

**Documentation of statistics for  
Holiday houses 2022**

## 1 Introduction

The purpose of the statistic Holiday houses is to visualize the capacity and rental activity for Danish holiday houses through rental agencies. Users of the statistics is e.g. business and tourism organisations as well as municipalities and regions to analyse the development in tourism. The statistics have been compiled since 1968 in various forms. Figures for the first years are available in printed editions of the Statistical Yearbook. In its current form, the statistics are comparable since 1992. Figures on nights spent at holiday houses or holiday apartments complements other tourism statistics on nights spent e.g. hotels, camping.

## 2 Statistical presentation

The statistics about holiday houses are a monthly and annual calculation of Danish holiday houses that are rented out through rental agencies. The statistics are divided into nationalities of the guests, as well as geographically by regions and parts of the country. In addition, there is an annual assessment of the capacity of vacation houses for rental. Numbers of Municipal distribution is prepared in collaboration with VisitDenmark.

### 2.1 Data description

The purpose of the statistics is to provide numbers of rented holiday houses and number of tourists staying over nights.

The most important variables are number of nights spent, rented house-weeks, number of bookings and number of future bookings divided among the nationality of the guests from Denmark, The Netherlands, Sweden, Norway and Germany and Other. The number of nights spent in holiday houses and the number of rented holiday houses visualise who rents the Danish holiday houses in a specific geographical area and how many weeks the holiday houses have been rented during a year.

The annual survey covers: - Number of bookings divided among guest nationality - Number of holiday houses or apartments at disposal - Number of nights stayed divided among guest nationality and geographical area - Number of house-weeks rented out divided among guest nationality and municipality - Number of house-weeks rented out divided among guest nationality and calendar weeks

The monthly survey covers: - Number of bookings divided among guest nationality - Number of nights stayed divided among guest nationality and geographical area - Number of house-weeks rented out divided among guest nationality and municipality - Number of bookings for the rest of the year divided among guest nationality

Additional to this annual total survey a monthly sample survey is conducted, which estimates actual years number of rented holiday houses, based on figures from the annual survey. See [homepage](#).

### 2.2 Classification system

The tables in the statistical bank divide into different groupings and classifications. The statistics divide geographically into regions, parts of the country and municipalities. The statistics are distributed according to the frequent guest nationalities: Denmark, Sweden, Norway, Germany the Netherlands and Other/Unspecified country. The tables in the statistical bank contains the groupings: nationality, unit, period, year, future year, future month, month, geographical area and capacity.

## 2.3 Sector coverage

The statistics include holiday houses rental agencies under the industry code 68.31.20, housing instructions, holiday rental, etc., in the Danish Industry Code 2007 and the international NACE, rev. 2 classification. A complete description of the industry can be found in the Danish Industry Code 2007. However, some holiday homeowners are not classified here, as they have other primary business activities, e.g. grocery trade.

## 2.4 Statistical concepts and definitions

Number of nights: The number of nights a guest have spent in a holiday dwelling.

Weeks of rental: How many weeks a holiday dwellings is rented out to paying guests.

Bookings: A booking or a lease/contract is stay which the guest has paid. An example is booking a holiday dwelling for two weeks for a family of two adults and two children. This provides a booking, two rented house weeks and 56 nights.

## 2.5 Statistical unit

The statistical unit is holiday houses.

## 2.6 Statistical population

This statistic monitors tourism in holiday houses in Denmark. It is based on a survey that includes all companies that rent out holiday houses that have at least 25 houses for rent.

## 2.7 Reference area

Denmark.

## 2.8 Time coverage

In the Statistical bank you can look at the annual statistics from 1992 as times series of tenancy of holiday houses distributed after geographical area, nationality of guest, as well as house weeks, overnight stay and contracts (FERIEH3). Distribution of rented house weeks after calendar weeks or nationality of guest begins in 2008 (FERIEH4). Finally, listing of rental capacity (FERIEH5) begins in 2012. From 2004 you can look at the monthly statistics as a time series of vacation houses, distributed on nationality of guests, as well as number of overnight stays, rented house weeks and contracts (FERIEH1). Distribution of future booking house weeks after nationality of guests begins in 2005 (FERIEH2). Distribution of overnight stays, rented house weeks and contracts after geographical area and nationality of guests begins in 2017 (FEIREH6).

