



Hot Off The Press

LATEST STATISTICS FROM STATISTICS NEW ZEALAND



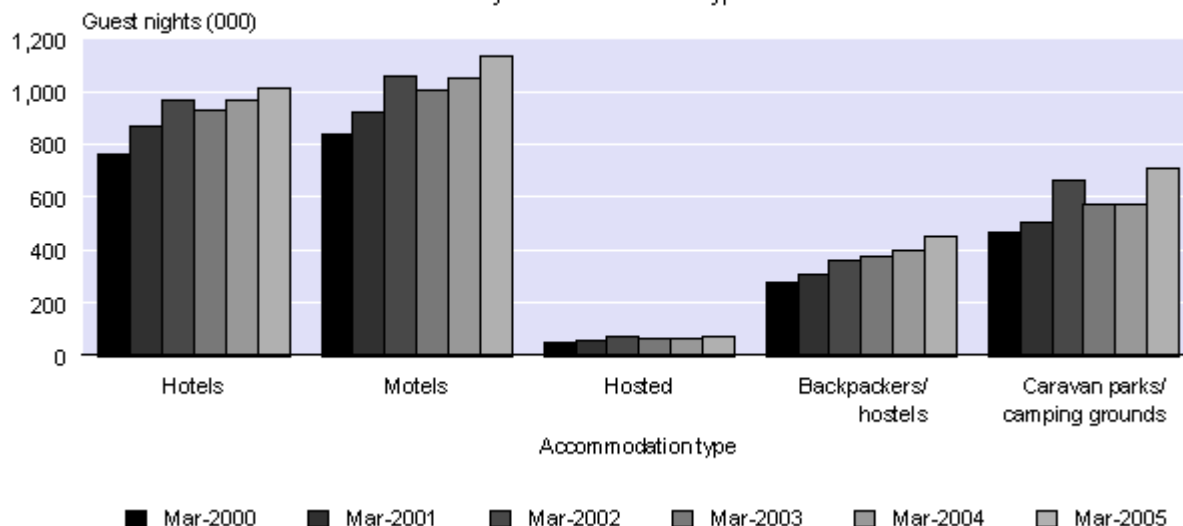
Embargoed until 10:45am – 10 May 2005

Accommodation Survey March 2005

Highlights

- Total guest nights were 11 percent higher in March 2005 than in March 2004.
- The trend level in total guest nights was 4 percent higher in March 2005 than in March 2004.
- The change in timing of the Easter holidays, from April in 2004 to March in 2005, contributed to this increase.
- All five accommodation types recorded more guest nights in March 2005 than in March 2004.

Guest Nights
By accommodation type



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Government Statistician

10 May 2005
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There is a companion Media Release published – [Accommodation Survey: March 2005](#).

