



# Commercial Accommodation Monitor:

March 2019

Taranaki

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# Preface

Commercial Accommodation Monitor: March 2019 – Taranaki presents comprehensive and impartial information on short-term commercial accommodation for the Taranaki 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:

- New Plymouth District
- South Taranaki District
- Stratford 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).

More data and commentary is available on the stats NZ website ([www.stats.govt.nz](http://www.stats.govt.nz)).

The April 2019 monitor will be released on 17 June 2019.

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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For help finding and using statistical information available on our website, contact the Information Centre:

Email:	<a href="mailto:info@stats.govt.nz">info@stats.govt.nz</a>
Phone toll-free:	0508 525 525
Phone international:	+64 4 931 4600
Fax:	+64 4 931 4610
Post:	P O Box 2922, Wellington 6140, New Zealand
Website:	<a href="http://www.stats.govt.nz">www.stats.govt.nz</a>

### Contact for the Commercial Accommodation Monitor

Mark Darbyshire  
Wellington 04 931 4600  
Email: [info@stats.govt.nz](mailto:info@stats.govt.nz)

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# 1 Highlights

## Monthly highlights

In March 2019 compared with March 2018:

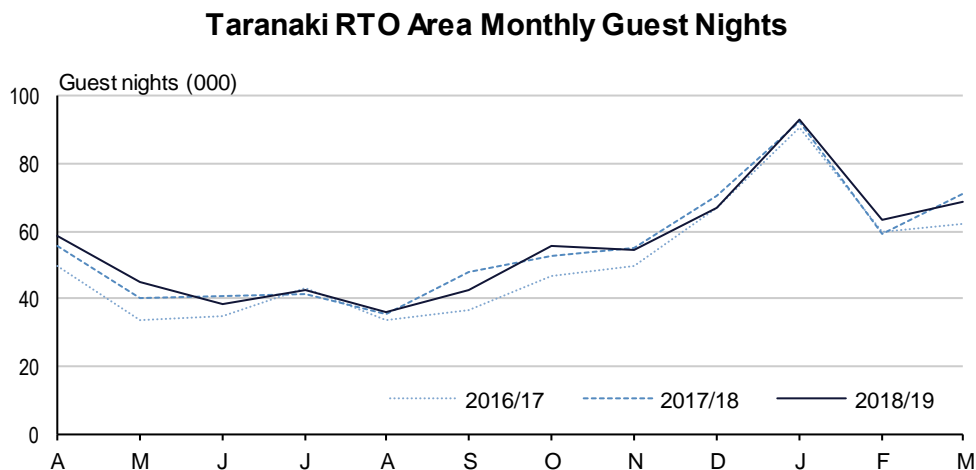
- Guest nights fell 3.6 percent to 68,726
- International guest nights fell 6.1 percent to 13,433
- Domestic guest nights fell 3.0 percent to 55,293
- The average length of stay rose from 2.05 nights to 2.15 nights
- The overall occupancy rate fell from 46.4 percent to 44.8 percent
- The occupancy rate, excluding holiday parks, was 53.1 percent in March 2019
- Accommodation capacity, excluding holiday parks, rose 4.7 percent.

## Response rates for March 2019

The response rate for the Taranaki RTO area was 79 percent for March 2019.

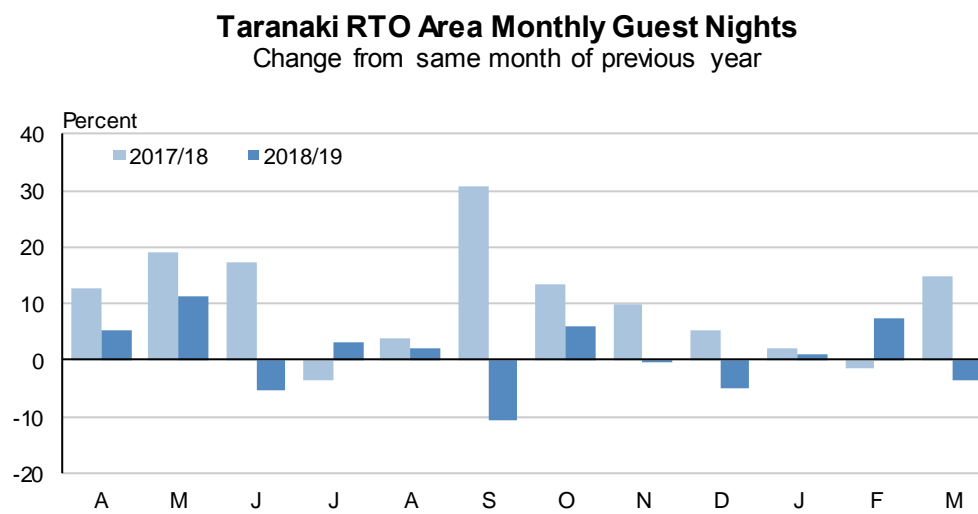
The proportion of the origin-of-guest estimate from unadjusted data was 65 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