## 2.9 Base period

Not relevant for this statistics.

## **2.10 Unit of measure**

Number of overnight stays, rented house weeks and bookings/contracts/tenancies.

## **2.11 Reference period**

Month and year.

## **2.12 Frequency of dissemination**

Monthly and annually.

## **2.13 Legal acts and other agreements**

For the annual statistic regarding holiday houses, there is authority for collection in the [Act on Statistics Denmark](#) § 8, subsection 1, cf. Legislative Decree no. 610 of 30 May 2018.

Participation in the monthly statistics about holiday houses is voluntary.

There is no EU regulation for this statistic.

## **2.14 Cost and burden**

The businesses burden for reporting for rental agencies which report annually, is calculated a 185.000 Danish Kroner per year (calculated in 2004). Reporting to the monthly statistics on holiday houses is voluntary there is therefore no burden calculated for this statistics.

## **2.15 Comment**

Additional information can be found on the statistics [subject page](#) or obtained by contacting Statistics Denmark. The holiday houses statistics are part of the accommodation statistics, which also include data for hotels, holiday centers, camping, hostels and marinas.

## **3 Statistical processing**

Data for this statistics is collected monthly for reporting that covers approx. 75 pct. of the population, to which is added an enumeration of the annual reports from the previous year, so that the entire population of holiday house rental with a minimum of 25 houses available is covered. The monthly statistics shows temporary data for the holiday house rental. When the reference year is over, the calculated imputed values are replaced with the final data for the year. The annual statistics with the final data include reporting from every holiday house rental with a minimum of 25 houses available for renting.

Data for the annual statistics is collected via an upload solution for the rental agencies that only report annually or via an electronic questionnaire for the rental agencies that report monthly. The collected data undergoes micro-level debugging during the actual collection and at the macro-level when the data is aggregated.

### **3.1 Source data**

Data is collected from holiday house rental agencies with a minimum of 25 houses available, which are registered in the CVR register.

### **3.2 Frequency of data collection**

Data for the statistics is collected respectively monthly and annually.

### **3.3 Data collection**

Data is collected in three different ways. For the monthly statistics, data is collected electronically. At the end of the reference year the reporters receive an online questionnaire on (<http://www.virk.dk>) with one variable (the house capacity for the reference year calculated per May 1). The reporters that exclusively reports yearly, reports via an upload solution.

### **3.4 Data validation**

Data is collected from each company and is checked for errors during the data collection. When the data is collected, a micro error search is carried out, where significant deviations from the same month last year or incorrect summations are examined and possibly corrected, if any error has occurred, after contacting the company. The variables are also compared with each other, and it is examined whether the totals match. After aggregating the data into totals for geographical area and nationality of the guests, the totals are searched for errors, the totals are also checked across census periods.

### **3.5 Data compilation**

In the annual statistics, the reports are summed up to municipal, regional and national totals. For the annual statistics, this is a mandatory count, which is why data is not normally imputed or corrected, as data usually arrives before publication for all reporting companies. In the monthly statistics, the reports are summed up to municipal, regional and national totals. In order to get the full population, for those companies that only report annually, the latest annual statistics are calculated, so we get a figure for the total number of holiday home rentals. As reporting takes place by automatic generation and transmission of data, there is usually no data missing at the time of publication. The variable "number of nights" is calculated as the number of guests times the length of the stay in the holiday house. E.g. 2 guests staying in a holiday house for five days equals 10 nights. Number of nights is also referred to as "guest nights" in some contexts.

### **3.6 Adjustment**

The annual statistics are not seasonally adjusted. The monthly statistics are seasonally adjusted using an ARIMA model, where trading days and the Easter effect are taken into account. Data is not corrected beyond what has already been described under data validation and data processing.

## 4 Relevance

The statistics are relevant for e.g. the companies, industry associations, municipalities and regions as well as business and tourism organizations as a basis for forecasts, analyses and planning purposes.

