

The accommodation statistics and accommodation establishment register in Statistics Finland

TWINNING PROJECT
BA 08-IB-FI-03

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Background

- The compilation of accommodation statistics started in 1971 in Statistics Finland
- Major revisions and updates
 - Regular data transmission to Eurostat since 1995
 - A new methodology was adapted in 2004 incl. imputation method to control the non-response
 - Electronic data collection (incl. automated data collection) started in 2005
 - Current target population dates back to 2012
- According to the Regulation (EU) No 692/2011
- A specific Accommodation Establishment Register constitutes the basis for the monthly data collection

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Timetable / reference period

- Reference period is one month
- Preliminary data is published each month
- Accommodation establishments are allowed to revise the data for three months after
- Final data is published with approx. 5 months delay from the end of the reference year
- Time lags
 - Preliminary data 55 days (monthly publication)
 - Final data 150 days (yearly publication)
- [The latest monthly publication](#)

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Sample frame (1)

- Methodology used
 - Census with threshold
- Population frame
 - Accommodation establishments with at least 20 bed places or caravan pitches
- Threshold in regulation: “Member States accounting less than 1 % of the total number of nights spent at tourist accommodation establishments in the EU may further reduce the scope of observation, to include at least all tourist accommodation establishments having 20 or more bed places (20 or more pitches)”
 - Otherwise 10 bed places

Sample frame (2)

- At the annual level the current data collection (“population frame”) contains some 1,500 establishments, of which
 - 839 hotels and similar establishments (NACE 55.1)
 - 342 camping grounds (NACE 55.3)
 - 245 holiday and other short-term accommodation (NACE 55.2)

Sample frame (3)

- The estimated total number of below threshold establishments (less than 20 bed-places) in 2012 is roughly 3.500
- These establishments consist of units renting individual (or a pair) cottages/cabins and belong to NACE 55.2 ssector

Sample frame (4)

- Accommodation establishment register consists mainly of
 - The local kind-of-activity units in the Finnish Business Register (maintained by Statistics Finland) with the accommodation services as a primary or secondary activity (mainly agricultural producers)
- Complementary data sources include
 - Register of Finnish tax administration incl. enterprises having reported sales of accommodation services
 - Regionally maintained tourism registers (i.e. municipalities, tourism offices)

Sample frame (5)

- Update of the sample frame (1)
 - The tourism statistics team maintains a specific accommodation establishment register to conduct the monthly data collection; a major update was done in end 2011 / beginning 2012 due to the regulation
 - The accommodation register is updated continuously (the establishments that are included in the monthly data collection), with a major annual update at the end of each year due to the release of Finnish Business Register annual data
 - The drawback of using this register is the slow update speed of 11 months, i.e. data for 2012 became available in November 2013

Sample frame (6)

- Update of the sample frame (2)
 - The register contains lot of smaller establishments (below the current threshold) which are not updated regularly

Unit non-response rates

- The average annual non-response rate is around 20 % The share of imputed overnights is around 5 % of the total of 21 million guest nights (approximately)
- Hotels and similar accommodation (NACE 55.1) 17 %
- Holiday and other short-stay accommodation (NACE 55.2) 29 %
- Camping grounds etc. (NACE 55.3) 35 %

Methods used for minimising unit non-response

- Email and/or postal notifications at the beginning of data collection
- Email reminders
- Monthly phone calls to large establishments that have not responded
- Occasional phone calls to other establishments
- Providing assistance in filling the data collection forms

Methods used for dealing with unit non-response

- In case of no updated capacity data has been provided, the previously provided capacity is used
- Imputation methods are used to deal with non-response
 - Primary method is cold-deck imputation: in case of non-response, the missing monthly data for a certain establishment is imputed with the data for previous year and same month up to 5 years back
 - In case no previous data exists, the secondary method is nearest neighbour imputation: the missing data is imputed by a closest match based on month, region and size of establishment (bed-places)

Methods used for minimising item non-response

- No issues with obligatory variables (EU regulation)
- Breakdown of voluntary variables (not required by Regulation) such as nights spent based on purpose of trip (recreation/business) are usually estimates given by the establishments

Methods used for dealing with item non-response

- In case of errors of missing data, the data is corrected either by estimating it (expert) or by requesting an update from the establishment

Quality management (1)

