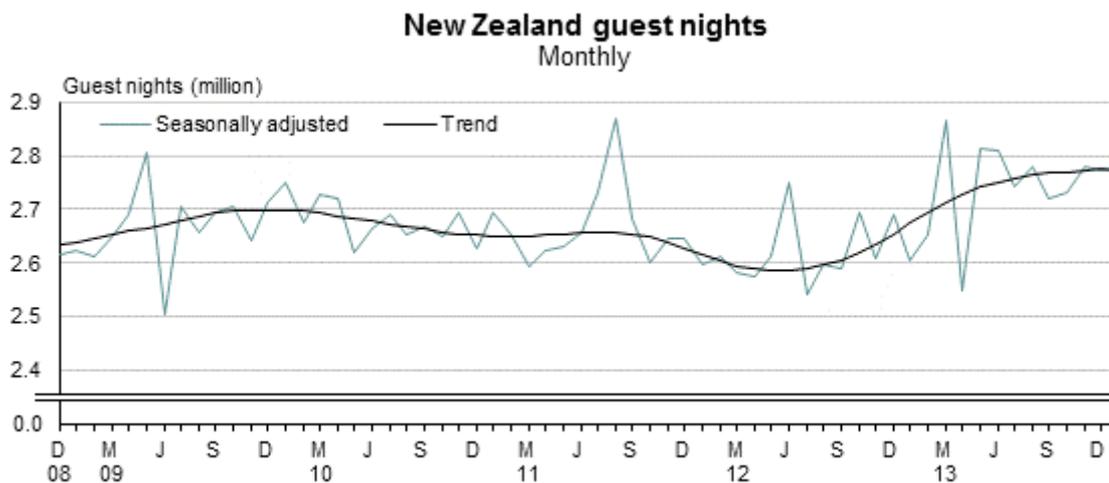


# Accommodation Survey: January 2014

Embargoed until 10:45am – 12 March 2014

## Key facts

The trend for New Zealand guest nights appears to be flattening at a record high level. Trends for North Island and domestic guest nights are also at high levels, but after more than a year of growth are showing signs of easing.



Source: Statistics New Zealand

In January 2014, there were mixed movements for seasonally adjusted series:

- New Zealand guest nights rose 0.1 percent, following a fall of 0.2 percent in December.
- North Island guest nights rose 0.5 percent, and South Island guest nights fell 0.4 percent.
- Domestic guest nights rose 0.6 percent, while international guest nights were unchanged.
- Guest nights rose for hotels, but fell for motels, backpacker accommodation, and holiday parks.

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Government Statistician

12 March 2014  
ISSN 1178-0207

## Commentary

- [Guest nights flat in January](#)
- [Guest nights rise in North Island and fall in South Island](#)
- [Domestic guest nights rise](#)
- [International guest nights flat](#)
- [Hotel guest nights rise; other types fall](#)
- [Accommodation capacity up](#)
- [Occupancy rate up](#)

All guest night movements are seasonally adjusted unless otherwise stated.

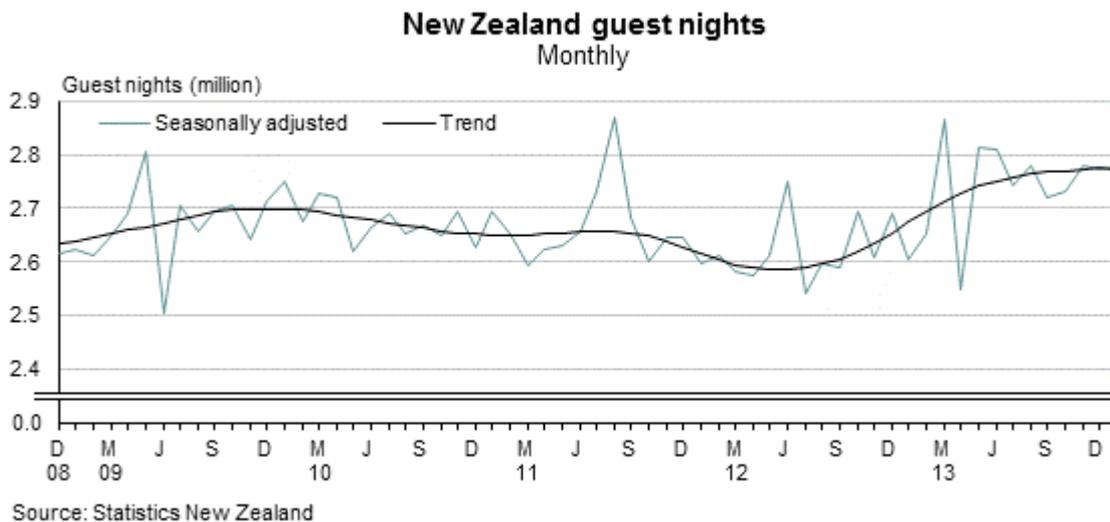
Trend movements may be amended when future months are added to the series.

