

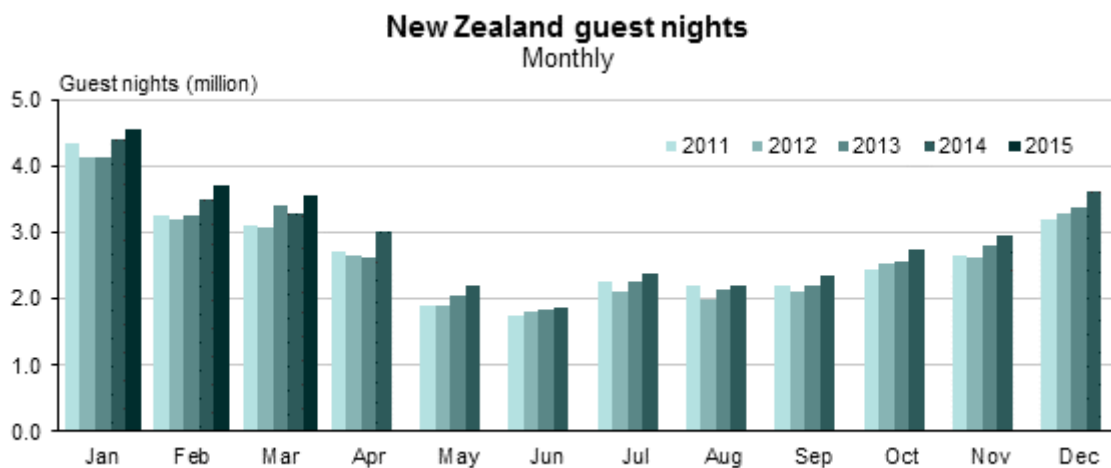
Accommodation Survey: March 2015

Embargoed until 10:45am – 12 May 2015

Key facts

For March 2015, compared with March 2014:

- National guest nights were up 7.5 percent (the 12th consecutive month of rises).
- North Island guest nights were up 6.7 percent, and South Island guest nights were up 8.7 percent.
- All 12 regional areas had higher guest nights.
- Domestic guest nights were up 5.1 percent, and international guest nights were up 11 percent.
- All four accommodation types had higher guest nights.



Source: Statistics New Zealand

For the year ended March 2015, national guest nights were up 6.3 percent from the March 2014 year.

Liz MacPherson, Government Statistician
ISSN 1178-0207
12 May 2015

Commentary

- [National guest nights up 7.5 percent](#)
- [Guest nights rise in all regions](#)
- [Domestic and international guest nights rise](#)
- [Guest nights rise for all accommodation types](#)
- [Accommodation capacity down](#)
- [Occupancy rate up](#)

All [guest night](#) movements are unadjusted unless otherwise stated.

[Trend](#) and [seasonally adjusted](#) movements may be amended when we add future months to the series.

National guest nights up 7.5 percent

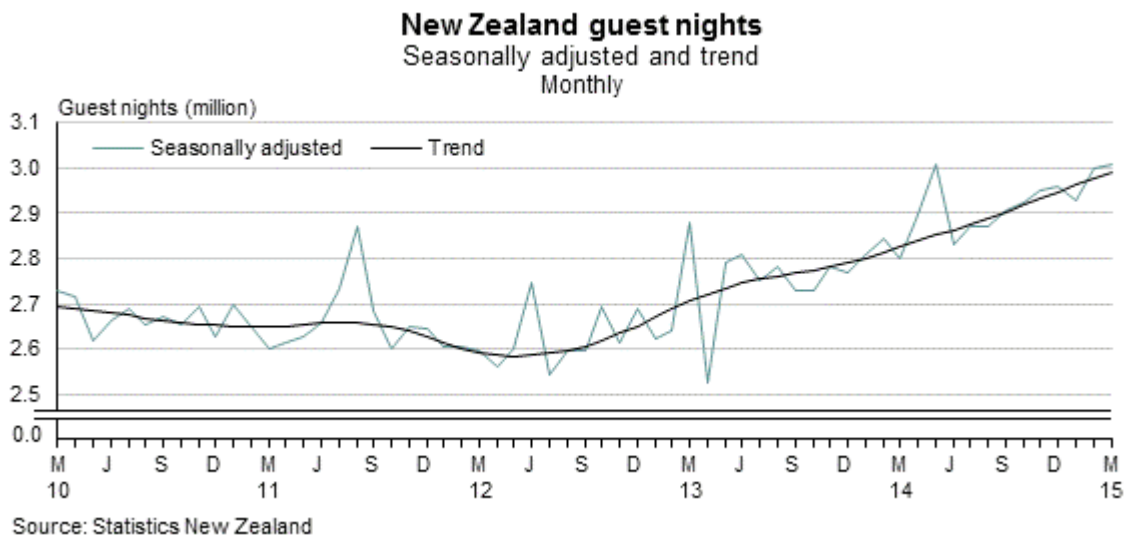
National guest nights spent in short-term commercial accommodation were up 7.5 percent in March 2015, compared with March 2014. This is the 12th consecutive month of rises.

