

## **How To Guides**

### **Serviced Accommodation**

*How to calculate monthly room occupancy:*

Please add up the daily total of occupied rooms each night for the month in question.

Do not include long term lets or residential use. Non-paying friends/family occupying rooms are to be included.

For example, if your business has 10 rooms and was open for 30 days in a month, this provides you with a total capacity of 300 rooms for that month. Then tally the number of all rooms occupied each night over the month, for example this adds up to 180 rooms. The average occupancy is then calculated by dividing 180/300 which equates to 60%.

*How to calculate your average achieved room rate:*

To calculate your average achieved daily room rate please add up the revenue from all rooms sold in the month in question.

Do not include any additional charges (for example breakfast, wifi, etc) that are optional and not included in the standard room rate.

For example, if your total income for rooms sold was £9,000 in a month and the total rooms sold was 180 in the month, this will provide you with an average achieved daily room rate of £50 per room per night ( $£9,000/180 = £50$ ).

There will be a tick box in the survey to select whether the figure excludes or includes VAT.

### **Non-Serviced Accommodation**

*How to calculate monthly unit occupancy:*

Please add up the number of nights for the month in question that the unit was occupied by the number of nights it was available.

Do not include long term lets or residential use. Non-paying friends/family occupying units are to be included.

Single property - For example, if your unit was available for the entirety of the month in question, equating to 30 nights (for example) and was booked for 21 nights then the unit

occupancy would be 70%. This is calculated by dividing 21 nights booked by 30 nights available (21/30) which equates to 70%

Multiple properties - For example, if you have two units available for the entirety of the month in question, equating to 60 nights (for example 2 x 30 nights) of which one was booked for 21 nights and one was booked for 12 nights then the unit occupancy would be 55%. This is calculated by adding 21 and 12 together and then dividing by 60 nights (33/60) which equates to 55%.

*How to calculate your average achieved unit rate:*

To calculate your average achieved unit rate please add up the revenue from unit/s in the month in question and divide by the number of weeks booked.

If you work on the basis of nights then to calculate your average achieved unit rate please add up the revenue from unit/s in the month in question and divide by the number of days booked and then multiply by 7.

Do not include any additional charges (for example cleaning, wifi, etc) that are optional and not included in the standard room rate.

There will be a tick box in the survey to select whether the figure excludes or includes VAT.

*How to calculate the number of guests:*

Please add up the number of guests staying for each booking.

Do not include long term lets or residential use. Non-paying friends/family occupying units are to be included.

Single property - For example, if your property was let to two people for 1 week and four people for another week, and there were no guests for the remainder of the month, the number of guests would be 6.

Multiple properties – For example, if you have two units available for the whole of the month and one unit was booked by a family of four for 3 weeks and the other was booked by a couple for 1 week and one adult for 2 weeks then the total number of guests would be 7 (4+2+1).