Outbound 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 outbound tourism)
I. New (demand side) pilot survey on same-day trips (TOUR_SDT)

- Funded by EU funds (PHARE RO 2006/018-147.03.09 – Project 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)
  - period (month) when the SDT took place
  - number of same-day trips
  - purpose of trip
  - means of transport (by 2 categories - one way, return)
  - destination country
  - 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 outbound tourism)

- Precious data relating to outbound activity of travel agencies & tour operators in 2008:
  - non-monetary variables:
    - Number of tourists (712,031 TO; 27,744 TA)
    - Number of tourists by countries of destination (the first 10 countries upon receipt)
    - % of outbound from total sales of packages (65.3% TO; 55.0% 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

- Main finding: OUTGOING is the dominant component of travel agencies’ activity in Romania:
  - 55.7% share of outbound tourists in total number of tourists registered by TO
  - 48.6% ~ by TA
Thank you for your attention!

Questions are welcome

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