‘Inbound, Domestic and Outbound Tourism: Main concepts, definitions, data sources and variables’

Dr. Nagore Uresandi Espinosa
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• Inbound, Outbound, Domestic Tourism objectives, sources of information, measuring challenges, main indicators

Dr. Nagore Uresandi Espinosa
Measuring Inbound, Domestic & Outbound Tourism Flows and Expenditure
OBJECTIVES

SOURCES OF INFORMATION

MEASURING CHALLENGES
Forms of tourism: Inbound, Domestic, Outbound

Visitors may travel within their countries of residence or abroad. In doing so, they must cross political and administrative borders (except in the case of vacation homes). It is important to qualify tourism with respect to those borders in order to determine in which economy (or which place) the economic effects of tourism will fall. That is what the concept of forms of tourism is about.

A **domestic trip** is one with a main destination within the country of residence of the visitor.

An **inbound or outbound trip** is one with a main destination outside the country of residence of the visitor.

An **outbound tourism trip** might include visits to places within the country of residence in the same way as a **domestic trip** might include visits outside the country of residence of the visitor. For example, a person travelling abroad may have to first travel to a city from which his or her flight might depart. While in that city he or she may stay there for a few days. This component of the whole trip would be measured as a domestic visit.

An **inbound trip**, however, includes only visits within the country of reference.

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A 

**visitor**

is a traveller taking a tourism trip. To be considered a visitor one must pay a visit to a place. The traveller must stay in that place for a minimum duration and engage in some kind of activity, even if non-economic in character. The **trip** is the statistical unit of tourism statistics and the visitor is an attribute of the trip.

**Tourism trip** is a trip taken by a traveller to a main destination outside his/her usual environment, for less than a year, for any main purpose other than to be employed by a resident entity in the country or place visited.

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At the national level, trips are measured differently depending on the form of tourism concerned:

- In the case of **domestic and outbound tourism** statistics, the term “trip” refers to all tourism activity engaged in from the moment the traveller (visitor) leaves his/her usual environment until he/she returns there.

- In the case of **inbound tourism** statistics, the term refers to the “travel of a visitor from the time of arriving in a country (in a place) to the time of leaving” and excludes any visits to other destinations (countries).
How do we distinguish a traveller from a visitor?

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Classification of Inbound Travellers

IRTST, 2008
Which variables are needed to identify an inbound visitor?
Which variables are needed to identify an inbound visitor?

Let’s go to menti.com
A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure, or other personal purpose) other than to be employed by a resident entity in the country or place visited.
The concept of usual environment plays a major role in tourism statistics: to be considered a tourism trip, travel must take the traveller outside his/her usual environment.

“The usual environment of an individual, a key concept in tourism, is defined as the geographical area (though not necessarily a contiguous one) within which an individual conducts his/her regular life routines.” (IRTS 2008)

Despite repeated efforts, however, it has not been possible, owing to differences between and within countries, to develop a unique world-wide statistical and operational definition of an individual’s usual environment.

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The operational definition of an individual’s usual environment should be flexible; the recommendations indicate **four possible criteria to be used**:

- Frequency of the trip (except for visits to vacation homes);
- Duration of the trip;
- The crossing of administrative or national borders;
- Distance from the place of usual residence.

**There is no dominance of one criterion over another.** However, the criteria “**frequency**” and “**duration**” are essential and it is recommended to include the remaining two in the definition of usual environment if possible (IRTS 2008, 2.53). When disseminating the results, each country should clearly indicate what criteria were used.
Places visited frequently as part of a regular life routine are considered part of an individual’s usual environment irrespective of the distance travelled.

Vacation homes, on the other hand, even if frequently or routinely visited, are considered outside the usual environment.

Staying at paid accommodation close to the usual place of residence (at a hotel or spa) is not considered a tourism activity unless the accommodation is outside the usual environment.

The repetition of trips by an individual can influence their classification, or not, as tourism trips:

Routine trips to the same place, once or more a week, tend not to be considered tourism trips.

Trips taken by students/workers between their place of study/work and the place of usual residence of the household to which they belong are also outside the scope of tourism.

