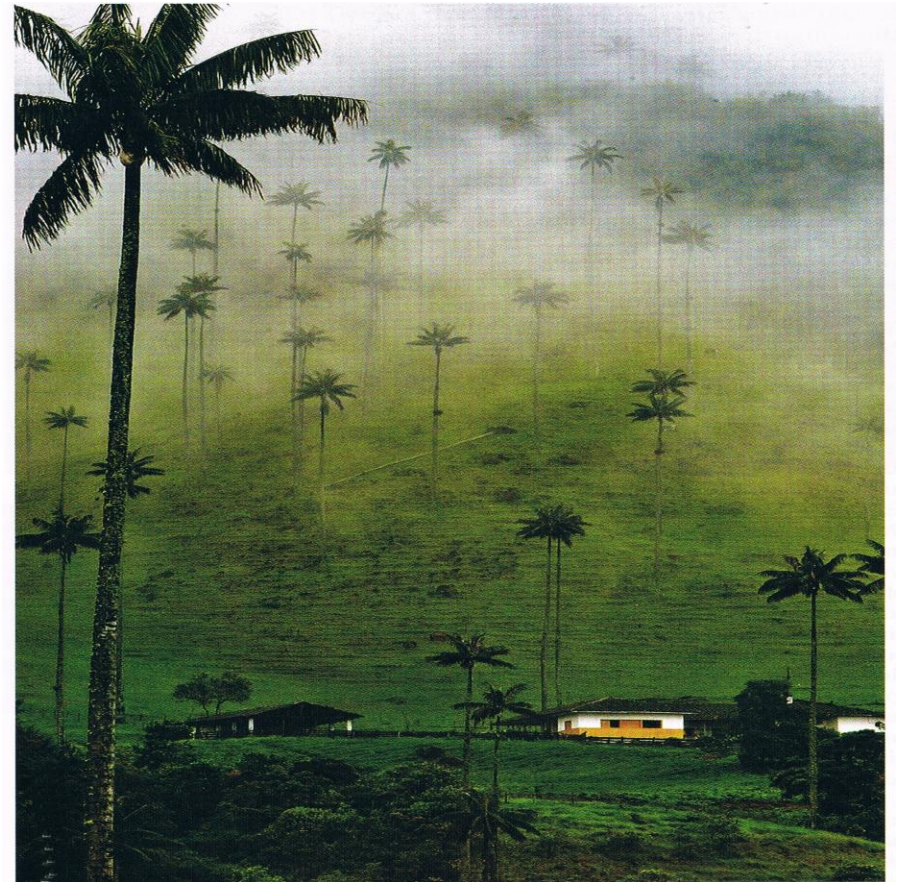




# Measuring supply of tourism industries



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**List of tourism characteristic activities (tourism industries) and grouping by main categories according to ISIC Rev. 4**

Tourism industries		ISIC Rev. 4	Description
1.	Accommodation for visitors	5510 5520 5590 6810 6820	Short term accommodation activities Camping grounds, recreational vehicle parks and trailer parks Other accommodation Real estate activities with own or leased property* Real estate activities on a fee or contract basis*
2.	Food and beverage serving activities	5610 5629 5630	Restaurants and mobile food service activities Other food service activities Beverage serving activities
3.	Railway passenger transport	4911	Passenger rail transport, interurban
4.	Road passenger transport	4922	Other passenger land transport
5.	Water passenger transport	5011 5021	Sea and coastal passenger water transport Inland passenger water transport
6.	Air passenger transport	5110	Passenger air transport
7.	Transport equipment rental	7710	Renting and leasing of motor vehicles
8.	Travel agencies and other reservation service activities	7911 7912 7990	Travel agency activities Tour operator activities Other reservation service and related activities
9.	Cultural activities	9000 9102 9103	Creative, arts and entertainment activities Museums activities and operation of historical sites and buildings Botanical and zoological gardens and nature reserves activities
10.	Sports and Recreational activities	7721 9200 9311 9319 9321 9329	Renting and leasing of recreational and sports goods Gambling and betting activities Operation of sports facilities Other sports activities Activities of amusement parks and theme parks Other amusement and recreation activities n.e.c.
11.	Retail trade of country-specific tourism characteristic goods		Duty free shops** Specialized retail trade of souvenirs** Specialized retail trade of handicrafts** Other specialized retail trade of tourism characteristic goods**
12.	Other country-specific tourism characteristic activities		

\* Part related to second homes and timeshare properties

\*\* Not a 4 digit ISIC

# General statement

- As internationally comparable tourism characteristic activities are mostly defined in terms of 4 digit ISIC, apparently there is no specific issue in their measurement (exceptions...).
- Nevertheless, most countries (mainly less advanced ones) do not measure all activities at the 4 digit level so that additional work is required;
- Additionally, for most activities, it is useful, for tourism analysis purposes, to include also other types of variables, for instance non monetary variables such as rooms available, occupancy rates (for accommodation), number of meals served for restaurants, number of vehicles rented, etc.
- In most countries of the region (see Compendium) tourism activities that are measured are restricted to accommodation for visitors. Efforts are required if countries wish to compile a TSA.

