INE

Estimation of occupancy in holiday and other short-stay accommodations (group 55.2 of the CNAE-2009) based on information provided by digital platform

Technical Project

experimental

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1 Introduction and Objectives

In 2018, Eurostat made a series of contacts with the main digital platforms for tourist accommodations at the European level: Airbnb, Booking, Expedia Group and Tripadvisor. The objective of these conversations was to achieve a collaboration agreement between Eurostat and the platforms, whereby the platforms would send data on the number of accommodations offered or advertised (and their capacity) at the municipality level, as well as on occupancy, measured in the number of occupied accommodations, the number of nights occupied, and the overnight stays made by guests, going so far as to distinguish guest origin.

Eurostat focuses its request for information on all accommodations that are not hotels or campsites: it considers the information available for both types of accommodations to be sufficient and accurate. In other words, Eurostat requests data from the platforms on both supply and demand, on a wide range of accommodation types including tourist apartments, tourist lodges, rural houses,... as well as holiday homes, whose growth in the In recent years is linked to the collaborative economy and the rise of these platforms.

This collaboration agreement was signed in March of 2020[1]. For the first time, this agreement allows access to data on holiday and short-term accommodations offered through these digital platforms. It also contributes to the compilation of more comprehensive statistics on tourist accommodation across Europe, allowing public authorities to better understand the development of the sharing economy, supporting data-driven policies.

Under this agreement, Eurostat receives aggregated, but highly detailed information for all European Union countries and EFTA countries, individually.

On the other hand, Eurostat has signed bilateral agreements with the statistical offices of the Member States for the exchange of data from digital platforms on short-term accommodations. The INE thus receives aggregate information from the four platforms, which has been processed by Eurostat to comply with a series of agreed upon confidentiality and secrecy criteria.

As a consequence, and as a result of the information received from Eurostat, the INE publishes the results for Spain within the Experimental Statistics section under the title *"Estimation of availability in holiday and other short-stay accommodation (group 55.2 of the CNAE- 2009) based on information provided by digital platforms."*

It is important to highlight the difference, especially in the population and study field, of this experimental statistic with that of *"Measurement of the number of tourist homes in Spain and their capacity"*[2]. The latter refers only to tourist dwellings, which, although classified within the CNAE 55.2, are only a subset of

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[1] https://ec.europa.eu/eurostat/en/web/products-eurostat-news/-/cn-20200305-1

[2] https://www.ine.es/experimental/viv_turistica/experimental_viv_turistica.htm

said group. The operation presented in this document includes other types of accommodations in addition to tourist dwellings. On the other hand, this experimental statistic offers information on occupation (demand), while the *"Measurement of the number of tourist homes in Spain and their capacity"* only provides data on the supply of tourist homes through the main platforms in our country.

At present, the information from both experimental statistics cannot be analysed jointly due to the population differences mentioned above. Possible methods for integration are being analysed, however, as this would allow for analysis of supply and demand using only one statistical product.

2   Law and international reference framework

The Tourist Accommodation Occupancy Surveys (which includes hotel establishments, tourist apartments, campsites, rural tourism accommodations and tourist hostels) respond to *Regulation (EU) No. 692/2011 of the European Parliament and of the Council, of July 6 2011 on European Tourism Statistics*[3]. Said regulation establishes a scope of observation for all tourist accommodation establishments, classified in the following NACE Rev. 2 groups[4]:

– 55.1: Hotels and similar accommodation

– 55.2: Holiday and other short-stay accommodation

– Camping grounds, recreational vehicle parks and trailer parks

The objective of this project is to complement the information from traditional employment surveys in the field of group 55.2, which has the greatest presence on digital platforms and where the collaborative economy (the origin of these platforms) has greater impact.

3   Scope of research

3.1   POPULATION SCOPE

The population scope consists of the set of tourist accommodations classified within group 55.2 of the CNAE-2009, offered on the digital platforms participating in this project.

