

Embargoed until 10:45am – 11 August 2010

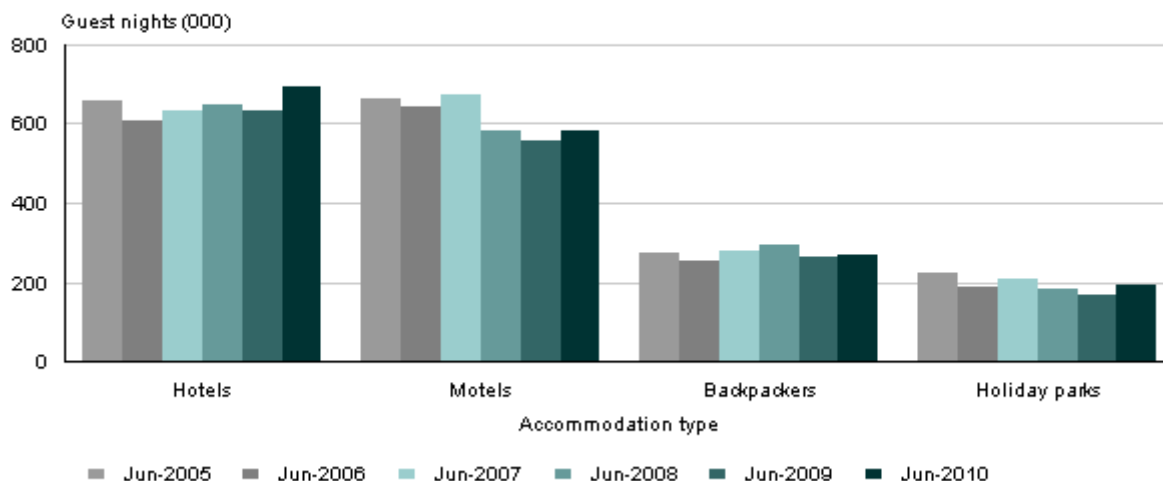
Accommodation Survey: June 2010

Highlights

Compared with June 2009:

- All four accommodation types had more guest nights, with hotels having the largest increase.
- Total guest nights were up 7 percent.
- Domestic guest nights were up 9 percent, and international guest nights were up 4 percent.
- Guest nights were up 8 percent in the North Island and 6 percent in the South Island.
- Bay of Plenty had the largest increase in guest nights.

