Capacity building programme on tourism statistics 2008-2009 : Workshop  
1-4 April 2008, Vienna (AT)  

Measuring domestic tourism in Europe  

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Tourism statistics  

Outline of the presentation  

- Domestic tourism in the EU: some facts & figures  
- Current legal framework for tourism statistics  
- Needs and objectives of a revision of the legal basis  
- Revisions relevant for measuring domestic tourism  
- Sources used for collecting statistics on domestic tourism
Domestic tourism: facts & figures

... most important market and destination

Nights spent in collective accommodation in the EU - 2005
(shared of residents, share of other EU Member States’ residents, share of non-EU residents) - 2005

Holiday trips (4 nights or more) by EU residents - 2005
(shared of domestic holiday trips, holiday trips within the European Union and holiday trips outside the European Union) - 2005

Current legal framework:

Contents
- Capacity data (collective accomm. establishments)
- Occupancy data (collective accom. establishments)
  - all statistics on arrivals and on nights spent are available for residents and non-residents separately
- Tourism demand data (household or border surveys)
  - all statistics on tourism intensity, trips, nights spent, means of transport, means of accommodation, duration of the trip and expenditure are available for domestic and outbound trips separately
Current legal framework:  
**Council Directive 95/57/EC (continued)**

Some minor updates in the past decade:

- To include changes in the tourism market
- To cover the enlarged EU (2004 and 2006)

Major update is indispensable to be up-to-date with changing user needs and changes in the tourism market

Revision process is planned to end in 2009 with the adoption of the Regulation on Tourism Statistics (first reference year: 2010)

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New tourism statistics legislation:  
**main objectives of the revision**

- **Adapt to new or changed user needs**
  - update list of variables
  - change data collection frequency
  - improved timeliness

- **Further harmonisation of variables & methods**
  - improvement of comparability and completeness

- **Tourism Satellite Accounts (TSA)**
  - probably too immature to be fully included in the Regulation
  - but ... include basic elements necessary for TSA compilation (expenditure, non-rented accommodation, same-day visits, etc.)
New tourism statistics legislation issues relevant for domestic tourism

- Better coverage of smaller rented accommodation and of non-rented accommodation
  - Supply side statistics:
    - better comparability via a harmonised threshold
    - annual estimates for smaller rented accommodation
  - Demand side statistics: data on rented and non-rented accommodation for all domestic trips

- Of particular importance for capturing domestic tourists, who are relatively more inclined to choose these types of accommodation

Share of nights spent in "private" accommodation, in all nights spent by residents of the EU on trips, by purpose and by destination of the trip (2006)

<table>
<thead>
<tr>
<th>Category</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
<th>50%</th>
<th>60%</th>
<th>70%</th>
<th>80%</th>
<th>90%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>All holidays and business tourism nights</td>
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<td>58</td>
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<tr>
<td>Holidays and business domestic tourism nights</td>
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<td>67</td>
</tr>
<tr>
<td>Holidays and business outbound tourism nights</td>
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<td>44</td>
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<tr>
<td>All holidays tourism</td>
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<td></td>
<td></td>
<td>61</td>
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<tr>
<td>All holidays domestic tourism</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td>71</td>
</tr>
</tbody>
</table>

Source: Eurostat, Tourism Statistics
Note: "Private" accommodation: rented rooms in family houses, dwellings rented from individuals or agencies, owned dwellings, accommodation provided without charge by relatives or friends, etc.)
Share of nights spent in "private" accommodation, in all nights spent by residents on domestic trips, by purpose and by destination of the trip, by country (2006)

Source: Eurostat, Tourism Statistics

Note: "Private" accommodation: rented rooms in family houses, dwellings rented from individuals or agencies, owned dwellings, accommodation provided without charge by relatives or friends, etc.

