



# Commercial Accommodation Monitor:

## September 2019

Bay of Plenty

This is the final release of accommodation survey information by Stats NZ.

[newzealand.govt.nz](https://www.newzealand.govt.nz)

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# Preface

Commercial Accommodation Monitor: September 2019 – Bay of Plenty presents comprehensive and impartial information on short-term commercial accommodation for the Bay of Plenty 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:

- Tauranga City
- Western Bay of Plenty 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)).

This is the final release of the accommodation survey information by Stats NZ.

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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### Stats NZ Information Centre

For help finding and using statistical information available on our website, contact the Information Centre:

Email:	info@stats.govt.nz
Phone toll-free:	0508 525 525
Phone international:	+64 4 931 4600
Fax:	+64 4 931 4610
Post:	P O Box 2922, Wellington 6140, New Zealand
Website:	www.stats.govt.nz

### Contact for the Commercial Accommodation Monitor

Danielle Barwick or Mark Darbyshire  
Wellington 04 931 4600  
Email: info@stats.govt.nz

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# 1 Highlights

## Monthly highlights

In September 2019 compared with September 2018:

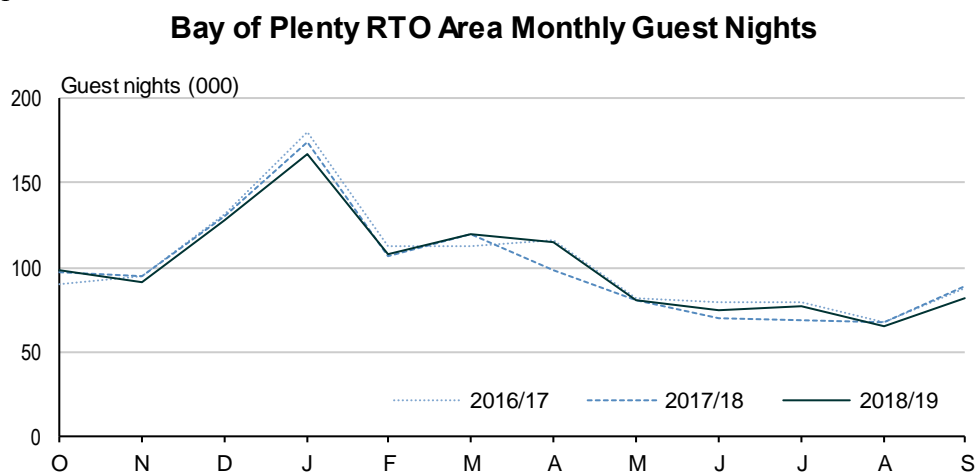
- Guest nights fell 7.3 percent to 82,185
- International guest nights fell 1.0 percent to 19,312
- Domestic guest nights fell 9.1 percent to 62,873
- The average length of stay fell from 2.90 nights to 2.81 nights
- The overall occupancy rate fell from 36.0 percent to 33.6 percent
- The occupancy rate, excluding holiday parks, was 52.1 percent in September 2019
- Accommodation capacity, excluding holiday parks, rose 8.5 percent.

## Response rates for September 2019

The response rate for the Bay of Plenty RTO area was 80 percent for September 2019.

