

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

Monthly Accommodation Statistics

Operational Information

Accommodation Name
Accommodation Code Number 1
Accommodation Code Number 2
Accommodation Code Number 3
Month
Year

Accommodation Capacity

Total Number of Rooms Available
Total Number of Bed-Places Available

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

Wages and Salaries - total wages and salaries for the month

Total

20,000.00

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

On the Last Night of Last Month:										
Rooms Occupied		5								
Number of Guests: Domestic		3								
Number of Guests: Foreign		2								
Date/ Night of	Number of Guest Rooms		Number of Guests				Arrive		Depart	
	Newly Occupied Today	Vacated Today	Domestic	Foreign	Domestic	Foreign	Arrive	Depart	Arrive	Depart
1	3	0	5	0	0	0	0	0	0	
2	0	1	0	1	0	0	0	0	0	
3	1	0	0	0	2	0	0	0	0	
4	0	0	0	0	0	0	0	0	0	
5	1	0	0	0	3	0	0	0	0	
6	1	0	1	0	0	0	0	0	0	
7	0	0	0	0	0	0	0	0	0	
8	0	0	0	0	0	0	0	0	0	
9	0	1	0	0	0	2	0	0	0	
10	0	3	0	4	0	3	0	0	0	
11	0	0	0	0	0	0	0	0	0	
12	0	0	0	0	0	0	0	0	0	
13	0	0	0	0	0	0	0	0	0	
14	0	0	0	0	0	0	0	0	0	
15	0	0	0	0	0	0	0	0	0	
16	0	0	0	0	0	0	0	0	0	
17	0	0	0	0	0	0	0	0	0	

File

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

Operations Data / **Analysis** / Results / Data Stream

Monthly Accommodation Analysis

Sunset Beach Hotel

August 2002

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 160

Foreign Guest Nights 123

Total Guest Nights 283

Rooms and Beds	
Total Room Nights	229
Domestic Guest Nights	160
Foreign Guest Nights	123
Total Guest Nights	283
Domestic Guest Arrivals	9
Foreign Guest Arrivals	12
Total Guest Arrivals	21
Economic Indicators	
Average Room Rate	131
Average Total Spend (per room night)	172
Average Total Spend (per guest night)	140
Employees per Room	0.90
Average Wage per Employee	1,481
Average Revenue per Employee	2,926
On the Last Night of this Month	
Number of Rooms Occupied	6
Number of Guests: Domestic	4
Number of Guests: Foreign	2

1	Name	Sunset Beach Hotel
2	Code 1	Western Region
3	Code 2	Five Star
4	Code 3	Coast
5	Month	August
6	Year	2002
A	Rooms	15
B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	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
O	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
T	Total Rooms Occupied	229
U	Overnight Stays - Domestic	160
V	Overnight Stays - Foreign	123
W	Total Rooms Occupied at End of Month	6
X	Total Domestic Guests at End of Month	4
Y	Total Foreign Guests at End of Month	2
	Index - Normal	200
	Index - Weekend	210
	Index - Tour Operators	180
	Index - Enterprises	185

1	Name	Sunset Beach Hotel
2	Code 1	Western Region
3	Code 2	Five Star
4	Code 3	Coast
5	Month	August
6	Year	2002
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B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	Female - Foreign - Full Time	2
J	Female - Foreign - Part Time	1
K	Total Wages	20000
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Room Occupancy Rate

$$229/465 = 49.2\%$$

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2	Code 1	Western Region
3	Code 2	Five Star
4	Code 3	Coast
5	Month	August
6	Year	2002
A	Rooms	15
B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	Female - Foreign - Full Time	2
J	Female - Foreign - Part Time	1
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Bed Occupancy Rate
 $(160+123)/930 = 30.4\%$

1	Name	Sunset Beach Hotel
2	Code 1	Western Region
3	Code 2	Five Star
4	Code 3	Coast
5	Month	August
6	Year	2002
A	Rooms	15
B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	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
O	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
T	Total Rooms Occupied	229
U	Overnight Stays - Domestic	160
V	Overnight Stays - Foreign	123
W	Total Rooms Occupied at End of Month	6
X	Total Domestic Guests at End of Month	4
Y	Total Foreign Guests at End of Month	2
	Index - Normal	200
	Index - Weekend	210
	Index - Tour Operators	180
	Index - Enterprises	185

