Overview

- Tourism and Travel Statistics STAT
- Quarterly sample surveys on holiday and business trips
  - Coverage
  - Survey design
  - Advantages, weaknesses & challenges
  - Quality assurance
- Conclusions
Tourism and Travel Statistics STAT

Accommodation capacity
Arrivals & overnight stays
Trips with overnight stay
Same-day trips

Travel Behavior of Austrians

Travel Balance of Payments
Tourism-Satellite Accounts

Income from incoming travel
Spending on outgoing travel
Value added
Labour force

Coverage

Austrian population (>15 years)

Holiday and business trips

Overnight stays
Same-day trips

Domestic and outbound

Purpose of trip, month of departure, length of stay, destination, organization, means of transport, accommodation, travel group (household members), expenditure

Domestic: Number of trips for holiday and business purposes
Outbound: Purpose of trip, month, destination, means of transport, travel group (household members), expenditure
What is tourism?

“Tourism refers to the activity of visitors.”

“A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. These trips taken by visitors qualify as tourism trips.”

... certain area around the place of residence plus all places visited rather frequently ...
Coverage

A SAME-DAY TRIP is defined as any trip outside the usual environment (municipality of residence) for leisure or business reasons without an overnight stay.

Same-day trips for leisure reasons include excursions, visits and shopping tours outside the municipality of residence.

Daily trips for vocational and/or business reasons are considered same-day trips for business purposes.

ROUTINE and RECURRENT TRAVEL (= every second week on average or more frequently) should be EXCLUDED.

Travel activities to maintain normal life (e.g. doctor appointments, government authorities) should also be EXCLUDED.

Coverage

“True” same-day visitors
Leaving from and returning to usual place of residence

“Indirect” same-day visitors
Leaving from and returning to a place where counted as overnight visitors

“In transit” same-day visitors
Stopover as part of transit travel

“False” same-day visitors
Lodging in the surrounding area of destination

Not covered – but important from a monetary point of view
Survey design

Sampling → CRR and telephone book

Ex ante information → Info letter

Interviewing phase → CATI

Plausibility checks

Imputation, extrapolation

Advantages

Advantages

VFR and trips to owned dwellings are covered

Same-day tourism and business tourism is covered

Sample is amenable for extrapolations

Highly informative information that is open to all kinds of analyses (e.g. profile of the trips and tourists)

Preconditions

Full register of residents

Telephone book

Budget to cover the field work

Legal basis
Weaknesses & challenges

- Recall problem
- Coverage and bias
- Time restraint
- Comparability
- Sample error

Quality assurance

DATA COLLECTION

DATA PROCESSING

RESULTS

Integration into Austrian System of Tourism & Travel Statistics
Quality assurance

**DATA COLLECTION**

- Info letter & respondent service
- Pre-tests (e.g. expenditure questions based on all hh-members)
- Comprehensive compendium with examples
- Agent training
- Supervision & immediate interaction
- Reporting system on agent level
- No incentives for agents
- Inform agents about quality checks
- Interviews during the morning and afternoon
- Integrated plausibility checks (CATI)
- Access to micro data files

Quality assurance

**DATA PROCESSING**

- Closed questions only
- Additional plausibility checks (e.g. expenditure minimums)
- Imputation of missing and implausible values
- Cushion
Quality assurance

- Macro-plausibility check
- Accept limits of sample
- Avoid pseudo-accuracy

To prevent misinterpretations and improve confidence in figures, document and try to quantify problems!

Documentation of the Austrian sample survey (in German):
http://www.statistik.at/web_de/statistiken/tourismus/resegewohnheiten/dokumentationen.html

Comparison of nights spent by residents in commercial accommodation establishments
Conclusions

Integrated System of Tourism & Travel Statistics

Quarterly sample surveys on holiday and business trips
Capacity Building Programme

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