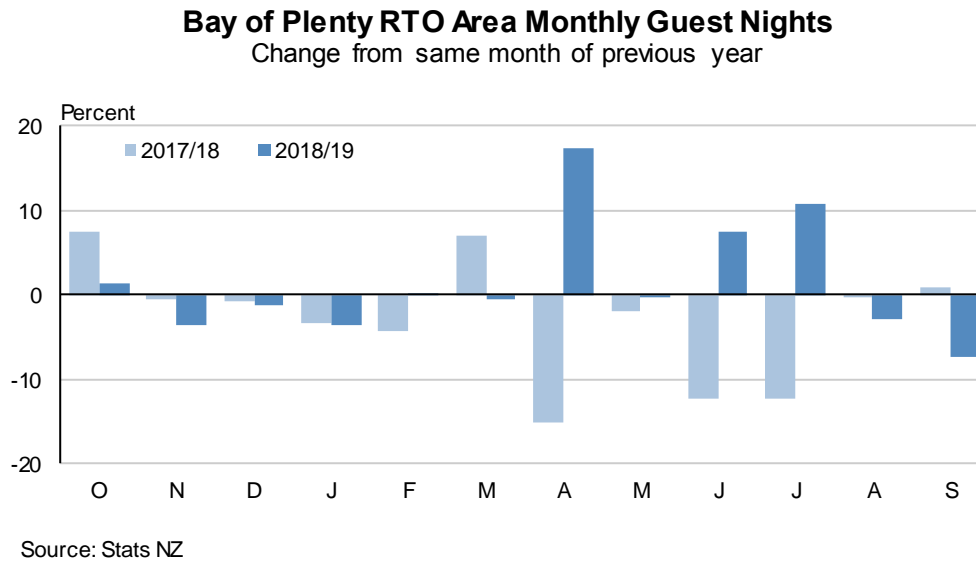
The proportion of the origin-of-guest estimate from unadjusted data was 72 percent.

Figure 1.1



Source: Stats NZ

Figure 1.2



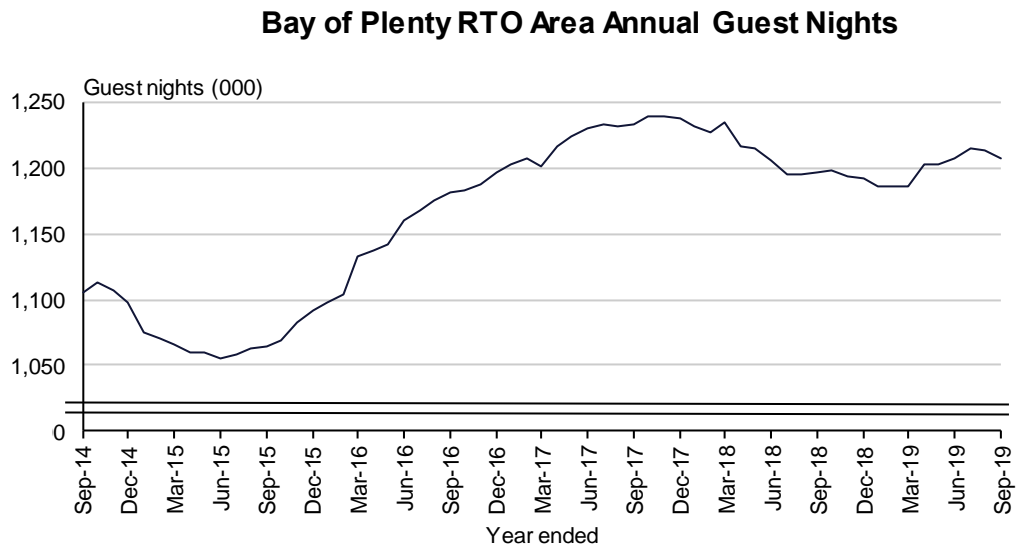
## Year ended highlights

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

- Guest nights rose 0.9 percent to 1,206,404
- International guest nights rose 0.4 percent to 313,884
- Domestic guest nights rose 1.0 percent to 892,520
- The average length of stay rose from 2.70 nights to 2.82 nights
- The overall occupancy rate fell from 40.0 percent to 39.7 percent
- The occupancy rate, excluding holiday parks, was 54.6 percent for the year ended September 2019
- Accommodation capacity, excluding holiday parks, rose 0.3 percent.

