UNWTO Capacity Building Program

"Accommodation Statistics

- and the UNWTO Accommodation Kit"

Accommodation

 Probably the most important sector of the tourism industry in any country

Measuring it provides a wealth of statistics

Both Inbound and Domestic tourism

Aims

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

So what are the Difficulties?

- Available...but often hard to capture
- Geographical spread
- Hotels, apartments, hostels, guest houses, etc
- Need stats in a consistent format
- Need consent and cooperation of owners



Key Issues

- Legislation providers must collect statistics
- Educate trust / share the findings
- Universe need not be all establishments
- Ideally cover greatest possible number
- Sometimes confined to tourist areas
- Must cover the whole year

Key Issues

Remember...

Not all guests are tourists

And...

Some tourists will not stay in commercial accommodation

So...

Not all inbound or domestic tourism is reflected in the statistics...and tourists can also stay in more than one accommodation establishment

The Accommodation Kit



How Do We Get Started?

- Compile a directory of accommodation
- Educate the sector
- They complete and return a monthly form

Technology widely used in the sector

Why not do it electronically?

Facilitates data collection

Facilitates data compilation

What this means...

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

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	Rooms Meals Bar Sales Other Total	30,000.00 6,000.00 2,000.00 1,500.00 39,500.00	
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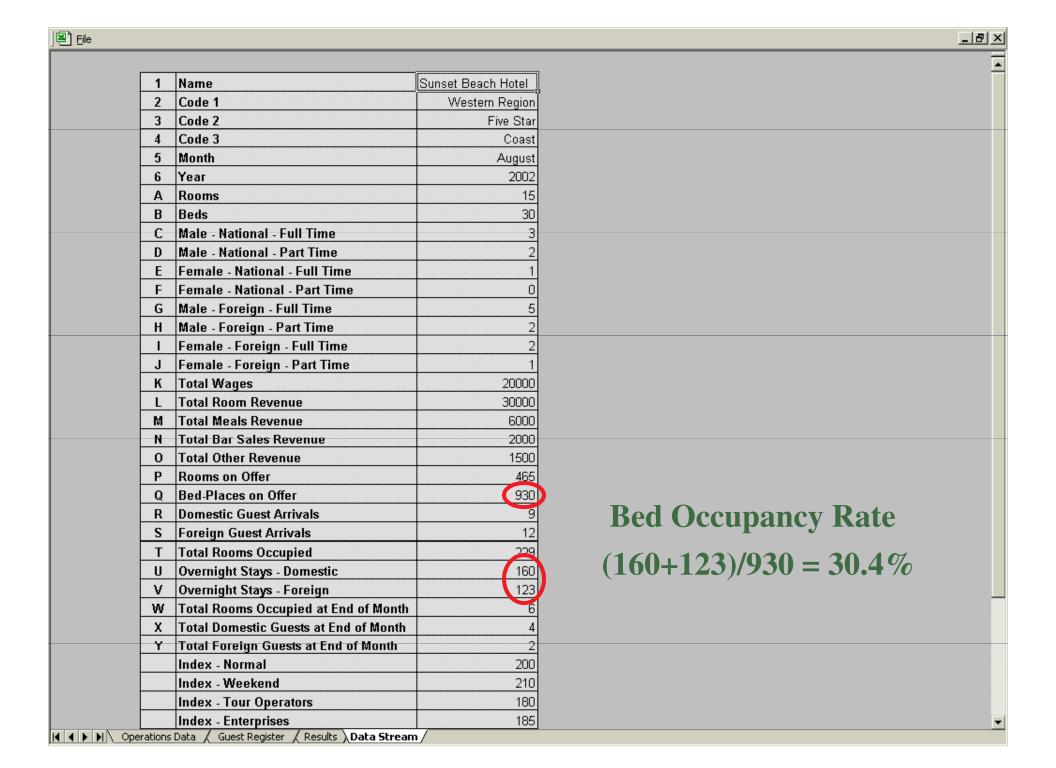
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INDUILING ACCOMMODATION ANALYSIS	dation Analysis	
August 2002	:005 :005	
Accommodation Ratios		
Room Occupancy Rate	49.2 %	
Bed Occupancy Rate	30.4 %	
Bed/Room Occupancy Ratio	1.2	
Average Length of Stay		
Domestic Guests	17.8 nights	
Foreign Guests	10.3 nights	