- Main strenghts
 - Regional coverage
 - Census based data collection
 - Continuity of time series
 - The target of near zero non-response has been achieved concerning large establishments, contributing nearly half of nights spent

Quality management (2)

■ Main weaknesses

- Potential undercoverage of small establishments with accommodation as a secondary activity
 - Complementary sources, such as regional tourism registers, are used to detect such units, but these sources are often not exhaustive (affects mostly NACE 55.2 Holiday or other short-stay accommodation)
- Update speed of openings and closures of establishments: The Finnish business register is updated after 22 months after the end of reference year

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Current monthly data collection on capacity and occupancy (1)

■ Data contents (1):

- Number of days open during the reference month
- Number of available rooms and bed-places
- Number of occupied rooms during the reference month
 - (room occupancy rate)
- Monthly sales of lodging services
 - in euros (VAT included)
- Number of guests (arrivals) and nights spent
- Non-residents by country of residence
 - Complete state/country classification

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Current monthly data collection capacity and occupancy (2)

- Data contents (2), for national use only:
 - Purpose of stay:
 - 1) business/professional
 - 2) leisure/personal/private
 - 3) other purpose
 - the coverage of this information is not adequate
 - Mode of lodging:
 - 1) room, cabin/chalet
 - 2) caravan, camper
 - 3) tent or other

Current monthly data collection capacity and occupancy (3)

- Methodology of data collection:
 - Mainly direct data collection from establishments:
 - Mode of data transmission:
 - 1) Internet questionnaire (50%)
 - 2) Automated data transmission (17%)
 - 3) Paper print from hotels' booking systems (13%),
via post or fax
 - 4) Statistics Finland's paper questionnaire (20%),
via post or fax
- Roughly 33% of data files are saved manually

Current yearly updates of the accommodation establishment register (1)

■ Basic register information

- Identification number of the establishment
- Name of the establishment
- Address (both mailing and whereabouts)
- Municipality/province
- Type of the establishment
- Industry of the establishment (the business register)
- Hotel chain(s)
- The establishment id in the business register
- Industry of the establishment (own)

Current yearly updates of the accommodation establishment register (2)

■ Basic register information

- Restaurant
- Star classification
- Owner of the establishment
 - Address of the owner
 - The id of the owner in the Business register
 - The legal form of the owner
- Opening and closing dates

Current yearly updates of the accommodation establishment register (3)

- Basic register information
 - Opening period
 - Seasonal opening period
 - Number of rooms (both normal and seasonal)
 - Number of bed-places (both normal and seasonal)
 - Number of rooms and bed-places accessible to physically handicapped
 - Number of extra bed-places
 - Number of caravan pitches

Current yearly updates of the accommodation establishment register (4)

- Basic register information
 - Contact information of the establishment
 - Phone and fax number
 - Email address
 - Web page
 - Contact information of the respondent (both the person responsible for delivering monthly and register information)
 - Person
 - Phone number
 - Email address

Accommodation statistics IT application

- The register is maintained and updated in our "accommodation statistics software"
 - Work is done both manually and automatically
 - Possible to update or fill up information manually (i.e. paper questionnaires)
 - Data from web questionnaires is moved automatically to our database/software

IT application : main features

- Contains information of:
 - Basic register information (updated usually once a year)
 - Monthly register information
 - Monitoring the responses
 - Verifying the data
 - "Filling in beforehand" data
 - Database runs
 - Administration of the data collection
 - Filing the data

Application: examples (1)

- Basic register information (updated usually once a year)
 - Year (1993-2013)
 - Municipality (320 in 2013)
 - Operation, 5 classes
 - Operating
 - Closed
 - Small establishment
 - Closed temporally
 - Other

Application: examples (2)

- Industry, 9 classes
 - 55101 Hotels with a restaurant
 - 55102 Holiday centre with the services similar to hotels
 - 55103 Hotels without a restaurant
 - 55109 Motels, guest houses and similar accommodation
 - 55201 Residential hotels, boarding houses and similar accommodation
 - 55202 Farmhouse, bed & breakfast accommodation
 - 55203 "High-quality" camping grounds
 - 55209 Holiday villages and other short-stay accommodation
 - 55300 Camping grounds, recreational vehicle parks and

Application: examples (3)

- "Status" of data
 - Received from the respondent, imputed, estimated manually
- Based on the received data the following variables are automatically calculated in the application
 - Utilisation rate
 - Average price of the room
 - Average price of the nights spent