

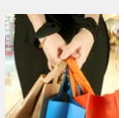
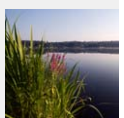
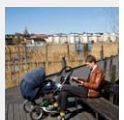


Statistics Sweden

Statistiska centralbyrån

SPPI for Hotels in Sweden

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25th Voorburg Group Meeting
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Definition of the sector

- According to NACE Rev. 2 and SNI 2007

NACE Rev. 2	55.1	Hotels and similar accommodation	Turnover
SNI 2007	55.1	Hotels and similar accommodation	27.1 MSEK
	55.101	Hotels with restaurants	21.1 MSEK
	55.102	Operation of conference facilities	3.4 MSEK
	55.103	Hotels without restaurants	2.6 MSEK



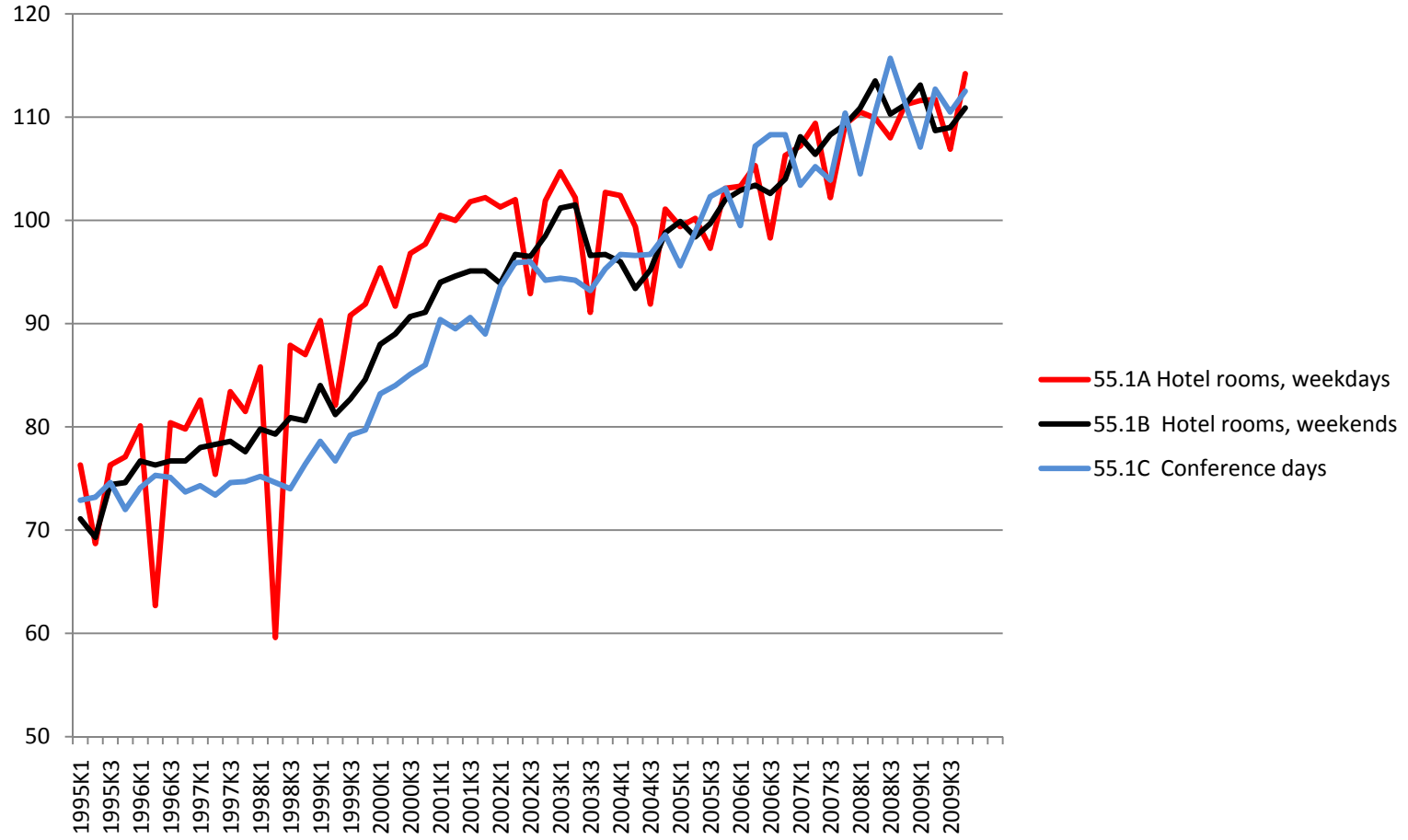
Background to the Swedish SPPI for Hotels

- The first market to be measured in the Swedish SPPI, starting 1995
- A review was done in 2001
 - Changed from list prices to unit value
 - No separation between single and double rooms
- In the chart on the next page we can clearly see that the changes had an impact on the index





SPPI for Hotels (2005=100)





Price collection

- We currently ask for three different categories:
 - Weekdays
 - Weekends
 - Conference days
- Prices are collected quarterly, but reported as the average monthly invoiced price per occupied room
- Sample size: 40
- The non-response is low





Reasons for a new review

- Long time since last review (9 years)
- Large price fluctuations
- Concerns regarding the sample process
- Examine possibility to use data from other surveys





Questions for the 2010 review

- Is it possible to merge the 3 hotel surveys at Statistics Sweden? (SPPI, CPI & Accommodation statistics)
- Why is the sample for the CPI and the SPPI joined?
- Is the average invoiced price the same as the Average Room Rate (ARR)?
- Is ARR good for measuring price developments?
- What does the National Accounts want?





What is the Accommodation statistics?

- A monthly census with around 2000 hotels
- They collect the hotels total accommodation revenue and number of occupied rooms
- $\text{Revenue/Rooms} = \text{Average Room Rate (ARR)}$
- Collects number of occupied rooms divided by:
 - Business guests
 - Private guests
 - Conference guests
- This data is used as weights in the SPPI (between weekdays, weekends and conference)





Findings

- Type of guest is a significant price determining factor
- Business representatives recommended a split-up between business and private guests instead of weekdays and weekends
- NA compares SPPI and CPI (weekends compared to private guests)
- NA would also rather want business and private guests in the SPPI





Results

- Business and private guests (instead of weekdays and weekends) from 2011
- Report quarterly prices instead of monthly
- The sample is no longer joined with the CPI
- A cut off limit of 10 employees is introduced