All Guests	13.5 nights	
Rooms and Beds		
Total Room Nights	229	
Domestic Guest Nights Foreign Guest Nights	160 123	
Total Guest Nights	283	J
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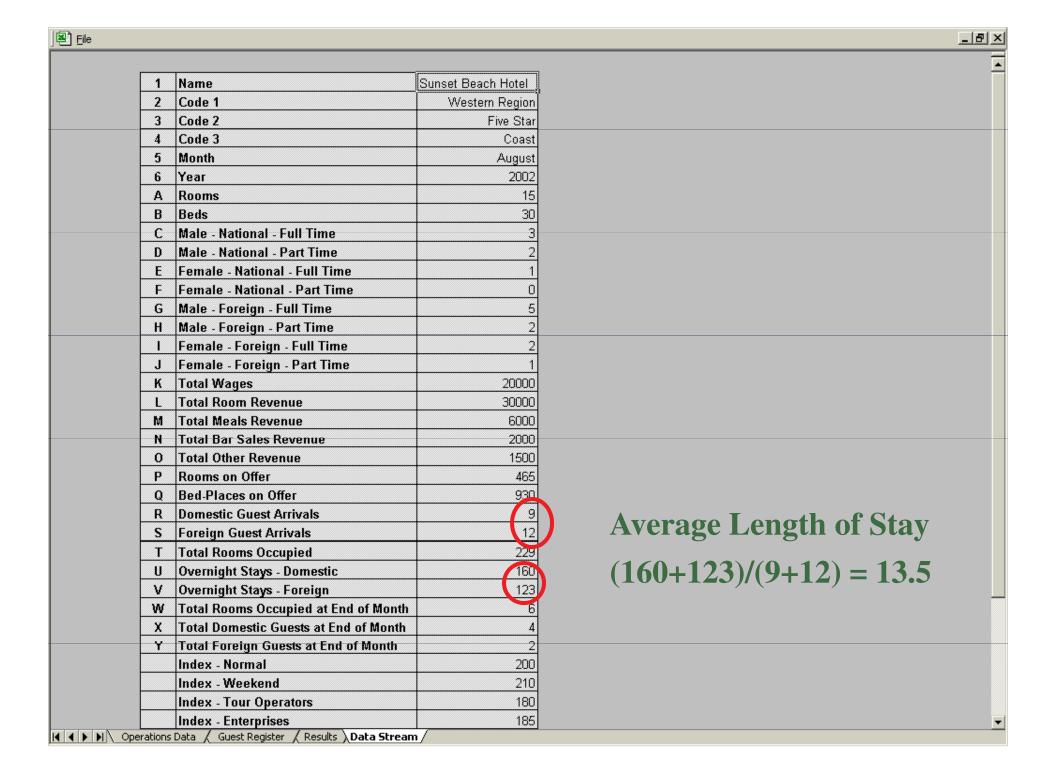
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	Rooms and Beds	Total Room Nights	Domestic Guest Nights Foreign Guest Nights	Total Guest Nights	Domestic Guest Arrivals Foreign Guest Arrivals	Total Guest Arrivals	Economic Indicators	Average Room Rate	Average Total Spend (per room night) Average Total Spend (per guest night)	Employees per Room	Average Wage per Employee Average Revenue per Employee	On the Last Night of this Month	Number of Rooms Occupied	Number of Guests: Domestic Number of Guests: Foreign		ysis \Results Data Stream \
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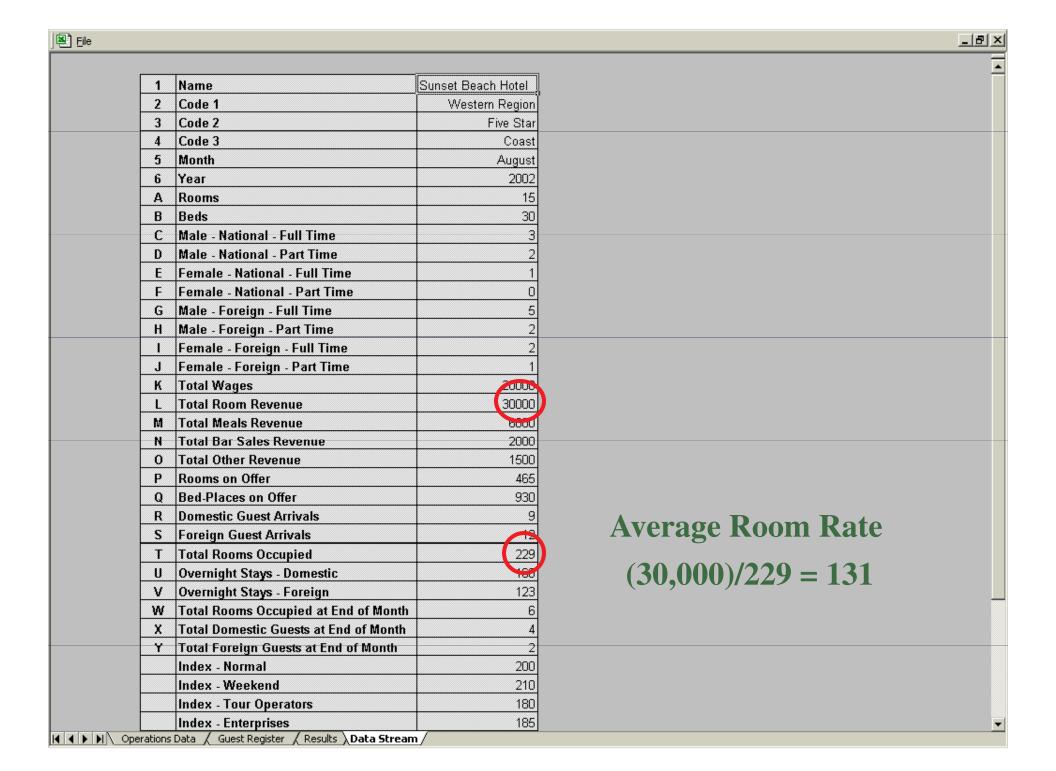
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Index - Weekend 210
Index - Tour Operators 180
Index - Enterprises 185