According to NACE Rev.2, class 55.20 "Tourist accommodations and other short-stay accommodations" includes the provision of accommodation, normally for days or weeks, mainly for short holiday stays, in spaces with an independent

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[3] [Regulation (EU) No 692/2011](#)

[4] Group 55.2 of NACE Rev.2 and CNAE 2009 coincide in both title and content. At this point, reference is made to NACE Rev.2 since it is the classification of activities that is used in the European regulation

entrance that consist of furnished rooms or living areas, eating and sleeping areas with cooking facilities or fully equipped kitchens. They can be flats or apartments in small buildings or groups of buildings, multi-storey and independent, or bungalows, chalets or cottages, and single-storey cabins. The complementary services offered are minimal or non-existent.

This class includes accommodation provided by:

- camps and other holiday homes,
- apartments and bungalows,
- cottages and cabins without cleaning services and the like,
- youth hostels and mountain refuges,
- hotels with self-service, without daily cleaning and bed-tending,
- *bed and breakfast* (accommodation with breakfast), without daily cleaning and bed-tending.

This class excludes:

- the provision of accommodation for short stays, with daily cleaning and room service, and food and drink (see 55.10),
- provision of homes and furnished or unfurnished apartments for more permanent use, typically on a monthly or annual basis (see division 68)

3.2 SCOPE OF STUDY

The study scope is the occupation of the accommodations classified within group 55.2 of the CNAE-2009, offered through the platforms participating in this project.

3.3 GEOGRAPHICAL SCOPE

The experimental statistics focus on the tourist accommodations advertised on the platforms available throughout the national territory.

3.4 TEMPORAL SCOPE

The study period is monthly.

3.5 STUDY AND CLASSIFICATION VARIABLES

The study variables for accommodation are:

- Number of occupied tourist accommodations
- Number of nights occupied
- Average stay

And the study variable for tourists is:

− Overnight stays

The classification variables are:

− Geographic: national, autonomous community, provinces and the main tourist areas and sites[5] where the accommodations are located
− Origin: residents, non-residents and country/continent of origin of non-residents
− Accommodation characteristics: size (depending on the number of bed-places) and type of rental (private or shared)

4 Basic concepts

4.1 TOURIST ACCOMMODATIONS AND OTHER SHORT-STAY ACCOMMODATIONS

According to the CNAE 2009 definition for group 55.2, tourist accommodations and other short-stay accommodations includes the provision of accommodation, normally for days or weeks, mainly for short holiday stays, in spaces with an independent entrance that consist of furnished rooms or living areas, eating and sleeping areas with cooking facilities or a fully equipped kitchen. They can be flats or apartments in small buildings or groups of buildings, multi-storey and independent, or bungalows, chalets or cottages, and single-storey cabins. The complementary services offered are minimal or non-existent.

4.2 BED-PLACES

This variable indicates the capacity of each accommodation, measured as the number of fixed beds in the accommodation. Spare beds are not included, and double beds count for two bed-places.

4.3 OCCUPIED TOURIST ACCOMMODATIONS

The number of occupied tourist accommodations is defined as the number of times that an accommodation offered through a platform has been occupied.

4.4 NIGHTS OCCUPIED

The number of nights occupied is the number of nights that an accommodation offered through a platform has been occupied.

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[5] The annex lists the tourist sites included in this publication

4.5 AVERAGE STAY

This derived variable corresponds to the average number of nights that an accommodation has been occupied in the reference period. It results from the quotient between the nights occupied and the number of tourist accommodations occupied.

4.6 OVERNIGHT STAYS

Overnight stays are the bed-places occupied each night that a traveler stays in an accommodation.

Thus, a family of 4 members stays for 3 nights in an apartment, giving rise to 1 occupied tourist accommodation, 3 occupied nights and 12 overnight stays.

