

11 April 2013

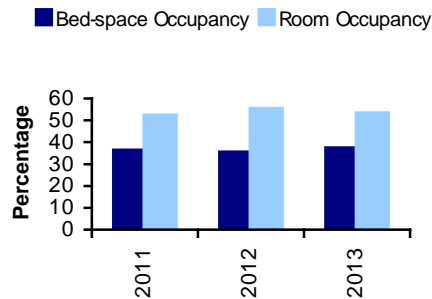
Coverage

Northern Ireland, unless otherwise stated

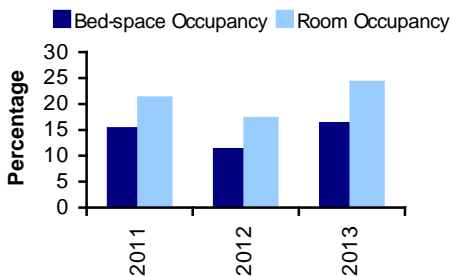
Theme

Tourism Statistics

Occupancy Rates for Hotels (February)



Occupancy Rates for B&Bs, GAs and GHs (February)



Data weighted by local authority.

Data is subject to revisions due to late returns.

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Provisional Statistics on Accommodation in February 2013

Hotels

Average room occupancy in Hotels in February 2013 was 53%, a decrease of 2 percentage points when compared with February 2012. Average bed-space occupancy in February 2013 in Hotels was 37%, an increase of 2 percentage points when compared with the same month in 2012. There were 119,300 rooms sold in Hotels in February 2013 showing a decrease of 2%. There was a 10% increase in the number of bed-spaces sold to 186,800 in February 2013. (Table 1)

Table 1: Occupancy Data for Hotels (February 2012/2013)

	Room Occupancy	Bed-space Occupancy	Total Rooms Sold	Total Bed-spaces Sold
2012	55%	35%	122,100	169,900
2013	53%	37%	119,300	186,800
Change 2012-2013 (+/-)	-2pp	+2pps	-2%	+10%

*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

Rooms and bed-spaces sold rounded to the nearest 100.

Bed & Breakfasts, Guesthouses and Guest Accommodation

Table 2 shows that in February 2013, average room occupancy in Bed and Breakfasts (B&Bs), Guesthouses (GHs) and Guest Accommodation (GA) in Northern Ireland was 24%, while average bed-space occupancy was 16%. This represents an increase of 6 percentage points in room occupancy and an increase of 5 percentage points in bed-space occupancy when compared with February 2012. There were 18,900 rooms sold in February 2013 showing an increase of 35% from February 2012. There was an increase of 37% to 28,700 bed-spaces sold in February 2013.

Table 2: Occupancy Data for B&Bs, GHs and GAs (February 2012/2013)

	Room Occupancy	Bed-space Occupancy	Total Rooms Sold	Total Bed-spaces Sold
2012	17%	11%	14,000	20,900
2013	24%	16%	18,900	28,700
Change 2012-2013 (+/-)	+6pps	+5pps	+35%	+37%

*please note differences between years are calculated on unrounded figures and therefore percentage point change may not add back

Rooms and bed-spaces sold rounded to the nearest 100

The hotel occupancy survey is a census of all certified hotels in Northern Ireland. The B&B, GHs and GAs element is a disproportionate stratified sample. The data has been weighted for non-response assuming no non-response bias and also weighted by local authority and size. The response rate for January 2013 for Hotels in NI was 48% (65 respondents) and for B&Bs, GHs and GA (95 respondents) was 33%. More information can be found in the methodological section.

Occupancy Survey - Methodology

Sample

To offer tourist accommodation in NI, you must have a certificate from the Northern Ireland Tourist Board (NITB)- NITB refers to this as certification. It is illegal to offer tourist accommodation in NI without a certificate from NITB. The list of certified accommodation in NITB is known as the 'stock'. At the beginning of the year, a sample of the guesthouses and bed & breakfasts in NI was drawn from the stock. The sample is drawn at different rates according to district council as the number of establishments in these smaller geographical areas differs. For example in Belfast there were 32 establishments in total, but 199 in Moyle and each of these establishments differs in size/price/star rating so to ensure valid data for each area, a different sample would be required. (This is known as disproportionate stratified sample).

Each month, all Hotels and the sample of Guesthouses, Bed & Breakfasts and Guest Accommodation are invited to participate in the occupancy survey by completing a questionnaire. Over the month of January 2013 the response rate for the hotel sector was 55% and 33% of sampled Guesthouses, Bed & Breakfasts and Guest Accommodation. The data is therefore based on 75 Hotel responses and 95 Guesthouses, Bed & Breakfasts and Guest Accommodation.

Questionnaire

Establishments are asked to record the following in the questionnaire:

- The total number of rooms let out each night,
- The total number of guests staying in the establishment each night,
- The total number of guests checking in as new arrivals each day,
- The daily number of new arrivals by area of residency (Northern Ireland, Republic of Ireland, Great Britain, Europe, North America and other countries),
- The daily number of guests by area of residency (Northern Ireland, Great Britain and other countries).

Weighting

Data is weighted by the number of bed-spaces, number of rooms and district council. Due to different response rates to different parts of the survey, there are different weights for arrivals, guests and weekend/weekday splits (some accommodation providers do not provide information on the country of residence of their arrivals/guests and others provide monthly data as opposed to daily data).

Terminology

The main measures are bed-space occupancy and room occupancy.

Bed-space occupancy rates

refer to the proportion of all bed-spaces available at any given time that are occupied by paying guests. In calculating these figures, the total number of bed-spaces available is allowed to vary over the months to take account of any changes in the number of beds offered by individual establishments through the use of extra beds or withdrawal of some rooms from use. $(\text{Total number of bed-spaces occupied} / \text{Total number of bed-spaces available}) * 100$

Room occupancy rates

refer to the proportion of rooms available at any given time that are occupied by at least one paying guest. These rates differ from bed-space occupancy rates in that the room may be occupied whilst all the bed-spaces in the room are not. $(\text{Total number of rooms occupied} / \text{Total number of rooms available}) * 100$

Weekend/Weekday

Weekends are defined as Friday, Saturday and Sunday, with Monday to Thursday being defined as weekdays.