

Embargoed until 10:45am – 12 May 2010

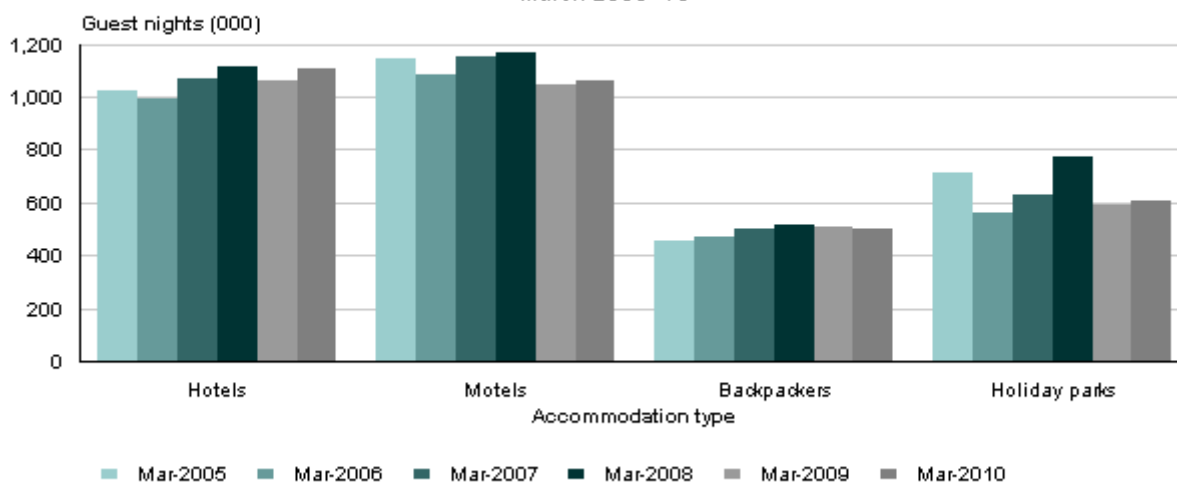
Accommodation Survey: March 2010

Highlights

Compared with March 2009:

- Hotels had the largest increase in guest nights, up 5 percent.
- Total guest nights were up 2 percent.
- Nine of the 12 regions had higher guest nights, led by Otago, Bay of Plenty, and Canterbury.
- International guest nights were up 3 percent and domestic guest nights were up 2 percent.

Guest nights
By accommodation type
March 2005–10



Source: Statistics New Zealand

Geoff Bascand
Government Statistician

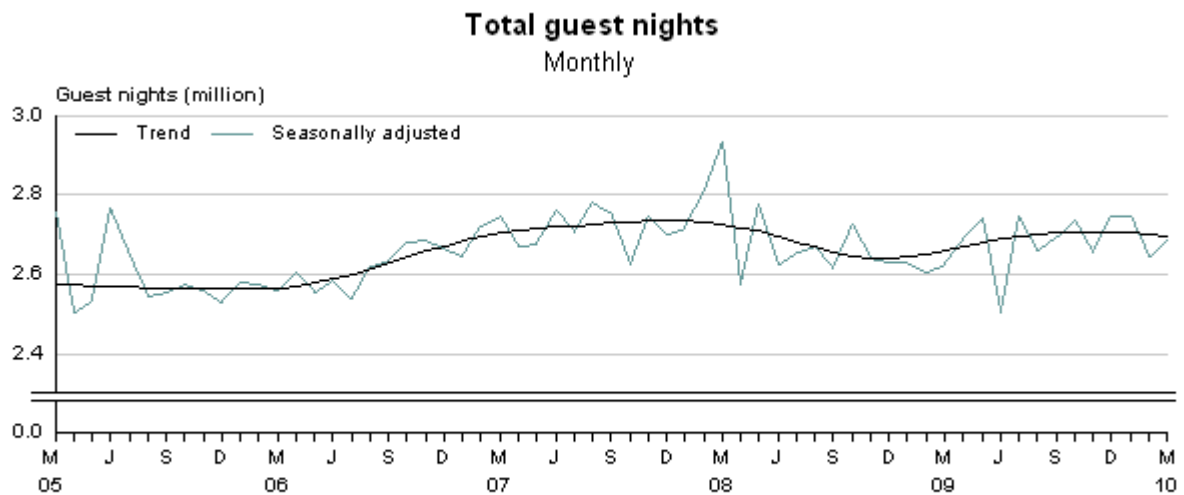
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Commentary

