



Hot Off The Press

LATEST STATISTICS FROM STATISTICS NEW ZEALAND



Embargoed until 10:45am – 11 October 2006

Accommodation Survey

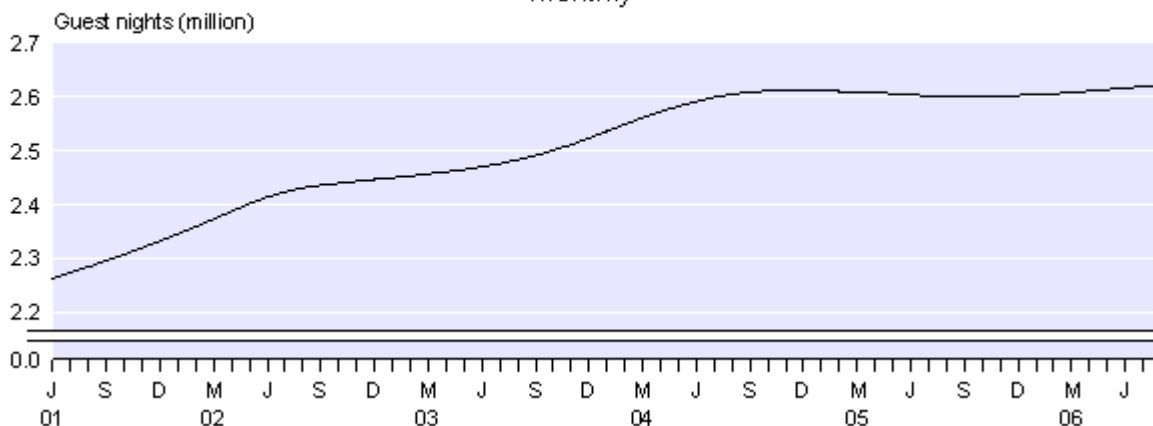
August 2006

Highlights

In August 2006:

- Guest nights were 4 percent higher in the North Island and 1 percent higher in the South Island compared with August 2005.
- Total guest nights were 3 percent higher than in August 2005.
- The trend in total guest nights has flattened since October 2004.
- Four of the five accommodation types recorded more guest nights than in August 2005.
- Nine of the 12 regions recorded more guest nights than in August 2005.
- The Bay of Plenty, Auckland and Otago regions recorded the largest increases in guest nights compared with August 2005.

Trend in Total Guest Nights
Monthly



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Acting Government Statistician

11 October 2006
Cat 70.905 Set 06/07 – 053

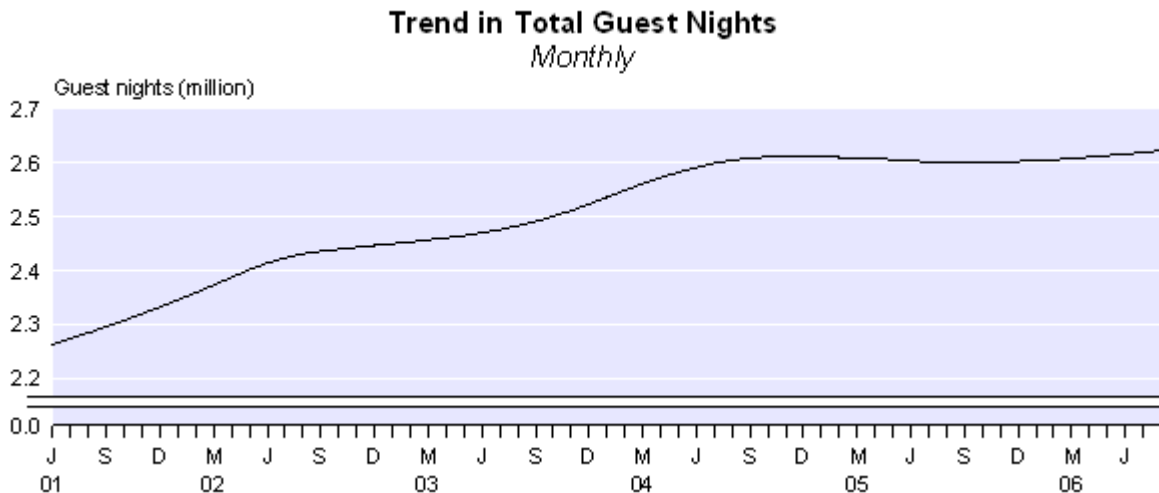
There is a companion Media Release published – [Accommodation Survey: August 2006](#).

