



Commercial Accommodation Monitor:

August 2018

Northland

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Preface

Commercial Accommodation Monitor: August 2018 – Northland presents comprehensive and impartial information on short-term commercial accommodation for the Northland 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:

- Far North District
- Kaipara District
- Whangarei 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 September 2018 monitor will be released on 12 November 2018.

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

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 Northland accommodation variables by accommodation type	5
---	---

3 Origin of guests

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

4 National results

4.1 Northland 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 Northland accommodation results.....	12
--	----

Figures by chapter

1 Highlights

1.1 Northland RTO area monthly guest nights	1
---	---

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

1.3 Northland RTO area annual guest nights	3
--	---

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

3 Origin of guests

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

Monthly highlights

In August 2018 compared with August 2017:

- Guest nights rose 4.4 percent to 86,975
- International guest nights rose 0.5 percent to 29,213
- Domestic guest nights rose 6.6 percent to 57,762
- The average length of stay rose from 2.14 nights to 2.22 nights
- The overall occupancy rate rose from 17.2 percent to 18.3 percent
- The occupancy rate, excluding holiday parks, was 33.8 percent in August 2018
- Accommodation capacity, excluding holiday parks, rose 2.0 percent.

Response rates for August 2018

The response rate for the Northland RTO area was 81 percent for August 2018.

The proportion of the origin-of-guest estimate from unadjusted data was 56 percent.

Figure 1.1

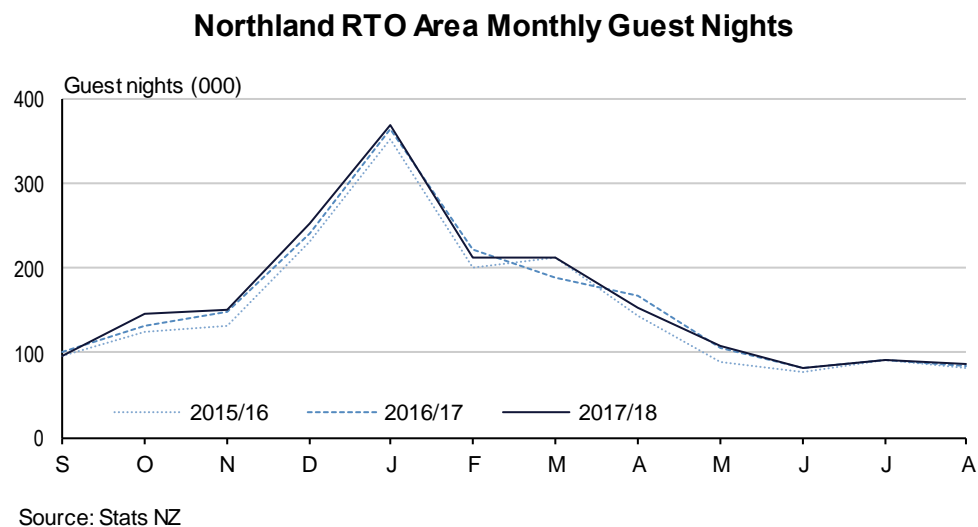
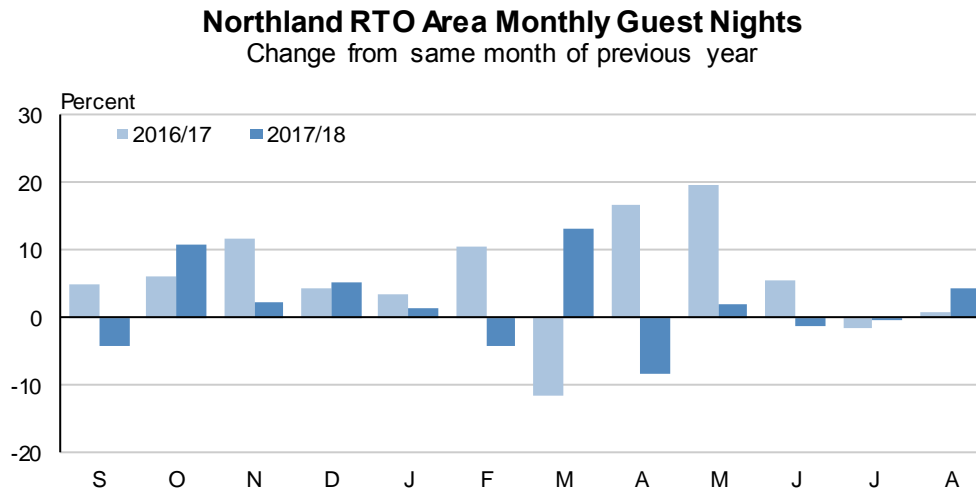


