

Our ref: Stats/5.17 /bkl

Date: 02<sup>nd</sup> May 2008

TO : Managers and owners of hotels, motels, apartments, lodges, guest houses, resorts and bungalows

Dear Madam/Sir

**Subject: 2007 Accommodation Survey results**

Firstly let me take this opportunity to acknowledge those of you that have been very supportive in sending us your forms over the past months. We sincerely apologise for the lengthy delay in releasing the data. This is due to various factors such as delayed responses and non responses, and the office has tried its best to achieve the results despite all. Please find herewith, the results of the Accommodation Survey for 2007. There have been the requests concerning a further breakdown in the data and we have attempted to do that in this publication. However we could not provide a further breakdown due to some limitations as well as maintaining the anonymity of individual establishments. Although there may be interests in areas like Tanna and Luganville, we would require better response rate from the establishments in the areas concerned for this to happen.

We have experienced several issues during the survey regarding the form including the data itself, and we are working to ensure that these issues are rectified. One of the issues is to provide an explanation on how to fill in the form and this will definitely be out for the next quarter where you will also see some modification to the form.

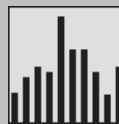
Having said this, we would also like to emphasise that there is room for your comments and suggestion that may help this survey undertaking for the benefit of everyone as far as tourism is concerned in Vanuatu. Should you wish to do so, please do not hesitate to contact us. Let us join hands in promoting tourism in Vanuatu.

Yours sincerely



**Simil Johnson**  
Acting Government Statistician





## 2007 Accommodation Survey

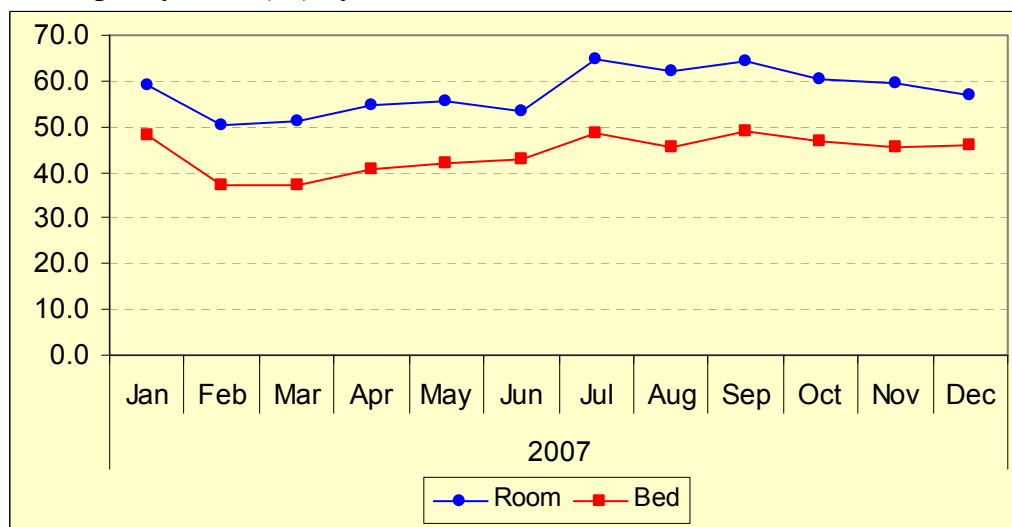
"Growing  
Tourism  
together"

### Highlights

In 2007:

- 396,000 guest nights were reported by the surveyed establishments.
- Guest nights rates in Luxury establishments accounted 41% of the total, 35% in Upmarket establishments, 16% in Midrange and 8% in Budget type of accommodation
- Guest nights rates in Port Vila accounted for 36% of the total, followed by rest of Efate (53%) and the rest of Vanuatu (11%).
- The annualised room occupancy rate in 2007 was 58% and bed occupancy rate was 44 %.

