GOVERNMENT OF GIBRALTAR

Hotel Occupancy
Survey
1987

- C O N T E N T S -

PREFACE

The Statistics (Hotel Occupancy Survey) Order 1971, requires that the Government Statistician prepare a report and summary of the findings of the Hotel Occupancy Survey to be laid before the House of Assembly.

This is the 13th such report and it contains a summary of the statistics collected for the years 1972 to 1987.

I must express my thanks to the Hotels for their continued co-operation in the conduct of this survey.

GOVERNMENT STATISTICIAN   FEBRUARY 1988

A.   Definitions and Notes

(i) <u>Tourist</u> By the nature of the returns received each hotel has the final decision of who is or is not a tourist. Guidance is given that a tourist is a person who is in Gibraltar primarily for the purpose of a holiday.

(ii) <u>Guest Nights</u> One guest x one night.

(iii) <u>Sleeper Occupancy</u> Sleeper Occupancy is calculated here as the percentage of the guest-nights offered which are actually sold. It should be noted that this does not necessarily give an accurate indication of the ability of the hotel to accept more guests. For example, one person staying in a room with two beds gives a 50% sleeper occupancy but the room is 100% occupied since the hotel cannot put anyone else in. There are also considerable problems of interpretation of room occupancy, so sleeper occupancy is commonly used.

In general it can be said that a sleeper occupancy rate of 100% is practically impossible and a rate of 80% is exceptional.

(iv) In interpreting the figures it should be noted that:-

- From April 1976, the Victoria Hotel is not included.

- From October 1972, the Havencourt Hotel is not included.

- The Holiday Inn is included from August 1973 onwards.

- The Continental Hotel is included from January 1986 onwards.

B. Tables

Table 1: General analysis, all hotels 1972-1987

YEAR	ARRIVALS		GNS (000's)		GNO (000's)	% Sleeper Occupancy		Average length of stay	
	ALL	TOURIST	ALL	TOURIST		ALL	TOURIST	ALL	TOURIST
1972	33359	28983	234	212	455	51.5	46.6	7.0	7.3
1973	37012	31623	248	220	485	51.2	45.4	6.7	7.0
1974	39758	35296	271	240	548	49.5	43.8	6.8	6.8
1975	45894	40232	308	260	581	53.0	44.8	6.7	6.5
1976	34933	29248	245	216	563	43.5	38.3	7.0	7.4
1977	31402	25340	208	174	526	39.4	33.1	6.6	6.9
1978	39102	31145	257	220	539	47.8	40.9	6.6	7.1
1979	44569	35395	296	239	559	53.0	42.8	6.6	6.8
1980	41308	33139	256	210	551	46.5	38.2	6.2	6.3
1981	33417	26052	188	147	519	36.2	28.3	5.6	5.6
1982	34896	24537	223	165	529	42.2	31.1	6.4	6.7
1983	33142	21991	210	155	546	38.4	28.4	6.3	7.1
1984	35690	22682	226	171	546	41.3	31.3	6.3	7.5
1985	55119	39367	282	218	552	51.0	39.6	5.1	5.5
1986	56525	43733	266	201	519	51.3	38.6	4.6	4.6
1987	64349	50017	278	213	535	52.3	40.0	4.3	4.3

Notes:
i) GNS - Guest Nights Sold
ii) GNO - Guest Nights Offered
iii) Figures have been rounded to the nearest thousand.

Table 2(a): No. of All Arrivals by month, all hotels 1972-1978

Table 2(b): No. of Tourist Arrivals by month, all hotels 1972-1978

Table 2(a)

MONTH	ALL ARRIVALS (00's)						
	1972	1973	1974	1975	1976	1977	1978
January	19	17	24	28	21	16	18
February	24	24	31	31	26	25	24
March	34	32	35	39	34	28	31
April	26	31	29	28	26	25	32
May	29	29	32	38	39	28	36
June	30	33	36	39	29	30	41
July	36	35	37	50	35	31	35
August	34	36	40	57	36	34	38
September	33	31	35	47	31	26	39
October	29	41	41	46	30	26	40
November	22	35	33	33	23	25	35
December	17	27	24	23	20	20	23
T O T A L	333	371	397	459	350	314	392

