



Accommodation Occupancy Surveys

Study Visit Ukraine

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Occupancy Surveys

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Objectives

The main aim of accommodation occupancy surveys is to measure of a set of variables that describe the main characteristics of collective accommodation:

- Demand variables: no. of travellers, overnight stays, average stay.
- Supply variables: no. of open establishments, available bedplaces, employment
- Occupancy rates: per bedplaces, per bedplaces at weekend, per bedroom,...
- Price Index from the supply side
- Indicators of profitability of the hotel sector



Information Needs

- **EUROSTAT:** Regulation EU No. 692/2011, of the European Parliament and of the Council, of 6 July 2011, concerning European statistics on tourism
- **Standard publication.**
 - Monthly: press release
 - Hotels: t+23 days; other accommodations: t+30 days
 - Very detailed: Autonomous Communities, provinces, tourist areas and municipalities
- Customised request: more than 30%
 - Continuous requests (more than 200 monthly requests):
 - Special requests



Definitions

Hotel Occupancy Survey (EOH)

Hotel establishment: all units that render hotel accommodation services (hotel, apartment hotel, motel, hostel, B&B, boarding house, guest house), located in the same geographic location and in which one or more persons work on behalf of the same company

Hotel establishments are classified according to their category, gold or silver, and within these by the number of stars. The category of the establishments is assigned by the Tourist Offices of the Autonomous Communities and varies from one Autonomous Community to another.



Definitions

Holiday Dwelling Occupancy Survey (EOAP)

Holiday dwelling establishment: any productive unit whose exclusive or productive activity is to accommodate tourist, distributed in furnished units (apartments, chalets, villas,...).

A holiday dwelling (unit) is considered to be a property that is habitually rented for occasional guests.

A set of units, in turn, forms a holiday dwelling establishment. The establishment may be constituted by various blocks.

In some Autonomous Communities the analysis units are holiday dwellings operating companies. These are defined as physical or legal persons who usually deal with the letting of such dwellings, whether or not they are owners of the accommodation.



Definitions

Camping Occupancy Survey (EOAC)

Camping: land spaces which are duly delimited, equipped and conditioned, used to habitually provide people, after the payment of a stipulated price, with a place to live outdoors for a limited period of time for holiday or tourism purposes, and using as a residences mobile homes, caravans, tents or other similar easily transportable elements.

Campings are classified, according to their installations and the services provided, into the following four categories: luxury, first-class, second-class and third-class.



Definitions

Rural Tourism Accommodation Occupancy Survey (EOTR)

Rural Tourism Accommodation Establishment: those establishments intended for tourist accommodation, in exchange for a price with or without any other complementary services.

These establishments usually present a specific set of characteristics:

- a) They are located in a rural environment
- b) They are built with a common architectonic style that are characteristic of the area or which are located in land properties which maintain active livestock and farming operations (agrotourism)
- c) They offered a limited number of bedplaces and bedrooms for the accommodation of guest, and they comply with certain infrastructure and basic services requirements.



Scope

- **Population:** Mainly registers of the Tourist Offices of Autonomous Communities.
- **Territory:** Spain.
- **Time:** Monthly surveys
- **Statistical unit:** establishment



Occupancy Surveys

- Framework
 - Main variables
 - Identification
 - Classification
 - Additional variables
- Information sources
- Updating procedure



Occupancy Surveys

- Sample design

Population divided into strata.

Stratum defined by province (island) / category / season

Exhaustive if the size of the stratum is not too big.
If it is, a sample is selected.