Annex 10. Spain’s “Domestic and outbound tourism survey” (FAMILITUR)

Most of household surveys designed for tourism statistics purposes, share with HI/ES survey methodology: a stratified sample using a demographic (size of habitat) and socio-economic criteria.

An interesting case study is Spain’s Domestic and Outbound Tourism Survey (FAMILITUR) which has been transformed in a panel type survey in order to fulfil the information requirements of the European Directive on tourism statistics by which EU Members are obliged to provide Eurostat with quarterly and annual figures on activity of resident visitor in their country of residence.

As mentioned in a methodological reference of this survey, “no document of the European Statistical Office (Eurostat) makes any mention of the methodology that should be used for drawing up the surveys, leaving it up to each country to makes its own decision on the method to be used. The Directive asks for information on the number of trips (with overnight stay) made by residents in Spain and the basic characteristics thereof; but information also has to be sent on Spanish “travellers” and their characteristics. “Travellers” are understood to be persons making at least one trip during the study period, i.e. what we are dealing with here is a longitudinal analysis of the tourism behaviour of the resident population. It was precisely the need of drawing up this indicator that prompted us to choose a household panel for obtaining this information. This method, insofar as it is a household survey, provides information on the total population and insofar as it is a panel type statistic it also provides very robust information on the evolution of the indicator.”

1 Is an ongoing survey (the 10,800 households are interview every four months) drawn by the Instituto de Estudios Turísticos, the specialized body of the Spanish Tourism Administration who is responsible for the main demand side tourism surveys in Spain


3 Tables 16 and 17 of Section C of Directive 95/57/EC ask for information on the number of persons making trips inside Spain or abroad or both during the reference period. This then has to be crossed against diverse demographic and travelling characteristics. The data relates to people not movements. This means that the sum of the population making trips inside Spain, abroad or both plus the non-travelling population has to add up to the total resident population in Spain.

4 Consideration should be given to the fact that, while the variable “trips” has an additive character, the variable “travellers” calls for a longitudinal analysis to be able to obtain information on the various reference periods in a joint manner, i.e., it cannot be summed. Indeed the number of trips of two months is the sum of the trips of month 1 plus the sum of the trips of month 2. The number of persons making trips during the two months, however (the travellers) is not the sum of the travellers of month 1 and the travellers of month 2, since there might be people who have made a trip in the two months and would hence be counted twice if the two months were summed. The calculation of the number of travellers corresponding to a reference period longer than one month therefore calls for a longitudinal analysis and the best way of doing so is a panel type survey.