Both the North and South islands had more guest nights in March 2015 than in March 2014. Domestic and international guest nights were also higher, as were guest nights for all four accommodation types.

For the year ended March 2015, national guest nights were up 6.3 percent from the March 2014 year.

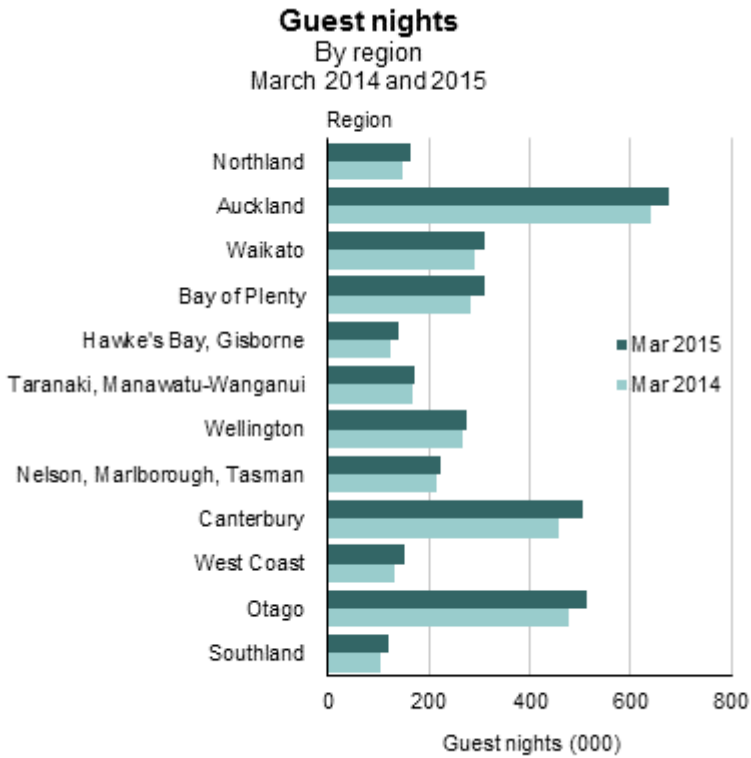
Seasonally adjusted guest nights rose 0.4 percent in March 2015, compared with February 2015. This follows a 2.4 percent rise in February.

The trend for national guest nights continued to rise in March.



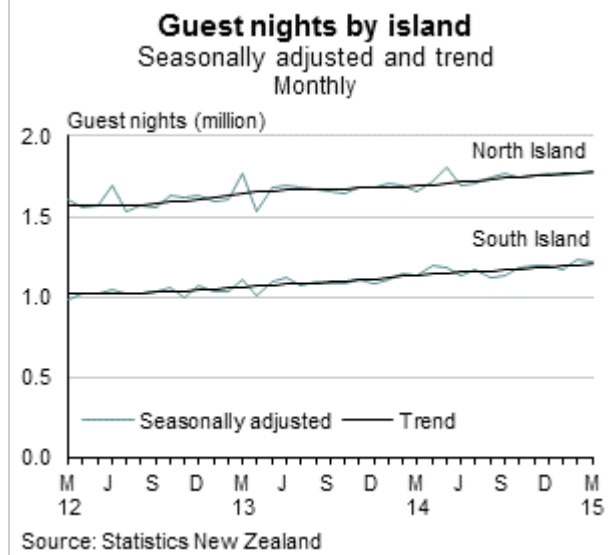
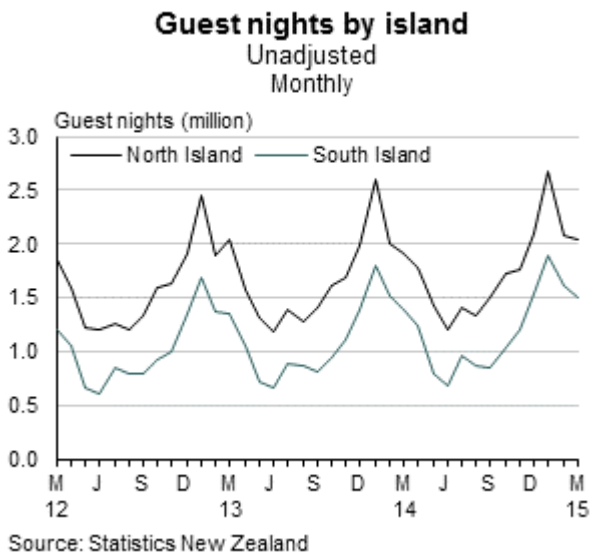
Guest nights rise in all regions

