Methodological issues concerning domestic same-day trips in Austria

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What is a same-day trip?

**Definition**

A **SAME-DAY TRIP** is defined as any trip outside the usual environment (municipality of residence) for leisure or business reasons without an overnight stay.

Same-day trips for **leisure** reasons include excursions, visits and shopping tours outside the municipality of residence.

Daily trips for vocational and/or **business** reasons are considered same-day trips for business purposes.

**ROUTINE** and **RECURRENT TRAVEL** (= every second week on average or more frequently) should be **EXCLUDED**.

Travel activities to maintain normal life (e.g. doctor appointments, government authorities,...) should also be **EXCLUDED**.
Coverage

Austrian population (>15 years)

Leisure and business same-day trips

Domestic

Outbound

Number of trips for leisure and business purposes

Number of trips for leisure and business purposes

Destination, month, travel motive, means of transport, expenditure

Coverage

“True“ same-day visitors
Leaving from and returning to usual place of residence

“Indirect“ same-day visitors
Leaving from and returning to a place where counted as overnight visitor

“In transit“ same-day visitors
Stopover as part of transit travel

“False“ same-day visitors
Lodging in the surrounding area of destination

Not covered – but important from a monetary point of view !!!
Survey design

Sampling → CRR and telephone book
Ex ante information → Info letter
Interviewing phase → CATI
Plausibility checks
Imputation, extrapolation

Sampling procedure

Sampling Frame
- Central Register of Residents
- Official telephone book

Stratified Random Sampling
- “Bundesland“
- Age
- Sex
- Nationality

Sample Size
- Gross sample size: ~13 000
- Individuals with valid telephone number: ~9 000
- Net sample size: ~3 500
**Imputation and extrapolation**

**Imputation of missing and implausible values**
- Quantitative variables: “Mean within groups”
- Qualitative variables: “Nearest neighbor imputation”

**Extrapolation**
- Weighting factors based on Microcensus Survey
- Characteristics considered:
  - “Bundesland” (Federal Province)
  - Age
  - Sex

**Problems and quality of the data**
- Recall problem
- Coverage and bias
- Time restraint
- Sampling error
- Comparability over time with other countries
Results - domestic same-day trips in Austria in 2007

94.3 mn domestic same-day trips in 2007

- Leisure purpose 82%
- Business purpose 18%

+21.4% compared to 2006
+74.4% leisure trips compared to 1993/1994

Sampling error

Missing answers in % of answers available

<table>
<thead>
<tr>
<th>Issue</th>
<th>Quarter 1 2007</th>
<th>Quarter 2 2007</th>
<th>Quarter 3 2007</th>
<th>Quarter 4 2007</th>
<th>Quarter 1 2008</th>
<th>Quarter 2 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of trips for leisure reasons</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
<td>0.3</td>
<td>-</td>
<td>0.2</td>
</tr>
<tr>
<td>Number of trips for business reasons</td>
<td>0.1</td>
<td>0.3</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
<td>0.1</td>
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</table>

Sampling error

<table>
<thead>
<tr>
<th>Issue</th>
<th>Total 2007</th>
<th>Standard error</th>
<th>CI 95% low</th>
<th>CI 95% high</th>
<th>Sampling error in %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of trips for leisure reasons</td>
<td>77 436 782</td>
<td>1 294 770</td>
<td>74 898 850</td>
<td>79 974 714</td>
<td>3</td>
</tr>
<tr>
<td>Number of trips for business reasons</td>
<td>16 888 540</td>
<td>837 288</td>
<td>15 257 337</td>
<td>18 539 742</td>
<td>10</td>
</tr>
</tbody>
</table>
Comparability

Example: Expenditures per person on same-day trips ¹)

<table>
<thead>
<tr>
<th>Sources</th>
<th>2003</th>
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</thead>
<tbody>
<tr>
<td>Statistics Upper Austria</td>
<td>€ 44.00</td>
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<tr>
<td>IMC Survey 2003</td>
<td>€ 75.37</td>
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<tr>
<td>Quellortbefragung 2003</td>
<td>€ 37.37</td>
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<tr>
<td>Manova</td>
<td>€ 31.80</td>
</tr>
<tr>
<td></td>
<td>€ 27.30</td>
</tr>
</tbody>
</table>

Different surveys - different results !!!

¹) Source: Ausflugsziele in Niederösterreich. ecoplus Niederösterreichs Wirtschaftsagentur GmbH

Quality assurance

DATA COLLECTION
- Info letter
- Respondent service
- Interviewing training
- Supervision

DATA PROCESSING
- CATI
- Plausibility checks
- Imputation

RESULTS
- Check change to prev. years, comparison with other data sources (travel surveys...)
- Integration into Austrian System of Tourism Statistics
Future outlook

Variables to be transmitted according to the proposed EU regulation

Number of domestic same-day visitors (15+)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Professional purpose</th>
<th>Private purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>Mkt.</td>
<td>Female</td>
</tr>
<tr>
<td></td>
<td>15+</td>
<td>15+</td>
</tr>
<tr>
<td></td>
<td>12-14</td>
<td>12-14</td>
</tr>
<tr>
<td></td>
<td>15-24</td>
<td>15-24</td>
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<tr>
<td></td>
<td>15+</td>
<td>15+</td>
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<td>12-14</td>
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<td></td>
<td>15-24</td>
<td>15-24</td>
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<tr>
<td></td>
<td>15+</td>
<td>15+</td>
</tr>
</tbody>
</table>

Expenditure of domestic same-day visitors (15+)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Professional purpose</th>
<th>Private purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Optional: Means of transport