

Accommodation Survey: June 2012

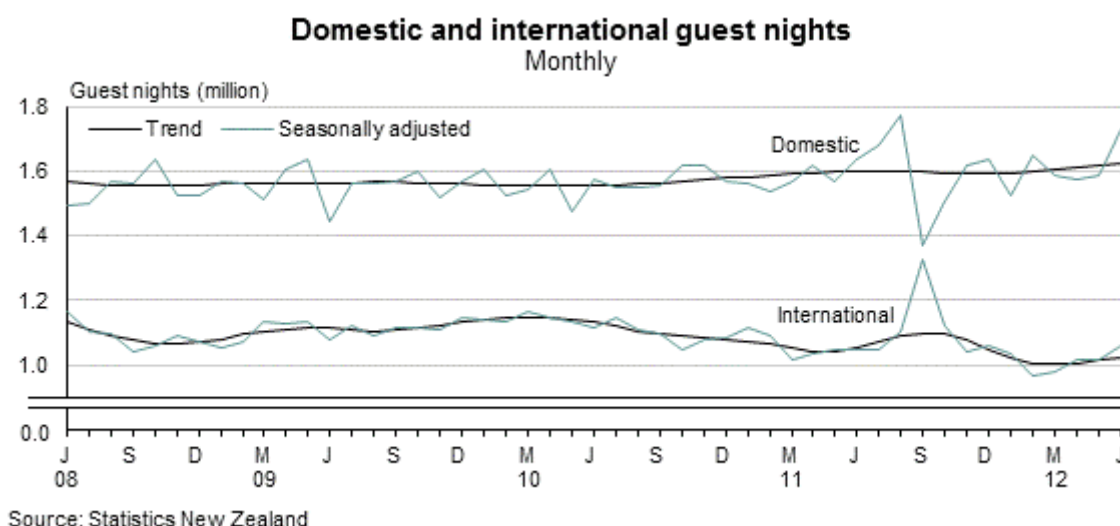
Embargoed until 10:45am – 10 August 2012

Key facts

For June 2012 compared with May 2012, after removing seasonal variation:

- New Zealand guest nights rose 4.0 percent, following a rise of 3.2 percent in May.
- Domestic guest nights rose 8.8 percent, while international guest nights rose 3.9 percent.
- North Island guest nights rose 6.6 percent, while South Island guest nights rose 1.9 percent.
- Guest nights rose for all accommodation types, but particularly for hotels.

National trends for domestic and international guest nights show moderate rises for recent months, but are subject to revision when upcoming months are added to the series.



The largest spikes in the graph coincide with the 2011 Rugby World Cup, which began in Auckland on 9 September 2011.

Geoff Bascand
Government Statistician

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Commentary

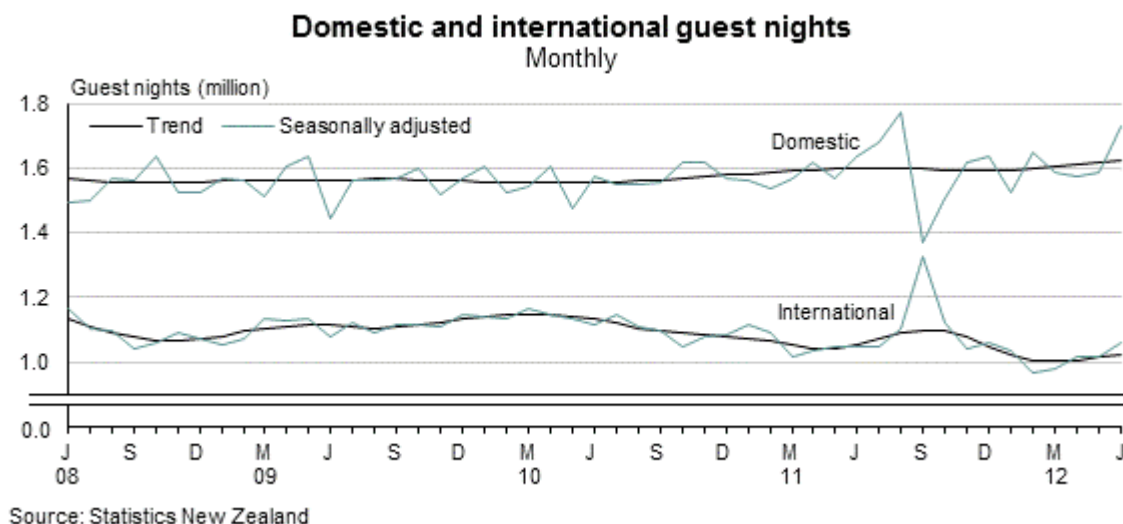
- Guest nights rise in June
- Domestic guest nights rise sharply
- Increase in visitors
- International guest nights rise
- North Island guest nights rise, led by Auckland
- South Island guest nights rise
- Hotels drive guest night rise
- Accommodation capacity up
- Occupancy rate down slightly

