

INSTITUTO NACIONAL DE ESTADÍSTICA Y GEOGRAFÍA

Sector 72, Accommodation and food services

turnover/output, basic statistics

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I. - Economic classification of Sector 72¹

Sector 72, Accommodation and Food Services

The Accommodation and Food Services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption. The sector includes both accommodation and food services establishments because the two activities are often combined at the same establishment. Excluded from this sector are civic and social organizations; amusement and recreation parks; theaters; and other recreational or entertainment facilities providing food and beverage services.

This sector includes economic units dedicated mainly to provide accommodation in hotels, motels, casino hotels, cabins, villas and the like, camps and recreational hostels, homes of guests, pensions and furnished with hospitality; services departments for the preparation of food and beverages for immediate consumption with full or limited service; service on request, and the preparation and service of alcoholic beverages for immediate consumption.

Most governing criterion to differentiate the branches of this sector was to consider the type of installation (hotels with or without facilities to provide other services; services of lodging in cabins, camps, pension; preparation of food in restaurants). Additionally, in the subsector of food preparation, if economic units provided full or limited care service to the client was considered for the first two branches; the third, the fact that prepares food on request and at the last classified only economic units specialized in the preparation of alcoholic beverages.

The term "restaurant" is used in generic form in the preparation of food, understanding "restaurant" as a site that prepare food and beverage directly to the consumer that consume them immediately in place or to be ready to eat.

Include: units dedicated to accommodation temporarily using the modality of shared in hotels that have one or more integrated services, times or cabins, villas bungalows and the like; the preparation of food for special occasions in combination with the renting of rooms for parties; water and bathing parks provide temporary accommodation; typical houses that provide service to passengers for season; workers camps; restaurants with full or limited service mainly dedicated to the preparation of soft drinks (coffee, tea, chocolate) for immediate in combination with the production of bread, and restaurants with full or limited service mainly dedicated to prepare and serve coffee to immediate in combination with the toasted and milling of the same consumption.

Exclude: units dedicated to the preparation of fresh food for immediate consumption destined to economic units that it commerce; of beer (31-33, Manufacturing); wholesale and retail trade of packaging alcoholic beverages ; the wholesale and retail trade of prepared food (43,Wholesale trade; 46,Retail trade); the rolling houses renting established in special place to be used as residence; Rent without brokerage houses furnished without hotel; services to the brokerage of real estate operations relating to property located in tourist places; to management of real estate property of third-party; management of real estates in tourist places; the consulting or promotion of real estate in tourist places; to rent rooms for parties without preparation of food and beverage (53 Real states services and renting of furniture and intangible; the share and interchange (56, Business support services and management of waste and remediation services; to provide higher education with accommodation services (61 Educational services); hosting services in student's houses (62 Health Care and Social Assistance); houses to recreational facilities without accommodation; entertainment services casinos without hosting service; water and bathing parks that do not provide temporary accommodation; theater-dinner; dance halls which retailed non alcoholic drinks (71,Arts, Entertainment, and

¹ According to the North American Industrial Classification System, Mexico (NAICS 2007).

Recreation); youth hostels (7212, camps and shelters recreational), and restaurants, bars, travel agencies and all those economic units that are located in facilities of a hotel or motel but have a company name separate from them (each of them is classified according to their main activity).

Sector structure

721, Accommodation services

7211 Hotels, motels and similar

72111 Hotels and motels, except casino hotels

721111 Hotels with other integrated services

721112 Hotels without other integrated services

721113 Motels

72112 Casino hotels

721120 Casino hotels

72119 Cottages, villas and similar

721190 Cottage, villas and similar

7212 Camps and recreational hostels

72121 Camps and recreational hostels

721210 Camps and recreational hostels

7213 Rooming and boarding houses and furnished whit hotel services departments

72131 Pensions and furnished with hotel services departments and guests, houses and homes

721311 Rooming and boarding houses

721312 Furnished with hotel services departments

722, Food-services and drinking places

7221 Full-service restaurants

72211 Full-service restaurants

7222 Limited-service eating places

72221 Limited-service eating places

722211 Limited-service restaurants

722212 Food to carry restaurants

722219 Other limited-service restaurants

7223 Special food services

72231 Food service contractors

722310 Food service contractors

72232 Caterers

722320 Caterers

72233 Mobile food services

722330 Mobile food services

7224 Drinking places

72241 Nightclubs, bars, taverns and similar

722411 Nightclubs, discos and similar

722412 Bars, taverns and similar

NAICS Sector 72, in comparison with ISIC Rev 3.1²

Division 55, Hotels and restaurants

Explanatory note.

The sector comprises units providing customers with short-term lodging and/or preparing meals, snacks, and beverages for immediate consumption. The section includes both accommodation and food services because the two activities are often combined at the same unit.

There may be some overlap between activities in section H. A restaurant activity is a specific activity, but may also be implicitly included in lodging.

Lodging units provide lodging or short-term accommodations for travelers, vacationers and others. There is a wide range of units. Some provide lodging only; while others provide meals and recreational facilities, as well as lodging. The type of complementary services provided may vary from unit to unit. Units belonging to the restaurant group provide complete meals fit for immediate consumption. Those units can be traditional restaurants, self-service or takeaway restaurants as well as permanent or temporary fish-and-chips stands and the like with or without seating. What is decisive is the fact that meals fit for immediate consumption are offered, not the kind of facility providing them. Excluded is the production of meals not fit for immediate consumption, of meals not planned to be consumed immediately and of prepared food that is not considered to be a meal (division 15). Also excluded is the sale of not self-manufactured food that is not considered to be a meal and of meals that are not fit for immediate consumption (section G).

