

Accommodation Survey: November 2012

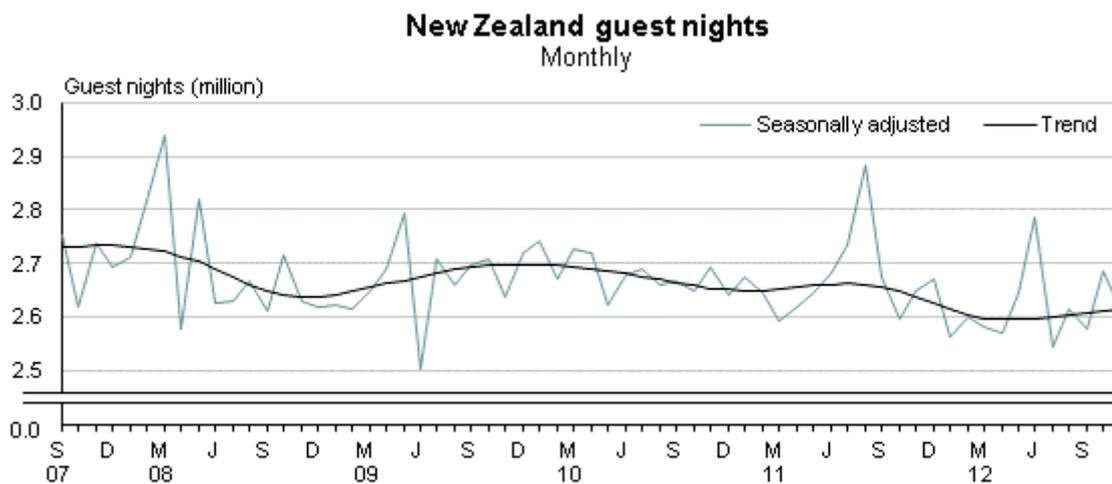
Embargoed until 10:45am – 17 January 2013

Key facts

For November 2012 compared with October 2012, after removing seasonal variation:

- New Zealand guest nights fell 2.7 percent, following a rise of 4.1 percent in October.
- International guest nights fell 3.0 percent, and domestic guest nights fell 1.5 percent.
- North Island guest nights rose 0.4 percent, and South Island guest nights fell 6.8 percent.
- Guest nights fell for all accommodation types.

The trend for national guest nights has been rising since April 2012. This is subject to change when data for future months is added to the series.



Source: Statistics New Zealand

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Commentary

- [Guest nights fall in November](#)
- [South Island guest nights fall](#)
- [North Island guest nights rise](#)
- [Domestic guest nights fall](#)
- [International guest nights fall](#)
- [More visitor arrivals in November](#)
- [Guest nights for all accommodation types fall](#)
- [Accommodation capacity down](#)
- [Occupancy rate down](#)

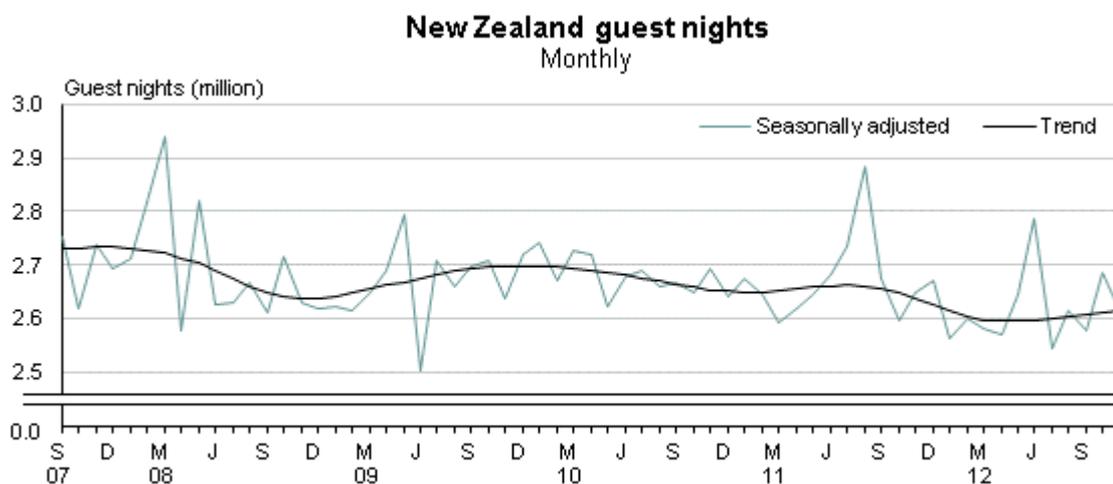
All guest night movements are seasonally adjusted unless otherwise stated.