### Guest nights flat in January

Guest nights spent in short-term commercial accommodation were relatively flat in January 2014, rising just 0.1 percent. This follows a small fall of 0.2 percent in December 2013.

Guest nights rose in January 2014 for the North Island and for domestic guests, but fell for the South Island and were flat for international guests.

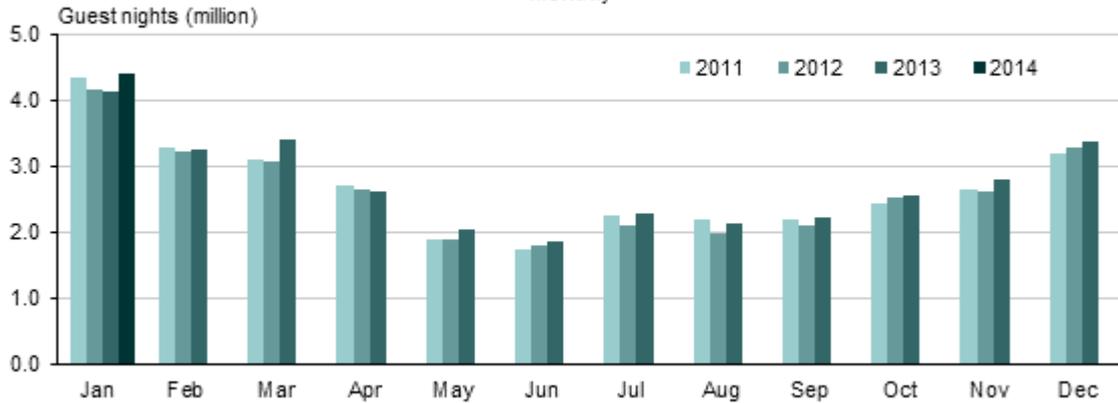
The trend for national guest nights appears to be flattening at a record high level.



Unadjusted guest nights rose 6.1 percent nationally in January 2014 compared with January 2013. Eleven of the 12 regions had rises, with the largest occurring in Bay of Plenty, Canterbury, and Auckland.

### New Zealand guest nights

2011–14  
Monthly



Source: Statistics New Zealand

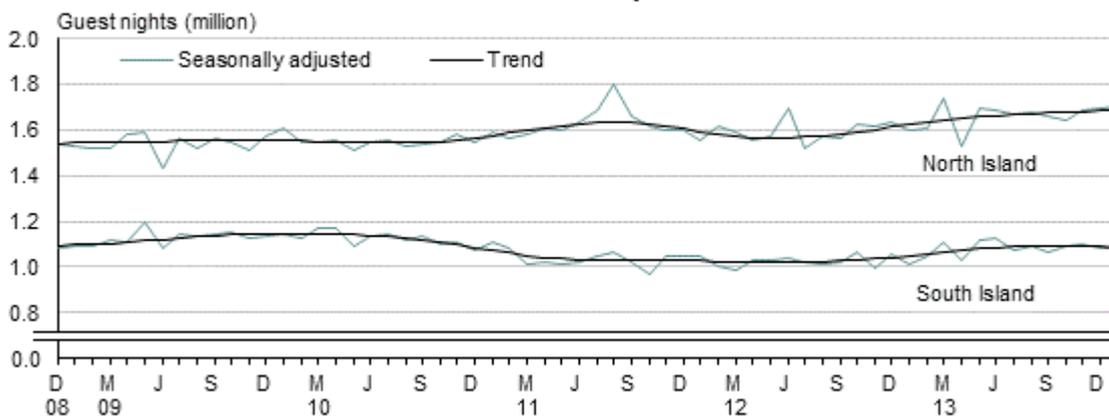
### Guest nights rise in North Island and fall in South Island