### 4.1 User Needs

The primary users of the statistics are the holiday house rental agencies, who can use the data to compare their own company's development with the general development in the area. In addition, data is used by industry organisations, municipalities and regions, professionals from ministries, business and tourism organisations. Likewise, the media also make use of data from statistics.

### 4.2 User Satisfaction

An expert committee meets approx. each half year with stakeholders from the holiday home industry as well as other areas of the tourism and accommodation industry. Here, the participants have the opportunity to acquire knowledge about the latest initiatives in the area as well as discuss the current statistics and possible improvements thereof.

### 4.3 Data completeness rate

Data is not provided to the EU. Municipally distributed data can be purchased additionally, and individual municipalities where there are less than three holiday house rental agencies reporting are discretionary here.

## 5 Accuracy and reliability

The variables of the statistics associates more or less uncertainty. Number of contracts, number of houses available and rented house-weeks are regarded as the most certain variables. The variable Numbers of nights is regarded as more uncertain, because in some cases they are based on reported estimates. Further more the division of contracts, number of nights and house weeks into regions and parts of the country are also slightly uncertain since the reported data is a total which afterwards is divided geographical based on the number of rented house weeks.

### 5.1 Overall accuracy

The annual statistics are based on an exhaustive census among holiday house rental agencies having 25 or more individual holiday rentals at disposal. The data in the statistics is considered accurate regarding the number of rented houses, contracts and houses for disposal. Number of nights is considered less accurate and also the geographical division of nights spent and numbers of contracts are considered less accurate as the division is based on reporting of house weeks. There might be a few small holiday house rental agencies which is not part of the survey because Statistics Denmark and VisitDenmark are not familiar with these. The absence of those few small agencies do not have significance for the results in overall. Usually the changes from year to year are like the the changes reported by the largest holiday house rental agencies.

## 5.2 Sampling error

None. It is an exhaustive census for holiday house rental agencies with a minimum of 25 houses for disposal.

## 5.3 Non-sampling error

There might be missing some few holiday house rental agencies with a minimum of 25 houses for disposal, due to no official register, however all big agencies are considered as included and therefore the lack of those few small rental agencies is not considered significant. The bias concerning the size of the rental agencies - the minimum of 25 houses for disposal is not calculated. There is no register of holiday house rental agencies with less than 25 houses for disposal. Likewise there is no official calculation of rental through online global platforms like airbnb or hotels.com. Privately held rental of holiday houses is not part of the statistics. The number of nights is slightly uncertain as it might be reported based on estimates. Further more the division of contracts, nights and house weeks into regions and parts of the country also might be slightly uncertain as the reporting only concerns totals which is divided into geographical areas based on data for rented house weeks. These uncertainties are not quantified.

The variables of the statistics are associates more or less uncertainty, depending on the respondent's reporting. *Number of contracts, number of houses available and rented house-weeks* is regarded as the most certain. Figures for numbers of nights spend is regarded as more uncertain, since figures in some cases are based on reported estimates on average number of persons per house-week.

Some few agencies are exempted from the census,, if number of holiday houses or apartments available drops below 25.

## 5.4 Quality management

Statistics Denmark follows the recommendations on organisation and management of quality given in the Code of Practice for European Statistics (CoP) and the implementation guidelines given in the Quality Assurance Framework of the European Statistical System (QAF). A Working Group on Quality and a central quality assurance function have been established to continuously carry through control of products and processes.

## 5.5 Quality assurance

Statistics Denmark follows the principles in the Code of Practice for European Statistics (CoP) and uses the Quality Assurance Framework of the European Statistical System (QAF) for the implementation of the principles. This involves continuous decentralized and central control of products and processes based on documentation following international standards. The central quality assurance function reports to the Working Group on Quality. Reports include suggestions for improvement that are assessed, decided and subsequently implemented.

## 5.6 Quality assessment

The survey is a total census aimed at all holiday house rental agencies in Denmark with a minimum of 25 houses at disposal and a direct billing obligation to the owner. There is no official register of holiday house rental agencies, so the population is updated based on internet information, inquiries from the rental agencies and lists from VisitDenmark. There is thus uncertainty as to whether all relevant rental agencies are involved. However, since the population is relatively consistent from year to year, the numbers are comparable from year to year in terms of percentage changes.

