



# Commercial Accommodation Monitor:

April 2019

Marlborough

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### **Citation**

Stats NZ (2019). *Commercial Accommodation Monitor: April 2019– Marlborough*. Wellington: Stats NZ.

### **Published in June 2019 by**

Stats NZ  
Tatauranga Aotearoa  
Wellington, New Zealand

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# Preface

Commercial Accommodation Monitor: April 2019 – Marlborough presents comprehensive and impartial information on short-term commercial accommodation for the Marlborough 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 authority:

- Marlborough 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 May 2019 monitor will be released on 12 July 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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# Contents

<b>List of tables and figures .....</b>	<b>vi</b>
<b>1    Highlights .....</b>	<b>1</b>
Monthly highlights .....	1
Year ended highlights .....	2
<b>2    Accommodation variables .....</b>	<b>4</b>
<b>3    Origin of guests .....</b>	<b>6</b>
<b>4    National results .....</b>	<b>8</b>
<b>5    Regional comparison .....</b>	<b>9</b>
<b>6    Accommodation Survey technical notes.....</b>	<b>12</b>

# List of tables and figures

## Tables by chapter

### 2 Accommodation variables

2.1 Marlborough accommodation variables by accommodation type.....	5
--	---

### 3 Origin of guests

3.1 Marlborough and New Zealand monthly guest nights by origin of guest.....	7
--	---

### 4 National results

4.1 Marlborough 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
--	----

## Figures by chapter

### 1 Highlights

1.1 Marlborough RTO area monthly guest nights.....	1
--	---

1.2 Marlborough RTO area monthly guest nights, change from same month of previous year.....	2
---	---

1.3 Marlborough RTO area annual guest nights.....	3
---	---

1.4 Marlborough RTO area annual guest nights, change from previous year.....	3
--	---

### 3 Origin of guests

3.1 Marlborough RTO area monthly guest nights, by origin of guest.....	6
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# 1 Highlights

## Monthly highlights

In April 2019 compared with April 2018:

- Guest nights rose 9.4 percent to 73,255
- International guest nights fell 0.2 percent to 26,152
- Domestic guest nights rose 15.5 percent to 47,103
- The average length of stay rose from 1.76 nights to 1.80 nights
- The overall occupancy rate rose from 44.9 percent to 48.3 percent
- The occupancy rate, excluding holiday parks, was 57.8 percent in April 2019
- Accommodation capacity, excluding holiday parks, fell 2.6 percent.

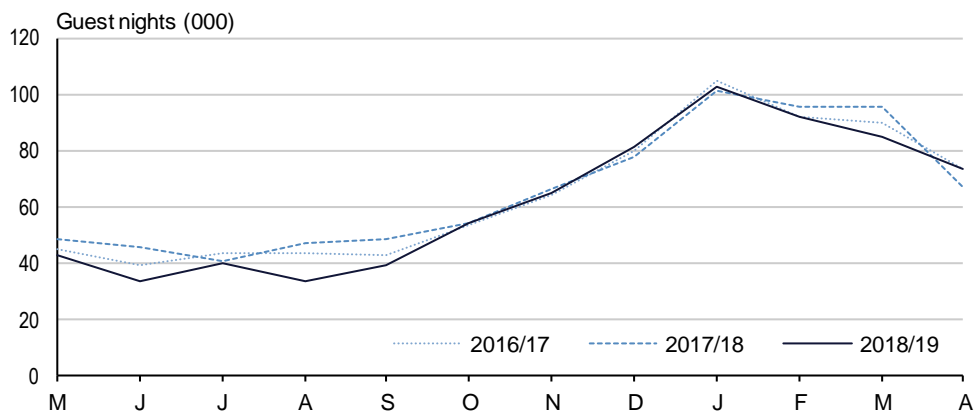
## Response rates for April 2019

The response rate for the Marlborough RTO area was 82 percent for April 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 74 percent.

