

# **Methodology**

## **Rural Tourism Accommodation Occupancy Survey 2007**

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## 1. Foreword\*

This publication presents the results corresponding to the Rural Tourism Accommodation Occupancy Survey.

The most important information from the survey is offered monthly, in agreement with the Institute's dissemination regulations.

The data provided give notice of the two aspects considered when analysing tourist trends: with regards to demand, there is information on travellers, overnight stays and average stay residence of travellers by autonomous community of origin in the case of Spanish travellers; in terms of supply, information includes the estimated number of establishments open for the season, estimated number of vacancies, estimated number of rooms, level of occupancy and information on employment in the sector.

This information is presented monthly on a national basis and in the autonomous communities and provinces with the highest number of overnight stays.

The National Statistics Institute thanks all professionals, businesspersons and institutions related to the tourist sector, for the collaboration provided that has been essential when carrying out this survey\*.

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\* In Galicia, the survey has been performed in collaboration with the Instituto Gallego de Estadística (IGE)

## **2. Objectives**

The main objective of the Tourist Accommodation Occupancy Survey (Rural Tourism Accommodations) is to ascertain the behaviour of a series of variables which allow us to describe the basic characteristics of this type of accommodation within the tourist sector, both from a supply and demand points of view, so that the need for knowledge regarding this sector by national organisations and the requirements of international organisations are both addressed.

### 3. Statistical unit

These are all Rural Tourism Accommodation Establishments, registered as such in the corresponding register from each Autonomous Community in agreement with the definitions which for said accommodation feature in the different Autonomous regulations.

**Rural Tourism Accommodation Establishments** are those establishments or dwellings destined for tourist lodging in exchange for a price with or without any other complementary services which are registered in the corresponding **Register** of each Autonomous Community. These establishments usually present a determined set of characteristics:

- a) They are located in a **rural environment**.
- b) They are constructions with a common **architectonic style that is characteristic of the area** or which are located in estates which maintain active livestock and farming operations (agrotourism)
- c) They offer a limited number of vacancies and rooms for the accommodation of guests and comply with certain infrastructure and basic services requirements.

Rural Tourism accommodation may adopt one of these two rent modalities or both:

- The complete letting modality is described as the complete contracting of the property for the exclusive use of the contractor.
- The shared letting modality is defined as the individualised contracting of rooms within the family dwelling.

All rural accommodation within the national territory is investigated.

## **4. Definition of Variables**

### **4.1 Estimated open Rural Tourism housing accommodations.**

Number of seasonally opened rural tourism accommodation estimated by the survey. Seasonally opened rural tourism accommodation are those where the month of reference is included within their opening period.

### **4.2 Estimated bed-space of a Rural Tourism accommodation**

Bed-space estimated by the survey on seasonally opened rural tourism accommodations. Bed-space of a Rural Tourism accommodation means the number of fixed beds available in it; therefore, supplementary beds are not included, and double beds give rise to two vacancies.

### **4.3 Traveller**

All persons who stay one or more nights in the same accommodation.

Travellers are classified by their place of residence. In the case of Spaniards, information is requested on the Autonomous Community of origin.

### **4.4 Overnight stay.**

An overnight stay is understood to be each night that a traveller stays in the rural tourism establishment.

For example, a married couple with an offspring in a supplementary bed will account for an occupied room and three overnight stays or occupied beds.

### **4.5 Average Stay**

This variable is an approximation of the number of days which, on average, travellers stay at the Rural Tourism accommodation and is calculated as the quotient between overnight stays and the number of travellers.

### **4.6 Level of occupancy by bed-space**

Percentage-based relation between the number of overnight stays and the bed-space by the days the overnight stays refer to plus the number of supplementary beds used.

It can be deduced from this definition that a Rural Tourism accommodation may have a degree of occupation of less than 100% and however not have any vacancies, as an accommodation or a room or double-bed may be occupied only by a person being accounted for as an overnight stay. However, the apartment may have a greater capacity.

### **4.7 Level of occupation by weekend bed-space**

Percentage relationship, between the total overnight stays and the result of multiplying the bed-space by the two days to which the overnight stays refer to (Friday and Saturday), including supplementary beds.

It can be deduced from this definition that a Rural Tourism accommodation may have a degree of occupation of less than 100% and however not have any vacancies, as an accommodation or a room or double-bed may be occupied only by a person being accounted for as an overnight stay. However, the apartment may have a greater capacity.

#### **4.8 Supplementary beds**

Supplementary beds are those that do not have a fixed nature and are not included in officially declared bed-space by the establishment but do appear in the directory.