In 2011, the overnight figures for 2010 were adjusted upwards by 647,000 as a result of revised information from some rental agencies. As a consequence, the number of overnight stays in 2010 and 2011 and onwards is not immediately comparable with the number of overnight stays in previous years.

The statistics have more or less uncertainty in the various variables, depending on the lessor's report. The variables number of contracts (bookings), number of houses available and number of house-weeks let out are considered to be the most reliable. The figure for the number of overnight stays more uncertain, since the number is estimated based on numbers of persons pr. house week.

is considered to be more uncertain, as the figure may be based on estimated reports of the average number of people per night. house week.

## 5.7 Data revision - policy

Statistics Denmark revises published figures in accordance with the [Revision Policy for Statistics Denmark](#). The common procedures and principles of the Revision Policy are for some statistics supplemented by a specific revision practice.

## 5.8 Data revision practice

The statistics are not generally revised. Revisions are however made later if serious errors are discovered. Thus, the overnight figures for 2010 were adjusted upwards by 647,000 in 2011 as a result of revised information from some rental agencies. As a consequence, the number of overnight stays in 2010 and 2011 and onwards is not immediately comparable with the number of overnight stays in previous years.

# 6 Timeliness and punctuality

The monthly statistics for holiday house rental is published approx. 40 days after the end of the reference month. The statistics are published without delays in relation to planned publication times. The annual statement for holiday house rental is published together with the final annual figures approx. 100 days after the end of the reference year.

## 6.1 Timeliness and time lag - final results

The annual statistics are published approx. 100 days after the end of the reference year, i.e. end of April. The monthly statistics are published approx. 40 days after the end of the reference month.

## 6.2 Punctuality

The statistics are published without delay in relation to the pre-announced publication time in the publication calendar.

## 7 Comparability

The statistics date back to 1986 and have undergone changes over time. From 1986-1990, the statistics only covered holiday house rental in the high season. From 1990, the statistics covered an operating year, i.e. early October to and including the end of September. From 1998, the annual statistics are based on the calendar year. In 2011, the overnight figures for 2010 were adjusted upwards by 647,000 as a result of revised information from some rental agencies. As a consequence, the number of overnight stays in 2010 and 2011 and onwards is not immediately comparable with the number of overnight stays in previous years. From 2012, the number of available houses for rent was removed from the monthly statistics. Instead, the figure is calculated once a year with the number of available houses for rent per year. May 1. in the reference year.

### 7.1 Comparability - geographical

There are no directly comparable statistics in [Eurostat](#) as the statistics are not subject to EU regulation.

[Statistiska Centralbyrån](#), Sweden, publishes accommodation statistics on a monthly and annual basis, including statistics for holiday houses, which correspond to holiday houses. [Statistisk Sentralbyrå](#), Norway, publishes monthly and annual statistics on cottage sales, which corresponds to holiday houses.

## 7.2 Comparability over time

- From 1986-1990, the statistics covered only the rental in the main season. Data are available in the Statistics Bank from and including 1989. Previous statistics are available in the Statistical yearbook.
- From 1990, the statistics covered an operating, i.e. beginning of October - end of September.
- From 1998, the annual statistics are based on the calendar year.

From 2008, the annual statistics are calculated at a municipal level. The municipally distributed figures for 2008 to 2011 are available as Statistical Information. From 2012 onwards, the municipally distributed data can only be purchased by contacting the statistics office directly (see 5.1).

From 2012, available house weeks are no longer calculated divided into calendar weeks. Instead, a total figure is calculated for how many houses the rental agencies had for rent on the cut-off date of 1. May in the year in question. The figure includes houses that were available on 1. May, i.e. both rented and non-rented, as well as houses that the owner has blocked for renting.

From 2012, the rental agencies can either report the average number of people per house-week as before or instead report the number of overnight stays. This initiative is estimated to improve the uncertainty regarding the number of overnight stays.