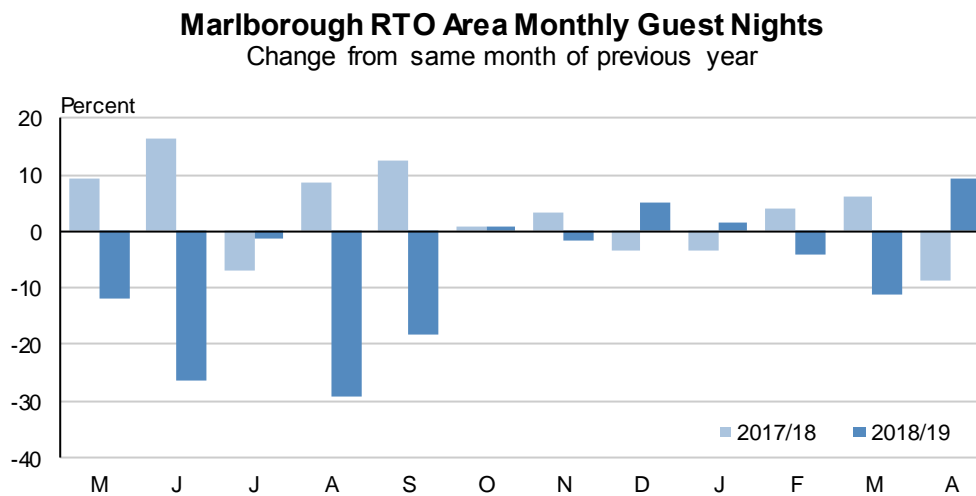
Figure 1.1

### Marlborough RTO Area Monthly Guest Nights



Source: Stats NZ

Figure 1.2



Source: Stats NZ

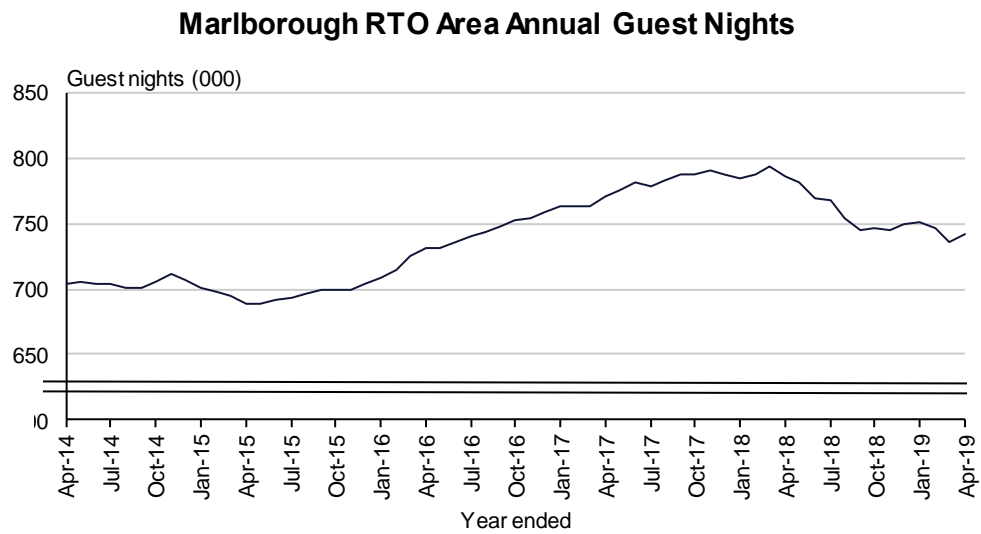
## Year ended highlights

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

- Guest nights fell 5.7 percent to 741,815
- International guest nights fell 10.6 percent to 298,213
- Domestic guest nights fell 2.1 percent to 443,603
- The average length of stay fell from 1.90 nights to 1.85 nights
- The overall occupancy rate fell from 42.5 percent to 40.8 percent
- The occupancy rate, excluding holiday parks, was 50.4 percent for the year ended April 2019
- Accommodation capacity, excluding holiday parks, fell 5.1 percent.

