

Presentation on the Monthly Accommodation (MAS)

Presented By the Tourism Economics Section



- Probably the most important sector within the tourism industries in any country
- Measuring it provides wealth of statistics
- Relates to both Inbound and Domestic tourism

Accommodation

- Geographical distribution of tourists (travelers) (domestic and international)
- Use of accommodation by type, category, location and size
- Seasonal variation
- Supply vs. demand
- Duration of stay
- Employment
- Income

Objectives

The Levy & Statistical Remittance Form



The Form

LEVY AND STATISTICAL REMITTANCE FORM
 Issued In Terms Of the Tourism Act Chapter 14:20

Name of Facility.....

Physical Address

E-mail address.....

No. of Rooms at the Facility.....

ZTA Registration Number.....

Phone /Cell Number(s)

Fax Number(s)

Report for Month ending.....

No. of Beds at the Facility.....



(A) VISITOR INFORMATION

COUNTRY OF RESIDENCE	ACCOMMODATION			COUNTRY OF RESIDENCE	ACCOMMODATION		
	NO. OF GUESTS	ROOM NIGHTS SOLD	BED NIGHTS SOLD		NO. OF GUESTS	ROOM NIGHTS SOLD	BED NIGHTS SOLD
Zimbabwe				Sub Totals b/f			
Angola				Malaysia			
Botswana				Pakistan			
DRC				Singapore			



Software for Measuring
Accommodation Services

- A programme that runs on Excel
- Easy to use
- Simplifies data collection
- Formats data ready for transmission
- Data ready to be processed by NTA

The Software

- 4 interrelated worksheets
 - Operations data
 - Analysis
 - Results
 - Data Stream

The format

- Operation information
- Accommodation capacity
- Employment: all staff on payroll
- Wages and salaries
- Turn-over total revenue for the month
- Statistics on rooms: occupied, vacated, and arrivals/departures

Operations data

Monthly Accommodation Statistics

Operational Information

Accommodation Name: Rainbow Towers Hotel

Accommodation Code Number 1: HTS 007

Accommodation Code Number 2: 5 Star

Accommodation Code Number 3: Harare

Month: August

Year: 2002

Accommodation Capacity

Total Number of Rooms Available: 15

Total Number of Bed-Places Available: 30

Employment - include all staff on payroll for the month

	Male		Female		Total	
	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time
Nationals	3	2	1	0	4	2
Foreigners	5	2	2	1	7	3
Total	8	4	3	1	11	5

Operations Data / Analysis / Results / Data Streams /

Operations Data / Analysis / Results / Data Stream

Turnover - total revenue for the month
 Include accommodation, food and drinks and all other services provided by the establishment

Rooms	30,000.00
Meals	6,000.00
Bar Sales	2,000.00
Other	1,500.00
Total	39,500.00

Wages and Salaries - total wages and salaries for the month

Total	20,000.00
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On the Last Night of Last Month:

Rooms Occupied:

Number of Guests: Domestic:

Number of Guests: Foreign:

Date/ Night of	Number of Guest Rooms		Number of Guests			
	Newly Occupied Today	Vacated Today	Domestic	Foreign	Arrive	Depart
1	3	0	5	0	0	0
2	0	1	0	1	0	0
3	1	0	0	0	2	0
4	0	0	0	0	0	0
5	1	0	0	0	3	0
6	1	0	1	0	0	0
7	0	0	0	0	0	0
8	0	0	0	0	0	0
9	0	1	0	0	2	0
10	0	3	4	0	3	0
11	0	0	0	0	0	0
12	0	0	0	0	0	0
13	0	0	0	0	0	0
14	0	0	0	0	0	0
15	0	0	0	0	0	0
16	0	0	0	0	0	0

Total	12	11	8	12
31	0	0	0	0
30	1	0	1	0
29	0	1	0	2
28	0	2	2	0
27	1	0	0	2
26	0	2	0	5
25	0	0	0	0
24	0	0	0	0
23	0	0	0	0
22	0	0	0	0
21	0	0	0	0
20	4	0	2	5
19	0	0	0	0
18	0	1	0	0
17	0	0	0	0
16	0	0	0	0
15	0	0	0	0
14	0	0	0	0
13	0	0	0	0
12	0	0	0	0
11	0	0	0	0
10	0	3	4	3
9	0	1	0	2
8	0	0	0	0
7	0	0	0	0
6	1	0	1	0
5	1	0	0	3
4	0	0	0	0
3	1	0	0	2
2	0	1	1	0
1	3	0	5	0

Results

- **Accommodation ratios**
 - Room occupancy rate
 - Bed occupancy rate
 - Bed/room ratio
- **Average Length of Stay**
 - Domestic/foreign Guests
- **Room and beds**
 - Total room nights
 - Total bed nights (domestic/foreign)
 - Arrivals (domestic/foreign)

- **Economic indicators**
 - Average room rate
 - Average total spend (room/night, guest/night)
 - Employee/room
 - Average wage/employee
 - Average revenue/employee

Monthly Accommodation Analysis		November 2009	
Key Indicators			
Room Occupancy Rate	76.2 %	Bed Occupancy Rate	47.2 %
Persons per Room	1.0		
Average Length of Stay			
Domestic Guests	2.0 nights	Foreign Guests	4.9 nights
All Foreign Guests	4.9 nights	All Guests	3.1 nights

Rooms and Beds	
Total Room Nights	3,166
Domestic Guest Nights	1,213
Foreign Guest Nights	2,008
All Foreign Guest Nights	2,008
Total Guest Nights	3,221
Domestic Guest Arrivals	600
Foreign Guest Arrivals: All Other	414
All Foreign Guest Arrivals	414
Total Guest Arrivals	1,014

On the Last Night of this Month	
87	Number of Rooms Occupied
30	Number of Guests: Domestic
49	Number of Guests: Foreign

Way Forward

- Addressing limitations associated with the software E.g. Number of countries, networking.
- Continuous training.
- Encouraging all accommodation providers to computerize.

Thank You

Siyabonga

Tatenda