The Impact of Recall on Household Expenditure Surveys –
A case study from the Irish Household Travel Survey

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Central Statistics Office - Ireland

Outline of Presentation

1. The Household Travel Survey
2. Why change?
3. Summary of changes
4. Impact of changes (expected and unexpected)
5. Next Steps
Household Travel Survey - Summary

- Demand Side - (National Tourism) Domestic and Outbound
- Overnight trips
- Household Postal Survey
  - stratified sample from Electoral Register
  - weighted to QNHS (region and household type - 8 x 6)
- ~1% sample (i.e. 13,000 households per Qtr.)
- Calibrated to Frontier Tourism Surveys (outbound tourism)
  - 15-20% under reporting

- Launched in Q1 2000
- 1st results December 2003 (Q1 2000 - Q1 2003)
- 55% response rate
- No adjustments made for non-response

Household Travel Survey - Content

Part 1 - Household Composition

Number of Persons in the Household
Age
Gender

Part 2 - Trips Taken

Y/N

Part 3 – Trip Details

Destination (Country/County)
Who went (no. of persons and who they were)
When (month of departure)
Why (purpose)
Length of trip (no. of nights away)
Accommodation
How trip was booked
Transport used
Total expenditure
Pre-payments
Household Travel Survey - Content

Part 4 – Exit Port & Expenditure (added Q4 2005)

- Port of departure
- Nights spent en route/returning from outbound trip
- Package
- Other accommodation (n.i.i. Package)
- Other transportation (n.i.i. Package)
- Other excursions (n.i.i. Package)
- Other food (n.i.i. Package)
- Shopping

Why change?

Concerns over:

- Recall
- Burden to households partial non-response under-reporting?
- Mean per diem expenditure
- Calibration of domestic tourism
- Lack of information on:
  - Socio demographic background
  - Households not travelling
  - Destination type
  - How trips are booked
  - Expenditure (in particular pre-payments)
New Household Travel Survey – Summary of changes

Periodicity
Reference “Recall” period
Classification to “tick box”
Collect new or more detailed information on:

- Employment status
- Nationality
- Reason for not travelling
- Destination type
- Reason for journey
- Accommodation (explicit categories for free accommodation)
- Booking (uncoupled package, transport and accommodation)
- Package holiday (determine main products)
- Expenditure
New Household Travel Survey – Changes to expenditure

All trips

• Total Expenditure

Of which:

• Package Tours/holidays
• Other Pre-Payments
• All other Expenditure

• If abroad, total spend in IRL

Last trip only

• Total Expenditure

Of which:

• Package Tour or holiday

If purchased separately:

• Accommodation
• Transport to your destination
• Car Hire
• Other transportation
• Food & Drink
• Shopping
• Recreation/cultural/sporting activities
• Other

Outbound Tourism – Summary of changes

<table>
<thead>
<tr>
<th></th>
<th>Old HTS</th>
<th>New HTS</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of trips (000's)</td>
<td>1,477</td>
<td>1,474</td>
<td>-0.2</td>
</tr>
<tr>
<td>Number of nights (000's)</td>
<td>9,527</td>
<td>8,568</td>
<td>-10.1</td>
</tr>
<tr>
<td>Total expenditure (€m)</td>
<td>1,037</td>
<td>1,100</td>
<td>6.0</td>
</tr>
<tr>
<td>Mean length of stay (nights)</td>
<td>6.5</td>
<td>5.8</td>
<td>-9.9</td>
</tr>
<tr>
<td>Mean expenditure per diem (€)</td>
<td>108.9</td>
<td>128.4</td>
<td>17.9</td>
</tr>
</tbody>
</table>
### Outbound Expenditure – Purpose of Visit