UNWTO recommends to use a threshold of “at least once per week” to distinguish between regular/routine and irregular/non-routine trips.

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Usual environment

Criterion “duration”

IRTS 2008 recommends that countries should “define the minimum duration of stops to be considered as tourism visits”. Examples in Table 1.

Criterion “administrative border”

One criterion should be the crossing of an administrative border, combined if necessary with physical distance; in some small countries (particularly small island countries), this may result in all movements by residents within the country being considered as happening within the usual environment, which means that there is no domestic tourism.

Criterion “distance”

Each country should determine the threshold for distance in the definition of usual environment according to the current behaviour of visitors. Examples in Table 1.

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### Box 6: Hypothetical example – Definition of usual environment

Country A uses three criteria to define the usual environment.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Traveller 1</th>
<th>Traveller 2</th>
<th>Traveller 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency (regular, irregular, &quot;once a week&quot; rule)</td>
<td>applied</td>
<td>irregular</td>
<td>irregular, once a week</td>
</tr>
<tr>
<td>Duration (set to 4 hours)</td>
<td>applied</td>
<td>more than 4 hours</td>
<td>more than 4 hours</td>
</tr>
<tr>
<td>Administrative borders (yes/no)</td>
<td>not applied</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Distance (set to 50 km)</td>
<td>applied</td>
<td>exceeds 50 km</td>
<td>does not exceed 50 km</td>
</tr>
</tbody>
</table>

- **Visitor**
- **Non-Visitor**
**Country B uses four criteria to define the usual environment**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Traveller 1</th>
<th>Traveller 2</th>
<th>Traveller 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency (regular/irregular, &quot;once a week&quot; rule)</td>
<td>applied</td>
<td>irregular</td>
<td>regular, once a week</td>
</tr>
<tr>
<td>Duration (set to 4 hours)</td>
<td>applied</td>
<td>more than 4 hours</td>
<td>more than 4 hours</td>
</tr>
<tr>
<td>Administrative borders (yes/no)</td>
<td>applied</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Distance (set to 50 km)</td>
<td>applied</td>
<td>exceeds 50 km</td>
<td>does not exceed 50 km</td>
</tr>
</tbody>
</table>

**Conclusion:**

- **Non-Visitor**
- **Non-Visitor**
- **Non-Visitor**
Usual environment applied

Table 1: Criteria for usual environment in selected countries

<table>
<thead>
<tr>
<th>Criterion Country</th>
<th>Distance (Km)</th>
<th>Administrative Borders</th>
<th>Respondents’ self-opining</th>
<th>Frequency of Visit</th>
<th>Duration (Hour)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>Twice a month</td>
<td></td>
</tr>
<tr>
<td>Chile</td>
<td>30</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>Ireland</td>
<td></td>
<td></td>
<td></td>
<td>Once a week</td>
<td></td>
</tr>
<tr>
<td>Israel</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Latvia</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>Daily</td>
<td></td>
</tr>
<tr>
<td>Netherlands</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>80</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Switzerland</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>4</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</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Once a week</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Netherlands</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweden</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slovenia</td>
<td>50</td>
<td></td>
<td></td>
<td>Ten visits in 3 months</td>
<td>3</td>
</tr>
<tr>
<td>United Kingdom</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Africa</td>
<td>50</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Portugal</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: TSA in Egypt: Final Report, 2011
Inbound Tourism
Inbound tourism objectives

Establishing the universe of non-residents (international travellers) on an inbound trip and of residents returning from an outbound visits or trips for period of reference (Again, we speak here of individuals but we refer to trips: a same person taking various trips in the period of reference will be counted as various visitors (or travellers for BoP).

Identifying, within these universes, international visitors and other international travellers; and

Establishing the main characteristics of international visitors’ trips in terms of:
• Country of residence
• duration;
• main purpose;
• modes of transport;
• types of accommodation used; and
• other characteristics (either of the visit/trip or of the international visitor)
Inbound tourism sources of information

- **Official administrative sources**: including immigration records based, or not, on Entry/Departure cards (E/D), manifests (sea and river) and Advanced Passenger Information (mainly air). Data provided by such administrative sources are produced on a continuous basis and are usually aggregated monthly.