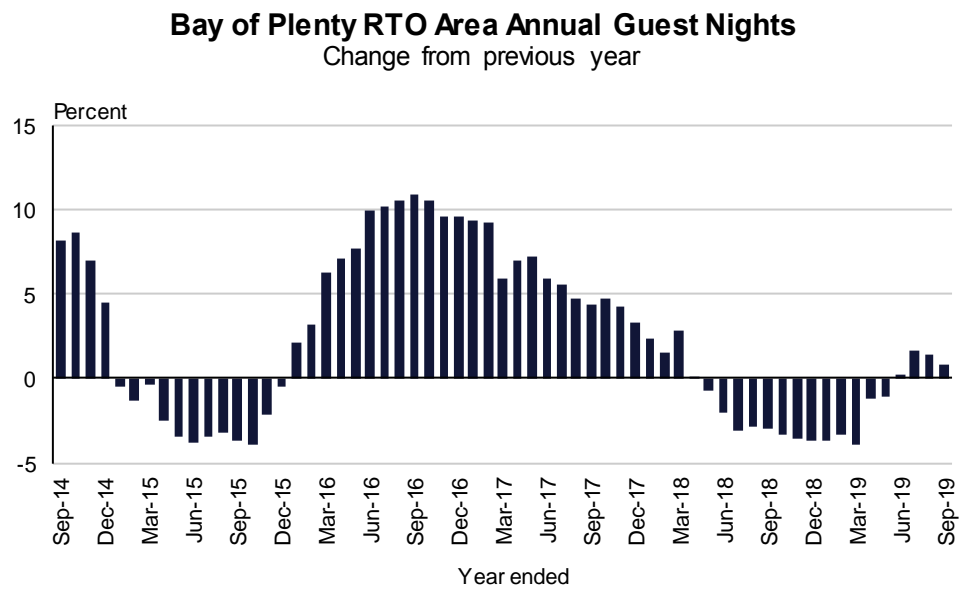


Figure 1.3



Source: Stats NZ

Figure 1.4



Source: Stats NZ

## 2 Accommodation variables

In September 2019, compared with September 2018, there was a decrease of 7.3 percent in total guest nights for the Bay of Plenty RTO area. Holiday parks had the largest decrease, followed by motels. Hotels had the largest increase.

For the year ended September 2019, compared with the previous September year, total guest nights for the Bay of Plenty RTO area increased 0.9 percent. Holiday parks had the largest increase, followed by hotels. Motels had the largest decrease.

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

Table 2.1

**Bay of Plenty Accommodation Variables***By accommodation type  
Monthly and year ended<sup>(1)(2)</sup>*

Accommodation type	Monthly			Annual		
	September		Percentage change	Year ended		Percentage change
	2018	2019		September 2018	September 2019	
<b>Guest nights</b>						
<b>Total guest nights</b>	88,658	82,185	-7.3	1,195,921	1,206,404	0.9
International	19,501	19,312	-1.0	312,488	313,884	0.4
Domestic	69,157	62,873	-9.1	883,432	892,520	1.0
Hotels	12,803	14,077	9.9	155,462	167,655	7.8
Motels/apartments	39,184	36,185	-7.7	435,431	418,824	-3.8
Backpackers	10,276	10,436	1.6	159,468	153,250	-3.9
Holiday parks	26,394	21,487	-18.6	445,559	466,675	4.7
<b>Occupancy rates<sup>(3)</sup> (%)</b>						
Hotels	59.3	58.5	-1.5	59.1	60.3	2.0
Motels/apartments	67.6	64.5	-4.5	64.8	63.8	-1.6
Backpackers	39.4	36.2	-8.1	45.2	42.4	-6.1
Holiday parks	18.1	14.7	-18.6	24.1	24.7	2.3
<b>Total</b>	36.0	33.6	-6.5	40.0	39.7	-0.7
Total excluding holiday parks <sup>(4)</sup>	55.3	52.1	-5.8	56.0	54.6	-2.6
<b>Average length of stay<sup>(5)</sup></b>						
Hotels	2.03	1.98	-2.7	1.77	2.13	20.2
Motels/apartments	2.56	2.59	0.9	2.18	2.26	3.7
Backpackers	5.10	3.31	-35.1	4.37	3.85	-12.0
Holiday parks	3.82	4.29	12.4	3.73	3.76	1.0
<b>Total</b>	2.90	2.81	-3.3	2.70	2.82	4.6
<b>Guest arrivals</b>						
Hotels	6,303	7,118	12.9	87,869	78,840	-10.3
Motels/apartments	15,292	13,998	-8.5	199,356	184,964	-7.2
Backpackers	2,013	3,148	56.4	36,482	39,820	9.2
Holiday parks	6,914	5,009	-27.6	119,604	123,982	3.7
<b>Total</b>	30,522	29,274	-4.1	443,311	427,606	-3.5
<b>Establishments</b>						
Hotels	8	9	12.5	8	9	12.5
Motels/apartments	50	51	2.0	50	51	2.0
Backpackers	12	12	0.0	12	12	0.0
Holiday parks	17	17	0.0	17	17	0.0
<b>Total</b>	87	89	2.3	87	89	2.3
<b>Capacity<sup>(6)</sup></b>						
Hotels	13,950	14,820	6.2	169,725	170,565	0.5
Motels/apartments	26,760	27,900	4.3	344,060	338,025	-1.8
Backpackers	24,210	27,690	14.4	330,188	337,563	2.2
Holiday parks	70,320	69,030	-1.8	855,425	840,122	-1.8
<b>Total</b>	135,240	139,440	3.1	1,699,398	1,686,275	-0.8