Furniture installed permanently in the Rural Tourism accommodation (sofa bed, foldaway bed, etc.) is only considered a supplementary bed when actually used as such.

Cots will also be considered as extra beds.

#### **4.9 Level of occupancy by rooms**

It is the relationship, the percentage, between the daily average number of rooms and the total number of rooms of the sample in the same period.

#### **4.10 Occupied personnel**

Defined as the group of people, remunerated and not remunerated, who contribute with their work to the production of goods and services during the reference period of the survey, even when they work outside the premises.

## Survey framework and sample design

As the framework for the selection of the informant units, the survey uses the directories of the Tourist Offices of the Autonomous Communities and other sources, which include, amongst other data, the following information: name, address, normal opening period, number of vacancies, number of holiday apartments and category in some cases.

These directories are updated by means of the INE provincial delegations.

The survey is exhaustive in all provinces, except in some modalities, for the provinces detailed hereunder:

PROVINCE	Active tourism	Rural hostels, refuges and campings	Rural apartments	Rural Houses	Large buildings	Rural hotels	Other
ÁLAVA	1			1			
ALBACETE	1			1/3			
ALICANTE		1		1/2			
ALMERÍA				1			
ÁVILA	1			1/5		1	
BADAJOS				1			
<b>BALEARES</b>							
MALLORCA	1/2			1		1	
MENORCA	1			1		1	
IBIZA - FORMENTERA	1					1	
BARCELONA				1/4	1		
BURGOS	1			1/2		1	
CÁCERES			1	1/3		1	
CÁDIZ				1	1		1
CASTELLÓN		1		1/4			
CIUDAD REAL	1			2/3			
CÓRDOBA				2/3			
A CORUÑA	1			1	1		
CUENCA				1/2			
GERONA				1/4	2/3		
GRANADA				2/3	1		
GUADALAJARA	1			2/3			
GUIPÚZCOA	2/3			1			
HUELVA				2/3	1		
HUESCA			1/4	1/4			
JAÉN				2/3			
LEÓN	2/3			1/3		1	
LÉRIDA				1/4	1		
LA RIOJA				2/3			
LUGO	1			1	1		
MADRID			2/3	1		2/3	
MÁLAGA				1/6		1	
MURCIA				1/3			
NAVARRA				1/5			
PROVINCE	Active	Rural hostels,	Rural	Rural	Large buildings	Rural hotels	Other

	tourism	refuges and campings	apartments	Houses			
OURENSE	1			1	1		
OVIEDO			1/3	1/8		2/3	1
PALENCIA	1			1/2		1	
<b>LAS PALMAS</b>							
GRAN CANARIA				2/3		1	
LANZAROTE				1		1	
FUERTE VENTURA				1		1	
PONTEVEDRA	1			1	1		
SALAMANCA	1			1/3		1	
<b>SANTA CRUZ DE TENERIFE</b>							
TENERIFE				1/2		1	
LA PALMA				1/5			
LA GOMERA				1/2		1	
HIERRO				1/2			
SANTANDER	1			1/2	1	1/3	
SEGOVIA	1			1/2		1	
SEVILLA				1			
SORIA	1			2/3		1	
TARRAGONA				1/2	1		
TERUEL				1/2			
TOLEDO				2/3			
VALENCIA		1		1/2			
VALLADOLID	1			1		1	
VIZCAYA	1			1			
ZAMORA	1			1		1	
ZARAGOZA			1	2/3			

Blank values indicate that the type does not exist in the selected province.

A statistical grouping has been carried out for similar apartments based on their location, bed-space, etc. Each one of them contains the same type of establishments in said modality grouping:

- rural hotel.- rural hostel, inn
- rural apartment.- rural apartment
- Rural Home.- rural home, village home, rural dwelling, small-town home, independent rural accommodation, countryside residence, dwellings on kitchen gardens, domestic tourism, forest home, cave home, mills, olive-oil mill and Rural Tourism accommodation home.
- rural inn.- rural inn, refuge and rural camping
- active tourism.- active tourism company, farm house, agrotourism, rural tourism centre,

- large buildings.- regional traditional houses (casonas cántabras, masías, pazos, haciendas, cortijos and others), palaces, towers, castles, monasteries, large houses, rectorship houses, etc.
- Others.- special accommodations, rural tourism resorts, rural tourism villages and rural tourism centres.