This Division is divided into the following Groups:

- **551**, Hotels; camping sites and other provision of short-stay accommodation

5510 - Hotels; camping sites and other provision of short-stay accommodation

This includes:

Provision of short-stay lodging in:

- hotels, motels and inns
- hotels with conference facilities
- resorts
- holiday chalets, cottages and flats
- student houses, boarding schools
- hostels for migrant workers
- camping space and camping facilities, trailer camps
- other short-stay lodging facilities such as guest houses, farmhouses, youth hostels, mountain refuges (shelters) etc.

Also includes:

- operation of sleeping cars when carried out by separate units

Excludes:

² Source: <http://unstats.un.org/unsd/cr/registry/regcst.asp?Cl=17&Top=2&Lg=1> International Standard Industrial Classification of All Economic Activities, Rev.3.1

- rental of long-stay accommodation, (7010)
- operation of sleeping cars as integrated activities of railway companies or other passenger transport facilities, (6010)

- **552**, Restaurants, bars and canteens

5520 - Restaurants, bars and canteens

This includes:

- sale of meals for consumption generally on the premises, as well as sale of drinks accompanying the meals, possibly accompanied by some form of entertainment, by:
 - o restaurants
 - o self-service restaurants such as cafeterias
 - o fast-food outlets such as burger bars
 - o takeaway restaurants
 - o fish-and-chips stands and the like
 - o ice cream parlours
- sale of drinks for consumption on the premises, possibly accompanied by some form of entertainment, by:
 - o pubs, bars, nightclubs, beer halls etc.
- sale of meals and drinks, usually at reduced prices to groups of clearly defined persons who are mostly linked by ties of a professional nature:
 - o activities of sport, factory or office canteens
 - o activities of school canteens and kitchens
 - o activities of university dining halls
 - o activities of messes and canteens for members of the armed forces etc.

Also includes:

- catering, i.e. activities of contractors supplying meals prepared in a central food preparation unit for consumption on other premises such as the supply of prepared meals to:
 - o airlines
 - o "meals on wheels"
 - o banquets, corporate hospitality
 - o weddings, parties and other celebrations or functions
- operation of dining cars when carried out by separate units
- restaurant and bar activities on board ships when carried out by separate units

Excludes:

- sale through vending machines, (5259)
- sale of drinks not for immediate consumption, (division 52)
- operation of dining cars as integrated activities of railway companies or other passenger transport facilities, (6010)

II. - Collection statistic data through Economic Census and Surveys

Economic Census in Mexico have a long history of more than 75 years, which started with the first industrial census of 1930. Since then, in an uninterrupted process of continuous improvement, the country has been successfully carrying out this census every five years. Thus, the 2009 Economic Census are 17th edition of this statistical duty and tradition.

Data users can consult a great amount of aspects related to the different activities carried out by the economic units, based on 1,184 variables which are derived from 28 questionnaires used to collect the statistical information, addressing fundamental questions such as what is being produced, where is it being produced, how much is being produced and for whom is it being produced.

Services activities information has been capturing every five years, since 1940 on the Economic Census (which directory is the sample framework of the monthly and annual surveys).

The Monthly Service Survey (EMS, for its stands in Spanish), began in August 1993, collects data to serve as an input (basic statistics) for the estimate of Mexico's National Accounts System, DGP and global economic activity indicators. By the other hand, produce trend indicators of *total incomes* and *occupied personnel*.

The Annual Service Survey 2005 is performed for the first time in the same year, this survey share the same sample design and directory of the monthly project; both projects includes transport and warehousing activities.

Objective population

The object of study population consists of economic units in the country providing some service to third parties on one's own initiative, either with commercial and/or professional. Exclude the agricultural activities; forestry and mining related services; financial and insurance services and the related public or governmental activities. Also are excluded social services.

In 2005, it has used the 2004 economic census information for a simulation of services private no financial 2004 annual survey.

Observation units

Unit study, also called observation units, is nothing more than the delimitation of the subjects to study or research, is known as elements on which precise data are obtained.

Observation units are legal entities which receive information and compiled statistical, since activities with a legal and operational structure, making it feasible to collect data.

In a certain point the main objective in survey is to generate and to offer information about services, the unit to study is the establishment and its defined as: *"The economic unit that in a single physical location, seated in a place of permanent way and delimited by constructions and fixed facilities, actions and resources under the control of a single proprietary organization or controller combine to make oriented transactions to serve to third on one's own initiative, for mercantile, professional, social or cultural character"*.

Specific objectives

- ⇒ Provide statistic information that allows knowing the main economic variables evolution in to no financial private services sector.
- ⇒ Provide input to the calculation of the national accounting variables.
- ⇒ To spread the structure and participating of the sector in the national economy.
- ⇒ To generate statistic information that allows the dynamic's study and their evolution in the short term.

