Accommodation survey
The New Zealand perspective

July 2011

About the survey

- Information on short-term commercial accommodation activity at a regional and national level
- Statistics collected include:
  - capacity
  - occupancy rates
  - guest nights
- Monthly census
- Data from May 1998
- Sponsored by Ministry of Economic Development
Target population
- All geographic units providing short-term commercial accommodation
- Operating in New Zealand
- Economically significant enterprise:
  > GST registered
  > $30,000 turnover per annum
- ANZSIC 06 – class
  > accommodation
  > and part of class pubs, taverns and bars

Classification of types & definitions
- Guest night = 1 guest spending 1 night
- Stay unit = unit of accommodation
- Capacity = stay unit nights available
- Average length of stay = guest night/guest first night
- Occupancy rate = stay unit nights occupied/stay unit nights available
Guest nights

- Can be subdivided into:
  - Type of accommodation
    - Hotels
    - Motels
    - Backpackers
    - Holiday parks
  - Type of visitor (international and domestic)
  - Trend estimates vs seasonally adjusted

Survey administering

Population

- Geographic units are sourced from the Business Frame (BF)
- BF a register of all economically significant enterprises
- ‘Births’ are picked up via the BF team
- Media monitoring
- Closures (temp or permanent) from survey respondents
Industry co-operation
New Zealand Hotel Council (NZHC)

- Represents the interests of over 130 hotels across 8 regions representing 17,650 rooms
- Members receive professional advice and information on industry issues and statistics and hotel-specific research
- Sole association that represents the interests of and provides an industry focus for larger hotels
- Major employers and significant contributors to the tourism industry both regionally and nationally

Industry co-operation continued
New Zealand Hotel Council

- Supplies Hotel data to Statistics NZ
- Allows unique insight on the performance of the New Zealand hotel sector
- Published as a separate table on Tourism research website
Survey enhancements

- NZHC data
- Origin of guest data (domestic and international guest nights) collected monthly
- Update of regional boundaries
- Removal of the 'hosted' accommodation type
- Changing label for 'caravan parks/camping grounds' to 'holiday parks'
- Changing label for ‘backpackers/hostels' to ‘backpackers'
- Data back cast to July 1996

Output and TSA usage

- Statistics NZ website:
  - Pivot tables for more detailed information
    - accommodation type
    - total accommodation
    - origin of guests

- TSA:
  - imputed rental on holiday homes
  - data confrontation