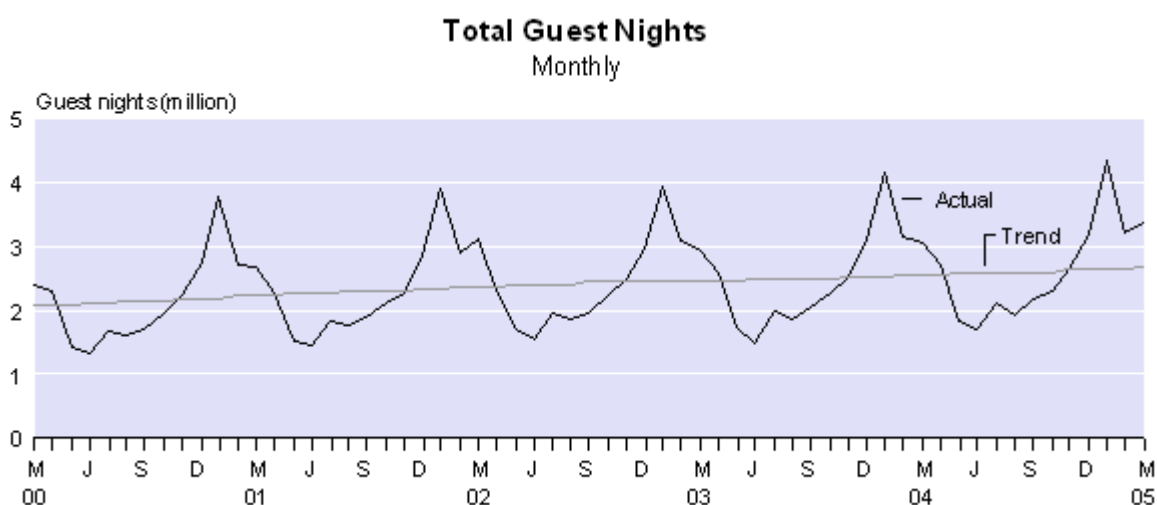
Commentary

Total guest nights

Total guest nights in short-term commercial accommodation were 3.4 million in March 2005, an 11 percent increase compared with March 2004. The change in timing of the Easter holidays, from April in 2004 to March in 2005, contributed to this increase.

Guest nights for the March 2005 quarter were up 5 percent compared with the March 2004 quarter.

The trend in total guest nights has been increasing since June 1998. In March 2005, the trend level in total guest nights was 4 percent higher than in March 2004, and 8 percent higher than in March 2003.



Comparison with short-term overseas visitor arrival statistics

The Hot Off The Press release External Migration: March 2005 shows that short-term overseas visitor arrivals in New Zealand for March 2005 were up 22,400 (11 percent) from March 2004. This follows an increase of 12,000 (5 percent) in February 2005 compared with February 2004.

By contrast, the number of stay days for all visitor arrivals in March 2005 was up 3 percent from March 2004. This follows a decrease of 6 percent in February 2005 compared with February 2004.

The average length of stay for visitor arrivals in March 2005 was 17 days, compared with 18 days in March 2004. In February 2005, the average length of stay was 21 days, compared with 23 days in February 2004.

Guest nights by island

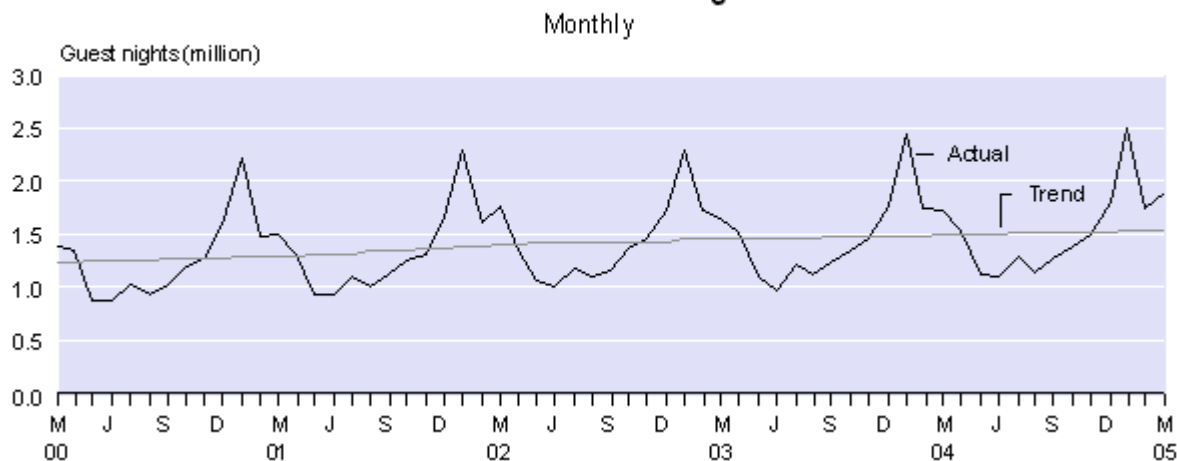
Guest nights in the North Island were 1.9 million in March 2005, a 10 percent increase compared with March 2004. Guest nights in the South Island were 1.5 million, a 12 percent increase compared with March 2004.

