

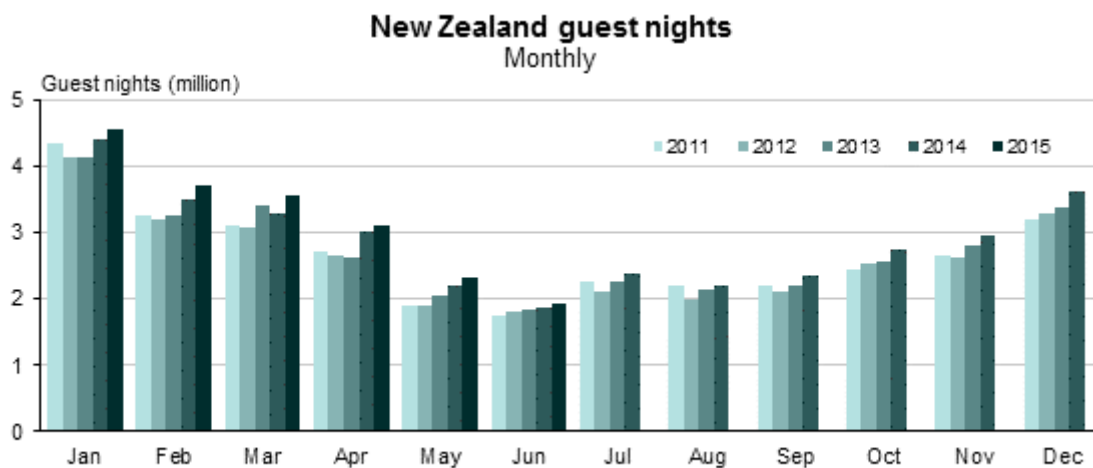
# Accommodation Survey: June 2015

Embargoed until 10:45am – 12 August 2015

## Key facts

For June 2015, compared with June 2014:

- National guest nights were up 3.1 percent (the 15th consecutive month of rises).
- Domestic guest nights were up 0.6 percent, and international guest nights were up 8.0 percent.
- North Island guest nights were up 2.7 percent, and South Island guest nights were up 3.8 percent.
- Ten of the 12 regional areas had more guest nights.
- Three of the four accommodation types had more guest nights.



Source: Statistics New Zealand

For the year ended June 2015, national guest nights were up 5.3 percent from the June 2014 year.

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

## Commentary

- National guest nights up 3.1 percent
- Guest nights rise in most regions
- Domestic and international guest nights both rise
- Guest nights up for most accommodation types
- Accommodation capacity increases
- Occupancy rates 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 3.1 percent

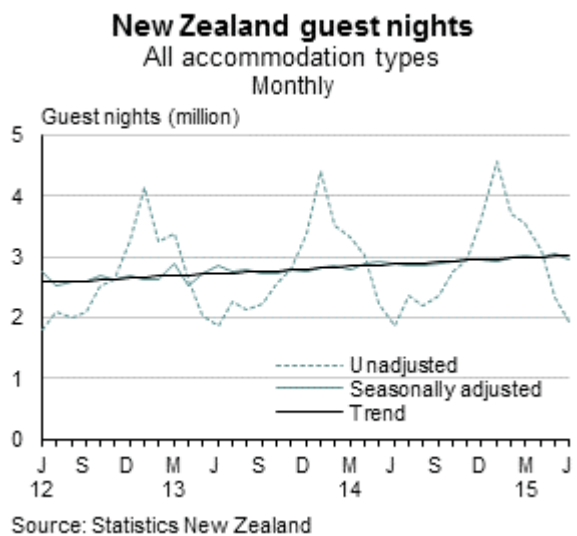
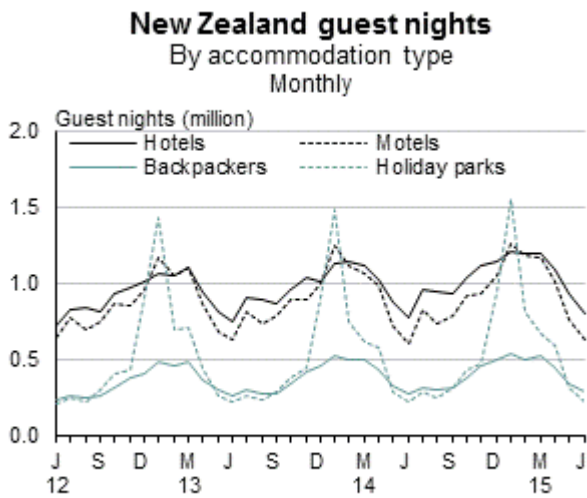
National guest nights spent in short-term commercial accommodation were up 3.1 percent in June 2015, compared with June 2014. This is the 15th consecutive month of rises.