## 6. Estimators\*

### VARIABLES USED:

E = total number of open establishments

e = number of establishments that respond to the survey in the month

c = number of establishments in the sample that are closed within their opening period

P= number of openings according to directory

V= number of travellers checked-in

N = number of occupied beds (overnight stays)

N' = number of occupied supplementary beds

T = employed personnel

EM = average stay

GP = level of occupancy by bed-space

Level of occupation by rooms

D = number of days of the reference month (28, 29, 30, 31)

A = total number of independent accommodations in the establishment

H = Total number of rooms in the establishment.

AB = number of occupied independent accommodations

B.- = number of occupied rooms (in case of per room rent modality)

### SUBINDICES USED:

l = establishment

j = province

m = modality (professional situation, place of residence, etc.)

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\* In the provinces in Galicia, estimators have been obtained from the monthly module.

### Estimate number of establishments open in the month

$$\hat{E}_{jk} = E_{jk} \cdot \frac{e_{jk}}{e_{jk} + c_{jk}}$$

### B) Estimated bed-spaces of the open establishments in the month

$$\hat{P}_j = \sum_{i=1}^{E_j} P_{ij} \frac{\sum_{i=1}^{e_j} P_{ij}}{\sum_{i=1}^{e_j} P_{ij} + \sum_{i=1}^{c_j} P_{ij}}$$

### C) Estimate number of travellers checked in during the month

$$\hat{V}_{jm} = \sum_{i=1}^{e_j} V_{ijm} \frac{D}{7} \frac{\hat{P}_j}{\sum_{i=1}^{e_j} P_{ij}}$$

**m** = place of residence

### D) Estimate number of beds occupied (or overnight stays)

$$\hat{N}_{jm} = \sum_{i=1}^{e_j} N_{ijm} \frac{D}{7} \frac{\hat{P}_j}{\sum_{i=1}^{e_j} P_{ij}}$$

**m** = place of residence

### E) Estimated average stay

#### E.1) Average stay by provinces

$$\hat{EM}_j = \frac{\sum_m \hat{N}_{jm}}{\sum_m \hat{V}_{jm}}$$

#### E.2) Average stay by country of residence

$$\hat{EM}_{jm} = \frac{\hat{N}_{jm}}{\hat{V}_{jm}}$$

**m** = place of residence

### F) Estimate of employed personnel

$$\hat{T}_{jm} = \sum_{i=1}^{e_j} T_{ijm} \frac{\hat{P}_j}{\sum_{i=1}^{e_j} P_{ij}}$$

**m** = professional situation

## G) Estimate of level of occupancy

### G.1) Estimate of the occupancy level by bed-space (in percentage)

$$\hat{GP}_j = \frac{\sum_m \sum_{i=1}^{e_j} N_{ijm}}{7 \sum_{i=1}^{e_j} P_{ij} + \sum_{i=1}^{e_j} N'_{ij}} \cdot 100$$

m = place of residence

And for the national total

$$\hat{GP} = \frac{\sum_j \hat{GP}_j \cdot \hat{P}_j}{\sum_j \hat{P}_j}$$

### G.2) Estimate of the occupancy level by weekend bed-space (As a percentage)

$$\hat{GP}^{fs}_j = \frac{\sum_m \sum_{i=1}^{e_j} N^{fs}_{ijm}}{2 \sum_{i=1}^{e_j} P_{ij} + \sum_{i=1}^{e_j} N'^{fs}_{ij}} \cdot 100$$

m = place of residence

For the national total

$$\hat{GP}^{fs} = \frac{\sum_j \hat{GP}^{fs}_j \cdot \hat{P}_j}{\sum_j \hat{P}_j}$$

### G.3) Estimate of the occupancy level by inhabitants (in percentage)

Due to the fact that, for the establishments that let out their household under the complete letting modality, the occupied rooms are not included, it is thus necessary to perform an estimate of same.

$$\hat{GH}_j = \frac{\sum_{i=1}^{e_j} \left( B_{ij} + AB_{ij} \cdot \frac{H_{ij}}{A_{ij}} \right)}{7 \sum_{i=1}^{e_j} H_{ij}} \cdot 100$$

And for the national total:

$$\hat{GH} = \frac{\sum_j \hat{GH}_j \hat{H}_j}{\sum_j \hat{H}_j}$$

## **7. Collection of the information**

With the objective of alleviating wherever possible the work of the informants, the basic data on rural tourism accommodation refers to seven consecutive days of each month, chosen randomly, in such a way that all establishments combined cover the whole month.

The questionnaires on rural tourism accommodation are received at the Provincial Delegations of the INE where the data is filtered and provincial results are obtained. In the four provinces in Galicia, information has been collected by the IGE.

They are subsequently sent to the INE central services where a second filtering is carried out and the tables that are published monthly are elaborated.