The Italian demand side survey «Trips and holidays»

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Istat

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The tourism statistics system in Italy

i. ISTAT SUPPLY SIDE STATISTICS
   i. Capacity of collective tourist accommodation
   ii. Occupancy in the collective tourist accommodation establishments

   Point of view: the Italian establishments

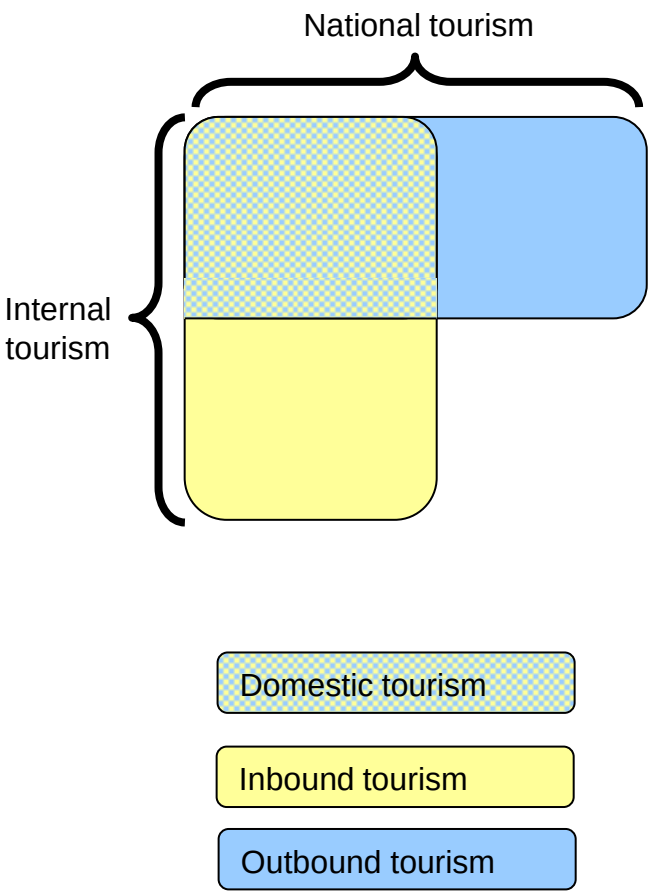
ii. ISTAT DEMAND SIDE STATISTICS: household survey “holidays and trips”

Point of view: the Italian households

iii. Bank of Italy BORDER survey

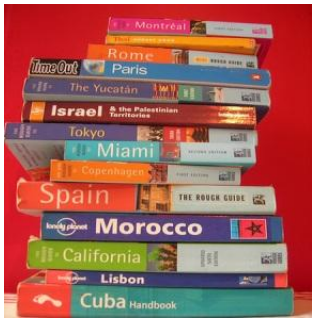
Point of view: tourism expenditure of travellers

Domains of the information collection:



- Occupancy in tourist accommodations: covers internal tourism, i.e. domestic and inbound tourism;
- Tourism demand: covers national tourism, i.e. domestic and outbound tourism.
- BI: covers international tourism, i.e. inbound and outbound tourism.

Background



Italy has a long tradition in collecting data on tourism:

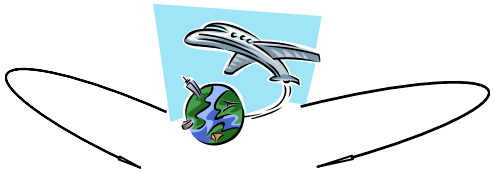
- ✓ Since 1957 data about arrival and nights in tourist accommodations
- ✓ Since 1959 data about long holidays of resident population
- ✓ afterwards data on long holidays every 3-4 years (LFS survey): *1965-1968-1972-1975-1978-1982-1985-1993*
- ✓ Since 1993, data (key indicators) about long holidays by the annual multipurpose survey

