



Outbound tourism statistics: main challenges

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Outbound tourism statistics: Sources

- Outbound survey at border posts
- Survey of flow visitors through border posts

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Outbound tourism statistics: survey at border posts

Population:

The target population consists of Lithuanian residents who came back from abroad over a quarter. Persons who were departed abroad to work were not included in the survey population.

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Outbound tourism statistics: survey at border posts and in other places

Sampling:

The survey covered trips by all means of transport. Interviews were carried out at the airports of Vilnius, Kaunas and Palanga, the railway stations of Vilnius and Kaunas, the Klaipėda State Seaport, 6 bus stations, 3 travel agencies, a transport cafe, and on 6 road border posts.

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Outbound tourism statistics: survey at border posts

Frame:

-A randomly chosen adult representative of a tourist group was surveyed. Persons aged under 15 did not participate in the survey.

-During the year 2008, 10.4 thousand Lithuanian outbound visitors coming back from abroad were interviewed, of whom 6.1 thousand tourists who had spent at least one night abroad.

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Capacity building Programme on Tourism Statistics, Workshop IV; 18-20 November, 2009; Vienna, Austria

Outbound tourism statistics: survey at border posts

METHODOLOGY

The statistical survey is conducted using a sampling method, employing a stratified simple random sampling design. A sample element – a trip of a Lithuanian resident aged over 15 returning from abroad (a same-day visitor or tourist). 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.

For the estimation and analysis of results, SAS and CLAN software, meant for the calculation of estimates and their errors, is used.

The results obtained are compared with respective administrative data: the number of trips and overnight stays is compared with the data from statistical surveys on travel agencies and tour operators.

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

Statistical data are collected through face-to-face interviews, in which a quarterly statistical outbound tourism survey questionnaire, approved by order of the Director General of Statistics Lithuania, is used. For the estimation of indicators, the following additional data sources are used: data from the State Border Guard Service at the Ministry of the Interior of the Republic of Lithuania, data from a statistical survey on visitor flows at border crossing points, and data from a statistical survey on tourism enterprises.

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Outbound tourism statistics:

Outbound trips include same-day trips and trips with one or more nights. Trips might have been taken: by individuals alone, by travel parties of individuals belonging to the same household. Expenditure of the children under 15 years old is included.

-There are questions in the questionnaire :

- How many people (including yourself) covered these expenses?

- - - of which number of children under 15“

-Average expenditure of person during the trip has been estimated:

-Total amount of expenses are divided by number of people (including children) who these expenses cover.

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Thank you

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