Table 2(b)

MONTH	TOURIST ARRIVALS (00's)						
	1972	1973	1974	1975	1976	1977	1978
January	16	14	22	22	17	10	13
February	19	18	28	27	19	18	19
March	28	26	32	33	28	20	22
April	20	25	26	26	22	19	25
May	25	24	28	33	34	25	29
June	25	30	32	32	27	26	35
July	33	32	33	45	31	27	29
August	31	33	35	53	31	28	30
September	30	29	31	43	27	23	33
October	27	33	37	41	24	24	33
November	20	30	28	29	17	17	27
December	15	23	21	18	15	16	17
T O T A L	289	317	353	402	292	253	312

Note: Figures have been rounded to the nearest hundred.

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Table 2(a): No. of All Arrivals by month, all hotels 1979–1983

Table 2(b): No. of Tourist Arrivals by month, all hotels 1979–1983

Table 2(a)

MONTH	ALL ARRIVALS (00's)				
	1979	1980	1981	1982	1983
January	21	27	20	16	16
February	38	31	26	25	23
March	40	37	33	37	26
April	28	35	29	34	30
May	39	43	29	33	34
June	41	44	28	32	27
July	45	34	31	29	31
August	46	39	32	34	32
September	47	38	33	33	36
October	46	37	31	31	30
November	32	26	23	23	25
December	23	22	20	22	21
T O T A L	446	413	334	349	331

Table 2(b)

MONTH	TOURIST ARRIVALS (00's)				
	1979	1980	1981	1982	1983
January	16	23	16	11	11
February	23	26	21	18	16
March	27	31	26	24	18
April	23	29	24	23	19
May	34	32	23	26	21
June	34	27	23	23	20
July	39	29	21	23	20
August	37	34	23	22	21
September	39	34	25	23	25
October	38	31	25	20	19
November	26	20	18	17	16
December	18	15	16	15	14
T O T A L	354	331	261	245	220

Note: Figures have been rounded to the nearest hundred.

Table 2(a): No. of All Arrivals by month, all hotels 1984-1987

Table 2(b): No. of Tourist Arrivals by month, all hotels 1984-1987

Table 2(a)

MONTH	ALL ARRIVALS (00's)			
	1984	1985	1986	1987
January	18	26	31	41
February	25	45	40	46
March	26	49	46	63
April	29	46	44	62
May	38	46	57	58
June	28	46	51	51
July	33	52	45	44
August	34	54	52	51
September	35	54	55	62
October	40	51	50	63
November	30	46	49	60
December	21	36	46	52
T O T A L	357	551	566	653

Table 2(b)

MONTH	TOURIST ARRIVALS (00's)			
	1984	1985	1986	1987
January	11	10	24	37
February	13	27	29	35
March	17	36	38	50
April	16	33	36	50
May	20	37	40	38
June	21	35	39	35
July	21	38	34	36
August	23	43	40	41
September	26	41	44	48
October	27	35	42	48
November	20	35	43	48
December	12	24	29	34
T O T A L	227	394	438	500

Note: Figures have been rounded to the nearest hundred.

Table 3: Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1972-1975

ALL ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
January	12	9	14	15	37	36	44	47	31.8	24.1	32.3	32.2
February	14	15	17	18	35	32	40	43	41.0	47.2	43.6	43.4
March	20	19	21	22	37	36	45	49	54.4	51.2	46.7	44.1
April	17	18	18	21	38	39	45	48	46.0	47.2	39.4	43.8
May	18	18	20	30	39	38	47	51	47.6	46.5	43.4	59.7
June	26	23	26	33	40	38	46	50	64.5	61.8	55.5	67.0
July	28	27	30	37	43	40	49	49	66.5	68.6	61.4	76.4
August	30	31	30	42	42	46	49	51	71.7	67.0	62.2	81.4
September	25	25	28	33	39	45	46	50	63.9	55.8	61.4	66.8
October	21	28	30	29	38	46	47	50	54.7	61.1	63.5	57.6
November	12	19	21	16	33	47	45	47	37.2	41.4	47.2	33.4
December	10	16	16	11	35	43	47	48	28.9	37.2	33.8	24.1
T O T A L	233	248	271	307	456	486	550	583	51.5	51.2	49.5	53.0

Note: Figures have been rounded to the nearest thousand.

