

World Tourism Organisation

Capacity Building Program, Asia
Workshop II

Manila, Philippines

4 – 6 July 2011

UNWTO Accommodation Survey 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

Operations Data / Analysis / Results / Data Stream

File

Wages and Salaries - total wages and salaries for the month

Total

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

Operations Data / Analysis / Results / Data Stream

File

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	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	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

Operations Data / Analysis / Results / Data Stream

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

Operations Data / Analysis / Results / Data Stream

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

Operations Data / Analysis / Results / Data Stream

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

Operations Data / Guest Register / Results / Data Stream

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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Room Occupancy Rate
 $229/465 = 49.2\%$

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Bed Occupancy Rate
 $(160+123)/930 = 30.4\%$

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2	Code 1	Western Region
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6	Year	2002
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Bed/Room Occupancy Ratio
 $(160+123)/229 = 1.2$

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Average Length of Stay
 $(160+123)/(9+12) = 13.5$

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Average Room Rate
(30,000)/229 = 131

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Total Spend per Guest Night
39,500/(160+123) = 140

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

File		Sunset Beach Hotel
Close	Name	Sunset Beach Hotel
Save	Code 1	Western Region
Save As...	Code 2	Five Star
Print Results	Code 3	Coast
Print Output	Month	August
Export Output	Year	2002
Exit	Rooms	15
	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
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Compiling Statistics

- Monthly, quarterly and annually
- Regionally and nationally

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

Reporting

Seasonality: grouping by month...

Month	Room Occupancy Rate (%)	Bed Occupancy Rate (%)	Bed/Room Occupancy Ratio	Average Length of Stay (nights)			Achieved Room Rate (US\$)
				Domestic	Foreign	All	
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
...

Reporting

Grouping by region...

Province	Room Occupancy Rate (%)	Bed Occupancy Rate (%)	Bed/Room Occupancy Ratio	Average Length of Stay (nights)			Achieved Room Rate (US\$)
				Domestic	Foreign	All	
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
...

Reporting

Grouping by grade...

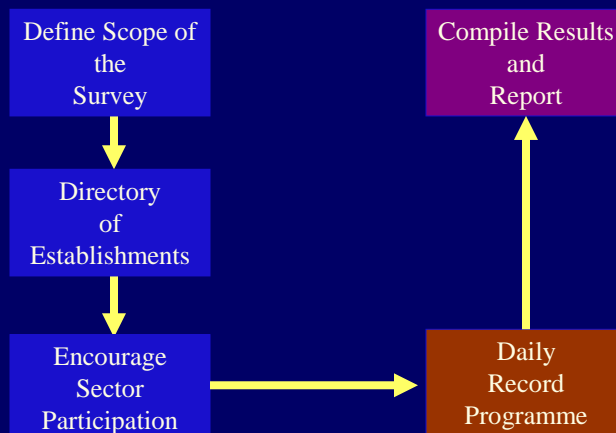
Grade	Room Occupancy Rate (%)	Bed Occupancy Rate (%)	Bed/Room Occupancy Ratio	Average Length of Stay (nights)			Achieved Room Rate (US\$)
				Domestic	Foreign	All	
5 Star	55	50	1.3	1.8	3.5	2.8	523
4 Star	42	40	1.6	2.5	3.1	3.0	312
3 Star	25	20	1.4	1.5	3.9	2.8	215
2 Star	31	24	1.3	2.6	4.2	3.2	150
...

Reporting

Grouping by size...

Rooms	Room Occupancy Rate (%)	Bed Occupancy Rate (%)	Bed/Room Occupancy Ratio	Average Length of Stay (nights)			Achieved Room Rate (US\$)
				Domestic	Foreign	All	
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

- 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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