

## 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

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## 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

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## 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 |

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## 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

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## 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

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## 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

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## 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

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## 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

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## 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

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