Bed/Room Occupancy Ratio

$$(160+123)/229 = 1.2$$

1	Name	Sunset Beach Hotel
2	Code 1	Western Region
3	Code 2	Five Star
4	Code 3	Coast
5	Month	August
6	Year	2002
A	Rooms	15
B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	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
O	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
T	Total Rooms Occupied	229
U	Overnight Stays - Domestic	160
V	Overnight Stays - Foreign	123
W	Total Rooms Occupied at End of Month	6
X	Total Domestic Guests at End of Month	4
Y	Total Foreign Guests at End of Month	2
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Average Length of Stay
 $(160+123)/(9+12) = 13.5$

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4	Code 3	Coast
5	Month	August
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A	Rooms	15
B	Beds	30
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	Female - Foreign - Full Time	2
J	Female - Foreign - Part Time	1
K	Total Wages	20000
L	Total Room Revenue	30000
M	Total Meals Revenue	8000
N	Total Bar Sales Revenue	2000
O	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
T	Total Rooms Occupied	229
U	Overnight Stays - Domestic	188
V	Overnight Stays - Foreign	123
W	Total Rooms Occupied at End of Month	6
X	Total Domestic Guests at End of Month	4
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Average Room Rate
 $(30,000)/229 = 131$

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C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
I	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
O	Total Other Revenue	1500
P	Rooms on Offer	485
Q	Bed-Places on Offer	930
R	Domestic Guest Arrivals	9
S	Foreign Guest Arrivals	12
T	Total Rooms Occupied	229
U	Overnight Stays - Domestic	160
V	Overnight Stays - Foreign	123
W	Total Rooms Occupied at End of Month	6
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Total Spend per Guest Night

$$39,500 / (160 + 123) = 140$$

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2	Code 1	Western Region
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4	Code 3	Coast
5	Month	August
6	Year	2002
A	Rooms	15
B	Beds	11
C	Male - National - Full Time	3
D	Male - National - Part Time	2
E	Female - National - Full Time	1
F	Female - National - Part Time	0
G	Male - Foreign - Full Time	5
H	Male - Foreign - Part Time	2
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Employees/Room
 $(11+(5/2))/15 = 0.9$

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Average Wage/Employee
 $20,000 / (11 + (5/2)) = 1,481$

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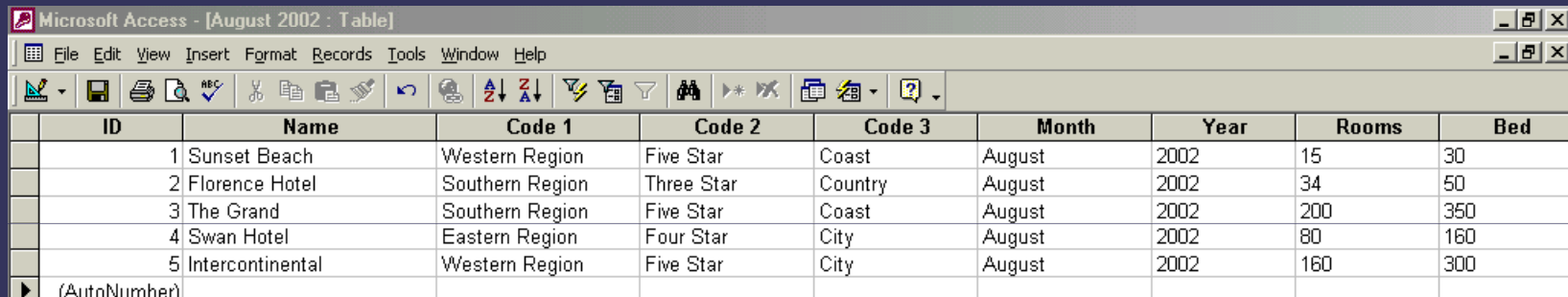
Revenue/Employee
 $39,500 / (11 + (5/2)) = 2,926$