Guest nights were up in all 12 regional areas in March 2015, compared with March 2014.



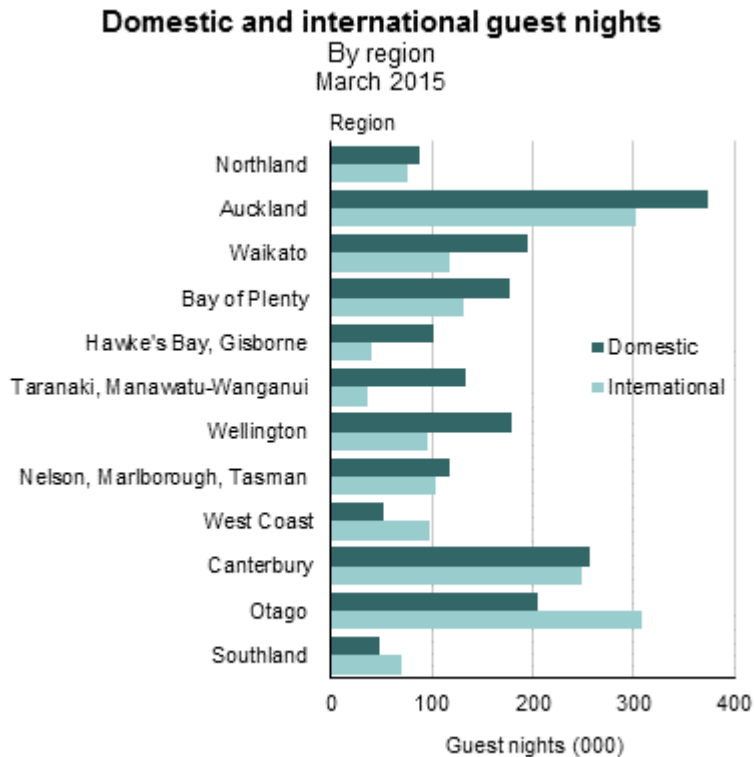
Seasonally adjusted North Island guest nights rose 0.1 percent in March 2015, compared with February 2015. Seasonally adjusted South Island guest nights fell 0.5 percent.

Guest night trends for both the North and South islands continued to rise in March.



Domestic and international guest nights rise

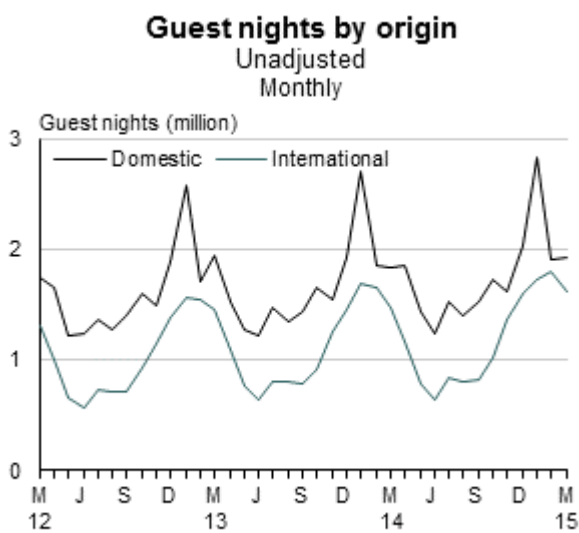
Domestic guest nights were up 5.1 percent in March 2015, compared with March 2014. International guest nights were up 11 percent and international visitor arrivals (short-term) were up 15 percent (coinciding with the Cricket World Cup, and travel related to earlier timing of holiday periods).