For the March 2005 quarter, guest nights were up 5 percent in the North Island and up 7 percent in the South Island, compared with the March 2004 quarter.

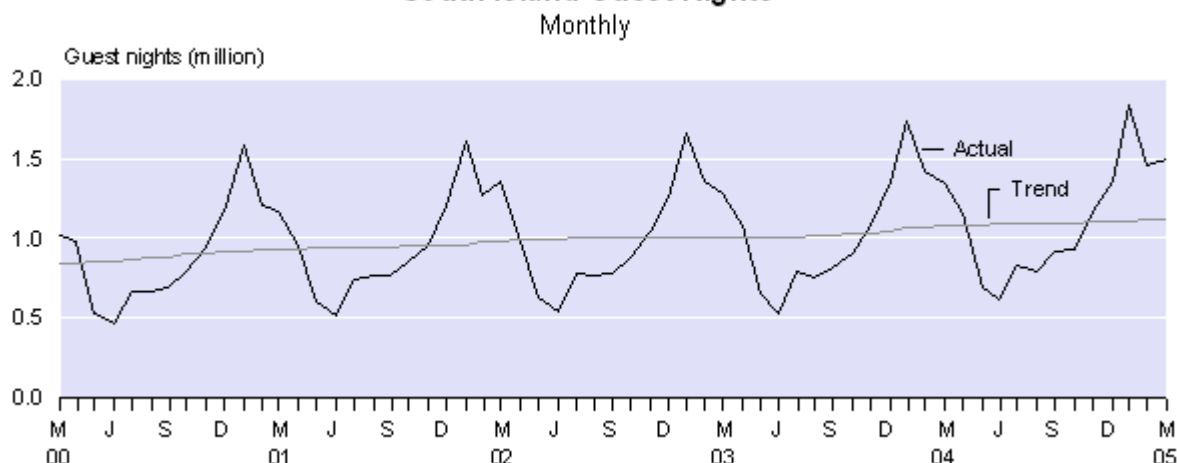
The trend in North Island guest nights has been increasing since September 1998. In March 2005, the trend level in North Island guest nights was 3 percent higher than in March 2004, and 6 percent higher than in March 2003.

The trend in South Island guest nights has been increasing since August 1997. In March 2005, the trend level in South Island guest nights was 5 percent higher than in March 2004, and 12 percent higher than in March 2003.

North Island Guest Nights



South Island Guest Nights



Guest nights by region

All 12 regions recorded more guest nights in March 2005 than in March 2004. Otago (up 54,000 or 14 percent) and Canterbury (up 54,000 or 11 percent) recorded the largest absolute increases in guest nights, followed by Bay of Plenty (up 48,000 or 18 percent) and Waikato (up 35,000 or 13 percent).

The Wellington region (up 25,000 or 12 percent) recorded its highest monthly guest nights total since the survey began in July 1996. This is the third consecutive month that Wellington has recorded its highest monthly guest nights total.