(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:**

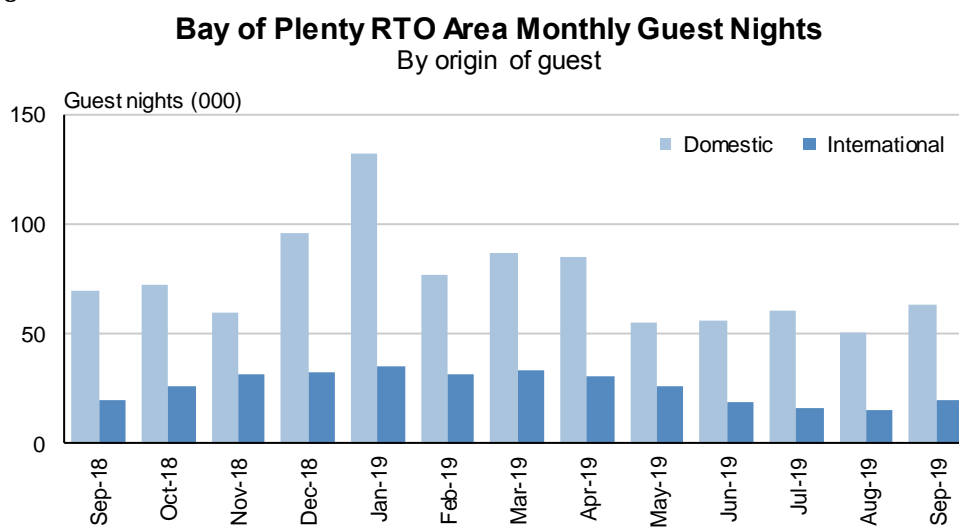
C confidential

### 3 Origin of guests

In September 2019, international guests accounted for 23.5 percent of all guest nights in the Bay of Plenty RTO area. When compared with September 2018, the number of international guest nights spent in the area in September 2019 was down 1.0 percent to 19,312. Domestic guest nights decreased 9.1 percent, to 62,873, for the same period.

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

Figure 3.1



Source: Stats NZ

Table 3.1

**Bay of Plenty and New Zealand Monthly Guest Nights***By origin of guest*

		Bay of Plenty RTO <sup>(1)</sup> area			New Zealand		
		Origin of guest		Total	Origin of guest		Total
		Domestic	International		Domestic	International	
<b>Month</b>							
2018	Sep	69,157	19,501	88,658	1,701,704	1,046,180	2,747,884
	Oct	72,562	25,699	98,261	1,954,146	1,314,205	3,268,352
	Nov	59,460	31,518	90,977	1,804,941	1,730,166	3,535,107
	Dec	95,896	32,687	128,583	2,289,702	1,908,866	4,198,568
2019	Jan	132,045	35,361	167,406	2,879,204	2,088,517	4,967,720
	Feb	76,313	31,089	107,402	1,988,788	2,026,586	4,015,374
	Mar	86,971	32,754	119,725	2,125,847	1,882,162	4,008,009
	Apr	85,035	30,457	115,492	2,123,710	1,480,938	3,604,648
	May	54,649	25,532	80,181	1,592,880	970,273	2,563,153
	Jun	56,124	18,464	74,587	1,498,095	799,876	2,297,971
	Jul	60,520	16,159	76,679	1,733,055	965,763	2,698,818
	Aug	50,073	14,853	64,926	1,659,593	957,634	2,617,226
	Sep	62,873	19,312	82,185	1,776,837	993,919	2,770,756
Percent change from the current month of the previous year							
		-9.1	-1.0	-7.3	4.4	-5.0	0.8
<b>Year ended</b>							
	September 2018	883,432	312,488	1,195,921	22,519,587	17,539,546	40,059,134
	September 2019	892,520	313,884	1,206,404	23,426,796	17,118,905	40,545,702
Percent change from previous year							
		1.0	0.4	0.9	4.0	-2.4	1.2

