



# Commercial Accommodation Monitor:

## June 2019

### Marlborough

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## Preface

Commercial Accommodation Monitor: June 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 July 2019 monitor will be released on 13 September 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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### Stats NZ Information Centre

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

Danielle Barwick or 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 June 2019 compared with June 2018:

- Guest nights rose 5.9 percent to 35,676
- International guest nights fell 8.2 percent to 9,091
- Domestic guest nights rose 11.7 percent to 26,586
- The average length of stay rose from 1.94 nights to 2.10 nights
- The overall occupancy rate rose from 25.7 percent to 28.8 percent
- The occupancy rate, excluding holiday parks, was 36.1 percent in June 2019
- Accommodation capacity, excluding holiday parks, fell 2.6 percent.

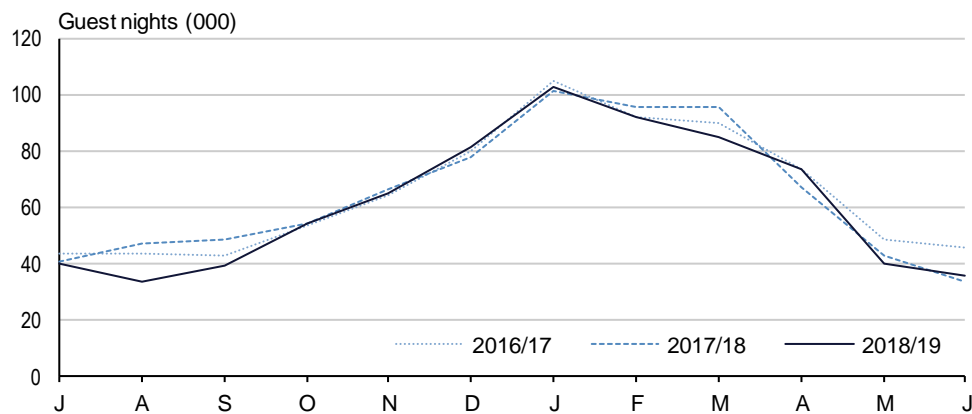
## Response rates for June 2019

The response rate for the Marlborough RTO area was 76 percent for June 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 62 percent.

