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Federal Department of Home Affairs FDHA
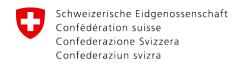**Federal Statistical Office FSO**

A contrast between indices produced with Booking.com data and direct survey data.

Swiss case study for the regions Bern and Lucerne SPPI.

Angela Hernandez Santacoloma, Section PRICE

Thursday, 22sd September 2022

Voorburg Group on Service Statistics 37th Meeting

Presentation Landscape

The path ahead

The Hurdle
A gap between an index being produced from different sources

The Situation in Facts

With the use of the collected data & the literature

The WIND UP

A new hotel industry index
&
Covid - 19

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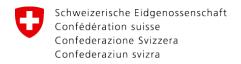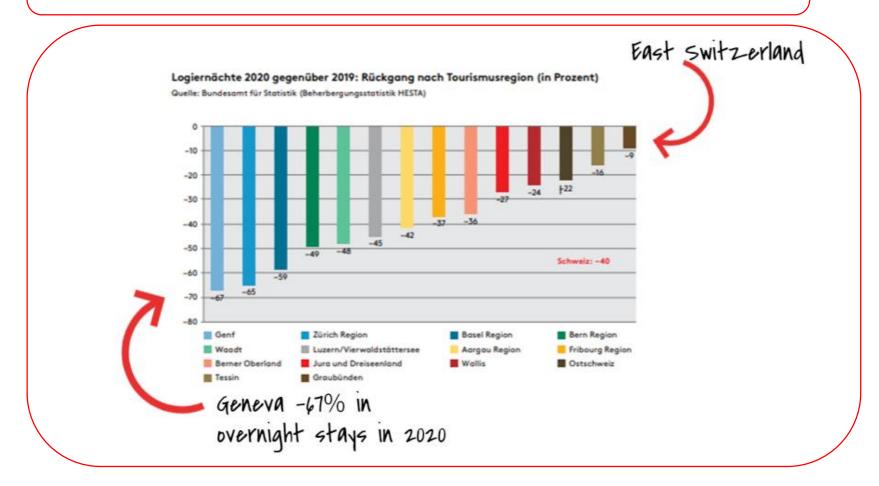
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A NEW HOTEL INDUSTRY INDEX

Create a robust hotel index

Booking.com total 27 hotels. 12 Bern, and 15 Luzern

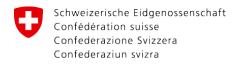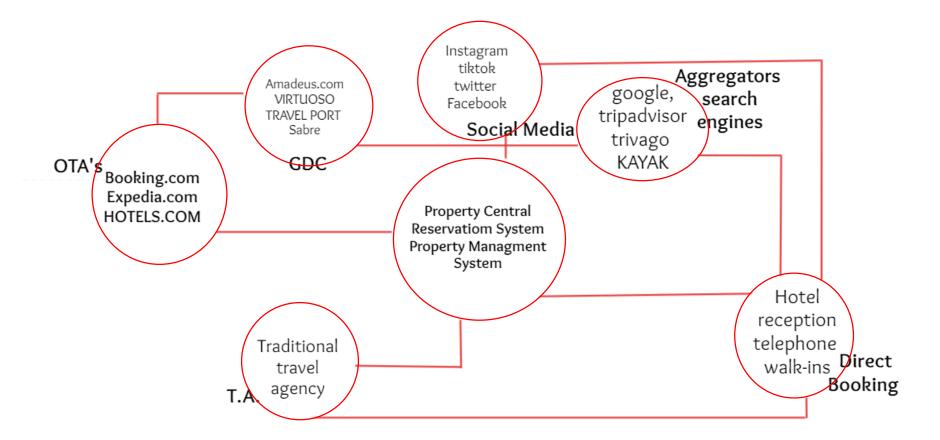Survey total 29 hotels. 13 Bern, and 16 Luzern.

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COVID – 19

East Switzerland

Logiernächte 2020 gegenüber 2019: Rückgang nach Tourismusregion (in Prozent)
Quelle: Bundesamt für Statistik (Beherbergungsstatistik HESTA)

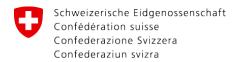Geneva −67% in overnight stays in 2020

- 7.9 million in overnight stays for the big Swiss cities.- A reduction in overnight stays of 65% among the major Swiss cities Geneva, Zürich, and Basel.-15.8 million in overnight stays for the Swiss hotel industry.