Total guest nights

Total guest nights in short-term commercial accommodation were 3.3 million in March 2010, a 2 percent increase compared with March 2009.

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



Source: Statistics New Zealand

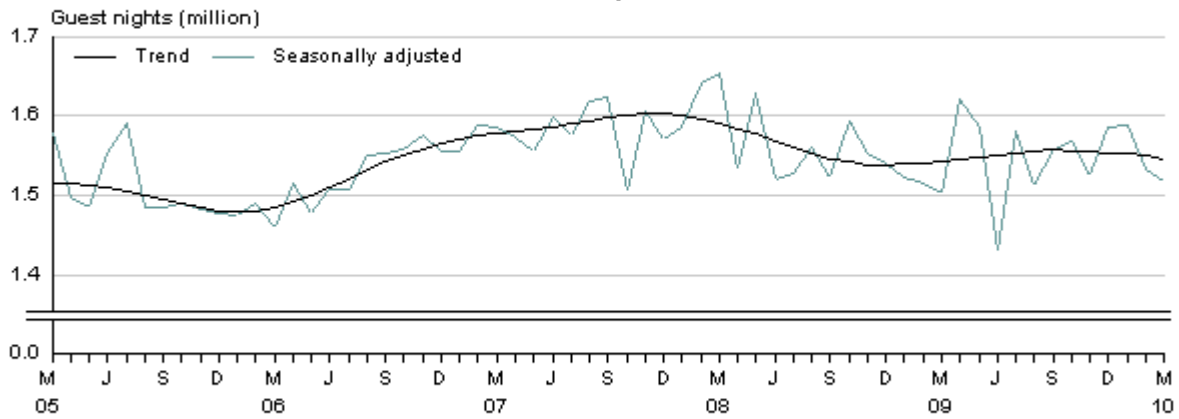
Guest nights by island

Guest nights in the North Island were 1.8 million in March 2010, a 1 percent increase compared with March 2009.

The trend in North Island guest nights decreased throughout 2008 and was relatively flat throughout 2009. The recent decrease in the trend should also be treated with caution. The trend level at March 2010 is 4 percent lower than the series peak in November 2007.