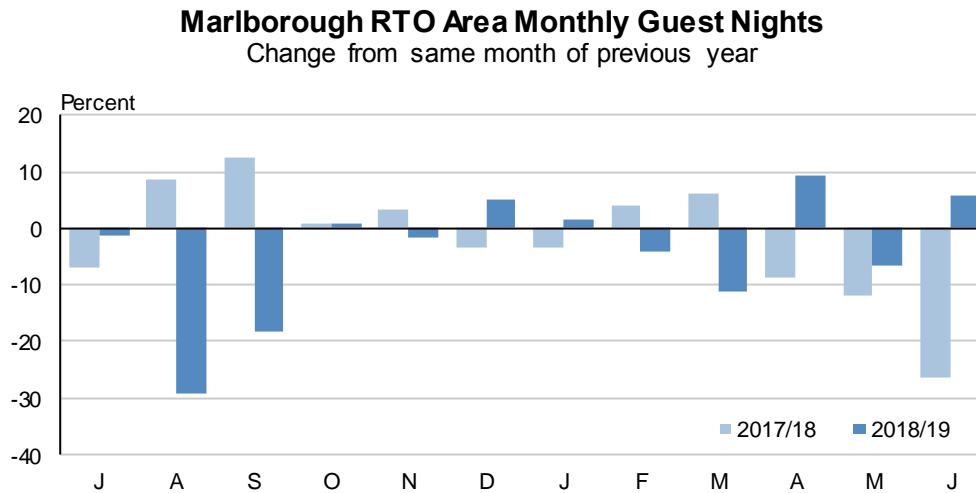
Figure 1.1

### Marlborough RTO Area Monthly Guest Nights



Source: Stats NZ

Figure 1.2



Source: Stats NZ

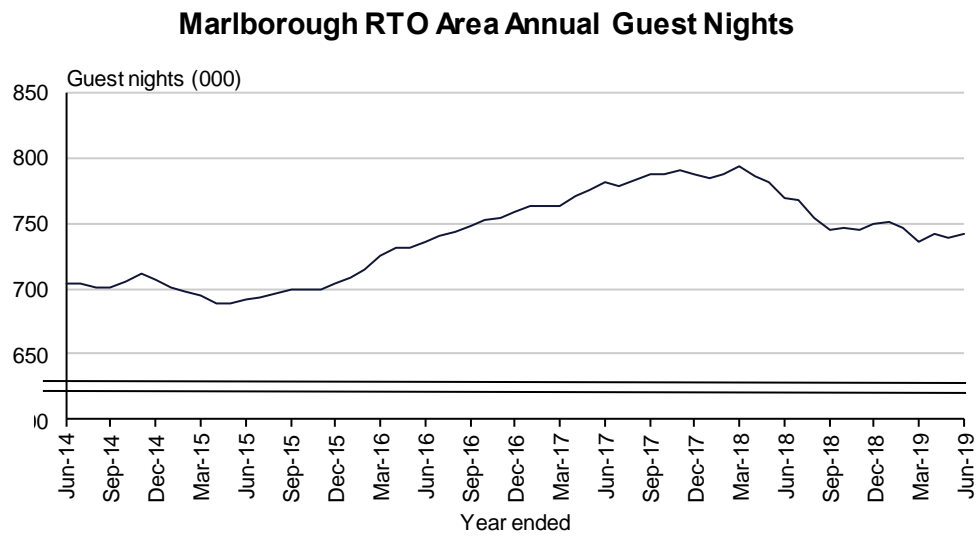
## Year ended highlights

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

- Guest nights fell 3.6 percent to 741,023
- International guest nights fell 7.5 percent to 296,333
- Domestic guest nights fell 0.8 percent to 444,691
- The average length of stay fell from 1.88 nights to 1.86 nights
- The overall occupancy rate fell from 41.8 percent to 41.1 percent
- The occupancy rate, excluding holiday parks, was 50.3 percent for the year ended June 2019
- Accommodation capacity, excluding holiday parks, fell 4.8 percent.