Commentary

Total guest nights

Total guest nights in short-term commercial accommodation were 2.0 million in August 2006, a 3 percent increase compared with both August 2005 and August 2004.

The trend in total guest nights has flattened since October 2004, following a period of increases that began in July 1998. In August 2006, the trend level was almost 1 percent higher than in both August 2005 and August 2004.



Comparison with short-term overseas visitor arrival statistics

The Hot Off The Press release *External Migration: August 2006* shows that short-term overseas visitor arrivals in New Zealand for August 2006 were up 5,000 (3 percent) on August 2005. This follows a decrease of 1,500 (1 percent) in July 2006 compared with July 2005.

In contrast, the number of stay days for all visitor arrivals in August 2006 was up 3 percent on August 2005. This follows an increase of 3 percent in July 2006 compared with July 2005.

The average length of stay for visitor arrivals was 17 days in both August 2006 and August 2005. In July 2006, the average length of stay was 21 days, compared with 20 days in July 2005.

New Zealand resident short-term departures for August 2006 were down 7,900 (5 percent) from August 2005. This follows a decrease of 18,400 (9 percent) in July 2006 compared with July 2005.

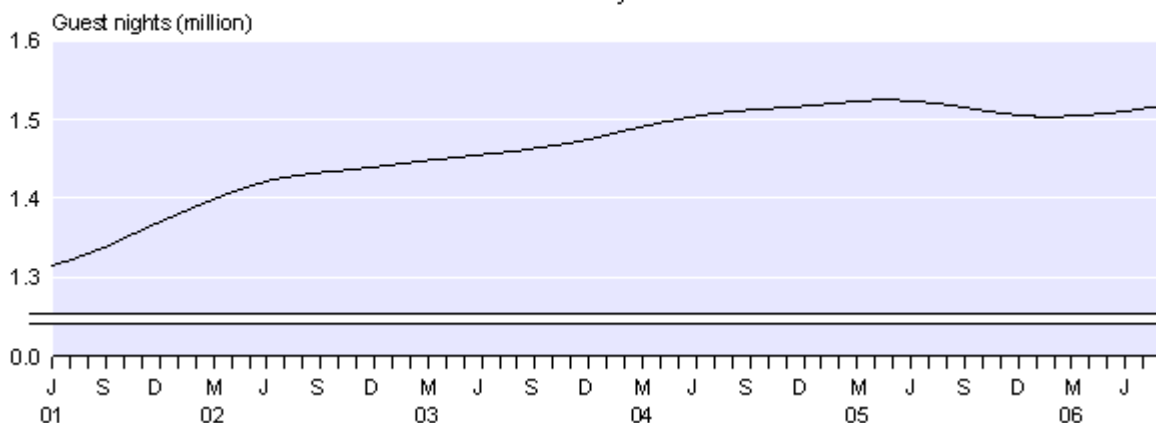
Guest nights by island

Guest nights in the North Island were 1.2 million in August 2006, a 4 percent increase compared with August 2005. Guest nights in the South Island were 0.8 million, a 1 percent increase compared with August 2005.