Guest nights
By accommodation type
June 2005–10



Source: Statistics New Zealand

Geoff Bascand
Government Statistician

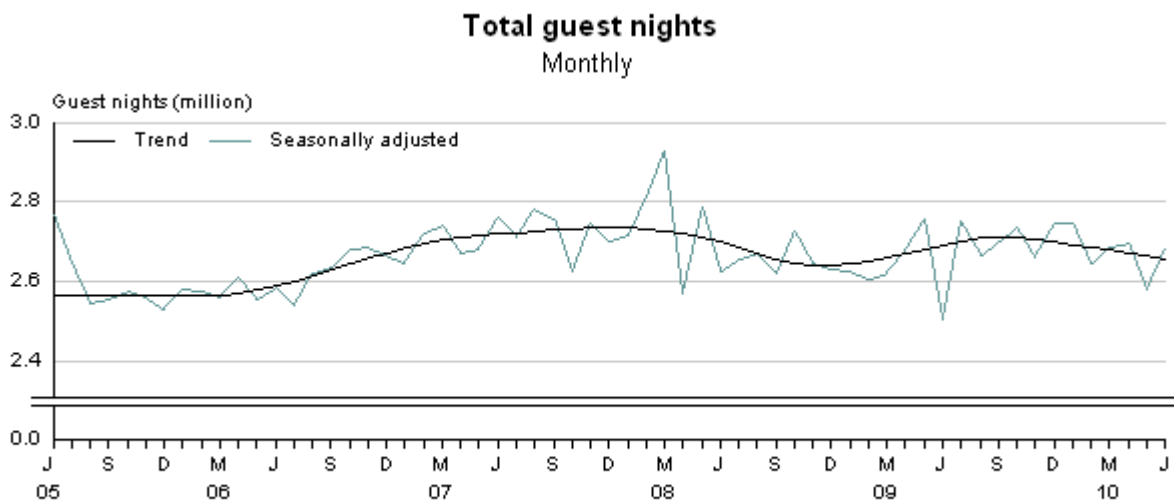
11 August 2010
ISSN 1178-0207

Commentary

Total guest nights

Total guest nights in short-term commercial accommodation were 1.7 million in June 2010, a 7 percent increase compared with June 2009.

The trend had been increasing since December 2008, but appears to have decreased in recent months. The recent decrease in the estimated trend should be treated with caution until more data points are available, as the initial estimates may be revised.



Source: Statistics New Zealand

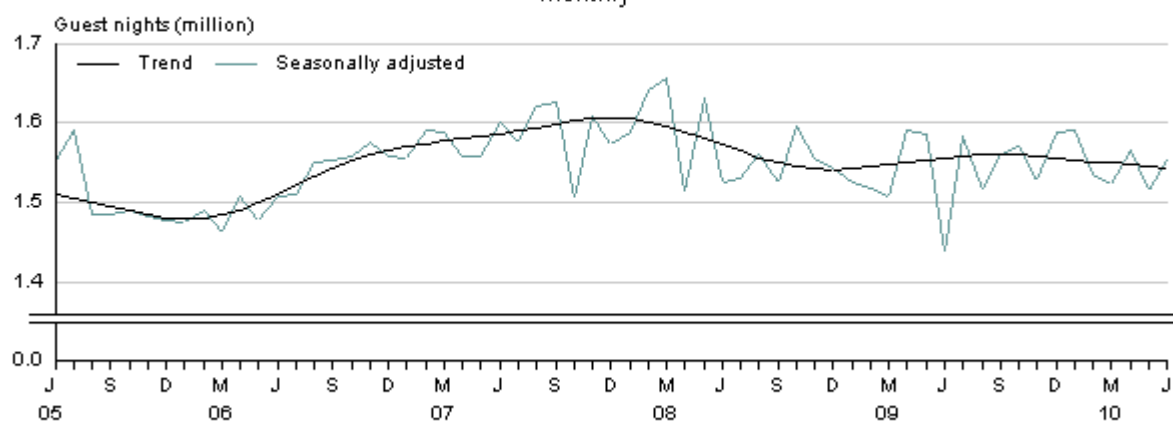
Guest nights by island

Guest nights in the North Island were 1.1 million in June 2010, an 8 percent increase compared with June 2009.

The trend in North Island guest nights decreased throughout 2008 and has been relatively flat since then. The recent fluctuations in the estimated trend should also be treated with caution.

