

**UNWTO- SCBP for AFRICA
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**Accommodation and
accommodation statistics**



**Classification of different forms of
accommodation used by visitors**

- **Basic distinctions**
 - Paying/for free
 - Associated with a production activity/not associated with a production activity
 - Collective/individual (old classification: not consistent with CPC v2 and ISIC rev4 but useful)



Accommodation according to CPC rev 2

<i>Accommodation</i>			
63111	Room or unit accommodation for visitors, with daily housekeeping services	X	5510
63112	Room or unit accommodation for visitors, without daily housekeeping services	X	5510
63113	Room or unit accommodation services for visitors in timeshare properties	X	5510
63114	Accommodation services for visitors, in rooms with multiple occupancy	X	5510
63120	Campsite services	X	5520
63130	Recreational vacation camp services	X	5520
63210	Room or unit accommodation services for students in student residences	X	5590
63290	All other room or unit accommodation services	X	5590
72111	Renting or leasing services involving own or leased residential property (b)	X	6810
72123	Trade services of timeshare properties	X	6810
72211	Residential property management services on a fee or contract basis except of time-share ownership properties (b)	X	6820
72213	Time share (ownership type) property management services on a fee or contract basis	X	6820
72221	Residential building sales on a fee or contract basis except of time share ownership properties (b)	X	6820
72223	Sale of time share properties on a fee or contract basis	X	6820
85521	Reservation services for accommodation (b)	X	7911, 7990
85522	Time-share exchange services	X	7990

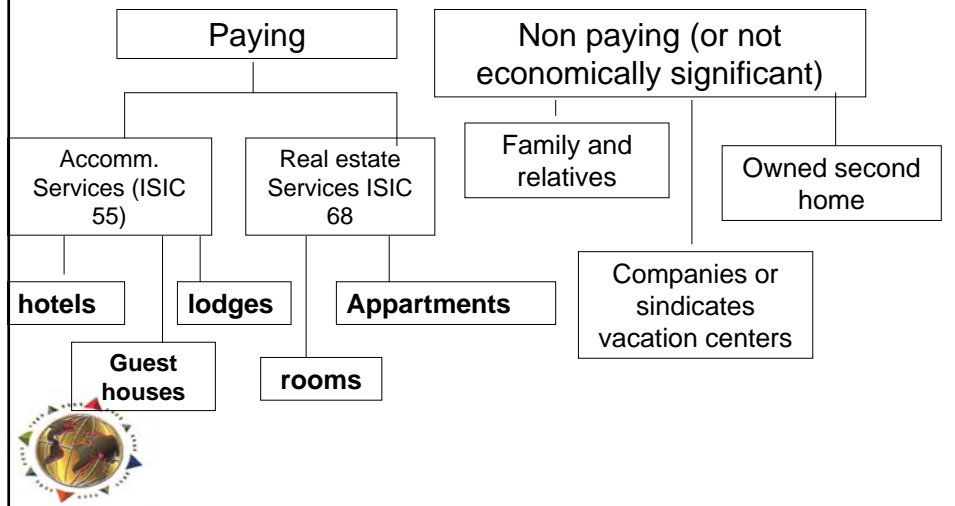
Accommodation according to ISIC rev 4

ISIC Rev. 4	Description
5510	Short term accommodation activities
5520	Camping grounds, recreational vehicle parks and trailer parks
5590	Other accommodation
6810	Real estate activities with own or leased property*
6820	Real estate activities on a fee or contract basis*

Difficult link between products and activities



Classification of forms of accommodation used by visitors



Countries experience on classifications



Accommodation Statistics

- Objective
To establish different types of indicators that inform about the way supply and demand interact on **accommodation services for visitors**
- Useful for tourism statistics but also as a management tool
- This can be a good argument to get the collaboration of establishments in responding to the questionnaire



Basic indicators of accommodation for visitors (above a threshold)

- Room occupancy rates (gross or net)
- Bed occupancy rates (gross or net)
- Average room rate
- Average revenue per room night
- Average revenue per guest night
- Employee per room
- Average wage per employee
- Average revenue per employee