(1) Regional tourism organisation

## 4 National results

In September 2019, a total of 2,771,000 guest nights were spent in short-term commercial accommodation in New Zealand, an increase of 23,000 nights (0.8 percent) from September 2018. The North Island recorded an increase (up 40,000 or 2.4 percent) while the South Island recorded a decrease (down 17,000 or 1.6 percent).

Three of the four accommodation types recorded an increase in guest nights in September 2019, compared with September 2018. Hotels had the largest increase in guest nights (up 12,000 or 1.1 percent), followed by motels (up 12,000 or 1.3 percent), and backpackers (up 10,000 or 3.0 percent). Holiday parks had the only decrease in guest nights (down 11,000 or 2.6 percent).

Refer to Table 4.1 for comparisons of data.

Table 4.1

Accommodation type	Total guest nights			Percentage change	
	2017	2018	2019	2017 to 2018	2018 to 2019
<b>September month</b>					
<b>Bay of Plenty RTO area</b>					
Hotels	13,606	12,803	14,077	-5.9	9.9
Motels	37,919	39,184	36,185	3.3	-7.7
Backpackers	9,597	10,276	10,436	7.1	1.6
Holiday parks	26,863	26,394	21,487	-1.7	-18.6
Total	87,985	88,658	82,185	0.8	-7.3
<b>New Zealand</b>					
Hotels	1,070,977	1,094,219	1,106,195	2.2	1.1
Motels	889,823	916,580	928,174	3.0	1.3
Backpackers	326,488	331,715	341,544	1.6	3.0
Holiday parks	382,224	405,370	394,843	6.1	-2.6
Total	2,669,511	2,747,884	2,770,756	2.9	0.8
<b>Year ended September</b>					
<b>Bay of Plenty RTO area</b>					
Hotels	177,651	155,462	167,655	-12.5	7.8
Motels	445,908	435,431	418,824	-2.3	-3.8
Backpackers	154,353	159,468	153,250	3.3	-3.9
Holiday parks	454,108	445,559	466,675	-1.9	4.7
Total	1,232,021	1,195,921	1,206,404	-2.9	0.9
<b>New Zealand</b>					
Hotels	13,802,270	14,277,903	14,570,130	3.4	2.0
Motels	12,285,546	12,429,939	12,497,465	1.2	0.5
Backpackers	5,165,276	5,092,980	5,025,163	-1.4	-1.3
Holiday parks	7,769,664	8,258,312	8,452,944	6.3	2.4
Total	39,022,756	40,059,134	40,545,702	2.7	1.2

## 5 Regional comparison

In September 2019, Auckland recorded the largest increase in guest nights (up 34,000 or 5.9 percent) from September 2018. This was followed by Waikato (up 12,000 or 12 percent), Hawke's Bay (up 5,000 or 6.6 percent), Queenstown (up 5,000 or 1.7 percent), and Manawatu (up 4,000 or 8.4 percent).

Wellington recorded the largest decrease (down 17,000 or 7.4 percent), followed by West Coast (down 9,000 or 12 percent), Bay of Plenty (down 6,000 or 7.3 percent), Dunedin (down 5,000 or 7.6 percent), and Taupo (down 5,000 or 6.2 percent).