4.7 TRAVELLER COUNTRY OF ORIGIN

The countries of origin considered in the study are the following:

- Spain
- Belgium
- Bulgaria
- Czech Republic
- Denmark
- Germany
- Estonia
- Ireland
- Greece
- France
- Croatia
- Italy
- Cyprus
- Latvia
- Lithuania
- Luxembourg:
- Hungary
- Malta
- Netherlands
- Austria
- Poland
- Portugal
- Romania
- Slovenia
- Slovakia
- Finland
- Sweden
- The United Kingdom
- Iceland
- Switzerland and Liechtenstein
- Norway
- Turkey
- Russia
- Ukraine
- South Africa
- Canada
- United States
- Brazil
- China
- Japan
- South Korea
- Australia

In addition, the following groupings of countries or continents are added:

- Europa
- European Union
- Africa
- North America
- Central America, Caribbean and South America
- Asia
- Oceania
- Rest of the world

The platforms have information on the country of origin of the person making the reservation. It is assumed that the rest of the persons staying come from that same country.

4.8 ACCOMMODATION SIZE

Two categories of tourist accommodation are defined based on the number of bed-places they offer:

– Accommodations with less than 10 bed-places

– Accommodation with 10 bed-places or more

4.9 RENTAL TYPE

Two types of tourist accommodation are defined depending on the rental type

– Rental of entire private accommodation

– Shared rental

5 Data Collection

The INE receives the information sent by Eurostat, which has added the data sent by each of the platforms using a confidentiality and statistical secret processing method that prevents accommodation information from being individually identifiable.

The sending of this information from Eurostat to the INE is possible thanks to a bilateral agreement signed by both entities, which establishes the conditions of this exchange, details of the information provided, file formats and the use of this information.

6 Information processing. Indicators

The information received from Eurostat is already in the form of a final data file: the entity takes care of aggregating and processing the information sent by the different platforms. This file contains broken-down information on three variables:

– Occupied tourist accommodations.

– Nights occupied

– Overnight stays

At INE, the subsequent calculation of a derived variable is carried out:

– Average stay:

$$Estancia\ media = \frac{N^{\underline{o}}\ de\ noches\ ocupadas}{N^{\underline{o}}\ de\ alojamientos\ turísticos\ ocupados}$$

Calculated for the same breakdowns (temporal, geographic and origin) for which information on the variables provided by Eurostat is available.

7 Dissemination of information

The dissemination of this experimental statistic is developed in phases according to the agreements reached between Eurostat and the platforms.

At the end of June 2021, the results for 2018 and 2019 (annual and monthly data) are disseminated. In December 2021, the monthly and annual results for 2020 are published.

The dissemination plan includes the following results tables:

Monthly results on tourist accommodations:

– Number of occupied tourist accommodations, nights occupied and average stay per traveler's residence. National and Autonomous Communities.

– Number of occupied tourist accommodations, nights occupied and average stay per traveler's residence. Tourist sites.

Monthly results on tourists:

– Overnight stays by traveller residence. National and Autonomous Communities.

– Overnight stays by traveller residence. Tourist sites

Annual results on tourist accommodations:

– Number of occupied tourist accommodations, nights occupied and average stay per traveler's residence. National and Autonomous Communities.

– Number of occupied tourist accommodations, nights occupied and average stay per traveler's residence. Tourist sites.

Annual results on tourists:

– Overnight stays by traveller residence. National and Autonomous Communities.

– Overnight stays by traveller residence. Tourist sites.

– Overnight stays by traveller residence. Provinces.

– Overnight stays by country and continent of origin. National.

– Overnight stays by continent of origin. National and Autonomous Communities.

– Overnight stays by accommodation size. National.

– Overnight stays by type of accommodation National.

8   Implementation schedule and future steps

As indicated in the previous section, the dissemination of these experimental statistics is carried out in phases according to the agreements reached between Eurostat and the platforms.

After the publication in June 2021 of the 2018 and 2019 results (monthly and annual) and in December 2021 of the 2020 results, the 2021 results will be published during the first half of 2022, with an extension of breakdowns and derived variables also foreseen, subject to the approval of the digital platforms.