Basic definitions: Rooms

- **Room:** the unit formed by one room or group of rooms constituting an indivisible rental whole in an accommodation establishment.
 - Rooms may be single, double or multiple, depending on whether they are equipped permanently to sleep one, two or several people. (A suite is thus considered as a single “room” if its rooms cannot be rented separately).
 - Number of rooms on offer: determined by the number available for guests during the reference period, including rooms occupied by long-term guests but excluding those occupied by staff employed in the establishment.
- This number might differ from the number of existing rooms, which may be greater or less – it is usually less, as rooms temporarily unavailable during the low season or because of maintenance are not counted. Sometimes, although not often, the number of rooms on offer may be greater than the number of existing rooms if temporary arrangements are made to accommodate guests in some kind of annex that is usually closed and whose rooms are not included in the register.



Basic definitions: bed-places; guests

Bed places

- The number of bed-places in an establishment is determined by the number of persons who can stay overnight in the beds set up in the establishment, ignoring any extra beds that may be set up by customer request. The term bed-place applies to a single bed, double beds being counted as two bed-places. This unit serves to measure the capacity of any type of accommodation.

Guests

- Unit defined as a person who arrives at an accommodation establishment and checks in (usually completing an appropriate check-in form). It includes also non paying guests, children sharing their parents' rooms and all special categories of guests.



UNWTO Accommodation Kit

- Simple Software (KIT) to collect information on collective accommodation
- Can be proposed to accommodation establishments as a simple management tool
- Makes it possible to offer them a feedback that allows them to compare their performance with that of competitors



UNWTO Accommodation kit

- Information that is collected
 - Capacity and use of capacity
 - Employment
 - Wages and salaries
 - Turnover



UNWTO – Accommodation kit Daily record

a systematic way of establishing **occupancy rates** :
importance of standardizing this measurement
standardized

- Initialization of the process:
 - Available rooms
 - Available beds
 - Rooms occupied at the beginning of the period
 - Number of guests
- Daily:
 - Guests arrivals
 - Guests departure
 - Vacated rooms
 - Newly occupied rooms



On the Last Night of Last Month:								
Rooms Occupied						<input type="text" value="35"/>		
Number of Guests: Domestic						<input type="text" value="39"/>		
Number of Guests: Foreign						<input type="text" value="25"/>		
Date/ Night of	Number of Rooms	Number of Beds	Number of Guest Rooms		Number of Guests			
			Newly Occupied Today	Vacated Today	Domestic		Foreign	
					Arrive	Depart	Arrive	Depart
1	60	120	5	2	4	2	2	0
2	60	120	12	6	7	7	9	3
3	60	120						
4	60	120						
5	60	120						
6	60	120						
7	60	120						
8	60	120						
9	60	120						
10	60	120						



Calculation

Data: at the end of the previous month:

Rooms occupied 35

Number of guests 55

What the program does



days	Number of rooms		Number of guest		calculation			
	Number of rooms	Number of beds	vacated today	Newly occupied	arrivals	departures	number of occupied rooms	number of occupied beds
1	60	100	12	14	21	15	37	61
2	60	100	15	13	16	26	35	71
3	60	100	17	20	20	25	38	76
4	60	100	22	15	35	22	31	63
5	60	100	18	13	30	25	26	58
6	60	100	25	35	40	55	36	73
7	60	100	12	22	27	25	46	71
8	60	100	17	23	25	40	52	86
9	60	100	15	23	22	30	60	94
10	60	100	25	14	47	20	49	67
room occupancy rate "(number of occupied rooms/number of available room)"							68%	
bed occupancy rate "(number of occupied beds/number of available beds)"								72%



hotel full!!! it checks the numbers

Recommendations

- To be done daily (midnight)
- The software used indicates inconsistencies
- Only 4 data are needed (more if guests are classified in more categories): very simple
- Using internet to collect the data from hotels; be in permanent touch
- Process swiftly for the dynamic of the procedure and to involve establishments actively
- Use estimations when data from establishments are missing (defining the method of estimation, and for how long using this procedure)
- Process by categories of establishments for increased usefulness

