Measuring Domestic Tourism
Kevin Millington
7th July 2021

Forms of Tourism

Inbound

Domestic

Outbound
Forms of Tourism

Domestic

Outbound

The Usual Environment

40 kilometres

Once a week or more

40 kilometres
Domestic Tourism

- Domestic Visitors
- Domestic Day Visitors
- Domestic Tourists

Common Problems...

- Many countries don’t measure it (several use accommodation data)
- Expensive
- Household survey is the best way
- Needs to be year-round to capture seasonality
### Canada

<table>
<thead>
<tr>
<th>Sample Size (H/H)</th>
<th>Frequency</th>
<th>Recall Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>54,000</td>
<td>Monthly</td>
<td>Monthly</td>
</tr>
</tbody>
</table>

Published: Q - A
Method of Capture: F2F/Phone
Overnight Trips: 87.2m : 2.6 pa

### United Kingdom

<table>
<thead>
<tr>
<th>Sample Size (H/H)</th>
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<tbody>
<tr>
<td>103,000</td>
<td>Weekly</td>
<td>4 Weeks</td>
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Published: M - A
Method of Capture: F2F
Overnight Trips: 122.1m : 2.0 pa
Australia

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<th>Sample Size (H/H)</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>120,000</td>
<td>Weekly</td>
<td>28 Days</td>
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Published
Method of Capture
Overnight Trips

Q - A
Phone
73.6m : 3.4 pa

Saudi Arabia

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<tr>
<th>Sample Size (H/H)</th>
<th>Frequency</th>
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<td>15,000</td>
<td>Monthly</td>
<td>3 Months</td>
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Published
Method of Capture
Overnight Trips

M - A
F2F
27.2m : 1.0 pa
### Typical Questionnaire: Structure

#### Domestic

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<tr>
<th>Respondent</th>
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#### Outbound

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### Typical Questionnaire: Structure

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**Last Trip Details: Characteristics**

- Destination (by province and place) - most hours/night
- Date of arrival
- Date of departure (length of stay) - overnight trips
- Number of persons on trip
- Number of persons from household
- Purpose of visit
- Main type of transport used (greatest distance)
- Type of accommodation used (most nights)
- Activities undertaken by the group/Booking patterns
Last Trip Details: Expenditure

- Was a package purchased (what did it include and cost?)
- Spend on and before trip by group
  - Airfares
  - Accommodation
  - Land Transport
  - Parking
  - Food and Beverages
  - Recreation and Entertainment
  - Cultural Services
  - Shopping
  - Insurance...etc.

Improvement Techniques
Essential for Strategy

Essential for Economic Impact