



Measuring Inbound Tourism in Lithuania

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The biggest challenge:

- Measurement of flows of EU-resident inbound visitors at the Schengen-type and not Schengen-type border posts;
- Measurement of flows of non EU resident inbound visitors at the Schengen-type border posts

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The main weakness

- the numbers of visitors are only estimates;
- Survey of flows of the visitors through border posts are performed rather rarely; whereas for better estimates this survey should be performed monthly;
- Survey of flows of the visitors through border posts are performed only to days per month; whereas for better estimates this survey should be performed longer;



The main obstacle

- the lack of financial resources
- collection of statistical data of movement of persons across internal borders of the EU



Population of the statistical survey

The survey covers aliens aged over 15 (non-residents of Lithuania) departing Lithuania. It does not cover diplomats, consulate officers, and persons serving in the armed forces. The element of the sample is a departing alien (a same-day visitor or tourist). The survey is a quarterly survey; quarterly interviews last for seven days.



Parameters estimated

The number
of tourists,
trips,
overnight stays,
travel expenses.

The parameters are estimated broken down by
sex,
age group,
purpose of the trip,
type of accommodation,
mode of transport,
group of overnight stays,
and country of usual residence.



Statistical survey methods:

The statistical survey is conducted using sampling methods. The estimation of parameters is done employing weights of a stratified sampling plan. The survey is conducted at border crossing points and other places of interviews. The border crossing points and other places of interviews are selected with regard to the mode of transport and intensity of visitor flows.

The main statistical data source – a statistical inbound tourism survey.

For the estimation of indicators, the following additional data sources are used: data on guests and overnight stays from a statistical survey on accommodation establishments (Statistical survey on accommodation establishments questionnaire HOT-01, quarterly); data from a statistical survey on visitor flows at border crossing points; monthly information on the number of persons crossing the state border at border crossing points from the State Border Guard Service at the Ministry of the Interior of the Republic of Lithuania.

Primary statistical data are collected through face-to-face interviews, in which a quarterly statistical inbound tourism survey questionnaire, approved by order of the Director General of Statistics Lithuania, is used.



QUALITY DESCRIPTION

Statistical data sources

The number of trips of inbound tourists is estimated based on the data of a statistical survey on inbound tourism questionnaire TUR-04, statistical survey on visitors flows at border crossing points, as well as on the information of the Border Guard Service at the Ministry of the Interior of the Republic of Lithuania on the number of persons crossing the state border at border crossing points, provided to Statistics Lithuania at the end of each month.

Average time spent by a respondent on filling in a statistical survey on inbound tourism questionnaire – 6 minutes.

Methods applied

The statistical survey is carried out by way of using a sampling method, applying a stratified simple random sample plan. A sample element – a trip of a foreigner leaving Lithuania, a survey sample – about 5000 persons.



QUALITY DESCRIPTION

Accuracy

When errors are being estimated, the fact that the size of the population is random is not taken into account. It is considered that the size is constant; therefore, the error estimates obtained are small.
Statistical indicator quality table (updatable values)

Period	Punctuality (date of publication)	Non-response rate, reports, %	Non-response rate, data, %	Number of imputed values, %	Coefficient of variation, %	Confidence interval
2007 I quarter	2008-08-25	-	-	-	0.4	-
2007 II quarter	2008-08-25	-	-	-	0.6	-
2007 III quarter	2008-08-25	-	-	-	0.5	-
2007 IV quarter	2008-08-25	-	-	-	0.4	-
2008 I quarter	2009-07-21	-	-	-	0.9	-
2008 II quarter	2009-07-21	-	-	-	0.5	-
2008 III quarter	2009-07-21	-	-	-	0.6	-
2008 IV quarter	2009-07-21	-	-	-	0.7	-



Thank you