

Embargoed until 10:45am – 12 August 2008

## Accommodation Survey: June 2008

### Highlights

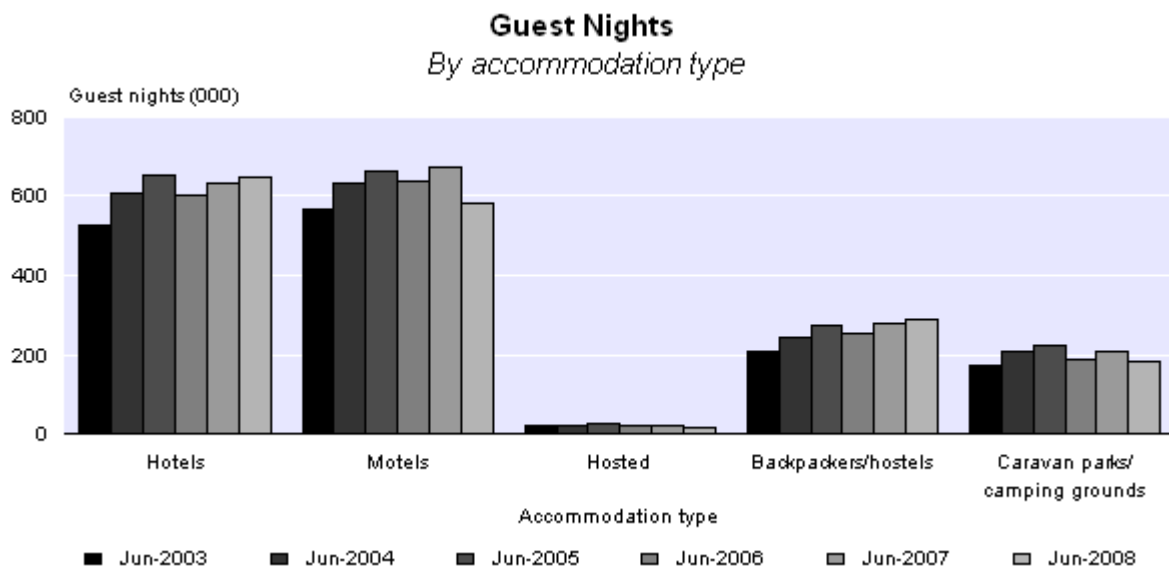
In June 2008 compared with June 2007:

- Total guest nights decreased 96,000 (5 percent).
- Motel guest nights decreased 91,000 (14 percent).
- Eleven of the 12 regions had fewer guest nights.

For the year ended June 2008:

- Total guest nights increased 2 percent.
- Three of the five accommodation types had more guest nights.
- Seven of the 12 regions had higher guest nights.

In June 2008, domestic guest nights were 1.1 million while international guest nights were 0.6 million.



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See also [Accommodation Survey: June 2008 – Media Release](#).

# Commentary

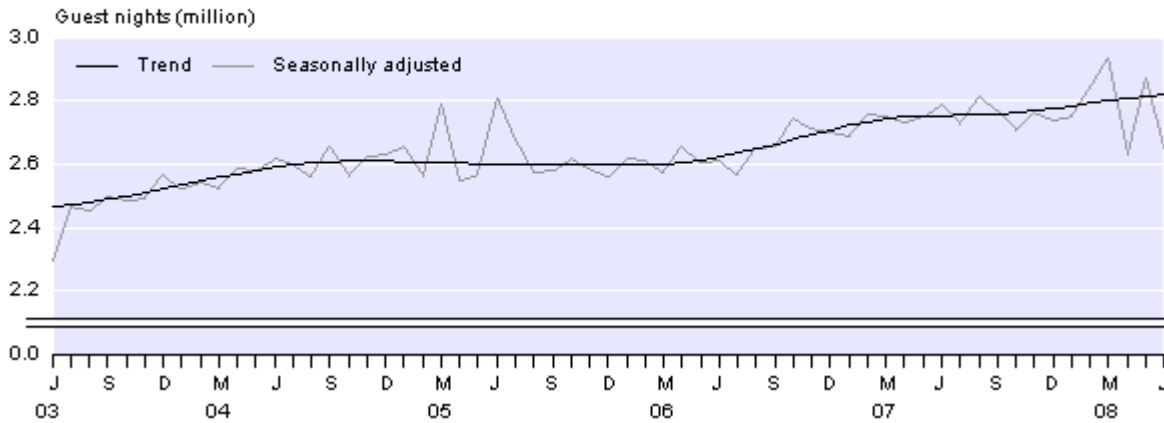
## Total guest nights

Total guest nights in short-term commercial accommodation were 1.7 million in June 2008, a 5 percent decrease compared with June 2007 and a 1 percent increase compared with June 2006.