III. - Main variables of the Services questionnaires

Due to the heterogeneity of economic activities under study, 28 different census questionnaires were designed for Economic Census; however, all have a common theme body composed of the following chapters:

- ⇒ Data for the identification and location of the economic units
- ⇒ Participation of foreign capital
- ⇒ Organization forms
- ⇒ Occupied personnel
- ⇒ Remuneration
- ⇒ Expenses on consumption of goods and services
- ⇒ Expenses not derived from the activity
- ⇒ Revenues for services rendered and goods sold
- ⇒ Revenues not derived from the activity
- ⇒ The production value
- ⇒ Stocks
- ⇒ Fixed assets
- ⇒ Units and transport equipment
- ⇒ Innovation and research

Breakdown of each census issue and the content is determined by the specific characteristics of each activity. In this regard, and in order to highlight the specificities of each economic activity, here the specific census theme by them:

- ⇒ Temporary accommodation services
 - Participation of foreign capital
 - Category of the establishment
 - Accommodation capacity
 - Temporary time sharing capacity
 - Camps and recreational hostels
 - Rooming and Boarding Houses, and furnished with hotel services departments
 - Average occupation
 - Initial capacity and changes in their composition
 - Tourist vocation
 - Mode of operation
 - Integrated services
 - Congress and Convention services
 - Occupied personnel and salaries paid to staff paid by service type
 - Expenses and incomes by providing the service

Thematic of the annual survey covers ten chapters, whereas monthly survey seven chapters are asked for. As follows:

Themes in the annual surveys

- ⇒ Dependent personnel of the company
- ⇒ Not dependent personnel of the company
- ⇒ Remunerations
- ⇒ Expenses on consumption of goods and services
- ⇒ Expenses not derived from the activity
- ⇒ Revenues for services rendered and goods sold
- ⇒ Revenues not derived from the activity
- ⇒ The production value
- ⇒ Fixed assets
- ⇒ Identification of suppliers and customers

Themes in the monthly surveys

- ⇒ Days worked
- ⇒ Dependent personnel of the company
- ⇒ Not dependent personnel of the company
- ⇒ Remunerations
- ⇒ Expenses on consumption of goods and services
- ⇒ Expenses not derived from the activity
- ⇒ Revenues for services rendered and goods sold
- ⇒ Revenues not derived from the activity

IV.-Definition of main variables

Payroll

Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay, and employee contributions to qualified pension plans paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. Excluded are payrolls of departments or concessions operated by other companies at the establishment. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

Number of paid employees for pay period

Paid employees consist of full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll during the pay period. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses, and employees of departments or concessions operated by other companies at the establishment.

Incomes

Include: sales from customers for services rendered; from the use of facilities and from merchandise sold. Also includes dues and assessments from members and affiliates.

Sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; gross sales and receipts of departments or concessions operated by other companies. Excludes: sales from civic and social organizations; amusement and recreation parks; theaters; and other recreation or entertainment facilities providing food and beverage services.

Expenses

Include: interest and rent expenses, cost of supplies used for operation, cost of merchandise sold, depreciation expenses, fundraising expenses, contracted or purchased services, and other expenses charged to operations during 1997. Expenses exclude outlays for the purchase of real estate; construction and all other capital improvements; funds invested; assessments or dues paid to the parent or other chapters of the same organization; incomes taxes; sales and other taxes collected directly from customers or clients and paid directly to a local, state, or Federal tax agency; and, for fundraising organizations, funds transferred to charities.

V.-Statistical design (annual and monthly surveys)

Given the very particular characteristics of each services economic activity, different criteria for the definition were taken from the sampling scheme forming four groups, to three of them a probabilistic design was applied, and one more with deterministic design, as follow:

Deterministic:

(a) Meddle coverage

Economic units with greater participation were included in the variable income to a greater or equal to 80% coverage.

7212 Camps and recreational hostels

(b) Lower-middle coverage

It considered with low coverage, the branches of activity whose participation in income is greater or equal to 70% and coverage less than 80%.

7211 Hotels, motels and similar

Probabilistic:

The probabilistic sampling scheme is **stratified random and independent selection** for each of the four digits code activity for **estimate total income, and answering the following parameters for:**

Confidence level: **95%**

Relative error: **10%**

Non response rate: **10%**

Neyman fixed was used for the distribution of the sample in each stratum, and includes certain stratum 1 with 1,020 economic units.

7221, Full-service restaurants

7222, Limited-service eating places

7224, Drinking places

Sample size: 7,792 *eu.* at the time of selection.

Collection method:

Face to face interview (interviewer enters the questionnaire into the ***intranet*** information capture system)