Trend movements may be amended when future months are added to the series.

Guest nights fall in November

Guest nights spent in short-term commercial accommodation fell 2.7 percent in November 2012 compared with October 2012. This follows a rise of 4.1 percent in October 2012.

The trend for national guest nights has been rising since April 2012. This is subject to change when data for future months is added to the series.



Source: Statistics New Zealand

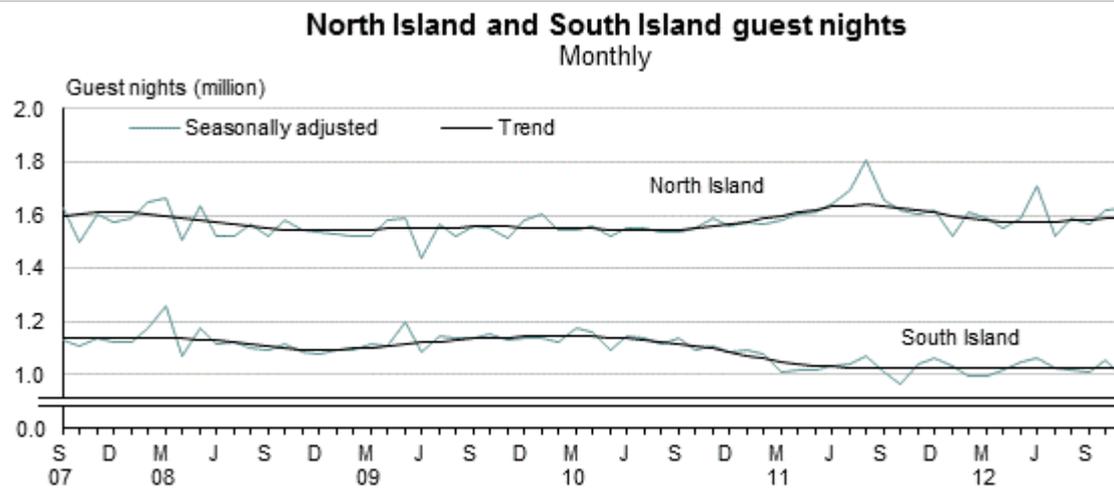
Unadjusted national guest nights fell in 10 of the country's 12 regions in November 2012 when compared with November 2011. The fall was led by a decrease of 7.9 percent in the Otago region. The only increases were seen in Auckland (up 11.0 percent) and Wellington (up 1.9 percent).

South Island guest nights fall

South Island guest nights fell 6.8 percent in November 2012 compared with October 2012. This follows a 4.7 percent rise in October 2012. Otago guest nights made the largest contribution to the decrease.

The trend for South Island guest nights has been flat for more than a year. This is subject to change when data for future months is added to the series.

Unadjusted guest nights fell 5.5 percent in the South Island when compared with November 2011. All five regions in the South Island recorded a fall in unadjusted guest nights.



Source: Statistics New Zealand

North Island guest nights rise

North Island guest nights rose 0.4 percent in November 2012 compared with October 2012. This follows a rise of 3.4 percent in October 2012.

The trend for North Island guest nights has been slowly rising for the past six months. This is subject to change when data for future months is added to the series.

