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
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 environnement of an individual

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 environnement:
- Frequency of the trip
- Duration of the trip
- The crossing of administrative or national borders
- Distance from the place of usual residence
Usual environment of an individual

IRTS 2008 Compilation Guide

What do we want to measure?

Domestic tourism

Internationally comparable data

<table>
<thead>
<tr>
<th>Criteria/Country</th>
<th>Distance (km)</th>
<th>Administrative borders</th>
<th>Respondents’ self-evaluation</th>
<th>Frequency of visit</th>
<th>Duration (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>30</td>
<td>✓</td>
<td>✓</td>
<td>Twice per month</td>
<td></td>
</tr>
<tr>
<td>Chile</td>
<td>100</td>
<td>✓</td>
<td></td>
<td>Once a week</td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td>30-50</td>
<td>✓</td>
<td></td>
<td>Once a week</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>100</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indonesia</td>
<td>100</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td>≥ 5</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Latvia</td>
<td>≥ 2</td>
<td>✓</td>
<td>✓</td>
<td>Daily</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>50</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>80</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td>≥ 4</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United States</td>
<td>80-120</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cyprus</td>
<td>50</td>
<td>✓</td>
<td></td>
<td>Daily</td>
<td></td>
</tr>
<tr>
<td>Czech Republic</td>
<td>≥ 3</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>50</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slovenia</td>
<td>50</td>
<td>✓</td>
<td>10 visits in three months</td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>50</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>50</td>
<td>✓</td>
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</tr>
</tbody>
</table>

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 Tourism, 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

2.19 Total
2.20 Guests
2.21 Overnights

Indicators

2.22 Hotels and similar establishments
2.23 Average size of travel party
2.24 Average length of stay
2.25 Total
2.26 For all commercial accommodation services
2.27 Of which, “hotels and similar establishments”
2.28 For non-commercial accommodation services
2.29 Average expenditure per day
What do we want to measure?

Domestic tourism

Internationally comparable data

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

Mozambique

<table>
<thead>
<tr>
<th>Hotels and similar establishments</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guests ('000)</td>
<td>257</td>
<td>206</td>
<td>197</td>
<td>197</td>
<td>215</td>
</tr>
<tr>
<td>Overnights ('000)</td>
<td>431</td>
<td>318</td>
<td>339</td>
<td>307</td>
<td>357</td>
</tr>
</tbody>
</table>

Indicators

Average size of travel party
Persons: --

Average length of stay
Total: --

For all commercial accommodation services
Days: --
Nights: 1.70 1.50 1.72 1.86 1.85

South Africa

Main data sources

**Domestic Tourism**

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

**Surveys:**

**Big data:**

- Mobile network operators
- Booking platforms
Thank you!