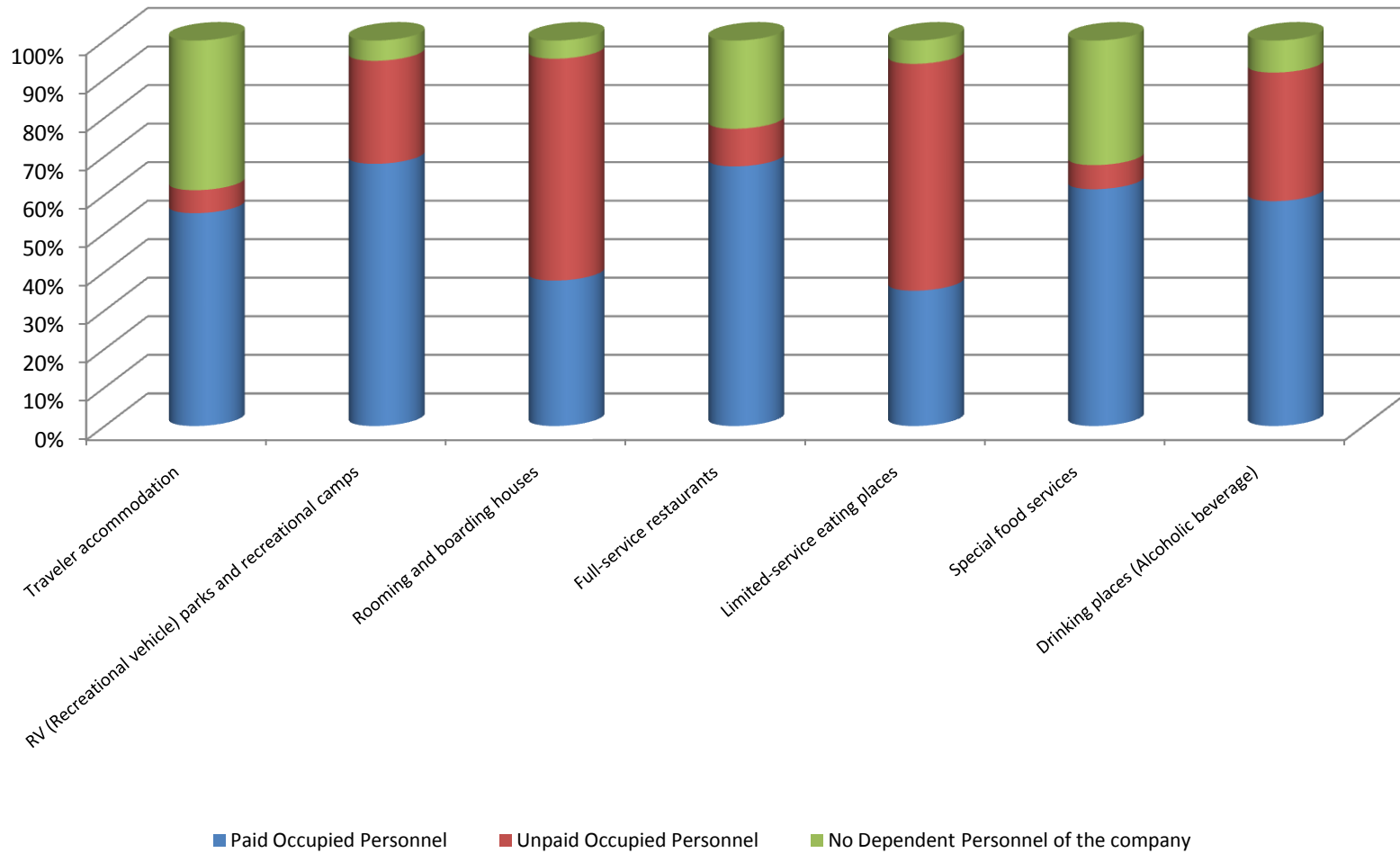
Capture by Internet (informant enters data into the ***Internet*** information capture system).

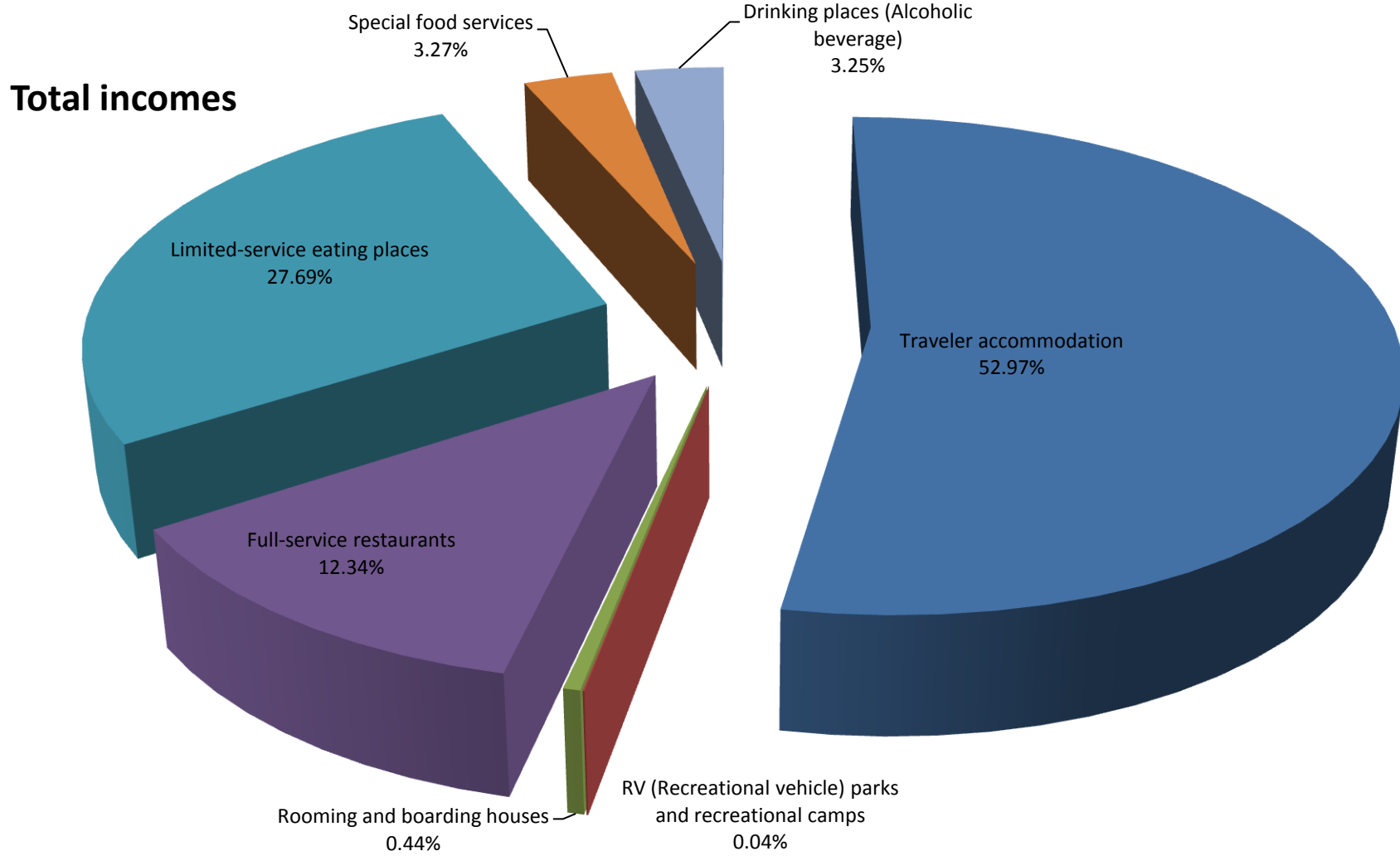
VI. Main results of the Sector, Census and annual and monthly surveys