The implementation of the national statistics on tourism demand

1. To comply with the Section C of the Council Directive on Tourism Statistics (Directive 95/57/EC) (domestic and outbound tourism)
2. To improve knowledge on tourism (quantitative and qualitative data)
3. To better satisfy the users' data needs (researchers, tourism organizations, policy makers)
4. To supply data to be linked with other sources in order to improve the national statistical system

1997

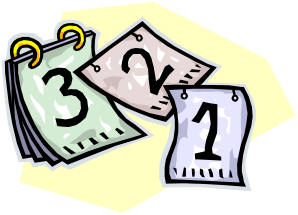
"Trips and Holidays survey"
data about short holidays, long holidays, business trips



Main features of the “Trips and holidays” survey

Sample size: 3,500 households per quarter Collection of individual information on each household members for a total of about 11,000 persons per quarter

Survey technique: CATI (Computer Assisted Telephone Interview)



Data reference period: 3 months

Period of data collection:

April of year (t) for the 1st quarter (t) January- March,

July of year (t) for the 2nd quarter (t) April-June;

October of year (t) for the 3nd quarter (t) July-September:

January of year (t+1) for the 4nd quarter (t) October-December

Field work length: about 20 days

The choice for a CATI survey

- ✓ Economic advantages in comparison to face-to-face surveys
- ✓ Timeliness and punctuality of survey results (Eurostat deadline transmission, quick dissemination…)
- ✓ Time reducing, due to the cut of time-consuming phases (delivery of questionnaires, data entry) because interviews are centrally-made
- ✓ Interview's topics are able to be discussed on the phone

The choice for a CATI survey

Advantages of CATI automated procedures

- ✓ data immediately stored and automatically checked
- ✓ availability of data during the field work enables to assess the results in real time
- ✓ telephone calls and appointments managed by automated procedure (reduction of non-response rate)
- ✓ possibility to build up a “quality indicators’ system” to monitor the survey and the interviewers’ performance
- ✓ changes in the questionnaire frame are possible in any moment because CATI is a very flexible tool

Overcoming some difficulties

A fundamental issue when implementing CATI survey: how widespread is the telephone service?

In Italy, only the share of population with fixed telephone line can be interviewed on the phone

Sub-groups of population not included in the list are:

households not having telephone at all;

households having telephone but confidential number;

households only having mobile phone (the list of mobile phone owners is not available in Italy)

The undercoverage may cause a distorsion on the estimates, due to the possible distance between the target population of interest and the population covered by a phone.

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Sampling design

Target population → Resident households and their members

A household is a group of people living together and related or connected by marriage, kinship, affinity, adoption etc.

Independent quarterly samples (4 sample selections per year)

Sample design stratified and clustered

Sampling units → the telephone numbers

For each selected sampling unit corresponding to a household, all the members (cluster) of the households are surveyed.

Sampling design

Within each Italian region, the telephone numbers are stratified into six areas

1. **central municipalities of metropolitan areas:**

   (Turin, Milan, Venice, Genoa, Bologna, Florence, Rome, Naples, Bari, Palermo, Catania, Cagliari)

2. **satellite municipalities of urban areas**

   (defined according to the results of the Population Census)

3. **municipalities up to 2,000 inhabitants**
4. **municipalities 2,001-10,000 inhabitants**
5. **municipalities 10,001-50,000 inhabitants**
6. **municipalities of 50,000 inhabitants and over.**

Benefits of sampling design based on quarterly independent samples

Data collection on ‘short holidays’ and ‘business trips’ with a shorter reference period (3 months) produce the growth of reliability of data of such “unusual” events

- an experiment showed that relevant differences in estimates arise for different reference periods: 3 vs 12 months
- when the reference period is 12 months, the number of trips allocated in the initial months is lower than the number of trips allocated in the same months but collected on a quarterly base
- estimates based on a 12 months reference period show a higher concentration of holidays in summer time if compared with quarterly data