New tourism statistics legislation issues relevant for domestic tourism (2)

- **Introduction of size classes**

  - **supply side statistics** will be broken down by size class of the accommodation establishments (hotels and similar establishments only)
  - "size classes" defined on the number of **bedplaces** or on the number of **bedrooms**

  ➔ Domestic tourists are expected to choose the relatively smaller establishments when staying in rented accommodation
New tourism statistics legislation
issues relevant for domestic tourism (3)

- **Additional geographical breakdowns (supply side)**
  - Directive: breakdown by NUTS2 region
  - draft Regulation: new breakdowns by type of locality
    - **degree of urbanisation** of the municipality where the accommodation establishment is located
      (densely populated, intermediate, thinly populated)
      - as proxy for urban/rural
    - **maritime** versus non-maritime locality

New tourism statistics legislation
issues relevant for domestic tourism (4)

- **Additional geographical breakdowns (demand side)**
  - Directive: only country of residence of the respondent
  - draft Regulation:
    - **degree of urbanisation** of the municipality where the respondent lives - as proxy for urban/rural
    - **region of residence** (NUTS2)
    - **type of holidays** (every 3rd year): city, seaside, countryside, cruise ship, mountains, other.
New tourism statistics legislation issues relevant for domestic tourism (5)

- **Better coverage of short trips**
  - all trips with overnight stays will be in-scope for the demand side statistics  
    (in the Directive: focus on trips of at least 4 nights)

- **Of particular importance for capturing domestic tourists, considering short trips will more often have a domestic destination**

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**Evolution of the number of holiday trips, by type, 1998-2005**

- Short domestic holidays: +47%
- Short outbound holidays: +42%
- Long outbound holidays: +23%
- Long domestic holidays: +15%

Source: Eurostat, Tourism Statistics, Statistics in Focus 1/2008, Are recent evolutions in tourism compatible with sustainable development?  
Note: aggregated data based on 11 Member States
Evolution of the number of holiday trips and of their market share, by type, 1998-2005

<table>
<thead>
<tr>
<th>Share in the total number of trips</th>
<th>1998</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>All holidays</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Short holidays (1-3 nights)</td>
<td>44%</td>
<td>50%</td>
</tr>
<tr>
<td>Long holidays (4+ nights)</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Domestic holidays</td>
<td>74%</td>
<td>75%</td>
</tr>
<tr>
<td>Outbound holidays</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Short domestic holidays</td>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>Short outbound holidays</td>
<td>4.1%</td>
<td>4.4%</td>
</tr>
<tr>
<td>Long domestic holidays</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Long outbound holidays</td>
<td>22%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Source: Eurostat, Tourism Statistics
Note: aggregated data based on 11 Member States

New tourism statistics legislation issues relevant for domestic tourism (6)

- Inclusion of same-day visits
  - estimates from the demand side
  - respondents will be asked for the number of same-day visits during the reference period, broken down by destination (domestic, outbound)
  - every 3rd year: estimates same-day visits expenditure

⇒ Of particular importance for capturing domestic tourism, considering the distance and time limits
New tourism statistics legislation
some other changes

- **Supply side statistics**
  - freshness of the data: shorter transmission deadlines
  - set of core indicators to be transmitted after 8 weeks
  - introduction of bedroom occupancy rate
  - clearer reference to industry classification (NACE)

- **Demand side statistics**
  - freshness of the data: shorter transmission deadlines
  - transmission of micro-data (before: aggregated tables)
  - more info on the visitor profile, the organisation of trips and the trip expenditure

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Statistics on domestic tourism in the EU
main sources

- **Accommodation statistics**
  - Residents spending overnight stays at (rented) accommodation establishments (formerly "collective" accommodation establishments)
  - Cover the core sector of the tourism industry
  - Relatively timely data
  - Include business tourism
  - Allow for detailed regional breakdowns

% In most EU Member States the main or only source for statistics on capacity and occupancy
Statistics on domestic tourism in the EU
main sources (2)

- **Household surveys**
  - Residents reporting on their trips, including domestic trips
  - Cover all trips, regardless of the type of accommodation
  - Regional breakdowns often available nationally but not transmitted to Eurostat
  - Often limited to persons aged 15 and over
  - *In most EU Member States the main or only source for statistics on tourism demand*

Statistics on domestic tourism in the EU
other sources

- **Visitor surveys**
  - Often in the form of border surveys or Departure/Entry info
    - by definition not suitable for measuring domestic tourism
    - in general not very useful in EU context
      - (many border crossings, Schengen agreement, etc.)
    - *Used in very few Member States (mainly the 'islands')*
  - Visitor surveys at local level (cities, attractions, ...)
    - Difficult to provide harmonised, comparable information
    - *Not used for official tourism statistics at European level*
Further information

Contact
Eurostat Unit F6 - Information Society and Tourism Statistics

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Data
✓ All data is available on the Eurostat website, including estimates of employment in tourism (from LFS)
✓ Dedicated section on Tourism Statistics:
  http://ec.europa.eu/eurostat/tourism