



# Commercial Accommodation Monitor:

## June 2019

### Northland

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# Preface

Commercial Accommodation Monitor: June 2019 – 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).

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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# 1 Highlights

## Monthly highlights

In June 2019 compared with June 2018:

- Guest nights rose 0.9 percent to 82,395
- International guest nights fell 7.3 percent to 22,968
- Domestic guest nights rose 4.4 percent to 59,427
- The average length of stay rose from 2.14 nights to 2.25 nights
- The overall occupancy rate fell from 17.7 percent to 17.2 percent
- The occupancy rate, excluding holiday parks, was 27.8 percent in June 2019
- Accommodation capacity, excluding holiday parks, rose 0.9 percent.

## Response rates for June 2019

The response rate for the Northland RTO area was 86 percent for June 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 72 percent.

Figure 1.1

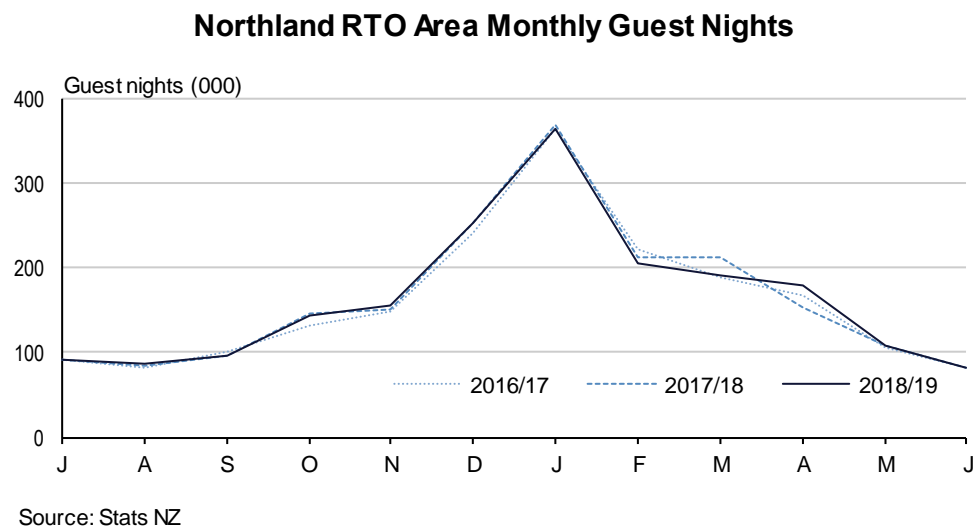
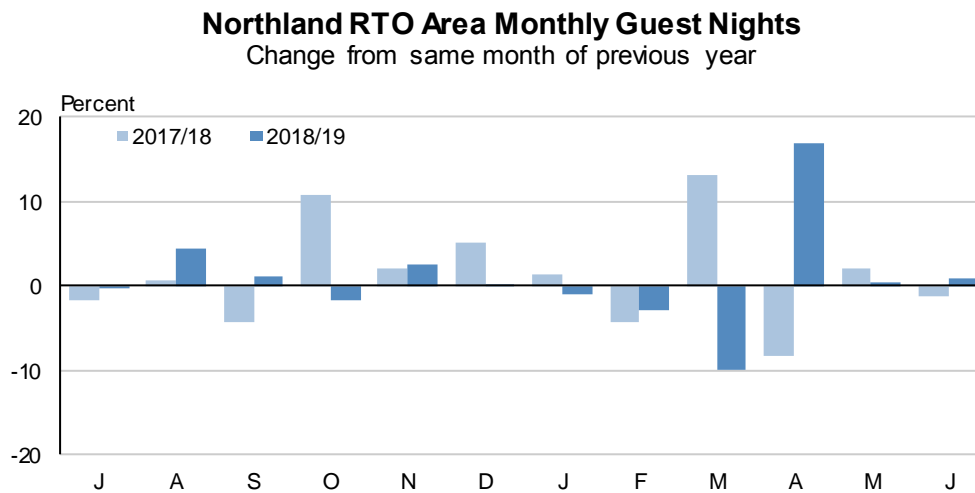