Limits of sampling design based on (quarterly) independent samples

It is not possible to sum up the quarterly number of tourists in order to obtain the yearly number of tourists (people who travelled at least one in the year)

A person who is tourist in a quarter could be tourist in another quarter; he/she have to be counted only once to obtain the yearly number of tourists

The better solution would be a longitudinal sample (panel survey) but …

Higher costs and more complex organizational aspects

Limits of sampling design based on (quarterly) independent samples

The solution to investigate the number of yearly tourists once a year (at the end of the annual reference period) can be followed only to estimate the yearly tourists for ‘long holidays’

This practice is not good to estimate yearly number of tourists for ‘short holidays’ due to risk of ‘recall effect’ and ‘telescoping effect’

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Monitoring the quality

- Strategy to manage telephone calls and appointments
- Strategies facilitating relationship between ISTAT and citizens
- Training strategies
- Daily monitoring system based on a set of quality indicators
- Monitoring strategies

Strategy to manage telephone calls and appointments

Immediate substitution of telephone number (household) in cases of refusal and definitive interruption

Further attempts are made in case of telephone number free or engaged with the aim to reduce substitutions due to non-responses of the base sample.

Rules to manage further attempts are identified in order to made a telephone number ‘alive’ at least for 2 days from the first attempt.

Rules are defined according to different outcomes that occurs at every telephone calls

Strategy improving relationship between ISTAT and citizens

Sending a notice letter informing household about survey:

- ✓ **the rate of completed interviews is higher for households that received the letter**

a paper reminder to be filled by each household member

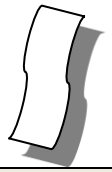
- ✓ **to improve circulation of holiday/business trips information among household members <u>before the survey</u>**

a toll-free number ISTAT service

- ✓ **assisting and reassuring citizens**
- ✓ **recording appointments, address and telephone number changes**
- ✓ **problem solving for every question arisen during the interview**

Strategy improving relationship between ISTAT and citizens

Notice letter to the household



Paper reminder
(to be filled before the interview)

INTERVIEW

Assistance through the toll-free number

The paper reminder

Name of the person who made the trip	Main reason (business/ holiday/other)	Date of departure	Duration (nights)	Destination (Italian municipality or foreign Country)	Totale expenditure
Laura	*Holiday*	*05/04/2013*	*6*	*Roma*	*1.380*
Mario	*Holiday*	*05/04/2013*	*6*	*Roma*	*1.380*
Mario	*Business*	*15/04/2013*	*3*	*Francia*	*963*
…	…	…	…	…	…

Training and monitoring Strategies

Theoretical, technical and practical briefings

Debriefings at the beginning of the survey to give other explanations/updatings about contents, technical and methodological standpoint

Hall assistance made by ISTAT supervisors' while interviews are carried out

- ✓ **aimed at collecting impressions, observations, ideas, feelings from interviewers**
- ✓ **monitoring, control interviewers' performance, supporting, correcting, expressing other viewpoints**

The training assessment

- ✓ **a feedback is required by the interviewers**

Monitoring the survey process by quality indicators

A complex system of indicators daily produced with reference to interviews carried out the previous day

- ✓ monitor the dynamic of the survey starting from the first attempt to contact the family to the data gathered
- ✓ check the quality of work carried out in order to prevent and minimise non sampling errors

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The interview

Direct and proxy interviews are used

Every household's member -of every age- is investigated

Only 1 household's member is interviewed who answers for him/herself as well as for each other household's member

The respondent should be an adult or a person aged 18 at least

The interview

Section	Goals
General Section	Characteristics of each household member (Part 1)
Summary form on trips (business and personal)	How many trips have to be described?
Form for business/personal trips	Which are the characteristics of each trip?
Tourists during the previous year (only on January)	Who made trips during the previous year?
Summary form on same-day visits	How many SDV have to be described?
Form for same-day visits	Which are the characteristics of each SDV?
Final section	Characteristics of each household member (Part 2)
End of the questionnaire (by the interviewer)	Quality of the interview