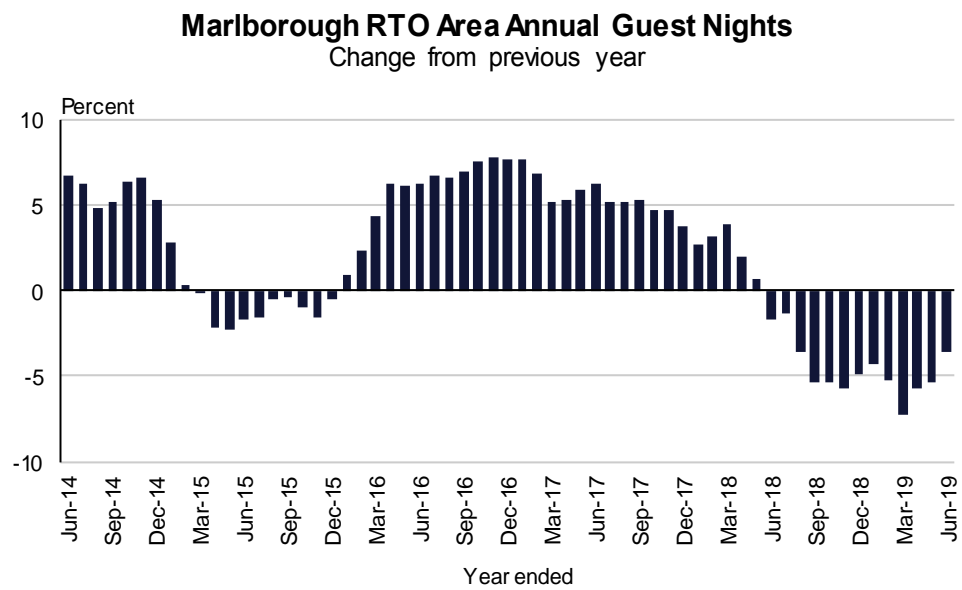


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In June 2019, compared with June 2018, there was an increase of 5.9 percent in total guest nights for the Marlborough RTO area. Motels had the largest increase, followed by holiday parks. Backpackers had the only decrease.

For the year ended June 2019, compared with the previous June year, total guest nights for the Marlborough RTO area decreased 3.6 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		
	June		Percentage change	Year ended		Percentage change
	2018	2019		June 2018	June 2019	
Guest nights						
Total guest nights	33,691	35,676	5.9	768,498	741,023	-3.6
International	9,900	9,091	-8.2	320,418	296,333	-7.5
Domestic	23,791	26,586	11.7	448,080	444,691	-0.8
Hotels	4,597	5,105	11.1	108,679	106,600	-1.9
Motels/apartments	16,396	18,109	10.5	321,634	319,309	-0.7
Backpackers	5,918	5,032	-15.0	139,620	105,197	-24.7
Holiday parks	6,780	7,430	9.6	198,566	209,918	5.7
Occupancy rates <sup>(3)</sup> (%)						
Hotels	31.8	34.8	9.4	54.3	52.9	-2.7
Motels/apartments	43.1	46.3	7.5	64.6	61.3	-5.1
Backpackers	26.4	24.2	-8.2	40.6	36.1	-11.0
Holiday parks	11.9	17.3	45.3	23.8	27.0	13.4
Total	25.7	28.8	12.2	41.8	41.1	-1.9
Total excluding holiday parks <sup>(4)</sup>	34.8	36.1	3.8	53.1	50.3	-5.2
Average length of stay <sup>(5)</sup>						
Hotels	1.29	1.41	9.8	1.46	1.48	1.7
Motels/apartments	1.81	2.01	11.1	1.89	1.84	-2.4
Backpackers	2.93	2.61	-10.9	2.22	2.03	-8.4
Holiday parks	2.51	3.02	20.2	1.97	2.05	3.8
Total	1.94	2.10	8.0	1.88	1.86	-1.4
Guest arrivals						
Hotels	3,570	3,613	1.2	74,504	71,840	-3.6
Motels/apartments	9,057	9,002	-0.6	170,383	173,393	1.8
Backpackers	2,022	1,929	-4.6	62,896	51,708	-17.8
Holiday parks	2,700	2,461	-8.9	100,648	102,516	1.9
Total	17,348	17,004	-2.0	408,431	399,458	-2.2
Establishments						
Hotels	13	12	-7.7	13	12	-7.7
Motels/apartments	46	46	0.0	46	46	0.0
Backpackers	15	14	-6.7	15	14	-6.7
Holiday parks	15	13	-13.3	15	13	-13.3
Total	89	85	-4.5	89	85	-4.5
Capacity <sup>(6)</sup>						
Hotels	9,120	9,030	-1.0	113,279	112,891	-0.3
Motels/apartments	23,370	23,070	-1.3	284,136	285,245	0.4
Backpackers	19,740	18,780	-4.9	272,626	239,813	-12.0
Holiday parks	34,710	32,460	-6.5	417,777	420,267	0.6
Total	86,940	83,340	-4.1	1,087,818	1,058,216	-2.7

(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 June 2019, international guests accounted for 25.5 percent of all guest nights in the Marlborough RTO area. When compared with June 2018, the number of international guest nights spent in the area in June 2019 was down 8.2 percent to 9,091. Domestic guest nights increased 11.7 percent, to 26,586, for the same period.

The proportion of the origin-of-guest estimate from actual data was 62 percent for June 2019.