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

For the year ended June 2015, national guest nights were up 5.3 percent from the June 2014 year.

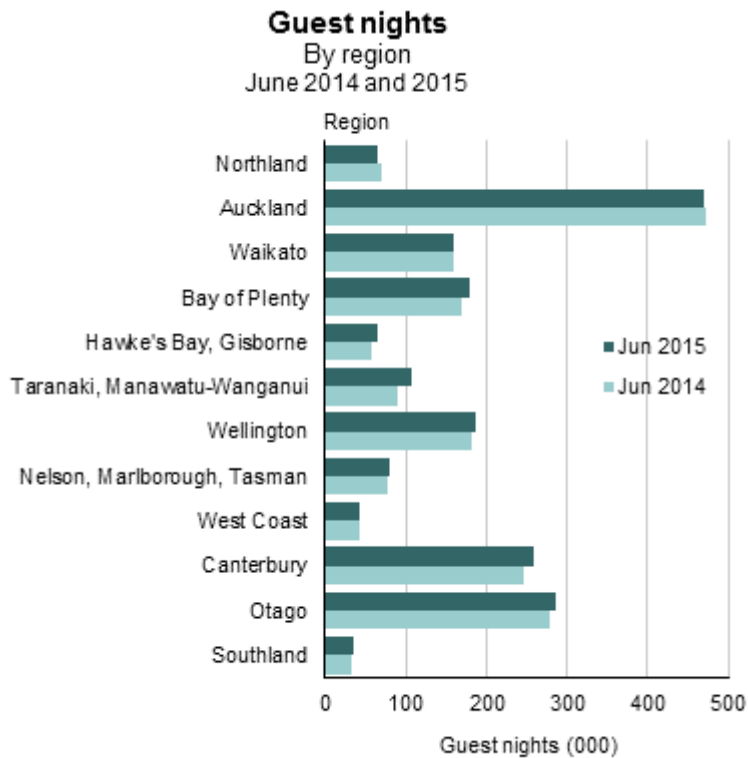
Seasonally adjusted guest nights fell 3.2 percent in June 2015, compared with May 2015. This follows a 2.5 percent rise in May.

The trend for national guest nights continued to rise.



## Guest nights rise in most regions

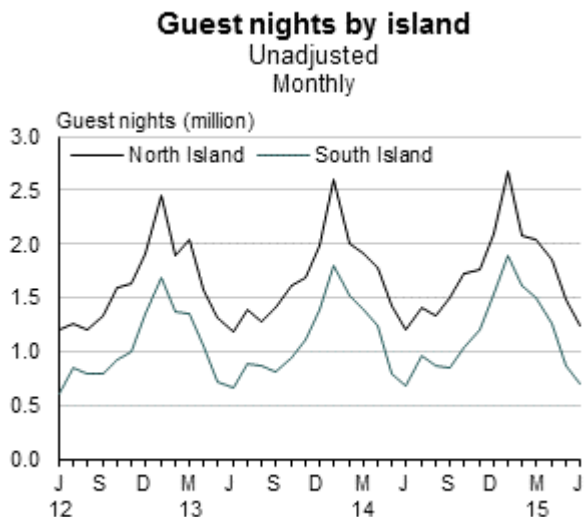
Guest nights were up in 10 of the 12 regional areas in June 2015, compared with June 2014.



