Domestic tourism statistics in Romania

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What activities has been undertaken and recent development since workshop II?

I. **New** (demand side) **pilot survey on same-day trips** (TOUR_SDT)

II. Carrying out (from supply-side) the new yearly survey for travel agencies (having also data on domestic tourism)
I. New (demand side) pilot survey on same-day trips (TOUR_SDT)

- Funded by EU funds (PHARE RO 2006/018-147.03.09 – Continuous development of Romanian statistics - component 1 Tourism Statistics)
- Joint project on behalf of INS carried out by CERME* (logistics & field activity) and benefited from external expertise - Icon Institute Germany
- Household survey (~8,600 households) specially focused on same day trips (domestic and outbound)
- Technique - face to face interviews
- Use the same sampling procedures as ACTR** survey
- Carried out quarterly in two waves (April – Q1, July – Q2)
- Starting with 2010 planned to be introduced as a separate module within ACTR survey

* - Romanian Centre for Economic Modeling
** - Survey on Tourism Demand of Residents (implemented regularly in Romania since 2003)

I. New (demand side) pilot survey on same-day trips (TOUR_SDT) (cont.)

For semantic purposes naming SDT as a trip without overnight stay

Key issue – defining same-day trip as a filter (in the beginning in the questionnaire) by 4 conditions to be met (all of them being mandatory):
- Trip to be occurred outside the municipality the person currently lives
- Longer than 3 hours and without overnight stay
- Not to be regularly undertaken (at least once per week) (excluding commuters, pupils and students etc.)
- Not to maintain the daily living (excluding drivers, shopping to malls etc.)
I. New (demand side) pilot survey on same-day trips (TOUR_SDT) (cont.)

Variables included in the survey:
- characteristics of household (age, occupation, sex, education)
- number of same-day trips
- purpose of trip
- means of transport (by 2 categories – one way, return)
- destination locality within the country (with separate identification of neighbouring locality)
- expenditures related to the same-day trip by categories (including pre-trip expenditures):
  - Transport
  - Restaurant and similar
  - Purchasing F&B from retail trade
  - Purchasing valuables (snow-mobiles, ATVs and other terrain vehicles, cars, sailboats and yachts etc.)
  - Renting valuables
  - Purchasing other consumer goods (clothing, footwear, souvenirs etc.)
  - Cultural, sports and leisure activities
  - Other expenditures (to be specified)

II. Carrying out (from supply-side) the new yearly survey for travel agencies (having also data on domestic tourism)

Precious data relating to domestic activity of travel agencies & tour operators in 2008:
- non-monetary variables:
  - Number of tourists (416,541 TO; 21,103 TA)
  - Number of tourists by tourist destinations
    - Seaside
    - River cruise
    - Sea cruise
    - Danube Delta
    - Cultural tourism
    - Religious pilgrimage
    - Mountains
    - Other areas
  - % of domestic from total sales of packages (31.2% TO; 47.6% TA)
  - separately breakdown for tour operators and travel agencies
- structure of tourist package (%):
  - Accommodation
  - F&B
  - Transport
  - Culture and recreational services
  - Other services
  - The commission of the travel agencies/tour operators
Thank you for your attention!

Questions are welcome

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