Figure 3.1

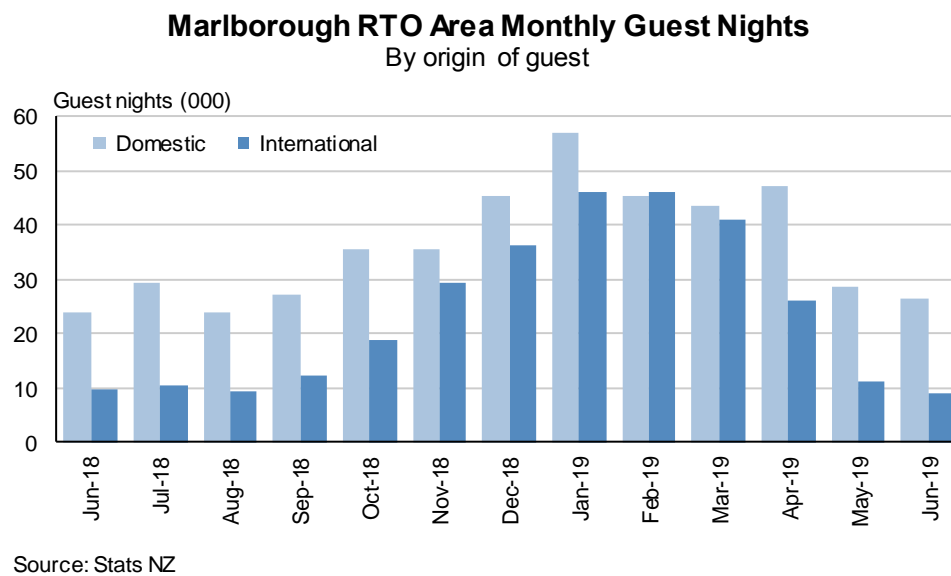


Table 3.1

**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	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
2019	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
	May	28,788	11,316	40,105	1,592,880	970,273	2,563,153
	Jun	26,586	9,091	35,676	1,498,095	799,876	2,297,971
Percent change from the current month of the previous year							
		11.7	-8.2	5.9	3.8	-3.0	1.3
<b>Year ended</b>							
June 2018		448,080	320,418	768,498	22,338,758	17,554,467	39,893,225
June 2019		444,691	296,333	741,023	23,218,593	17,189,759	40,408,352
Percent change from previous year							
		-0.8	-7.5	-3.6	3.9	-2.1	1.3

(1) Regional tourism organisation

## 4 National results

In June 2019, a total of 2,298,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 30,000 nights (1.3 percent) from June 2018. The North Island recorded an increase (up 38,000 or 2.7 percent) while the South Island recorded a decrease (down 8,000 or 1.0 percent).

Two of the four accommodation types recorded an increase in guest nights in June 2019, compared with June 2018.

Hotels had the largest increase in guest nights (up 19,000 or 2.0 percent), followed by holiday parks (up 14,000 or 4.7 percent). Backpackers had the largest decrease in guest nights (down 2,000 or 0.8 percent), and motels relatively unchanged.