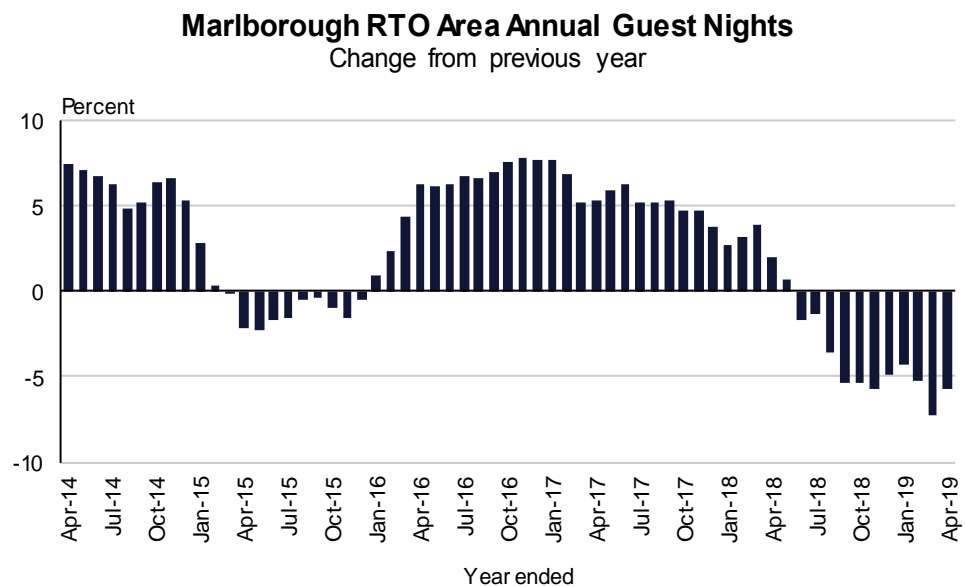


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In April 2019, compared with April 2018, there was an increase of 9.4 percent in total guest nights for the Marlborough RTO area. Holiday parks had the largest increase, followed by motels. Backpackers had the only decrease.

For the year ended April 2019, compared with the previous April year, total guest nights for the Marlborough RTO area decreased 5.7 percent. Backpackers had the largest decrease, followed by motels. Holiday parks had the only increase.

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

Table 2.1

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

Accommodation type	Monthly			Annual		
	April		Percentage change	Year ended		Percentage change
	2018	2019		April 2018	April 2019	
Guest nights						
Total guest nights	66,991	73,255	9.4	786,421	741,815	-5.7
International	26,197	26,152	-0.2	333,413	298,213	-10.6
Domestic	40,794	47,103	15.5	453,008	443,603	-2.1
Hotels	10,221	11,279	10.4	109,758	106,622	-2.9
Motels/apartments	28,430	30,120	5.9	324,423	320,721	-1.1
Backpackers	11,597	10,023	-13.6	150,021	106,384	-29.1
Holiday parks	16,743	21,833	30.4	202,218	208,088	2.9
Occupancy rates <sup>(3)</sup> (%)						
Hotels	60.7	66.8	10.2	54.7	52.8	-3.5
Motels/apartments	66.1	70.0	5.9	65.5	61.5	-6.1
Backpackers	44.1	39.9	-9.5	41.6	36.2	-13.0
Holiday parks	25.9	33.6	29.9	24.3	26.2	7.9
Total	44.9	48.3	7.4	42.5	40.8	-4.0
Total excluding holiday parks <sup>(4)</sup>	56.5	57.8	2.4	53.8	50.4	-6.3
Average length of stay <sup>(5)</sup>						
Hotels	1.27	1.47	15.5	1.49	1.48	-0.3
Motels/apartments	1.80	1.83	1.9	1.90	1.84	-2.9
Backpackers	2.12	1.80	-15.3	2.23	2.05	-8.0
Holiday parks	1.93	1.99	3.3	1.99	2.02	1.4
Total	1.76	1.80	2.2	1.90	1.85	-2.7
Guest arrivals						
Hotels	8,028	7,671	-4.4	73,773	71,862	-2.6
Motels/apartments	15,789	16,420	4.0	171,037	174,192	1.8
Backpackers	5,471	5,581	2.0	67,388	51,917	-23.0
Holiday parks	8,672	10,946	26.2	101,421	102,910	1.5
Total	37,961	40,618	7.0	413,619	400,881	-3.1
Establishments						
Hotels	14	13	-7.1	14	13	-7.1
Motels/apartments	47	47	0.0	47	47	0.0
Backpackers	18	17	-5.6	18	17	-5.6
Holiday parks	14	15	7.1	14	15	7.1
Total	93	92	-1.1	93	92	-1.1
Capacity <sup>(6)</sup>						
Hotels	9,540	9,120	-4.4	113,652	112,981	-0.6
Motels/apartments	23,520	23,520	0.0	282,822	286,010	1.1
Backpackers	21,540	20,520	-4.7	278,714	241,982	-13.2
Holiday parks	33,090	34,740	5.0	417,659	420,812	0.8
Total	87,690	87,900	0.2	1,092,847	1,061,785	-2.8

(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 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 April 2019, international guests accounted for 35.7 percent of all guest nights in the Marlborough RTO area. When compared with April 2018, the number of international guest nights spent in the area in April 2019 was down 0.2 percent to 26,152. Domestic guest nights increased 15.5 percent, to 47,103, for the same period.