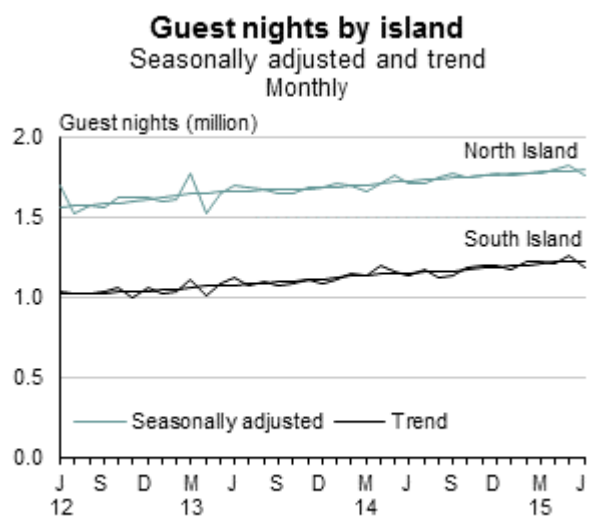
Source: Statistics New Zealand

Seasonally adjusted North Island guest nights fell 3.4 percent in June 2015, compared with May 2015. Seasonally adjusted South Island guest nights fell 5.9 percent.

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



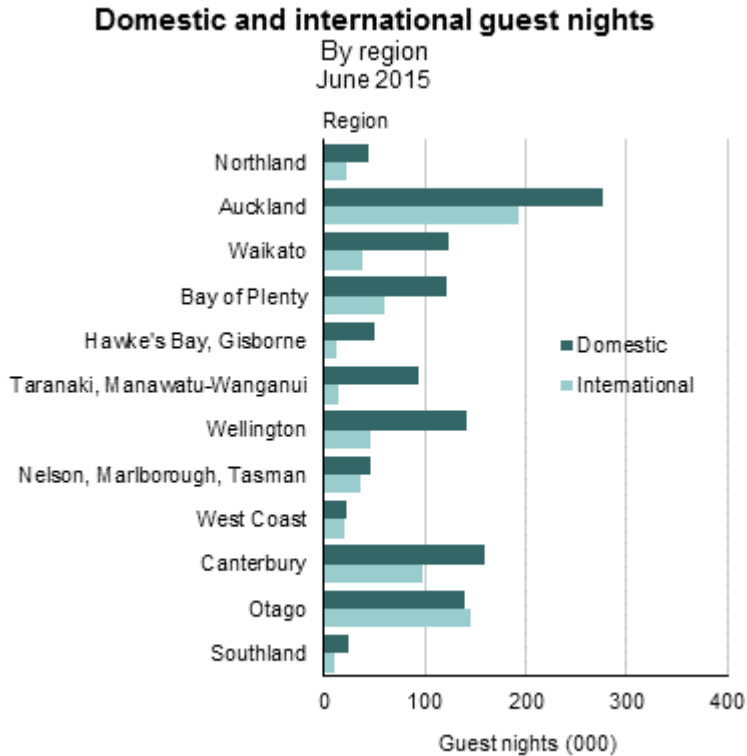
Source: Statistics New Zealand



Source: Statistics New Zealand

## Domestic and international guest nights both rise

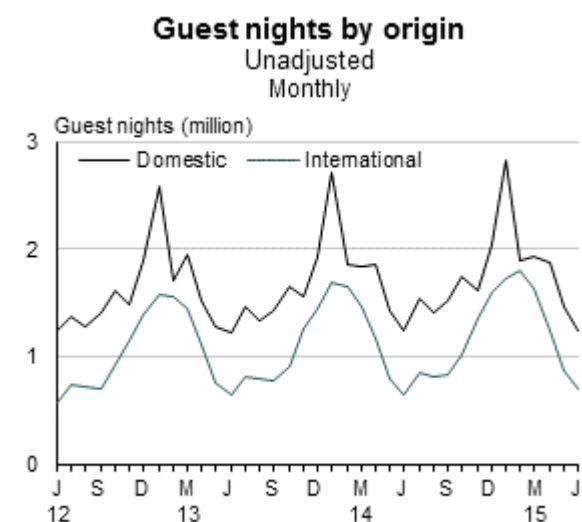
Domestic guest nights were up 0.6 percent in June 2015, compared with June 2014. International guest nights were up 8.0 percent. International visitor arrivals (short-term) were up 9.2 percent (for the highest-ever June month).