Figure 1.2



Source: Stats NZ

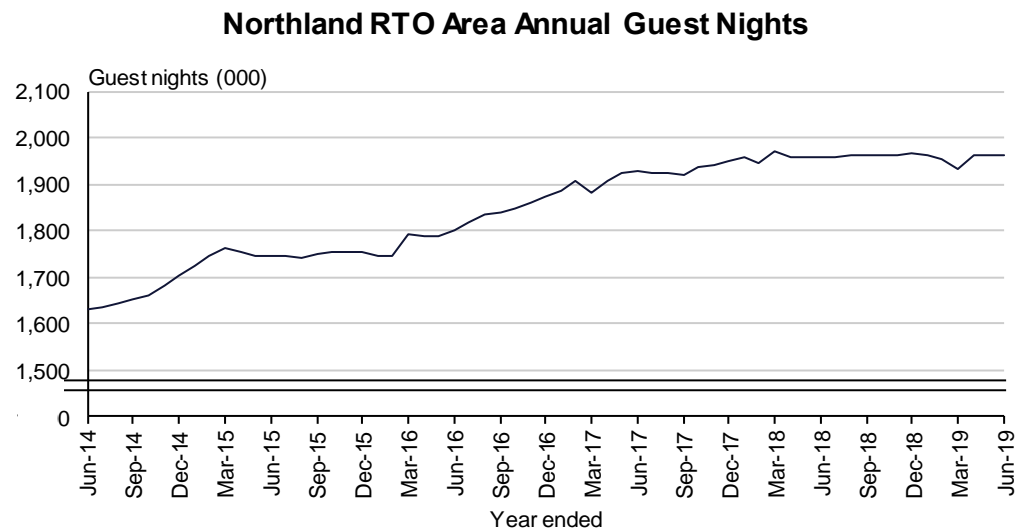
## Year ended highlights

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

- Guest nights rose 0.2 percent to 1,961,433
- International guest nights fell 6.1 percent to 649,440
- Domestic guest nights rose 3.5 percent to 1,311,994
- The average length of stay rose from 2.23 nights to 2.31 nights
- The overall occupancy rate fell from 29.9 percent to 29.6 percent
- The occupancy rate, excluding holiday parks, was 47.3 percent for the year ended June 2019
- Accommodation capacity, excluding holiday parks, rose 0.9 percent.

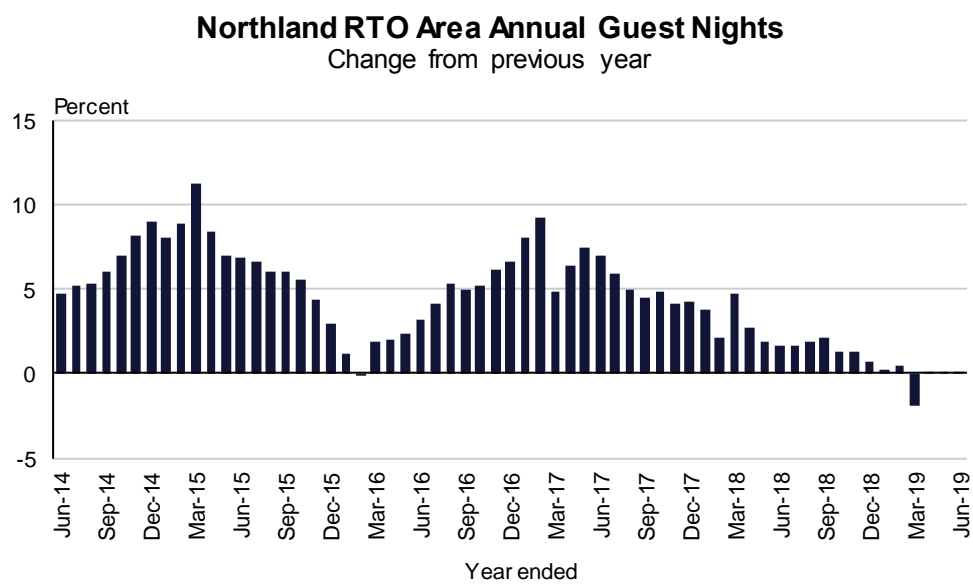


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In June 2019, compared with June 2018, there was an increase of 0.9 percent in total guest nights for the Northland RTO area. Holiday parks had the largest increase, followed by hotels. Motels had the largest decrease.

For the year ended June 2019, compared with the previous June year, total guest nights for the Northland RTO area increased 0.2 percent. Holiday parks had the only increase. Hotels had the largest decrease, followed by motels.