The proportion of the origin-of-guest estimate from actual data was 74 percent for April 2019.

Figure 3.1

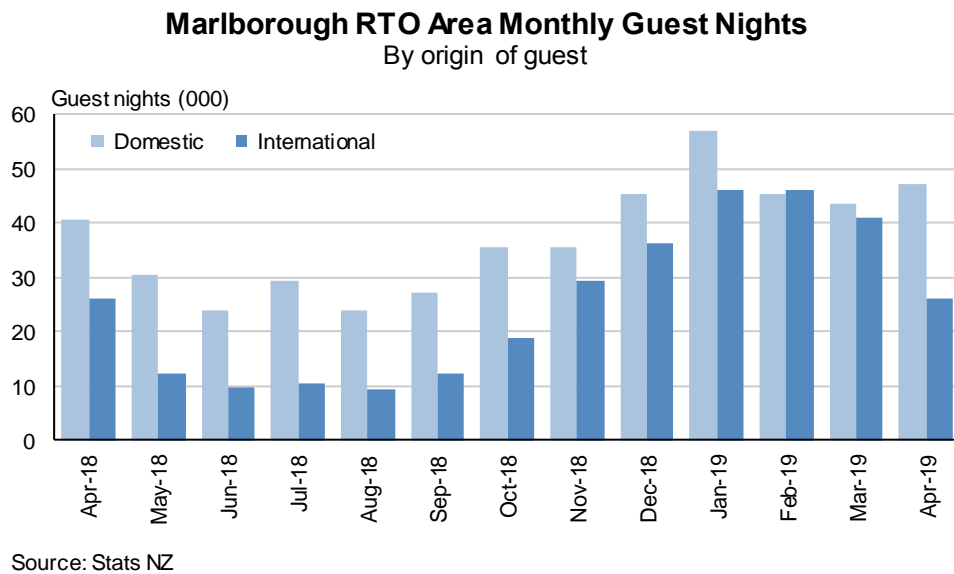


Table 3.1

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

		Marlborough RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	Apr	40,794	26,197	66,991	1,860,719	1,569,372	3,430,091
	May	30,496	12,386	42,882	1,493,682	1,047,474	2,541,156
	Jun	23,791	9,900	33,691	1,443,331	824,407	2,267,738
	Jul	29,313	10,581	39,894	1,688,075	989,310	2,677,385
	Aug	23,852	9,337	33,189	1,571,502	952,679	2,524,181
	Sep	27,041	12,320	39,360	1,701,704	1,046,180	2,747,884
	Oct	35,382	18,812	54,194	1,954,146	1,314,205	3,268,352
	Nov	35,472	29,538	65,011	1,804,941	1,730,166	3,535,107
	Dec	45,162	36,170	81,332	2,289,702	1,908,866	4,198,568
	Jan	56,816	45,998	102,814	2,879,204	2,088,517	4,967,720
	Feb	45,483	46,124	91,606	1,988,788	2,026,586	4,015,374
	Mar	43,693	40,894	84,587	2,125,847	1,882,162	4,008,009
	Apr	47,103	26,152	73,255	2,123,710	1,480,938	3,604,648
		Percent change from the current month of the previous year					
		15.5	-0.2	9.4	14.1	-5.6	5.1
<b>Year ended</b>							
April 2018		453,008	333,413	786,421	22,271,068	17,623,255	39,894,323
April 2019		443,603	298,213	741,815	23,064,630	17,291,491	40,356,122
		Percent change from previous year					
		-2.1	-10.6	-5.7	3.6	-1.9	1.2

(1) Regional tourism organisation

## 4 National results

In April 2019, a total of 3,605,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 175,000 nights (5.1 percent) from April 2018. Both the North Island (up 163,000 or 8.4 percent) and South Island (up 12,000 or 0.8 percent) recorded an increase.

All four accommodation types recorded an increase in guest nights in April 2019, compared with April 2018.

Holiday parks had the largest increase in guest nights (up 97,000 or 14.1 percent), followed by motels (up 43,000 or 4.0 percent), hotels (up 32,000 or 2.6 percent), and backpackers (up 4,000 or 0.8 percent).