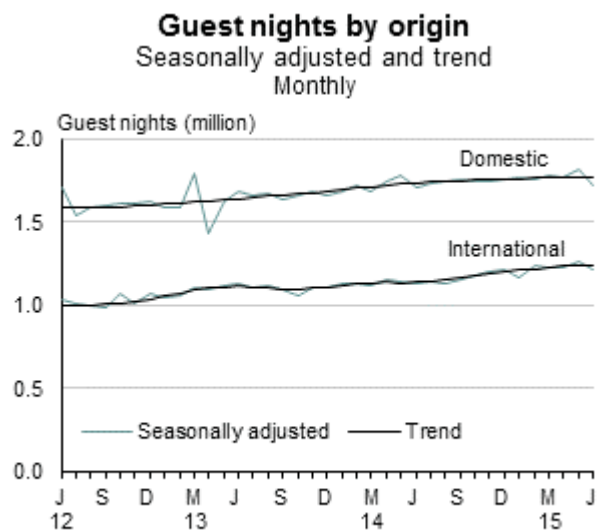
Source: Statistics New Zealand

Seasonally adjusted domestic guest nights fell 5.0 percent in June 2015, compared with May 2015. Seasonally adjusted international guest nights fell 3.4 percent.

Latest guest nights trends show a continuing rise for international guest nights, and little movement for domestic guest nights.



Source: Statistics New Zealand



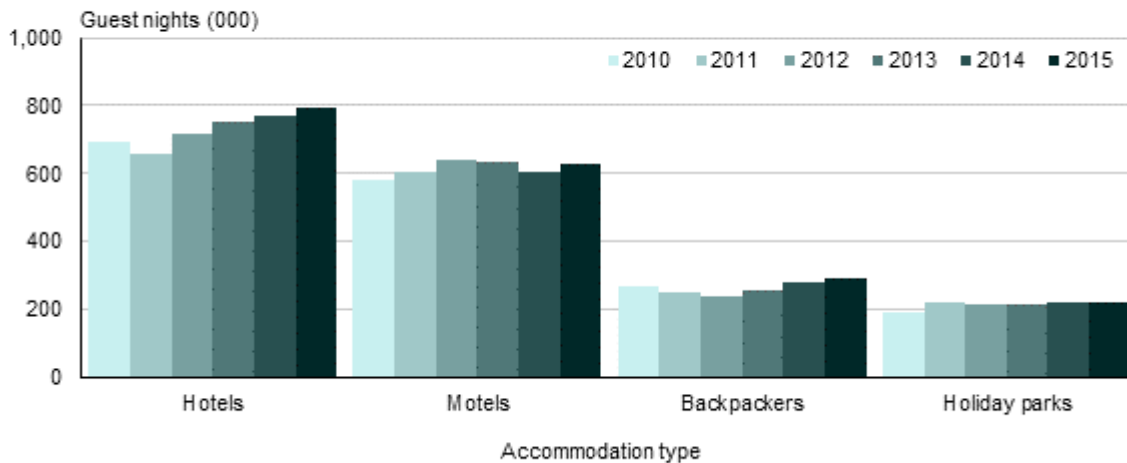
Source: Statistics New Zealand

## Guest nights up for most accommodation types

Guest nights were up for three of the four accommodation types in June 2015, compared with June 2014:

- hotel guest nights up 3.2 percent
- motel guest nights up 3.6 percent
- backpacker guest nights up 4.5 percent
- holiday park guest nights down 0.2 percent.

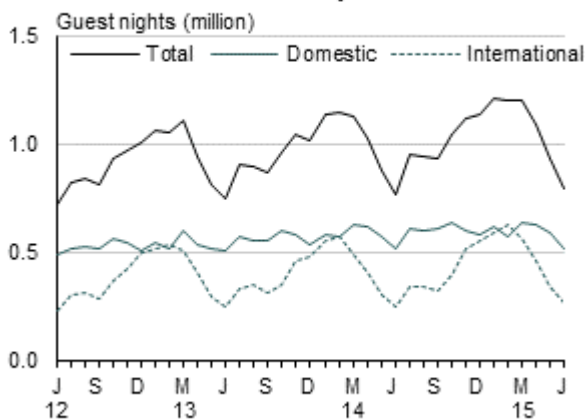
**Guest nights**  
By accommodation type  
June month, 2010–15



Source: Statistics New Zealand

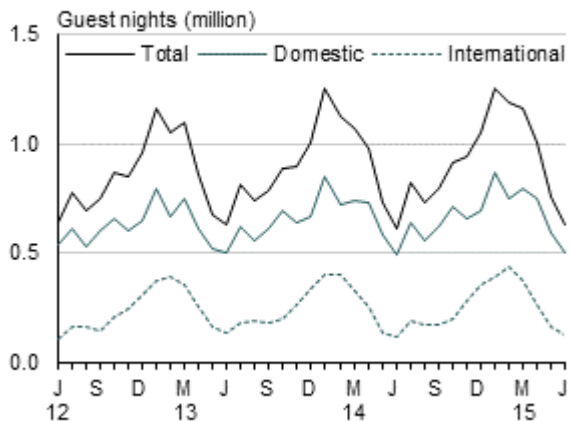
The following graphs show the variable effect of seasonality and the mix of domestic and international guests on the four accommodation types.

