

Domestic & Outbound tourism statistics

Main concepts,
definitions,
classifications, data
sources, variables and
practical examples

Table of contents

- Domestic and Outbound Tourism objectives,
- Sources of information,
- Measuring challenges,
- Main indicators
- Expenditure

Dr. Nagore Uresandi Espinosa





FOCUS ON:

Outbound Tourism

SUSTAINABLE TOURISM

Outbound tourism Sources of information

Defined as the tourism activity of a country's residents outside its economic territory, outbound tourism can be observed in two ways, by taking the same approach as for either inbound tourism (that is, at or near the border, see paragraph 3.10), or domestic tourism (once the trip is concluded, using a household survey, see previous Section D). In the first case, adjustments might be required, since the object of observation, an outbound visit, might be part of either an outbound or a domestic trip. (3.141 IRTS CG)

Outbound tourism Sources of information

As in the case of inbound tourism, Balance of Payments compilers will be interested in establishing the characteristics of all resident outbound travel, and combining resources within an inter-institutional platform will foster quality measurement. (3.142)

Points made with respect to inbound tourism – about the typology of modes of transport for entering or leaving a country (see Section C.1.1 Main Purpose), about complex conceptual and statistical issues arising in specific situations (see Section C.1.2 Types of tourism products) and about the main statistical sources used (see Section C.1.6 Types of accommodation) – are valid here as well. (3.145)

Outbound tourism Sources of information

If appropriate and feasible, countries could conduct observation procedures for outbound tourism both at the border and through household surveys, simultaneously, with the aim of comparing the results obtained in each case. Such exercises could provide some critical insight into the procedures used to measure outbound tourism. Big differences might be found, for instance, in the number of trips or in the measurement of outbound vs. inbound tourism, calling both procedures into question, as a possible basis for review. (3.146)

Outbound tourism Measurement challenges

As in the case of domestic tourism, and to a greater extent, outbound tourism may be particularly prevalent among specific segments of the population, as for instance *those living near land borders, among residents of foreign origin or among families of emigrants*, as well as other groups. It might be important, for the purposes of analysis or the adjustment of domestic tourism measurements in TSA terms, to observe those characteristics for different subsets of visitors within the reference population (IRTS 2008, 2.39. (c); and, TSA:RMF 2008, 4.39. Domestic tourism expenditure (see IRTS2008, para. 4.15 (a)) includes not only the expenditure of visitors on domestic trips, but also the expenditure within the economy of reference of visitors that undertake outbound trips.).

Dr. Nagore Uresandi Espinosa

Outbound tourism Measurement challenges

Outbound tourism sometimes includes multi-destination trips, i.e. to more than one country. It must therefore be decided whether to collect information on each country visited, and if so, how much information. For example, is it sufficient to merely identify the individual countries visited, without breaking down the data on other characteristics, such as purpose of trip, length of stay or expenditure? Or should such details be covered for each country visited? The answer will depend on the data needed and the resources available for collecting it.

An alternative approach in some countries is to **identify the main country visited only (the one central to the decision to take the trip)**, at the expense of understating the number of reference country residents visiting other countries. However, in the case of expenditure, total expenditure relating to all destinations should be collected, to ensure compatibility with BoP requirements.

Outbound tourism

Table 3.3: Example table of results – outbound tourism

COUNTRY X		
Basic data and indicators	Units	YEAR X
3. OUTBOUND TOURISM		
Data		
Departures		
3.1	Total	('000) ..
3.2	◆ Overnight visitors (tourists)	('000) ..
3.3	◆ Same-day visitors (excursionists)	('000) ..
Expenditure		
3.4	Total	US\$ Mn ..
3.5	◆ Travel	US\$ Mn ..
3.6	◆ Passenger transport	US\$ Mn ..
Expenditure by main purpose of the trip		
3.7	Total	US\$ Mn ..
3.8	◆ Personal	US\$ Mn ..
3.9	◆ Business and professional	US\$ Mn ..
Indicators		
3.10	Average length of stay	Days ..
3.11	Average expenditure per day	US\$..