In January 2014, North Island guest nights rose 0.5 percent, and South Island guest nights fell 0.4 percent.

The trend for North Island guest nights is at a high level, but the rate of growth shows signs of easing following more than a year of growth. The trend for South Island guest nights appears to have flattened in recent months following a year of growth.

### North Island and South Island guest nights

Monthly



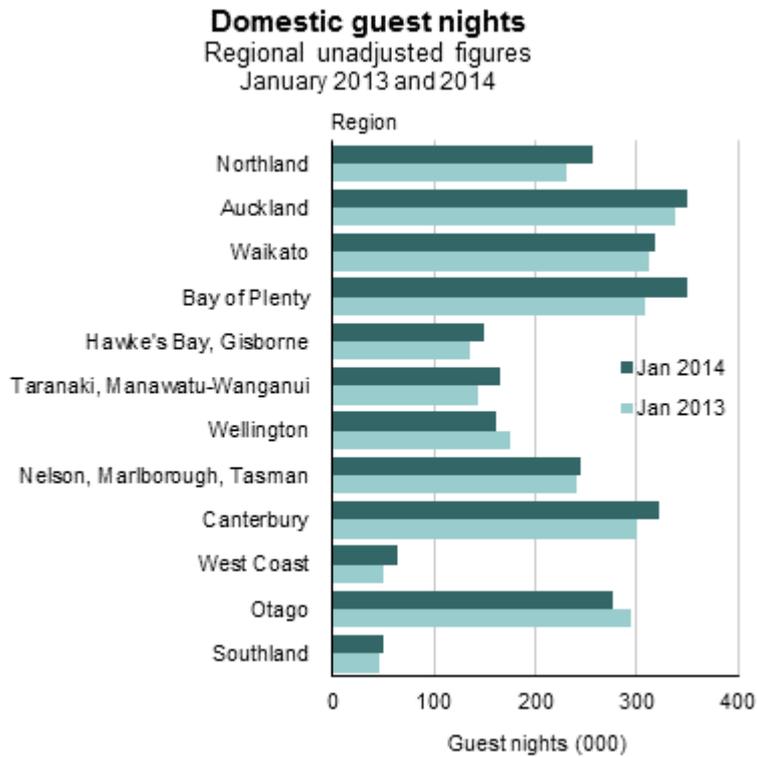
Source: Statistics New Zealand

## Domestic guest nights rise

Domestic guest nights rose 0.6 percent in January 2014. This follows a fall of 0.8 percent in December 2013.

The trend for domestic guest nights is at a high level, but the rate of growth shows signs of easing following more than a year of growth.