**Hotel guest nights**  
Monthly

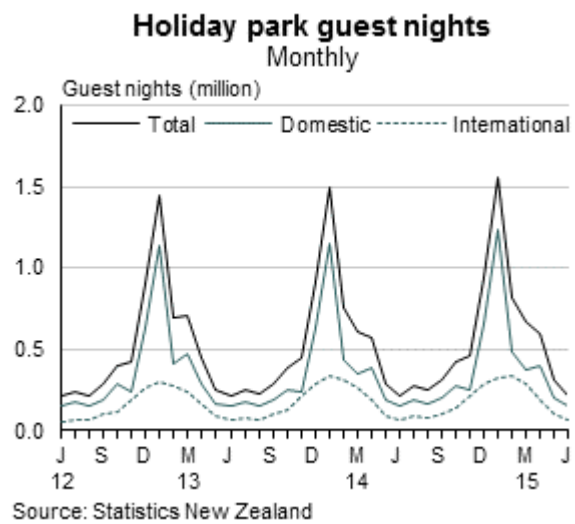
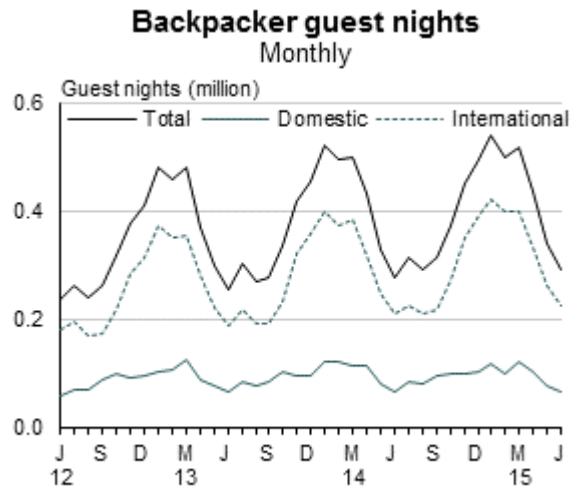