Source: Stats NZ

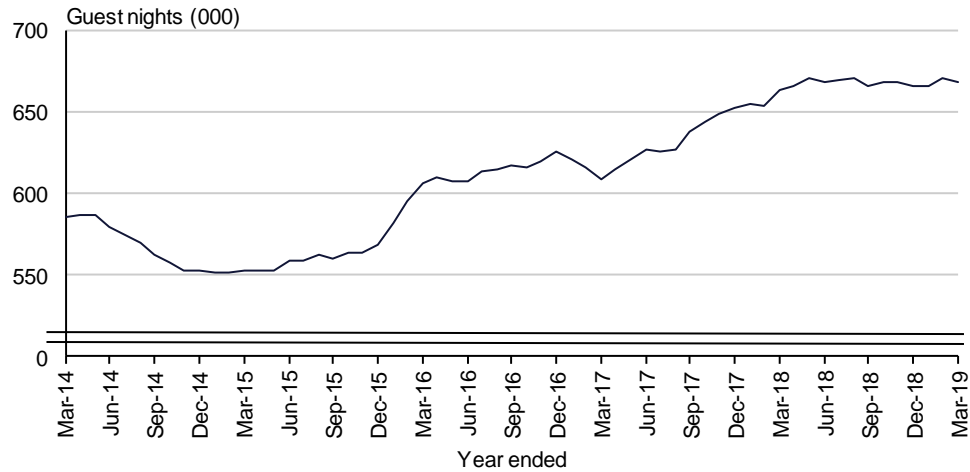
## Year ended highlights

For the year ended March 2019 compared with the previous year:

- Guest nights rose 0.7 percent to 667,650
- International guest nights fell 8.8 percent to 115,694
- Domestic guest nights rose 3.0 percent to 551,956
- The average length of stay rose from 2.08 nights to 2.18 nights
- The overall occupancy rate remained at 37.8 percent
- The occupancy rate, excluding holiday parks, was 48.6 percent for the year ended March 2019
- Accommodation capacity, excluding holiday parks, rose 6.7 percent.

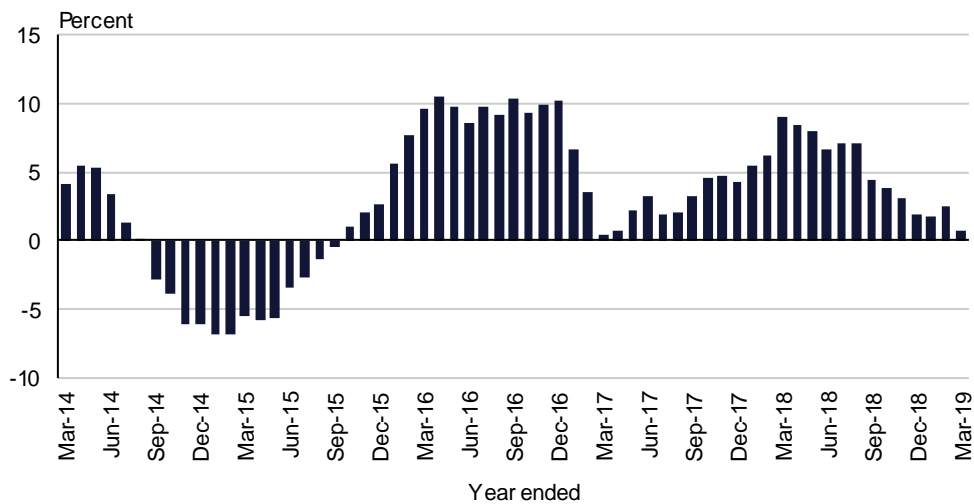


Figure 1.3

**Taranaki RTO Area Annual Guest Nights**

Source: Stats NZ

Figure 1.4

**Taranaki RTO Area Annual Guest Nights**  
Change from previous year

Source: Stats NZ

## 2 Accommodation variables

In March 2019, compared with March 2018, there was a decrease of 3.6 percent in total guest nights for the Taranaki RTO area. Hotels had the largest decrease, followed by motels. Holiday parks had the largest increase.