The interview

Flow-chart

The questionnaire

Personal/business trips are identified by ***the reason in the absence of which the trip would not have taken place***

Some information are based on the principle of prevalence:

Main destination: in case of more than one destination, the trip is allocated to the place where most of nights were spent

Main purpose of the holiday/business trip: in case of more than one (eg holidays and visiting relatives/friends), the reason in the absence of which the trip would not have taken place

The questionnaire

Some information are based on the principle of prevalence:

Main type of accommodation: in case of more than one, the type of accommodation used for the most of nights spent

Main transport mode: in case of more than one, the transport mode used to cover the longest distance

The trips is described only once

PARTICIPANTS
Members of the household who made the trip

Characteristics of the trip

MAIN REASON
BUSINESS
DESTINATION
LONDON
DURATION
4 NIGHTS
ACCOMMODATION
HOTEL
TRANSPORT
AIR
ORGANIZATION
TRAVEL AGENCY

LONDON
4 NIGHTS
HOTEL
AIR
TRAVEL AGENCY
For
HOLIDAY

Did the participant made the trip for the same business/personal reason?

The tourist expenditure

Tourist expenditure is a topic difficult to be investigated….

- recall effect, most of people remember expenditure only approximately
- in some cases respondents do not know expenditure because they did not pay directly
- for business trips the difficulty is higher because expenses are usually met by others
- sometimes the respondent need to make calculation to put together all the expenses (transport, hotel, restaurants, recreational, souvenirs, etc.)
- expenses are met in different moments
- the interview is proxy
- people is reticent to answer to questions regarding household's economic issues due to privacy, tax control, etc

The tourist expenditure

Expenditure on transport (150 euro)

Expenditure on accommodation (550 euro)

Expenditure «Other» (50 euro)

→ Total Expenditure (750 euro)

Expenditure on transport (150 euro)

Expenditure on accommodation (550 euro)

Expenditure «Other» ?

→ Total Expenditure (750 euro)

Expenditure on transport (150 euro)

Expenditure on accommodation ?

Expenditure «Other» ?

→ Total Expenditure (750 euro)

Expenditure on transport ?

Expenditure on accommodation ?

Expenditure «Other» ?

→ Total Expenditure (750 euro) ?

Method of imputation for missing value in expense variables

GOAL →

To eliminate the item-nonresponse in the total expenditure of the trip and in the three voices of expenditure that compose it: transportation, accommodation and other expenditure

TECHNIQUE (1) →

From donor records through a distance function
When the probabilistic imputation doesn't find a donor, missing value is replaced by mean

TOOL (1) →

Software made by Istat called **RIDA** (Automatic Donor Data Reconstruction)

http://www.istat.it/en/tools/methods-and-software

Method of imputation for missing value in expense variables

Software **RIDA** (Automatic Donor Data Reconstruction)

Matching variables
variables used to calculate the distance between “recipient” and “donor”:

Accommodation, means of transport, organization, destination, main reason of the trip;
geographical area of residence, employment and professional status, gender, age, degree of education of the tourist

Stratus variables
variables that must be identical between “donor” and “recipient”

Duration, number of participants, type of trip (business/personal)

Method of imputation for missing value in expense variables

GOAL → To eliminate the item-nonresponse in the total expenditure of the trip and in the three voices of expenditure that compose it: transportation, accommodation and other expenditure

TECHNIQUE (2) → Imputations through a sequence of multiple regressions, varying the type of regression model by the type of variable being imputed

TOOL (2) → Software made by University of Michigan called **IVEWARE** (**Imputation and Variance Estimation Software**)

http://www.isr.umich.edu/src/smp/ive/

Method of imputation for missing value in expense variables

Software **IVEWARE** (**Imputation and Variance Estimation Software**)

Auxiliary variables
used as regressor variables

Accommodation, means of transport, organization, destination, main reason of the trip;

geographical area of residence, employment and professional status, gender, age, degree of education of the tourist

Duration, number of participants, type of trip (business/personal)

Aspects of calibration procedures

Estimates on number of trips, number of overnight stays, number of tourists

Calibration estimator (ISTAT standard method)

The units belonging to the sample should also represent the units of the population that are not included in the sample……

Weight to each sample that indicates the number of units of the population represented by the unit itself

Aspects of calibration procedures

The calibration procedure, with the goal to reduce sample bias due to coverage problems, refusals and inability to find people at home, uses data on….