Guest nights rise in June

Guest nights in short-term commercial accommodation rose 4.0 percent in June 2012 compared with May 2012, after removing seasonal variation. This followed a rise of 3.2 percent in May 2012.

Domestic guest nights rose more strongly than international guest nights in June 2012. Of all regions, Auckland had the largest rise in guest nights, while hotels had the largest rise of any accommodation type.

The national trend for guest nights appears to be flattening, following a decline since July 2011, the most-recent high point. Trend movements may be amended when upcoming months are added to the series.

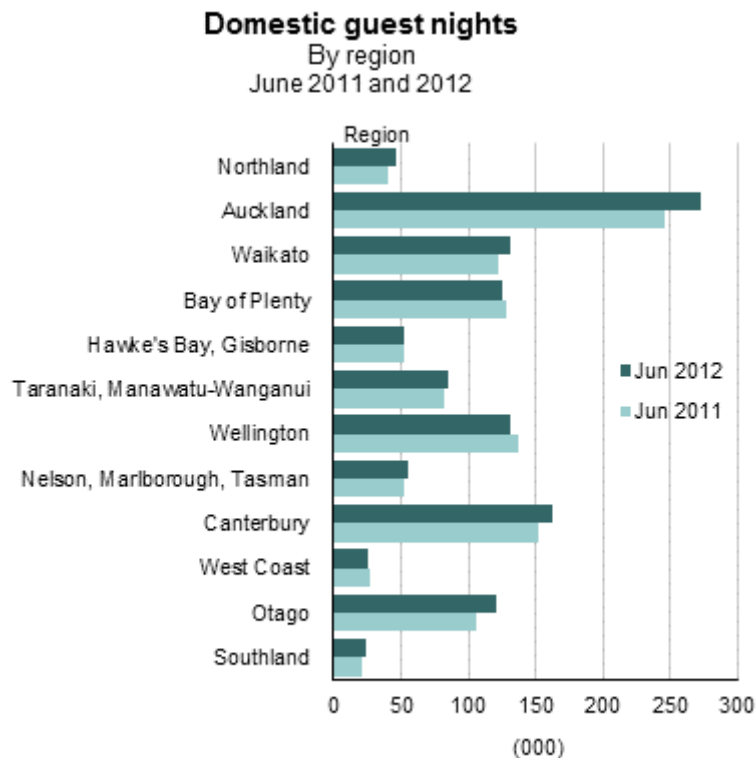


The largest spikes in the graph coincide with the 2011 Rugby World Cup, which began in Auckland on 9 September 2011.

Domestic guest nights rise sharply

Domestic guest nights rose 8.8 percent in June 2012 compared with May 2012, after removing seasonal variation. This followed a rise of 0.9 percent in May 2012.

Unadjusted domestic guest nights rose in 9 of the country's 12 regions in June 2012 compared with June 2011. The largest regional rises were in Auckland (up 11 percent), Otago (up 15 percent), and Canterbury (up 7.0 percent). Small decreases occurred in Wellington, Bay of Plenty, and the West Coast.



Source: Statistics New Zealand

The trend for domestic guest nights appears to be slowly rising in 2012. However, trend movements may be amended when additional months are added to the series.

Domestic guests accounted for 68 percent of total guest nights in June 2012, up from 67 percent in June 2011.

