

Johanna Ostertag

# Measuring tourism in all forms of accommodation

The Austrian experience

UNWTO SCBP Workshop IV, Vienna, 18-20 November 2009

We are moving information

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## Overview

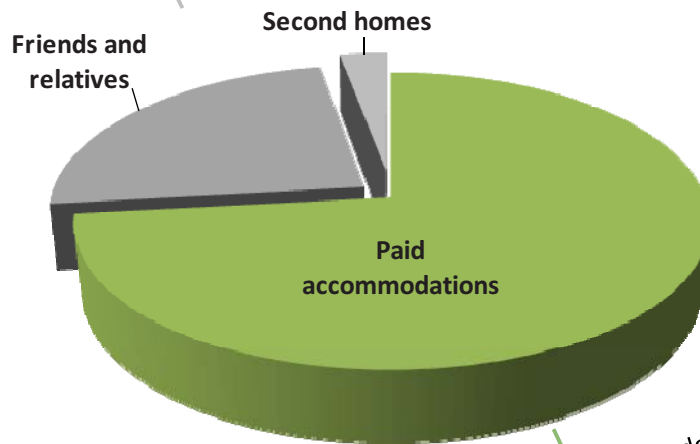
- ✓ Background
- ✓ Calculation / Estimation
- ✓ Results
- ✓ Plausibility
- ✓ Conclusion



## Background



estimations needed for TSA, TBoP, ...



available from accommodation statistics

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## Calculation / Estimation



Nights spent by **Austrians** with **friends and relatives** in Austria



HHS

Nights spent by **Austrians** at **second homes** in Austria



HHS

Nights spent by **non-resident guests** with **friends and relatives** in Austria



Added questions to HHS

Nights spent by **non-resident guests** at **second homes** in Austria



Assumption: non-resident guests behave in Austria like the Austrians abroad concerning trips to second homes

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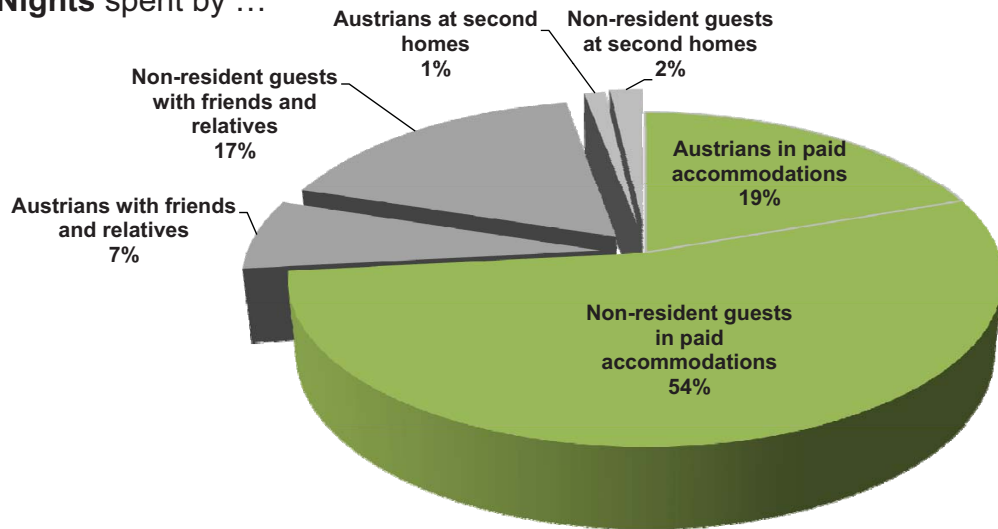
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## Results