The trend for total guest nights has been increasing since January 2006. In June 2008, the trend level was 3 percent higher than in June 2007 and 8 percent higher than in June 2006.

For the year ended June 2008, total guest nights increased 2 percent compared with the previous June year.

**Total Guest Nights**  
*Monthly*



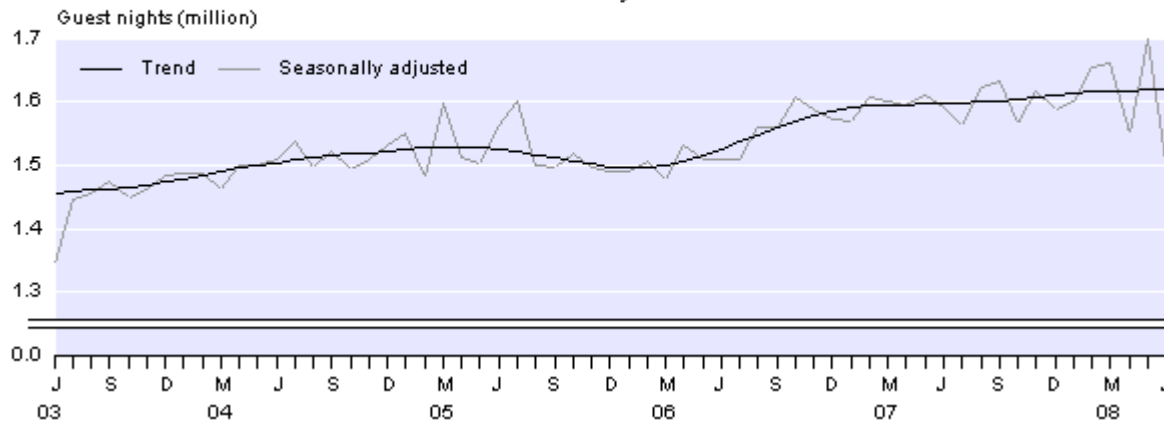
## Guest nights by island

Guest nights in the North Island were 1.1 million in June 2008, a decrease of 6 percent compared with June 2007 and 1 percent compared with June 2006.

The trend for North Island guest nights has been increasing since January 2006. In June 2008, the trend level was 1 percent higher than in June 2007 and 6 percent higher than in June 2006.

For the year ended June 2008, North Island guest nights increased 2 percent compared with the previous June year.

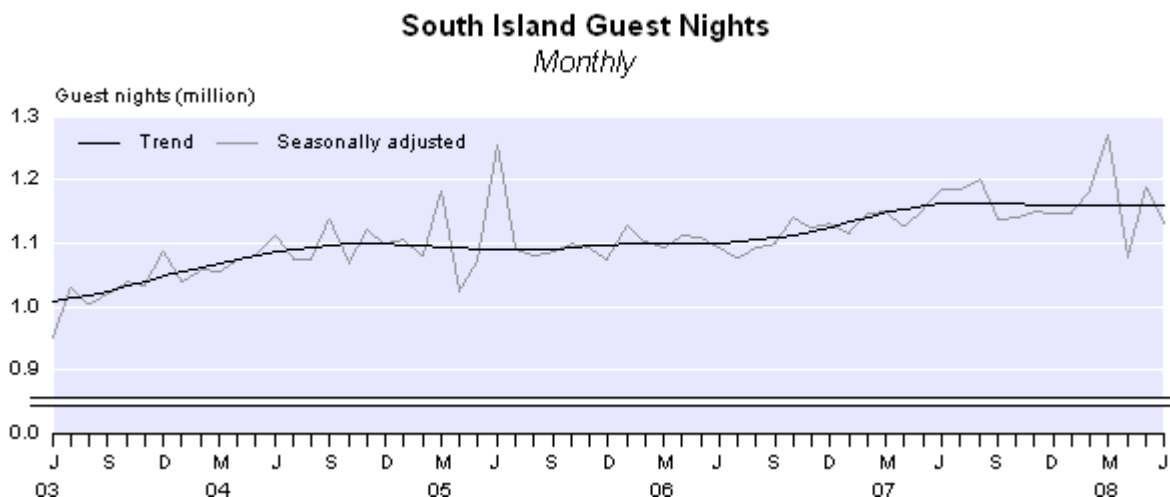
**North Island Guest Nights**  
*Monthly*



Guest nights in the South Island were 0.6 million in June 2008, a decrease of 5 percent compared with June 2007 and an increase of 3 percent compared with June 2006.

