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information





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**Methodological issues
concerning domestic same-
day trips in Austria**

*UNWTO Capacity Building Programme on Tourism Statistics 2008-2009
Workshop II, 2 – 5 December 2008, Vienna*

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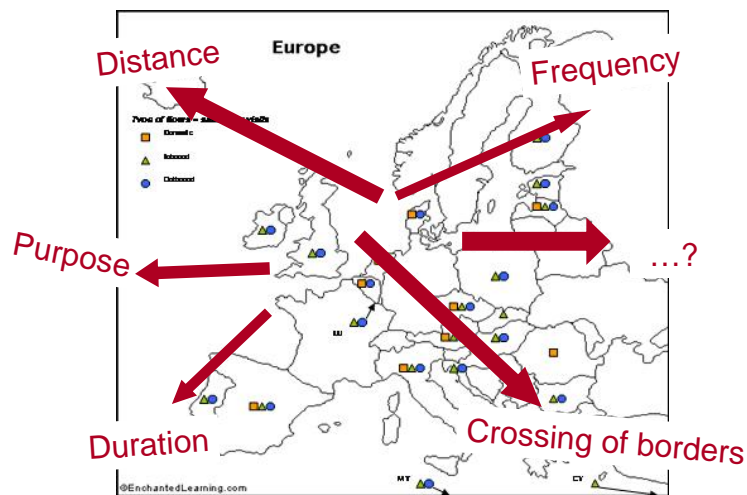
Overview

- ✓ Definition of “same-day tourism”
- ✓ Coverage
- ✓ Survey design
- ✓ Problems and quality of the data
- ✓ Quality assurance
- ✓ Future outlook




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What is a same-day trip?



Definition



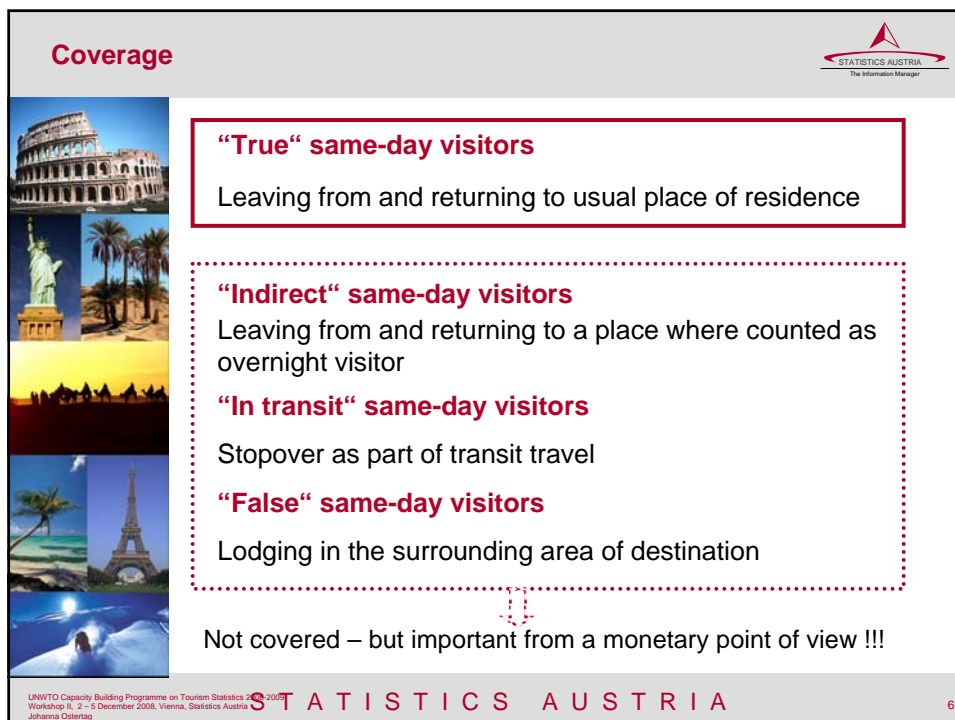
A **SAME-DAY TRIP** is defined as any trip outside the usual environment (municipality of residence) for leisure or business reasons without an overnight stay.

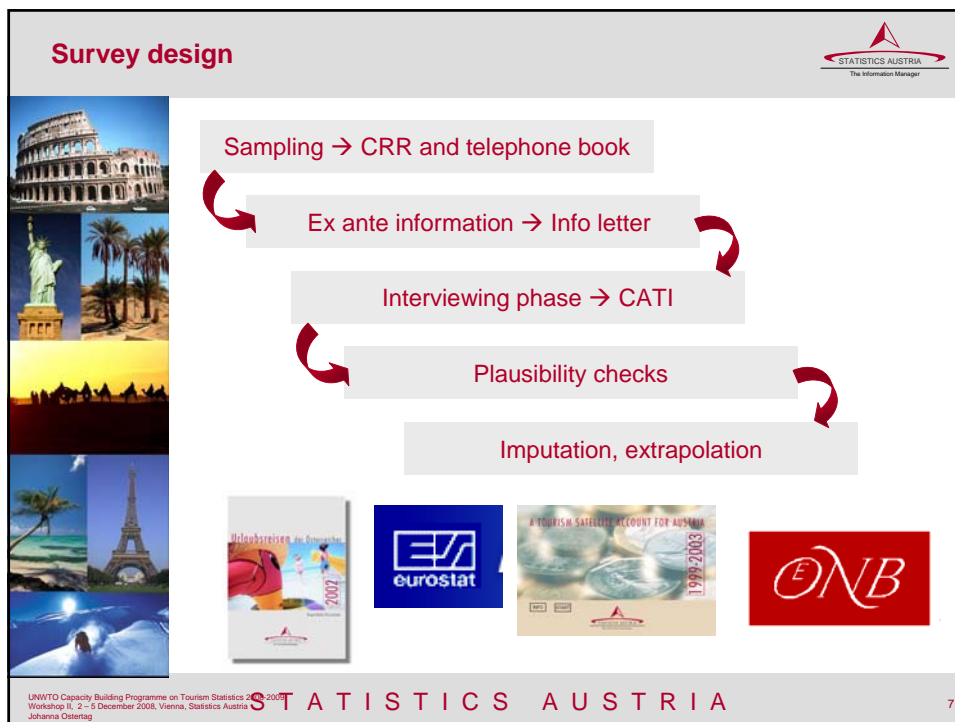
Same-day trips for **leisure** reasons include excursions, visits and shopping tours outside the municipality of residence.