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<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	81,699	82,395	0.9	1,958,464	1,961,433	0.2
International	24,776	22,968	-7.3	691,434	649,440	-6.1
Domestic	56,923	59,427	4.4	1,267,029	1,311,994	3.5
Hotels	13,760	15,343	11.5	349,899	323,175	-7.6
Motels/apartments	35,304	32,324	-8.4	652,040	632,398	-3.0
Backpackers	8,611	6,139	-28.7	178,553	175,075	-1.9
Holiday parks	24,024	28,590	19.0	777,971	830,786	6.8
Occupancy rates <sup>(3)</sup> (%)						
Hotels	24.4	26.5	8.9	47.5	45.7	-3.8
Motels/apartments	44.3	39.7	-10.2	57.9	57.0	-1.7
Backpackers	22.7	12.7	-44.2	38.5	35.7	-7.2
Holiday parks	7.9	10.5	32.1	17.2	18.1	5.2
Total	17.7	17.2	-2.6	29.9	29.6	-1.0
Total excluding holiday parks <sup>(4)</sup>	32.2	27.8	-13.6	49.3	47.3	-3.9
Average length of stay <sup>(5)</sup>						
Hotels	1.40	1.53	9.0	1.73	1.70	-2.1
Motels/apartments	1.90	1.92	1.0	2.01	2.04	1.8
Backpackers	3.14	2.75	-12.5	2.60	2.68	3.1
Holiday parks	3.45	3.84	11.5	2.77	2.91	5.3
Total	2.14	2.25	5.1	2.23	2.31	3.2
Guest arrivals						
Hotels	9,817	10,047	2.3	201,797	190,372	-5.7
Motels/apartments	18,565	16,833	-9.3	324,633	309,429	-4.7
Backpackers	2,745	2,235	-18.6	68,615	65,255	-4.9
Holiday parks	6,971	7,440	6.7	281,282	285,145	1.4
Total	38,098	36,555	-4.1	876,328	850,200	-3.0
Establishments						
Hotels	26	27	3.8	26	27	3.8
Motels/apartments	121	113	-6.6	121	113	-6.6
Backpackers	24	24	0.0	24	24	0.0
Holiday parks	43	44	2.3	43	44	2.3
Total	214	208	-2.8	214	208	-2.8
Capacity <sup>(6)</sup>						
Hotels	31,980	33,390	4.4	395,356	400,016	1.2
Motels/apartments	46,350	45,240	-2.4	564,890	556,337	-1.5
Backpackers	31,950	32,640	2.2	391,725	408,238	4.2
Holiday parks	164,460	175,350	6.6	2,074,104	2,112,507	1.9
Total	274,740	286,620	4.3	3,426,075	3,477,098	1.5

(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:**

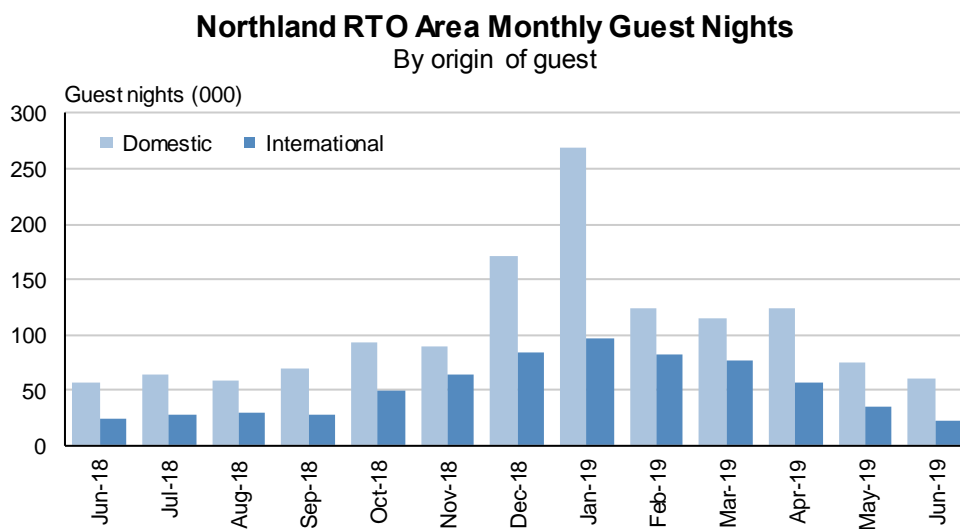
C confidential

### 3 Origin of guests

In June 2019, international guests accounted for 27.9 percent of all guest nights in the Northland RTO area. When compared with June 2018, the number of international guest nights spent in the area in June 2019 was down 7.3 percent to 22,968. Domestic guest nights increased 4.4 percent, to 59,427, for the same period.