North Island guest nights

Monthly



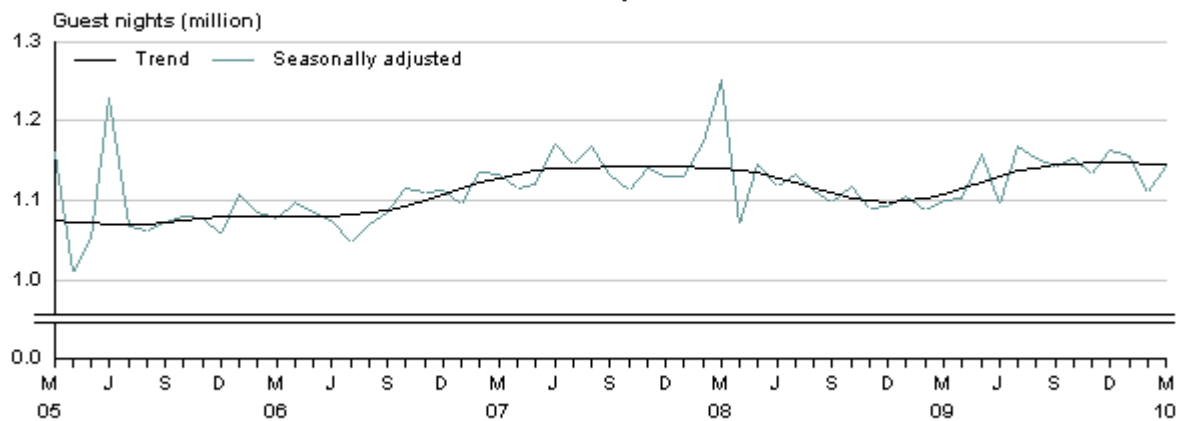
Source: Statistics New Zealand

Guest nights in the South Island were 1.4 million in March 2010, a 4 percent increase compared with March 2009.

The trend had been increasing since December 2008, but has flattened in recent months. The decrease in the estimated trend this month should also be treated with caution.

South Island guest nights

Monthly



Source: Statistics New Zealand

Guest nights by region

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

- Otago, up 27,000 (7 percent)
- Bay of Plenty, up 19,000 (7 percent)
- Canterbury, up 12,000 (2 percent).

The regions showing the largest decreases were:

- Hawke's Bay/Gisborne, down 6,000 (4 percent)
- Wellington, down 2,000 (1 percent).

Origin of guests

International visitors contributed 1.6 million guest nights in March 2010, an increase of 42,000 (3 percent) from March 2009. These visitors provided 41 percent of total guest nights in the North Island and 57 percent of those in the South Island.

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

- Otago, up 25,000 (10 percent)
- Bay of Plenty, up 11,000 (9 percent)
- West Coast, up 7,000 (8 percent)
- Nelson/Marlborough/Tasman, up 6,000 (6 percent).

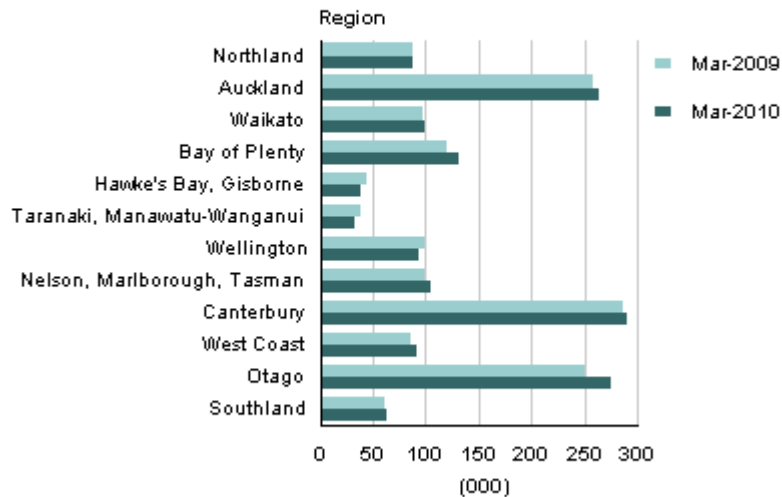
The three regions with decreases in international guest nights were:

- Taranaki/Manawatu-Wanganui, down 7,000 (18 percent)
- Hawke's Bay/Gisborne, down 5,000 (12 percent)
- Wellington, down 5,000 (5 percent).

International guest nights

By region

March 2009 and 2010



Source: Statistics New Zealand

Domestic guest nights numbered 1.7 million, an increase of 32,000 (2 percent) from March 2009. Eight of the 12 regions recorded more domestic guest nights in March 2010 than in March 2009.