Source: Statistics New Zealand

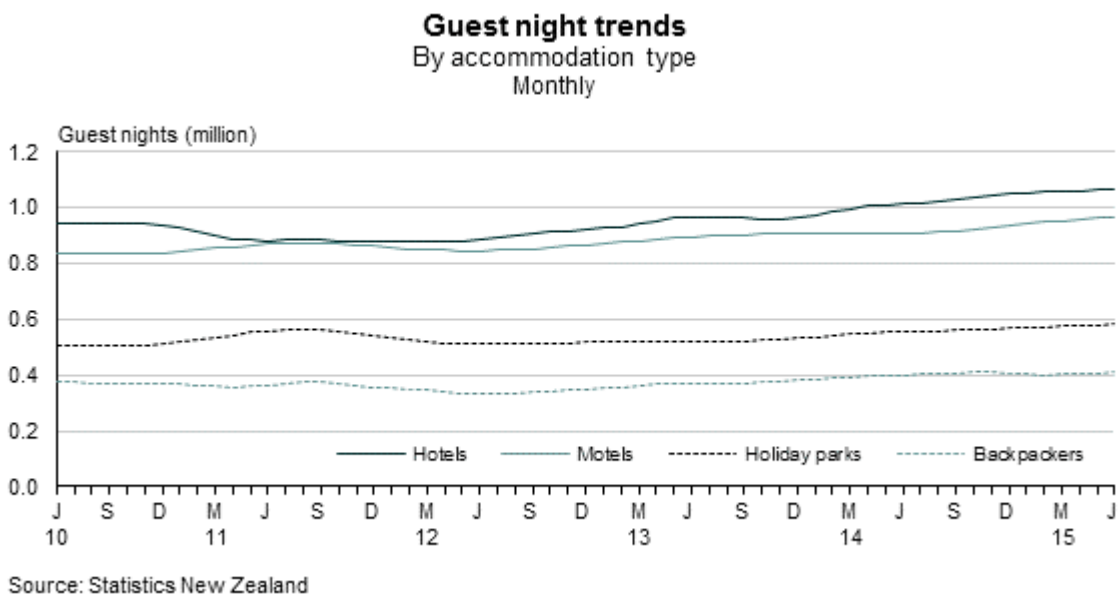
**Motel guest nights**  
Monthly



Source: Statistics New Zealand



Latest guest night trends show a continuing rise for backpacker accommodation, motels, and holiday parks, and little movement for hotels.



## Accommodation capacity increases

Available total capacity in short-term accommodation was up 0.8 percent in June 2015, compared with June 2014.

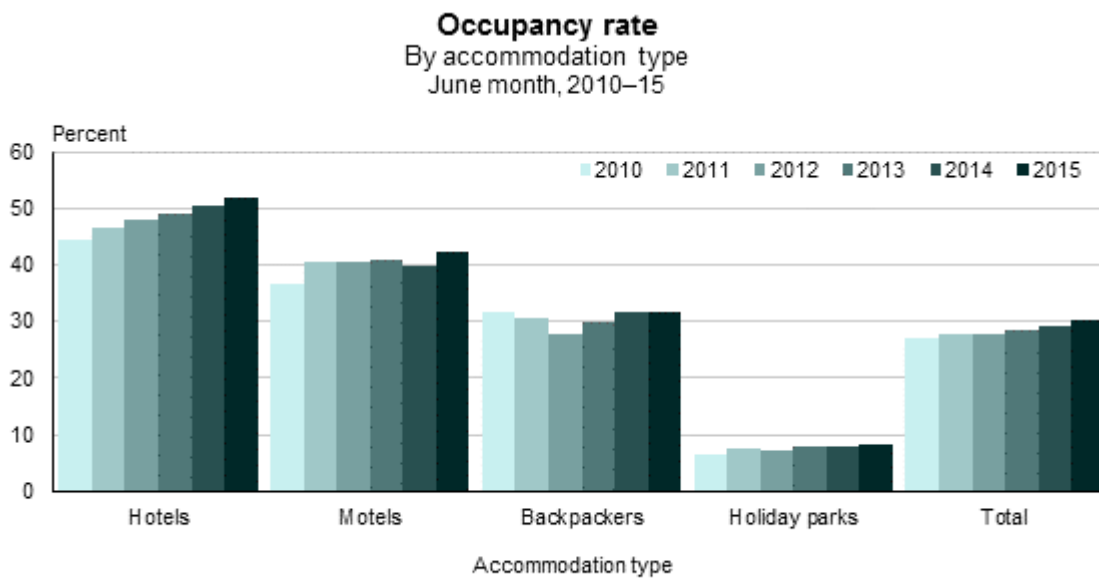
Capacity was up for three of the four accommodation types:

- hotels up 1.4 percent
- motels down 0.6 percent
- backpackers up 1.7 percent
- holiday parks up 0.8 percent.

## Occupancy rates up

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

- hotels up 1.4 percentage points
- motels up 2.5 percentage points
- backpackers up 0.1 percentage points
- holiday parks up 0.4 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: July 2015* will be released on 10 September 2015.

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### **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](#)
- [Survey errors](#)
- [Interpreting the data](#)
- [Confidentiality](#)
- [More information](#)

## Period-specific information

### Response rates

Response rates by accommodation type for June 2015			
Accommodation type	Survey response rate	Proportion of guest-night estimate from actual data	Proportion of origin-of-guest estimate from actual data
Percentage			
Hotels	81	92	80
Motels	79	82	65
Backpackers	78	83	75
Holiday parks	81	86	79
Total	79	87	75

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 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).

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.

## **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.

## **Interpreting the data**

### **Trend estimates**

For any series, we can break down the survey estimates into three components: trend, seasonal, and irregular. While seasonally adjusted series have the seasonal component removed, the trend series have 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 we find it to be part of the underlying trend as we add further observations 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

See the following Excel tables in the 'Downloads' box on this page. 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 Survey 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: July 2015* will be released on 10 September 2015.