



# Hot Off The Press

LATEST STATISTICS FROM STATISTICS NEW ZEALAND



Embargoed until 10:45am – 11 August 2006

## Accommodation Survey June 2006

### Highlights

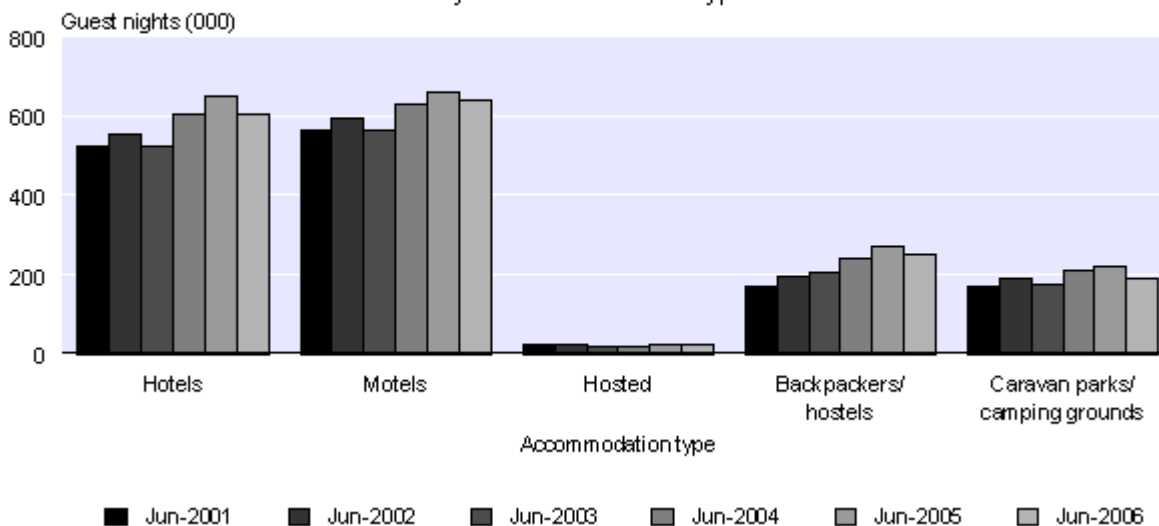
#### In the June 2006 month:

- Total guest nights were 7 percent lower than in June 2005.
- The decrease is due to the British and Irish Lions rugby tour which took place in June and July 2005.
- Guest nights were 3 percent lower in the North Island and 13 percent lower in the South Island than in June 2005.

#### In the June 2006 year:

- Total guest nights were 1 percent lower than in the June 2005 year.
- Eight of the 12 regions recorded fewer guest nights than in the June 2005 year.
- Backpackers/hostels was the only accommodation type to record more guest nights than in the June 2005 year.

**Guest Nights**  
*By accommodation type*



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Government Statistician

11 August 2006  
Cat 70.905 Set 06/07 – 016

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

# Commentary

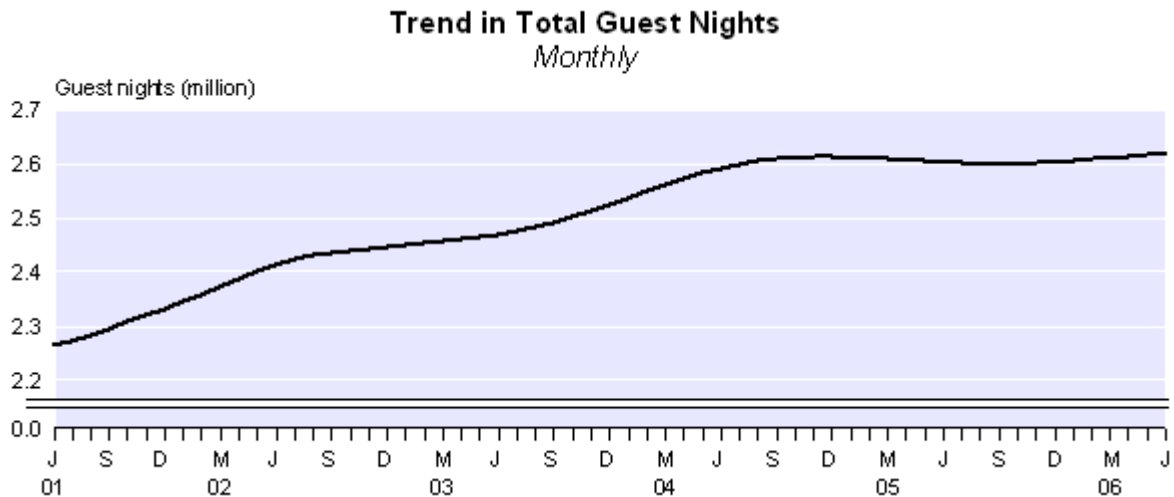
## Total guest nights

Total guest nights in short-term commercial accommodation were 1.7 million in June 2006, a 7 percent decrease compared with June 2005 and a similar level to June 2004.