Code	Name	Code 1	Code 2	Code 3	Month	Year	Rooms	Beds
	Sunset Beach Hotel	Western Region	Five Star	Coast	August	2002	15	30
C	Male - National - Full Time							3
D	Male - National - Part Time							2
E	Female - National - Full Time							1
F	Female - National - Part Time							0
G	Male - Foreign - Full Time							5
H	Male - Foreign - Part Time							2
I	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
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- File
- Close
- Save
- Save As...
- Print Results
- Print Output
- Export Output
- Exit

Compiling Statistics

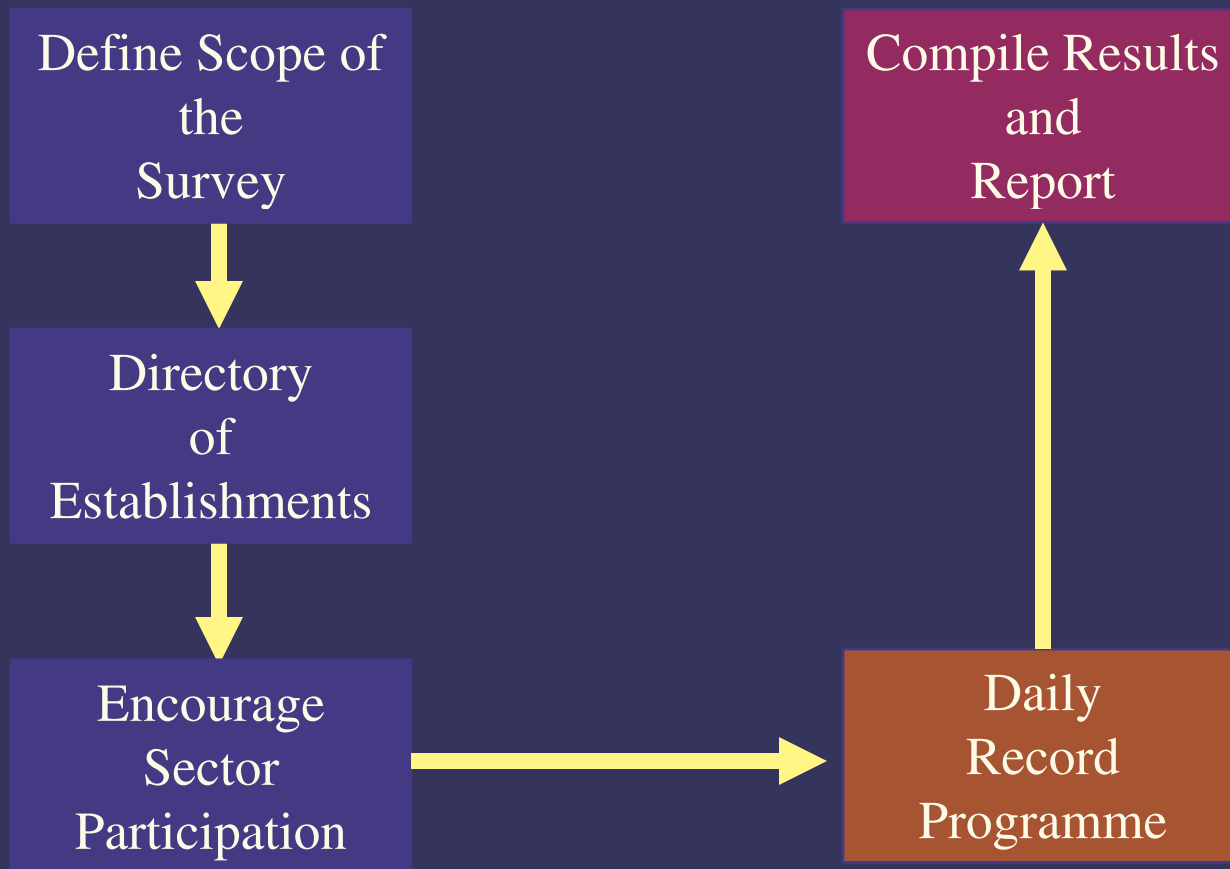
- Monthly, quarterly and annually
- Regionally and nationally



Microsoft Access - [August 2002 : Table]

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

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)

UNWTO Capacity Building Program

**“Accommodation Statistics
- and the UNWTO Accommodation Kit”**