Figure 1.2



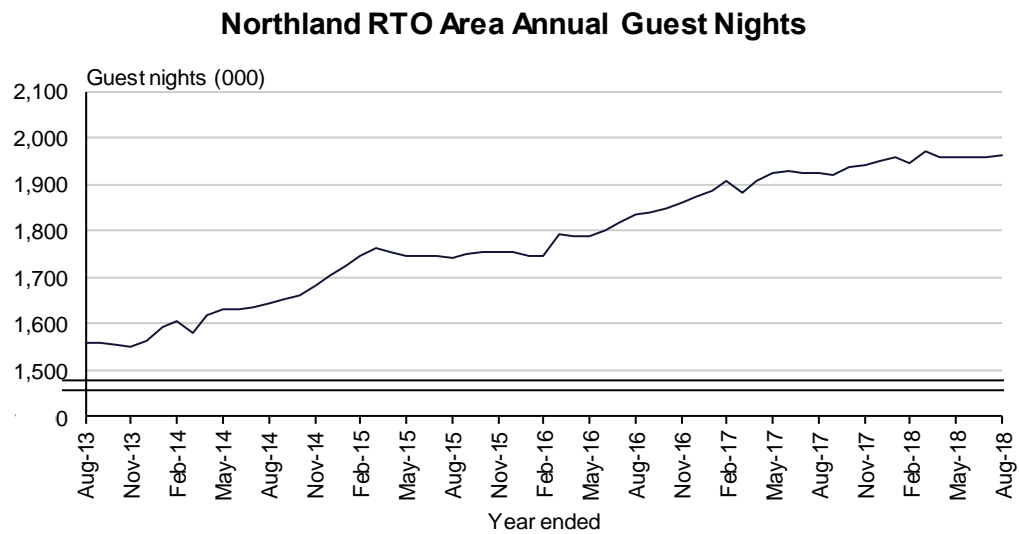
Source: Stats NZ

Year ended highlights

For the year ended August 2018 compared with the previous year:

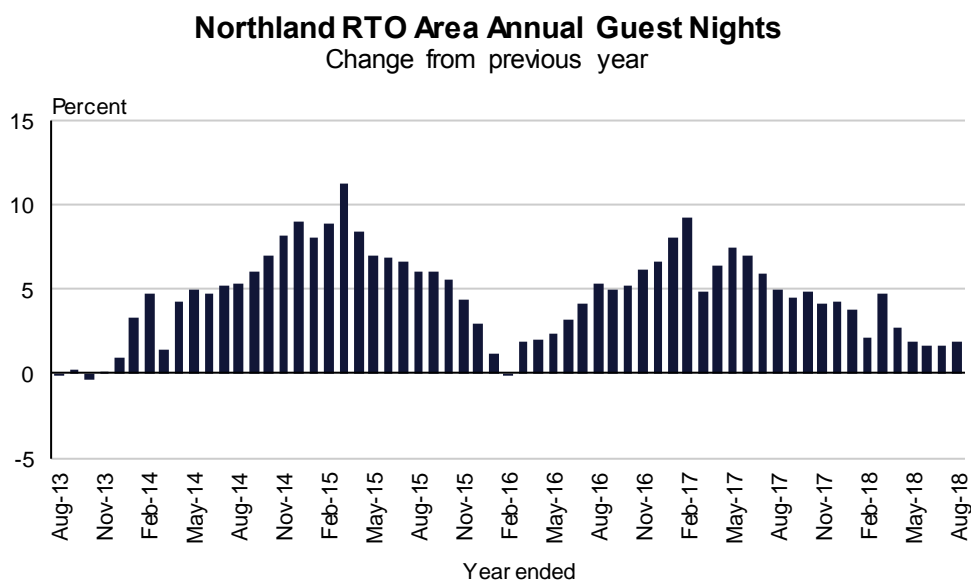
- Guest nights rose 1.9 percent to 1,962,101
- International guest nights fell 1.0 percent to 691,246
- Domestic guest nights rose 3.5 percent to 1,270,855
- The average length of stay rose from 2.15 nights to 2.25 nights
- The overall occupancy rate rose from 28.3 percent to 29.9 percent
- The occupancy rate, excluding holiday parks, was 49.0 percent for the year ended August 2018
- Accommodation capacity, excluding holiday parks, fell 1.7 percent.

Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

2 Accommodation variables

In August 2018, compared with August 2017, there was an increase of 4.4 percent in total guest nights for the Northland RTO area. Motels had the largest increase, followed by holiday parks. Hotels had the largest decrease.

For the year ended August 2018, compared with the previous August year, total guest nights for the Northland RTO area increased 1.9 percent. Holiday parks had the largest increase, followed by motels. Hotels had the largest decrease.

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

Table 2.1

Northland Accommodation Variables

*By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾*

Accommodation type	Monthly			Annual		
	August		Percentage change	Year ended		Percentage change
	2017	2018		August 2017	August 2018	
Guest nights						
Total guest nights	83,283	86,975	4.4	1,926,112	1,962,101	1.9
International	29,080	29,213	0.5	698,079	691,246	-1.0
Domestic	54,203	57,762	6.6	1,228,034	1,270,855	3.5
Hotels	15,072	13,952	-7.4	349,755	344,598	-1.5
Motels/apartments	35,146	38,448	9.4	647,147	655,467	1.3
Backpackers	11,325	10,554	-6.8	181,007	179,912	-0.6
Holiday parks	21,741	24,020	10.5	748,203	782,124	4.5
Occupancy rates ⁽³⁾ (%)						
Hotels	26.5	25.2	-5.1	44.1	46.7	5.9
Motels/apartments	40.8	43.3	6.1	55.4	58.3	5.3
Backpackers	28.7	28.9	0.7	39.1	38.1	-2.7
Holiday parks	6.9	7.8	12.5	16.0	17.4	9.0
Total	17.2	18.3	6.4	28.3	29.9	6.0
Total excluding holiday parks ⁽⁴⁾	33.3	33.8	1.8	47.3	49.0	3.6
Average length of stay ⁽⁵⁾						
Hotels	1.68	1.49	-11.2	1.67	1.72	3.0
Motels/apartments	1.86	2.00	7.4	1.99	2.02	1.5
Backpackers	2.61	3.40	30.3	2.30	2.67	16.5
Holiday parks	3.23	3.22	-0.4	2.66	2.78	4.6
Total	2.14	2.22	3.8	2.15	2.25	4.4
Guest arrivals						
Hotels	8,994	9,374	4.2	209,802	200,747	-4.3
Motels/apartments	18,863	19,216	1.9	325,459	324,709	-0.2
Backpackers	4,339	3,103	-28.5	78,807	67,261	-14.6
Holiday parks	6,725	7,457	10.9	281,114	280,841	-0.1
Total	38,922	39,149	0.6	895,182	873,558	-2.4
Establishments						
Hotels	26	25	-3.8	26	25	-3.8
Motels/apartments	123	119	-3.3	123	119	-3.3
Backpackers	23	25	8.7	23	25	8.7
Holiday parks	42	39	-7.1	42	39	-7.1
Total	214	208	-2.8	214	208	-2.8
Capacity ⁽⁶⁾						
Hotels	32,860	32,426	-1.3	412,794	393,713	-4.6
Motels/apartments	47,647	47,120	-1.1	565,948	564,673	-0.2
Backpackers	30,473	33,604	10.3	403,046	399,971	-0.8
Holiday parks	173,941	167,896	-3.5	2,138,369	2,061,797	-3.6
Total	284,921	281,046	-1.4	3,520,157	3,420,154	-2.8

(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:

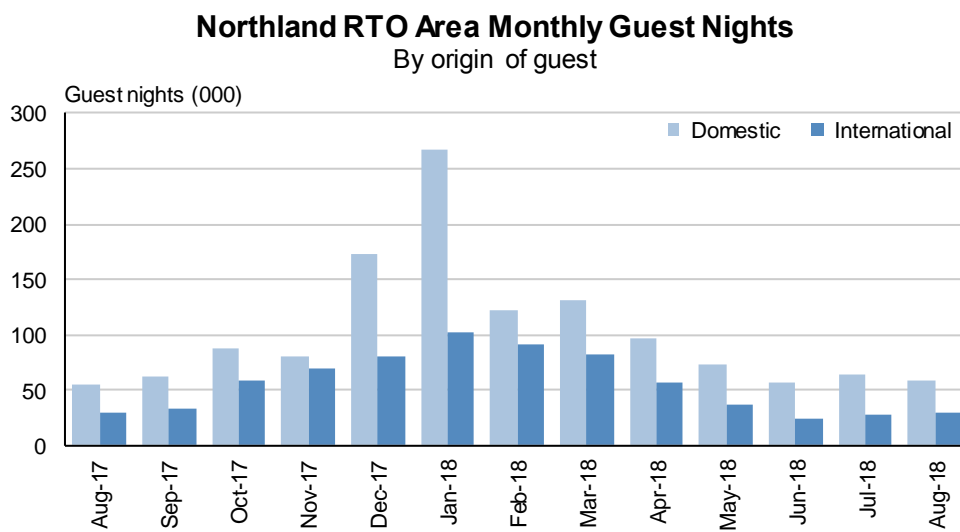
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3 Origin of guests