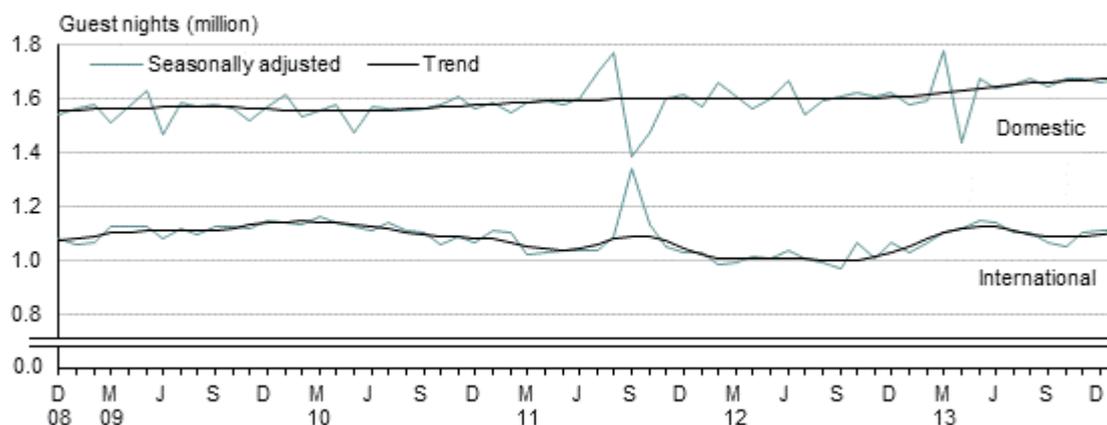
Unadjusted domestic guest nights rose 5.2 percent in January 2014 compared with January 2013. The largest regional rises were in Bay of Plenty and Northland.



Source: Statistics New Zealand

## Domestic and international guest nights

Monthly



Source: Statistics New Zealand

### International guest nights flat

International guest nights were flat (up less than 0.1 percent) in January 2014, following a rise of 0.6 percent in December 2013. Figures for international visitor arrivals have been high in recent months.

The trend for international guest nights is showing signs of growth.

Unadjusted international guest nights rose 7.8 percent in January 2014 compared with January 2013. The largest regional rises were in Otago and Auckland.

### International guest nights

Regional unadjusted figures  
January 2013 and 2014



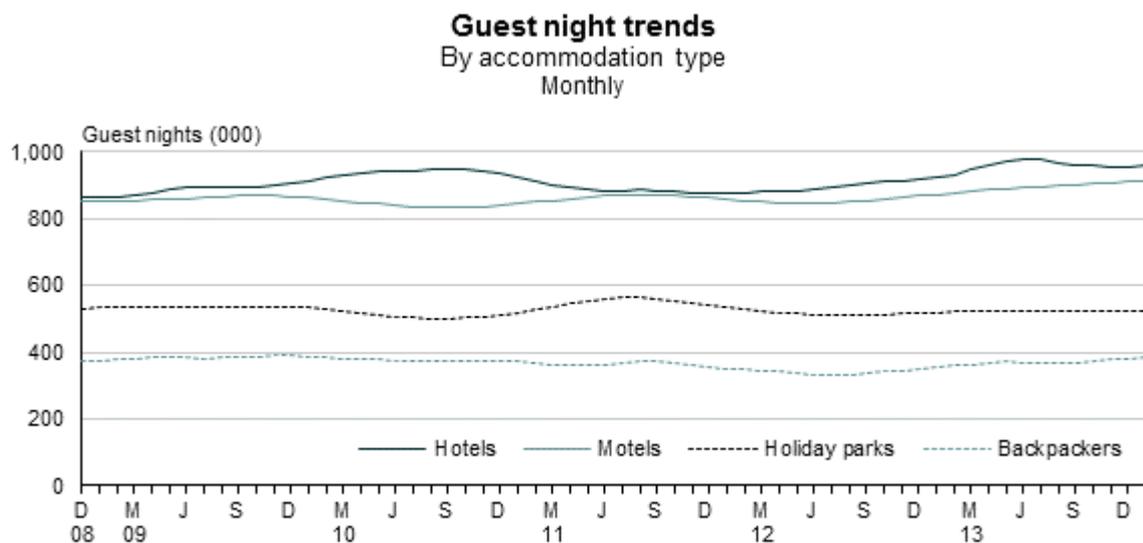
Source: Statistics New Zealand

## Hotel guest nights rise; other types fall

In January 2014, one of the four accommodation types had a rise in guest nights, while three had falls:

- hotel guest nights **rose** 2.6 percent
- motel guest nights **fell** 0.3 percent
- backpacker guest nights **fell** 0.3 percent
- holiday park guest nights **fell** 0.2 percent.

