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Statistics Austria
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Measuring tourism demand in household surveys
Questionnaire design and technical issues
Capacity Building, WS III, Baku 2013

About me

Jürgen Weiss

Education
• MA in Tourism Economics (University of applied Sciences Vienna)
• BA and MA in Political Science (University of Vienna)

Profession
• Head of Tourism and Travel Statistics – Statistics Austria: Responsible for compilation of Tourism Statistics and Travel Item of Balance of Payments

International
• TAIEX Expert in Tourism and Balance of Payments Statistics

Teaching
• Lecturer in economics (University of Applied Sciences in Vienna, Bachelor’s programme)
Tourism and Travel Statistics STAT

Quarterly sample surveys on holiday and business trips
- Coverage
- Survey design
- Advantages, weaknesses & challenges
- Quality assurance

Conclusions
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?

Source: EUROSTAT, The collection of statistical information on same day travelers/visits, Luxembourg 2008
Coverage

“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.” UNWTO

... 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

www.statistik.at  slide 9  7-9 November 2012

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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

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

RESULTS

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

To prevent misinterpretations and improve confidence in figures:

**document and try to quantify problems!**

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Quality assurance

Comparison of nights spent by residents in commercial accommodation establishments

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