# Measuring the provision of accommodation services

- The proper measurement of the provision of accommodation services for visitors and of the consumption of accommodation services for visitors is crucial to the measurement of tourism:
  - Consumption by visitors of the supply of accommodation services in an economy is often around 90-95%
  - Consumption of accommodation services by visitors represents an important share of total tourism consumption (20%)

# Who are the providers??

There are two broad categories of visitor accommodation providers:

- market providers, which receive payment for their services;
- Those classified under “Accommodation” (ISIC Division 55): countries will need to define a classification of accommodation providers, compatible with their licensing systems (if they have them), and of other informal or occasional market service providers;
- Those classified under “real estate activities” (ISIC Division 68): often disregarded by countries (see the Compendium...);
- And non-market providers, which accommodate visitors free of charge.
  - visitors staying with friends and relatives and barter transactions; (no estimation of value)
  - Providers of non-market accommodation services for own final use: owner-occupied vacation homes and timeshares. (estimation of value)

**The latter are usually observed through demand....**





# Providers of market accommodation services classified under “Accommodation” (ISIC Division 55)

two main categories of accommodation providers should be defined:

(i) providers operating within the formal, organized economy

observation to be based on business registers, from which samples of units are selected for surveying. The samples selected for annual, quarterly and monthly observation may differ but should be mutually consistent.

Issues: existence of various registers, dynamic of the sector and the geographical distribution of the activity; One of the specific problems faced by less advanced countries: hotels do not fill out at all the a questionnaire or only delivery wrong, i.e. lower figures because of fear of having to pay higher taxes!

How can one deal with these practical issues?

(ii) smaller-scale and occasional providers

These might be excluded from official registers; look for forms of organization; observe with less frequency....



# Providers within the formal economy

- Significant indicators of importance of tourism statistics and for the management of the business
  - Room occupancy rates (gross or net)
  - Bed occupancy rates (gross or net)
  - Average number of persons per room
  - Average (actual) room rate
  - Average revenue per room night
  - Average revenue per guest night
  - Average revenue per available room (REVPAR)
  - Employees per room
  - Average wage per employee
  - Revenue per employee





# The accommodation kit

- UNWTO has developed a Software for Measuring Accommodation Services available at <http://statistics.unwto.org/en/content/accommodation-kit-software-measuring-accommodation-services> free of charge, which makes it possible to generate very easily those indicators at the level of each establishment of the survey, and to combine these observations to obtain data at aggregated level, on a monthly basis.
- This software is being updated but within the same philosophy



## The accommodation kit: the questionnaire

- Different parts:
  - Identification
  - Capacity (rooms/beds)
  - Employment
  - Total wages and salaries
  - Revenues, turn-over



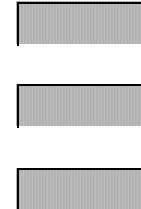
# An example: records of guests and occupancy

On the Last Night of Last Month:

Rooms Occupied

Number of Guests: Domestic

Number of Guests: Foreign



Date/ Night of	Number of Rooms	Number of Beds	Number of Guest Rooms		Number of Guests			
			Newly Occupied Today	Vacated Today	Domestic		Foreign	
					Arrive	Depart	Arrive	Depart
1	0	0						
2	0	0						
....								
30	0	0						
31	0	0						
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



# Other data from the establishment

## Accommodation Capacity

Total Number of Rooms

Total Number of Bed-Places

## 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					0	0
Foreigners					0	0
<b>Total</b>	0	0	0	0	0	0

## 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

Meals

Bar Sales

Other

**Total**

## Accommodation –kit: the results

- Room occupancy rates
- Bed occupancy rates
- Average persons per room
- Average length of stay (resident, non resident; by country of residence (main))
- Total room nights
- Total guest nights (by categories...)
- Economic indicators: achieved room rate, etc..





**Thank you!**  
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