1. Resident population by sex in each NUTS2 area
2. Resident population for the 6 types of municipalities
3. Resident population divided into 8 age groups
4. Households with more than one member, by size class
5. Single-member households aged less than 65, by sex
6. Single-member households aged 65 and over, by sex

1,2,3 from demographic data sources (registry office records)

4,5,6 estimates from annual sample survey «Aspects of daily life»

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Dissemination of the results *http://www.istat.it*

statistiche report

13 febbraio 2013

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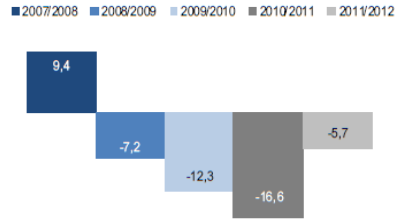
Istat

Anno 2012

VIAGGI E VACANZE IN ITALIA E ALL'ESTERO

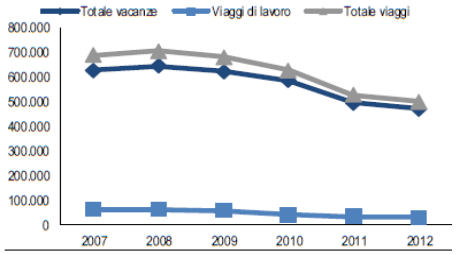
- Nel 2012 i viaggi con pernottamento effettuati in Italia e all'estero dai residenti sono stati 78 milioni e 703 mila. Rispetto all'anno precedente la riduzione è stata del 5,7%, la quale conferma la tendenza negativa avviata dal 2009.
- Rimangono stabili sia l'ammontare dei pernottamenti (501 milioni e 59 mila notti) sia la durata media dei viaggi (6,4 notti).
- I viaggi di vacanza (che rappresentano l'87,3% del totale) registrano il calo più significativo (-5,3%), anche se la flessione è meno marcata rispetto a quella osservata tra 2010 e 2011.
- Rispetto al 2011, si riduce leggermente la quota di persone che mediamente viaggiano in un trimestre (dal 23,6% del 2011 al 23,2% del 2012), ma tra i residenti al Centro la flessione è decisa (-5,6%).
- Risultano stabili anche il numero medio di viaggi pro-capite (1,3 viaggi) e le durate medie dei viaggi di vacanza e di lavoro, rispettivamente 6,9 e 2,9 notti.
- Il periodo estivo mostra una sostanziale stabilità rispetto al 2011 sia nell'ammontare complessivo dei viaggi e dei turisti, sia nella durata media delle vacanze lunghe (12,3 notti).

FIGURA 1. VIAGGI TOTALI. Anni 2008-2012, variazioni percentuali



- Si conferma una minor propensione a viaggiare dei residenti nel Mezzogiorno (0,8 viaggi medi pro-capite).
- I viaggi con mete italiane, che rappresentano il 79,4% del complesso dei viaggi, subiscono un calo dell'8,3%. La flessione riguarda soprattutto i viaggi verso le regioni del Centro (-15,5%), in particolare quelli per vacanze brevi (-21,2%).
- I viaggi verso l'estero mostrano, nel complesso, una sostanziale stabilità, con un aumento dei flussi diretti verso i paesi extra-europei (+31,4%).
- Diminuiscono le vacanze in montagna (-20,7%) e le visite a città o località d'arte (-18,9%), mentre aumentano le vacanze al lago, campagna e collina (+52,5%).
- Risultano in flessione le vacanze lunghe in albergo (-16,9%) e quelle brevi in abitazioni di proprietà (-24%). Restano invariati i viaggi nelle strutture ricettive collettive e negli alloggi privati.
- La prenotazione diretta si conferma la modalità preferita di organizzazione del viaggio, impiegata per il 52,7% dei viaggi, una quota stabile rispetto al 2011.
- L'auto resta il principale mezzo di trasporto ed è utilizzata nel 60,5% dei viaggi, soprattutto per le vacanze (63,7%).