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Table 3: Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1976-1979

ALL ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1976	1977	1978	1979	1976	1977	1978	1979	1976	1977	1978	1979
January	12	10	9	10	50	44	45	45	23.4	23.0	19.3	23.3
February	14	17	12	17	47	40	40	42	29.0	41.3	30.2	40.3
March	20	18	16	20	50	46	45	47	39.2	39.0	35.0	43.1
April	17	15	21	17	47	44	44	46	35.6	33.9	46.4	38.0
May	21	17	22	24	48	45	46	47	45.1	37.6	48.4	50.9
June	26	21	32	33	46	44	45	47	56.9	47.6	71.2	69.2
July	29	22	30	35	48	43	46	48	61.4	51.0	65.8	71.8
August	33	26	30	37	48	43	45	48	69.5	60.0	66.8	76.9
September	25	21	30	39	44	44	46	47	56.1	48.8	64.3	82.2
October	24	19	25	34	48	46	47	47	49.2	40.9	53.6	73.2
November	13	12	17	18	42	44	44	47	30.8	27.2	39.4	38.8
December	11	11	13	12	45	45	45	48	24.8	24.0	29.1	24.7
T O T A L	245	209	257	296	563	528	538	559	43.5	39.4	47.8	53.0

Note: Figures have been rounded to the nearest thousand.

Table 3: Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1980-1983

ALL ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1980	1981	1982	1983	1980	1981	1982	1983	1980	1981	1982	1983
January	12	10	9	9	45	44	43	45	26.6	23.2	20.2	19.0
February	14	13	14	11	42	40	40	41	32.9	31.9	35.2	27.7
March	21	17	19	16	46	44	44	46	46.4	38.8	42.4	34.8
April	23	18	22	16	47	44	44	45	48.5	40.3	50.5	35.9
May	22	16	23	20	48	44	45	46	46.9	37.1	50.0	43.2
June	28	18	24	23	47	42	45	45	60.2	42.0	54.7	49.7
July	26	17	24	20	48	42	45	47	53.1	40.2	51.9	42.3
August	31	19	24	25	47	43	46	47	64.9	43.5	52.0	54.0
September	30	19	22	25	47	43	43	46	63.0	44.1	51.7	54.6
October	24	18	19	21	46	47	45	47	52.2	39.1	42.6	43.7
November	14	13	12	13	44	42	44	45	31.8	30.1	27.9	30.2
December	11	10	11	11	44	44	45	46	26.2	23.6	25.6	24.4
T O T A L	256	188	223	210	551	519	529	546	46.5	36.2	42.2	38.4

Note: Figures have been rounded to the nearest thousand.

Table 3: Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1984-1987

ALL ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1984	1985	1986	1987	1984	1985	1986	1987	1984	1985	1986	1987
January	9	11	13	19	46	45	43	46	20.7	24.3	30.1	42.1
February	13	18	15	18	43	41	38	42	30.0	42.7	39.0	43.9
March	15	25	21	26	47	46	43	46	32.5	54.0	48.7	57.5
April	18	25	18	24	45	45	42	43	39.9	56.8	42.0	55.6
May	23	23	25	25	46	47	45	45	50.5	50.3	57.2	55.7
June	23	31	29	22	45	45	43	44	50.8	69.4	67.9	49.1
July	22	28	23	20	45	48	44	45	50.1	58.0	51.8	44.5
August	25	32	27	26	47	48	46	45	53.0	67.7	59.7	57.7
September	27	32	29	29	44	46	44	45	61.0	68.2	64.8	65.6
October	25	27	26	26	46	48	45	44	53.2	55.6	59.3	58.8
November	15	17	23	24	45	46	43	44	32.3	36.9	54.1	54.4
December	11	13	17	20	47	47	44	46	22.9	27.3	38.5	42.5
T O T A L	226	282	266	279	546	552	520	535	41.3	51.0	51.3	52.3

Note: Figures have been rounded to the nearest thousand.