It should be noted when comparing figures for June 2006 with those for June 2005 that the June 2005 figures were boosted by the British and Irish Lions rugby tour.

Total guest nights for the June 2006 year were 1 percent lower than for the previous June year.

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



## Comparison with short-term overseas visitor arrival statistics

The Hot Off The Press release *External Migration: June 2006* shows that short-term overseas visitor arrivals in New Zealand for June 2006 were down 17,700 (11 percent) from June 2005. This follows a decrease of 400 (less than 1 percent) in May 2006 compared with May 2005. Visitor numbers in June 2005 were boosted by supporters of the British and Irish Lions rugby team.

In contrast, the number of stay days for all visitor arrivals in June 2006 was down 10 percent from June 2005. This follows an increase of 5 percent in May 2006 compared with May 2005.

The average length of stay for visitor arrivals was 18 days in both June 2006 and June 2005. In May 2006, the average length of stay was 18 days, compared with 17 days in May 2005.

New Zealand resident short-term departures for June 2006 were up 15,300 (9 percent) on June 2005. This follows an increase of 1,300 (1 percent) in May 2006 compared with May 2005.

## Guest nights by island

Guest nights in the North Island were 1.1 million in June 2006, a 3 percent decrease compared with June 2005 and a similar level to June 2004. Guest nights in the South Island were 0.6 million, a 13 percent decrease compared with June 2005 and a 1 percent decrease compared with June 2004.

All three South Island, and five out of the eight North Island, Lions rugby matches were played in June 2005.

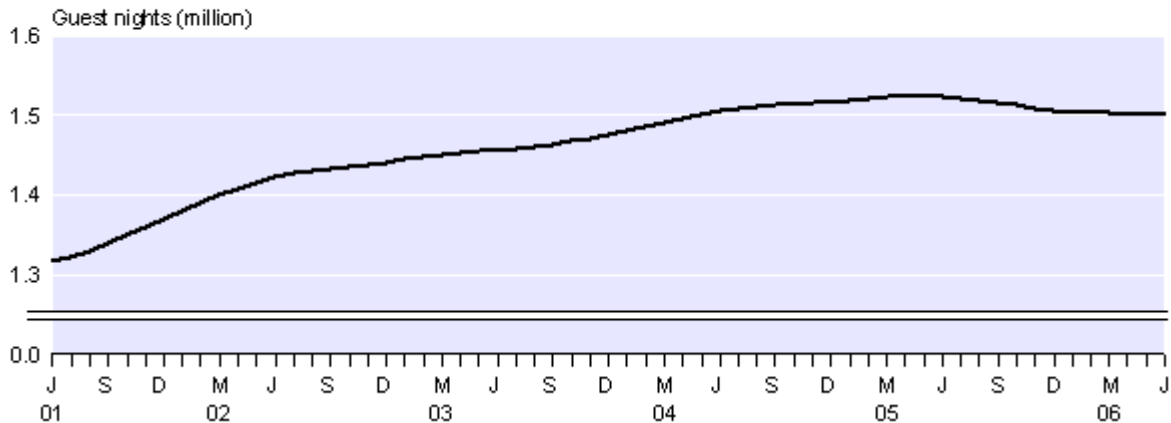
Total guest nights for the year ended June 2006 were 1 percent lower for both the North and South Islands compared with the June 2005 year.

Until recently, the trend in North Island guest nights had been increasing since September 1998. An apparent change in the direction of the trend since June 2005 should be treated with caution, as time series analysis suggests more data is required for this change to be confirmed. In June 2006, the trend level was 2 percent lower than in June 2005 and at a similar level to June 2004.

The trend in South Island guest nights has been increasing since August 2005. Prior to this the trend had been flat since November 2004, after a period of increases that began in September 1997. Since the turning point in August 2005 the trend level has increased by 3 percent. In June 2006 the trend level was 3 percent higher than both June 2005 and June 2004.