In August 2018, international guests accounted for 33.6 percent of all guest nights in the Northland RTO area. When compared with August 2017, the number of international guest nights spent in the area in August 2018 was up 0.5 percent to 29,213. Domestic guest nights increased 6.6 percent, to 57,762, for the same period.

The proportion of the origin-of-guest estimate from actual data was 56 percent for August 2018.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Northland RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2017	Aug	54,203	29,080	83,283	1,492,179	948,419	2,440,597
	Sep	61,585	33,982	95,567	1,639,056	1,030,456	2,669,511
	Oct	87,400	58,237	145,637	1,843,147	1,303,650	3,146,797
	Nov	81,031	69,715	150,746	1,732,137	1,673,546	3,405,683
	Dec	172,990	80,171	253,161	2,215,289	1,926,411	4,141,700
2018	Jan	267,363	101,824	369,187	2,851,307	2,117,813	4,969,120
	Feb	121,948	90,776	212,723	1,938,307	2,092,637	4,030,944
	Mar	130,831	82,014	212,845	2,180,388	1,996,067	4,176,455
	Apr	96,550	57,326	153,876	1,860,719	1,569,372	3,430,091
	May	72,853	36,087	108,940	1,493,682	1,047,474	2,541,156
	Jun	56,923	24,776	81,699	1,443,331	824,407	2,267,738
	Jul	63,618	27,127	90,744	1,688,075	989,310	2,677,385
	Aug	57,762	29,213	86,975	1,571,502	952,679	2,524,181
		Percent change from the current month of the previous year					
		6.6	0.5	4.4	5.3	0.4	3.4
Year ended							
August 2017		1,228,034	698,079	1,926,112	22,044,038	16,942,870	38,986,909
August 2018		1,270,855	691,246	1,962,101	22,456,939	17,523,822	39,980,761
		Percent change from previous year					
		3.5	-1.0	1.9	1.9	3.4	2.5

(1) Regional tourism organisation

4 National results

In August 2018, a total of 2,524,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 84,000 nights (3.4 percent) from August 2017. Both the North Island (up 79,000 or 5.4 percent) and South Island (up 5,000 or 0.5 percent) recorded an increase.

Three of the four accommodation types recorded an increase in guest nights in August 2018, compared with August 2017. Hotels had the largest increase in guest nights (up 42,000 or 4.0 percent), followed by motels (up 30,000 or 3.6 percent), and holiday parks (up 24,000 or 8.1 percent). Backpackers had the only decrease in guest nights (down 11,000 or 3.7 percent).

For the year ended August 2018, there were 39,981,000 guest nights, an increase of 994,000 (2.5 percent) from the previous August year.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Northland and New Zealand Guest Nights

*By accommodation type
Monthly and year ended*

Accommodation type	Total guest nights			Percentage change	
	2016	2017	2018	2016 to 2017	2017 to 2018
August month					
Northland RTO area					
Hotels	18,211	15,072	13,952	-17.2	-7.4
Motels	33,371	35,146	38,448	5.3	9.4
Backpackers	8,208	11,325	10,554	38.0	-6.8
Holiday parks	22,956	21,741	24,020	-5.3	10.5
Total	82,745	83,283	86,975	0.7	4.4
New Zealand					
Hotels	1,027,324	1,027,233	1,068,787	0.0	4.0
Motels	833,455	818,685	848,372	-1.8	3.6
Backpackers	306,157	305,590	294,424	-0.2	-3.7
Holiday parks	282,077	289,089	312,599	2.5	8.1
Total	2,449,012	2,440,597	2,524,181	-0.3	3.4
Year ended August					
Northland RTO area					
Hotels	333,060	349,755	344,598	5.0	-1.5
Motels	592,655	647,147	655,467	9.2	1.3
Backpackers	181,877	181,007	179,912	-0.5	-0.6
Holiday parks	727,255	748,203	782,124	2.9	4.5
Total	1,834,848	1,926,112	1,962,101	5.0	1.9
New Zealand					
Hotels	13,442,292	13,759,198	14,254,660	2.4	3.6
Motels	11,860,754	12,298,184	12,403,182	3.7	0.9
Backpackers	5,122,950	5,172,628	5,087,753	1.0	-1.6
Holiday parks	7,456,703	7,756,898	8,235,166	4.0	6.2
Total	37,882,700	38,986,909	39,980,761	2.9	2.5