North Island guest nights

Monthly



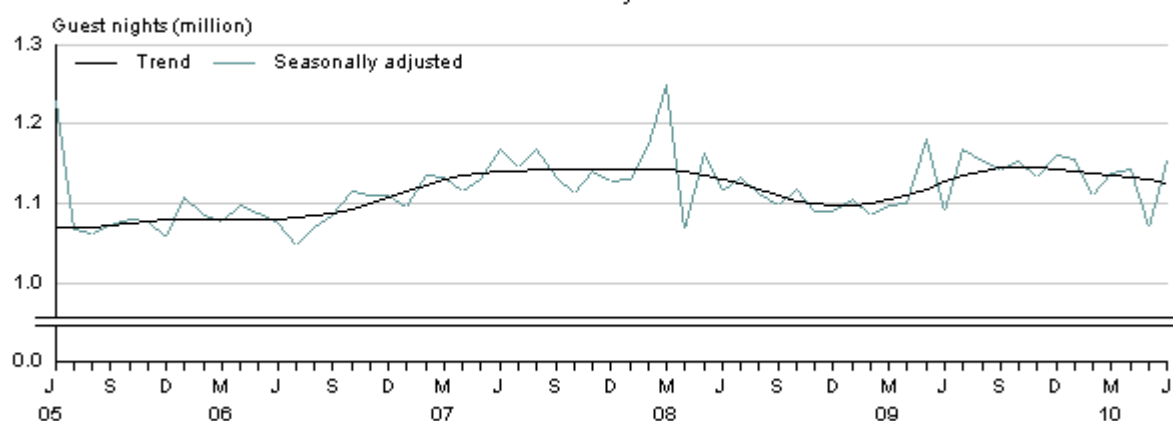
Source: Statistics New Zealand

Guest nights in the South Island were 0.6 million in June 2010, a 6 percent increase compared with June 2009.

The trend had been increasing since December 2008, but appears to have decreased in recent months. The recent decrease in the estimated trend should also be treated with caution.

South Island guest nights

Monthly



Source: Statistics New Zealand

Guest nights by region

Ten of the 12 regions recorded more guest nights in June 2010 than in June 2009. The regions showing the largest increases were:

- Bay of Plenty, up 35,000 (24 percent)
- Otago, up 23,000 (11 percent)
- Auckland, up 23,000 (7 percent).

In June 2009, Bay of Plenty recorded its lowest number of guest nights in a June month since 2000, and has now returned to a similar level of June guest nights to that recorded from 2004 to 2007.

The regions recording decreases in June 2010 were:

- West Coast, down 3,000 (7 percent)
- Nelson/Marlborough/Tasman, down 3,000 (4 percent).

Origin of guests

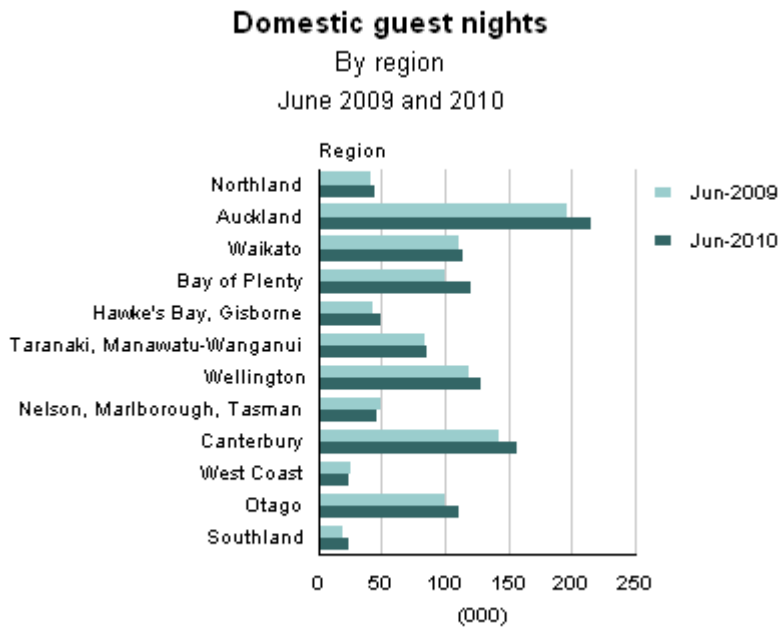
Domestic guest nights in June 2010 were 1.1 million, an increase of 92,000 (9 percent) from June 2009, and a 6 percent increase compared with June 2008. Ten of the 12 regions recorded more domestic guest nights in June 2010 than in June 2009.

The regions recording the largest increases in domestic guest nights were:

- Bay of Plenty, up 22,000 (22 percent)
- Auckland, up 19,000 (10 percent)
- Canterbury, up 14,000 (10 percent).

The regions recording fewer domestic guest nights were:

- Nelson/Marlborough/Tasman, down 3,000 (6 percent)
- West Coast, down 1,000 (5 percent).



