



Domestic tourism statistics: main challenges

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Domestic tourism statistics: Sources

- Households Survey
- Accommodation Services Survey

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Domestic tourism statistics: Households survey

Population:

The survey encompasses the population of the country travelling within its borders but outside local municipality. The target population of the survey is the population of the country aged 15 and older.

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Domestic tourism statistics: Households survey

Sampling:

- Each quarter 5.3 thousand households are sampled from the Residents' Register using a random sampling method.*
- Each quarter rotation of the sample is carried out as a result of which 25 per cent of households are replaced by new ones.*

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Domestic tourism statistics: Households survey

Frame:

- During the survey each household member aged 15 and older is interviewed.
- During the year 2008 52.8 thous. residents were interviewed.

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Domestic tourism statistics: Households survey

Questionnaire:

- The Domestic Tourism Survey questionnaire 2008 and 2009 consists of questions on the previous month's trips.

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Domestic tourism statistics: Households survey

Groups of population

- 6 age groups (15–24, 25–34, 35–44, 45–54, 55–64, 65 and older);
- 2 groups by sex (women and men);
- 10 groups by county;
- the urban and rural population.

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Domestic tourism statistics: Households survey

THE NUMBER OF TRIPS OF LOCAL TOURISTS: METHODOLOGY

Statistical data sources

The number of trips of local tourists is calculated based on the data of the local tourism survey TUR-03 received from face-to-face interviews with respondents, population estimates (by sex, county and place of residence (urban/rural area), age groups) provided by the Population Statistics Division of Statistics Lithuania, data of the central database of the Residents' Register.

Methods applied

A sampling method is applied for the survey by the calibration of sample design weights. A sample element is a trip of Lithuania's inhabitant (tourist) over 15 years of age in Lithuania. The survey sample is about 20000 persons.

Additional statistical data used

Additional statistical data of census surveys on accommodation establishments (statistical survey on sanatoriums and/or rehabilitation centres SAN-01, statistical survey on accommodation services HOT-01, statistical survey on farmsteads TUR-01) are used.

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Domestic tourism statistics: Households survey

THE NUMBER OF TRIPS OF LOCAL TOURISTS: METHODOLOGY

Accuracy

Period	First publication of information	Non-response rate, questionnaires, %	Non-response rate, data, %	Number of imputed values, %	Coefficient of variation, %	Confidence interval
I quarter 2008		25.9	-	-	3.3	-
II quarter 2008		23.5	-	-	2.9	-
III quarter 2008		19.8	-	-	2.5	-
IV quarter 2008		15.5	-	-	3.5	-
I quarter 2009		13,6	-	-	3,4	-
II quarter 2009		13,5	-	-	3,1	-

As we can see, non-response rate decreased significantly

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Domestic tourism statistics: Households survey

Trips might have been taken:

- by individuals alone,
- by travel parties of individuals belonging to the same household.

All persons of household, which participated in sample, presented the answers during survey and presented self expenditure.

If all family traveled, expenditures of trip is presented separately by persons. (Questionnaire filled for each person of family separately).

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Thank you