

Embargoed until 10:45am – 12 June 2008

Accommodation Survey: April 2008

Highlights

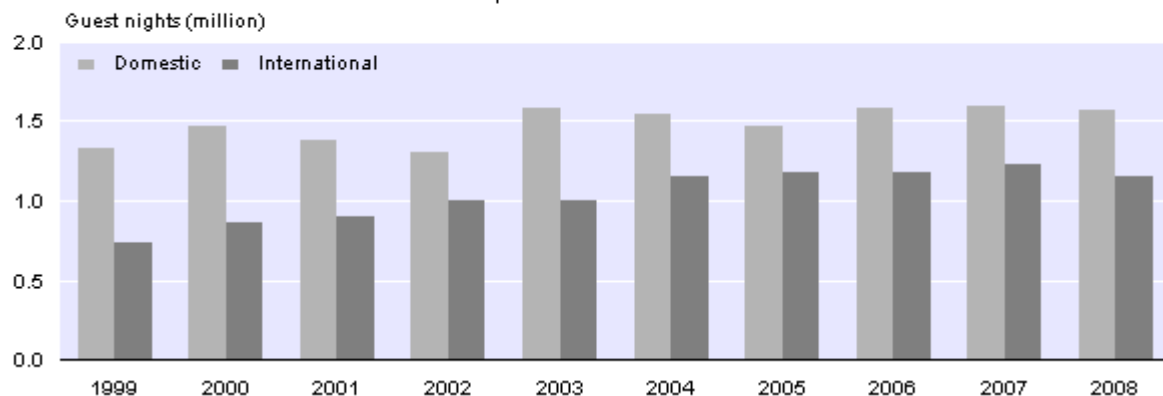
In April 2008 compared with April 2007:

- Total guest nights decreased 4 percent to 2.7 million.
- International guest nights decreased 6 percent and domestic guest nights decreased 2 percent.
- Three of the five accommodation types showed lower guest nights, with caravan parks/camping grounds and motels showing the largest decreases.
- Ten of the 12 regions had lower guest nights, with Otago, Bay of Plenty and Waikato showing the largest decreases.

In 2008 the Easter holidays occurred in March, whereas in 2007, they occurred in April.

Domestic and International Guest Nights

April 1999–2008



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There is a companion Media Release published – [Accommodation Survey: April 2008](#).

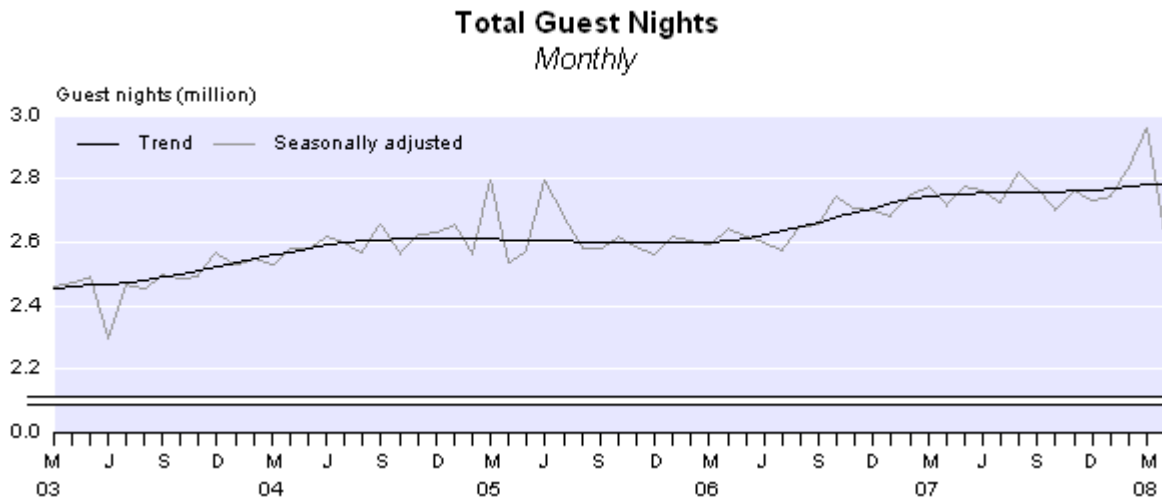
Commentary

Total guest nights

Total guest nights in short-term commercial accommodation were 2.7 million in April 2008, a decrease of 4 percent compared with April 2007 and 1 percent compared with April 2006.