<table>
<thead>
<tr>
<th>Purpose of Travel</th>
<th>Old HTS (€ millions)</th>
<th>New HTS (€ millions)</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Expenditure</td>
<td>1,037.3</td>
<td>1,099.8</td>
<td>6</td>
</tr>
<tr>
<td>Holidays/Leisure</td>
<td>635.7</td>
<td>623.1</td>
<td>-2</td>
</tr>
<tr>
<td>Visiting Friends/Relatives</td>
<td>160.1</td>
<td>197.7</td>
<td>23</td>
</tr>
<tr>
<td>Business</td>
<td>166.0</td>
<td>140.9</td>
<td>-4</td>
</tr>
<tr>
<td>Conference/Seminar</td>
<td></td>
<td>17.7</td>
<td></td>
</tr>
<tr>
<td>Work/Looking for work**</td>
<td>4.0</td>
<td>14.6</td>
<td>265</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>4.1</td>
<td>26.7</td>
<td>551</td>
</tr>
<tr>
<td>Education/Training</td>
<td>26.4</td>
<td>13.2</td>
<td>-50</td>
</tr>
<tr>
<td>Sports - Spectator</td>
<td>33.9</td>
<td>28.9</td>
<td>21</td>
</tr>
<tr>
<td>Sports - Participating</td>
<td>12.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>7.1</td>
<td>24.8</td>
<td>249</td>
</tr>
</tbody>
</table>

**In the old HTS, the category was ‘looking for work only.**

### Domestic Tourism – Summary of changes

<table>
<thead>
<tr>
<th></th>
<th>Old HTS (000's)</th>
<th>New HTS (000's)</th>
<th>% difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of trips</td>
<td>1,785</td>
<td>1,334</td>
<td>-25.3</td>
</tr>
<tr>
<td>Number of nights</td>
<td>4,443</td>
<td>3,123</td>
<td>-29.7</td>
</tr>
<tr>
<td>Total expenditure (€m)</td>
<td>220.5</td>
<td>250.5</td>
<td>13.6</td>
</tr>
<tr>
<td>Mean length of stay</td>
<td>2.5</td>
<td>2.3</td>
<td>-5.9</td>
</tr>
<tr>
<td>Expenditure per diem (€)</td>
<td>49.6</td>
<td>80.2</td>
<td>61.7</td>
</tr>
</tbody>
</table>
### Domestic Expenditure – Purpose of Visit

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<td>Total Expenditure</td>
<td>220.5</td>
<td>250.5</td>
<td>14</td>
</tr>
<tr>
<td>Holidays/Leisure</td>
<td>116.6</td>
<td>115.8</td>
<td>-1</td>
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<tr>
<td>Visiting Friends/Relatives</td>
<td>28.8</td>
<td>64.7</td>
<td>125</td>
</tr>
<tr>
<td>Business</td>
<td>43.1</td>
<td>15.1</td>
<td>-50</td>
</tr>
<tr>
<td>Conference/Seminar</td>
<td></td>
<td>6.4</td>
<td></td>
</tr>
<tr>
<td>Work/Looking for work**</td>
<td>0.4</td>
<td>3.0</td>
<td>650</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>6.7</td>
<td>7.2</td>
<td>7</td>
</tr>
<tr>
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<td>9.1</td>
<td>12.2</td>
<td>34</td>
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<td>Sports - Spectator</td>
<td>8.9</td>
<td>6.1</td>
<td>43</td>
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<td>Sports - Participating</td>
<td></td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>6.9</td>
<td>13.4</td>
<td>94</td>
</tr>
</tbody>
</table>

**In the old HFS, the category was 'looking for work' only

### Next steps –

- Refine/Develop calibration?
- Validate results!
- Extend to SDVs?
Next steps – Develop Calibration?

HTS

Frontier

Accom

Frontier

Next steps – Develop Calibration?

HTS

Accom

Frontier

Outbound

Domestic
Next Steps – Validate results

Document & peer review methodology
  - imputation
  - sample size

Detailed comparisons with frontier estimates

End

Comments or Questions?

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