

Workshop on Tourism Statistics  
Session 2 - 7 July 2021

### Measuring Domestic Tourism

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## Learning objectives

### Module 3

### Domestic Tourism

- ✓ Understand that domestic tourism refers to trips made by residents visitors (both nationals and foreigners)
- ✓ Delineate the usual environment
- ✓ Recognize the main variables
- ✓ Identify the available data sources

## Domestic Tourism

A *visitor* is a traveller taking a trip to a main destination **outside his or her usual environment**, for **less than a year** and for any **main purpose** (business, leisure or other personal purpose) other than to be employed by an entity resident in the country or place visited. These trips taken by visitors qualify as **tourism trips**.



Activities of a **resident visitor within** the country of reference

A domestic tourism trip refers to the travel of a visitor from the time of leaving his/her usual residence until he/she returns: it refers to a **roundtrip**.

## Usual environment of an individual

*Crucial for determining domestic tourism*

Is the geographical area, not necessarily a contiguous one, within which an individual conducts his/her regular life routines (place of work or study, any place visited regularly even if it is located far away such as shopping centers, home of family & friends, healthcare facilities etc.)

Criteria to delineate the usual environment:

- ☐ Frequency of the trip
- ☐ Duration of the trip
- ☐ The crossing of administrative or national borders
- ☐ Distance from the place of usual residence



## Usual environnement of an individual

### IRTS 2008 Compilation Guide

<https://unstats.un.org/unsd/tradeserv/tourism/E-IRTS-Comp-Guide%202008%20For%20Web.pdf>

Criteria for usual environment in selected countries

Criterion/Country	Distance (km)	Administrative Borders	Respondents' self-evaluation	Frequency of visit	Duration (hours)
Austria		✓	✓	Twice per month	
Chile	30			Once a week	
Finland	30-50			Once a week	
France	100		✓		
Indonesia	100	✓	✓		
Ireland			✓	Once a week	
Israel			✓		5
Latvia		✓	✓	Daily	
Netherlands	10				2
Saudi Arabia	80			Once a month	
Switzerland			✓		4
United States	80-120				
Cyprus	50			Daily	
Czech Republic		✓	✓	Once a week	3
Netherlands					
Sweden	50				
Slovenia	50			10 visits in three months	
United Kingdom					3
South Africa	50				



## What do we want to measure ?

### Domestic tourism

### Internationally comparable data

#### Trips

- 2.1 Total
- 2.2 ♦ Overnight visitors (tourists)
- 2.3 ♦ Same-day visitors (excursionists)

#### Trips by main purpose

- 2.4 Total
- 2.5 ♦ Personal
- 2.6 \* holidays, leisure and recreation
- 2.7 \* other personal purposes
- 2.8 ♦ Business and professional

#### Trips by mode of transport

- 2.9 Total
- 2.10 ♦ Air
- 2.11 ♦ Water
- 2.12 ♦ Land
- 2.13 \* railway
- 2.14 \* road
- 2.15 \* others

#### Trips by form of organization

- 2.16 Total
- 2.17 ♦ Package tour
- 2.18 ♦ Other forms

#### Accommodation

- Total
- 2.19 ♦ Guests
- 2.20 ♦ Overnights
- Hotels and similar establishments
- 2.21 ♦ Guests
- 2.22 ♦ Overnights

#### Indicators

- 2.23 Average size of travel party
- Average length of stay
- 2.24 Total
- 2.25 ♦ For all commercial accommodation services
- 2.26 \* of which, "hotels and similar establishments"
- 2.27 ♦ For non commercial accommodation services
- 2.28 Average expenditure per day

What do we want to measure ?

Domestic tourism

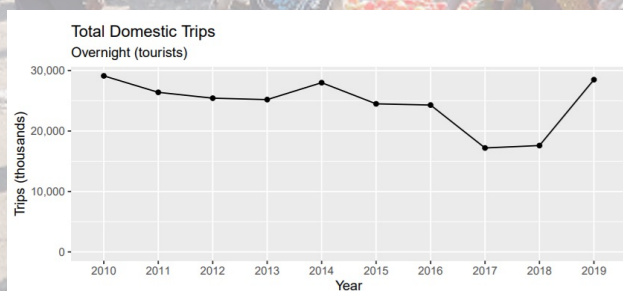
Internationally comparable data

<https://www.unwto.org/statistics/country-fact-sheets>

## Mozambique

Hotels and similar establishments		2015	2016	2017	2018	2019
♦ Guests	('000)	257	208	197	197	219
♦ Overnights	('000)	431	318	339	367	357
<b>Indicators</b>						
Average size of travel party	Persons	..	..	..	..	..
Average length of stay	Days	..	..	..	..	..
Total	Nights	1,70	1,50	1,72	1,86	1,63
♦ For all commercial accommodation services						

## South Africa



## Main data sources

### Domestic Tourism

#### Surveys:

- Household survey
- Survey at accommodation establishments
- Survey at attraction places

#### Big data:

- Mobile network operators
- booking platforms



