

# Informations Rapides

28 mai 2015 - n° 127



## ■ Tourism occupancy in hotels, campsites and holiday and other short-stay accommodation in metropolitan France – 1st quarter 2015

### In Q1 2015, the number of tourism nights bounced back (+2.0% year to year).

#### Tourist nights rebounded

In the first quarter 2015, the number of overnight stays increased by 2.0% compared to the same period in 2014, for all tourism collective accommodation throughout metropolitan France. This increase interrupted two years of decline in hotels and in holiday and other short-stay accommodation (HOSSA).

#### Hotel occupancy rose

Hotel occupancy recovered (+2.4% year-on-year) in the first quarter after almost three years of decline or near-stagnation. This rise was stronger for foreign customers (+3,6%) than for French customers.

The ongoing classification process led to a change in the park structure, which particularly affected the number of tourism nights in unclassified hotels (-31.8% year-on-year). In return, stays in classified hotels increased, especially in 1 and 2 stars (+10.0%), due to numerous reclassifications in 2 stars. Overnight stays also rose in higher category hotels : 3 stars (+7.5%) and and high-range 4-5 stars (+9.9%). For both categories, the increase was only partly attributable to reclassifications.

This rise of overnight stays results in a increase of the occupancy rate by 1.1 point year-on-year, to stand at 51.4% in first quarter 2015. Indeed, the number of rented rooms increased, while the number of rooms offered was stable.

#### Overnight stays in holiday and other short-stay accommodation also bounced back

Stays in HOSSA grew again in the first quarter of 2015 (+1.3% year on year after -1.2% in the previous quarter). As in hotels, the increase was more pronounced for foreign customers (+2.7%). Tourism nights in HOSSA were mainly driven by tourism or hotel residences (+2.3%), which rose almost as much as that of traditional hotels. However, they declined in holiday villages and family homes (-3.7%).

#### Number of overnight stays in Q1 (1) 2015 and evolution

	Number of nights of the quarter ( millions)		Year-on-year (%) (Q/Q-4)	
	Total nights	% of foreign nights	Total nights	Foreign nights
<b>Total</b>	<b>59.9</b>	<b>28.9</b>	<b>2.0</b>	<b>3.3</b>

<b>Hotels</b>	<b>38.4</b>	<b>31.5</b>	<b>2.4</b>	<b>3.6</b>
Unclassified	4.1	22.9	-31.8	-33.2
1 and 2 stars	11.3	19.4	10.0	19.3
3 stars	14.1	33.1	7.5	4.1
4 and 5 stars	9.0	48.2	9.9	8.9

hotel chain	20.7	30.5	9.9	17.1
independent hotel	17.8	32.7	-5.1	-7.9

Agglo. of Paris	13.5	51.5	0.3	0.6
coastlines	4.6	21.0	4.2	5.6
mountain	6.6	28.5	3.8	9.5
other urban area	11.9	17.0	3.6	7.6
other rural area	1.9	15.2	0.7	8.7

<b>Holiday and other short-stay accommodation</b>	<b>21.5</b>	<b>24.2</b>	<b>1.3</b>	<b>2.7</b>
Tourism residences	17.1	26.3	2.3	4.1
Holiday villages	3.6	14.6	-3.7	-14.5
Other	0.8	23.3	3.1	34.8

Agglo. of Paris	1.8	42.5	-1.6	-16.7
coastlines	2.3	12.9	6.0	-4.9
mountain	13.5	26.1	0.4	8.6
other urban area	2.5	18.5	5.8	5.5
other rural area	1.4	10.6	-2.1	3.0

<b>Campsites</b>	///	///	///	///
Unclassified	///	///	///	///
1 and 2 stars	///	///	///	///
3 stars	///	///	///	///
4 and 5 stars	///	///	///	///

bare pitches	///	///	///	///
pitches with rental accommodation	///	///	///	///

coastlines	///	///	///	///
except coast	///	///	///	///

Reference area : Metropolitan France

(1) provisional data - /// data not available in Q1

Source: INSEE, in partnership with the Regional Committees of tourism (CRT) and DGE

The number of accommodation rentals in HOSSA increased slightly, while the supply declined. Thus, the occupancy rate rose in the first quarter of 2015 (+1.5 points year-on-year, to 57.7%). However, the average length of stay weakened slightly.

### More hotel stays in all areas

In the first quarter of 2015, the number of overnight stays in hotels increased in all tourist areas, especially in provincial urban areas (+3.6%), mountains (+3.8%) and on the coast (+4.2%). The results were more mixed for HOSSA: their occupancy progressed on the coast and in the urban areas of province, and hold steady in mountain. However, it declined in the agglomeration of Paris (-1.6%), and in other rural area (-2.1%).

### A sharp increase in February

The increase in tourism in the first quarter of 2015 was mainly carried out in February, significantly better than in February 2014. It benefited from a more advanced position of the school holiday calendar and a good snow coverage in the ski resorts. That month, the number of overnight stays in hotels increased particularly in the mountain resorts. Similarly, the tourism residences were much more occupied in February 2015.

