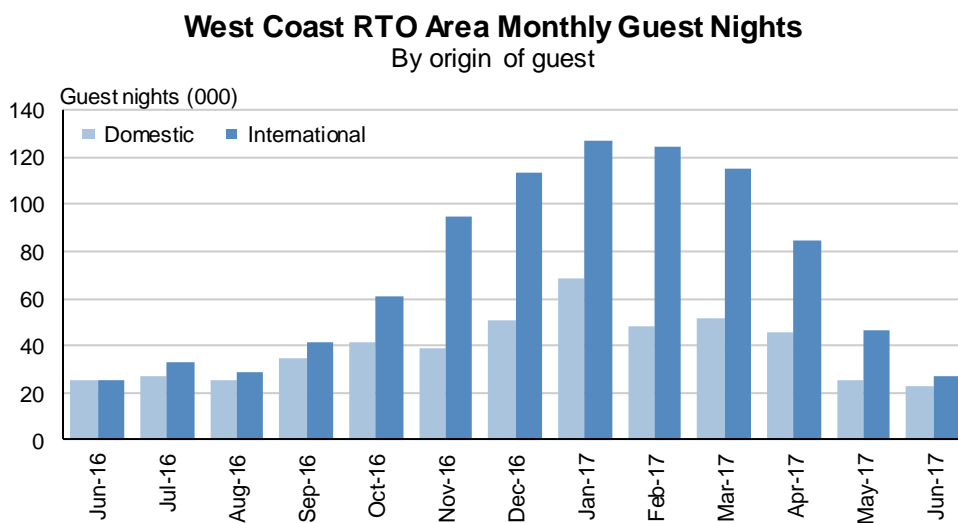
C confidential

### 3 Origin of guests

In June 2017, international guests accounted for 54.1 percent of all guest nights in the West Coast RTO area. When compared with June 2016, the number of international guest nights spent in the area in June 2017 was up 5.1 percent to 26,937. Domestic guest nights decreased 10.3 percent, to 22,860, for the same period.

The proportion of the origin-of-guest estimate from actual data was 69 percent for June 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 <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2016	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
2017	Dec	50,412	113,811	164,222	2,169,488	1,813,842	3,983,330
	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
	Jun	22,860	26,937	49,797	1,411,543	897,622	2,309,165
Percent change from the current month of the previous year							
		-10.3	5.1	-2.6	2.6	14.1	6.7
<b>Year ended</b>							
	June 2016	522,533	816,687	1,339,220	21,953,308	15,612,090	37,565,398
	June 2017	480,298	896,604	1,376,902	22,042,707	16,915,230	38,957,936
Percent change from previous year							
		-8.1	9.8	2.8	0.4	8.3	3.7

(1) Regional tourism organisation

## 4 National results

In June 2017, guest nights comprised 61.1 percent domestic guests (1.41 million guest nights) and 38.9 percent international guests (0.90 million guest nights). Compared with June 2016, domestic guest nights increased by 35,000 (2.6 percent) and international guest nights increased by 111,000 (14.1 percent).

All four accommodation types recorded an increase in guest nights in June 2017, compared with June 2016. Motels had the largest increase in guest nights (up 56,000 or 8.1 percent), followed by hotels (up 51,000 or 5.8 percent), holiday parks (up 31,000 or 11.1 percent), and backpackers (up 8,000 or 2.5 percent).

For the year ended June 2017, there were 38,958,000 guest nights, an increase of 1,393,000 (3.7 percent) from the previous June 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
<b>June month</b>					
<b>West Coast RTO area</b>					
Hotels	9,286	13,468	11,827	45.0	-12.2
Motels	15,471	16,219	18,550	4.8	14.4
Backpackers	12,597	14,402	11,627	14.3	-19.3
Holiday parks	6,221	7,018	7,793	12.8	11.0
Total	43,574	51,106	49,797	17.3	-2.6
<b>New Zealand</b>					
Hotels	793,966	881,459	932,894	11.0	5.8
Motels	628,395	699,006	755,356	11.2	8.1
Backpackers	291,399	306,916	314,437	5.3	2.5
Holiday parks	219,435	275,790	306,479	25.7	11.1
Total	1,933,195	2,163,171	2,309,165	11.9	6.7
<b>Year ended June</b>					
<b>West Coast RTO area</b>					
Hotels	287,378	314,832	302,495	9.6	-3.9
Motels	408,512	411,610	436,059	0.8	5.9
Backpackers	285,462	292,327	301,424	2.4	3.1
Holiday parks	285,053	320,451	336,924	12.4	5.1
Total	1,266,405	1,339,220	1,376,902	5.7	2.8
<b>New Zealand</b>					
Hotels	12,560,552	13,306,281	13,741,841	5.9	3.3
Motels	11,243,642	11,754,671	12,291,595	4.5	4.6
Backpackers	4,866,522	5,111,937	5,183,018	5.0	1.4
Holiday parks	6,834,843	7,392,509	7,741,482	8.2	4.7
Total	35,505,560	37,565,398	38,957,936	5.8	3.7

