



Commercial Accommodation Monitor:

June 2019

Gisborne

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Preface

Commercial Accommodation Monitor: June 2019 – Gisborne presents comprehensive and impartial information on short-term commercial accommodation for the Gisborne 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:

- Gisborne District
- Opotiki 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).

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 14.9 percent to 26,445
- International guest nights rose 2.7 percent to 2,809
- Domestic guest nights rose 16.5 percent to 23,636
- The average length of stay fell from 2.35 nights to 2.20 nights
- The overall occupancy rate rose from 20.2 percent to 21.2 percent
- The occupancy rate, excluding holiday parks, was 49.9 percent in June 2019
- Accommodation capacity, excluding holiday parks, rose 3.7 percent.

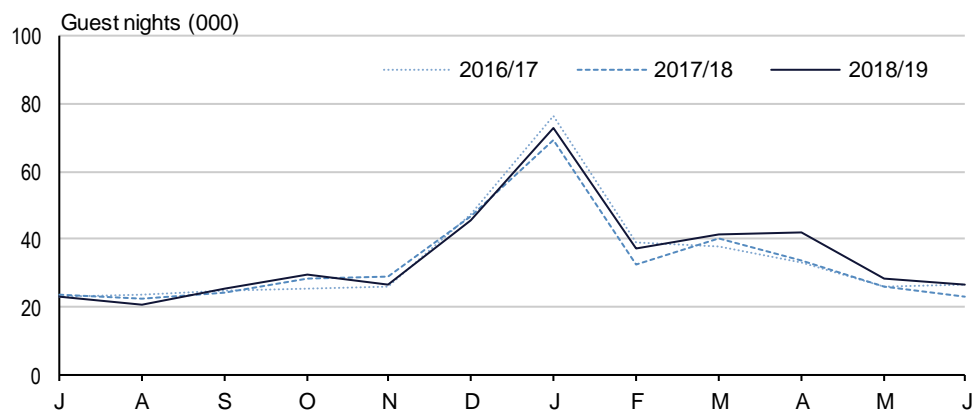
Response rates for June 2019

The response rate for the Gisborne RTO area was 80 percent for June 2019.

The proportion of the origin-of-guest estimate from unadjusted data was 83 percent.