#### Average length of stay and occupancy

	Average length of stay (days)		Occupancy rate (2) in %	
	2014 Q1	2015 Q1 (1)	2014 Q1	2015 Q1 (1)
<b>Hotels</b>	1.77	1.78	50.3	51.4
<b>HOSSA</b>	4.57	4.50	56.2	57.7
<b>Campsites</b>	///	///	///	///
<i>bare pitches</i>	///	///	///	///
<i>pitches with rental accommodation</i>	///	///	///	///

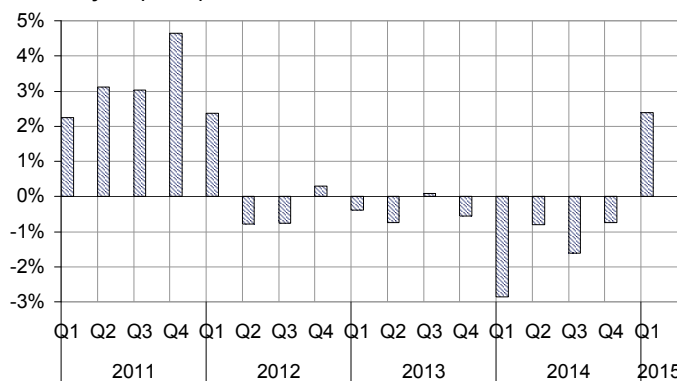
(1) provisional data - /// data not available in Q1

(2) The occupancy rate is calculated for hotels in rooms, in pitches for campsites and in lodging units (rooms, apartments, dormitories) for holiday and other short-stay accommodation

Source: INSEE, in partnership with the Regional Committees of tourism (CRT) and DGE

### Overnight stays in hotels

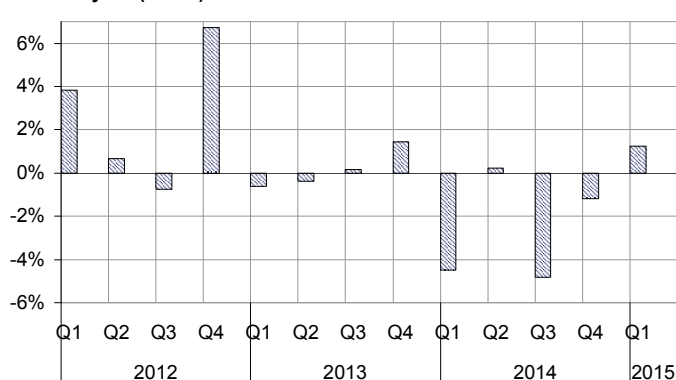
Year-on-year (Q/Q-4) in %



Source: INSEE, in partnership with the Regional Committees of tourism (CRT) and DGE

### Overnight stays in HOSSA

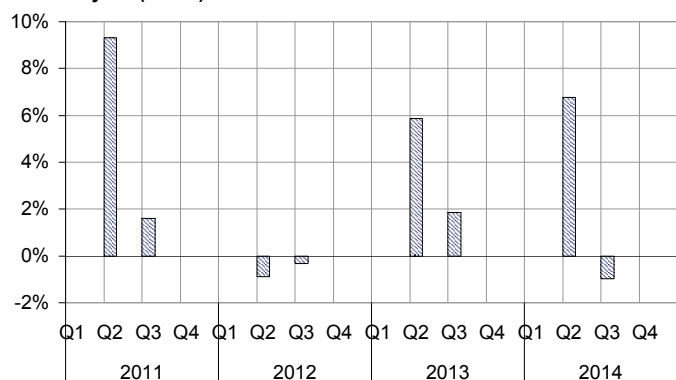
Year-on-year (Q/Q-4) in %



Source: INSEE, in partnership with the Regional Committees of tourism (CRT) and DGE

### Overnight stays in campsites

Year-on-year (Q/Q-4) in %




Source: INSEE, in partnership with the Regional Committees of tourism (CRT) and DGE

### For more information :

INSEE conducts monthly surveys on attendance collective tourist accommodation: hotels, campsites and holiday and other short-stay accommodation (HOSSA). These include tourist homes (including "aparthotel"), holiday villages, family homes and youth hostels. For campsites, questioning concerns only the months of May to September.

The data on hotels and campsites were backdated over the period 2010-2013 to integrate the new classification Atout France.

- Complementary data (long series, monthly data) and metadata (methodology, linked internet pages, etc.) are available on the web page of this index: <http://www.insee.fr/fr/themes/info-rapide>
- Historical data are available on the BDM: [G1610](#), [G1611](#).
- Press contact : [bureau-de-presse@insee.fr](mailto:bureau-de-presse@insee.fr)
-  Follow us on Twitter @InseeFr\_News

Next issue :26 August at 12.00