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Table 4 : Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1972-1975

TOURIST ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
January	10	7	12	12	37	36	43	47	27.3	20.2	28.5	26.2
February	11	10	15	15	35	32	40	43	32.8	30.9	38.6	36.4
March	18	15	19	18	37	36	45	49	47.1	41.0	41.7	37.0
April	15	17	16	18	38	39	45	48	40.6	43.0	35.1	37.1
May	16	17	19	24	39	38	47	51	42.1	43.7	39.8	46.4
June	23	22	23	26	40	38	46	50	58.4	59.3	50.0	52.4
July	27	26	27	33	43	40	49	49	62.7	66.3	55.3	67.1
August	28	28	28	36	42	46	49	51	66.4	60.8	56.6	70.1
September	24	23	25	29	39	45	46	50	60.0	52.2	54.5	59.0
October	20	24	26	26	38	46	47	50	51.9	52.5	55.4	51.7
November	11	16	17	14	33	47	45	47	33.8	35.1	38.2	29.3
December	9	14	13	9	35	43	47	48	25.6	32.8	27.9	19.8
T O T A L	212	219	240	260	456	486	549	583	46.6	45.4	43.8	44.8

Note: Figures have been rounded to the nearest thousand.

Table 4: Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1976-1979

TOURIST ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1976	1977	1978	1979	1976	1977	1978	1979	1976	1977	1978	1979
January	9	6	6	8	50	44	45	45	17.9	13.2	14.4	18.0
February	10	13	10	11	47	40	40	42	21.7	31.0	24.1	25.3
March	17	15	13	14	50	46	45	47	33.2	32.1	28.7	30.4
April	15	12	18	15	47	44	44	46	31.7	27.7	39.5	31.3
May	19	16	19	21	48	45	46	47	39.6	34.3	42.3	44.3
June	24	19	26	27	46	44	45	47	52.0	44.1	58.0	57.4
July	26	20	27	30	48	43	46	48	55.5	45.5	59.1	62.7
August	31	22	27	30	48	43	45	48	64.0	52.0	59.6	63.4
September	23	18	26	34	44	44	46	47	52.4	42.1	57.0	72.3
October	21	16	22	27	48	46	47	47	44.7	35.2	47.6	57.4
November	11	9	15	13	42	44	44	47	25.3	21.4	33.9	27.1
December	9	9	10	9	45	45	45	48	21.0	19.3	23.2	19.5
T O T A L	215	175	219	239	563	528	538	559	38.3	33.1	40.9	42.8

Note: Figures have been rounded to the nearest thousand.

Table 4: Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1980-1983

TOURIST ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1980	1981	1982	1983	1980	1981	1982	1983	1980	1981	1982	1983
January	10	8	7	7	45	44	43	45	22.2	18.0	15.3	15.5
February	11	9	10	8	42	40	40	41	26.4	21.4	24.8	20.7
March	17	13	13	11	46	44	44	46	36.4	30.4	30.4	24.7
April	17	14	16	10	47	44	44	45	37.1	31.1	36.1	23.4
May	17	13	16	14	48	44	45	46	35.9	30.4	35.2	29.4
June	22	14	19	18	47	42	45	45	46.3	32.7	42.2	38.7
July	23	12	19	16	48	42	46	47	46.7	28.5	40.5	33.6
August	28	15	18	19	47	43	45	47	59.3	34.6	40.2	41.9
September	25	16	16	19	47	43	43	46	53.6	37.2	43.4	41.7
October	21	15	14	14	46	47	45	47	45.7	32.1	29.9	30.5
November	11	10	9	10	44	42	44	45	25.1	24.4	21.4	21.2
December	8	8	8	9	44	44	45	46	19.2	18.0	18.3	18.4
T O T A L	210	147	165	155	551	519	529	546	38.2	28.3	31.1	28.4

Note: Figures have been rounded to the nearest thousand.

