Domestic tourism statistics in Romania

UNWTO STATISTICS CAPACITY BUILDING PROGRAM, 2008-2009
The 3rd workshop, 29-30 June, 2009, Vienna, Austria

Diana CUCU	National Bank of Romania
Liana ICOB	National Institute of Statistics
Cristian DIACONESCU	Ministry of Tourism
Cristi FRENȚ	National Institute of Research Development in Tourism

What activities has been undertaken and recent development since workshop II?

- I. **New** (demand side) **pilot survey on *same-day trips*** (TOUR_SDT)
- II. Carrying out (from supply-side) the new yearly survey for travel agencies (having also data on domestic tourism)

I. New (demand side) pilot survey on *same-day trips* (TOUR_SDT)

- Funded by EU funds (PHARE RO 2006/018-147.03.09 – *Continuous development of Romanian statistics* – component 1 *Tourism Statistics*)
- Joint project on behalf of INS carried out by CERME* (logistics & field activity) and benefited from external expertise – Icon Institute Germany
- Household survey (~8,600 households) specially focused on same day trips (domestic and outbound)
- Technique – face to face interviews
- Use the same sampling procedures as ACTR** survey
- Carried out quarterly in two waves (April – Q1, July – Q2)
- Starting with 2010 planned to be introduced as a separate module within ACTR survey

* - Romanian Centre for Economic Modeling
** - Survey on Tourism Demand of Residents (implemented regularly in Romania since 2003)

I. New (demand side) pilot survey on *same-day trips* (TOUR_SDT) (cont.)

- For semantic purposes naming SDT as **a trip without overnight stay**
- Key issue – defining same-day trip as **a filter** (in the beginning in the questionnaire) by 4 conditions to be met (all of them being mandatory):
  - Trip to be occurred outside the municipality the person currently lives
  - Longer than 3 hours and without overnight stay
  - Not to be regularly undertaken (at least once per week) (excluding commuters, pupils and students etc.)
  - Not to maintain the daily living (excluding drivers, shopping to malls etc.)

I. **New** (demand side) **pilot survey on *same-day trips*** (TOUR_SDT) (cont.)

- Variables included in the survey:
  - characteristics of household (age, occupation, sex, education)
  - number of same-day trips
  - purpose of trip
  - means of transport (by 2 categories – one way, return)
  - destination locality within the country (with separate identification of neighbouring locality)
  - expenditures related to the same-day trip by categories (including pre-trip expenditures):
    - Transport
    - Restaurant and similar
    - Purchasing F&B from retail trade
    - *Purchasing valuables (snow-mobiles, ATVs and other terrain vehicles, cars, sailboats and yachts etc.)*
    - *Renting valuables*
    - Purchasing other consumer goods (clothing, footwear, souvenirs etc.)
    - Cultural, sports and leisure activities
    - Other expenditures (to be specified)

II. Carrying out (from supply-side) the new yearly survey for travel agencies (having also data on domestic tourism)

- Precious data relating to <u>domestic activity of travel agencies & tour operators</u> in 2008:
  - non-monetary variables:
    - Number of tourists (416,541 TO; 21,103 TA)
    - Number of tourists by tourist destinations
      - Seaside
      - River cruise
      - Sea cruise
      - Danube Delta
      - Cultural tourism
      - Religious pilgrimage
      - Mountains
      - Other areas
    - % of domestic from total sales of packages (31.2% TO; 47.6% TA)
    - separately breakdown for tour operators and travel agencies
  - structure of tourist package (%):
    - Accommodation
    - F&B
    - Transport
    - Culture and recreational services
    - Other services
    - The commission of the travel agencies/tour operators

Thank you for your attention!

www.romaniatourism.com

Questions are welcome

UNWTO SCBP, III Workshop
Vienna, 29-30 June 2009