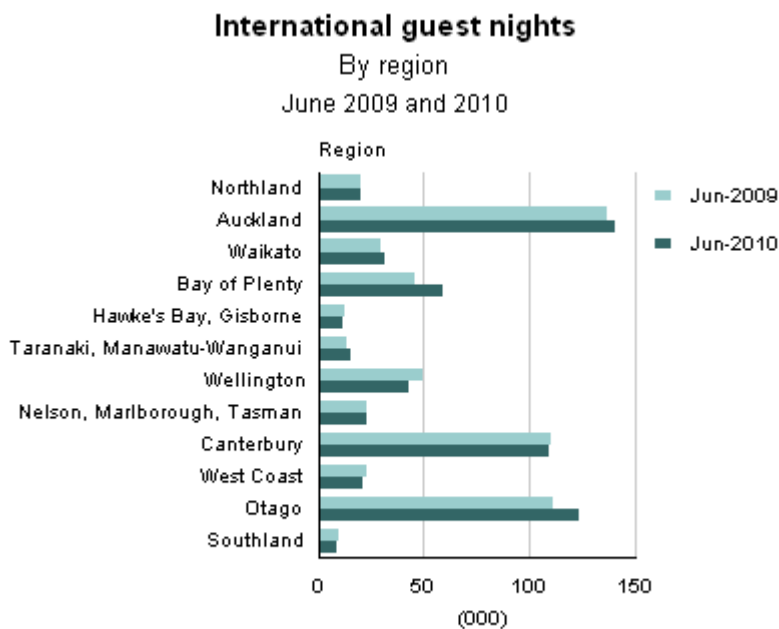
Source: Statistics New Zealand

International visitors contributed 0.6 million guest nights in June 2010, 21,000 (4 percent) more than in June 2009, but still 4 percent fewer than in June 2008. International visitors provided 30 percent of total guest nights in the North Island and 44 percent of those in the South Island.

Seven of the 12 regions showed an increase in international guest nights in June 2010 compared with June 2009, led by:

- Bay of Plenty, up 13,000 (29 percent)
- Otago, up 12,000 (11 percent)
- Auckland, up 4,000 (3 percent).

The region with the largest decrease in international guest nights was Wellington, down 7,000 (15 percent).



Source: Statistics New Zealand

Comparison with short-term overseas visitor arrival statistics

International Travel and Migration: June 2010 shows that short-term overseas visitor arrivals to New Zealand in June 2010 were up 10,600 (8 percent) from June 2009. This follows a decrease of 600 (less than 1 percent) in May 2010 compared with May 2009.

The estimated average number of visitors who were in New Zealand during June 2010 was up 2 percent compared with June 2009.

New Zealand resident short-term departures for June 2010 were also up, 13 percent compared with June 2009.

Guest nights by accommodation type

In June 2010, all four accommodation types had more guest nights than in June 2009.

Hotels had the largest increase in guest nights, up 58,000 (9 percent) compared with June 2009. Hotels also had the largest share of total guest nights (40 percent).

Following a period of decrease in 2008, the trend in hotel guest nights has generally been increasing, and is now 9 percent higher than the previous low in January 2009.



Source: Statistics New Zealand

Increases in the other accommodation types were:

- motels, up 28,000 (5 percent)
- holiday parks, up 23,000 (14 percent)
- backpackers, up 3,000 (1 percent).