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Hotel Reservation System

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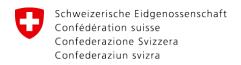
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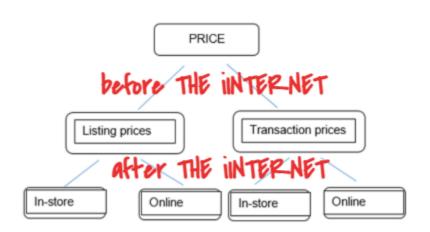# Two elements to consider

-The <u>purpose of the hotel</u> is to <u>set the price</u> close to the <u>maximum willingness to pay of its customer's</u>, for which the hotel takes into account various factors available in <u>real-time</u> and then set the <u>final price</u> at the point of reservation. All the process takes place in real-time through digital systems.

-<u>Factors influencing hotel room reservation:</u>
- Date of arrival
- Time of booking
- Advanced booking (beforehand between six months and a week before arrival)
- Availability and demand for a type of room
- Hotel location
- Length of stay
- Number of hotel stars
- Quality of the hotel (review)
- Channel used to book the room (OTA's, online aggregator, hotel website, distribution system).
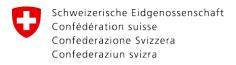
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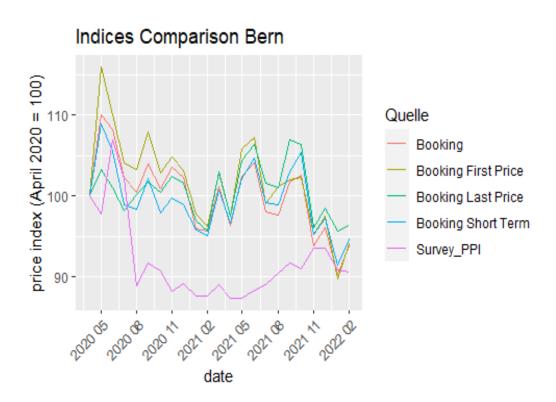**Federal Statistical Office FSO**

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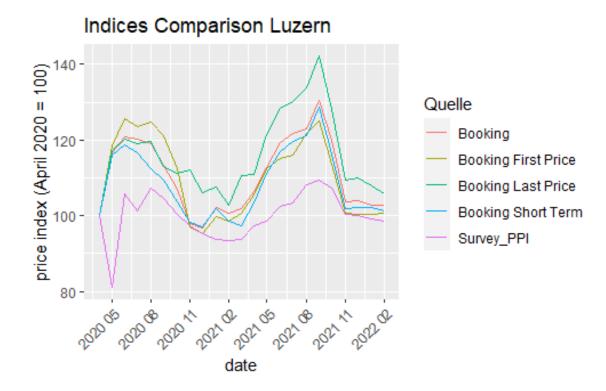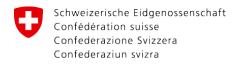
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The Observations 0.1

Note: The left panel shows the price of a particular skincare product sold at a particular offline shop, while the right panel shows the price of the same product sold at an online shop. The black and red lines represent the list and transaction prices.
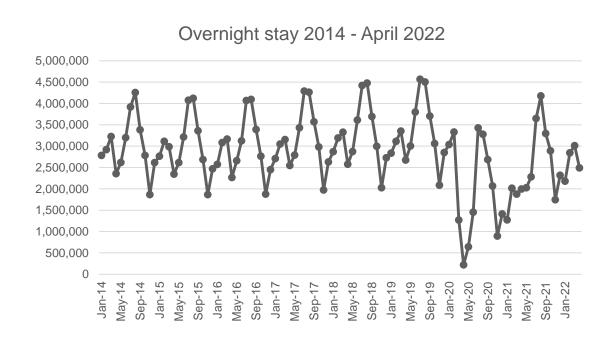
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The Observations 1.1

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The Observations 1.2

Overnight stay 2014 - April 2022

Indices Comparison Bern

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Most Important take aways

MOST IMPORTANT REFLECTION:

{ It is probable for some branches that internet prices and in-store prices do not behave the same.

A DISTICTION TO KEEP IN MIND:

{ When working with internet data, consider if all prices behave closely:
1. online list prices
2. online transaction prices
3. in-store list prices
4. in-store transaction prices

PRELIMINARY SOLUTIONS:

{ First, a simple transaction prices index is collected directly from the hotels in a traditional manner. Second, a hybrid form of a composed index including both transaction and online listing prices indices since they are both valid.

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ANGELA HERNANDEZ SANTACOLOMA
angela.hernandez-santacoloma@bfs.admin.ch
SWISS FEDERAL STATISTICAL OFFICE

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Confédération suisse
Confederazione Svizzera
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