

The Impact of Recall on Household Expenditure Surveys –

A case study from the Irish Household Travel Survey

Steve MacFeely
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)

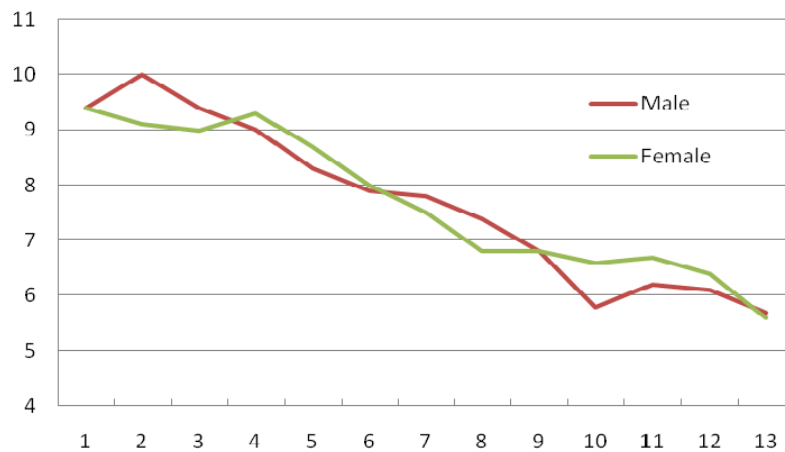
Shopping

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)

Distribution of Journeys during the reporting period



Source: Roux et al (2010), Sampling strategies and correction of measurement errors for tourism travel surveys.
www.10thtourismstatisticsforum.ine.pt

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

	Old HTS	New HTS	% difference
Number of trips (000's)	1,477	1,474	-0.2
Number of nights (000's)	9,527	8,568	-10.1
Total expenditure (€m)	1,037	1,100	6.0
Mean length of stay (nights)	6.5	5.8	-9.9
Mean expenditure per diem (€)	108.9	128.4	17.9

Outbound Expenditure – Purpose of Visit

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

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

Domestic Tourism – Summary of changes

	Old HTS	New HTS	% difference
Number of trips (000's)	1,785	1,334	-25.3
Number of nights (000's)	4,443	3,123	-29.7
Total expenditure (€m)	220.5	250.5	13.6
Mean length of stay (nights)	2.5	2.3	-5.9
Expenditure per diem (€)	49.6	80.2	61.7

Domestic Expenditure – Purpose of Visit

Purpose of Travel	Old HTS	New HTS	% difference
	€ millions	€ millions	
Total Expenditure	220.5	250.5	14
Holidays/Leisure	116.6	115.8	-1
Visiting Friends/Relatives	28.8	64.7	125
Business	43.1	15.1	-50
Conference/Seminar		6.4	
Work/Looking for work**	0.4	3.0	650
Health/Medical	6.7	7.2	7
Education/Training	9.1	12.2	34
Sports - Spectator	8.9	6.1	43
Sports - Participating		6.6	
Other	6.9	13.4	94

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

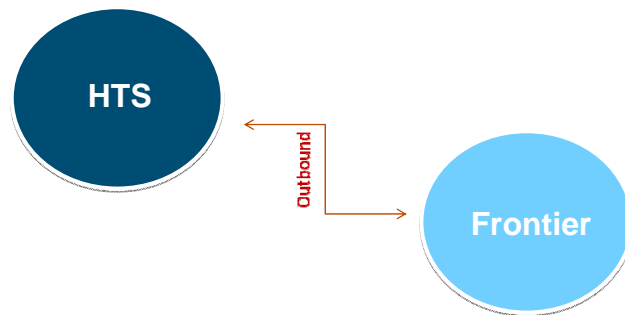
Next steps –

Refine/Develop calibration?

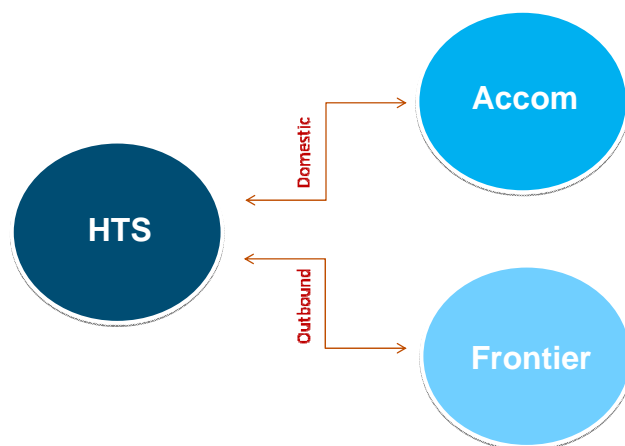
Validate results!

Extend to SDVs?

Next steps – Develop Calibration?



Next steps – Develop Calibration?



Next Steps – Validate results

Document & peer review methodology

- *imputation*
- *sample size*

Detailed comparisons with frontier estimates

End

Comments or Questions?

Corresponding author: steve.macfeely@cso.ie