In 2008, the Easter holidays occurred in March, whereas in 2006 and 2007 they occurred in April. Similarly, the Autumn school holidays generally fall entirely in April but in 2008 these occurred later than usual, going into the first few days of May. This may have contributed to the decrease, although the exact effect cannot be measured. When guest nights for March and April are combined, total guest nights in March and April 2008 were 2 percent higher than in March and April 2007.

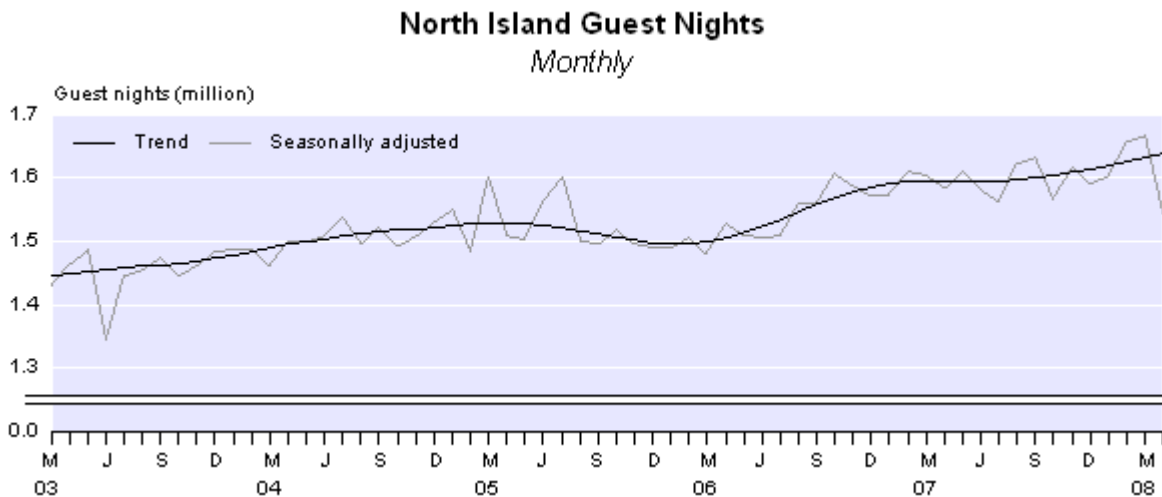
The trend for total guest nights has been increasing since January 2006 but has been flattening since mid-2007. In April 2008, the trend level was 1 percent higher than in April 2007 and 7 percent higher than in April 2006.



Guest nights by island

Guest nights in the North Island were 1.6 million in April 2008, a 3 percent decrease compared with April 2007 and a 1 percent increase compared with April 2006.