Domestic Tourism



Domestic tourism objectives

Identify out of the total population those residents having travelled one or more times during the reference period;

Identify domestic tourism trips from other domestic trips, including outbound trips and outbound visits as part of domestic trips;

Identify tourism trips and characterize them according to:

- duration;
- main purpose;
- modes of transport;
- types of accommodation used; and
- other characteristics

Domestic tourism

- No specific geographical border is crossed, so no counts or equivalent measurement procedures are usually conducted. In specific cases, some countries have developed methods for counting vehicle flows (translated into flows of persons) entering or leaving a closed (or nearly closed) area (a place, usually a city), to simulate a border. Such procedures can measure visits to specific places (destination analysis), but not all domestic tourism trips.
- Data on domestic same-day visits may pose a particular challenge, reflecting recall problems (when the data is collected by the recommended methodology, i.e. by way of household surveys) and the difficulty of providing in summary terms the precise criteria for the trips to be included.
- It should also be possible for countries to approach residents to generate statistics on their tourism behaviour during a past reference period. This is not easy in the case of non-residents taking trips in the country of reference, who cannot be approached for interviews after the trip is over. However, they can be given a questionnaire to complete after they return home or be approached in their country of origin if a contact address is available.

(3.103)

Domestic tourism Sources of information

Surveying individuals selected directly (mostly likely through telephone interviews);

Using household surveys either as modules attached to more general multipurpose household surveys or as specific surveys (the statistical sample will be derived from the most recent population census or any other updated registers of households or persons); and

As in the case of inbound tourism, surveys at accommodation establishments and at tourism attractions might also be used but will likely observe legs/fractions of a tourism trip (rather than an entire round trip).

Domestic tourism Sources of information

Most of the experience in using household surveys to measure and analyse the tourism behaviour of resident populations comes from countries with a highly developed statistical infrastructure. Increasingly, however, some of the less advanced countries are also recognizing the importance for their economies of domestic tourism – often greater than inbound tourism in terms of tourism consumption – and are beginning to adopt such statistical procedures as well.

Domestic tourism

Sources of information

Countries have been using the following approaches to measuring domestic tourism:

- Specifically designed surveys to estimate the tourism activity of the resident population through comprehensive questionnaires or light telephone surveys (CATI). Questions in the latter case need to be simpler and more direct.
- Inclusion of a tourism module – a set of interconnected questions designed to elicit more information about certain characteristics of visitor behaviour – as part of a multipurpose survey (HI/ES or other continuous surveys), sometimes based on a panel design. Such modules could also include an articulated set of questions about trips to vacation homes or trips for specific purposes, such as health and medical care or education and training.

Domestic tourism Sources of information

Besides the personal characteristics of the person taking the trip and, eventually, of the travel party, which are all characteristics attached to the trip, the following additional characteristics should be observed:

- **Duration of the trip**, in terms of overnights away from the usual environment. For trips entailing no overnights, the number of hours (classified in relevant groupings) might be of interest.
- **Destination or place visited** that was central to the decision to take the trip
- **Places visited during the trip** (necessarily a round trip), including the length of stay (overnights or hours) in each place and the type of accommodation chosen, if relevant. Each place can be defined as a region (if the country of reference is divided into regions), a city, a specific tourism destination or any other national subdivision identified for analytical purposes.

Domestic tourism Sources of information

Besides the personal characteristics of the person taking the trip and, eventually, of the travel party, which are all characteristics attached to the trip, the following additional characteristics should be observed:

- **Types of accommodation** whose determination should at a minimum separate market from non-market accommodation and be consistent with the classifications used for the characterization of inbound tourism and the supply of accommodation services.
- **Main mode of transport**, defined as that used to travel the greatest distance. Secondary modes of transport might also be identified .
- **Main purpose of the trip**