Preliminary results, 2009 Economic Census

Sector	Subsector	Industry groups	Economic Activity	Establishments (Number)	Total Occupied personnel				Total Payroll	Total Expenses	Total Incomes
					Total	Paid Occupied Personnel	Unpaid Occupied Personnel	No Dependent Personnel of the company			
					Thousand pesos						
72	721	7211	Traveler accommodation	17,778	354,160	195,598	21,095	137,467	13,194,261	203,260,644	235,973,631
		7212	RV (Recreational vehicle) parks and recreational camps	131	1,260	857	337	66	50,258	98,064	191,995
		7213	Rooming and boarding houses	2,786	7,548	2,848	4,345	355	123,004	1,377,032	1,949,729
	722	7221	Full-service restaurants	11,961	246,970	166,361	24,096	56,513	7,961,931	26,497,029	54,973,778
		7222	Limited-service eating places	333,960	1,038,556	364,652	611,326	62,578	12,599,000	84,712,505	123,338,433
		7223	Special food services	1,246	41,856	25,714	2,615	13,527	1,822,296	8,277,366	14,587,949
		7224	Drinking places (Alcoholic beverage)	25,231	104,597	61,032	34,878	8,687	2,131,941	8,689,364	14,458,726
			Total Sector 72	393093	1794947	817062	698692	279193	37882691	332912004	445474241
			Private services no financial	1,351,477	6,957,249	3,914,319	2,237,566	805,364	367,795,349	1,151,600,748	2,042,411,068
			Participation Sector 72	29.09%	25.80%	20.87%	31.23%	34.67%	10.30%	28.91%	21.81%
			All of private and semi-public sectors	3,735,347	20,254,726	11,395,332	6,044,160	2,815,234	1,166,393,901	12,814,532,432	18,752,057,163
			Participation Sector 72	10.52%	8.86%	7.17%	11.56%	9.92%	3.25%	2.60%	2.38%

Occupied personnel



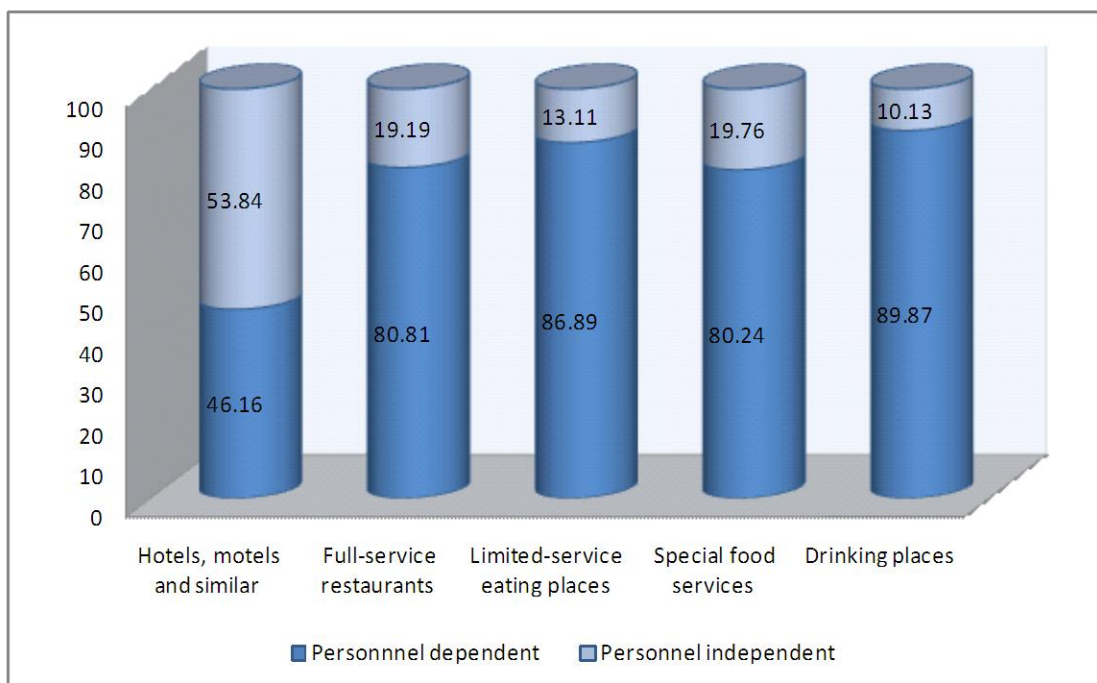


Annual Service Survey, main results 2008

SECTOR 72 TEMPORARY ACCOMMODATION SERVICES AND FOOD SERVICES AND DRINKING PLACES
TOTAL PERSONNEL OCCUPIED IN ECONOMIC UNITS OF TEMPORARY ACCOMMODATION SERVICES AND FOOD SERVICES AND DRINKING PLACES BY ACTIVITY BRANCH
ACCORDING TO CONTRACTUAL STATUS INTO THE COMPANY
2007
(Percentage)

