Survey related to domestic and outbound tourism

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Tourism Demand

Quarterly survey on domestic and outbound holiday and business trips
Overview day 1
✓ Legislative basis
✓ Coverage
✓ Survey design
✓ Results

Overview day 3
✓ Problems and quality of the data
✓ Quality assurance
✓ Results
Legislative and methodological basis

National
• Federal Statistics Act 2000
• Decree on Tourism Demand Statistics 2003

International
• EU-Directive on Tourism Statistics 1995
• Recommendations on Tourism Statistics (UNWTO)
• Community Methodology (EU)

Coverage

Austrian population (>15 years)

Holiday and business trips

Overnight stays

Same-day visits

Domestic and outbound

Destination, month, travel motive, length of stay, means of transport, accommodation (incl. free of charge), expenditure

Domestic: Number of trips for holiday and business purposes

Outbound: Destination, month, travel motive, length of stay, means of transport, expenditure

Conducted in-house by CATI
Survey design

Sampling → CRR and telephone book

Ex ante information → Info letter

Interviewing phase → CATI

Plausibility checks

Imputation, extrapolation

Sampling Procedure

Sampling Frame
- Central Register of Residents („Zentrales Melderegister“)
- Official telephone book

Stratified Sampling Procedure
- „Bundesland“ (=federal province)
- Age
- Sex
- Nationality

Sample Size
- Gross sample size: ~13 000 individuals
- Individuals with valid telephone number: ~7 500
- Net sample size: ~3 500 individuals (realized interviews)
Sampling Procedure

Stratified Sampling Procedure – the idea:

<table>
<thead>
<tr>
<th></th>
<th>male</th>
<th>female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burgenland</td>
<td>137.063</td>
<td>143.194</td>
</tr>
<tr>
<td>Carinthia</td>
<td>271.225</td>
<td>289.182</td>
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<tr>
<td>Lower Austria</td>
<td>889.341</td>
<td>916.333</td>
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<tr>
<td>Upper Austria</td>
<td>587.217</td>
<td>616.701</td>
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<tr>
<td>Styria</td>
<td>342.266</td>
<td>358.161</td>
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<td>Tyrol</td>
<td>186.131</td>
<td>184.809</td>
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<tr>
<td>Vorarlberg</td>
<td>794.935</td>
<td>869.311</td>
</tr>
<tr>
<td>Vienna</td>
<td>3.037.171</td>
<td>3.261.752</td>
</tr>
</tbody>
</table>

Austria Total: 8.298.923

Imputation and extrapolation

Imputation of missing and implausible values
- Quantitative variables: „Mean within groups“
- Qualitative variables: „Nearest neighbor imputation“

Extrapolation
- Weighting factors based on Microcensus Survey
- Characteristics considered:
  - „Bundesland“ (Federal Province)
  - Age
  - Sex

Imputation and extrapolation

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  - Sex
Results 2007

Domestic Tourism

Domestic holiday trips by destination 2007

8,12 mio. domestic holiday trips

Salzburg 14,1%
Upper Austria 13,1%
Styria 21,7%
Vienna 8,2%
Tyrol 10,2%
Vorarlberg 2,8%
Burgenland 6,9%
Carinthia 13,2%
Roundtrips 0,2%
Domestic holiday trips by accommodation 2007

- Private accommodation free of charge: 35.8%
- Other collective tourist accommodation establishments: 8.8%
- Private rental accommodation: 12.6%
- Specialized accommodation establishments: 0.4%
- Hotels and similar establishments: 42.3%

8,12 mio. domestic holiday trips

Domestic holiday trips by transport 2007

- Car: 80.1%
- Train: 14.1%
- Bus: 4.6%
- Plane: 0.0%
- Ship: 0.0%
- Other: 0.9%

8,12 mio. domestic holiday trips
Tourism Demand

Quarterly survey on domestic and outbound holiday and business trips
Overview

- Problems and quality of the data
- Quality assurance
- Results

Problems and quality of the data

- Retrospective survey design → memory factor
- Long trips
- Comparability
- Bias
- Definitions
- Sample error
- Interview length
Problems and quality of the data

Retrospective survey design → recall bias
Linkage with telephone book
Individuals with high travel intensity not easy to reach
Sample error
Interview length
Long trips
Age of respondents
Comparability

Quality assurance

DATA COLLECTION
- Info letter
- Respondent service
- Interviewing training
- Supervision

DATA PROCESSING
- CATI
- Plausibility checks
- Imputation

RESULTS
- Change to prev. years
- Comparison with other data sources:
  - accommodation statistics (inbound)
  - mirror statistics (outbound)
  - business data
Quality assurance results - domestic

1st possibility: compare absolute values
Nights in hotels and similar establishments 2007

<table>
<thead>
<tr>
<th>Survey</th>
<th>Accommodation statistic</th>
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</thead>
<tbody>
<tr>
<td>18.309.047</td>
<td>21.035.533</td>
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<tr>
<td>Deviation</td>
<td>13,0%</td>
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</table>

2nd possibility: compare changes
Nights in hotels and similar establishments 2006/2007

| Deviation | 3,8% | +4,6 |

Quality assurance results – outbound

1st possibility – compare absolute figures
Nights in hotels and similar establishments in 2006