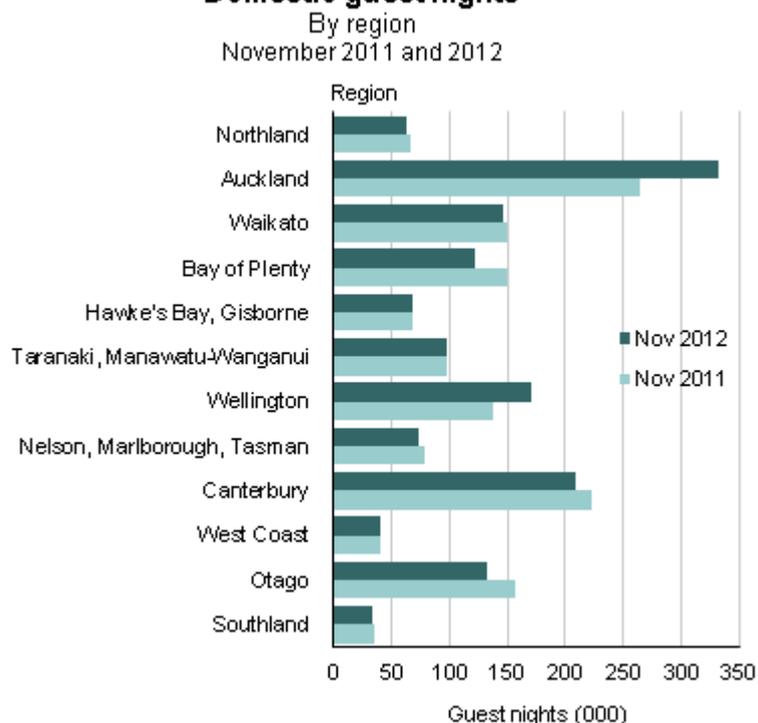
Unadjusted guest nights rose 1.6 percent in the North Island in November 2012 when compared with November 2011. Auckland and Wellington were the only regions that had a rise in guest nights, outweighing falls in the other North Island regions. Several big events were hosted in Auckland in November 2012, including a Coldplay concert, which attracted more than 47,000 fans, on 10 November, a Radiohead concert on the 6th, and the Taste of Auckland food festival from the 15th to 18th. The world premiere of *The Hobbit* was held in Wellington on 28 November 2012.

Domestic guest nights fall

Domestic guest nights fell 1.5 percent in November 2012 compared with October 2012. This follows a 2.7 percent rise in October 2012.

The trend for domestic guest nights has been rising since December 2012. This is subject to change when data for future months is added to the series.

Domestic guest nights



Source: Statistics New Zealand

Unadjusted domestic guest nights were up 1.4 percent in November 2012 when compared with November 2011. The change was driven by increases in Auckland and Wellington, which were partly offset by decreases in the Bay of Plenty and Otago.

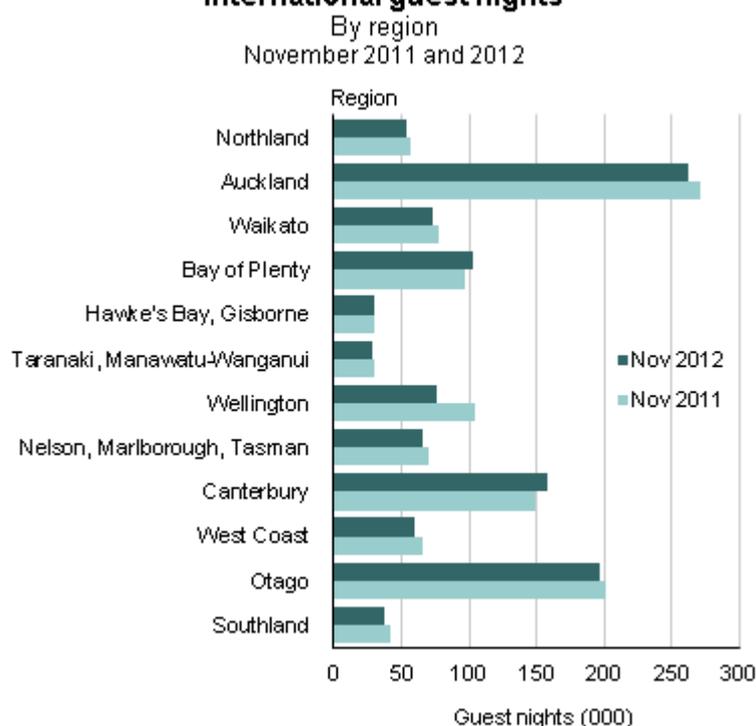
Domestic guests accounted for 57 percent of total guest nights in November 2012, up from 55 percent in November 2011.