- **Complementary sources**: Airlines, bus companies, ferries, etc. for information on passengers transported, embarking or disembarking, arriving and departing passengers at airports, manual or automatic counts at the borders (land borders), counts at toll booths in the vicinity of the border, etc. Some of these sources are not publicly accessible. If published, their frequency might not always be monthly.

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Inbound tourism sources of information

- **Specific sample survey** sources: In countries where no such sources exist, or where the data provided is too global to be of much use, sample survey sources are the only possible alternative for estimating the universe of arrivals by non-resident travellers and departure by resident travellers. In some countries where administrative data is available, additional sample surveys are conducted to provide additional information on the visitors/trips which are not available through the administrative source.

- **Mirror data**, mainly from neighbouring countries (inbound data derived from outbound data gathered by partner countries) may serve as a source, although the differences between the definitions of inbound and outbound trips should be kept in mind (IRTS 2008, 2.39). For example, in the case where an outbound visitor is visiting more than one country on their trip, possible only the main destination country is recorded in the departure statistics.

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Inbound tourism statistics are usually collected in two phases. This reflects the structure of data collection at border posts:

- **Phase one involves the use of the administrative data** collected by the border protection authorities. This data identifies all travellers – both visitors and non-visitors – although in some countries very frequent border crossers, e.g. people crossing the border on a daily basis for work purposes, may not be recorded.

- **Phase two usually involves a sample survey of visitors as they depart the country.** This phase can then collect data such as the demographics of the visitors, activities while in the country, places visited, how much spent while in the country, etc. To design such a survey it is very useful to get the data mentioned above from phase one to provide a basis for stratifying the sample and making it more efficient and representative.
Inbound tourism sources of information

Administrative data collected by the border protection authorities.
• This data identifies all travellers – both visitors and non-visitors – although in some countries very frequent border crossers, e.g. people crossing the border on a daily basis for work purposes, may not be recorded.
• Usually a limited amount of data is collected. What is collected is required for security, rather than tourism, purposes and so the data does not provide all that required by tourism bodies.
• However, border protection authorities are increasingly working with NTAs to include more information in their data collection which is purely for tourism purposes (e.g. on the Arrival/Departure Cards). This is happening as a result of border agencies increasingly becoming aware of the importance of tourism to their economy.
• It is useful if the data collected in this phase includes such information as country of residence, main purpose of the trip, length of stay and the mode of transport used.

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It is worth emphasising that any country setting out to develop a system of data collection on international tourism should first identify all available relevant administrative records. Indeed, even countries with well-developed data collection systems should ensure that they have identified and examined such sources for possibly providing supplementary data. The main reason for identifying such data is because it is data that is already being collected and thus does not incur any additional resources. This is particularly important for countries without an existing well-developed STS which are usually those with the most limited available resources. Also setting up a new survey without investigating what is already available through administrative sources could lead to duplication where the survey data is already available.

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Inbound tourism sources of information survey

Usually involves a sample survey of visitors as they depart the country.

- This phase can then collect data such as:
  - the demographics of the visitors,
  - activities while in the country,
  - places visited,
  - how much spent while in the country,
  - etc.

To design such a survey is critical to get the data mentioned above from phase one to provide a basis for stratifying the sample and making it more efficient and representative.

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Inbound tourism sources of information survey

Expertise is required
Cooperation with National Statistics Office
Determining:
• Sample size
• Selection of the sample
  • distribution by type of port of entry,
  • by type and characteristics of modes of transport used,
  • by flight (charter/scheduled, low-cost/conventional),
  • time (day or night),
  • day of the week (working days, holidays, weekends),
  • periods of the year,
  • as well as other characteristics of the tourism trip or the visitor considered relevant.

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In determining sample size, consideration should be given to the minimum number of interviews required to ensure that the entire population of travellers arriving at each port of entry is represented as well as to the distribution of travellers over time, within the constraints imposed to minimize variance of the overall estimators of all variables observed.

Cooperation from the NSO should also extend where possible to subsequent processing of the data collected – their entry, filtering, validation and tabulation – all processes commonly applied in undertaking surveys and often requiring expertise mainly or exclusively possessed by a NSO.

