

ETR. Methodological note (2023)

Survey on Tourist Establishments

The Survey of Tourist Establishments (ETR) of the Basque Country is a monthly short-term operation that aims to measure the evolution of the movement of travellers registered in the tourist establishments of our community, offering data on both demand - arrivals, overnight stays, occupancy levels or economic profitability - and supply and staff.

Information is collected on hotels, guesthouses, rural accommodation, apartments and tourist hostels. The survey is defined as census-based in terms of its population framework, as it compiles information from all tourist establishments in the Basque Country. However, the time reference varies according to the type of establishment: for 3, 4 and 5-star hotels, tourist apartments and hostels, the whole month is considered, while for the rest of the establishments a specific week of the month is taken as a reference.

The establishments are stratified according to three criteria:

Type:

- **H Hotel establishments: Hotels and guesthouses**

Category:

- **Group 1, which includes establishments with 3,4 and 5 stars**
- **Group 2, which includes hotels and guesthouses with 1 and 2 stars**

- **A Rural accommodation: Rural tourism establishments and country houses**
- **P Tourist apartments**
- **B Tourist hostels**

Location:

For the four types (H, A, P and B) a distinction is made between the historical territories, and for hotel establishments and rural accommodation (H and A) some geographical areas considered representative for the sector.

The information is collected through two types of questionnaire, available in electronic and paper format

Monthly: Records the movements recorded in the establishment every day of the reference month. Intended for 3 and more star hotels, apartments and tourist hostels.

Weekly: Collects the movements that occurred during a week of the reference month randomly assigned. Intended for 1 and 2-star hotels and guesthouses, as well as agrotourism and rural houses.

The directory used is made up of all the establishments of the aforementioned types. It is updated taking as a reference source the Register of Tourist Companies and Establishments of the Basque Country (REATE).

The survey referring to hotel establishments and rural accommodation, as it is temporally sampled, in that for a part of the establishments information is only available for one week of the month, requires an imputation process for the rest of the days of the month and to estimate the occupancy of those who have not responded to the survey. For this reason, a donor-based imputation strategy has been established using proximity criteria between establishments, based on daily occupancy series and between the municipalities in which these establishments are located. In this way, a table with complete information is obtained for all days of the month and for all establishments.

In the case of tourist apartments, the survey units are the companies operating tourist apartments (natural or legal persons, whether or not they own the accommodation, who regularly carry out the activity of transferring the use or enjoyment of the same). The aggregates are obtained by raising the data referring to the information of the known places.

For type B establishments. Tourist hostels, the method of obtaining the estimates is also that of elevation with respect to the places known and offered each month.

The employment variable of the four types of establishments is imputed by a procedure that combines the variation in employment in similar establishments and the last employment recorded in the previous month and year of the establishment in question.

To determine the ADR, average daily rate, and the REVPAR, economic performance of a room, web scraping techniques are used. In other words, information is captured from online booking platforms on room prices in hotel establishments in the Basque Country. ADR is estimated using a statistical model that combines data captured online, the survey directory, and surveys of the establishments themselves. This model includes variables such as prices (median, maximum and minimum), category, location, presence on platforms, occupancy and size of the establishment. The REVPAR is derived as the quotient between the ADR and the degree of occupancy.

The data obtained are published at the level of the Historical Territory in general and for some typologies, according to the established stratification, at a lower level. In addition to the arrivals and overnight stays of travellers, according to their origin and destination, other indicators are disseminated, such as the number of establishments, the places offered, the occupancy rates, the average stay or the staff employed in the sector. Only for hotels and guesthouses are profitability indicators such as the average daily rate (ADR) or revenue per available room (REVPAR) disseminated.

This statistical operation has been carried out by Eustat since 1992. The methodological change in 2013 includes a new geographical zoning, which makes it impossible to link certain series, although the main ones, for the Basque Country and its three Historical Territories, have been linked by Eustat.

Rural accommodation was included in the survey in 1998. Tourist apartments in 2016 and, since 2022, tourist hostels have been included.