



<Community>

Value of Tourism Model

TOURISM CONTRIBUTION SURVEY EXAMPLE

Consider the following scenario:

You are an accommodation owner of the Sunnyside RV Park & Campground. 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 Sunnyside RV Park & Campground:

- Your property has 10 RV sites and 10 tenting sites.
- All of your tenting sites were closed in January.
- Your whole property was closed from January 1-2 while you were doing renovations at your other property.

And you sold...

- a) Mr. Black – RV site walk in for **4 nights** at full price of **\$25.00/night**
- b) Mr. Macdonald (*and partner*) – RV site reservation for **7 nights** at special advertised rate of **\$20.00/night**
- c) Johnson Family (*5 couples*) – Group reservation for **5 RV sites** for **5 nights** at group rate of **\$20.00/night**



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Value of Tourism Model

RV/CAMPGROUND ACCOMMODATION SURVEY EXAMPLE

To complete the RV/Campground Tourism Contribution Survey (Sunnyside RV Park & Campground) for January 2008, you would ...

1) Calculate the Number of Sites Available (per night).

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

- a) Number of sites = $20 - 10 = 10$
- b) = **10 available sites per night**

2) Calculate the Total Occupied Sites (*including any complimentary sites).

- a) = Mr. Black + Mr. Macdonald + Johnson Family
- b) = $(1 \text{ site} \times 4 \text{ nights}) + (1 \text{ site} \times 7 \text{ nights}) + (5 \text{ sites} \times 5 \text{ nights})$
- c) = **36 total occupied sites**

3) Calculate the Average Length of Stay

- a) = Mr. Black + Mr. Macdonald + Johnson Family / 7 sites (5 sites from Johnson Family)
- b) = $(4 \text{ nights}) + (7 \text{ nights}) + (5 \text{ nights}) + (5 \text{ nights}) + (5 \text{ nights}) + (5 \text{ nights}) + (5 \text{ nights}) / 7 \text{ sites}$
- c) = **5.14 nights average length of stay**

4) Calculate the Average Party Size

- a) = Mr. Black + Mr. Macdonald + Johnson Family / 3
- b) = $(1) + (2) + (10) / 3$
- c) = **4.33 average party size**

5) Calculate the Occupied Site Nights for RV/Tenting Guests.

RV Guests:

- a) = Mr. Black + Mr. Macdonald + Johnson Family
- b) = $(1 \text{ RV site} \times 4 \text{ nights}) + (1 \text{ RV site} \times 7 \text{ nights}) + (5 \text{ RV sites} \times 5 \text{ nights})$
- c) = **36 total occupied RV sites**

Tenting Guests: no Tenting Guests – can leave survey blank

6) Calculate the Average Achieved Daily Rate for RV/Tenting Guests.

- i. Calculate Gross Site Sales
- ii. Calculate Total Occupied Sites (already calculated in #5)
- iii. Divide Gross Site Sales/Total Occupied Sites

For the Sunnyside RV Park & Campground:

RV Guests:

- a) = (4 nights x \$25.00/night) + (7 nights x \$20.00/night) + (5 sites x 5 nights x \$20.00/night) =
\$740.00 in gross RV site sales
- b) 36 total occupied RV sites
- c) = \$740.00 in RV site sales/36 total RV occupied sites
= **\$20.56 average daily RV site rate for January**

Tenting Guests: no Tenting Guests – can leave survey blank

7) Calculate the Number of Sites Available for RV/Tenting Guests (per night).

RV Guests:

- a) Number of sites = 10 (maximum number of sites available)
- b) = **10 available RV sites per night**

Tenting Guests:

- a) Number of sites = 0 (closed in January – can leave blank in the survey)
- b) = **0 available Tenting sites per night**

8) Calculate the Average Length of Stay for RV/Tenting Guests.

RV Guests:

- a) = Mr. Black + Mr. Macdonald + Johnson Family/7 sites (*5 sites from Johnson Family)
- b) = (4 nights) + (7 nights) + (5 nights) + (5 nights) + (5 nights) + (5 nights) + (5 nights)/7 sites
- c) = **5.14 nights average length of stay for RV Guests**

Tenting Guests: no Tenting Guests – can leave survey blank

9) Calculate the Average Party Size for RV/Tenting Guests.

RV Guests:

- a) = Mr. Black + Mr. Macdonald + Johnson Family/3
- b) = (1) + (2) + (10)/3
- c) = **4.33 average party size for RV Guests**

Tenting Guests: no Tenting Guests – can leave survey blank



RV/Campground 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/operators.

Property Name

Sunnyside RV Park & Campground

Property Type

RV/Campground

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 Sites	10	← #1										
Total Occupied Site Nights	36	← #2										
Average Length of Stay	5.14	← #3										
Average Party Size	4.33	← #4										
RV - Hook up Guests												
Average Achieved Daily Rate	\$20.56	← #6										
Number of Available Sites	10	← #7										
Total Occupied Site Nights	36	← #5										
Average Length of Stay	5.14	← #8										
Average Party Size	4.33	← #9										
Tenting Guests												
Average Achieved Daily Rate		← #6										
Number of Available Sites		← #7										
Total Occupied Site Nights		← #5										
Average Length of Stay		← #8										
Average Party Size		← #9										

Can leave cells blank if sites were not in operation

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