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

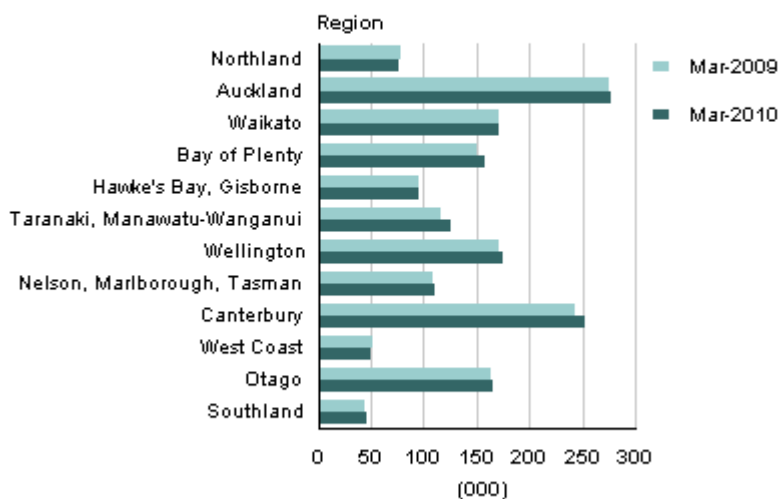
- Taranaki/Manawatu-Wanganui, up 11,000 (9 percent)
- Bay of Plenty, up 9,000 (6 percent)
- Canterbury, up 8,000 (3 percent).

West Coast had the largest decrease, down 2,000 (4 percent).

Domestic guest nights

By region

March 2009 and 2010



Source: Statistics New Zealand

Comparison with short-term overseas visitor arrival statistics

[International Travel and Migration: March 2010](#) shows that short-term overseas visitor arrivals to New Zealand in March 2010 were up 16,800 (7 percent) from March 2009. The earlier timing of Easter, and school holidays in some Australian states, influenced this increase. The increase follows a rise of 11,300 (4 percent) in February 2010 compared with February 2009.

The estimated number of visitors who were in New Zealand during March 2010 was up 2 percent on March 2009.

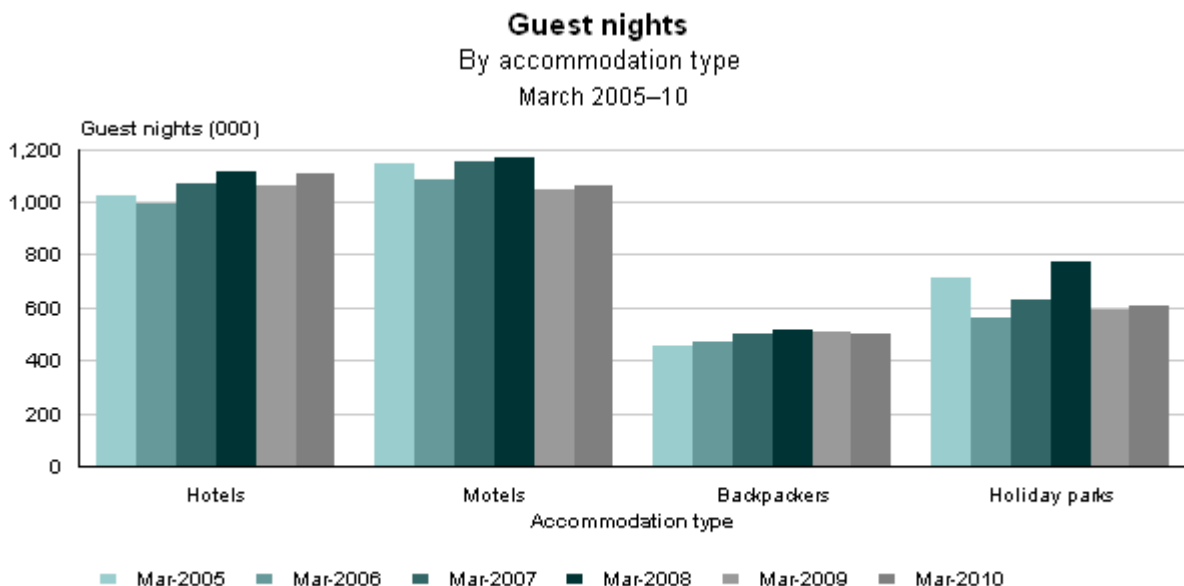
New Zealand resident short-term departures for March 2010 were up 16,000 (13 percent) from March 2009.