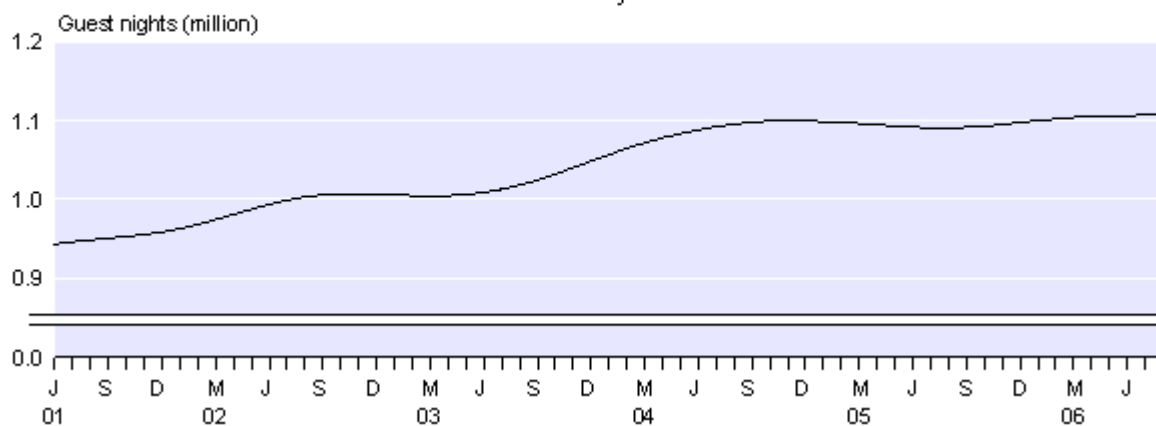
The trend in North Island guest nights has been flattening since April 2005, following a period of increases that began in October 1998. In August 2006, the trend level was similar to both August 2005 and August 2004.

The trend in South Island guest nights has been flattening in recent months, following a period of increases that began in September 1997. In August 2006, the trend level was 2 percent higher than in August 2005 and 1 percent higher than in August 2004.

Trend in North Island Guest Nights
Monthly



Trend in South Island Guest Nights
Monthly



Guest nights by region

Nine of the 12 regions recorded more guest nights in August 2006 than in August 2005. The Bay of Plenty (up 16,000 or 9 percent) recorded the largest absolute increase in guest nights, followed by Auckland and Otago (both up 13,000 or 4 percent).

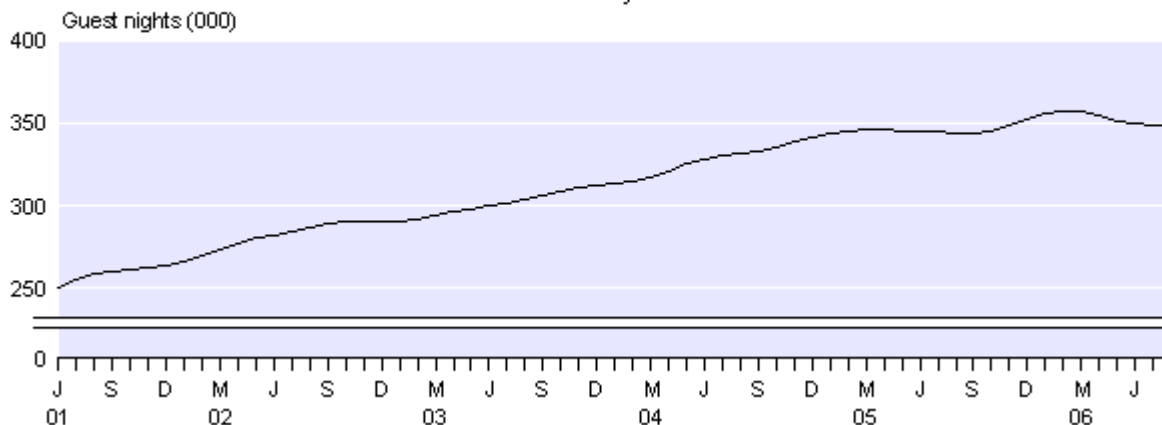
Guest nights by accommodation type

Four of the five accommodation types recorded more guest nights in August 2006 than in August 2005. Motels (up 28,000 or 4 percent) recorded the largest absolute increase, followed by hotels (up 18,000 or 3 percent). Hosted accommodation (down less than 1,000 or 1 percent) was the only accommodation type to record a decrease in guest nights.

Motels and hotels (both with 37 percent) had the largest shares of total guest nights in August 2006, followed by backpackers/hostels (14 percent).

The trend in backpackers/hostels guest nights has been decreasing since February 2006. Prior to this the trend has been generally increasing since June 1997. Since the turning point in February 2006, the trend level has decreased by 2 percent. In August 2006, the trend level was 1 percent higher than August 2005 and 5 percent higher than in August 2004.