### 2007 Occupancy rates (%) by month



**Table 1:** Capacity and utilization

Period	Establishments surveyed			Rooms surveyed		Occupancy (%)	
	Total	Rooms	Beds	Capacity	Guest nights	Room	Bed
2007 Jan	42	1154	2348	35774	35033	59.1	48.1
Feb	42	1154	2316	32312	24212	50.1	37.3
Mar	43	1183	2374	36673	27487	51.2	37.3
Apr	43	1183	2376	35490	28906	54.8	40.6
May	43	1184	2374	36704	30926	55.6	42.0
Jun	44	1258	2524	37740	32403	53.3	42.8
Jul	44	1258	2526	38998	38152	64.8	48.7
Aug	44	1258	2520	38998	35638	62.0	45.6
Sep	44	1258	2526	37740	37056	64.1	48.9
Oct	43	1253	2514	38843	36540	60.2	46.9
Nov	42	1244	2503	37320	34095	59.6	45.4
Dec	42	1244	2503	38564	35557	57.1	45.8

**Table 2:** Occupancy rate (%) by category

Period	Luxury		Up Market		Midrange		Budget	
	Room	Bed	Room	Bed	Room	Bed	Room	Bed
2007 Jan	73.7	64.1	67.1	56.3	33.5	26.3	45.2	27.9
Feb	58.4	44.8	53.8	42.9	38.6	25.6	38.8	26.9
Mar	61.7	48.1	53.4	41.5	32.6	21.6	49.1	29.1
Apr	60.2	51.1	57.6	41.2	46.1	29.7	47.8	31.9
May	60.8	51.6	57.3	43.1	46.7	31.4	52.5	34.5
Jun	61.0	54.8	54.8	43.4	40.8	29.7	49.3	34.8
Jul	76.6	59.5	63.6	50.1	50.0	37.0	60.5	38.4
Aug	74.0	61.7	63.4	47.3	43.0	27.0	57.0	33.7
Sep	78.9	65.8	59.6	46.1	54.5	38.2	52.0	32.4
Oct	74.5	67.8	56.5	42.9	46.2	31.3	54.8	34.0
Nov	71.8	62.9	58.5	42.9	45.4	30.5	53.3	35.3
Dec	61.1	56.4	59.3	48.5	50.1	33.4	51.5	33.1

**Table 3:** Occupancy rate (%) by area

Period	Port Vila		Rest of Efate		Rest of Vanuatu	
	Room	Bed	Room	Bed	Room	Bed
2007 Jan	51.6	41.6	72.3	63.7	39.4	25.9
Feb	47.6	37.1	57.7	44.5	34.1	20.3
Mar	46.0	35.3	61.0	47.6	38.1	19.8
Apr	53.6	41.2	58.6	49.3	47.6	20.5
May	53.2	42.2	60.0	49.6	50.0	25.5
Jun	50.7	41.6	55.5	47.7	53.3	33.2
Jul	57.9	46.7	70.7	55.7	63.1	35.9
Aug	56.5	41.6	68.8	56.7	54.4	26.8
Sep	58.1	45.6	72.2	59.5	54.0	29.6
Oct	55.2	42.7	66.7	57.7	52.0	28.9
Nov	52.7	39.7	66.9	56.9	53.6	28.6
Dec	55.4	42.5	60.6	53.4	50.3	34.0

## Classification of accommodation type

This survey covers mainly establishments offering short term accommodation excluding any mobile or temporary ones such as campsites. The classification of accommodation was supplied by the Vanuatu National Tourism Office although it is important to note that there are no standard classifications for Vanuatu as yet.

## Classification by geographical area

Port Vila refers to areas within the metropolitan area while rest of Efate refers to areas outside of Port Vila and including Efate offshore islands. The rest of Vanuatu refers to all other islands including, Luganville town, Santo and Tanna island.

## Other definitions

### **Establishment**

The smallest statistical unit operating within a single physical location and owned by a single enterprise.

### **Capacity**

This is a basic measure of an establishment's accommodation capacity. It is derived by multiplying the number of rentable rooms/beds in a month by the number of days in the month.

### **Room nights and guest nights**

*Room nights* are the total number of rooms occupied each night of the month. Add nightly figures to obtain monthly totals. *Guest nights* are the total number of guests staying each night over the month. Add nightly figures to obtain monthly totals.

### **Occupancy rates**

*Room occupancy rate* is calculated by dividing rooms occupied by room nights available. *Bed occupancy rate* is calculated by dividing guest nights by bed nights available.

## Survey Errors

This survey aims for 100% coverage of total establishments with 5 rooms and above. However only one third of establishments were able to provide their data for at least 10 consecutive months. These establishments contain about 70% of the total number of rooms and beds available in Vanuatu.

## Confidentiality

Data collected and information contained in this publication must conform to the provisions of the Statistics Act Cap 83. This requires that published information maintains the confidentiality of individual respondents.

## Liability

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Next release: **30th June 2008**