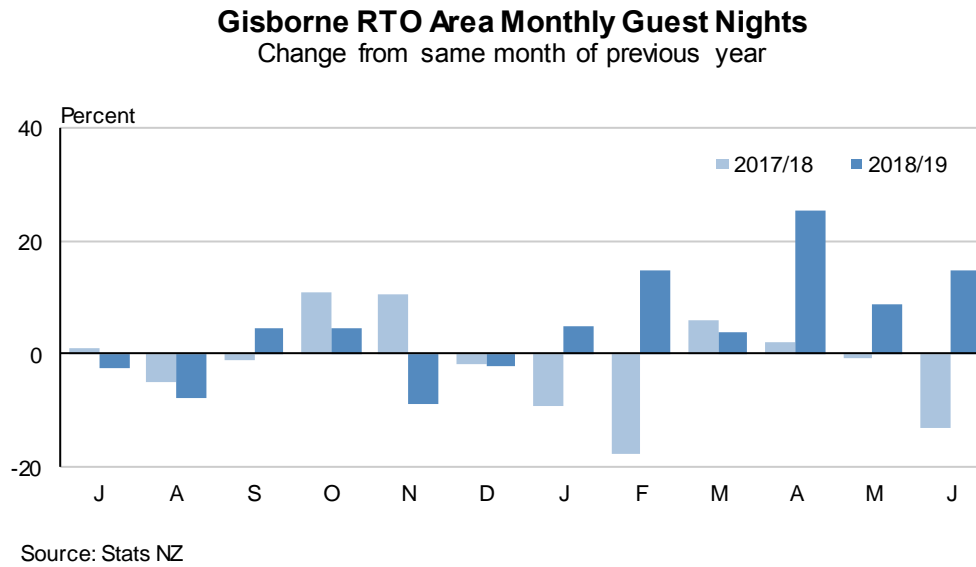
Figure 1.1

Gisborne RTO Area Monthly Guest Nights



Source: Stats NZ

Figure 1.2

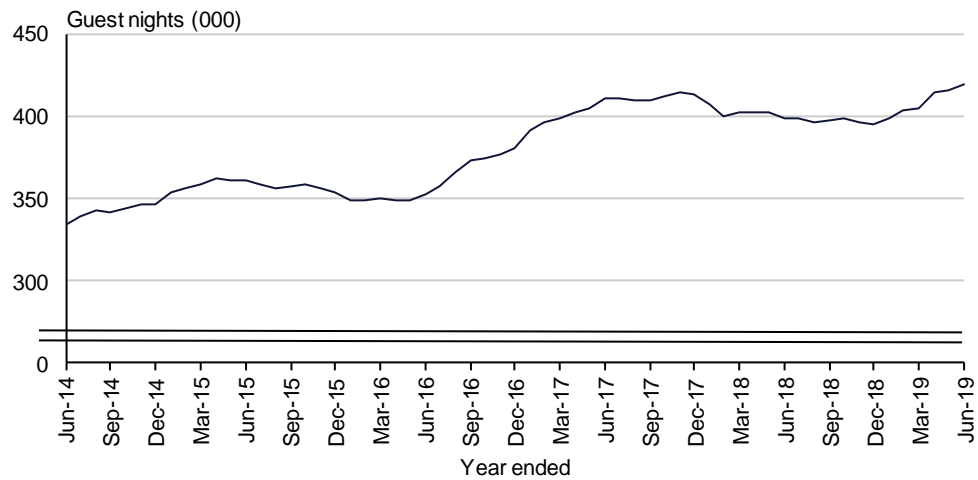


Year ended highlights

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

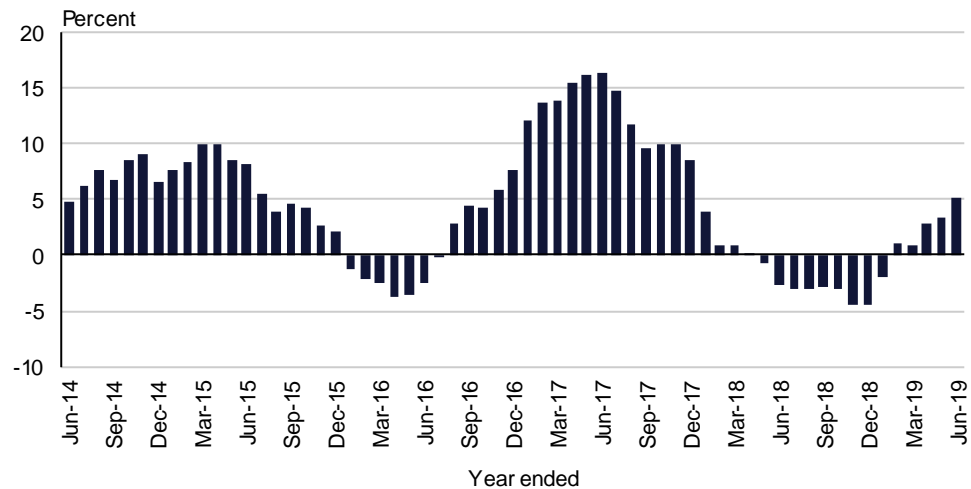
- Guest nights rose 5.2 percent to 419,446
- International guest nights fell 5.9 percent to 56,212
- Domestic guest nights rose 7.1 percent to 363,233
- The average length of stay fell from 2.32 nights to 2.23 nights
- The overall occupancy rate rose from 25.4 percent to 26.3 percent
- The occupancy rate, excluding holiday parks, was 55.9 percent for the year ended June 2019
- Accommodation capacity, excluding holiday parks, fell 6.6 percent.

Figure 1.3

Gisborne RTO Area Annual Guest Nights

Source: Stats NZ

Figure 1.4

Gisborne RTO Area Annual Guest Nights
Change from previous year

Source: Stats NZ

2 Accommodation variables

In June 2019, compared with June 2018, there was an increase of 14.9 percent in total guest nights for the Gisborne RTO area.

For the year ended June 2019, compared with the previous June year, total guest nights for the Gisborne RTO area increased 5.2 percent.

See table 2.1 for comparisons of data across the main accommodation variables.

