

# Informations Rapides

26 août 2015 - n° 201



## ■ Tourism occupancy in hotels, campsites and holiday and other short-stay accommodation in metropolitan France – 2nd quarter 2015

### In Q2 2015, the number of tourism nights increased again (+2.7% year-on-year)

#### Tourist nights continued to rise

In the second quarter of 2015, throughout metropolitan France, the number of overnight stays in tourist collective accommodation increased again compared to the same period in 2014 (+2.7%), faster than the previous quarter (1.6%). Attendance rose in all forms of accommodation, but especially in campsites. The upswing recorded earlier this year in hotels and other short-stay accommodation (HOSSA) was confirmed.

#### The increase in hotel occupancy was confirmed

The recovery in hotel occupancy was confirmed in the second quarter (+1.9% year-on-year after +2.4%) mostly due to French customers.

In all categories of classified hotels, the increase in overnight stays was mainly due to the ongoing process of accommodation classification which raised up the park, and to a lesser extent to the increase of occupancy with constant classification, especially for four or five-star hotels.

On the other hand, the unclassified hotels park lowered by a quarter, and overnight stays by more than 31%.

The occupancy rate increased by 0.4 point year-on-year with 62.7% of rooms occupied in the second quarter of 2015.

However tourist nights in the agglomeration of Paris fell (-0.2%) due to a decline of foreigners overnight stays (-1.6%), who represented there 59% of the customers.

#### Overnight stays in holiday and other short-stay accommodation increased slightly

Stays in HOSSA rose slightly in the second quarter of 2015 (+0.4% year-on-year after a stability in the previous quarter).

This increase was mainly due to French customers.

Among HOSSA, nights spent in tourist or hotel residences (+1.8%), rose nearly at the same pace than in traditional hotels. However, nights spent in holiday villages and family homes declined (-3.6%), as well as in the other collective accommodation (youth hostels, etc.).

#### Number of overnight stays in Q2\* 2015 and evolution

|              | Nights of the quarter   |                     | Year-on-year (%) (Q/Q-4) |                |
|--------------|-------------------------|---------------------|--------------------------|----------------|
|              | Total nights (millions) | % of foreign nights | Total nights             | Foreign nights |
| <b>Total</b> | <b>97.4</b>             | <b>34.2</b>         | <b>2.7</b>               | <b>1.8</b>     |

|               |             |             |            |            |
|---------------|-------------|-------------|------------|------------|
| <b>Hotels</b> | <b>55.3</b> | <b>37.4</b> | <b>1.9</b> | <b>0.6</b> |
| Unclassified  | 5.3         | 25.5        | -31.1      | -41.9      |
| 1 and 2 stars | 15.8        | 23.7        | 7.8        | 8.1        |
| 3 stars       | 21.1        | 39.3        | 6.2        | 3.5        |
| 4 and 5 stars | 13.1        | 55.7        | 8.8        | 8.2        |

|                   |      |      |      |      |
|-------------------|------|------|------|------|
| hotel chain       | 27.7 | 37.5 | 8.4  | 13.3 |
| independent hotel | 27.6 | 37.3 | -3.9 | -9.6 |

|                  |      |      |      |      |
|------------------|------|------|------|------|
| Agglo. of Paris  | 17.6 | 59.2 | -0.2 | -1.6 |
| coastlines       | 10.1 | 31.0 | 3.4  | 1.4  |
| mountain         | 6.2  | 23.3 | 4.5  | 4.5  |
| other urban area | 17.8 | 27.4 | 2.4  | 5.2  |
| other rural area | 3.6  | 22.2 | 0.9  | -5.1 |

|   |             |             |            |             |
|---|-------------|-------------|------------|-------------|
| <b>Holiday and other short-stay accommodation</b> | <b>21.4</b> | <b>22.9</b> | <b>0.4</b> | <b>-3.9</b> |
| Tourism residences                                | 15.9        | 26.6        | 1.8        | -3.6        |
| Holiday villages                                  | 4.6         | 9.5         | -3.6       | -7.7        |
| Other   | 0.9         | 24.5        | -2.6       | -1.2        |

|                  |     |      |      |       |
|------------------|-----|------|------|-------|
| Agglo. of Paris  | 2.3 | 51.8 | -0.4 | -14.1 |
| coastlines       | 8.1 | 15.3 | 1.0  | -8.0  |
| mountain         | 4.6 | 26.0 | 2.7  | 19.6  |
| other urban area | 3.7 | 21.3 | 0.6  | -3.6  |
| other rural area | 2.6 | 18.0 | -4.5 | -11.0 |

|                  |             |             |            |            |
|------------------|-------------|-------------|------------|------------|
| <b>Campsites</b> | <b>20.7</b> | <b>37.4</b> | <b>7.2</b> | <b>9.1</b> |
| Unclassified     | 1.2         | 40.9        | 1.9        | -1.9       |
| 1 and 2 stars    | 2.7         | 32.3        | 3.9        | 4.2        |
| 3 stars          | 6.8         | 37.6        | 7.7        | 14.2       |
| 4 and 5 stars    | 10.0        | 38.3        | 8.5        | 8.6        |

|                                   |      |      |     |      |
|-----------------------------------|------|------|-----|------|
| bare pitches                      | 9.3  | 51.9 | 7.1 | 8.0  |
| pitches with rental accommodation | 11.4 | 25.7 | 7.4 | 10.9 |

|              |      |      |     |      |
|--------------|------|------|-----|------|
| coastlines   | 11.3 | 32.7 | 8.3 | 14.2 |
| except coast | 9.3  | 43.2 | 6.0 | 4.8  |

Reference area : Metropolitan France

\* provisional data

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

The occupancy rate (54.7%) rose by 0.7 points.