Activity Branch	TOTAL	PERSONNEL DEPENDENT OF THE COMPANY			PERSONNEL INDEPENDENT OF THE COMPANY		
		Total	Paid employees	Proprietors Relatives and no paid employees	Total	Personnel operated by other companies at the establishment	Personnel By honoraries or commissions
7211 Hotels, motels and similar	100.00	46.16	45.97	0.20	53.84	53.18	0.66
7221 Full-service restaurants	100.00	80.81	61.91	18.89	19.19	17.80	1.39
7222 Limited-service eating places	100.00	86.89	31.61	55.28	13.11	12.96	0.15
7223 Special food services	100.00	80.24	80.18	0.06	19.76	19.44	0.32
7224 Drinking places	100.00	89.87	68.92	20.96	10.13	3.11	7.01

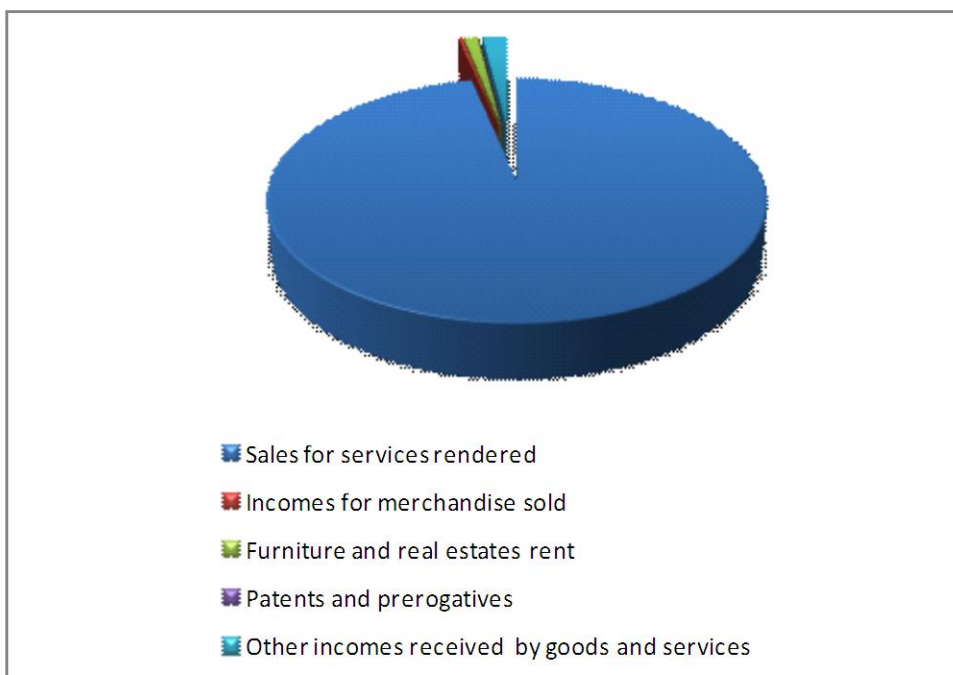
The grouping presented obeys to North America Industrial Classification System 2002 (NAICS)
Source: INEGI Annual survey of private services no financial



SECTOR 72 TEMPORARY ACCOMMODATION SERVICES AND FOOD SERVICES AND DRINKING PLACES
 TOTAL INCOMES BY PROVIDE GOODS AND SERVICES IN ECONOMIC UNITS OF TEMPORARY
 ACCOMMODATION SERVICES AND FOOD SERVICES AND DRINKING PLACES BY ACTIVITY BRANCH
 ACCORDING TO ESPECIFIC HEADING
 2007
 (Percentage)

Activity Branch	TOTAL	Sales for services rendered	Incomes for merchandise sold	Furniture and real estates rent	Patents and prerogatives	Other incomes received by goods and services
7211 Hotels, motels and similar	100.00	96.66	0.28	1.07	0.01	1.98
7221 Full-service restaurants	100.00	98.54	0.60	0.09	0.01	0.76
7222 Limited-service eating places	100.00	98.83	1.07	0.00	0.00	0.10
7223 Special food services	100.00	98.72	0.00	0.10	0.00	1.18
7224 Drinking places	100.00	96.00	2.43	0.68	0.06	0.83

The grouping presented obeys to North America Industrial Classification System 2002 (NAICS)
 Source: INEGI Annual survey of private services no financial