Table 5.1

**Regional Tourism Organisation Areas' Monthly Guest Nights***By origin of guest*

RTO area	September guest nights								
	Domestic			International			Total		
	2018	2019	Percent age change	2018	2019	Percent age change	2018	2019	Percent age change
Northland	69,608	69,594	0.0	26,955	27,513	2.1	96,563	97,107	0.6
Auckland	324,739	369,038	13.6	261,999	252,105	-3.8	586,738	621,143	5.9
Coromandel	33,115	32,264	-2.6	11,307	9,922	-12.2	44,422	42,186	-5.0
Waikato	79,151	91,565	15.7	20,040	19,865	-0.9	99,191	111,430	12.3
Bay of Plenty	69,157	62,873	-9.1	19,501	19,312	-1.0	88,658	82,185	-7.3
Rotorua	95,632	96,865	1.3	56,947	58,661	3.0	152,579	155,526	1.9
Taupo	61,107	59,530	-2.6	21,834	18,298	-16.2	82,941	77,828	-6.2
Whakatane-									
Kaw erau	12,860	13,068	1.6	2,192	2,450	11.8	15,052	15,519	3.1
Gisborne	22,665	22,587	-0.3	2,921	3,727	27.6	25,586	26,314	2.8
Taranaki	37,960	38,492	1.4	4,923	4,732	-3.9	42,883	43,224	0.8
Haw ke's Bay	62,856	68,479	8.9	17,435	17,148	-1.6	80,291	85,627	6.6
Ruapehu	37,190	39,135	5.2	7,935	9,893	24.7	45,125	49,028	8.6
Manaw atu	45,035	49,039	8.9	4,821	5,013	4.0	49,856	54,052	8.4
Whanganui	13,339	14,573	9.2	2,441	2,629	7.7	15,780	17,202	9.0
Wairarapa	16,019	16,666	4.0	1,396	1,286	-7.9	17,414	17,952	3.1
Kapiti-Horow henua	15,098	18,546	22.8	1,971	1,893	-4.0	17,070	20,439	19.7
Wellington	168,156	160,977	-4.3	57,342	47,820	-16.6	225,499	208,797	-7.4
Marlborough	27,041	29,439	8.9	12,320	12,738	3.4	39,360	42,177	7.2
Nelson-Tasman	51,599	51,473	-0.2	23,043	22,743	-1.3	74,643	74,217	-0.6
Canterbury	153,071	161,312	5.4	109,527	104,185	-4.9	262,598	265,496	1.1
Hurunui	16,451	15,729	-4.4	6,901	6,857	-0.6	23,352	22,587	-3.3
Mackenzie	16,337	18,658	14.2	39,505	35,376	-10.5	55,842	54,034	-3.2
Timaru	14,620	14,846	1.5	4,745	4,554	-4.0	19,365	19,399	0.2
West Coast	35,354	31,383	-11.2	38,793	33,873	-12.7	74,147	65,256	-12.0
Wanaka	22,305	26,131	17.1	44,075	37,061	-15.9	66,381	63,192	-4.8
Queenstow n	88,937	94,879	6.7	178,118	176,807	-0.7	267,055	271,686	1.7
Waitaki	15,298	12,877	-15.8	8,429	8,112	-3.8	23,728	20,989	-11.5
Central Otago	13,887	12,182	-12.3	3,557	2,672	-24.9	17,444	14,853	-14.8
Dunedin	46,059	47,196	2.5	22,269	15,943	-28.4	68,327	63,139	-7.6
Clutha	4,176	3,301	-21.0	1,556	1,091	-29.9	5,732	4,392	-23.4
Fiordland	10,535	10,542	0.1	22,571	21,248	-5.9	33,106	31,790	-4.0
Southland	22,346	23,599	5.6	8,812	8,392	-4.8	31,158	31,992	2.7
<b>Total</b>	<b>1,701,704</b>	<b>1,776,837</b>	<b>4.4</b>	<b>1,046,180</b>	<b>993,919</b>	<b>-5.0</b>	<b>2,747,884</b>	<b>2,770,756</b>	<b>0.8</b>