In 2011, the overnight figures for 2010 were adjusted upwards by 647,000 as a result of revised information from some rental agencies. As a consequence, the number of overnight stays in 2010 and 2011 and onwards is not immediately comparable with the number of overnight stays in previous years.

## 7.3 Coherence - cross domain

Holiday house overnight stays are part of the total number of tourists overnight stays in Denmark. The statistics can thus be compared with other overnight accommodation statistics such as hotels, camping etc.

## 7.4 Coherence - internal

Not relevant for this statistic.

## 8 Accessibility and clarity

The statistics are published monthly and annually in [Nyt from Statistics Denmark](#). In the Statistics Bank, the figures are published under the subject [Holiday houses](#) and [Total types of accommodation](#). In addition, the figures are included in the [Statistical Ten-Year Overview](#). See more on the statistics [topic page](#). Municipality-distributed statistics on holiday rental are financed by VisitDenmark and are freely available on their [website](#).

If you want to combine statistics on holiday home rentals with other variables or put them together in another way, you can contact DST Consulting to clarify options and request a quote.

## 8.1 Release calendar

The publication date appears in the release calendar. The date is confirmed in the weeks before.

### **8.3 User access**

Statistics are always published at 8:00 a.m. at the day announced in the release calendar. No one outside of Statistics Denmark can access the statistics before they are published.

### **8.2 Release calendar access**

The Release Calender can be accessed on our English website: [Release Calender](#).

### **8.4 News release**

The statistics on holiday house rental are published monthly with the preliminary figures in a combined NYT [Nyt from Statistics Denmark](#) for all overnight accommodation statistics and in an annual publication with the final figures.

### **8.5 Publications**

Statistics on holiday house rental are presented in the [Statistical Ten-Year Review](#) and up to and including 2017 in [Statistical Yearbook](#).

### **8.6 On-line database**

The statistics are published in the Statistics Bank under the subjects [Holiday houses](#) and [All types of accommodation](#).

Annual figures can be found in the following tables: - [FERIEH4](#): Weeks of rental in holiday houses by unit and period - [FERIEH5](#): Holiday houses for rent by capacity - [FERIEH3](#): Letting of holiday houses by region, nationality of the guest and unit

Monthly figures can be found in the following tables: - [FERIEH1](#): Letting of holiday houses, monthly by nationality of the guest, unit and period - [FERIEH2](#): Future house weeks booked, holiday houses by nationality of the guest, future year and future month - [FERIEH6](#): Letting of holiday houses, monthly by region, nationality of the guest, unit and period

Figures for all types of accommodation can be found in the following tables: - [TURIST](#): Overnight stays by type of overnight accommodation, region, nationality of the guest and period - [TURIST1](#): Overnight stays by type of overnight accommodation, region, nationality of the guest and period

### **8.7 Micro-data access**

Researchers and other analysts from authorized research institutions can access the statistics' micro data through Statistics Denmark's [Data for research](#). Data is available electronically from 1995 onwards.

## **8.8 Other**

Statistics on holiday house rental by municipality are financed by VisitDenmark. On VisitDenmark's [website](#), there are freely available statistics on holiday house overnight stays, bookings and rental weeks broken down by destination, municipality and guests' nationality.

The statistics' anonymised basic data is made available for service tasks against payment. Read more about [Customized solutions](#) or get more information by contacting DST Consulting.

## **8.9 Confidentiality - policy**

[Data Confidentiality Policy](#) at Statistics Denmark.

## **8.10 Confidentiality - data treatment**

There is no need for discretization of totals for parts of the country, regions and the whole country. The statistics are sold at municipal level, and here municipalities with three or fewer holiday house renters are discretionary. Discretion is achieved by combining a smaller number of municipalities.

## **8.11 Documentation on methodology**

There is no separate method descriptions for this statistics.

## **8.12 Quality documentation**

Results from the quality evaluation of products and selected processes are available in detail for each statistics and in summary reports for the Working Group on Quality.

## **9 Contact**

The administrative placement of these statistics is in the division of Short Term Statistics, Business Statistics. The contact person is Karen Keller, tel.: + 45 2119 8561, and e-mail: [KKE@dst.dk](mailto:KKE@dst.dk).