Refer to Table 4.1 for comparisons of data.

Table 4.1

### Marlborough 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>April month</b>					
<b>Marlborough RTO area</b>					
Hotels	10,371	10,221	11,279	-1.4	10.4
Motels	28,875	28,430	30,120	-1.5	5.9
Backpackers	16,024	11,597	10,023	-27.6	-13.6
Holiday parks	18,043	16,743	21,833	-7.2	30.4
Total	73,312	66,991	73,255	-8.6	9.4
<b>New Zealand</b>					
Hotels	1,211,447	1,231,626	1,263,401	1.7	2.6
Motels	1,098,516	1,066,454	1,109,045	-2.9	4.0
Backpackers	462,266	447,347	450,966	-3.2	0.8
Holiday parks	689,866	684,664	781,236	-0.8	14.1
Total	3,462,094	3,430,091	3,604,648	-0.9	5.1
<b>Year ended April</b>					
<b>Marlborough RTO area</b>					
Hotels	C	109,758	106,622	C	-2.9
Motels	293,416	324,423	320,721	10.6	-1.1
Backpackers	189,390	150,021	106,384	-20.8	-29.1
Holiday parks	C	202,218	208,088	C	2.9
Total	770,724	786,421	741,815	2.0	-5.7
<b>New Zealand</b>					
Hotels	13,643,421	14,179,684	14,489,525	3.9	2.2
Motels	12,164,449	12,346,076	12,479,951	1.5	1.1
Backpackers	5,167,120	5,166,946	4,986,469	0.0	-3.5
Holiday parks	7,665,801	8,201,617	8,400,177	7.0	2.4
Total	38,640,791	39,894,323	40,356,122	3.2	1.2

## 5 Regional comparison

In April 2019, Northland recorded the largest increase in guest nights (up 26,000 or 16.9 percent) from April 2018. This was followed by Auckland (up 19,000 or 3.1 percent), Waikato (up 18,000 or 16.5 percent), Bay of Plenty (up 17,000 or 17.4 percent), and Rotorua (up 16,000 or 7.7 percent).

West Coast recorded the largest decrease (down 16,000 or 12.2 percent), followed by Queenstown (down 3,000 or 1.0 percent), Dunedin (down 2,000 or 2.3 percent), and Fiordland (down 1,000 or 2.0 percent).

Table 5.1

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

RTO area	April guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	96,550	123,038	27.4	57,326	56,909	-0.7	153,876	179,947	16.9
Auckland	299,037	321,969	7.7	300,629	296,415	-1.4	599,667	618,384	3.1
Coromandel	52,765	62,443	18.3	25,395	22,437	-11.6	78,160	84,881	8.6
Waikato	78,515	101,040	28.7	32,957	28,874	-12.4	111,472	129,914	16.5
Bay of Plenty	70,892	85,035	19.9	27,516	30,457	10.7	98,409	115,492	17.4
Rotorua	106,277	125,032	17.6	96,291	93,144	-3.3	202,568	218,176	7.7
Taupo	60,385	68,738	13.8	35,174	33,070	-6.0	95,558	101,808	6.5
Whakatane-									
Kawerau	15,441	19,492	26.2	4,760	4,894	2.8	20,200	24,386	20.7
Gisborne	28,632	36,877	28.8	4,920	5,251	6.7	33,552	42,128	25.6
Taranaki	49,182	50,282	2.2	9,760	10,757	10.2	58,942	61,038	3.6
Hawke's Bay	78,196	88,001	12.5	24,702	24,614	-0.4	102,898	112,615	9.4
Ruapehu	17,895	21,112	18.0	13,162	14,142	7.4	31,057	35,253	13.5
Manawatu	36,513	44,013	20.5	7,783	5,913	-24.0	44,296	49,926	12.7
Whanganui	14,007	15,775	12.6	2,895	3,215	11.1	16,902	18,990	12.3
Wairarapa	20,300	21,534	6.1	3,361	2,765	-17.7	23,662	24,299	2.7
Kapiti-Horowhenua	20,660	23,010	11.4	3,697	3,413	-7.7	24,357	26,423	8.5
Wellington	158,933	172,191	8.3	72,103	73,487	1.9	231,036	245,677	6.3
Marlborough	40,794	47,103	15.5	26,197	26,152	-0.2	66,991	73,255	9.4
Nelson-Tasman	71,198	80,660	13.3	46,235	43,741	-5.4	117,433	124,401	5.9
Canterbury	169,923	196,081	15.4	174,691	154,084	-11.8	344,615	350,164	1.6
Hurunui	24,606	25,560	3.9	10,405	12,346	18.7	35,012	37,906	8.3
Mackenzie	26,429	29,194	10.5	57,720	58,747	1.8	84,148	87,941	4.5
Timaru	19,190	21,706	13.1	8,691	9,454	8.8	27,882	31,161	11.8
West Coast	45,983	50,696	10.2	86,924	66,002	-24.1	132,907	116,697	-12.2
Wanaka	27,225	34,346	26.2	55,186	49,332	-10.6	82,411	83,679	1.5
Queenstown	90,192	99,789	10.6	237,587	224,748	-5.4	327,780	324,537	-1.0
Waitaki	18,533	26,224	41.5	17,404	13,970	-19.7	35,937	40,193	11.8
Central Otago	23,182	26,536	14.5	9,595	6,472	-32.5	32,777	33,008	0.7
Dunedin	49,226	51,569	4.8	36,492	32,135	-11.9	85,718	83,704	-2.3
Clutha	5,523	5,702	3.2	3,499	3,529	0.9	9,022	9,231	2.3
Fiordland	17,419	23,522	35.0	58,526	50,925	-13.0	75,945	74,447	-2.0
Southland	27,116	25,444	-6.2	17,788	19,543	9.9	44,904	44,987	0.2
<b>Total</b>	<b>1,860,719</b>	<b>2,123,710</b>	<b>14.1</b>	<b>1,569,372</b>	<b>1,480,938</b>	<b>-5.6</b>	<b>3,430,091</b>	<b>3,604,648</b>	<b>5.1</b>