### A promising start for campsites

In the second quarter of 2015, according to the first results, the number of overnight stays in campsites increased strongly (+7.2%), mainly driven by foreign customers (+9.1%). The higher the campsite class are, the more the number of nights spent in increased, reaching +8.5% for high-end campsites (four or five-star hotels). The overall occupancy rate rose by 1.1 points, to 20.9% in the second quarter. It improved especially for pitches with rental accommodation (+1.6 points).

### A favorable month of May

May contributed significantly to the rise of tourism nights in the second quarter of 2015, with clement weather conditions, especially in southern regions, combined with a more favorable schedule than last year (long weekend for Whitsun). The mountain areas recorded the sharpest increases in hotel and HOSSA. In campsites, overnight stays were particularly high on coastlines.

### Revisions

The evolution of the number of overnight stays in the first quarter of 2015 was lowered by 0.4 points (+1.6% instead of +2.0%) due to the integration of more recent data.

### Average length of stay and occupancy

|  | Average length of stay (days) |      | Occupancy rate in % |      |
|--|-------------------------------|------|---------------------|------|
|  | 2014                          | 2015 | 2014                | 2015 |
|  | Q2                            | Q2   | Q2                  | Q2   |
| <b>Hotels</b>                            | 1.8                           | 1.8  | 62.3                | 62.7 |
| <b>HOSSA</b>                             | 3.8                           | 3.5  | 54.0                | 54.7 |
| <b>Campsites</b>                         | 3.7                           | 3.7  | 19.8                | 20.9 |
| <i>bare pitches</i>                      | 3.1                           | 3.1  | 14.9                | 15.8 |
| <i>pitches with rental accommodation</i> | 4.4                           | 4.2  | 31.6                | 33.2 |

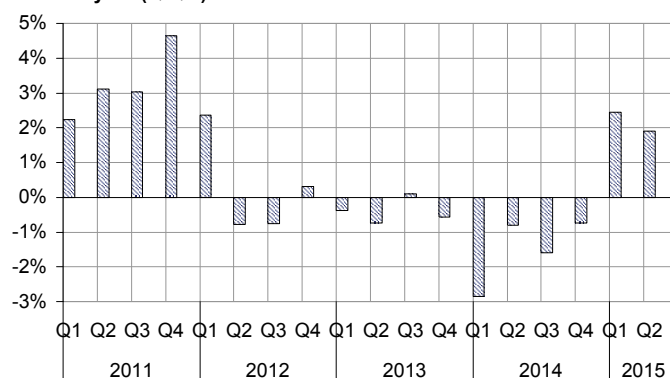
\* provisional data

\*\* 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

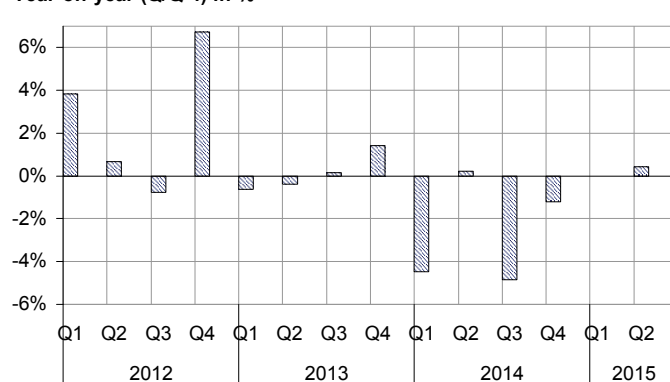
Year-on-year (Q/Q-4) in %



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

### Overnight stays in HOSSA

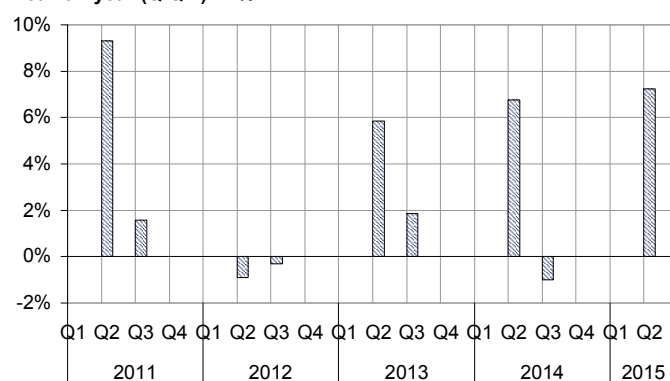
Year-on-year (Q/Q-4) in %



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. They do not include accommodation offered by private persons. 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) and metadata (methodology, linked internet pages, etc.) are available on the web page of this index: <http://www.insee.fr/en/themes/indicateur.asp?id=121>
- Historical data are available on the BDM:: G1610, G1611.
- Press contact : [bureau-de-presse@insee.fr](mailto:bureau-de-presse@insee.fr)
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Next issue: 25 November at 12.00