Table 2.1

Gisborne Accommodation Variables

By accommodation type
Monthly and year ended⁽¹⁾⁽²⁾

Accommodation type	Monthly			Annual		
	June		Percentage change	Year ended		Percentage change
	2018	2019		June 2018	June 2019	
Guest nights						
Total guest nights	23,025	26,445	14.9	398,791	419,446	5.2
International	2,734	2,809	2.7	59,756	56,212	-5.9
Domestic	20,291	23,636	16.5	339,034	363,233	7.1
Hotels	C	C	C	C	C	C
Motels/apartments	10,252	12,611	23.0	165,893	174,448	5.2
Backpackers	C	C	C	C	C	C
Holiday parks	7,572	9,811	29.6	173,587	183,615	5.8
Occupancy rates ⁽³⁾ (%)						
Hotels	C	C	C	C	C	C
Motels/apartments	46.5	58.4	25.6	56.3	62.3	10.6
Backpackers	C	C	C	C	C	C
Holiday parks	8.1	7.8	-3.6	13.3	12.7	-4.7
Total	20.2	21.2	4.9	25.4	26.3	3.2
Total excluding holiday parks ⁽⁴⁾	44.4	49.9	12.5	49.0	55.9	14.1
Average length of stay ⁽⁵⁾						
Hotels	C	C	C	C	C	C
Motels/apartments	1.76	1.71	-2.6	1.75	1.77	1.4
Backpackers	C	C	C	C	C	C
Holiday parks	5.77	4.84	-16.1	4.12	3.66	-11.2
Total	2.35	2.20	-6.5	2.32	2.23	-3.9
Guest arrivals						
Hotels	C	C	C	C	C	C
Motels/apartments	5,828	7,361	26.3	94,804	98,343	3.7
Backpackers	C	C	C	C	C	C
Holiday parks	1,313	2,029	54.5	42,110	50,176	19.2
Total	9,781	12,009	22.8	171,723	188,042	9.5
Establishments						
Hotels	7	5	-28.6	7	5	-28.6
Motels/apartments	30	30	0.0	30	30	0.0
Backpackers	3	5	66.7	3	5	66.7
Holiday parks	8	10	25.0	8	10	25.0
Total	48	50	4.2	48	50	4.2
Capacity ⁽⁶⁾						
Hotels	5,520	5,010	-9.2	67,076	64,934	-3.2
Motels/apartments	13,290	13,350	0.5	165,530	161,662	-2.3
Backpackers	2,130	3,360	57.7	43,869	31,565	-28.0
Holiday parks	41,520	46,320	11.6	535,437	562,431	5.0
Total	62,460	68,040	8.9	811,912	820,592	1.1

(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:

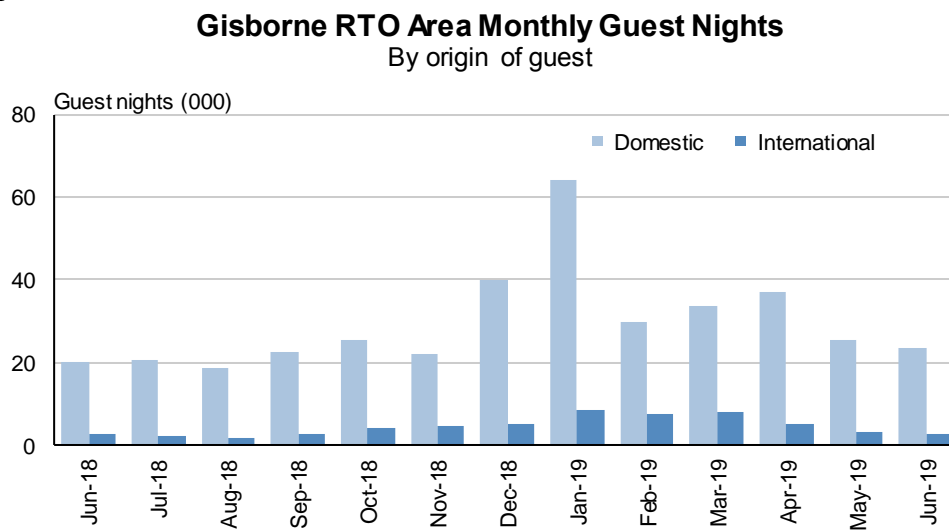
C confidential

3 Origin of guests

In June 2019, international guests accounted for 10.6 percent of all guest nights in the Gisborne RTO area. When compared with June 2018, the number of international guest nights spent in the area in June 2019 was up 2.7 percent to 2,809. Domestic guest nights increased 16.5 percent, to 23,636, for the same period.