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>June month</b>					
<b>Marlborough RTO area</b>					
Hotels	6,238	4,597	5,105	-26.3	11.1
Motels	19,833	16,396	18,109	-17.3	10.5
Backpackers	11,332	5,918	5,032	-47.8	-15.0
Holiday parks	8,359	6,780	7,430	-18.9	9.6
Total	45,761	33,691	35,676	-26.4	5.9
<b>New Zealand</b>					
Hotels	932,894	934,722	953,432	0.2	2.0
Motels	755,356	748,991	748,824	-0.8	0.0
Backpackers	314,437	284,544	282,190	-9.5	-0.8
Holiday parks	306,479	299,482	313,525	-2.3	4.7
Total	2,309,165	2,267,738	2,297,971	-1.8	1.3
<b>Year ended June</b>					
<b>Marlborough RTO area</b>					
Hotels	C	108,679	106,600	C	-1.9
Motels	303,269	321,634	319,309	6.1	-0.7
Backpackers	184,002	139,620	105,197	-24.1	-24.7
Holiday parks	C	198,566	209,918	C	5.7
Total	781,309	768,498	741,023	-1.6	-3.6
<b>New Zealand</b>					
Hotels	13,741,841	14,218,218	14,513,020	3.5	2.1
Motels	12,291,595	12,350,085	12,484,495	0.5	1.1
Backpackers	5,183,018	5,124,130	4,974,192	-1.1	-2.9
Holiday parks	7,741,482	8,200,792	8,436,645	5.9	2.9
Total	38,957,936	39,893,225	40,408,352	2.4	1.3

## 5 Regional comparison

In June 2019, Auckland recorded the largest increase in guest nights (up 18,000 or 3.7 percent) from June 2018. This was followed by Waikato (up 10,000 or 10 percent), Wellington (up 9,000 or 4.8 percent), Queenstown (up 7,000 or 3.1 percent), and Bay of Plenty (up 5,000 or 7.6 percent).

Dunedin recorded the largest decrease (down 11,000 or 18 percent), followed by Rotorua (down 6,000 or 4.3 percent), Taupo (down 6,000 or 8.9 percent), Ruapehu (down 5,000 or 20 percent), and West Coast (down 4,000 or 7.2 percent).

Table 5.1

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

RTO area	June guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	56,923	59,427	4.4	24,776	22,968	-7.3	81,699	82,395	0.9
Auckland	273,757	300,121	9.6	217,369	209,128	-3.8	491,126	509,248	3.7
Coromandel	25,703	28,478	10.8	7,753	7,108	-8.3	33,457	35,586	6.4
Waikato	76,905	87,285	13.5	18,000	17,442	-3.1	94,905	104,727	10.3
Bay of Plenty	53,538	56,124	4.8	15,795	18,464	16.9	69,333	74,587	7.6
Rotorua	94,349	96,060	1.8	54,367	46,270	-14.9	148,716	142,330	-4.3
Taupo	47,367	44,327	-6.4	17,215	14,486	-15.9	64,582	58,813	-8.9
Whakatane-									
Kawerau	10,688	14,543	36.1	1,816	1,935	6.6	12,504	16,478	31.8
Gisborne	20,291	23,636	16.5	2,734	2,809	2.7	23,025	26,445	14.9
Taranaki	32,183	33,610	4.4	6,329	6,227	-1.6	38,511	39,837	3.4
Hawke's Bay	60,126	56,704	-5.7	13,586	17,214	26.7	73,712	73,918	0.3
Ruapehu	21,286	17,168	-19.3	5,884	4,619	-21.5	27,170	21,787	-19.8
Manawatu	34,273	36,557	6.7	4,408	4,229	-4.1	38,680	40,786	5.4
Whanganui	10,947	10,542	-3.7	1,970	1,788	-9.2	12,917	12,330	-4.5
Wairarapa	15,014	13,619	-9.3	1,106	1,061	-4.0	16,120	14,680	-8.9
Kapiti-Horowhenua	12,368	13,955	12.8	1,583	1,396	-11.8	13,951	15,351	10.0
Wellington	147,318	156,839	6.5	47,790	47,627	-0.3	195,108	204,466	4.8
Marlborough	23,791	26,586	11.7	9,900	9,091	-8.2	33,691	35,676	5.9
Nelson-Tasman	41,463	43,093	3.9	16,180	17,667	9.2	57,643	60,760	5.4
Canterbury	132,009	130,150	-1.4	87,668	86,857	-0.9	219,677	217,007	-1.2
Hurunui	14,236	14,273	0.3	4,325	4,978	15.1	18,561	19,251	3.7
Mackenzie	13,756	16,305	18.5	26,585	27,254	2.5	40,341	43,558	8.0
Timaru	13,588	12,060	-11.2	3,824	4,208	10.1	17,412	16,269	-6.6
West Coast	24,244	24,979	3.0	31,307	26,595	-15.1	55,551	51,574	-7.2
Wanaka	14,233	15,331	7.7	22,923	20,993	-8.4	37,156	36,325	-2.2
Queenstown	78,486	80,160	2.1	134,690	139,704	3.7	213,176	219,864	3.1
Waitaki	10,622	10,660	0.4	6,074	4,802	-20.9	16,696	15,462	-7.4
Central Otago	9,336	8,119	-13.0	2,080	2,045	-1.7	11,416	10,163	-11.0
Dunedin	42,719	37,312	-12.7	17,171	11,999	-30.1	59,889	49,311	-17.7
Clutha	3,375	2,397	-29.0	769	858	11.6	4,144	3,255	-21.5
Fiordland	8,286	8,127	-1.9	12,842	11,825	-7.9	21,127	19,952	-5.6
Southland	20,151	19,548	-3.0	5,589	6,231	11.5	25,740	25,779	0.2
<b>Total</b>	<b>1,443,331</b>	<b>1,498,095</b>	<b>3.8</b>	<b>824,407</b>	<b>799,876</b>	<b>-3.0</b>	<b>2,267,738</b>	<b>2,297,971</b>	<b>1.3</b>