### Nights spent by ...



→ ~ 173 mn nights

→ ~ 27% of the nights spent in non-paid accommodations

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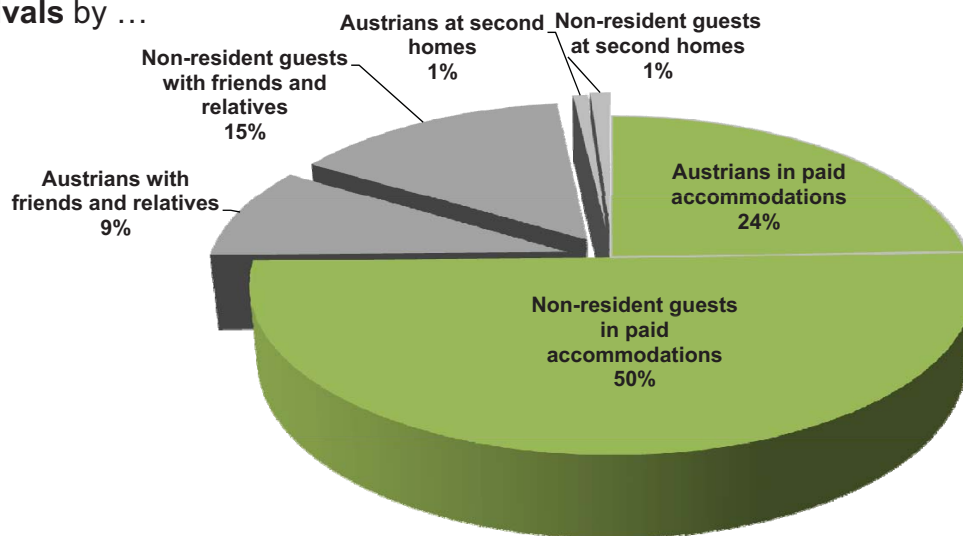
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## Results



### Arrivals by ...



→ ~ 44 mn arrivals

→ ~ 25% of the arrivals stay in non-paid accommodations

→ ~ duration of stay: VFR 4.0 nights, second homes 6.3 nights

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## Plausibility



- Sample error of the HHS data
- T-MONA
- Eurostat database
- Mirror data
  - Data availability and quality →
  - Ratio arrivals and nights →
  - Ratio second homes and VFR →
  - Ranking →
  - Level →
- ZMR
  - People registered vs number of trips/arrivals

Cyprus  
Finland  
Germany  
Greece  
Hungary  
Ireland  
Netherlands  
Slovenia

Czech Republic  
Latvia  
Lithuania  
Malta  
Poland  
Spain  
Switzerland  
UK

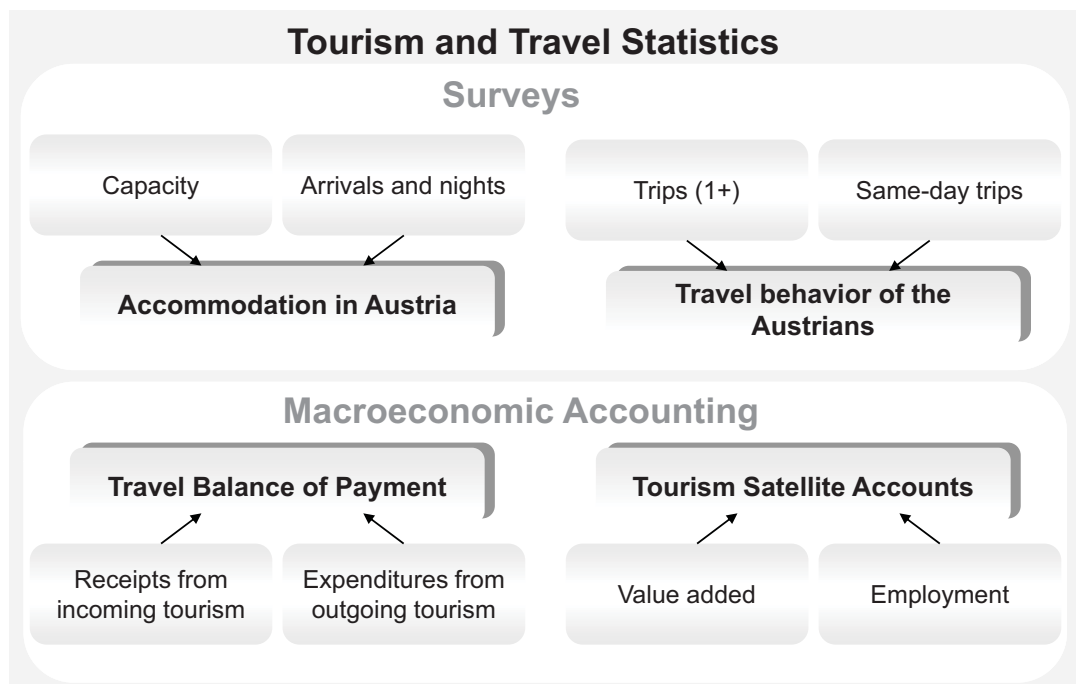
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## Conclusion



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