FIGURA 2. NOTTI PER TIPOLOGIA DEL VIAGGIO
Anni 2007-2012, valori in migliaia



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Prodotti Strumenti Informazioni

On February, before the Internazional Tourism Exchange

Bit 2014 13 - 15 FEB

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Dissemination of the results: *datawarehouse I.STAT*

http://dati.istat.it/?lang=en

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Tourism of residents in Italy

Change data selection: Territory [1 / 1] Data type [6 / 6] Destination [1 / 3] Type of accommodation [1 / 3] Type of trip [5 / 5] Time and frequency [16]

Data extracted on 04 Nov 2013 09:21 UTC (GMT) from I.Stat

Territory: Italy

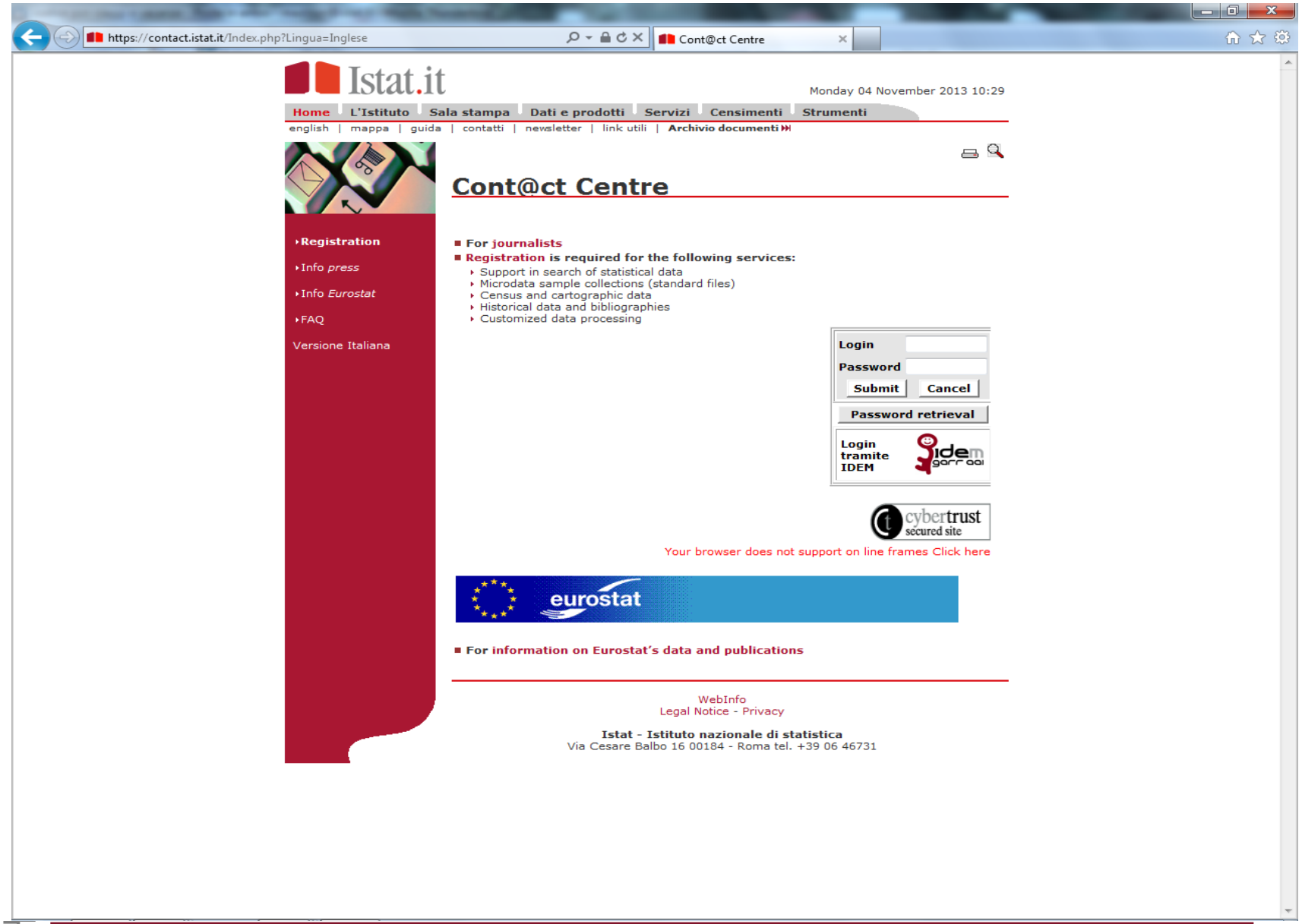
Type of trip: total

Destination: total

Type of accommodation: total

Time and frequency	Q1-2008	Q2-2008	Q3-2008	Q4-2008	Q1-2009	Q2-2009	Q3-2009	Q4-2009	Q1-2010	Q2-2010	Q3-2010	Q4-2010	Q1-2011	Q2-2011	Q3-2011	Q4-2011
Data type																
residents in Italy participating in tourism - absolute values in thousands	14 226	15 495	29 208	13 202	11 173	16 367	28 387	10 976	13 093	14 591	27 890	9 291	10 479	11 938	25 745	8 783
residents in Italy participating in tourism - share per 100 inhabitants	24.1	26.2	49.2	22.2	18.8	27.4	47.5	18.4	21.9	24.3	46.4	15.5	17.4	19.8	42.7	14.6