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**.






Sampling procedure



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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

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Imputation and extrapolation



Imputation of missing and implausible values

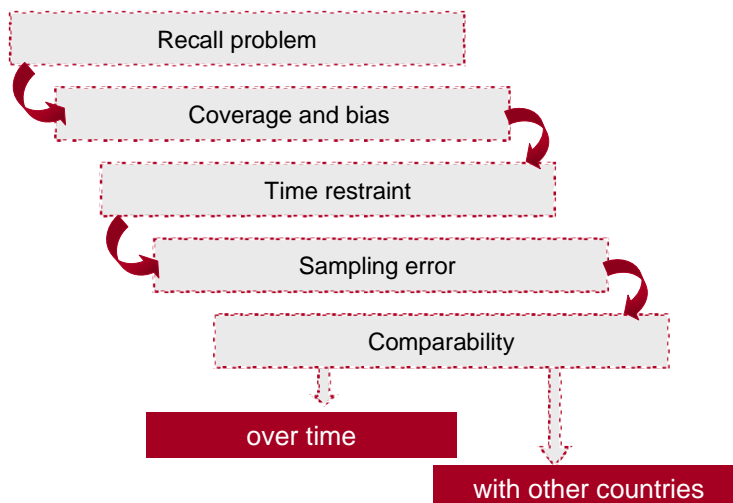
- Quantitative variables: "Mean within groups"
- Qualitative variables: "Nearest neighbor imputation"

10784.36
5.78
2.719372
9 ÷ 1

Extrapolation

- Weighting factors based on Microcensus Survey
- Characteristics considered:
 - "Bundesland" (Federal Province)
 - Age
 - Sex

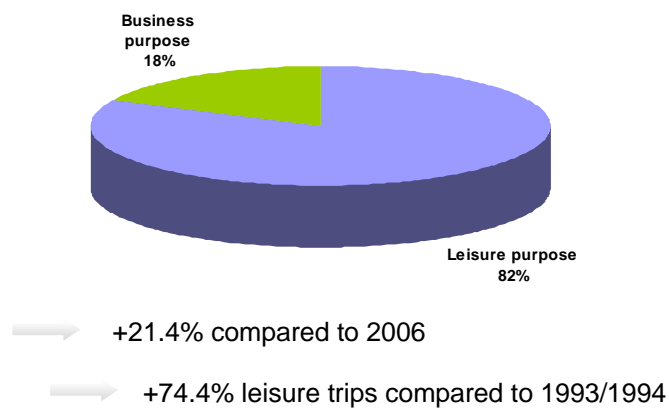
Problems and quality of the data



Results - domestic same-day trips in Austria in 2007



94.3 mn domestic same-day trips in 2007



Sampling error



Missing answers in % of answers available

Issue	Quarter 1 2007	Quarter 2 2007	Quarter 3 2007	Quarter 4 2007	Quarter 1 2008	Quarter 2 2008
Number of trips for leisure reasons	0.2	0.2	0.2	0.3	-	0.2
Number of trips for business reasons	0.1	0.3	0.1	0.1	0.1	0.1

Sampling error

Issue	Total 2007	Standard error	CI 95% low	CI 95% high	Sampling error in %
Number of trips for leisure reasons	77 436 782	1 294 770	74 898 850	79 974 714	3
Number of trips for business reasons	16 898 540	837 288	15 257 337	18 539 742	10

Comparability



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

Sources	2003
Statistics Upper Austria	€ 44.00
IMC Survey 2003	€ 75.37
Quellortbefragung 2003	€ 37.37
Manova	€ 31.80
	€ 27.30



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+)

Destination	Professional purpose	Private purpose													
	Total	Male							Female						
		<15 15-24	25-34	35-44	45-54	55-64	65 or more	<15 15-24	25-34	35-44	45-54	55-64	65 or more		
Domestic															

Expenditure of domestic same-day visitors (15+)

Destination	Professional purpose					Private purpose				
	Number of same-day visits	Total expenditure				Number of same-day visits	Total expenditure			
		Transport	Shopping	Restaurants	Other		Transport	Shopping	Restaurants	Other
Domestic										

Optional: Means of transport

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