## 5 Regional comparison

In June 2017, Wellington recorded the largest increase in guest nights (up 19,000 or 9.9 percent) from June 2016. This was followed by Queenstown (up 14,000 or 6.7 percent), Taupo (up 12,000 or 21.3 percent), Mackenzie (up 12,000 or 36.5 percent), and Canterbury (up 8,000 or 4.3 percent).

Waitaki recorded the largest decrease (down 2,000 or 11.2 percent), followed by Waikato (down 2,000 or 1.8 percent), and West Coast (down 1,000 or 2.6 percent).

Table 5.1

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

RTO area	June guest nights								
	Domestic			International			Total		
	2016	2017	Percent age change	2016	2017	Percent age change	2016	2017	Percent age change
Northland	56,891	56,082	-1.4	21,522	26,659	23.9	78,413	82,740	5.5
Auckland	308,521	289,174	-6.3	204,160	231,330	13.3	512,681	520,504	1.5
Coromandel	26,601	27,661	4.0	7,716	7,940	2.9	34,318	35,601	3.7
Waikato	76,262	76,164	-0.1	22,349	20,708	-7.3	98,611	96,872	-1.8
Bay of Plenty	53,013	59,602	12.4	19,788	19,565	-1.1	72,800	79,166	8.7
Rotorua	80,364	87,076	8.4	53,966	54,320	0.7	134,330	141,396	5.3
Taupo	41,155	46,070	11.9	14,540	21,504	47.9	55,694	67,574	21.3
Whakatane-									
Kaw erau	8,838	11,020	24.7	2,188	3,235	47.8	11,026	14,255	29.3
Gisborne	19,663	23,640	20.2	1,969	2,902	47.4	21,632	26,542	22.7
Taranaki	30,249	32,595	7.8	4,414	8,076	83.0	34,663	40,672	17.3
Haw ke's Bay	47,314	50,028	5.7	12,355	16,743	35.5	59,669	66,771	11.9
Ruapehu	14,353	16,836	17.3	5,433	7,477	37.6	19,785	24,313	22.9
Manaw atu	32,134	32,905	2.4	3,866	5,506	42.4	36,000	38,410	6.7
Whanganui	10,202	9,265	-9.2	1,435	2,762	92.5	11,637	12,027	3.4
Wairarapa	10,428	10,531	1.0	1,262	3,682	191.9	11,690	14,213	21.6
Kapiti-Horow henua	13,409	13,672	2.0	1,331	2,297	72.6	14,740	15,968	8.3
Wellington	138,286	132,096	-4.5	49,902	74,798	49.9	188,188	206,894	9.9
Marlborough	19,368	28,487	47.1	19,943	17,275	-13.4	39,311	45,761	16.4
Nelson-Tasman	35,410	41,661	17.7	15,663	15,451	-1.4	51,073	57,112	11.8
Canterbury	115,226	124,516	8.1	80,395	79,522	-1.1	195,621	204,038	4.3
Hurunui	15,117	15,072	-0.3	4,301	5,701	32.6	19,417	20,773	7.0
Mackenzie	11,157	17,098	53.2	20,670	26,338	27.4	31,827	43,436	36.5
Timaru	12,563	13,368	6.4	2,575	4,224	64.0	15,139	17,592	16.2
West Coast	25,473	22,860	-10.3	25,633	26,937	5.1	51,106	49,797	-2.6
Wanaka	13,144	12,957	-1.4	20,627	24,140	17.0	33,771	37,096	9.8
Queenstow n	76,626	74,667	-2.6	132,451	148,395	12.0	209,078	223,062	6.7
Waitaki	10,644	9,080	-14.7	5,634	5,375	-4.6	16,279	14,455	-11.2
Central Otago	6,805	7,957	16.9	1,180	2,337	98.0	7,985	10,294	28.9
Dunedin	39,866	39,051	-2.0	12,709	15,145	19.2	52,575	54,196	3.1
Clutha	3,019	3,225	6.8	644	755	17.1	3,663	3,980	8.6
Fiordland	5,450	7,936	45.6	11,751	10,829	-7.8	17,200	18,764	9.1
Southland	18,626	19,194	3.0	4,620	5,695	23.3	23,246	24,889	7.1
<b>Total</b>	<b>1,376,180</b>	<b>1,411,543</b>	<b>2.6</b>	<b>786,991</b>	<b>897,622</b>	<b>14.1</b>	<b>2,163,171</b>	<b>2,309,165</b>	<b>6.7</b>