trips made by residents in Italy - absolute values in thousands	24 565	26 407	47 363	24 603	19 883	27 146	48 335	18 734	20 571	22 306	41 978	15 186	16 006	17 626	36 440	13 346
trips made by residents in Italy - percentage values	20	21.5	38.5	20	17.4	23.8	42.4	16.4	20.6	22.3	42	15.2	19.2	21.1	43.7	16
overnight stays for trips made by residents in Italy - absolute values in thousands	97 892	103 117	417 018	88 622	77 923	108 857	430 743	62 692	81 785	90 320	399 011	55 875	64 463	76 727	337 546	49 075
overnight stays for trips made by residents in Italy - percentage values	13.9	14.6	59	12.5	11.5	16	63.3	9.2	13	14.4	63.6	8.9	12.2	14.5	64	9.3

Dissemination of the results: *microdata file*



Dissemination of the results: *on-line tables (until 2013)*

Viaggi e vacanze

www.istat.it/it/archivio/78559

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I viaggi in Italia e all'estero

Ascolta

I dati riportati nelle tavole allegate si riferiscono all'indagine trimestrale Viaggi e vacanze, condotta dall'Istat nel 2011, sulla domanda turistica dei residenti. L'indagine ha l'obiettivo di quantificare i viaggi (con pernottamento) effettuati dai residenti sia in Italia sia verso l'estero e di fornire informazioni sulle tipologie e sui comportamenti di viaggio.