Increase in visitors

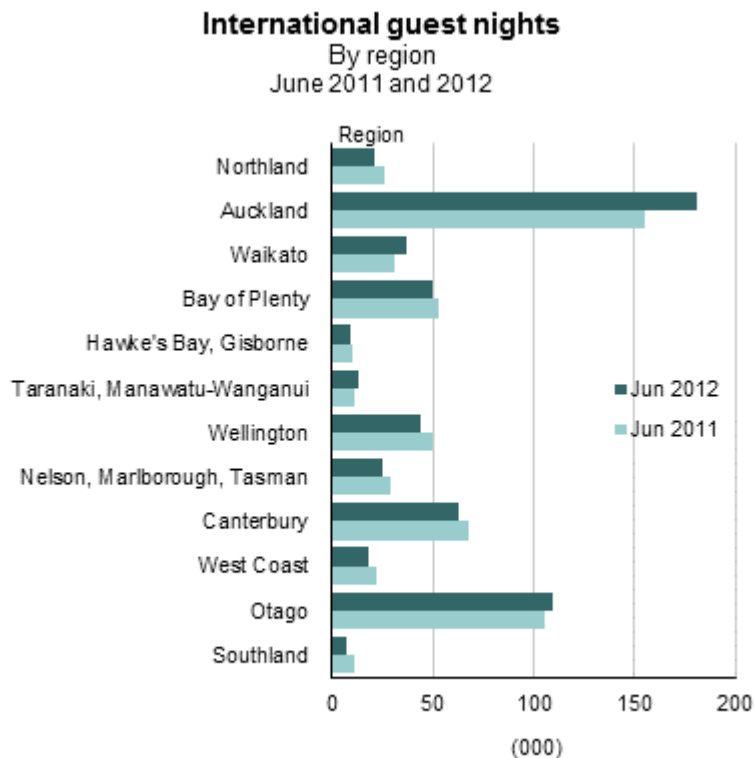
According to International Travel and Migration statistics, 151,100 short-term visitors arrived in New Zealand in June 2012. This was 15 percent higher than in June 2011, and 4 percent higher than in June 2010.

More visitors arrived from Australia (up 15,900) and China (up 3,000) in June 2012 compared with June 2011. The increase from Australia reversed June 2011's decrease (down 11,400 compared with June 2010), which was caused by flights being disrupted by the ash cloud from Chile's Puyehue-Cordón Caulle volcano.

International guest nights rise

International guest nights rose 3.9 percent in June 2012 compared with May 2012, after removing seasonal variation. This followed a rise of 0.3 percent in May 2012.

Unadjusted international guest nights in the North Island rose 5.1 percent in June 2012 compared with June 2011. Increases in Auckland and Waikato more than offset moderate decreases in most other North Island regions. South Island guest nights fell 4.8 percent, and Otago (which includes Queenstown) was the only region to show an increase.



Source: Statistics New Zealand

The trend for international guest nights appears to be rising from its March 2012 low point. However, trend movements may be amended when additional months are added to the series.

North Island guest nights rise, led by Auckland

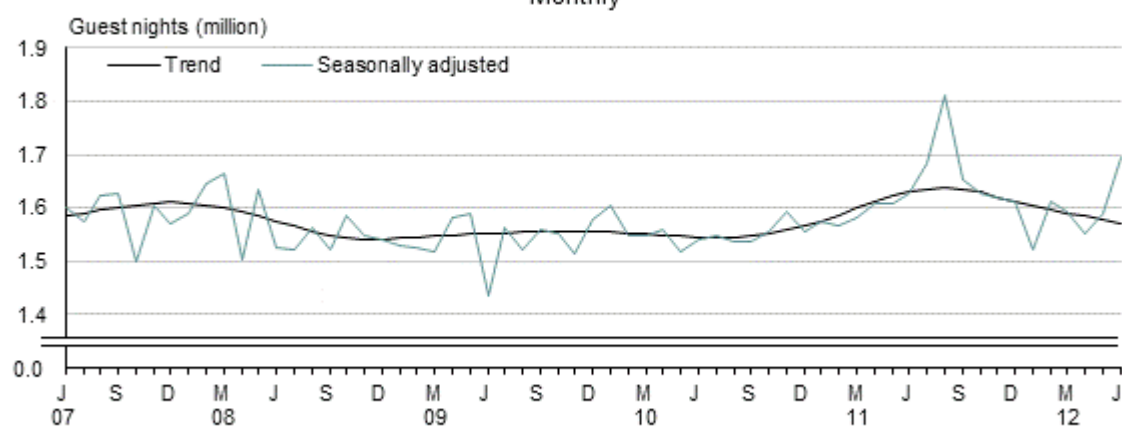
North Island guest nights rose 6.6 percent in June 2012 compared with May 2012, after removing seasonal variation. This followed a rise of 2.4 percent in May 2012.