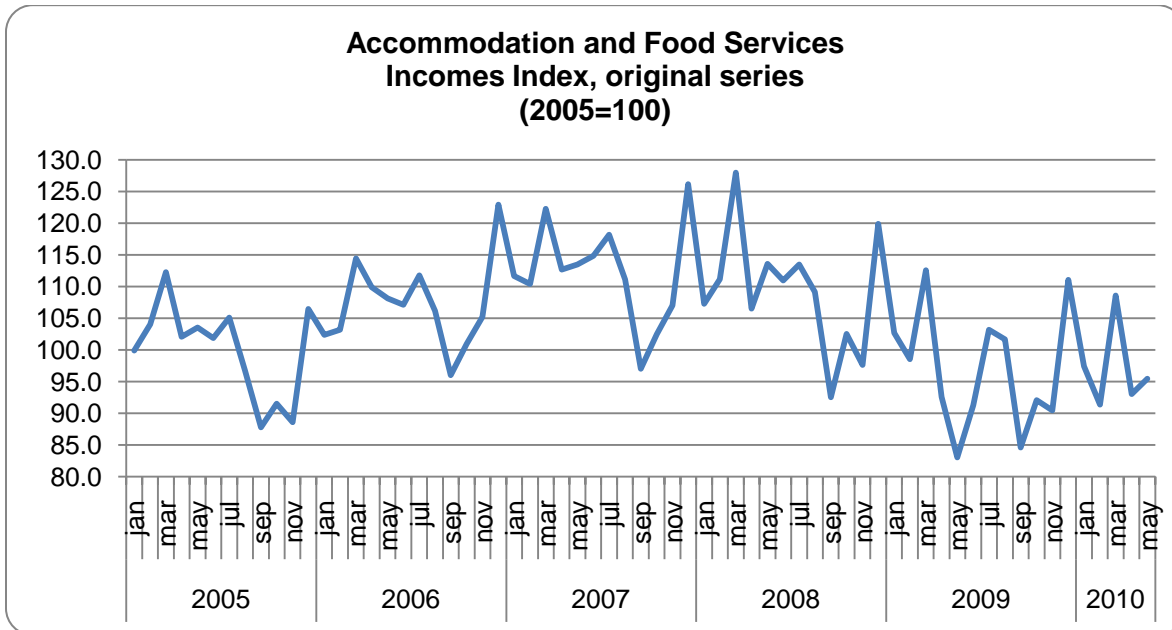


Monthly Service Survey, main results 2005-2010

Short term indicators, Incomes index (2005=100), original series.

Source: INEGI, Encuesta Mensual de Servicios 2010

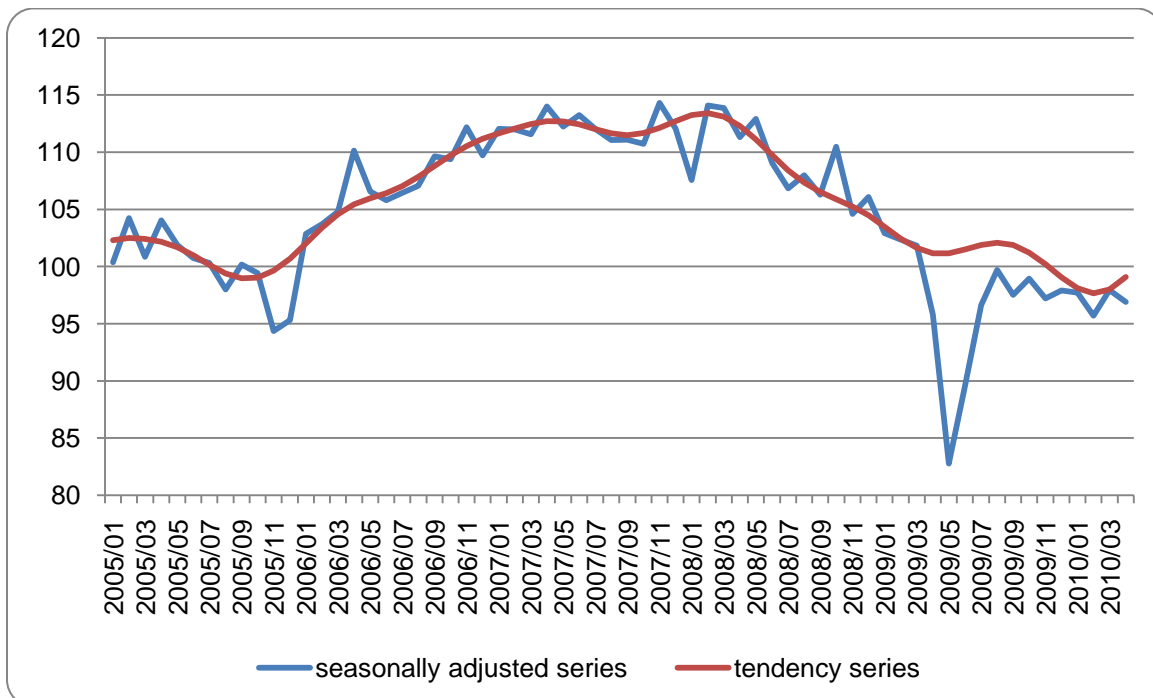
www.inegi.org.mx



Short term indicators, Incomes index (2005=100), seasonally adjusted and tendency series.