Unlike other statistically observed phenomena, where a given stratification and sampling assignation might remain virtually stable over the years, travel flows can be volatile in response to a variety of factors, so the initial sample design should be updated regularly.

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Inbound tourism

Frequency of measurement

Frequency of measurement – relevance
• For policy making and practitioners’ decision making
• Studying seasonality
• Evolutionary studies

Ideal frequency: reporting on a monthly basis a month after it happened.

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In cases in which the basic information necessary to measure international tourism flows is collected through administrative procedures (basically immigration data, data from carriers, ports, airports, etc.), observation is permanently on-going. However, data might not be processed or turned over to tourism administrations as a constant flow.

It is quite often difficult for NTAs to get timely, up-to-date information on a more or less continuous basis, especially where immigration processes are not totally computerized or centralized. In such cases, NTAs should focus their efforts on collecting such information at least every quarter.

The information should also be provided in a way that allows cross-classification with information on different variables collected simultaneously with the basic count (i.e. country of residence, nationality, length of stay, purpose of visit).

In general, NTAs (or NSOs if in charge of producing the information) should receive the microdata (with personal identification erased) from the original data source in the form of a user-friendly electronic database or files.

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If information has to be collected through a sample (mainly in the case of tourism by residents collected through surveys, or in the case of obtaining additional information in the case of international travel), the actual frequency of observation will depend on the assumed seasonal pattern and on overall cost.

A higher frequency observation does not necessarily increase costs. If the aim is to get, e.g. 120,000 observations, it is less costly to run the survey continuously through the year, getting 10,000 observations per month with a small team of interviewers who can be kept on throughout the year as opposed to getting 120,000 observations in the summer, requiring a big team to work for a few months.

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Inbound tourism Measurement challenges

For inbound tourism (as for all inbound travel), what are usually observed are “trips”: movements of non-residents across international borders.

From a tourism statistics’ perspective, there is only one notable exception: travel by persons having entered the country as non-visitors but then engaging in a secondary tourism activity, e.g. a person who arrives in the country to work for a resident business but takes a tourism trip while in the country or trips taken within the country for personal purposes by diplomats of foreign representations.

If the observation takes simple count of border crossings, it is not possible to associate with an individual all other trips or visits he/she might have taken during the period of reference. And while the statistics might speak of “visitors”, what are actually observed are “arrivals” (or “tourism trips”). Countries are encouraged to use precise and consistent terminology in all publications in disseminating tourism statistical data.

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The measurement of inbound tourism has its peculiar challenges.

For example, *where and when should the data be collected?* Clearly, while some data relating to the visitor can be collected on arrival in the country, very little data can be collected on the visit, as this has not yet taken place.

Similarly, it is not satisfactory to collect the data during the visitor’s trip as this is not yet completed. This leads to the solution of collecting the data *when the visitor is departing the country*. Most countries have a relatively small number of immigration/border posts through which visitors enter and depart, providing useful survey points.
The measurement of inbound tourism has its peculiar challenges.

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Similarly, it is not satisfactory to collect the data during the visitor’s trip as this is not yet completed. This leads to the solution of collecting the data when the visitor is departing the country. Most countries have a relatively small number of immigration/border posts through which visitors enter and depart, providing useful survey points.
Inbound tourism Measurement challenges

Words of caution:

• The set of question should be adapted to the particularities of tourism in each country and should be discussed with key stakeholders in the tourism sector as well as Balance of Payments and National Accounts officials;

• Since border surveys are expensive, the entire process should be tested (including the tabulation of results) by means of a pilot exercise to ensure that the final version is as efficient as initially envisaged;

• The tables of expected results to be issued alongside the questionnaire should be designed and their content tested using the data collected through the pilot exercise, since the final objective of a questionnaire is to produce data that cross-classify the main variables observed; the usefulness of the tables for tourism analysis should also be reviewed;

• Since border surveys are technically challenging it should be ensured that the necessary resources and technical expertise have been committed to them and that their funding will be stable over time;

• Guidelines for field personnel should be drafted and a serious commitment made to training before launching the survey;