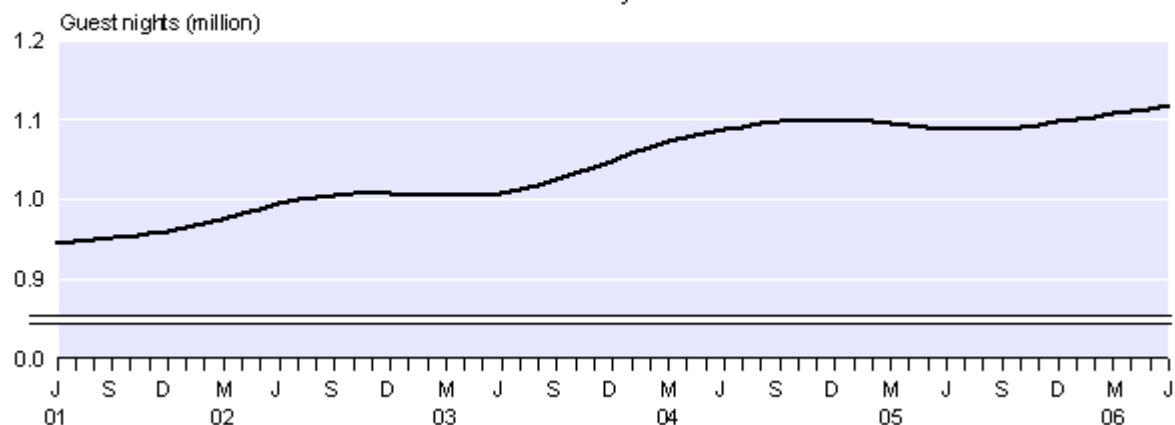
### Trend in North Island Guest Nights

*Monthly*



### Trend in South Island Guest Nights

*Monthly*



## Guest nights by region

All 12 regions recorded fewer guest nights in June 2006 than in June 2005. The Canterbury region (down 54,000 or 18 percent) recorded the largest absolute decrease in guest nights, followed by Otago (down 20,000 or 9 percent), Taranaki/Manawatu-Wanganui (down 13,000 or 11 percent) and Bay of Plenty (down 11,000 or 6 percent). All these regions hosted Lions rugby matches during June 2005, with Christchurch hosting the only test match played in June.

This is the first month since September 1997 that all 12 regions have recorded fewer guest nights than for the same month of the previous year. In September 1997, the drop in guest nights resulted from a change in timing of the school holidays.

In June 2006, nine of the 12 regions recorded fewer guest nights compared with June 2004. The Canterbury region (down 7,000 or 3 percent) recorded the largest absolute decrease, while Wellington (up 13,000 or 9 percent) recorded the largest absolute increase.

Four of the 12 regions recorded more guest nights in the June 2006 year than in the previous June year. Otago (up 150,000 or 4 percent) recorded the largest absolute increase, followed by Wellington (up 106,000 or 5 percent), Nelson/Marlborough/Tasman (up 19,000 or 1 percent) and Hawke's Bay/Gisborne (up 1,000 or less than 1 percent).

The Canterbury region (down 196,000 or 4 percent) recorded the largest absolute decrease in guest nights comparing the two June years, followed by Auckland (down 145,000 or 3 percent) and Bay of Plenty (down 105,000 or 3 percent).

## Guest nights by accommodation type

All five accommodation types recorded fewer guest nights in June 2006 than in June 2005. Hotels (down 48,000 or 7 percent) recorded the largest absolute decrease, followed by caravan parks/camping grounds (down 33,000 or 15 percent).

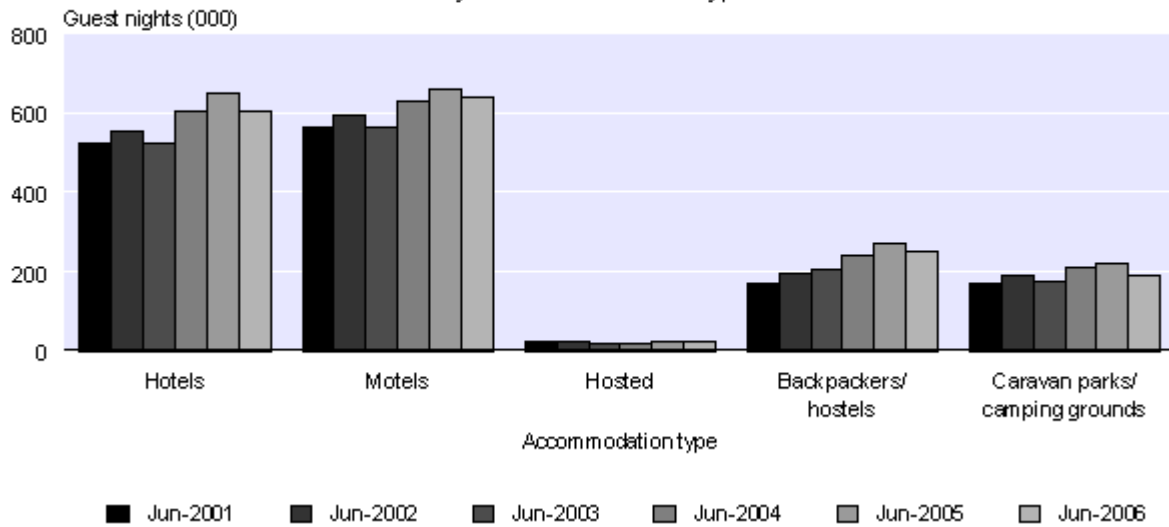
The Accommodation Survey only includes guests who stay in commercial accommodation. In June 2005 the survey did not include figures for guests who stayed in private or temporary accommodation, such as cruise ships and campervan sites, that were specifically set up for the Lions tour.