5 Regional comparison

In August 2018, Auckland recorded the largest increase in guest nights (up 33,000 or 6.2 percent) from August 2017. This was followed by Canterbury (up 27,000 or 12.3 percent), Waikato (up 10,000 or 11.9 percent), Wellington (up 8,000 or 4.4 percent), and Hawke's Bay (up 7,000 or 11.0 percent).

Marlborough recorded the largest decrease (down 14,000 or 29.3 percent), followed by Nelson-Tasman (down 8,000 or 11.4 percent), West Coast (down 6,000 or 9.7 percent), Queenstown (down 5,000 or 1.6 percent), and Hurunui (down 2,000 or 9.0 percent).

Table 5.1

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

RTO area	August guest nights								
	Domestic			International			Total		
	2017	2018	Percent age change	2017	2018	Percent age change	2017	2018	Percent age change
Northland	54,203	57,762	6.6	29,080	29,213	0.5	83,283	86,975	4.4
Auckland	307,730	328,885	6.9	229,884	242,055	5.3	537,614	570,940	6.2
Coromandel	26,164	27,100	3.6	8,932	9,022	1.0	35,096	36,123	2.9
Waikato	64,546	74,244	15.0	18,837	19,103	1.4	83,383	93,347	11.9
Bay of Plenty	51,811	52,750	1.8	15,307	14,142	-7.6	67,118	66,892	-0.3
Rotorua	84,899	92,344	8.8	55,154	47,091	-14.6	140,053	139,435	-0.4
Taupo	47,927	50,916	6.2	19,636	20,816	6.0	67,563	71,731	6.2
Whakatane-									
Kaw erau	10,134	9,949	-1.8	2,839	1,657	-41.6	12,973	11,606	-10.5
Gisborne	20,170	18,522	-8.2	2,023	1,912	-5.5	22,192	20,433	-7.9
Taranaki	30,018	31,013	3.3	5,244	5,051	-3.7	35,262	36,063	2.3
Haw ke's Bay	49,761	55,856	12.2	13,032	13,838	6.2	62,793	69,694	11.0
Ruapehu	38,904	44,181	13.6	8,748	7,578	-13.4	47,651	51,759	8.6
Manaw atu	33,568	37,312	11.2	3,988	5,786	45.1	37,555	43,098	14.8
Whanganui	9,692	11,171	15.3	2,292	1,567	-31.6	11,984	12,738	6.3
Wairarapa	9,625	13,381	39.0	1,712	1,318	-23.0	11,337	14,698	29.6
Kapiti-Horow henua	12,030	13,061	8.6	1,398	1,548	10.8	13,427	14,610	8.8
Wellington	131,032	146,016	11.4	53,661	46,747	-12.9	184,693	192,763	4.4
Marlborough	30,958	23,852	-23.0	16,005	9,337	-41.7	46,963	33,189	-29.3
Nelson-Tasman	51,479	44,203	-14.1	15,953	15,537	-2.6	67,433	59,740	-11.4
Canterbury	137,036	148,685	8.5	82,600	97,916	18.5	219,636	246,601	12.3
Hurunui	16,613	14,663	-11.7	6,197	6,090	-1.7	22,809	20,753	-9.0
Mackenzie	21,641	16,856	-22.1	29,060	35,465	22.0	50,701	52,320	3.2
Timaru	11,911	13,569	13.9	3,777	3,179	-15.8	15,688	16,748	6.8
West Coast	27,412	26,640	-2.8	34,272	29,059	-15.2	61,683	55,700	-9.7
Wanaka	23,874	27,164	13.8	44,177	47,691	8.0	68,051	74,855	10.0
Queenstow n	94,836	98,601	4.0	196,972	188,400	-4.4	291,808	287,000	-1.6
Waitaki	12,122	12,858	6.1	8,229	7,958	-3.3	20,350	20,816	2.3
Central Otago	10,026	11,253	12.2	2,415	2,694	11.5	12,441	13,946	12.1
Dunedin	42,392	40,235	-5.1	17,014	17,962	5.6	59,405	58,197	-2.0
Clutha	3,333	3,946	18.4	1,199	906	-24.4	4,532	4,852	7.1
Fiordland	8,189	6,781	-17.2	13,183	15,369	16.6	21,372	22,150	3.6
Southland	18,145	17,734	-2.3	5,599	6,675	19.2	23,744	24,409	2.8
Total	1,492,179	1,571,502	5.3	948,419	952,679	0.4	2,440,597	2,524,181	3.4