Table 5.2

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

RTO area	June 2017 occupancy rate					
	Accommodation type					Total excluding holiday parks <sup>(2)</sup>
	Hotels	Motels	Backpackers	Holiday parks	Total	
	Percent					
Northland	29.1	42.0	19.1	7.6	16.8	31.4
Auckland	74.9	59.4	43.8	13.7	57.9	64.3
Coromandel	38.0	28.1	12.5	9.7	13.6	22.1
Waikato	63.7	63.5	19.1	11.1	36.7	52.6
Bay of Plenty	49.0	61.0	30.5	19.9	33.3	46.8
Rotorua	65.8	51.4	19.7	18.1	38.1	43.3
Taupo	45.5	49.1	29.1	10.5	30.9	40.9
Whakatane-Kaw erau	C	48.9	C	5.4	15.9	45.5
Gisborne	C	46.8	C	8.1	19.5	40.1
Taranaki	45.6	51.1	41.4	12.6	32.6	48.0
Haw ke's Bay	52.6	55.0	30.5	12.9	33.9	46.2
Ruapehu	40.7	21.2	18.1	11.9	21.8	23.9
Manaw atu	45.0	48.5	C	C	36.0	C
Whanganui	C	41.4	22.7	C	26.0	C
Wairarapa	37.5	46.4	C	C	20.6	C
Kapiti-Horow henua	C	54.3	C	10.0	18.0	28.4
Wellington	80.0	69.5	C	C	63.9	C
Marlborough	38.1	51.4	32.3	16.0	31.8	41.2
Nelson-Tasman	41.5	39.4	27.5	7.9	20.6	34.5
Canterbury	57.3	49.1	28.0	13.7	34.1	45.1
Hurunui	53.0	41.3	8.3	11.4	20.5	27.2
Mackenzie	C	32.5	C	12.8	33.8	43.3
Timaru	C	41.8	C	9.8	23.4	38.0
West Coast	21.4	31.1	22.0	8.1	19.6	24.3
Wanaka	37.6	39.1	56.9	10.4	26.8	45.7
Queenstow n	65.9	42.8	70.8	20.4	57.1	63.6
Waitaki	20.7	45.2	14.1	15.9	22.0	28.8
Central Otago	21.4	37.3	11.5	2.3	7.3	24.9
Dunedin	49.1	53.5	41.2	17.8	42.4	48.9
Clutha	C	40.3	C	5.7	14.3	29.7
Fiordland	15.4	24.4	C	C	16.9	C
Southland	30.4	47.4	24.8	6.9	26.1	35.5
<b>Total</b>	<b>59.8</b>	<b>49.0</b>	<b>32.9</b>	<b>11.1</b>	<b>34.7</b>	<b>47.8</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

<b>Local Authority and West Coast Accommodation Results<sup>(1)</sup></b>					
Accommodation type	June 2017 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
<b>Buller District</b>					
Hotels	12	6,330	2,434	C	21.63
Motels	20	6,180	2,903	1.47	28.40
Backpackers	9	10,470	C	C	C
Holiday parks	6	16,680	C	C	C
<b>Total</b>	<b>47</b>	<b>39,660</b>	<b>9,709</b>	<b>1.41</b>	<b>15.30</b>
<b>Grey District</b>					
Hotels	6	7,110	3,499	C	30.22
Motels	15	5,850	5,251	1.58	45.82
Backpackers	4	5,730	C	C	C
Holiday parks	3	8,730	C	C	C
<b>Total</b>	<b>28</b>	<b>27,420</b>	<b>12,249</b>	<b>1.48</b>	<b>25.45</b>
<b>Westland District</b>					
Hotels	13	17,910	5,894	1.33	17.75
Motels	34	18,120	10,396	1.44	27.19
Backpackers	11	31,800	8,059	1.28	23.62
Holiday parks	9	18,870	3,490	1.41	8.11
<b>Total</b>	<b>67</b>	<b>86,700</b>	<b>27,839</b>	<b>1.36</b>	<b>19.78</b>
<b>West Coast Regional Tourism Organisation area</b>					
Hotels	31	31,350	11,827	1.30	21.36
Motels	69	30,150	18,550	1.48	31.05
Backpackers	24	48,000	11,627	1.30	21.99
Holiday parks	18	44,280	7,793	1.55	8.09
<b>Total</b>	<b>142</b>	<b>153,780</b>	<b>49,797</b>	<b>1.40</b>	<b>19.63</b>

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

**Symbol:**

C confidential

... not applicable

## 7 Accommodation Survey technical notes

### 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](http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation.aspx)