For the year ended March 2019, compared with the previous March year, total guest nights for the Taranaki RTO area increased 0.7 percent. Backpackers had the only increase. Motels had the largest decrease, followed by holiday parks.

See table 2.1 for comparisons of data across the main accommodation variables.

Table 2.1

**Taranaki Accommodation Variables**

*By accommodation type*  
*Monthly and year ended<sup>(1)(2)</sup>*

Accommodation type	Monthly			Annual		
	March		Percentage change	Year ended		Percentage change
	2018	2019		March 2018	March 2019	
Guest nights						
Total guest nights	71,318	68,726	-3.6	662,752	667,650	0.7
International	14,311	13,433	-6.1	126,789	115,694	-8.8
Domestic	57,008	55,293	-3.0	535,963	551,956	3.0
Hotels	17,249	14,557	-15.6	162,475	162,096	-0.2
Motels/apartments	27,261	26,317	-3.5	271,806	269,224	-0.9
Backpackers	4,502	5,007	11.2	37,035	45,755	23.5
Holiday parks	22,306	22,845	2.4	191,435	190,574	-0.5
Occupancy rates <sup>(3)</sup> (%)						
Hotels	62.5	49.9	-20.1	50.1	50.3	0.4
Motels/apartments	63.3	62.7	-0.9	54.2	54.4	0.2
Backpackers	41.4	36.5	-11.8	35.5	31.5	-11.3
Holiday parks	28.7	32.1	11.9	21.3	21.9	2.9
Total	46.4	44.8	-3.6	37.8	37.8	-0.1
Total excluding holiday parks <sup>(4)</sup>	59.1	53.1	-10.1	49.9	48.6	-2.6
Average length of stay <sup>(5)</sup>						
Hotels	1.83	1.95	6.5	1.80	1.92	6.7
Motels/apartments	1.92	1.94	0.7	1.89	1.96	3.7
Backpackers	1.82	2.23	22.6	2.33	2.81	20.8
Holiday parks	2.56	2.63	2.7	2.80	2.81	0.2
Total	2.05	2.15	4.8	2.08	2.18	4.8
Guest arrivals						
Hotels	9,411	7,455	-20.8	90,488	84,645	-6.5
Motels/apartments	14,168	13,579	-4.2	144,075	137,570	-4.5
Backpackers	2,470	2,241	-9.3	15,927	16,287	2.3
Holiday parks	8,709	8,683	-0.3	68,318	67,868	-0.7
Total	34,757	31,958	-8.1	318,808	306,370	-3.9
Establishments						
Hotels	18	19	5.6	18	19	5.6
Motels/apartments	46	46	0.0	46	46	0.0
Backpackers	5	6	20.0	5	6	20.0
Holiday parks	13	13	0.0	13	13	0.0
Total	82	84	2.4	82	84	2.4
Capacity <sup>(6)</sup>						
Hotels	18,569	18,879	1.7	218,635	221,065	1.1
Motels/apartments	24,831	25,327	2.0	288,242	294,683	2.2
Backpackers	9,300	10,974	18.0	89,639	120,948	34.9
Holiday parks	37,789	36,456	-3.5	437,860	435,148	-0.6
Total	90,489	91,636	1.3	1,034,376	1,071,844	3.6