The proportion of the origin-of-guest estimate from actual data was 83 percent for June 2019.

Figure 3.1



Source: Stats NZ

Table 3.1

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

		Gisborne RTO ⁽¹⁾ area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
Month							
2018	Jun	20,291	2,734	23,025	1,443,331	824,407	2,267,738
	Jul	20,791	2,215	23,006	1,688,075	989,310	2,677,385
	Aug	18,522	1,912	20,433	1,571,502	952,679	2,524,181
	Sep	22,665	2,921	25,586	1,701,704	1,046,180	2,747,884
	Oct	25,521	4,132	29,654	1,954,146	1,314,205	3,268,352
	Nov	21,822	4,695	26,517	1,804,941	1,730,166	3,535,107
2019	Dec	40,167	5,266	45,433	2,289,702	1,908,866	4,198,568
	Jan	64,368	8,628	72,995	2,879,204	2,088,517	4,967,720
	Feb	29,840	7,386	37,227	1,988,788	2,026,586	4,015,374
	Mar	33,693	7,973	41,666	2,125,847	1,882,162	4,008,009
	Apr	36,877	5,251	42,128	2,123,710	1,480,938	3,604,648
	May	25,331	3,025	28,356	1,592,880	970,273	2,563,153
	Jun	23,636	2,809	26,445	1,498,095	799,876	2,297,971
Percent change from the current month of the previous year							
		16.5	2.7	14.9	3.8	-3.0	1.3
Year ended							
June 2018		339,034	59,756	398,791	22,338,758	17,554,467	39,893,225
June 2019		363,233	56,212	419,446	23,218,593	17,189,759	40,408,352
Percent change from previous year							
		7.1	-5.9	5.2	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), and motels relatively unchanged.

Refer to Table 4.1 for comparisons of data.

Table 4.1

Gisborne 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
June month					
Gisborne RTO area					
Hotels	C	C	C	C	C
Motels	11,166	10,252	12,611	-8.2	23.0
Backpackers	C	C	C	C	C
Holiday parks	9,388	7,572	9,811	-19.3	29.6
Total	26,542	23,025	26,445	-13.3	14.9
New Zealand					
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
Year ended June					
Gisborne RTO area					
Hotels	C	C	C	C	C
Motels	168,544	165,893	174,448	-1.6	5.2
Backpackers	C	C	C	C	C
Holiday parks	180,954	173,587	183,615	-4.1	5.8
Total	410,100	398,791	419,446	-2.8	5.2
New Zealand					
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
Total	1,443,331	1,498,095	3.8	824,407	799,876	-3.0	2,267,738	2,297,971	1.3

Table 5.2

Regional Tourism Organisation Areas' Monthly Occupancy Rates⁽¹⁾*By accommodation type*

RTO area	June 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks ⁽²⁾
	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
Total	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 Local authority area results

Table 6.1 shows results for the individual local authority areas in the Gisborne RTO area.

Table 6.1

Local Authority and Gisborne Accommodation Results⁽¹⁾

Accommodation type	June 2019 results				
	Establish-ments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
Opotiki District					
Hotels	1	330	C	C	C
Motels	6	1,680	1,261	1.47	44.79
Backpackers	4	2,550	C	C	C
Holiday parks	6	29,370	C	C	C
Total	17	33,930	9,646	4.15	11.67
Gisborne District					
Hotels	4	4,680	C	C	C
Motels	24	11,670	11,350	1.75	60.41
Backpackers	1	810	C	C	C
Holiday parks	4	16,950	C	C	C
Total	33	34,110	16,799	1.73	30.73
Gisborne Regional Tourism Organisation area					
Hotels	5	5,010	C	C	C
Motels	30	13,350	12,611	1.71	58.44
Backpackers	5	3,360	C	C	C
Holiday parks	10	46,320	9,811	4.84	7.76
Total	50	68,040	26,445	2.20	21.23

(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>