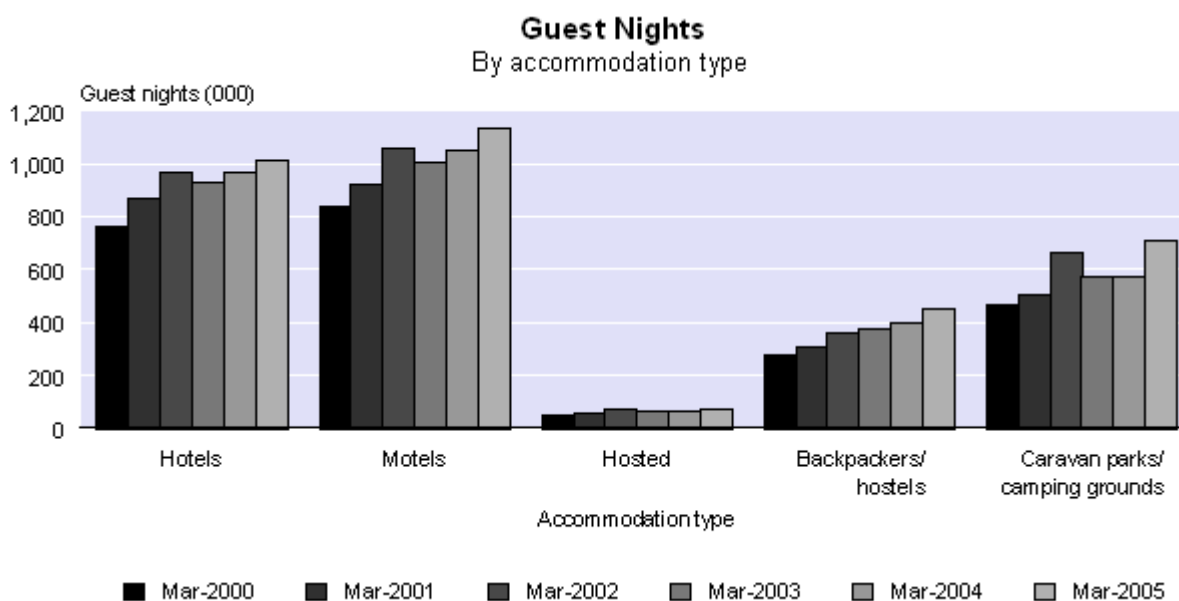
For the March 2005 quarter, all 12 regions recorded more guest nights compared with the March 2004 quarter. Canterbury (up 121,000 or 7 percent) recorded the largest absolute increase in guest nights, followed by Bay of Plenty (up 89,000 or 8 percent) and Otago (up 74,000 or 6 percent).

Guest nights by accommodation type

All five accommodation types recorded increases in guest nights in March 2005, compared with March 2004. Caravan parks/camping grounds (up 137,000 or 24 percent) recorded the largest absolute increase in guest nights, followed by motels (up 86,000 or 8 percent).

Hotels (up 52,000 or 5 percent) recorded their highest monthly guest nights total since the survey began. This is the third consecutive month that hotels have recorded their highest monthly guest nights total.

Motels had the largest share of total guest nights in March 2005 (33 percent), followed by hotels (30 percent) and caravan parks/camping grounds (21 percent).



All five accommodation types recorded more guest nights in the March 2005 quarter, compared with the March 2004 quarter. Backpackers/hostels (up 156,000 or 13 percent) recorded the largest absolute increase.

Occupancy rate

The March 2005 occupancy rate, excluding caravan parks/camping grounds, was 63.7 percent, compared with 65.3 percent in March 2004.

Accommodation capacity, excluding caravan parks/camping grounds, for March 2005 was 8 percent above the March 2004 level.

Motels (70 percent) had the highest occupancy rate of all the accommodation types in March 2005, followed by hotels (67 percent) and backpackers/hostels (57 percent).

In March 2005, the highest occupancy rate, excluding caravan parks/camping grounds, was recorded by the Wellington region (72 percent) followed by Auckland (70 percent), and Canterbury, Otago and Southland (all with 66 percent).

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 March 2005

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 about guest nights
Hotels	86 percent	95 percent
Motels	81 percent	84 percent
Hosted	85 percent	85 percent
Backpackers/hostels	82 percent	89 percent
Caravan parks/camping grounds	84 percent	92 percent
Total New Zealand	83 percent	90 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). However, in practice, 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 types of error, 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 are seasonally adjusted estimates.

The accommodation trend series are calculated using the X-12-ARIMA seasonal adjustment package. It is based on optimal moving averages of the seasonally adjusted series, with an adjustment for outlying values.

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.

X-12-ARIMA is used to produce the seasonally adjusted and trend estimates. X-12-ARIMA is an updated version of X-11-ARIMA, developed by the US Bureau of the Census.

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/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, a bed in a bunkroom, a motel unit).

Stay unit night (capacity)

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: April 2005 will be released on 9 June 2005.

For information on the changing face of older New Zealanders, visit www.stats.govt.nz/older-people

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 organisations 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'.