The trend for South Island guest nights has been relatively flat since mid-2007. In June 2008, the trend level was similar to June 2007 and 5 percent higher than in June 2006.

For the year ended June 2008, South Island guest nights increased 3 percent compared with the previous June year.



## Guest nights by region

In June 2008, eleven of the 12 regions recorded fewer guest nights than in June 2007, with the following regions showing the largest decreases:

- Waikato (down 22,000 or 13 percent)
- Otago (down 20,000 or 9 percent).

The only region to record an increase was Wellington, up 2,000 or 1 percent.

For the year ended June 2008, seven of the 12 regions recorded higher guest nights than the year ended June 2007, led by:

- Auckland (up 308,000 or 6 percent)
- Canterbury (up 276,000 or 5 percent)
- Wellington (up 122,000 or 5 percent).

Waikato had the largest decrease, down 106,000 or 4 percent.

## Comparison with short-term overseas visitor arrival statistics

*International Travel and Migration: June 2008* shows that short-term overseas visitor arrivals to New Zealand in June 2008 were down 3,100 (2 percent) from June 2007. This followed a decrease of 300 (less than 1 percent) in May 2008 compared with May 2007.

The estimated average number of visitors who were in New Zealand during June 2008 was up 8 percent from June 2007.

New Zealand resident short-term departures for June 2008 were down 22,300 (11 percent) from June 2007. This followed an increase of 2,600 (2 percent) in May 2008 compared with May 2007.

## Origin of guests

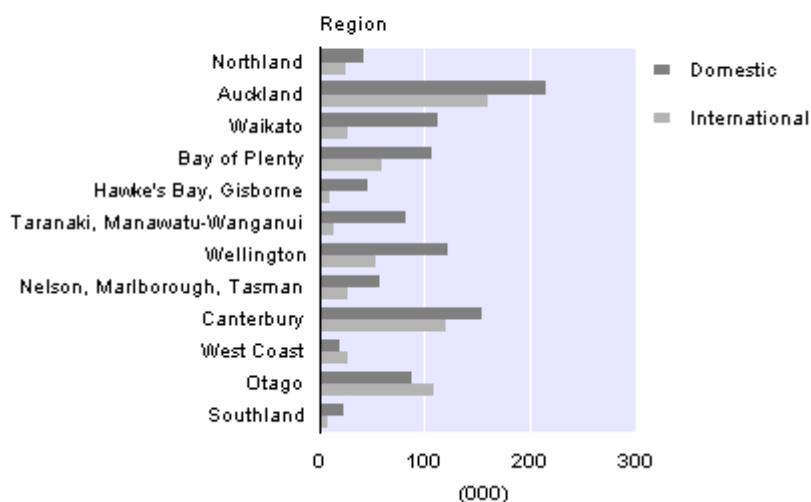
In June 2008, domestic guest nights were 1.1 million while international guest nights were 0.6 million. Auckland and Canterbury were the top two regions for both domestic and international guest nights.

Domestic guest nights were 63 percent of total guest nights. In the North Island, domestic guest nights contributed 67 percent of the North Island's total guest nights. In the South Island, domestic guest nights were 54 percent of its total. Ten of the 12 regions had more domestic than international guest nights.

### Domestic and International Guest Nights

*By region*

June 2008



## Survey change

From the November 2007 survey month, information on domestic and international guest nights is available on a monthly basis. Previous information on 'origin of guest by country' is no longer available. This is the first stage of changes being made, following a review of the Accommodation Survey, which aim to balance the need for high-quality information against the need to reduce respondent load.

In June 2008, there was a response rate of 68 percent to the Accommodation Survey question on 'origin of guests'. Before the survey change, the response rate for this question ranged between 55 and 60 percent. Figures for those establishments that failed to respond have been imputed. Such high levels of imputation can affect data quality, especially for regional statistics and those for accommodation type.

## Guest nights by accommodation type

In June 2008, guest nights for three of the five accommodation types decreased compared with June 2007. Motels had the largest decrease, down 91,000 (14 percent), followed by caravan parks/camping grounds, down 29,000 (14 percent).

In June 2008, hotels had the largest share of total guest nights (38 percent), followed by motels (34 percent) and backpackers/hostels (17 percent).