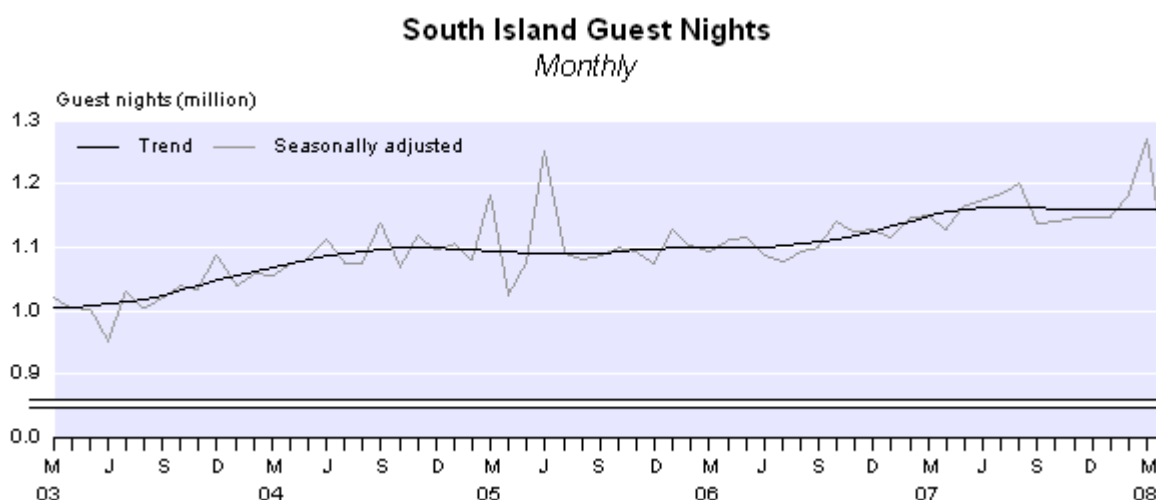
The trend for North Island guest nights has been increasing since June 2007. In April 2008, the trend level was 3 percent higher than in April 2007 and 9 percent higher than in April 2006.



Guest nights in the South Island were 1.2 million in April 2008, a 5 percent decrease compared with April 2007 and 3 percent compared with April 2006.

The trend for South Island guest nights has been relatively flat since mid-2007. An apparent change in the direction of the trend should be treated with caution, as time series analysis suggests more data is required for the direction of the trend to be confirmed.

In April 2008, the trend series was at a similar level to April 2007 and 5 percent higher than in April 2006.



Guest nights by region

In April 2008, 10 of the 12 regions recorded lower guest nights than in April 2007, with the following regions showing the largest decreases:

- Otago (down 26,000 or 7 percent)
- Bay of Plenty (down 26,000 or 9 percent)
- Waikato (down 25,000 or 10 percent).

The two regions to show an increase were Wellington (up 18,000 or 8 percent) and Auckland (up 15,000 or 3 percent).

When guest nights for March and April are combined, 9 of the 12 regions recorded higher guest nights in March and April 2008 compared with March and April 2007. The largest increases were Canterbury (up 60,000 or 6 percent) and Wellington (up 49,000 or 10 percent). The largest decreases were Waikato (down 30,000 or 6 percent) and the Bay of Plenty (down 13,000 or 2 percent).

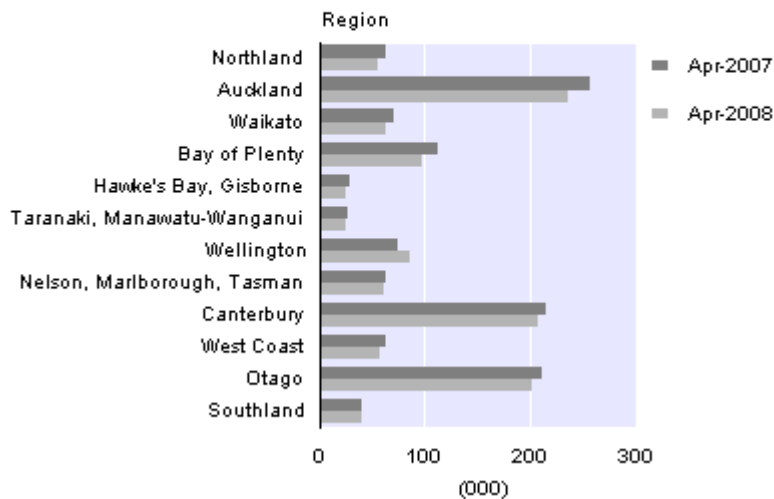
Origin of guests

There was a decrease in international guest nights in April 2008, down 72,000 or 6 percent from April 2007. Eleven of the 12 regions had fewer international guest nights with Auckland, Bay of Plenty and Otago showing the largest decreases. The Wellington region was the only region to record higher international guest nights.