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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)
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)
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.).
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

<table>
<thead>
<tr>
<th>COUNTRY X</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Basic data and indicators</td>
</tr>
<tr>
<td>3. OUTBOUND TOURISM</td>
</tr>
<tr>
<td>Data</td>
</tr>
<tr>
<td>Departures</td>
</tr>
<tr>
<td>3.1 Total</td>
</tr>
<tr>
<td>3.2 Overnight visitors (tourists)</td>
</tr>
<tr>
<td>3.3 Same-day visitors (excursionists)</td>
</tr>
<tr>
<td>Expenditure</td>
</tr>
<tr>
<td>3.4 Total</td>
</tr>
<tr>
<td>3.5 Travel</td>
</tr>
<tr>
<td>3.6 Passenger transport</td>
</tr>
<tr>
<td>Expenditure by main purpose of the trip</td>
</tr>
<tr>
<td>3.7 Total</td>
</tr>
<tr>
<td>3.8 Personal</td>
</tr>
<tr>
<td>3.9 Business and professional</td>
</tr>
<tr>
<td>Indicators</td>
</tr>
<tr>
<td>3.10 Average length of stay</td>
</tr>
<tr>
<td>3.11 Average expenditure per day</td>
</tr>
</tbody>
</table>

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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 differs from inbound tourism in ways that affect the procedures followed in observing them and the type of results obtained at national level: (3.103)

- **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 contract address is available.
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.

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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.

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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.
- **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

<table>
<thead>
<tr>
<th>COUNTRY X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic data and indicators</td>
</tr>
<tr>
<td>---------------------------</td>
</tr>
<tr>
<td>2. DOMESTIC TOURISM</td>
</tr>
<tr>
<td><strong>Data</strong></td>
</tr>
<tr>
<td>2.1 Trips Total</td>
</tr>
<tr>
<td>2.2 • Overnight visitors (tourists)</td>
</tr>
<tr>
<td>2.3 • Same-day visitors (excursionists)</td>
</tr>
<tr>
<td>2.4 Trips by main purpose</td>
</tr>
<tr>
<td>2.5 • Total</td>
</tr>
<tr>
<td>2.6 • Personal</td>
</tr>
<tr>
<td>2.7 • * holidays, leisure and recreation</td>
</tr>
<tr>
<td>2.8 • * other personal purposes</td>
</tr>
<tr>
<td>2.9 • Business and professional</td>
</tr>
<tr>
<td>2.10 Trips by mode of transport</td>
</tr>
<tr>
<td>2.11 • Total</td>
</tr>
<tr>
<td>2.12 • Air</td>
</tr>
<tr>
<td>2.13 • * railway</td>
</tr>
<tr>
<td>2.14 • * road</td>
</tr>
<tr>
<td>2.15 • * others</td>
</tr>
<tr>
<td>2.16 Trips by form of organization</td>
</tr>
<tr>
<td>2.17 • Total</td>
</tr>
<tr>
<td>2.18 • Package tour</td>
</tr>
<tr>
<td>2.19 • Other forms</td>
</tr>
<tr>
<td><strong>Accommodation</strong></td>
</tr>
<tr>
<td>2.19 • Total</td>
</tr>
<tr>
<td>2.20 • Guests</td>
</tr>
<tr>
<td>2.21 • Overnights</td>
</tr>
<tr>
<td>2.22 • Hotels and similar establishments</td>
</tr>
<tr>
<td><strong>Indicators</strong></td>
</tr>
<tr>
<td>2.23 Average size of travel party</td>
</tr>
<tr>
<td>2.24 Average length of stay</td>
</tr>
<tr>
<td>2.25 • Total</td>
</tr>
<tr>
<td>2.26 • For all market accommodation services</td>
</tr>
<tr>
<td>2.27 • of which, &quot;hotels and similar establishments&quot;</td>
</tr>
<tr>
<td>2.28 Average expenditure per day</td>
</tr>
</tbody>
</table>

UNWTO
World Tourism Organization
‘Inbound, Domestic and Outbound Tourism and Expenditure: Main concepts, definitions, data sources and variables’

Dr. Nagore Uresandi Espinosa

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