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2 Co	de 1	Western Region		
3 Co	de 2	Five Star		
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5 Mo	onth	August		
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A Ro	oms	15		
B Be	ds	30		
C Ma	ile - National - Full Time	3		
D Ma	ile - National - Part Time	2		
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F Fei	male - National - Part Time	0		
G Ma	ıle - Foreign - Full Time	5		
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K Tot	tal Wages	20000		
L Tot	tal Room Revenue	30000		
M Tot	tal Meals Revenue	6000		
N Tot	tal Bar Sales Revenue	2000		
O Tot	tal Other Revenue	1500		
P Ro	oms on Offer	465		
Q Be	d-Places on Offer	930	Room Occupancy Rate	
R Do	mestic Guest Arrivals	9	Room Occupancy Rate	
S Foi	reign Guest Arrivals	12	220146 40 20	
T Tot	tal Rooms Occupied	229	229/465 = 49.2%	
U Ov	ernight Stays - Domestic	160		
V Ov	ernight Stays - Foreign	123		
W Tot	tal Rooms Occupied at End of Month	6		
X Tot	tal Domestic Guests at End of Month	4		
000000000000000000000000000000000000000	tal Foreign Guests at End of Month	2		
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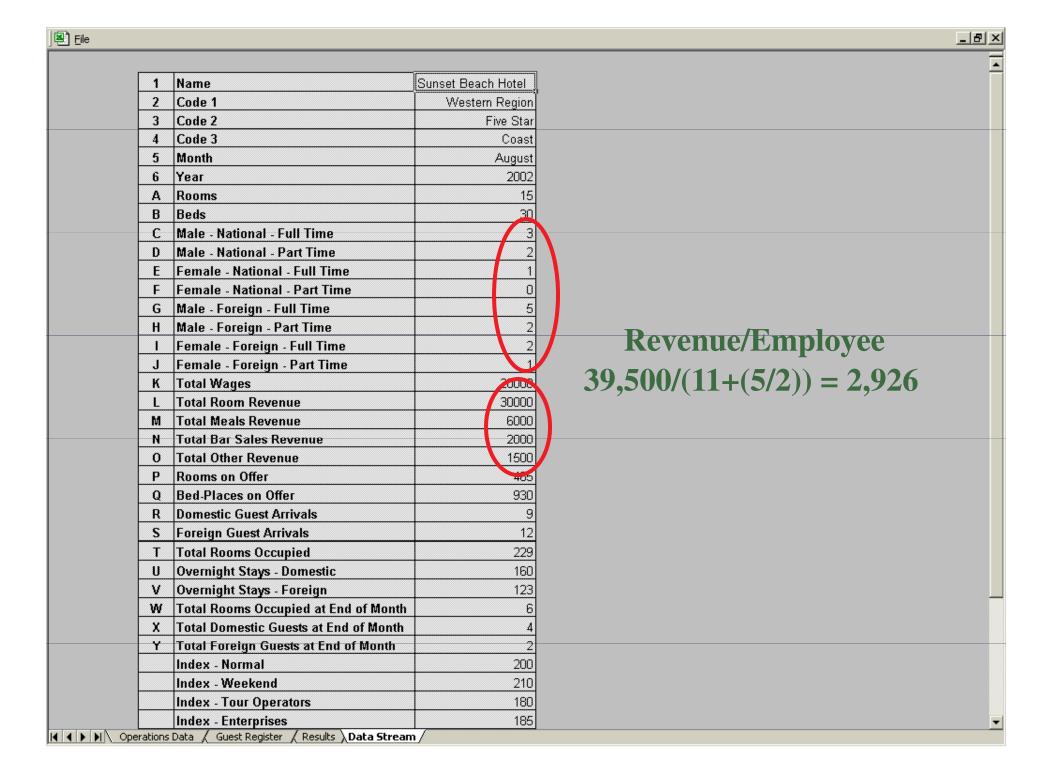
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3	Code 2	Five Star	
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G	Male - Foreign - Full Time	5	
H	Male - Foreign - Part Time	2	
1	Female - Foreign - Full Time	2	
J	Female - Foreign - Part Time	1	
K	Total Wages	20000	
L	Total Room Revenue	30000	
M	Total Meals Revenue	6000	
N	Total Bar Sales Revenue	2000	
0	Total Other Revenue	1500	
P	Rooms on Offer	465	
Q	Bed-Places on Offer	930	
R	Domestic Guest Arrivals	9	
S	Foreign Guest Arrivals	12	Bed/Room Occupancy Ratio
<u>T</u>	Total Rooms Occupied	229	Deu/Room Occupancy Rano
U	Overnight Stays - Domestic	160	(4.60, 4.00) (0.00, 4.0
V	Overnight Stays - Foreign	123	(160+123)/229 = 1.2
w	Total Rooms Occupied at End of Month	6	(
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Y	Total Foreign Guests at End of Month	2	
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5	Month	August		
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Α	Rooms	15		
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P	Rooms on Offer	465		
Q	Bed-Places on Offer	930		
R	Domestic Guest Arrivals	9		
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T	Total Rooms Occupied	229		
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T	Total Rooms Occupied	229	
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X	Total Domestic Guests at End of Month	4	
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THE STATE OF THE S	Index - Normal	200	
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- Land	Indov Enterprises	787	