International Guest Nights

By region

April 2007 and April 2008

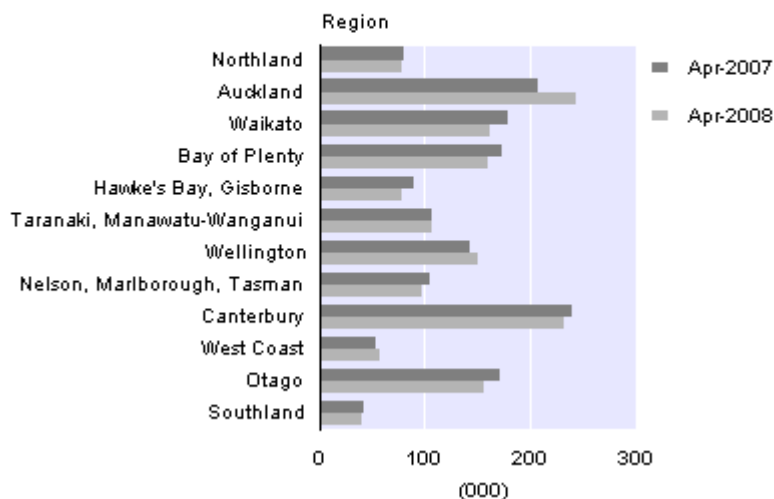


Domestic guest nights also decreased in April 2008, down 28,000 or 2 percent compared with April 2007. Nine of the 12 regions had fewer domestic guest nights with Waikato, Otago and Bay of Plenty showing the largest decreases. The region with the largest increase was Auckland.

Domestic Guest Nights

By region

April 2007 and April 2008



New Zealanders contributed 57 percent of total guest nights. In the North Island, domestic guest nights made up a 62 percent share, whereas in the South Island, the proportion was 51 percent. Eleven of the 12 regions had more domestic guest nights than international guest nights. Otago was the only region where international guest nights were greater than domestic guest nights.

Survey change

From the November 2007 survey month, information on domestic and international guest nights is available on a monthly basis. Previous information on 'origin of guest breakdown by country' is no longer available. This is the first stage of changes being made following a review of the Accommodation Survey, which aims to balance the need for high-quality information against the need to reduce respondent load.

In April 2008, there was a response rate of 66 percent to the Accommodation Survey question on 'origin of guests'. Prior to the survey change, the response rate for this question ranged between 55 and 60 percent. Figures for those establishments that failed to respond have been imputed (see Response rates). Such high levels of imputation can affect data quality, especially for regional statistics and/or statistics by accommodation type.