Table 5.2

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

RTO area	April 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	52.3	58.2	35.4	18.1	30.4	49.7
Auckland	73.6	58.3	54.2	30.6	61.7	66.1
Coromandel	50.2	49.3	24.6	20.6	26.2	39.1
Waikato	59.9	60.7	42.5	23.6	44.4	56.1
Bay of Plenty	64.2	65.9	43.2	30.2	43.5	56.5
Rotorua	84.2	73.5	33.6	34.1	55.7	61.6
Taupo	63.6	62.9	47.5	21.5	45.4	57.6
Whakatane-Kawerau	C	67.7	C	13.2	24.0	57.9
Gisborne	C	70.6	C	13.5	28.1	61.1
Taranaki	49.1	56.7	29.4	25.4	39.4	48.7
Hawke's Bay	68.2	70.5	54.3	28.6	50.9	65.2
Ruaapehu	42.8	28.8	24.5	27.8	29.3	29.6
Manawatu	47.4	58.5	C	C	42.9	C
Whanganui	C	53.0	44.7	C	35.3	C
Wairarapa	C	55.5	C	15.4	30.0	49.4
Kapiti-Horowhenua	C	64.7	C	16.0	24.2	33.4
Wellington	79.0	73.4	C	C	66.8	C
Marlborough	66.8	70.0	39.9	33.6	48.3	57.8
Nelson-Tasman	54.6	59.0	54.4	18.6	36.1	56.3
Canterbury	71.2	63.8	43.9	24.0	47.8	59.9
Hurunui	58.8	60.0	34.1	21.1	36.4	49.6
Mackenzie	C	68.6	C	44.3	65.6	76.0
Timaru	C	64.5	C	25.8	38.8	57.0
West Coast	49.0	54.3	35.2	22.6	39.2	46.0
Wanaka	70.4	78.3	69.5	30.1	49.8	72.0
Queenstown	83.6	63.7	76.3	43.9	72.7	77.3
Waitaki	49.6	66.3	30.2	7.5	17.2	53.8
Central Otago	C	75.5	C	10.4	21.8	55.2
Dunedin	67.1	73.9	47.6	33.4	58.8	65.4
Clutha	C	45.0	C	14.8	25.8	41.3
Fiordland	69.9	67.3	43.2	40.8	51.9	58.2
Southland	48.1	57.4	42.0	14.5	38.8	49.8
<b>Total</b>	69.8	62.4	46.5	22.4	46.6	60.3

(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 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>