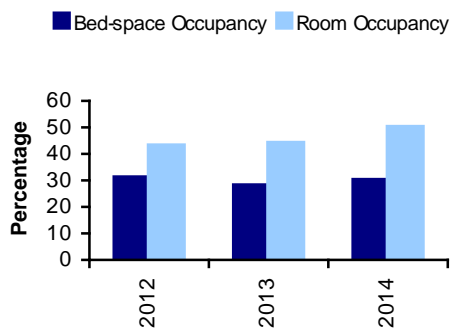


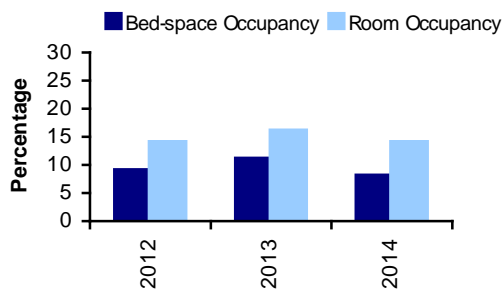
06 March 2014  
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Coverage  
Northern Ireland, unless otherwise stated  
Theme  
Tourism Statistics

### Occupancy Rates for Hotels (January)



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



Data weighted by local authority and size.  
Data is subject to revisions due to late returns.  
Change reported through this bulletin is based on unrounded data  
pps = percentage points

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## Provisional Statistics on Accommodation in January 2014

### Hotels

Average room occupancy in Hotels in January 2014 was 50%, an increase of 5 percentage points when compared with January 2013. Average bed-space occupancy in January 2014 in Hotels was 30%, an increase of 2 percentage points when compared with the same month in 2013. There were 121,200 rooms sold in Hotels in January 2014 showing an increase of 15%. There was a 12% increase in the number of bed-spaces sold to 164,700 in January 2014. (Table 1)

Table 1: Occupancy Data for Hotels (January 2013/2014)

	Room Occupancy	Bed-space Occupancy**	Total Rooms Sold	Total Bed-spaces Sold**
2013	44%	28%	105,400	146,700
2014	50%	30%	121,200	164,700
Change 2013-2014 (+/-)	+5pps	+2pps	+15%	+12%

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

\*\*please note these figures exclude hotels who have not provided the appropriate breakdown of information

### Bed & Breakfasts, Guesthouses and Guest Accommodation

Table 2 shows that in January 2014, average room occupancy in Bed and Breakfasts (B&Bs), Guesthouses (GHs) and Guest Accommodation (GA) in Northern Ireland was 14%, while average bed-space occupancy was 8%. This represents a decrease of 3 percentage points in room occupancy and a decrease of 4 percentage points in bed-space occupancy when compared with January 2013. There were 13,700 rooms sold in January 2014 showing a decrease of 17% from January 2013. There was a decrease of 37% to 17,900 bed-spaces sold in January 2014.

Table 2: Occupancy Data for B&Bs, GHs and GAs (January 2013/2014)

	Room Occupancy	Bed-space Occupancy	Total Rooms Sold	Total Bed-spaces Sold
2013	16%	11%	16,400	28,500
2014	14%	8%	13,700	17,900
Change 2013-2014 (+/-)	-3pps	-4pps	-17%	-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 2014 for Hotels in NI was 54% (74 respondents) and for B&Bs, GHs and GA (121 respondents) was 39%. 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, particularly including good responders from the previous year to ensure year on year comparison. The process of selecting respondents can have the potential to introduce bias but the inclusion of weighting processes are designed to counteract any such bias.

In 2013, Tourism Statistics Branch has started to select respondents on a random sample basis. We will, however, need to build up a time series on this new basis to enable comparison to be made on a like for like basis before publishing any of this data. Monitoring of the comparison of the old and new systems shows no bias at this point in time and we will, of course, continue to monitor. 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 28 establishments in total, but 71 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 April 2014 the response rate for the hotel sector was 54% and 39% of sampled Guesthouses, Bed & Breakfasts and Guest Accommodation. The data is therefore based on 74 Hotel responses and 121 Guesthouses, Bed & Breakfasts and Guest Accommodation.

The information in this bulletin is presented in terms of room and bed-space occupancy, and rooms and bed-spaces sold. The room and bed-space occupancy can be influenced by an establishment adding new rooms or bed-spaces which have not been certified or closing rooms for refurbishment throughout the year and can change monthly. Occupancy rates can also be influenced by seasonality.

### 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

The data has been weighted for non-response assuming no non-response bias and also weighted by local authority and size. 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.  $(\text{Total number of bed-spaces occupied} / \text{total number of bed-spaces available}) * 100$   
Bed-space occupancy rates for hotels exclude those who have not provided the appropriate breakdown of information i.e. those who have not provided information on the number of guests.

### 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.

Rooms and Bed-spaces sold

Rooms Sold

applies the calculated room occupancy rate to the number of rooms available from the Northern Ireland Tourist Board stock. This does not take into account any known differences between the stock file and the actual number of rooms available as there may be a delay in updating the stock file to enable the process of re-certification.

#### Bed-spaces Sold

applies the calculated bed-space occupancy rate to the number of beds available from the Northern Ireland Tourist Board stock. This does not take into account any known differences between the stock file and the actual number of bed-spaces available as there may be a delay in updating the stock file to enable the process of re-certification. Bed-spaces sold for hotels exclude those who have not provided the appropriate breakdown of information i.e. those who have not provided information on the number of guests.

#### Revision 05/06/2014

Please note that corrections have been made to this document. These corrections were necessary due to a revision to the data to exclude missing cases i.e. those who have not provided information on the number of guests have been excluded. This has caused a slight change to the hotel bed-space occupancy rates and bed-spaces sold.

The original report stated: -

- “Average bed-space occupancy in January 2014 in Hotels was 29%” this has subsequently been revised to “Average bed-space occupancy in January 2014 in Hotels was 30%”.

AND

- “There was a 10% increase in the number of bed-spaces sold to 160,800 in January 2014” this has subsequently been revised to “There was a 12% increase in the number of bed-spaces sold to 164,700 in January 2014”.