Auckland had by far the largest increase of any North Island region in June 2012.

The trend for North Island guest nights continues to decline from its highest-ever peak, in August 2011. Trend movements may be amended when additional months are added to the series.

North Island guest nights

Monthly



Source: Statistics New Zealand

South Island guest nights rise

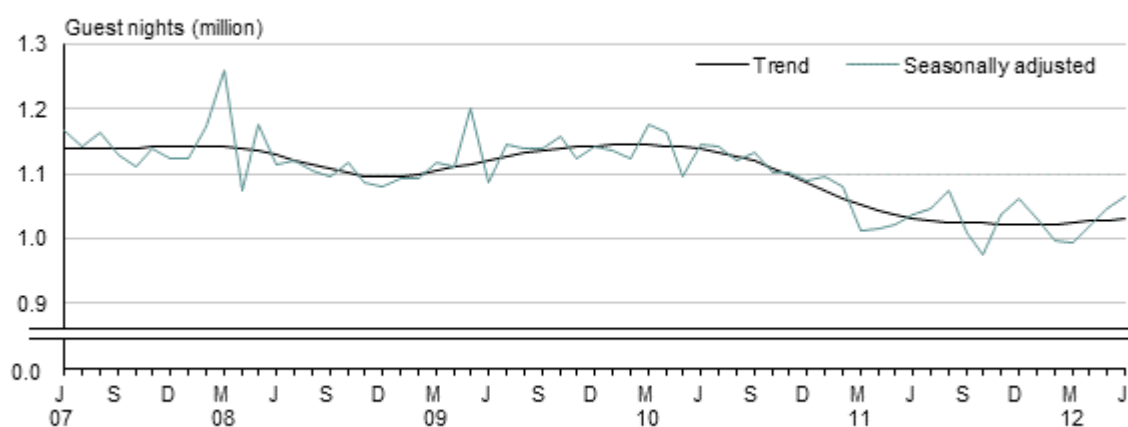
South Island guest nights rose 1.9 percent in June 2012 compared with May 2012, after removing seasonal variation. This followed a rise of 2.6 percent in May 2012.

Canterbury had the largest increase of any South Island region in June 2012, followed by Nelson/Marlborough/Tasman.

The trend for South Island guest nights is relatively flat, but remains at a lower level than before the 2010/2011 Canterbury earthquakes. Trend movements may be amended when additional months are added to the series.

South Island guest nights

Monthly



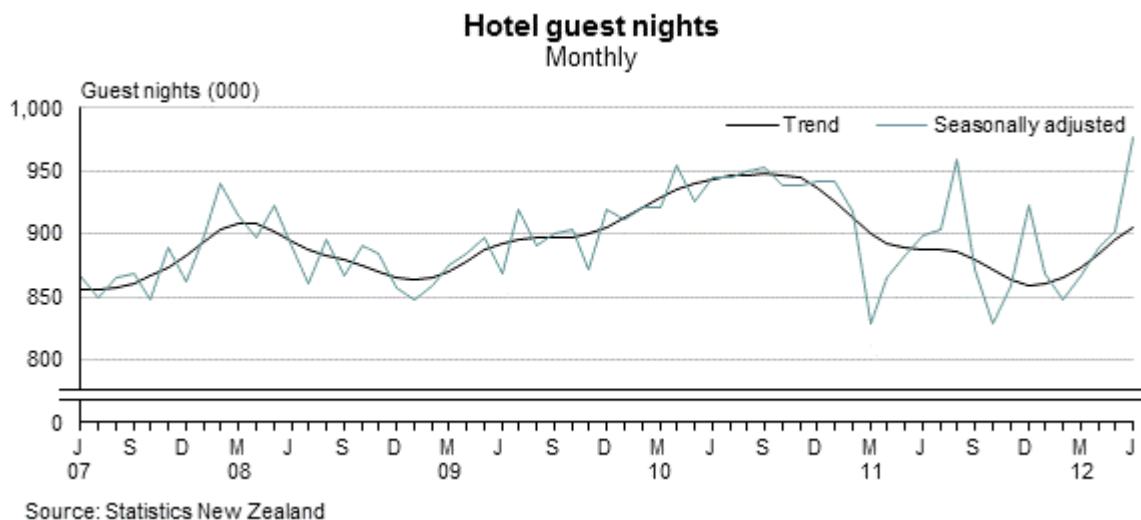
Source: Statistics New Zealand

Hotels drive guest night rise

Guest night changes for June 2012 compared with May 2012, after removing seasonal variation, were:

- hotels rose 8.2 percent
- motels rose 4.8 percent
- holiday parks rose 2.5 percent
- backpacker accommodation rose 0.5 percent.

The trend for guest nights spent in hotels has risen 5.3 percent since a recent low point in December 2011.



Accommodation capacity up

Total available capacity in short-term accommodation was 4.0 million stay unit nights in June 2012. This was up 0.8 percent from June 2011 (but down 2.3 percent from June 2010, due to earthquake damage).

In June 2012, hotel capacity increased 3.5 percent compared with June 2011 (but decreased 7.2 percent compared with June 2010).

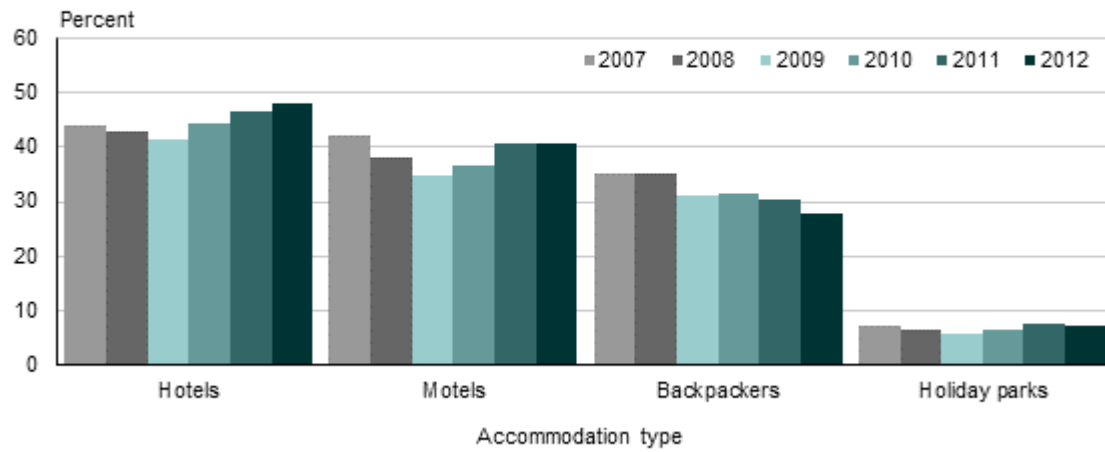
The capacity of backpacker accommodation increased 4.2 percent from June 2011. Holiday park and motel capacity fell 1.9 percent and 0.1 percent, respectively.

Occupancy rate down slightly

The occupancy rate, excluding holiday parks, fell 0.2 percentage points to 39.4 percent in June 2012 compared with June 2011.

Hotels had the highest occupancy rate (48 percent) in June 2012, followed by motels (41 percent), and backpacker accommodation (28 percent).

Occupancy rate
By accommodation type
June month, 2007–12



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 an accommodation 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 provision of 30 guest nights of accommodation.

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 July, 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: July 2012 will be released on 12 September 2012.

[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 June 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	83	94	81
Motels	84	85	66
Backpackers	76	79	69
Holiday parks	77	81	68
Total	82	87	73
Response rates for Canterbury for June 2012			
Total	79	82	69

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. For more information, please see the [Accuracy of the data](#) section below or contact Statistics NZ.

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). In practice, however, an overall response rate of between 76 and 80 percent is usually achieved. Statistics NZ estimates values for the remaining units based upon 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

From the October 2007 survey month, information about the number of domestic and international guest nights became available on a monthly basis. Previously, this information was available every third month.

From 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, thereby enabling 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 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. 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.

For more information, see [Seasonal adjustment in Statistics New Zealand](#).

Confidentiality

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

More information

See also [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**