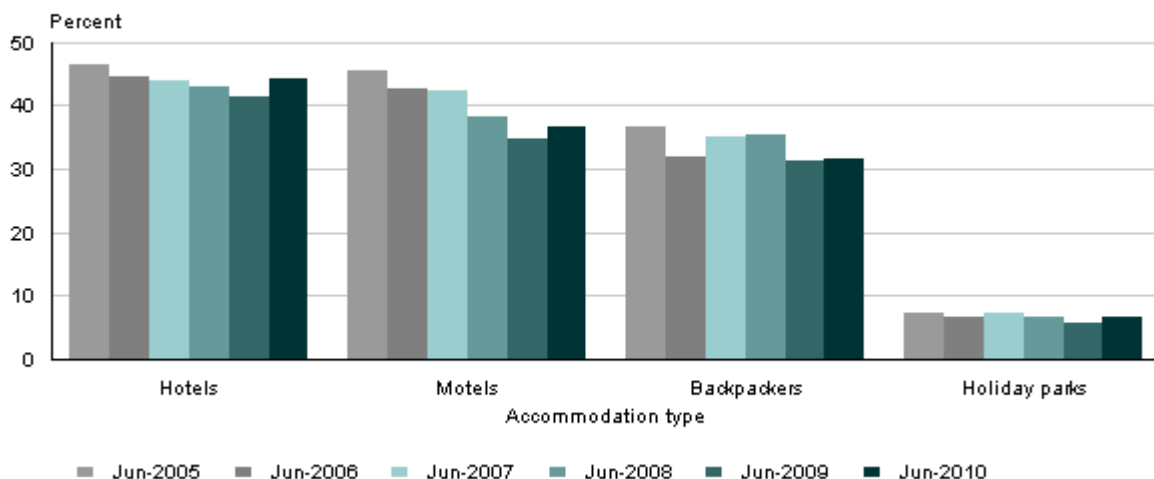
Occupancy rate

Excluding holiday parks, the occupancy rate in June 2010 was 38 percent, compared with 36 percent in June 2009. Accommodation capacity, excluding holiday parks, was 1 percent above the June 2009 level.

Hotels had the highest occupancy rate (44 percent) of all the accommodation types in June 2010, followed by motels (37 percent), and backpackers (32 percent).

Excluding the holiday parks category, nine of the 12 regions had higher occupancy rates in June 2010 than in June 2009. The Wellington region had the highest occupancy rate (49 percent), followed by Auckland (48 percent), and Otago, (42 percent).

Occupancy rate
By accommodation type
June 2005–10



Source: Statistics New Zealand

Response rates

Response rates by accommodation type for June 2010			
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	82	94	80
Motels	83	88	69
Backpackers	76	81	64
Holiday parks	77	85	74
Total	81	89	73

When respondents do not answer questions in this survey, Statistics New Zealand estimates the missing information based on data from similar establishments in the same or similar regions. For more information, please see 'Technical notes' in this release or contact Statistics NZ.

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 (www.stats.govt.nz).

Survey sponsorship

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

For technical information contact:
Christine Sadler or Clara Eatherley
Christchurch 03 964 8700
Email: info@stats.govt.nz

Next release ...

Accommodation Survey: July 2010 will be released on 10 September 2010.

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 2006 (ANZSIC06), the target population is taken from class 4400 (accommodation), and the part of class 4520 (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 by the enterprise 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
- Backpackers: includes hostels
- Holiday parks: includes caravan parks and 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 has been available on a monthly basis. Previously this was available only three-monthly.

Survey change

From the September 2009 survey month, the following changes have been implemented for the Accommodation Survey:

- the 'hosted' accommodation group has been removed from the survey
- regional boundaries have been updated.

We have also updated data for the previous months based on the new regional boundaries and with the 'hosted' accommodation type removed. These updates will allow for continued time series comparison.

Two classifications have been renamed:

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

However, the coverage remains unchanged.

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

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 (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 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.

Copyright

Information obtained from Statistics NZ may be freely used, reproduced, or quoted unless otherwise specified. In all cases Statistics NZ must be acknowledged as the source.

Liability

While care has been used in processing, analysing, and extracting information, Statistics NZ gives no warranty that the information supplied is free from error. Statistics NZ shall not be liable for any loss suffered through the use, directly or indirectly, of any information, product, or service.

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 NZ 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 holiday parks, 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
8. Domestic and international 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 (www.stats.govt.nz).