Table 5.2

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

RTO area	June 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	26.5	39.7	12.7	10.5	17.2	27.8
Auckland	67.7	57.5	38.6	18.7	54.1	59.0
Coromandel	43.9	25.9	18.1	9.4	13.9	24.8
Waikato	68.0	64.2	27.4	11.3	40.1	56.5
Bay of Plenty	48.9	56.5	35.2	17.3	31.9	46.5
Rotorua	64.0	61.8	20.6	17.2	40.0	46.3
Taupo	45.9	44.8	20.7	9.3	27.3	36.5
Whakatane-Kawerau	C	61.8	C	7.3	18.0	50.0
Gisborne	C	58.4	C	7.8	21.2	49.9
Taranaki	42.9	46.9	20.5	12.2	29.3	40.3
Hawke's Bay	49.6	58.3	46.0	16.7	39.5	52.7
Ruapehu	37.1	16.4	14.2	11.0	18.4	19.9
Manawatu	46.9	52.5	C	C	36.1	C
Whanganui	C	47.2	38.9	C	25.8	C
Wairarapa	37.2	41.9	-	8.6	21.4	39.9
Kapiti-Horowhenua	C	55.4	C	12.2	19.9	33.7
Wellington	70.7	66.0	C	C	60.6	C
Marlborough	34.8	46.3	24.2	17.3	28.8	36.1
Nelson-Tasman	42.8	39.1	27.7	8.3	20.6	34.4
Canterbury	55.7	44.3	27.0	12.1	32.5	43.0
Hurunui	37.7	40.7	14.5	10.3	21.0	29.9
Mackenzie	C	34.7	C	15.7	33.1	41.2
Timaru	C	49.7	C	11.8	24.8	43.3
West Coast	26.1	29.9	13.8	8.6	18.8	22.9
Wanaka	36.0	35.4	40.3	12.1	24.1	37.6
Queenstown	62.8	39.5	61.1	19.1	52.6	57.8
Waitaki	21.2	36.9	17.2	7.5	16.6	26.8
Central Otago	C	40.3	C	3.5	9.7	23.2
Dunedin	44.8	52.5	31.0	17.1	38.9	44.6
Clutha	C	33.7	C	C	12.5	C
Fiordland	C	26.9	C	10.5	16.9	21.5
Southland	31.4	48.9	20.0	7.9	28.9	35.0
<b>Total</b>	56.4	48.3	31.0	11.7	34.2	46.1

(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>