On the other hand, as mentioned earlier in this document, one of the differences between the experimental statistics "*Estimation of occupancy in holiday and other short-stay accommodation (group 55.2 of the CNAE-2009) based on information provided by digital platforms*" and *"Measurement of the number of tourist homes in Spain and their capacity"* lies in the population scope. While the first covers the entire 55.2 group, the second focuses only on a subset of this group, made up of tourist dwellings.

In order to jointly analyse the supply and demand of tourist dwellings, in a way that is analogous to traditional occupancy surveys in traditional tourist accommodations, a series of studies will be carried out to analyse the feasibility of integrating information from both sources.

ANNEX: List of tourist sites

Eurostat has selected a list of cities for which the results of this experimental statistic are disseminated. These cities meet at least one of the following conditions:

– capital city of Spain,

– cities with at least 200,000 inhabitants, or

– other cities that, together, represent 90% of the annual overnight stays in cities in Spain.

The definition of city[6] is: local administrative units in which at least 50% of the population lives in an urban centre. An urban centre is a grouping of contiguous squared cells of 1 km^2 with a density of at least 1,500 inhabitants per km^2 and a collective population of at least 50,000 inhabitants. A city can be made up of several local administrative units.

The list of cities is:

– Madrid (*)
– Barcelona (*)
– Valencia (*)
– Sevilla (*)
– Zaragoza
– Málaga
– Murcia
– Las Palmas
– Valladolid
– Palma de Mallorca
– Santiago de Compostela
– Vitoria/Gasteiz
– Oviedo
– Pamplona/Iruña (*)
– Toledo
– Bilbao (*)
– Córdoba
– Alicante/Alacant
– Vigo
– Gijón

– Santa Cruz de Tenerife (*)
– A Coruña
– Torrevieja
– Puerto de Santa María, El
– Benidorm
– Fuengirola
– Torremolinos
– Granada (*)
– Elche/Elx
– Cartagena
– Jerez de la Frontera
– San Sebastián/Donostia
– Salamanca
– Cádiz
– Marbella
– Benalmádena
– Chiclana de la Frontera
– Eivissa
– Puerto de la Cruz (*)
– Salamanca

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[6] Definition agreed between the EU and the OECD in 2011.

The cities marked with an * are actually groupings of municipalities (composition based on the INE coding of municipalities):

- Madrid: 28006 – 28007 – 28049 – 28058 – 28065 – 28074 – 28079 – 28080 – 28092 - 28106 – 28115 – 28123 – 28127 – 28134 – 28130

- Barcelona: 08015 – 08019 – 08056 – 08073 – 08101 – 08169 – 08184 – 08187 – 08200 – 08205 – 08245 – 08266 – 08279 – 08301 – 08003 – 08077 – 08089 – 08118 – 08125 – 08126 – 08180 – 08194 – 08211 – 08217 – 08221 – 08238 – 08252 – 08281 – 08282 - 08904

- Valencia: 46190 – 46244 – 46250 – 46005 - 46007 – 46013 – 46021 – 46022 – 46032 – 46054 – 46078 – 46094 – 46102 – 46110 – 46135 – 46159 – 46165 – 46169 – 46171 – 46186 – 46193 – 46216 – 46223 – 46237 . 46025 – 46074 – 46152

- Sevilla: 41091 – 41017 – 41021 – 41029 – 41044 – 41047 – 41059 – 41070 – 41086 - 41093

- Pamplona/Iruña: 31201 – 31016 – 31023 – 31060 – 31086 – 31122 – 31258 – 31901 – 31903 – 31907 - 31076

- Bilbao: 48013 – 48020 – 48044 – 48011 – 48015 – 48016 – 48029 – 48054 – 48078 – 48080 – 48082 – 48083 – 48084 - 48902

- Santa Cruz de Tenerife: 38023 - 38038

- Granada: 18087 – 18021 – 18036 – 18057 – 18062 – 18101 – 18127 – 18134 – 18145 – 18153 – 18165 – 18193 – 18905 - 18111

- Puerto de la Cruz: 38028 - 38031