Comparison with short-term overseas visitor arrival statistics

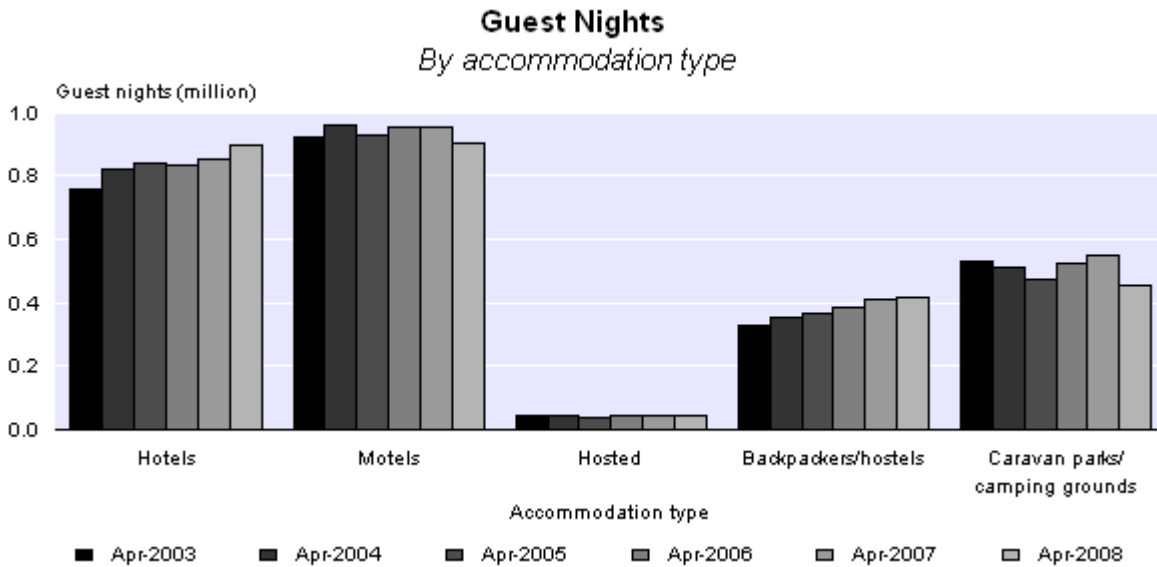
The *External Migration: April 2008* release shows that short-term overseas visitor arrivals to New Zealand in April 2008 were down 13,800 (7 percent) from April 2007. This followed an increase of 11,600 (5 percent) in March 2008 compared with March 2007.

The estimated average number of visitors who were in New Zealand during April 2008 was up 2 percent from April 2007.

New Zealand resident short-term departures for April 2008 were up 600 (less than 1 percent) from April 2007. This followed an increase of 2,400 (2 percent) in March 2008 compared with March 2007.

Guest nights by accommodation type

In April 2008, guest nights for three of the five accommodation types decreased compared with April 2007. Caravan parks/camping grounds had the largest decrease, down 97,000 or 18 percent, followed by motels, down 49,000 or 5 percent. Guest nights increased for hotels, up 42,000 or 5 percent.



When guest nights for March and April are combined, guest nights for four of the five accommodation types increased in March and April 2008, compared with March and April 2007, led by hotels and caravan parks/camping grounds. The only accommodation type to show a decrease over this time was motels.

Occupancy rate

In April 2008, the occupancy rate, excluding caravan parks/camping grounds, was 52 percent, the same as in April 2007.

Accommodation capacity, excluding caravan parks/camping grounds, was 3 percent above the 2007 level.

Hotels had the highest occupancy rate (57 percent) of all the accommodation types in April 2008, followed by motels (55 percent) and backpackers/hostels (47 percent).

Excluding the caravan parks/camping grounds category, the Wellington region had the highest occupancy rate (63 percent) in April 2008, followed by Auckland (61 percent).

Response rates

Response rates by accommodation type for April 2008			
Accommodation type	Establishments responding to questions on guest nights, guest arrivals and stay unit nights	Guest night estimate from establishments that responded to the question on guest nights	Origin of guest estimate from establishments that responded to the questions on the origin of guests
	Percentage		
Hotels	80	92	69
Motels	78	82	65
Hosted	81	81	67
Backpackers/hostels	77	81	59
Caravan parks/ camping grounds	79	86	70
Total	79	85	66

When respondents do not answer questions in the Accommodation Survey, Statistics New Zealand estimates the missing information based on data from similar establishments in the same and/or similar areas. For more information, please refer to the Technical notes of this release or contact Statistics NZ.

Survey sponsorship

The Accommodation Survey is a monthly survey undertaken by Statistics NZ and sponsored by the Ministry of Tourism.

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Next release ...

Accommodation Survey: May 2008 will be released on 11 July 2008.

Technical notes

Population

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. In terms of the Australian and New Zealand Standard Industrial Classification (ANZSIC), the target population is taken from class 5710 (accommodation), and the part of class 5720 (pubs, taverns and bars) that also provides accommodation.

The survey frame is all short-term commercial accommodation-providing geographic units belonging to an economically significant 'enterprise'. Economic significance is generally determined as being GST registered and having a turnover of at least \$30,000 per annum.