Guest nights by accommodation type

In March 2010, three of the four accommodation types had more guest nights than in March 2009:

- hotels, up 49,000 (5 percent)
- holiday parks, up 17,000 (3 percent)
- motels, up 13,000 (1 percent).

Backpackers had the only decrease in guest nights, down 5,000 (1 percent).



Source: Statistics New Zealand

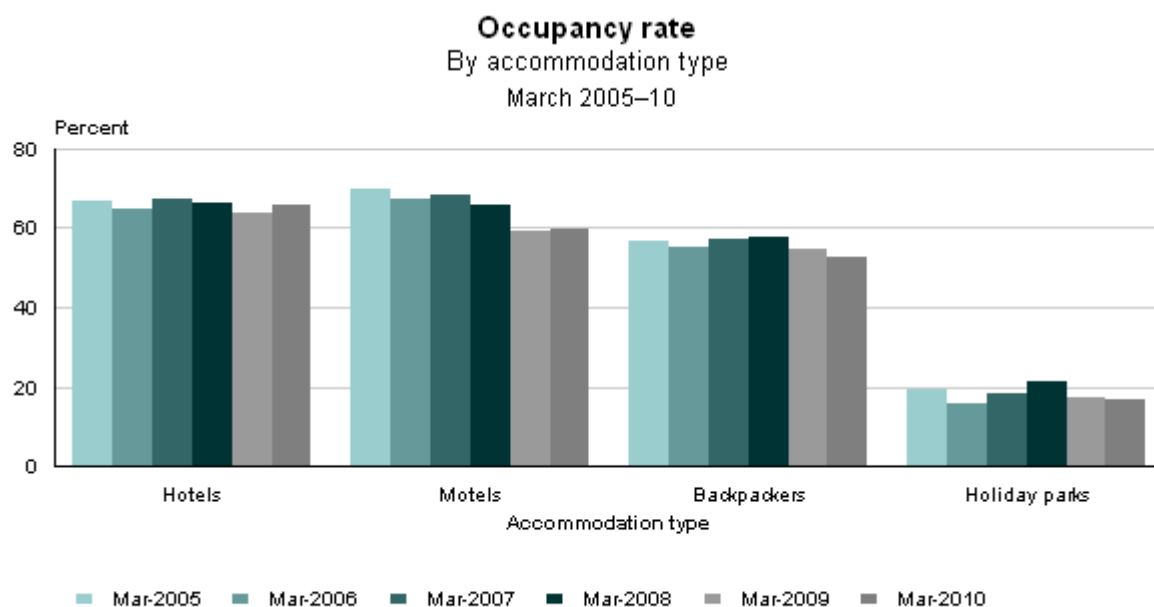
In March 2010, hotels had the largest share of total guest nights (34 percent), followed by motels (32 percent).

Occupancy rate

Excluding holiday parks, the occupancy rate in March 2010 was 60 percent, compared with 59 percent in March 2009. Accommodation capacity, excluding holiday parks, was 1 percent above the March 2009 level.

Hotels had the highest occupancy rate (65 percent) of all the accommodation types in March 2010, followed by motels (59 percent) and backpackers (52 percent).

Excluding the holiday parks category, six of the twelve regions had higher occupancy rates in March 2010 than in March 2009. The Auckland and Wellington regions had the highest occupancy rates (68 percent), followed by Otago (65 percent).



Source: Statistics New Zealand

Response rates

Response rates by accommodation type for March 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	79	95	82
Motels	78	83	66
Backpackers	85	86	70
Holiday parks	85	89	77
Total	80	89	74

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 the 'Technical notes' section 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.

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Christchurch 03 964 8700
Email: info@stats.govt.nz

Next release ...

Accommodation Survey: April 2010 will be released on 11 June 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.

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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 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).