(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:**

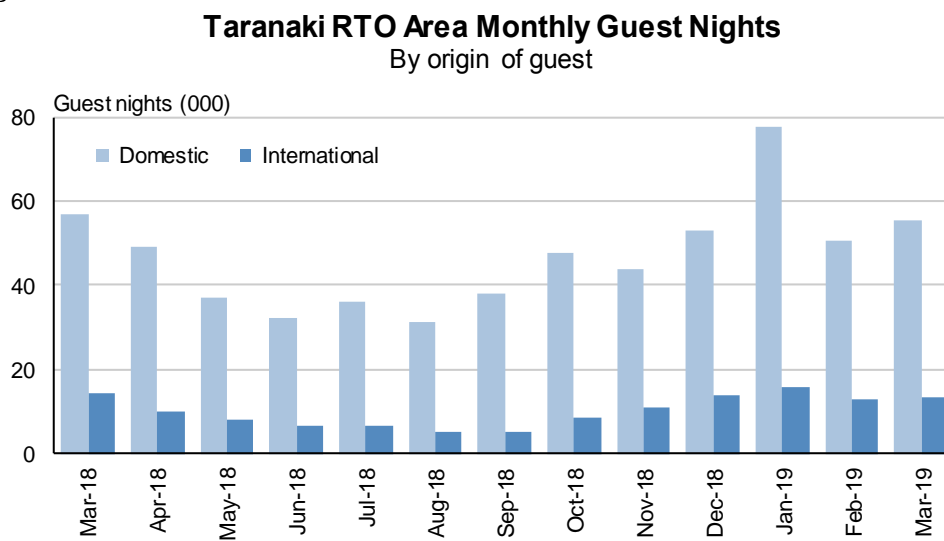
C confidential

### 3 Origin of guests

In March 2019, international guests accounted for 19.5 percent of all guest nights in the Taranaki RTO area. When compared with March 2018, the number of international guest nights spent in the area in March 2019 was down 6.1 percent to 13,433. Domestic guest nights decreased 3.0 percent, to 55,293, for the same period.

The proportion of the origin-of-guest estimate from actual data was 65 percent for March 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

**Taranaki and New Zealand Monthly Guest Nights***By origin of guest*

		Taranaki RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	Mar	57,008	14,311	71,318	2,180,388	1,996,067	4,176,455
	Apr	49,182	9,760	58,942	1,860,719	1,569,372	3,430,091
	May	37,145	7,859	45,004	1,493,682	1,047,474	2,541,156
	Jun	32,183	6,329	38,511	1,443,331	824,407	2,267,738
	Jul	36,262	6,645	42,907	1,688,075	989,310	2,677,385
	Aug	31,013	5,051	36,063	1,571,502	952,679	2,524,181
	Sep	37,960	4,923	42,883	1,701,704	1,046,180	2,747,884
	Oct	47,564	8,405	55,970	1,954,146	1,314,205	3,268,352
	Nov	44,034	10,764	54,798	1,804,941	1,730,166	3,535,107
	Dec	53,003	14,036	67,039	2,289,702	1,908,866	4,198,568
	Jan	77,548	15,851	93,399	2,879,204	2,088,517	4,967,720
	Feb	50,770	12,639	63,408	1,988,788	2,026,586	4,015,374
2019	Mar	55,293	13,433	68,726	2,125,847	1,882,162	4,008,009
Percent change from the current month of the previous year							
		-3.0	-6.1	-3.6	-2.5	-5.7	-4.0
<b>Year ended</b>							
March 2018		535,963	126,789	662,752	22,336,355	17,589,971	39,926,326
March 2019		551,956	115,694	667,650	22,801,640	17,379,925	40,181,565
Percent change from previous year							
		3.0	-8.8	0.7	2.1	-1.2	0.6

(1) Regional tourism organisation

## 4 National results

In March 2019, a total of 4,008,000 guest nights were spent in short-term commercial accommodation in New Zealand, a decrease of 168,000 nights (4.0 percent) from March 2018. Both the North Island (down 42,000 or 1.8 percent) and South Island (down 127,000 or 7.0 percent) recorded a decrease.

All four accommodation types recorded a decrease in guest nights in March 2019, compared with March 2018.

Holiday parks had the largest decrease in guest nights (down 93,000 or 9.8 percent), followed by motels (down 37,000 or 2.9 percent), backpackers (down 29,000 or 5.2 percent), and hotels (down 10,000 or 0.7 percent).

Refer to Table 4.1 for comparisons of data.

Table 4.1

### Taranaki and New Zealand Guest Nights

*By accommodation type  
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2017	2018	2019	2017 to 2018	2018 to 2019
<b>March month</b>					
<b>Taranaki RTO area</b>					
Hotels	16,101	17,249	14,557	7.1	-15.6
Motels	24,300	27,261	26,317	12.2	-3.5
Backpackers	4,104	4,502	5,007	9.7	11.2
Holiday parks	17,577	22,306	22,845	26.9	2.4
Total	62,083	71,318	68,726	14.9	-3.6
<b>New Zealand</b>					
Hotels	1,319,617	1,397,036	1,387,506	5.9	-0.7
Motels	1,218,959	1,269,177	1,232,259	4.1	-2.9
Backpackers	564,612	559,803	530,928	-0.9	-5.2
Holiday parks	762,854	950,438	857,316	24.6	-9.8
Total	3,866,041	4,176,455	4,008,009	8.0	-4.0
<b>Year ended March</b>					
<b>Taranaki RTO area</b>					
Hotels	156,726	162,475	162,096	3.7	-0.2
Motels	253,019	271,806	269,224	7.4	-0.9
Backpackers	37,925	37,035	45,755	-2.3	23.5
Holiday parks	160,359	191,435	190,574	19.4	-0.5
Total	608,028	662,752	667,650	9.0	0.7
<b>New Zealand</b>					
Hotels	13,608,694	14,159,505	14,457,750	4.0	2.1
Motels	12,116,088	12,378,138	12,437,360	2.2	0.5
Backpackers	5,160,611	5,181,864	4,982,850	0.4	-3.8
Holiday parks	7,532,883	8,206,819	8,303,605	8.9	1.2
Total	38,418,275	39,926,326	40,181,565	3.9	0.6