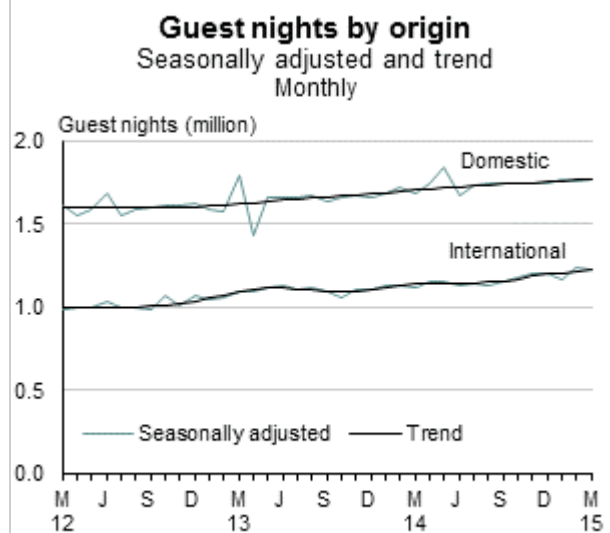
Source: Statistics New Zealand

Seasonally adjusted domestic guest nights rose 0.9 percent in March 2015, compared with February 2015. Seasonally adjusted international guest nights fell 0.5 percent.

The trend series for both domestic and international guest nights continued to rise in March.



Source: Statistics New Zealand



Source: Statistics New Zealand

Guest nights rise for all accommodation types

Guest nights were up for all four accommodation types in March 2015, compared with March 2014:

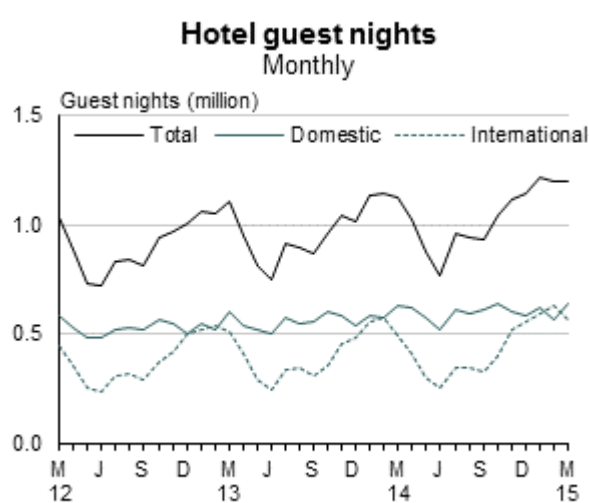
- hotel guest nights were up 6.7 percent
- motel guest nights were up 8.8 percent
- backpacker guest nights were up 3.9 percent
- holiday park guest nights were up 9.6 percent.