The proportion of the origin-of-guest estimate from actual data was 72 percent for June 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Northland RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	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
	Sep	69,608	26,955	96,563	1,701,704	1,046,180	2,747,884
	Oct	93,710	49,515	143,225	1,954,146	1,314,205	3,268,352
	Nov	89,919	64,612	154,530	1,804,941	1,730,166	3,535,107
	Dec	170,427	83,177	253,604	2,289,702	1,908,866	4,198,568
2019	Jan	269,735	96,035	365,770	2,879,204	2,088,517	4,967,720
	Feb	124,075	82,429	206,504	1,988,788	2,026,586	4,015,374
	Mar	115,581	76,240	191,821	2,125,847	1,882,162	4,008,009
	Apr	123,038	56,909	179,947	2,123,710	1,480,938	3,604,648
	May	75,094	34,261	109,355	1,592,880	970,273	2,563,153
	Jun	59,427	22,968	82,395	1,498,095	799,876	2,297,971
Percent change from the current month of the previous year							
		4.4	-7.3	0.9	3.8	-3.0	1.3
<b>Year ended</b>							
June 2018		1,267,029	691,434	1,958,464	22,338,758	17,554,467	39,893,225
June 2019		1,311,994	649,440	1,961,433	23,218,593	17,189,759	40,408,352
Percent change from previous year							
		3.5	-6.1	0.2	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), while guest nights in motels were relatively unchanged.

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	
	2017	2018	2019	2017 to 2018	2018 to 2019
<b>June month</b>					
<b>Northland RTO area</b>					
Hotels	16,146	13,760	15,343	-14.8	11.5
Motels	35,634	35,304	32,324	-0.9	-8.4
Backpackers	6,780	8,611	6,139	27.0	-28.7
Holiday parks	24,181	24,024	28,590	-0.6	19.0
Total	82,740	81,699	82,395	-1.3	0.9
<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>Northland RTO area</b>					
Hotels	354,251	349,899	323,175	-1.2	-7.6
Motels	641,533	652,040	632,398	1.6	-3.0
Backpackers	179,402	178,553	175,075	-0.5	-1.9
Holiday parks	751,960	777,971	830,786	3.5	6.8
Total	1,927,145	1,958,464	1,961,433	1.6	0.2
<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-									
Kaw erau	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
Haw ke'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
Manaw atu	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-Horow henua	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
Queenstow n	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>	<b>56.4</b>	<b>48.3</b>	<b>31.0</b>	<b>11.7</b>	<b>34.2</b>	<b>46.1</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 Northland RTO area.

Table 6.1

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

Accommodation type	June 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Far North District					
Hotels	18	23,760	C	C	C
Motels	77	28,920	17,581	1.88	32.64
Backpackers	21	29,760	C	C	C
Holiday parks	22	86,280	18,529	4.48	14.49
Total	138	168,720	53,246	2.35	18.70
Whangarei District					
Hotels	6	7,920	C	C	C
Motels	30	14,550	13,771	2.02	C
Backpackers	1	1,800	C	C	C
Holiday parks	14	60,570	7,178	3.29	6.87
Total	51	84,840	24,520	2.10	17.54
Kaipara District					
Hotels	3	1,710	C	C	C
Motels	6	1,770	972	1.53	C
Backpackers	2	1,080	C	C	C
Holiday parks	8	28,500	2,884	2.57	6.13
Total	19	33,060	4,630	2.07	8.91
Northland Regional Tourism Organisation area					
Hotels	27	33,390	15,343	1.53	26.53
Motels	113	45,240	32,324	1.92	39.75
Backpackers	24	32,640	6,139	2.75	12.66
Holiday parks	44	175,350	28,590	3.84	10.50
Total	208	286,620	82,395	2.25	17.23

(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>