Survey errors

This survey aims for 100 percent coverage of the population (a full census). In practice, however, an overall response rate of between 76 and 80 percent is usually achieved. The remaining units are given imputed values based upon the characteristics of similar establishments in the same or similar regions. Imputation 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 occur for reasons such as respondent error, frame quality and errors in processing. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

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.

Trend estimates versus 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.

Further information about seasonal adjustment is available on the Statistics New Zealand website.

Classification of accommodation type

The predominant capacity provided determines the accommodation type. For instance, if a 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. The classification system used is the New Zealand Accommodation Classification, broadly defined below:

- Hotels: includes both hotels and resorts
- Motels: includes motor inns, apartments and motels
- Hosted: includes private hotels, guest houses, bed and breakfasts, and holiday farm (farmstay) accommodation
- Backpackers/hostels
- Caravan parks/camping grounds.

Further information on the classification system is available on request.

Origin of guests

From November 2007, information on total domestic and international guest nights will be available on a monthly basis but the breakdown by region or country will no longer be available.

Other definitions

Business frame

A register (maintained by Statistics NZ) of all economically significant businesses operating in New Zealand from which the survey population is drawn.

Establishment

The 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

A guest night is equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report provision of 30 guest nights of accommodation.

Stay unit

The term used to describe the unit of accommodation that is available to be charged out to guests (for example a powered site in a caravan park, a bed in a backpackers, a room in a hotel or motel).

Capacity (stay unit nights available)

This is the 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 an accommodation capacity of 310 stay unit nights.

Occupancy rate

This derived variable is calculated by dividing stay unit nights occupied by stay unit nights available. In the case of the motel above, if six of its 10 units were occupied every night in July, it would have $6 \times 31 = 186$ stay unit nights occupied, and its occupancy rate would be 60 percent.

Average length of stay

This derived variable is calculated by dividing total guest nights by total guest first nights.

More information

For more information, follow the [link](#) from the Technical notes of this release on the Statistics NZ website.

Confidentiality

Data collected and information contained in this publication must conform to the provisions of the Statistics Act 1975. This requires that published information maintains the confidentiality of individual respondents.

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Timing

Timed statistical releases are delivered using postal and electronic services provided by third parties. Delivery of these releases may be delayed by circumstances outside the control of Statistics NZ. Statistics NZ accepts no responsibility for any such delays.

Tables

The following tables are printed with this Hot Off The Press and can also be downloaded from the Statistics New Zealand website in Excel format. If you do not have access to Excel, you may use the [Excel file viewer](#) to view, print and export the contents of the file.

1. Establishments, capacity, guest nights, occupancy rate and average stay, by accommodation type
2. Occupancy rate excluding caravan parks/camping grounds, by region
3. Total 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

Accommodation pivot tables

The Accommodation pivot tables provide more detailed information, breaking the survey variables down by regional tourism organisation areas and territorial authority areas. These tables can be downloaded from the Statistics New Zealand website.

- **Regional Tourism Organisation (RTO) Area by Accommodation Type (Type)**
Contains number of establishments, capacity, occupancy rates, guest nights, guest arrivals, length of stay and some ratios of these variables. The graph on the first worksheet will change to display the RTO and Type you select on the second worksheet. When printing the graph, select a cell rather than the graph so the heading will print.
- **Total Accommodation by Territorial Authority (TA)**
Contains number of establishments, capacity, occupancy rates, guest nights, guest arrivals, length of stay and some ratios of these variables.
- **Origin of Guests and Employment Information by Regional Tourism Organisation (RTO)**
Contains domestic and international guest night variables and employees.

Printing a selection of data in a spreadsheet

If you only want to print out some of the information in a spreadsheet, either select the pages you want in the print box, or hide the data you don't want to print by highlighting the columns or rows of data you don't want, then right click the mouse and select 'Hide'.