Three of the five accommodation types recorded more guest nights in June 2006 than in June 2004. Backpackers/hostels (up 9,000 or 4 percent) recorded the largest increase, while caravan parks/camping grounds (down 20,000 or 10 percent) had the largest decrease.

Motels (38 percent) had the largest share of guest nights in June 2006, followed by hotels (35 percent) and backpackers/hostels (15 percent).

Backpackers/hostels (up 97,000 or 2 percent) was the only accommodation type to record more guest nights in the June 2006 year than in the previous June year. The largest absolute decrease was recorded by caravan parks/camping grounds (down 218,000 or 3 percent), followed by motels (down 93,000 or 1 percent) and hotels (down 87,000 or 1 percent).

### Guest Nights By accommodation type



### Occupancy rate

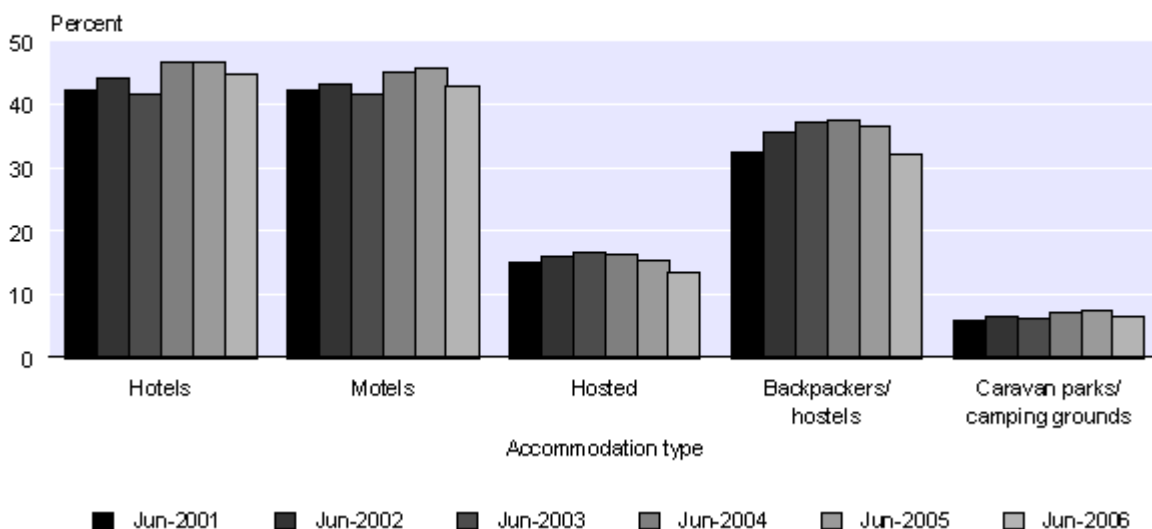
The June 2006 occupancy rate, excluding caravan parks/camping grounds, was 39 percent, compared with 42 percent in June 2005.

Accommodation capacity for June 2006, excluding caravan parks/camping grounds, was 2 percent above the June 2005 level.

Motels (45 percent) had the highest occupancy rate of all the accommodation types in June 2006, followed by hotels (43 percent) and backpackers/hostels (32 percent). All five accommodation types recorded lower occupancy rates in June 2006 than in June 2005.

Wellington (51 percent) and Auckland (50 percent) were the only two regions to record an occupancy rate, excluding caravan parks/camping grounds, of 50 percent or more in June 2006.

### 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 June 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	84 percent	95 percent
Motel	81 percent	84 percent
Hosted	85 percent	85 percent
Backpackers/hostels	80 percent	79 percent
Caravan parks/camping grounds	81 percent	89 percent
<b>Total New Zealand</b>	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. 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 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 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 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: July 2006* will be released on 12 September 2006.

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## 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.

- **Territorial Authority (TA) by Total Accommodation**  
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'.