Guest nights
By accommodation type
March month, 2010–15

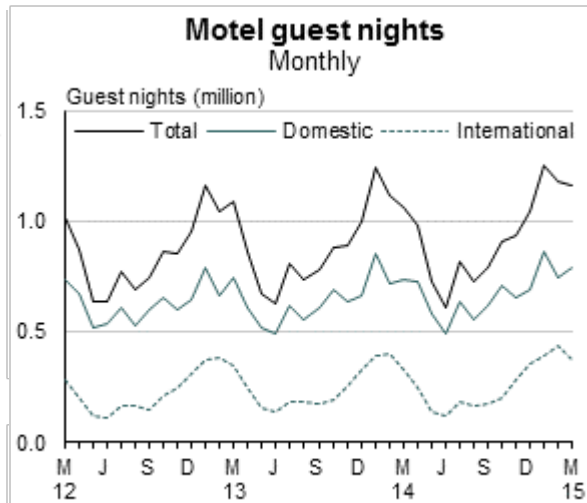


Source: Statistics New Zealand

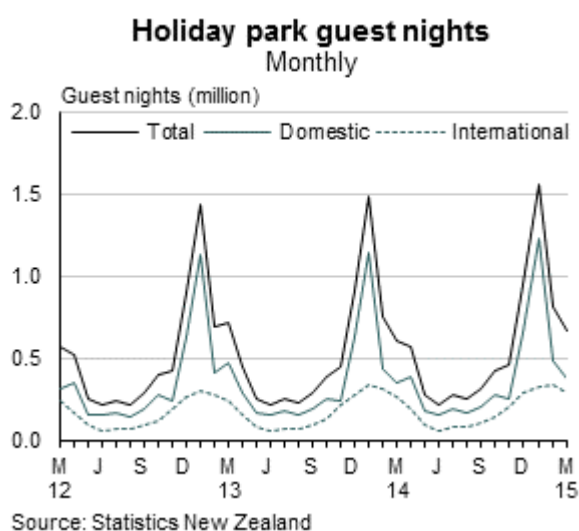
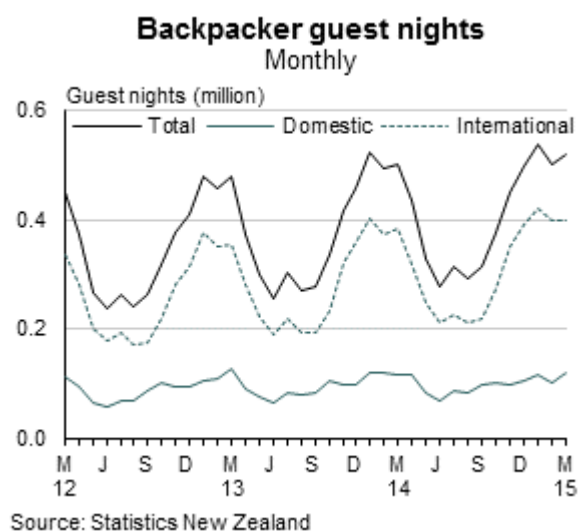
Seasonality and the varying mix of domestic and international guests affect the four accommodation types differently.



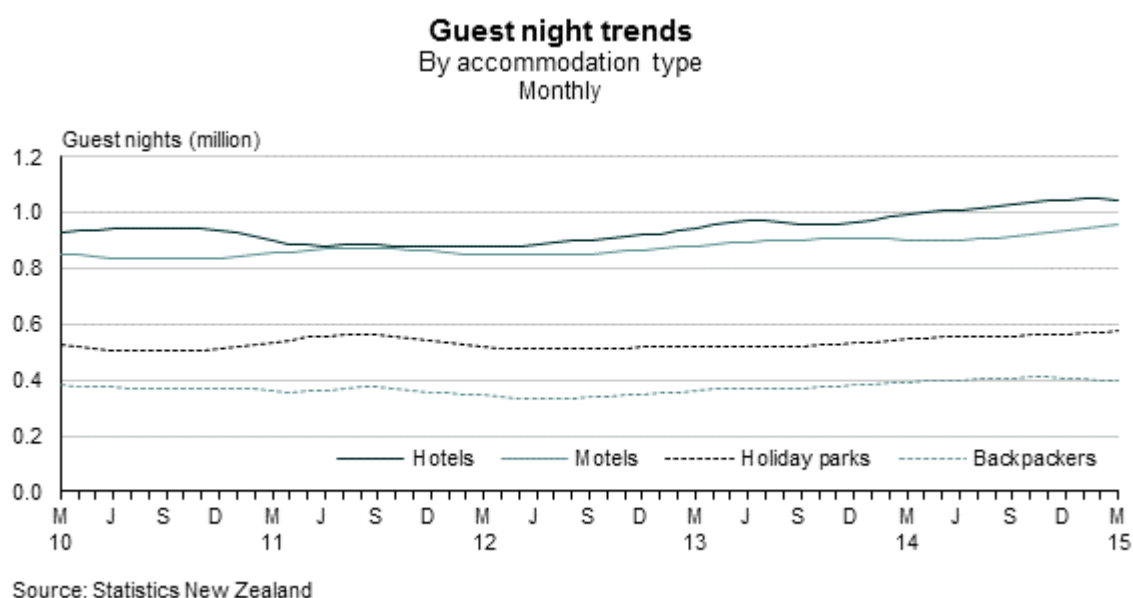
Source: Statistics New Zealand



Source: Statistics New Zealand



Latest guest night trends show a continuing rise for motels and holiday parks, signs of an easing for hotels, and a fall for backpacker accommodation.



Accommodation capacity down

Available total capacity in short-term accommodation was down 0.7 percent in March 2015, compared with March 2014.