Source: INEGI, Encuesta Mensual de Servicios 2010

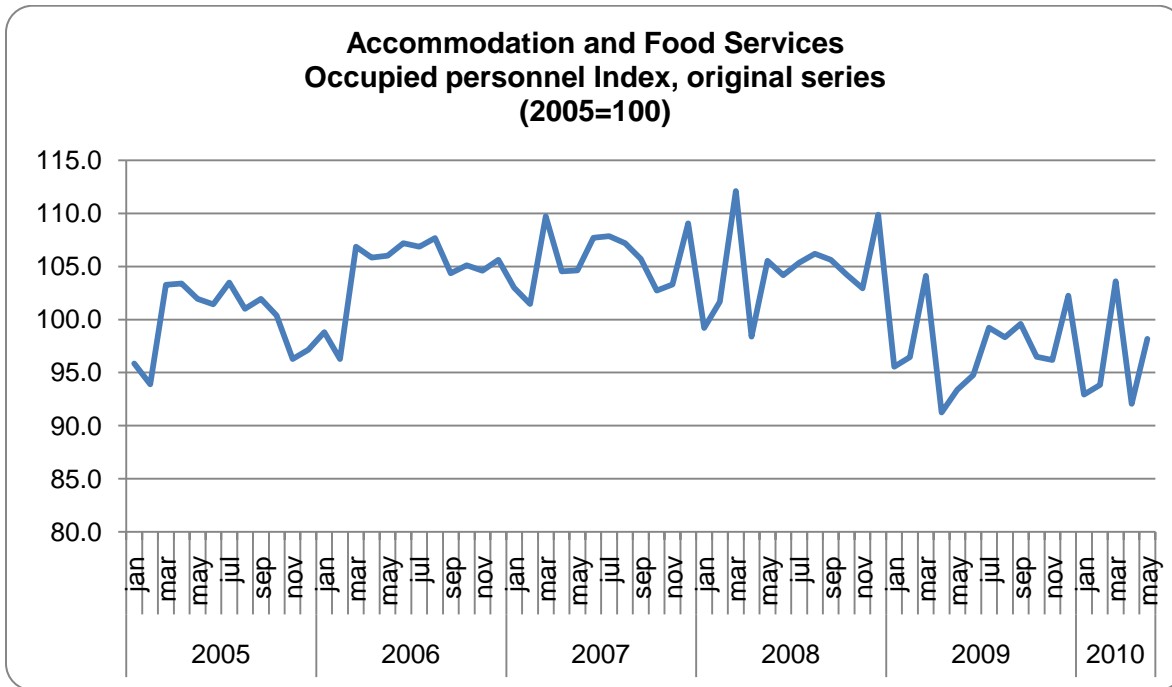
www.inegi.org.mx



Short term indicators, total occupied personnel index (2005=100), original series.

Source: INEGI, Encuesta Mensual de Servicios 2010

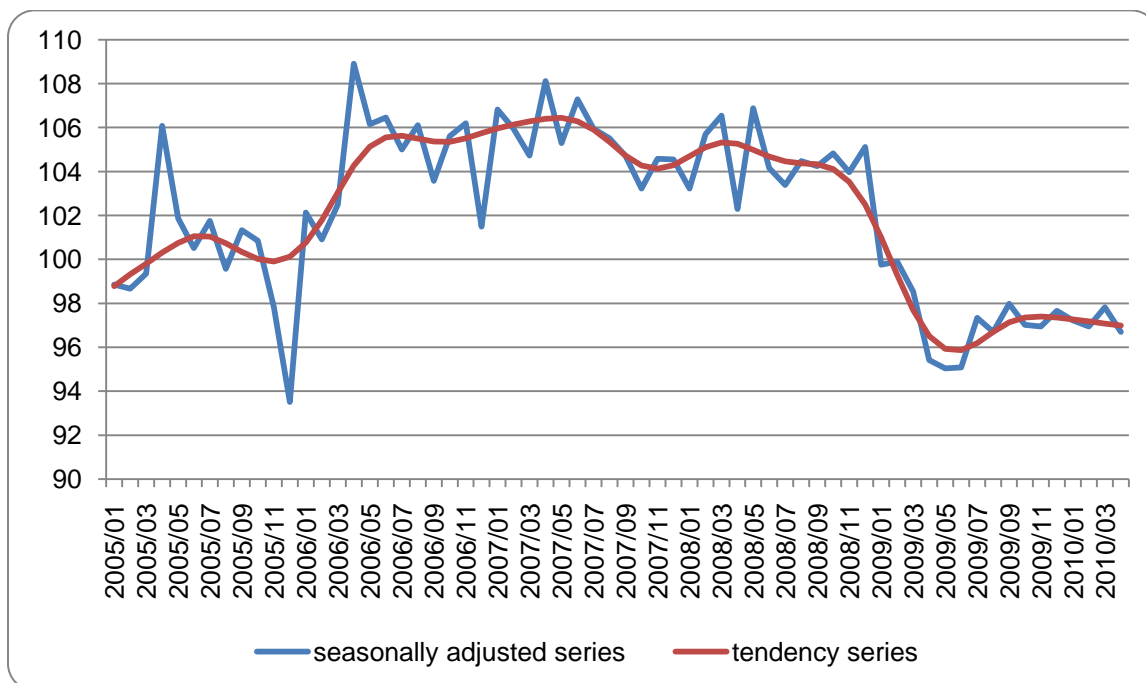
www.inegi.org.mx



Short term indicators, total occupied- personnel index (2005=100), seasonally adjusted and tendency series.

Source: INEGI, Encuesta Mensual de Servicios 2010

www.inegi.org.mx



VII. Updating of information, based on 2009 Economic Census

Currently, INEGI carried out the work of analysis and information processing of 2009 Economic Census, information will give an updated overview of the Nation's structure and the relation to Accommodation and Food Services, are expected to gather information about 393,000 economic units.

Once finished this work and the Institute presents the definitive results, the Annual and Monthly Survey's samples will be updated.

Annual Service Survey

Increasing in the main products of the Annual Survey, such as income and measurement by kind of service, this data will be helpful for SPPI.

Monthly Service Survey

This project will public other index related with the activity: Expenses, Remunerations and average remuneration index.