International guest nights fall

International guest nights fell 3.0 percent in November 2012 compared with October 2012. This follows a significant rise of 10.2 percent in October 2012.

The trend for international guest nights has flattened in recent months. This is subject to change when data for future months is added to the series.

International guest nights



Source: Statistics New Zealand

Unadjusted international guest nights fell in 10 of 12 regions in November 2012 compared with November 2011. The only increases were seen in Canterbury and the Bay of Plenty, which had shown the largest decreases in international guest nights in November 2011 when compared with November 2010.

More visitor arrivals in November

According to [International Travel and Migration: November 2012](#) statistics, 232,100 short-term visitors arrived in New Zealand in November 2012. The biggest change in visitors by travel purpose between November 2011 and November 2012 was in arrivals visiting friends and relatives (up 1,700). These visitors may stay with friends or relatives rather than in commercial accommodation.

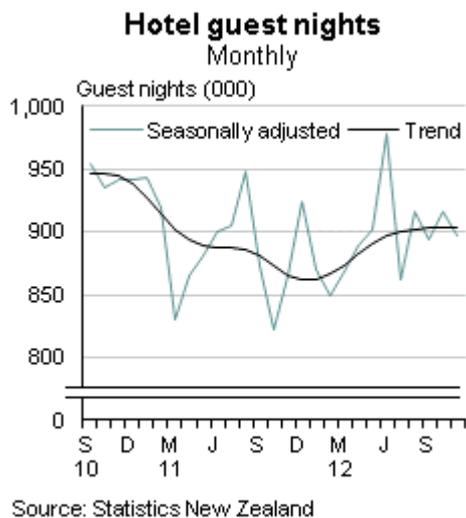
After removing seasonal variation, short-term visitor arrivals were up 1.7 percent for November 2012 when compared with October 2012.

Guest nights for all accommodation types fall

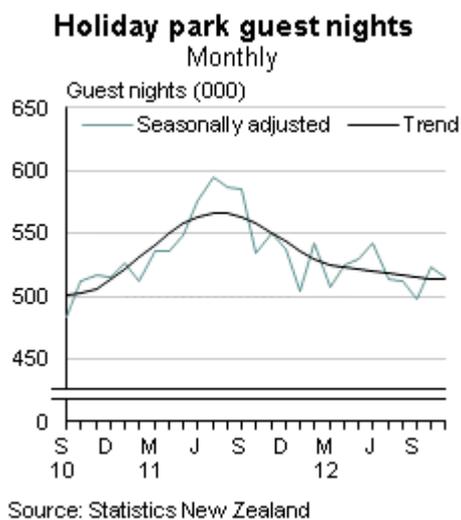
Guest night changes for November 2012 compared with October 2012 were:

- motel guest nights **fell** 2.6 percent
- hotel guest nights **fell** 2.0 percent
- backpacker accommodation guest nights **fell** 1.5 percent
- holiday park guest nights **fell** 1.4 percent.

The trend for guest nights spent in hotel accommodation has been increasing since December 2011.



The trend for guest nights spent in holiday park accommodation continues to decline since July 2011.



Accommodation capacity down

Available capacity in short-term accommodation was 4.2 million stay-unit nights in November 2012. This is down 0.3 percent from November 2011.

The capacity changes for November 2012 compared with November 2011 were:

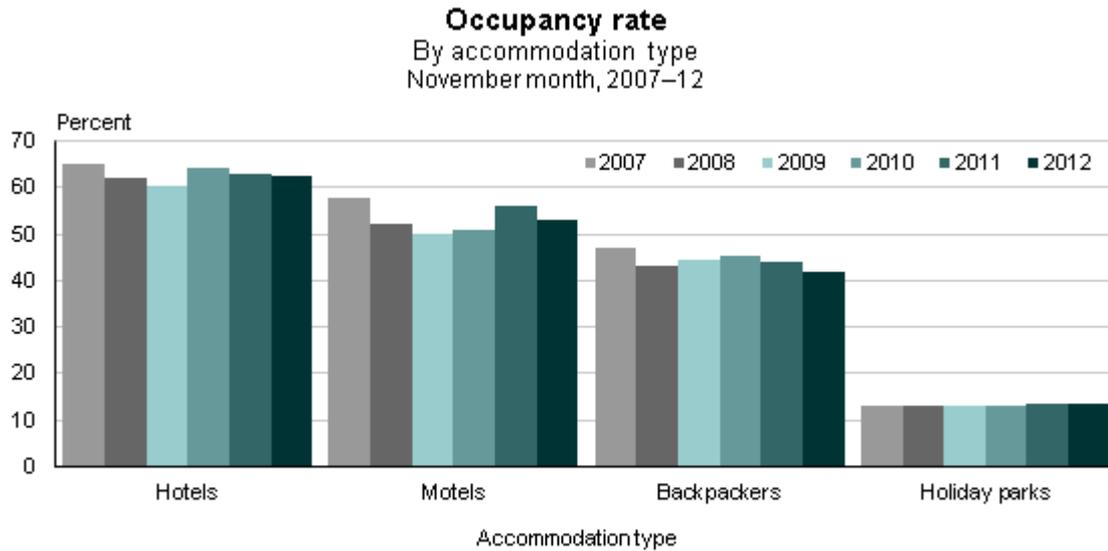
- backpacker accommodation **increased** 4.0 percent
- hotels **increased** 0.2 percent
- motels were **unchanged**
- holiday parks **decreased** 2.9 percent

Occupancy rate down

The occupancy rate, excluding holiday parks, was down 1.9 percentage points to 53.0 percent in November 2012 compared with November 2011.

The occupancy rate for motels fell 2.9 percentage points, while for backpacker accommodation it fell 2.1 percentage points, hotels it fell 0.3 percentage points, and holiday parks it fell 0.2 percentage points.

Hotels had the highest occupancy rate (62.5 percent) in November 2012, followed by motels (53.2 percent), and backpacker accommodation (41.8 percent). Holiday parks' occupancy rate remained the lowest (13.4 percent).



Source: Statistics New Zealand

For more detailed data from the Accommodation Survey, see the Excel tables in the 'Downloads' box.

Definitions

About the Accommodation Survey

The Accommodation Survey is a monthly survey that provides information about short-term commercial accommodation activity at national, regional, and lower levels. The survey is run by Statistics NZ and sponsored by the Ministry of Business, Innovation, and Employment. Information from the survey is used by regional tourism organisations, local and national government, and the accommodation industry for monitoring and planning. Statistics produced from the survey include guest night numbers, capacity, and occupancy rates.

More definitions

Average length of stay: calculated by dividing total guest nights by total guest first nights.

Business Frame: register (maintained by Statistics NZ) of all economically significant businesses operating in New Zealand from which the Accommodation Survey population is drawn.

Capacity (stay-unit nights available): 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 a capacity of 310 stay-unit nights.

Establishment: 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: equivalent to one guest spending one night at an establishment. For example, a motel with 15 guests spending two nights would report that they had provided 30 guest nights.

Occupancy rate: calculated by dividing stay-unit nights occupied by stay-unit nights available. For example, if a hotel had 60 of its 100 rooms occupied every night in August, it would have $60 \times 31 = 1,860$ stay-unit nights occupied, and its occupancy rate would be 60 percent.

Stay unit: unit of accommodation that is available to be charged out to guests (such as a room in a hotel or motel, a bed in a backpacker establishment, or a site in a caravan park).

Related links

Upcoming releases

Accommodation Survey: December 2012 will be released on 12 February 2013.

[Subscribe to information releases](#), including this one, by completing the online subscription form.

[The release calendar](#) lists all our upcoming information releases by date of release.

Past releases

[Accommodation Survey](#) has links to past releases.

Accommodation Survey pivot tables

[Accommodation Survey pivot tables](#) provide information below the regional level, by regional tourism organisation area and by territorial authority area.