## 5 Regional comparison

In March 2019, West Coast recorded the largest decrease in guest nights (down 25,000 or 14.4 percent) from March 2018. This was followed by Northland (down 21,000 or 9.9 percent), Nelson-Tasman (down 21,000 or 12.3 percent), Rotorua (down 17,000 or 7.1 percent), and Taupo (down 13,000 or 10.7 percent).

Waikato recorded the largest increase (up 13,000 or 8.8 percent), followed by Wellington (up 9,000 or 3.4 percent), Hawke's Bay (up 6,000 or 5.0 percent), Mackenzie (up 3,000 or 3.3 percent), and Manawatu (up 3,000 or 4.7 percent).

Table 5.1

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

RTO area	March guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	130,831	115,581	-11.7	82,014	76,240	-7.0	212,845	191,821	-9.9
Auckland	353,304	357,966	1.3	354,927	344,393	-3.0	708,230	702,359	-0.8
Coromandel	62,894	59,593	-5.2	39,304	37,919	-3.5	102,197	97,512	-4.6
Waikato	99,683	116,496	16.9	47,209	43,289	-8.3	146,892	159,785	8.8
Bay of Plenty	87,268	86,971	-0.3	33,039	32,754	-0.9	120,307	119,725	-0.5
Rotorua	116,347	111,971	-3.8	120,608	108,239	-10.3	236,955	220,211	-7.1
Taupo	66,345	60,323	-9.1	53,251	46,421	-12.8	119,596	106,744	-10.7
Whakatane-Kawerau	22,399	19,900	-11.2	7,715	6,558	-15.0	30,115	26,458	-12.1
Gisborne	33,932	33,693	-0.7	6,169	7,973	29.2	40,102	41,666	3.9
Taranaki	57,008	55,293	-3.0	14,311	13,433	-6.1	71,318	68,726	-3.6
Hawke's Bay	80,692	87,818	8.8	39,168	38,041	-2.9	119,860	125,859	5.0
Ruapehu	26,282	25,998	-1.1	20,739	18,535	-10.6	47,021	44,534	-5.3
Manawatu	47,135	51,700	9.7	9,490	7,594	-20.0	56,625	59,293	4.7
Whanganui	15,314	14,421	-5.8	6,001	5,175	-13.8	21,315	19,596	-8.1
Wairarapa	23,807	22,020	-7.5	5,819	5,126	-11.9	29,626	27,146	-8.4
Kapiti-Horowhenua	23,636	25,039	5.9	5,597	5,078	-9.3	29,234	30,117	3.0
Wellington	165,718	176,228	6.3	98,819	97,365	-1.5	264,537	273,593	3.4
Marlborough	50,044	43,693	-12.7	45,183	40,894	-9.5	95,226	84,587	-11.2
Nelson-Tasman	93,265	76,216	-18.3	76,562	72,740	-5.0	169,826	148,955	-12.3
Canterbury	196,520	192,844	-1.9	211,054	205,767	-2.5	407,574	398,611	-2.2
Hurunui	26,286	19,974	-24.0	14,505	11,825	-18.5	40,791	31,799	-22.0
Mackenzie	23,388	24,687	5.6	61,972	63,511	2.5	85,359	88,197	3.3
Timaru	24,909	19,356	-22.3	13,274	12,424	-6.4	38,183	31,781	-16.8
West Coast	58,327	47,957	-17.8	116,780	102,001	-12.7	175,107	149,959	-14.4
Wanaka	34,921	32,912	-5.8	66,364	58,436	-11.9	101,285	91,348	-9.8
Queenstown	85,949	81,259	-5.5	255,533	256,779	0.5	341,482	338,037	-1.0
Waitaki	28,275	23,635	-16.4	22,968	21,035	-8.4	51,242	44,669	-12.8
Central Otago	27,592	21,979	-20.3	10,827	7,530	-30.4	38,419	29,509	-23.2
Dunedin	57,143	59,184	3.6	51,315	38,534	-24.9	108,457	97,719	-9.9
Clutha	7,275	6,858	-5.7	5,489	5,475	-0.3	12,764	12,334	-3.4
Fiordland	26,017	24,794	-4.7	72,109	66,346	-8.0	98,126	91,140	-7.1
Southland	27,883	29,489	5.8	27,953	24,732	-11.5	55,836	54,221	-2.9
<b>Total</b>	<b>2,180,388</b>	<b>2,125,847</b>	<b>-2.5</b>	<b>1,996,067</b>	<b>1,882,162</b>	<b>-5.7</b>	<b>4,176,455</b>	<b>4,008,009</b>	<b>-4.0</b>