Table 4 : Guest Nights Sold/Offered, % Sleeper Occupancy, all hotels 1984-1987

TOURIST ARRIVALS

MONTH	GNS (000's)				GNO (000's)				% SLEEPER OCCUPANCY			
	1984	1985	1986	1987	1984	1985	1986	1987	1984	1985	1986	1987
January	7	8	10	15	46	45	43	46	15.0	16.5	22.1	33.6
February	8	14	12	15	43	41	38	42	19.4	33.8	31.0	34.8
March	12	19	16	21	47	46	43	46	24.6	42.2	38.1	46.3
April	13	18	13	19	45	45	42	43	28.4	40.2	30.7	44.9
May	15	18	19	18	46	47	45	45	33.2	39.4	41.9	38.6
June	18	24	23	16	45	45	43	44	40.6	52.9	52.8	36.9
July	18	23	18	15	45	48	44	45	40.0	47.5	41.0	34.3
August	20	27	21	19	47	48	46	45	42.0	57.0	46.3	42.5
September	22	26	21	22	44	46	44	45	50.2	56.7	48.1	49.7
October	19	19	20	21	46	48	45	44	41.0	40.2	45.3	46.4
November	11	13	18	18	45	46	43	44	24.6	28.4	41.7	41.8
December	8	9	12	14	47	47	44	46	17.4	18.8	27.5	29.8
T O T A L	171	218	203	213	546	552	520	535	31.3	39.6	38.6	40.0

Note: Figures have been rounded to the nearest thousand.

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Table 5(a): Average length of stay per person (nights) by month, **all hotels**
1972-1987

ALL ARRIVALS

MONTH	1972	1973	1974	1975	1976	1977	1978	1979
January	5.9	5.1	5.8	5.4	5.5	6.4	4.8	5.0
February	5.8	6.3	5.5	6.0	5.3	6.6	5.1	4.5
March	6.0	5.8	6.0	5.6	5.8	6.3	5.2	5.0
April	6.6	6.0	6.1	7.4	6.6	6.0	6.4	6.2
May	6.4	6.2	6.3	8.0	5.5	6.1	6.1	6.2
June	8.6	7.1	7.1	8.6	8.9	7.1	7.9	8.0
July	7.9	7.9	8.1	7.5	8.4	7.1	8.8	7.7
August	8.9	8.5	7.7	7.3	9.2	8.0	8.0	7.9
September	7.7	7.9	8.1	7.0	8.1	8.2	7.6	8.3
October	7.1	6.8	7.2	6.2	8.0	7.1	6.3	7.5
November	5.6	5.6	6.5	4.7	5.6	4.8	5.0	5.6
December	5.9	5.9	6.6	4.9	5.5	5.2	5.7	5.2
T O T A L	7.0	6.7	6.8	6.7	7.0	6.6	6.6	6.6

MONTH	1980	1981	1982	1983	1984	1985	1986	1987
January	4.5	5.1	5.6	5.3	5.3	4.3	4.3	4.7
February	4.5	4.9	5.6	5.0	5.2	3.9	3.7	4.0
March	5.8	5.2	5.1	6.0	5.9	5.1	4.6	4.2
April	6.5	6.0	6.5	5.4	6.2	5.5	4.0	3.9
May	5.2	5.7	6.3	5.8	6.1	5.1	4.5	4.4
June	6.5	6.4	7.6	8.3	8.0	6.7	5.7	4.2
July	7.6	5.5	8.2	6.4	6.8	5.3	5.0	4.6
August	7.9	5.9	6.9	7.9	7.4	6.0	5.2	5.1
September	7.8	5.8	6.7	7.0	7.7	5.8	5.2	4.7
October	6.4	5.8	6.3	7.0	6.1	5.2	5.3	4.1
November	5.2	5.5	5.3	5.4	4.9	3.7	4.8	4.0
December	5.3	5.1	5.2	5.4	5.1	3.6	3.7	3.7
T O T A L	6.2	5.6	6.4	6.3	6.3	5.1	4.7	4.2