Data quality

Period-specific information

This section contains data information that has changed since the last release.

- [Response rates](#)

General information

This section contains information that does not change between releases.

- [Data source](#)
- [Coverage](#)
- [Accuracy of the data](#)
- [Consistency with other periods](#)
- [Interpreting the data](#)
- [Confidentiality](#)
- [More information](#)

Period-specific information

Response rates

Response rates by accommodation type for October 2012			
Accommodation type	Establishments responding to questions on guest nights, guest arrivals, and stay unit nights	Proportion of guest-night estimate from actual data	Proportion of origin-of-guest estimate from actual data
	Percentage		
Hotels	81	89	77
Motels	83	85	71
Backpackers	77	82	71
Holiday parks	79	83	76
Total	82	86	74
Response rates for Canterbury for October 2012			
Total	80	84	72

Source: Statistics NZ

When businesses do not answer questions in the Accommodation Survey, Statistics NZ estimates the missing information based on data from similar establishments in the same or similar regions.

See [Accuracy of the data](#), or contact Statistics NZ, for more information.

General information

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 accommodation types included are:

- hotels
- motels
- backpacker accommodation
- holiday parks.

The following are excluded:

- hosted accommodation (such as 'bed & breakfast' establishments)
- marine vessels (such as cruise ships)
- private dwellings
- tramping huts
- event-specific accommodation (such as temporary campervan parks).

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.

The target population is taken from ANZSIC06 (Australian and New Zealand Standard Industrial Classification 2006) class 4400 (accommodation), and the part of class 4520 (pubs, taverns, and bars) that also provides accommodation.

We survey all short-term commercial accommodation-providing geographic units belonging to an economically significant business. Businesses are generally counted as economically significant if they are GST-registered and have a turnover of at least \$30,000 per year.

Accuracy of the data

Survey errors

This survey aims for 100 percent coverage of the accommodation businesses in New Zealand (a full census). However, in practice, an overall response rate of between 76 and 80 percent is usually achieved. Statistics NZ estimates 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. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

Consistency with other periods

Survey changes

In the October 2007 survey month:

- domestic and international guest night statistics became available monthly instead of quarterly
- statistics for origin of guests by country were available for the last time.

In the September 2009 survey month:

- the 'hosted' accommodation group was removed from the survey
- regional boundaries were updated.

Results for earlier months were reworked to incorporate these changes, which allows continued comparison across all survey months.

Two accommodation types were renamed:

- 'backpackers/hostels' was renamed 'backpackers'
- 'caravan parks/camping grounds' was renamed 'holiday parks'.

These changes are the result of a joint review conducted by Statistics NZ and the former Ministry of Tourism, which aimed to balance the need for high-quality information against the need to reduce respondent load.

Interpreting the data

Classification of accommodation type

The predominant capacity provided by a business determines the accommodation type. For instance, if it 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. We used the New Zealand Accommodation Classification, broadly defined below:

- hotels: includes both hotels and resorts
- motels: includes motor inns, apartments, and motels
- backpackers: includes hostels
- holiday parks: includes caravan parks and camping grounds.

For more information, contact info@stats.govt.nz.

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.

Differences between trend estimates and 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.

[Seasonal adjustment in Statistics New Zealand](#) has more information.

Confidentiality

Statistics NZ produces national and regional statistics from a monthly survey of accommodation businesses. We do not release information about individuals or individual businesses.

More information

[See Information about the Accommodation Survey.](#)

Liability

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Tables

The following tables are available in Excel format from the 'Downloads' box. If you have problems viewing the files, see [opening files and PDFs](#).

1. Establishments, capacity, guest nights, occupancy rate, and average stay, by accommodation type
2. Occupancy rate excluding holiday parks, by region
3. New Zealand 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
8. Domestic and international guest nights

Accommodation pivot tables

[Accommodation pivot tables](#) provide more detailed information, breaking the survey variables down by regional tourism organisation areas and territorial authority areas.

Access more time periods on Infoshare

Use [Infoshare](#) to access time-series data specific to your needs. For this release, select the following categories from the Infoshare home page:

Subject category: **Tourism**

Group: **Accommodation Survey - ACS**