Guest night trends are rising for motels and backpacker accommodation but are relatively flat for hotels and holiday parks.



Source: Statistics New Zealand

## Accommodation capacity up

Available capacity in short-term accommodation rose 0.8 percent (unadjusted) in January 2014 compared with January 2013.

The capacity changes for January 2014 compared with January 2013 were:

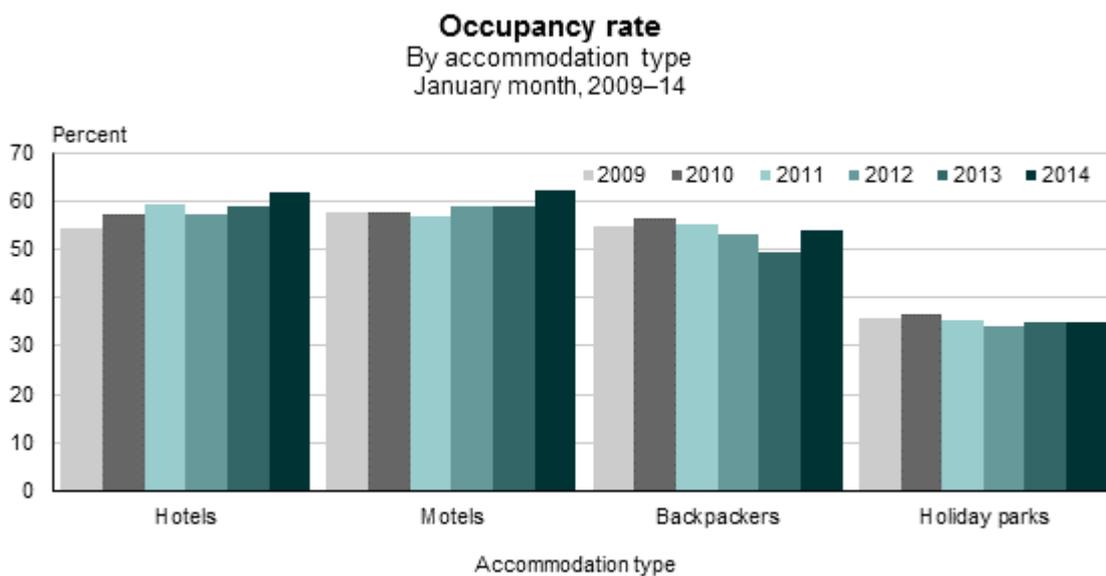
- hotels **increased** 0.8 percent
- motels **decreased** 0.6 percent
- backpacker accommodation **increased** 2.6 percent
- holiday parks **increased** 0.6 percent.

## Occupancy rate up

The unadjusted occupancy rate, excluding holiday parks, rose 3.6 percentage points (to 59.6 percent) in January 2014 compared with January 2013.

The occupancy rate rose for three of the four accommodation types in January 2014 compared with January 2013:

- hotels **increased** 3.1 percentage points
- motels **increased** 3.5 percentage points
- backpacker accommodation **increased** 4.5 percentage points
- holiday parks were **unchanged**.



Source: Statistics New Zealand

For more detailed data from the Accommodation Survey, see the Excel tables in the 'Downloads' box.

## Definitions

### About the Accommodation Survey

The Accommodation Survey is a monthly survey that provides information about short-term commercial accommodation activity at national, regional, and lower levels. The survey is run by Statistics NZ and sponsored by the Ministry of Business, Innovation and Employment. Information from the survey is used by regional tourism organisations, local and national government, and the accommodation industry for monitoring and planning. Statistics produced from the survey include guest night numbers, capacity, and occupancy rates.

### More definitions

**Average length of stay:** calculated by dividing total guest nights by total guest first nights.

**Business Frame:** register (maintained by Statistics NZ) of all economically significant businesses operating in New Zealand from which the Accommodation Survey population is drawn.

**Capacity (stay-unit nights available):** basic measure of an establishment's accommodation capacity. It is defined as one stay unit multiplied by one night. For example, 10 units in a motel available for guest use (whether occupied or not) for the full 31 days in July would have a capacity of 310 stay-unit nights.