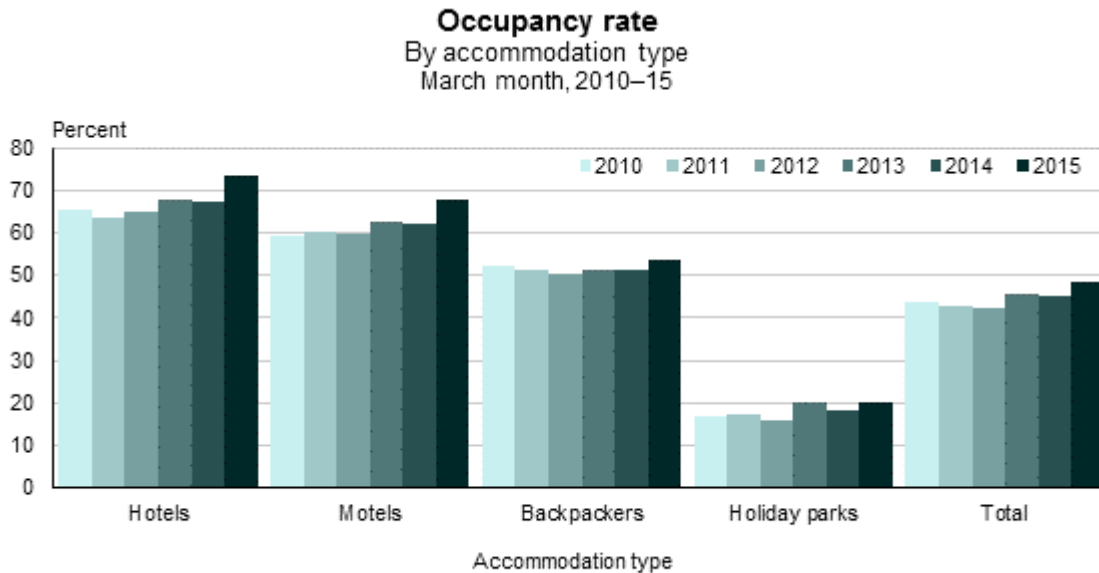
Capacity was down for all four accommodation types:

- hotels down 0.6 percent
- motels down 0.5 percent
- backpackers down 0.9 percent
- holiday parks down 0.9 percent.

Occupancy rate up

The occupancy rate was up for all four accommodation types in March 2015, compared with March 2014:

- hotels up 6.0 percentage points
- motels up 5.4 percentage points
- backpackers up 2.5 percentage points
- holiday parks up 1.8 percentage points.



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. Statistics NZ runs the survey, which is 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 Register: database (maintained by Statistics NZ) of all economically significant businesses operating in New Zealand from which we draw the Accommodation Survey population.

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

Next release

Accommodation Survey: April 2015 will be released on 11 June 2015.

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

[The release calendar](#) lists all 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

Response rates by accommodation type for March 2015			
Accommodation type	Establishments responding to questions on guest nights, guest arrivals, and stay-unit nights	Proportion of guest-night estimate from actual data	Proportion of origin-of-guest estimate from actual data
	Percentage		
Hotels	83	93	81
Motels	82	85	69
Backpackers	82	87	78
Holiday parks	83	86	81
Total	82	88	77

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 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 operations or no longer provide short-term commercial accommodation
- businesses that temporarily shut down (eg for renovations) are taken out of 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 it would be classified 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).

Businesses, over time, may change the way they operate, and therefore be reclassified from one accommodation type to another. For example, if a holiday park adds sufficient motel units or backpacker accommodation that it is not primarily operating as a holiday park, then it will be subject to reclassification. This will affect guest nights and other figures for the accommodation types involved.

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, 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.

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

These changes are the result of a joint review we conducted with the former Ministry of Tourism, which aimed to balance the need for high-quality information against the need to reduce respondent load. We reworked results for earlier months to incorporate these changes, allowing continued comparison across all survey months.

Interpreting the data

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.

We use the X-13-ARIMA-SEATS seasonal adjustment package to calculate the accommodation trend series. The series are based on optimal moving averages of the seasonally adjusted series, with an adjustment for outlying values. The X-13-ARIMA-SEATS package is an updated version of X-12-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 we add more observations 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 revision 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

We use the X-13-ARIMA-SEATS package 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.](#)

Statistics in this release have been produced in accordance with the [Official Statistics System principles and protocols for producers of Tier 1 statistics](#) for quality. They conform to the Statistics NZ Methodological Standard for Reporting of Data Quality.

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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. Guest night totals
2. Domestic and international guest nights
3. Regional guest nights
4. Changes in guest nights: seasonally adjusted and trend
5. Capacity and occupancy rates, by accommodation type

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**

Next release

Accommodation Survey: April 2015 will be released on 11 June 2015.