



<Community>

Value of Tourism Model

TOURISM CONTRIBUTION SURVEY EXAMPLE

Consider the following scenario:

You are an accommodation owner of the Happy Gardens Motel. You have agreed to participate in the Value of Tourism model and are beginning to fill in your numbers for January 2008 into the Tourism Contribution Survey.

For the Happy Gardens Motel:

- Your property has 20 units.
- 2 units were closed for the whole month due to re-decorating and renovations.
- Your whole property was closed from January 1-2 while you installed new computer/security systems.

And you sold...

- Mr. Smith – Walk in for **3 nights** at full price of **\$100/night** (*leisure guest*)
- Mr. Jones (*and partner*) – Reservation for **2 nights** at special advertised rate of **\$85.00/night** (*leisure guest*)
- Miss Adams – Reservation for **4 nights** at government rate of **\$70.00/night** (*business guest*)
- ABC Bank – Group reservation for **5 rooms** for **3 nights** at group rate of **\$70.00/night** (*business guest*)
- Mrs. Fields (*and business partner*) – FAM Tour for **2 nights** complimentary room/**no charge** (*business guest*)



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Value of Tourism Model

FIXED-ROOF ACCOMMODATION SURVEY EXAMPLE

To complete the Fixed-Roof Tourism Contribution Survey (Happy Gardens Motel) for January 2008, you would ...

1) Determine the Number of Rooms Available (per night).

Is the maximum number of sites available to be used, per night.

- a) Number of rooms = $20 - 2 = 18$
- b) = **18 available rooms per night**

2) Calculate the Total Occupied Rooms (*including any complimentary rooms/sites).

- a) = Mr. Smith + Mr. Jones + Miss Adams + ABC Bank + Mrs. Fields
- b) = (1 room x 3 nights) + (1 room x 2 nights) + (1 room x 4 nights) + (5 rooms x 3 nights) + (1 room x 2 nights)
- c) = **26 total occupied rooms**

3) Calculate the Average Achieved Daily Room Rate.

- i. Calculate Gross Room Sales
- ii. Calculate Total Occupied Rooms (already calculated in #2)
- iii. Divide Gross Room Sales/Total Occupied Rooms

For the Happy Gardens Motel:

- a) = (3 nights x \$100.00/night) + (2 nights x \$85.00/night) + (4 nights x \$70.00/night) + (5 rooms x 3 nights x \$70.00/night) + (2 nights x \$0.00/night)
= *\$1,800.00 in gross room sales*
- b) 26 total occupied rooms
- c) = \$1,800.00 in room sales/26 total occupied rooms
= **\$69.23 average daily room rate for January**

4) Calculate the Occupied Room Nights for Business/Leisure Guests.

Business Guests:

- a) = Miss Adams + ABC Bank + Mrs. Fields
- b) = (1 room x 4 nights) + (5 rooms x 3 nights) + (1 room x 2 nights)
- c) = **21 total occupied rooms**

Leisure Guests:

- a) = Mr. Smith + Mr. Jones
- b) = (1 room x 3 nights) + (1 room x 2 nights)
- c) = **5 total occupied rooms**

Double Check: = 21 + 5 = 26 Total Occupied Room Nights

5) Calculate the Average Length of Stay for Business/Leisure Guests.

Business Guests:

- a) = Miss Adams + ABC Bank + Mrs. Fields/7 rooms (*5 rooms from ABC Bank)
- b) = (4 nights) + (3 nights) + (3 nights) + (3 nights) + (3 nights) + (3 nights) + (2 nights)/7 rooms
- c) = **3 nights average length of stay for Business Guests**

Leisure Guests:

- a) = Mr. Smith + Mr. Jones/2 rooms
- b) = (4 nights) + (2 nights)/2 rooms
- c) = **3 nights average length of stay for Leisure Guests**

6) Calculate the Average Party Size for Business/Leisure Guests.

Business Guests:

- a) = Miss Adams + ABC Bank + Mrs. Fields/3
- b) = (1) + (5) + (2)/3
- c) = **2.67 average party size for Business Guests**

Leisure Guests:

- a) = Mr. Smith + Mr. Jones/2
- b) = (1) + (2)/2
- c) = **1.5 average party size for Leisure Guests**



Fixed Roof Accommodation - Tourism Contribution Survey

Please complete the following information on your property for **the most recent year** and return the completed sheet to:

Tourism BC Research & Planning fax: 250-356-8246 or <name>, project coordinator fax: <fax number>.

The information provided will be kept CONFIDENTIAL and only used by Tourism BC and the project coordinator for this project. Data will only be reported in aggregate and only where one cannot infer from the data the performance of individual properties.

Property Name

Happy Gardens Motel

Property type

Motel

(e.g. Hotel, Motel, Lodge, B&B, Resort)

All Guests	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Nov-08	Dec-08
Number of Available Rooms Per Night	18	← #1										
Total Occupied Room Nights	26	← #2										
Average Achieved Daily Rate	\$69.23	← #3										
Business Guests												
Occupied Room Nights	21	← #4										
Average Length of Stay	3	← #5										
Average Party Size	2.67	← #6										
Leisure Guests												
Occupied Room Nights	5	← #4										
Average Length of Stay	3	← #5										
Average Party Size	1.5	← #6										

** If your business includes more than one type of accommodation (e.g. Motel & RV sites), please complete a separate form for each "type" of accommodation.