



Tourism Statistics – Domestic/Outbound Tourism

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Survey on resident travellers (household survey)

- *Frame*: Total number of persons and households in Latvia, based on the Population Census 2000;
- *Sampling*: Simple random sample. The design of sample is two-stage. There are 4 strata – Riga (the capital city), 6 largest cities, other cities and rural areas. The list of Population census 2000 counting areas is used as sampling frame at the first stage. All territory of Latvia was divided in small territories – counting areas during the Population census 2000. The list contains information about the number of households in each counting area. Statistical register of dwellings/households is used as sampling frame at the second stage;
- *Data collection principles*: Personal and telephone interviews (CATI) using a questionnaire;



Survey on resident travellers (household survey)

- Each household member is interviewed;
- Expenditures – Q: total expenditures - number of persons in travel party (average expenditures pp calculated afterwards);
- Imputation of expenditures – if person don` t want to tell or can` t remember;
- Number of trips and travellers for domestic and outbound tourism are calculated 4 times per year – each quarter;



Classification of recreation trips for domestic tourism

- The trips outside usual environment with main purpose to spend holidays, weekend or yearly vacations.
- Suggestional questions for interviews to help respondents recall their trips:
 - Did you go to the holiday home? Did you go to the theatre or sport activity/concert? Did you go to Spa? Did you visit your friends or relatives?



Outbound tourism

- What was the main purpose for your trip?
 - Business;
 - Visiting friends and relatives;
 - Shopping;
 - Leisure;
 - Recreation, health resort;
 - Sport and leisure activities;
 - Studies;
 - Other reason;



Developments in 2009/2010

- Definition of usual environment updated with real life examples to ensure better understanding for interviewers and therefore respondents;
- The changes and improvements introduced and planned to introduce have been widely discussed at Interagency Working group and with other partners (associations);



Developments in 2009/2010

- Expenditures available in detail for domestic travelers since 2009 (changes in questionnaire);
- The same structure for expenses is applied for Border survey and Household survey (includes Domestic tourism);
- The definition of usual environment changed – administrative borders removed practically, rural municipality, city – the smallest administrative unit as usual environment;



Domestic Tourism – initiatives from seminar

- Frequency of trip – should consider in combination with administrative border;
- Duration of trip – not used because it is not relevant in our country;
- Crossing of administrative borders – switch from districts to rural municipalities;
- Distance from place of usual residence – no distance criteria applied in order not to loose number of trips;
- Mathematical methods, calculations used to impute expenses for the missing values;



Domestic/Outbound Tourism – future developments

- Sample size increased and separated from Labour Force survey;
- Regions near borderland should be covered more (villages, cities near the border);
- Looking forward to create more precise traveler profile in accordance with the upcoming New EU Regulation in tourism statistics;



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Thank You for your attention!