<u>Table 5(a):</u>   Average length of stay per person (nights) by month, all hotels
<u>1972-1987</u>

<u>TOURIST ARRIVALS</u>

MONTH	1972	1973	1974	1975	1976	1977	1978	1979
January	6.3	5.3	5.7	5.5	5.2	5.9	5.0	4.9
February	5.8	5.6	5.5	5.7	5.3	7.0	5.1	4.5
March	6.2	5.7	5.8	5.5	5.9	7.2	5.8	5.4
April	7.5	6.6	6.1	7.0	6.7	6.5	7.1	6.3
May	6.7	6.8	6.7	7.1	5.5	6.8	6.7	6.1
June	9.3	7.4	7.3	8.1	9.0	7.3	7.6	7.9
July	8.2	8.3	8.1	7.2	8.7	7.2	9.4	7.7
August	9.0	8.6	7.8	6.8	10.0	8.0	8.8	8.1
September	7.8	8.1	8.1	6.8	8.7	7.9	8.1	8.8
October	7.2	7.3	6.9	6.4	8.8	6.7	6.8	7.2
November	5.7	5.5	6.3	4.7	6.2	5.6	5.4	5.0
December	5.8	6.1	6.3	5.3	6.1	5.4	6.2	5.2
T O T A L	7.3	7.0	6.8	6.5	7.4	6.9	7.1	6.8

MONTH	1980	1981	1982	1983	1984	1985	1986	1987
January	4.3	5.0	6.1	6.6	6.4	7.3	4.0	4.2
February	4.3	4.1	5.4	5.4	6.3	5.2	4.2	4.1
March	5.5	5.1	5.5	6.2	6.6	5.4	4.3	4.3
April	6.0	5.8	7.0	5.7	8.0	5.4	3.7	3.9
May	5.4	6.3	6.1	6.6	7.8	4.9	4.7	4.6
June	8.0	6.1	8.2	8.4	8.8	6.8	5.8	4.6
July	7.7	5.6	8.0	7.8	8.4	6.0	5.2	4.3
August	8.2	6.4	8.2	9.2	8.7	6.3	5.3	4.6
September	7.5	6.4	10.1	7.7	8.5	6.5	4.8	4.6
October	6.7	5.9	6.7	7.5	7.1	5.5	4.9	4.3
November	5.5	5.7	5.6	5.8	5.7	3.7	4.2	3.8
December	5.6	5.0	5.4	6.3	6.6	3.6	4.1	4.0
T O T A L	6.3	5.6	6.7	7.1	7.5	5.5	4.6	4.3

Table 6: Summary of Hotel Statistics 1968-1987

YEAR	ARRIVALS IN HOTELS	SLEEPER NIGHTS	PERCENTAGE OCCUPANCY	AVERAGE LENGTH OF STAY (DAYS)
1968	55,160	211,501	57.2	3.8
1969	48,755	235,235	57.6	4.8
1970	41,774	231,785	48.8	5.5
1971	35,740	214,071	42.4	6.0
1972	33,359	234,228	51.5	7.0
1973	37,012	248,238	51.2	6.7
1974	39,758	271,225	49.5	6.8
1975	45,894	307,913	53.0	6.7
1976	34,933	244,804	43.1	7.0
1977	31,401	207,593	39.4	6.6
1978	39,102	257,295	47.8	6.6
1979	44,569	296,335	53.0	6.6
1980	41,308	255,862	46.5	6.2
1981	33,417	187,679	36.2	5.6
1982	34,896	223,429	42.2	6.4
1983	33,142	209,930	38.4	6.3
1984	35,690	225,873	41.3	6.3
1985	55,119	281,525	51.0	5.1
1986	56,525	266,223	51.3	4.6
1987	64,349	279,377	52.3	4.3

Source: 1967 – 1970 = Gibraltar Tourist Office

1971 to date = Government Statistics Office