Table 5.2

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

RTO area	March 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	60.8	70.0	39.7	19.9	34.9	58.2
Auckland	85.3	71.0	60.9	33.7	71.7	76.8
Coromandel	58.8	59.4	31.5	24.0	31.0	47.6
Waikato	83.0	71.9	50.3	30.7	55.6	69.7
Bay of Plenty	83.0	73.6	49.5	29.9	47.8	65.7
Rotorua	85.9	76.7	36.4	34.7	57.8	64.2
Taupo	65.1	66.5	50.6	24.7	48.6	60.3
Whakatane-Kawerau	C	70.6	C	14.2	26.4	63.5
Gisborne	C	72.4	C	15.5	29.7	62.3
Taranaki	49.9	62.7	36.5	32.1	44.8	53.1
Hawke's Bay	75.1	78.3	82.0	31.3	60.1	78.6
Ruapehu	53.3	37.3	30.8	39.2	37.8	37.5
Manawatu	54.9	71.2	C	C	50.5	C
Whanganui	C	56.8	52.6	C	38.6	C
Wairarapa	C	63.7	C	20.1	34.4	53.4
Kapiti-Horowhenua	C	73.9	C	19.4	27.1	35.8
Wellington	86.7	80.8	C	C	76.9	C
Marlborough	74.0	77.1	51.3	40.2	56.3	66.7
Nelson-Tasman	67.5	69.6	66.9	21.5	43.1	68.1
Canterbury	81.5	77.2	52.3	26.5	55.7	70.7
Hurunui	58.7	56.1	32.9	20.7	35.0	47.3
Mackenzie	C	70.8	C	47.8	67.5	77.5
Timaru	C	68.5	C	26.2	41.3	62.4
West Coast	61.5	68.8	44.3	35.4	51.6	58.0
Wanaka	68.0	84.6	77.6	36.9	55.3	76.1
Queenstown	86.2	75.1	80.1	44.6	76.9	82.1
Waitaki	52.6	72.0	46.5	9.0	19.5	59.4
Central Otago	C	75.5	C	8.2	20.0	54.7
Dunedin	81.2	81.1	44.9	44.4	67.2	73.1
Clutha	C	63.3	C	19.4	32.4	50.8
Fiordland	81.0	73.1	67.0	52.5	65.7	73.3
Southland	57.8	61.9	45.9	25.6	46.4	55.7
<b>Total</b>	<b>78.7</b>	<b>71.5</b>	<b>53.9</b>	<b>25.7</b>	<b>53.2</b>	<b>68.8</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 Taranaki RTO area.

Table 6.1

### Local Authority and Taranaki Accommodation Results<sup>(1)</sup>

Accommodation type	March 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
New Plymouth District					
Hotels	11	15,562	C	C	C
Motels	30	17,701	19,725	1.94	64.55
Backpackers	5	9,300	C	C	C
Holiday parks	8	24,676	C	C	C
<b>Total</b>	54	67,239	54,173	2.17	48.48
Stratford and South Taranaki Districts					
Hotels	8	3,317	C	C	C
Motels	16	7,626	6,592	1.93	58.48
Backpackers	1	1,674	C	C	C
Holiday parks	5	11,780	C	C	C
<b>Total</b>	30	24,397	14,552	2.10	34.61
Taranaki Regional Tourism Organisation area					
Hotels	19	18,879	14,557	1.95	49.94
Motels	46	25,327	26,317	1.94	62.72
Backpackers	6	10,974	5,007	2.23	36.55
Holiday parks	13	36,456	22,845	2.63	32.13
<b>Total</b>	84	91,636	68,726	2.15	44.78

(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 <https://www.stats.govt.nz/topics/accommodation>