Table 5.2

**Regional Tourism Organisation Areas' Monthly Occupancy Rates<sup>(1)</sup>***By accommodation type*

RTO area	September 2019 occupancy rate					
	Accommodation type					
	Hotels	Motels	Backpackers	Holiday parks	Total	Total excluding holiday parks <sup>(2)</sup>
	Percent					
Northland	38.0	44.4	23.9	10.1	20.2	36.5
Auckland	79.8	67.9	58.2	19.1	66.2	72.5
Coromandel	36.0	33.8	15.3	10.8	15.5	26.8
Waikato	68.4	66.1	24.0	13.7	40.9	56.5
Bay of Plenty	58.5	64.5	36.2	14.7	33.6	52.1
Rotorua	70.1	57.3	22.3	22.4	42.6	48.1
Taupo	57.8	55.7	30.4	13.5	35.8	47.2
Whakatane-Kaw erau	C	54.1	C	7.7	16.9	44.9
Gisborne	C	60.0	C	8.7	22.6	53.0
Taranaki	42.3	46.8	21.6	13.3	29.8	40.3
Haw ke's Bay	63.5	71.6	29.9	16.0	42.0	57.6
Ruapehu	56.6	36.3	C	C	40.1	C
Manaw atu	50.4	62.7	C	C	41.7	C
Whanganui	C	59.3	47.5	C	31.2	C
Wairarapa	49.4	51.1	C	C	25.1	C
Kapiti-Horow henua	C	66.2	C	12.1	19.3	27.4
Wellington	69.9	73.5	C	C	61.0	C
Marlborough	43.7	49.2	21.0	19.9	30.9	37.7
Nelson-Tasman	43.6	52.0	30.2	10.2	24.9	41.2
Canterbury	61.4	53.5	32.1	15.2	38.0	49.9
Hurunui	C	46.3	C	12.4	25.0	35.4
Mackenzie	C	43.8	C	21.6	41.3	50.5
Timaru	C	58.6	C	13.3	29.8	50.7
West Coast	25.5	39.0	16.2	14.7	22.9	26.1
Wanaka	58.5	63.5	44.9	17.5	34.9	54.3
Queenstow n	75.5	57.9	60.4	25.2	61.4	67.0
Waitaki	29.3	45.3	24.1	3.4	10.3	34.7
Central Otago	C	52.9	C	3.7	11.1	36.5
Dunedin	55.7	65.2	26.9	23.9	47.1	53.4
Clutha	C	35.0	C	11.4	16.5	26.2
Fiordland	29.2	31.9	C	C	24.6	C
Southland	41.9	54.8	18.6	11.6	33.1	40.4
<b>Total</b>	64.4	56.7	36.1	13.1	39.0	53.4

(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 Bay of Plenty RTO area.

Table 6.1

### Local Authority and Bay of Plenty Accommodation Results<sup>(1)</sup>

Accommodation type	September 2019 results				
	Establishments	Capacity	Guest Nights	Average stay length	Occupancy rate
	Number			Days	Percent
<b>Western Bay of Plenty District</b>					
Hotels	-	-	-	-	-
Motels	8	2,490	2,554	2.42	53.78
Backpackers	4	14,190	C	C	C
Holiday parks	11	40,950	C	C	C
<b>Total</b>	<b>23</b>	<b>57,630</b>	<b>15,188</b>	<b>3.39</b>	<b>13.18</b>
<b>Tauranga City</b>					
Hotels	9	14,820	14,077	1.98	58.45
Motels	43	25,410	33,631	2.60	65.60
Backpackers	8	13,500	C	C	C
Holiday parks	6	28,080	C	C	C
<b>Total</b>	<b>66</b>	<b>81,810</b>	<b>66,997</b>	<b>2.70</b>	<b>48.00</b>
<b>Bay of Plenty Regional Tourism Organisation area</b>					
Hotels	9	14,820	14,077	1.98	58.45
Motels	51	27,900	36,185	2.59	64.55
Backpackers	12	27,690	10,436	3.31	36.19
Holiday parks	17	69,030	21,487	4.29	14.74
<b>Total</b>	<b>89</b>	<b>139,440</b>	<b>82,185</b>	<b>2.81</b>	<b>33.61</b>

(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>