For the year ended June 2008, three accommodation types had higher guest nights than the year ended June 2007. Hotels had the largest increase, followed by caravan parks/camping grounds and backpackers/hostels.

For the year ended June 2008, motels had the largest share of total guest nights (33 percent), followed by hotels (32 percent), caravan parks/camping grounds (20 percent) and backpackers/hostels (14 percent).

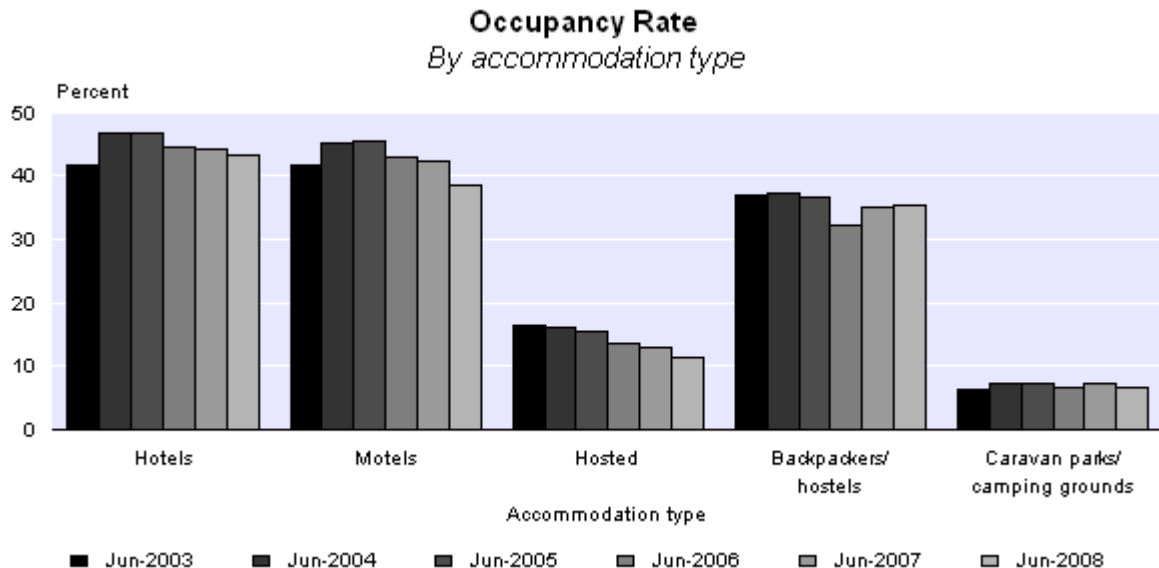
## Occupancy rate

In June 2008, the occupancy rate, excluding caravan parks/camping grounds, was 38 percent, compared with 40 percent in June 2007.

Accommodation capacity, excluding caravan parks/camping grounds, was 3 percent above the June 2007 level.

Hotels had the highest occupancy rate (43 percent) of all the accommodation types in June 2008, followed by motels (38 percent) and backpackers/hostels (35 percent).

Excluding the caravan parks/camping grounds category, the Auckland region had the highest occupancy rate (51 percent) in June 2008, followed by Wellington (50 percent).



## Response rates

Response rates by accommodation type for June 2008			
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	80	92	72
Motels	77	82	66
Hosted	79	84	68
Backpackers/hostels	78	86	58
Caravan parks/ camping grounds	79	87	73
<b>Total</b>	<b>78</b>	<b>87</b>	<b>68</b>

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 of this release or contact Statistics NZ.

## Survey sponsorship

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

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**Email:** [info@stats.govt.nz](mailto:info@stats.govt.nz)

### Next release ...

*Accommodation Survey: July 2008* will be released on 11 September 2008.

## **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 short-term 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 (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 users of the data should bear this in mind. 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 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.

### **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.

## Origin of guests

From November 2007, information on total domestic and international guest nights will be available on a monthly basis but the breakdown by region or country will no longer be available.

## **Other definitions**

### **Business frame**

A register (maintained by Statistics NZ) 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 NZ 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 (for example 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 NZ 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 NZ. Statistics NZ accepts no responsibility for any such delays.

## Tables

The following tables are printed with this Hot Off The Press and can also be downloaded from the Statistics New Zealand website in Excel format. If you do not have access to Excel, you may use the [Excel file viewer](#) to view, print and export the contents of the file.

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
7. Regional 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. These tables can be downloaded from the Statistics NZ website.

- **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 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'.