Indicator	
14	Intensity of tourism.

Measurement	
14.2	Bed space occupancy.

What should the measurement tell us?

Bed space occupancy rates indicate the extent to which the demand for tourist accommodation is matched by supply. A high rate may suggest shortages, particularly at peak periods and so stimulate the provision of more bed spaces. It may also lead to attempts to divert tourists away from 'honey pots' where the pressure is greatest. Conversely, low rates may indicate surplus accommodation as a result of over-supply or a fall in demand or both.

We especially want to know what the difference is between bed space occupancy in peak periods and those in the 'off' season. Comparing the two over time should help us to judge the success or otherwise of campaigns to extend the tourist season through more months of the year. This applies particularly to coastal resorts which traditionally do most of their business between June and September and then languish for the rest of the year.

Parameters	
(i)	Number of occupied bed spaces in serviced accommodation as a percentage of the total number of available bed spaces at both coastal and non-coastal destinations (the 'occupancy rate') [1].

Coverage	
Spatial	**Temporal**
Coastal NUTS 5.	Minimum of at least five years.

Data sources

Under the EU Directive on tourism statistics, adopted in November 1995, all member states must regularly report a specified range of statistics to Eurostat, the statistical office of the European Community. Included in these statistics are monthly bed space occupancy rates for serviced accommodation[2]. The data are provided by national tourist boards or national statistics offices who obtain them from a monthly sample of hotels, guest houses, inns, etc. which have been recruited for that purpose[3]. As well as the national occupancy rates delivered to Eurostat, most countries compile monthly rates categorised by type of serviced accommodation, size of establishment, cost of overnight stay and destination. The UK Occupancy Survey for Serviced Accommodation, for example, assigns serviced accommodation to one of four destinations: Seaside; City/Town; Small Town; Country/village. However, even if the information is not already compiled for the coastal zone, as it is for the UK, it should be possible to make the calculations yourself using the data from the monthly returns.
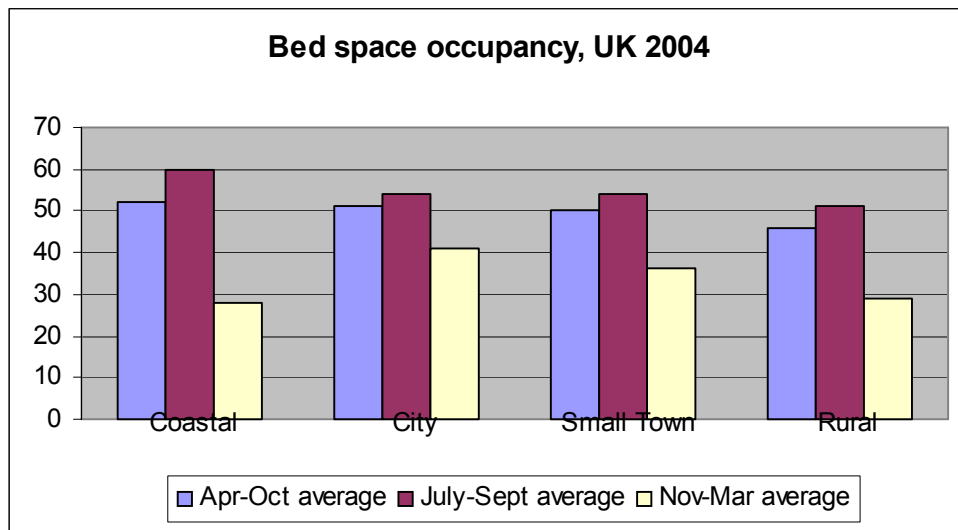
Methodology	
Steps	**Products**
1 For comparative purposes, information at national level can be obtained from Eurostat. Go to europa.eu.int/comm/eurostat/. Under *Long-term indicators* click on *Industry Trade and Services, Tourism* and *Bed spaces in hotels and similar establishments* successively.	Annual number of available bed spaces in serviced accommodation (hotels and similar establishments) for the country under review.
2 Open *Nights spent in hotels and similar establishments*. There are two tables, one for residents and one for non-residents. For the country under review, add the number of residents to the number of non-residents for each year data are available.	Annual number of occupied bed spaces in serviced accommodation (hotels and similar establishments) for the country under review.
3 Divide the product of step 2 by the product of step 1 and multiply by 100.	Bed space occupancy at the national level.
Ask your national statistics office or national tourist board whether the figures used to compile monthly occupancy rates at the national level are aggregated routinely by location including the coastal zone (as is the case with, for example, the UK). If not, follow steps 4 -7.	
4 Obtain the addresses of all serviced accommodation participating in the monthly bed space occupancy survey and assign each establishment to one of four destinations: coastal, city, small town, rural.[4]	Serviced accommodation participating in the bed space occupancy survey assigned to one of four destinations: coastal, city, small town, rural.
5 Add together the number of available bed spaces in serviced accommodation for each of the four destinations.	Total number of available bed spaces in serviced accommodation participating in the bed space occupancy survey for each of the four destinations.
6 Add together the number of occupied bed spaces in serviced accommodation for (i) coastal, (ii) the other three (non-coastal) destinations.	Total number of occupied bed spaces in serviced accommodation participating in the bed space occupancy survey for both coastal and non-coastal destinations.
7 Divide the product of step 6 by the product of step 5 and multiply by 100 for both coastal and non-coastal destinations.	Annual bed space occupancy rates for both coastal and non-coastal destinations (graph 1).

Presentation of the data

Map 1	None	
Graph 1	Bar chart illustrating the rate of bed space occupancy for coastal and non-coastal destinations for at least the last five years.	**Bed space occupancy 2001-2005** A bar chart showing values for points 1–5. Legend: Coastal NUTS 5, Non-coastal locations.

Adding value to the data

If you obtain the monthly survey returns and categorise serviced accommodation by location, then you should be able to depict bed space occupancy by season and destination. Here, for example, are occupancy rates in the UK for four destinations by season:

Bed space occupancy, UK 2004

A grouped bar chart for Coastal, City, Small Town, and Rural. Legend: Apr-Oct average, July-Sept average, Nov-Mar average.

Aggregation and disaggregation

Because of the small sample size, it is not always possible to sub-divide the categories geographically below NUTS 2. In other words, 'coastal' may often refer only to the national level.

Notes

(1) Be aware of the difference in the statistics between *bedroom* and *bed space* occupancy. A double room occupied by one person has 100 per cent *bedroom* occupancy but only 50 per cent *bed space* occupancy. Clearly the remaining 50 per cent of bed spaces are not all available for occupation and so a total bed space occupancy of 100 per cent (or even close to it) is unlikely.

(2) 'Serviced accommodation' is defined as *tourist accommodation which is arranged in rooms and where bed-making and cleaning services are provided.* This includes:
    (1) hotels (including motels, lodges and inns)
    (2) guest houses
    (3) bed and breakfast establishments (including farmhouses)

(3) The sample is regularly monitored to ensure that it is representative of the survey population (the known serviced accommodation stock). As the sample is self-selecting rather than random, it is not possible to calculate margins of error for the occupancy rates. However, because there is a substantial core of survey participants who provide data every month, the trends that are identified by the survey are believed to reflect accurately overall trends in the use of serviced accommodation.

(4) These are not cast-iron categories. Is a hotel in a port 'urban' or 'coastal'? Is an isolated cottage overlooking the sea in a 'coastal' or 'rural' location? Fortunately the number of establishments in occupancy rate surveys is quite small and these dilemmas do not often occur. Where they do, be consistent: all establishments located in coastal NUTS 4 or 5 should be placed in the coastal category.