Trend in Backpacker/Hostel Guest Nights
Monthly



Occupancy rate

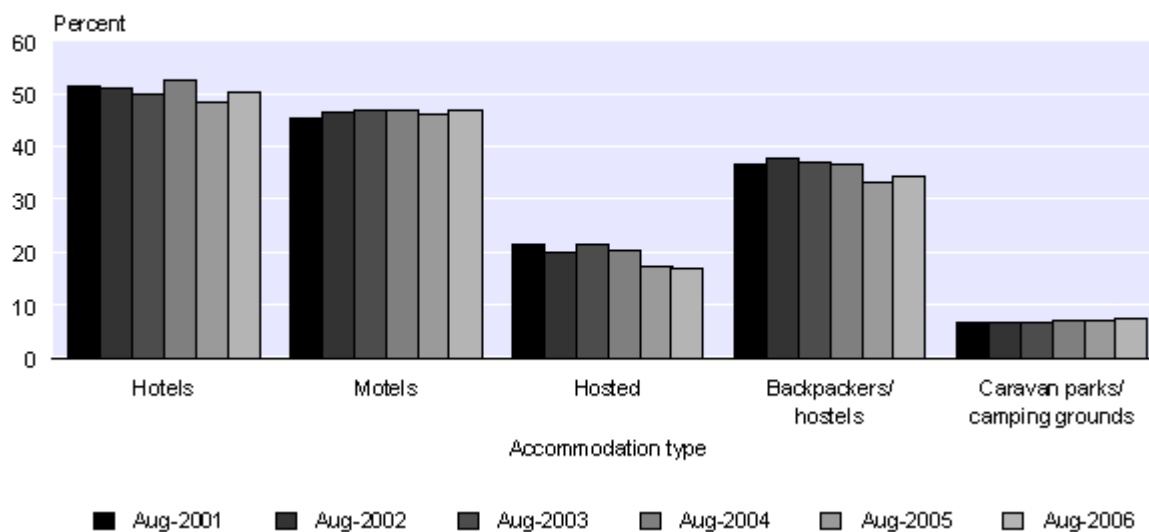
The August 2006 occupancy rate, excluding caravan parks/camping grounds, was 43 percent, compared with 42 percent in August 2005.

Accommodation capacity for August 2006, excluding caravan parks/camping grounds, was 1 percent above the August 2005 level.

Hotels (50 percent) had the highest occupancy rate of all the accommodation types in August 2006, followed by motels (47 percent) and backpackers/hostels (35 percent).

In August 2006, the highest occupancy rate, excluding caravan parks/camping grounds, was recorded by the Otago region (60 percent), followed by Auckland (53 percent) and Wellington (51 percent).

Occupancy Rate By accommodation type



Non-response imputation

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 or contact Statistics New Zealand.

Response rates by accommodation type for August 2006

Accommodation type	Percentage of establishments responding to questions on guest nights, guest arrivals and stay unit nights	Percentage of the guest night estimate from establishments that responded to the question on guest nights
Hotel	82 percent	94 percent
Motel	79 percent	82 percent
Hosted	86 percent	85 percent
Backpackers/hostels	85 percent	88 percent
Caravan parks/camping grounds	81 percent	90 percent
Total New Zealand	82 percent	88 percent

Survey sponsorship

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

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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 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 (ie 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 this should be borne in mind by users of the data. 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. Although 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. Although 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 US Bureau of the Census.

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.

Classification of residence of guest

Every third month (January, April, July and October), the survey asks all respondents to classify their guests as coming from the following regions:

Domestic

Auckland
Wellington
Rest of North Island
Canterbury
Otago
Rest of South Island
Don't know

International

Australia
Japan
Korea
Other Asia
UK and Ireland
Germany
Other Europe
North America
Other
Don't know

Other definitions

Business frame

A register (maintained by Statistics New Zealand) 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 New Zealand 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 (eg 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 or not occupied) 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 New Zealand 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 New Zealand. Statistics New Zealand accepts no responsibility for any such delays.

Next release ...

Accommodation Survey: September 2006 will be released on 10 November 2006.

Statistics New Zealand: The first source of independent information for your key decisions.

Tables

The following tables can be downloaded from the Statistics New Zealand website in Excel 97 format. If you do not have access to Excel 97 or higher, you may use the [Excel file viewer](#) to view, print and export the contents of the file.

List of tables

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

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.

- **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'.