**Domestic guest night:** equivalent to one New Zealand resident spending one night at an establishment.

**Establishment:** smallest statistical unit operating within a single physical location and owned by a single enterprise. The term is used to represent what is usually called the 'geographic unit' in other Statistics NZ publications.

**Guest night:** equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report that they had provided 30 guest nights.

**International guest night:** equivalent to one foreign guest spending one night at an establishment.

**Occupancy rate:** calculated by dividing stay-unit nights occupied by stay-unit nights available. For example, if a hotel had 60 of its 100 rooms occupied every night in August, it would have  $60 \times 31 = 1,860$  stay-unit nights occupied, and its occupancy rate would be 60 percent.

**Stay unit:** unit of accommodation that is available to be charged out to guests (such as a room in a hotel or motel, a bed in a backpacker establishment, or a site in a caravan park).

## **Related links**

### **Upcoming releases**

*Accommodation Survey: February 2014* will be released on 11 April 2014.

[Subscribe to information releases](#), including this one, by completing the online subscription form.

[The release calendar](#) lists all our upcoming information releases by date of release.

### **Past releases**

[Accommodation Survey](#) has links to past releases.

### **Accommodation Survey pivot tables**

[Accommodation Survey pivot tables](#) provide information below the regional level, by regional tourism organisation area and by territorial authority area.

### **Related information**

[International Travel and Migration](#) statistics record arrivals to and departures from New Zealand by overseas visitors, New Zealand resident travellers, and permanent and long-term migrants (immigrants and emigrants).

## Data quality

### Period-specific information

This section contains data information that has changed since the last release.

- [Response rates](#)

### General information

This section contains information that does not change between releases.

- [Data source](#)
- [Coverage](#)
- [Accuracy of the data](#)
- [Consistency with other periods](#)
- [Interpreting the data](#)
- [Confidentiality](#)
- [More information](#)

## Period-specific information

### Response rates

<b>Response rates by accommodation type for January 2014</b>			
<b>Accommodation type</b>	<b>Establishments responding to questions on guest nights, guest arrivals, and stay-unit nights</b>	<b>Proportion of guest-night estimate from actual data</b>	<b>Proportion of origin-of-guest estimate from actual data</b>
	<b>Percentage</b>		
Hotels	82	91	77
Motels	82	81	67
Backpackers	77	78	67
Holiday parks	80	85	76
Total	81	84	73

Source: Statistics New Zealand

When businesses do not answer questions in the Accommodation Survey, we estimate the missing information based on data from similar establishments in the same or similar regions.

See [Accuracy of the data](#), or contact Statistics NZ, for more information.

## **General information**

### **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 accommodation types included are:

- hotels
- motels
- backpacker accommodation
- holiday parks.

The following are excluded:

- hosted accommodation (such as 'bed & breakfast' establishments)
- marine vessels (such as cruise ships)
- private dwellings
- tramping huts
- event-specific accommodation (such as temporary campervan parks).

The target population for this survey is all 'geographic units' (called 'establishments' in this publication) that are classified as short-term (less than one month) commercial accommodation providers operating in New Zealand.

The target population is taken from ANZSIC06 (Australian and New Zealand Standard Industrial Classification 2006) class 4400 (accommodation), and the part of class 4520 (pubs, taverns, and bars) that also provides accommodation.

We survey all short-term commercial accommodation-providing geographic units belonging to an economically significant business. Businesses are generally counted as economically significant if they are GST-registered and have a turnover of at least \$30,000 per year.

### **Accuracy of the data**

#### **Survey errors**

This survey aims for 100 percent coverage of the accommodation businesses in New Zealand (a full census). However, in practice, an overall response rate of between 76 and 80 percent is usually achieved. 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. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

## Consistency with other periods

### Survey changes

#### In the October 2007 survey month:

- domestic and international guest night statistics became available monthly instead of quarterly
- statistics for origin of guests by country were available for the last time.