Domestic tourism

Table 3.2: Example table of results – domestic tourism

COUNTRY X		
Basic data and indicators	Units	YEAR X
2. DOMESTIC TOURISM		
Data		
Trips		
2.1	Total	('000) ..
2.2	◆ Overnight visitors (tourists)	('000) ..
2.3	◆ Same-day visitors (excursionists)	('000) ..
Trips by main purpose		
2.4	Total	('000) ..
2.5	◆ Personal	('000) ..
2.6	* holidays, leisure and recreation	('000) ..
2.7	* other personal purposes	('000) ..
2.8	◆ Business and professional	('000) ..
Trips by mode of transport		
2.9	Total	('000) ..
2.10	◆ Air	('000) ..
2.11	◆ Water	('000) ..
2.12	◆ Land	('000) ..
2.13	* railway	('000) ..
2.14	* road	('000) ..
2.15	* others	('000) ..
Trips by form of organization		
2.16	Total	('000) ..
2.17	◆ Package tour	('000) ..
2.18	◆ Other forms	('000) ..
Accommodation		
Total		
2.19	◆ Guests	('000) ..
2.20	◆ Overnights	('000) ..
Hotels and similar establishments		
2.21	◆ Guests	('000) ..
2.22	◆ Overnights	('000) ..
Indicators		
2.23	Average size of travel party	Persons ..
	Average length of stay	
2.24	Total	Days ..
2.25	◆ For all market accommodation services	Nights ..
2.26	* of which, "hotels and similar establishments"	Nights ..
2.27	◆ For non market accommodation services	Days ..
2.28	Average expenditure per day	US\$..



EXPENDITURE

Domestic Expenditure

Domestic tourism expenditure should be observed directly from the resident population for instance by use of **computer- assisted telephone interviews (CATI)** or other forms of **household surveys**.

These can be designed either as specific operations or as a module of a larger household expenditure survey.

Because a (sometimes large) proportion of the sampled households will not include a member who engaged in some form of tourism activity in the reference period, a large number of households must be selected to ensure that there is a net sample providing sufficient information.

Domestic Expenditure

Since the interviews are conducted after visitors return to their usual environment, leaving the hurry and pressure of travel behind, they may be able to recall their expenditures more easily and more precisely by **reviewing bills, invoices and credit card receipts** (particularly if they receive a letter informing them of the interview in advance).

In support of this exercise, it is recommended that visitors be asked to describe their trips, including the different places visited and the activities engaged in, so that expenditures can be connected more easily with each of these components and their addition can thereby yield a figure for total expenditure.

Domestic Expenditure

An additional issue associated with domestic tourism expenditure, as compared with inbound tourism expenditure, is the fact that in many countries, visits of residents to vacation homes are frequent and thus frequently reported.

Actual expenditure related to vacation homes and timeshares in the country of residence tends to fall into two broad categories:

- **Expenses related to ownership of the vacation home or timeshare that are more or less independent of any specific trip.** Public utilities and maintenance fees fall in this category and might be reported in a different part of the expenditure survey. **They should not be included in tourism expenditure**
- **Expenses clearly associated with a specific trip** to the vacation home, such as transportation and food. **They should be reported within the specific tourism expenditure module.**

Outbound Expenditure

As mentioned in connection with the measurement of visitor flows, **outbound tourism** expenditure can be measured at or near the border as outbound visitors return from their trips or, as in the case of domestic tourism expenditure, through the use of household-type surveys.

Under certain conditions, the measurements of a country's outbound tourism expenditure obtained through a household-type survey can be used directly or as an input for the measurement of inbound tourism expenditure in the countries visited.

When used as such an input, the measurements from the survey are known as **mirror statistics**

Expenditure

Special issues

In general, determining which part of an international visitor's expenditure corresponds to inbound/outbound tourism expenditure, which part corresponds to domestic tourism expenditure, and which part should be excluded is not a very complex process: **visitors themselves can often easily identify where their expenditures were made and the country of residence of the sellers or providers.**

For a few areas of expenditure, however, such determinations are less straightforward, in particular for the **following three:**

- **Reservation services, embedded in the purchase of some services**
- **Package tours**
- **Transportation between origin and destination**

Expenditure Intermediaries

Visitors often purchase services for and during their trips through intermediaries, most commonly, **travel agencies** (physical or Internet-based) but often also including **reservation services** (e.g., for shows and hotels).

The transaction is usually conducted on a **commission or fee basis** (either explicitly, with individual invoices, or implicitly, as part of the total price charged).

This create a double difficulty:

- **valuing reservation services,**
- **determining the country of residence** of such providers, so that consumption of their services can be assigned to the proper category of tourist expenditure.



Thank you

Dr. Nagore Uresandi Espinosa