<table>
<thead>
<tr>
<th>Survey</th>
<th>New Cronos</th>
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<tbody>
<tr>
<td>Italy</td>
<td>6.353.124</td>
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<td>Germany</td>
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<td>Croatia</td>
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<td>Spain</td>
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<td>Greece</td>
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<tr>
<td>Hungary</td>
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<tr>
<td>France</td>
<td>764.401</td>
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<tr>
<td>Czech Republic</td>
<td>451.061</td>
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<tr>
<td>Deviation</td>
<td>32 %</td>
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<tr>
<td></td>
<td>74 %</td>
</tr>
<tr>
<td></td>
<td>39 %</td>
</tr>
<tr>
<td></td>
<td>150 %</td>
</tr>
<tr>
<td></td>
<td>92 %</td>
</tr>
<tr>
<td></td>
<td>62 %</td>
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<tr>
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<td>97 %</td>
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<tr>
<td></td>
<td>36 %</td>
</tr>
<tr>
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<td>4.810.415*</td>
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<td></td>
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<td>1.761.760</td>
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<td></td>
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<td>387.844</td>
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</table>
Quality assurance results - outbound

2nd possibility – compare changes

Nights in hotels and similar establishments 2005/2006

Survey | New Cronos
---|---
Italy | 19.6 % | 15.2 | 4.4 %
Germany | 28.5 % | 22.7 | 5.8 %
Croatia | 24.2 % | 18.2 | 6.0 %
Spain | 55.4 % | 30.2 | 25.2 %
Greece | 1.6 % | -9.2 | 10.8 %
Hungary | 10.8 % | 9.0 | 1.8 %
France | -7.5 % | -12.8 | 5.3 %
Czech Republic | 15.5 % | 21.8 | -6.3 %

Results 2007

S T A T I S T I C S A U S T R I A
Travel intensity 1) 1969 - 2007 (in %)

1) Share of individuals in the population with at least one main holiday trip (>4 nights).

Holiday trips by travel motive 2007

15,68 mio. holiday trips
Holiday trips by accommodation 2007

- Hotels and similar establishments: 49.4%
- Private rental accommodation: 9.5%
- Specialized accommodation establishments: 1.3%
- Other collective tourist accommodation establishments: 9.9%
- Private accommodation free of charge: 29.9%
- Specialized accommodation establishments: 1.3%

15.68 mio. holiday trips

Seasonality 2007

- Short holiday trips: 15.68 mio.
- Main holiday trips: 4.96 mio.
- Business trips: 4.96 mio.
Results 2007
Outbound Tourism

Outbound holiday trips by destination 2007

Switzerland/Lichtenstein: 2.6%
Croatia: 11.2%
Greece: 5.3%
Spain: 5.6%
Great Britain: 1.9%
France: 3.3%
Czech Republic: 2.1%
Germany: 13.1%
Italy: 20.7%
Other destinations: 20.6%
Egypt: 1.8%
Hungary: 4.9%
Slovenia: 1.9%

7.56 mio. outbound holiday trips
Main holiday trips\(^1\) by destinations 2001 - 2007 (in %)

<table>
<thead>
<tr>
<th>Year</th>
<th>Italy</th>
<th>Croatia</th>
<th>Spain</th>
<th>Greece</th>
<th>Turkey</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>13,1</td>
<td>6,1</td>
<td>8,7</td>
<td>6,2</td>
<td>10,9</td>
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<td>2002</td>
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<td>6,7</td>
<td>8,3</td>
<td>8,5</td>
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<td>2003</td>
<td>12,4</td>
<td>6,3</td>
<td>8,2</td>
<td>8,3</td>
<td>10,3</td>
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<tr>
<td>2004</td>
<td>10,3</td>
<td>8,1</td>
<td>6,0</td>
<td>5,5</td>
<td>11,6</td>
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<tr>
<td>2005</td>
<td>12,8</td>
<td>7,7</td>
<td>6,9</td>
<td>7,2</td>
<td>9,5</td>
</tr>
<tr>
<td>2006</td>
<td>10,6</td>
<td>8,7</td>
<td>5,7</td>
<td>7,3</td>
<td>13,1</td>
</tr>
<tr>
<td>2007</td>
<td>11,7</td>
<td>6,1</td>
<td>4,2</td>
<td>6,0</td>
<td>13,6</td>
</tr>
</tbody>
</table>

\(^1\) Share of main holiday trips (> 4 nights) to one destination compared to all outbound trips.

Outbound holiday trips by accommodation 2007

- Private rental accommodation: 6.2%
- Specialized accommodation establishments: 2.2%
- Hotels and similar establishments: 56.9%
- Other collective tourist accommodation establishments: 11.1%
- Private accommodation free of charge: 23.6%

7,56 mio. outbound holiday trips
Outbound holiday trips by transport 2007

7,56 mio. outbound holiday trips

- Car: 44.2%
- Plane: 37.6%
- Bus: 10.5%
- Train: 5.8%
- Ship: 0.4%
- Other: 1.4%