#### In the September 2009 survey month:

- the 'hosted' accommodation group was removed from the survey
- regional boundaries were updated.

Results for earlier months were reworked to incorporate these changes, allowing continued comparison across all survey months.

Two accommodation types were renamed:

- 'backpackers/hostels' was renamed 'backpackers'
- 'caravan parks/camping grounds' was renamed 'holiday parks'.

These changes are the result of a joint review conducted by Statistics NZ and the former Ministry of Tourism, which aimed to balance the need for high-quality information against the need to reduce respondent load.

## Interpreting the data

### Classification of accommodation type

The predominant capacity provided by a business determines the accommodation type. For instance, if it provides both motel and camping ground accommodation, but the majority of its stay units are motel rooms, then it would be classified as a motel. We used the New Zealand Accommodation Classification, broadly defined below:

- hotels: includes both hotels and resorts
- motels: includes motor inns, apartments, and motels
- backpackers: includes hostels
- holiday parks: includes caravan parks and camping grounds.

For more information, contact [info@stats.govt.nz](mailto:info@stats.govt.nz).

### Trend estimates

For any series, the survey estimates can be broken down into three components: trend, seasonal, and irregular. While seasonally adjusted series have had the seasonal component removed, the trend series have had both the seasonal and the irregular components removed. Trend estimates reveal the underlying direction of movement in a series, and are likely to indicate turning points more accurately than seasonally adjusted estimates.

The accommodation trend series are calculated using the X-12-ARIMA seasonal adjustment package. They are based on optimal moving averages of the seasonally adjusted series, with an adjustment for outlying values. The X-12-ARIMA package is an updated version of X-11-ARIMA, developed by the U.S. Census Bureau.

The trend estimates towards the end of the series incorporate new data as it becomes available, and can therefore change as more observations are added to the series. Revisions can be particularly large if an observation is treated as an outlier in one month, but is found to be part of the underlying trend as further observations are added to the series. All trend estimates are subject to revisions each month, but normally only the last two or three estimates are likely to be substantially altered.

### **Differences between trend estimates and month-on-month comparisons**

Trend estimates reveal the underlying direction of the movement in a series. In contrast, comparisons between one month and the same month in the previous year(s) do not take account of data recorded in between these periods, and are subject to one-off fluctuations. Reasons for fluctuations include changes in the timing of holidays, international crises, and large sporting and cultural events.

### **Seasonally adjusted estimates**

The X-12-ARIMA package has been used to produce the seasonally adjusted estimates referred to in the 'Commentary' text. Seasonal adjustment aims to eliminate the impact of regular seasonal events. These may be due to climatic effects (such as more guests staying in camping grounds during the summer) or calendar effects (such as holidays). This makes the data for adjacent months more comparable. All seasonally adjusted figures are subject to revision each month.

[Seasonal adjustment in Statistics New Zealand](#) has more information.

### **Confidentiality**

Statistics NZ produces national and regional statistics from a monthly survey of accommodation businesses. We do not release information about individuals or individual businesses.

### **More information**

[See more information about the Accommodation Survey.](#)

### **Liability**

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## Tables

The following tables are available in Excel format from the 'Downloads' box. If you have problems viewing the files, see [opening files and PDFs](#).

1. Establishments, capacity, guest nights, occupancy rate, and average stay, by accommodation type
2. Occupancy rate excluding holiday parks, by region
3. New Zealand guest nights
4. Seasonally adjusted and trend guest nights, by accommodation type
5. North Island guest nights
6. South Island guest nights
7. Regional guest nights
8. Domestic and international guest nights

## Accommodation pivot tables

[Accommodation pivot tables](#) provide more detailed information, breaking the survey variables down by regional tourism organisation areas and territorial authority areas.

## Access more data on Infoshare

Infoshare allows you to organise data in the way that best meets your needs. You can view the resulting tables onscreen or download them.

### **Use Infoshare**

For this release, select the following categories from the Infoshare homepage:

Subject category: **Tourism**

Group: **Accommodation Survey - ACS**