Table 5.2

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

RTO area	August 2018 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	Percent					
Northland	25.2	43.3	28.9	7.8	18.3	33.8
Auckland	77.9	62.5	42.0	11.9	60.3	66.7
Coromandel	35.5	28.1	10.1	9.0	12.8	21.2
Waikato	58.9	59.4	26.9	8.8	35.6	51.4
Bay of Plenty	51.3	61.2	27.8	13.5	29.4	45.7
Rotorua	62.6	51.1	20.3	15.9	37.4	43.2
Taupo	48.5	47.2	25.5	12.8	30.3	39.4
Whakatane-Kawerau	C	41.7	C	4.3	12.6	37.4
Gisborne	C	48.0	C	5.7	18.8	46.0
Taranaki	45.3	44.5	17.0	9.8	27.3	39.9
Hawke's Bay	54.0	61.3	25.1	10.6	34.5	49.4
Ruapehu	60.9	41.0	C	C	42.9	C
Manawatu	43.2	53.0	C	C	39.4	C
Whanganui	C	50.2	44.5	C	29.2	C
Wairarapa	47.3	45.5	C	C	22.7	C
Kapiti-Horowhenua	C	52.5	C	10.4	15.8	23.0
Wellington	73.1	68.3	C	C	59.7	C
Marlborough	31.0	45.9	20.6	10.2	24.5	34.4
Nelson-Tasman	44.1	40.3	31.8	8.7	22.4	37.0
Canterbury	60.8	50.1	28.3	13.5	35.9	47.2
Hurunui	C	41.9	C	11.2	22.1	31.2
Mackenzie	C	43.9	C	16.7	39.3	51.4
Timaru	C	55.1	C	11.0	26.4	47.9
West Coast	27.6	32.1	15.0	9.0	20.7	25.1
Wanaka	75.6	90.5	55.1	14.6	41.1	71.0
Queenstown	78.2	68.0	C	C	65.1	C
Waitaki	32.2	42.4	18.1	8.3	20.4	34.7
Central Otago	C	45.5	C	3.9	9.4	26.5
Dunedin	49.6	58.8	31.5	16.3	42.4	49.4
Clutha	C	63.0	C	C	23.2	C
Fiordland	19.7	26.5	C	C	17.3	C
Southland	35.5	46.7	14.4	7.9	27.4	34.8
Total	62.6	52.1	32.1	10.8	36.5	50.2

(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 Northland RTO area.

Table 6.1

Local Authority and Northland Accommodation Results⁽¹⁾

Accommodation type	August 2018 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	18	23,095	10,681	1.64	24.43
Motels	82	29,915	21,249	1.90	36.13
Backpackers	20	29,729	10,330	3.50	32.04
Holiday parks	20	88,195	16,400	4.12	10.06
Total	140	170,934	58,661	2.38	20.39
Whangarei District					
Hotels	5	7,874	C	C	C
Motels	30	15,035	16,202	2.20	60.13
Backpackers	3	2,759	C	C	C
Holiday parks	11	50,251	5,198	2.42	5.68
Total	49	75,919	24,656	2.00	18.98
Kaipara District					
Hotels	2	1,457	C	C	C
Motels	7	2,170	997	1.56	25.64
Backpackers	2	1,116	C	C	C
Holiday parks	8	29,450	2,423	1.83	4.61
Total	19	34,193	3,658	1.69	6.22
Northland Regional Tourism Organisation area					
Hotels	25	32,426	13,952	1.49	25.19
Motels	119	47,120	38,448	2.00	43.30
Backpackers	25	33,604	10,554	3.40	28.94
Holiday parks	39	167,896	24,020	3.22	7.79
Total	208	281,046	86,975	2.22	18.28

(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