Tourism Statistics: Challenges and Good Practices
Regional Workshop for South East Asian countries

Demand perspective: characterization of visitors and tourism trips.

Marion LIBREROS
UNWTO
Characterization of visitors

• Characteristics
  – Country of residence
  – Gender
  – Age
  – Economic activity status
  – Occupation
  – Annual household, family or individual income
  – Education
Forms of tourism

- **Domestic tourism**: comprises the activities of a resident visitor within the country of residence, either as part of a domestic tourism trip or part of an outbound tourism trip;
- **Inbound tourism**: comprises the activities of a non-resident visitor within the country of reference on an inbound trip;
- **Outbound tourism**: comprises the activities of a resident visitor outside the country of reference either as part of an outbound trip or as part of a domestic tourism trip.
Travel party; travel group

- Travel party: visitors traveling together on a trip and whose expenditures are pooled (IRTS 2008 para 3.2.)
- Travel group: made of individuals or travel parties traveling together IRTS 2008 para 3.5.)

In a travel party, the main purpose is usually shared; but each member might have his/her own second purpose.
Characterization of tourism trips

- Main purpose
- Types of “tourism products”
- Duration of trip/stay/visit
- Origin and destination
- Modes of transport
- Types of accommodation
- Use of package
Main purpose of a tourism trip

Definition: the purpose in the absence of which the trip would not have taken place

1. Personal
   - Holidays, leisure and recreation
   - Visiting friends and relatives
   - Education and training
   - Health and medical care
   - Religion/pilgrimages
   - Shopping
   - Transit
   - Other

2. Business and professional

National adjustments are possible, but categories should include a sufficient number of possible observations
Duration of a trip/stay/visit

- Duration might be measured:
  - From the point of departure: absence from the usual environment;
  - From the destination: duration of stay in a country, in a place;
  - From a place of accommodation (length of stay in a hotel….)

Need to define what we want to measure and if the different measurements are equivalent
Types of accommodation

• Define a national (or regional) relevant typology based on:
  – Market/non market; paying/non paying
  – According to types of additional services included in the price paid
  – Etc.

• Take into consideration second homes and innovative forms of second home ownership (timeshares, condo hotels, fractionals, private clubs, etc.) if relevant – Definitions…
Observing characteristics of visitors and tourism trips

- Case of Inbound tourism
- Case of Outbound tourism
- Case of Domestic tourism
Inbound tourism

• Comparing the concepts used in administrative sources with IRTS
  – Nationality vs. country of residence
  – Identifying whether the trip is or not within the usual environment
  – Place of stay
  – Duration of trip

• Combining administrative sources with surveys
  – Using administrative sources as a universe of reference
  – Issue of frequency of observation

• Diversifying methods according to type of points of entry
  – Road vs. air vs. water
Domestic tourism

– Administrative sources?
– Surveys:
  • Module in a household survey
  • Specific survey to resident households
  • Surveys at places of collective accommodation
  • Surveys at tourism sites
– How to identify tourism trips?
– How to identify purpose of trip?
Outbound tourism

Observe: either as inbound tourism
either as domestic tourism