Compiling Statistics

- Monthly, quarterly and annually
- Regionally and nationally

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	ID	Name	Code 1	Code 2	Code 3	Month	Year	Rooms	Bed
	1	Sunset Beach	Western Region	Five Star	Coast	August	2002	15	30
	2	Florence Hotel	Southern Region	Three Star	Country	August	2002	34	50
	3	The Grand	Southern Region	Five Star	Coast	August	2002	200	350
	4	Swan Hotel	Eastern Region	Four Star	City	August	2002	80	160
	5	Intercontinental	Western Region	Five Star	City	August	2002	160	300
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Seasonality: grouping by month...

Month	Room	Bed	Bed/Room	Average L	ength of Sta	y (nights)	Achieved
	Occupancy Rate (%)	Occupancy Rate (%)	Occupancy Ratio	Domestic	Foreign	AII	Room Rate (US\$)
January	42	39	1.4	2.0	3.1	2.6	290
February	43	40	1.5	2.5	2.8	2.7	301
March	46	43	1.2	2.2	2.2	2.2	320
April	52	50	1.4	3.0	3.1	3.0	325

Grouping by region...

Province	Room	Bed	Bed/Room	Average Length of Stay (nights)			Achieved
	Occupancy	Occupancy	Occupancy	Domestic	Foreign	AII	Room
	Rate (%)	Rate (%)	Ratio				Rate (US\$)
Highlands	46	42	1.5	1.9	3.0	2.5	310
Central	49	44	1.4	2.0	3.9	3.0	312
Western	43	45	1.5	2.5	4.3	3.1	315
Southern	50	48	1.3	2.5	4.2	3.3	310

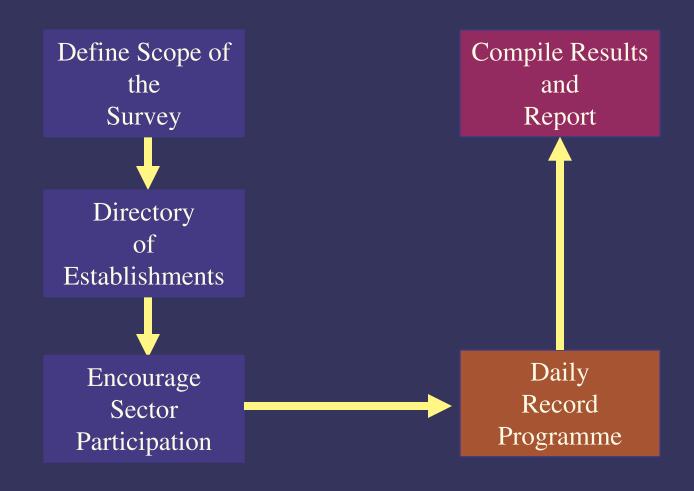
Grouping by grade...

Grade	Room	Bed	Bed/Room	Average Length of Stay (nights)			Adhieved
	Occupancy Rate (%)	Occupancy Rate (%)	Occupancy Ratio	Domestic	Foreign	AII	Room Rade (US\$)
5 Star	55	50	1.3	1.8	3.5	2.8	523
4 Star	42	40	1.6	2.5	3.1	3.0	312
3 Star	25	20	1.4	1.5	3.9	2.8	215
2 Star	31	24	1.3	2.6	4.2	3.2	150

Grouping by size...

Rooms	Room	Bed	Bed/Room	Average Length of Stay (nights)			Advieved
	Occupancy Rate (%)	Occupancy Rate (%)	Occupancy Ratio	Domestic	Foreign	AII	Room Raie (US\$)
400+	40	36	1.8	2.0	3.2	2.4	510
300-399	51	48	1.3	2.1	3.5	2.9	480
200-299	41	39	1.4	2.4	3.1	2.6	398
150-199	35	31	1.2	1.9	4.0	3.3	315

In Summary...



Availability of Kit

- Recently became available
- Available from UNWTO Regional Representatives
- Interested NTAs will enter formal agreement with UNWTO
- UNWTO will provide a CD with the program and manual
- This is free of charge
- NTAs will be responsible for distributing within their country (eg. to NSO, accommodation establishments)

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