La popolazione di interesse dell'indagine - ossia l'insieme delle unità statistiche oggetto di investigazione - è costituita dalle famiglie residenti in Italia e dagli individui che le compongono (cittadini italiani e stranieri residenti in famiglia). Gli spostamenti turistici sono classificati, secondo gli standard internazionali, distinguendo i viaggi per motivi di lavoro da quelli per motivi di vacanza e le vacanze 'brevi' da quelle 'lunghe'. Tra le vacanze rientrano i viaggi per svago, piacere, relax, per visitare parenti o amici, per trattamenti di salute o per motivi religiosi. Oltre ai viaggi, costituiscono oggetto di analisi anche gli individui che hanno viaggiato e le notti trascorse in viaggio.

Le stime preliminari dei principali risultati sono abitualmente diffuse dall'Istat nel mese di febbraio tramite la statistica report Viaggi e vacanze in Italia e all'estero (anni vari), mentre i risultati definitivi nell'omonimo volume Istat della collana Informazioni.

A partire dal 2007, la pubblicazione del volume è sostituita dal rilascio di tavole di dati on line che ripropongono il medesimo schema di presentazione editoriale che è stato adottato in passato per la pubblicazione cartacea: i prospetti di dati, precedentemente presenti nel testo del volume cartaceo, sono raccolti in "Prospetti principali" mentre le tavole di dati, precedentemente diffuse su cd-rom allegato al volume, sono contenute in "Tavole di approfondimento".

In entrambi i casi è stata mantenuta la stessa numerazione adottata in precedenza per i corrispondenti prospetti/tavole. I risultati dell'indagine sono inoltre disponibili tramite collezioni campionarie dei dati elementari su supporto informatico.

Le tavole sono corredate da Nota metodologica idonea a consentire una corretta lettura dei dati.

Nota. In data 11.01.2013 il prospetto 11.2011.1.5.xls (Prospetto 1.5 - Viaggi di vacanza di quattro o più notti per trimestre e durata - Anni 2009-2011) è stato sostitutito poichè non erano valorizzate le righe dell'anno 2011

Periodo di riferimento
Anno 2011

Pubblicato
venerdì 21 dicembre 2012

>> Indice delle tavole (pdf 95 KB)
>> Tavole (zip 295 KB)
>> Indice dei prospetti (pdf 104 KB)
>> Prospetti (zip 1 MB)
>> Nota metodologica (pdf 788 KB)

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I.Stat l'accesso diretto ai dati statistici
noiitalia edizione 2013
Indici per aggiornare AFFITTI e ASSEGNI FAMILIARI
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1. The trips
   1.1. How many trips
   1.1.1. Main reasons of the trip
1.2. The departures
1.3. Main destinations
   1.3.1. Abroad destinations
   1.3.2. Italian destinations
1.4. The periodicity of the destinations of holiday trips
1.5. The organization of the trip
1.6. The mean of transportation
1.7. The type of accommodation
1.8. The trips by some characteristics of tourists
1.9. The territorial differences among the North, the Centre and the South
2. The tourists
   2.1.How many tourists
   2.2.Who goes on holiday during the Summer quarterly
   2.2.1. How many in Italy, how many abroad
   2.2.2. The differences among the North, the Centre and the South
2.3. Non-tourists for holiday: the reasons
2.4. The tourists for professional reasons

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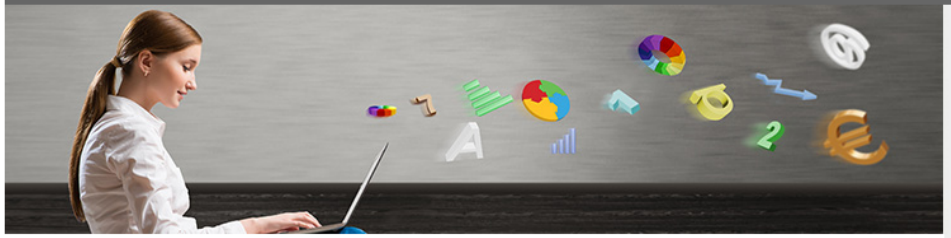

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REGULATION (EU) No 692/2011
ANNEX II
(NATIONAL TOURISM)
6 months after the end of the reference period

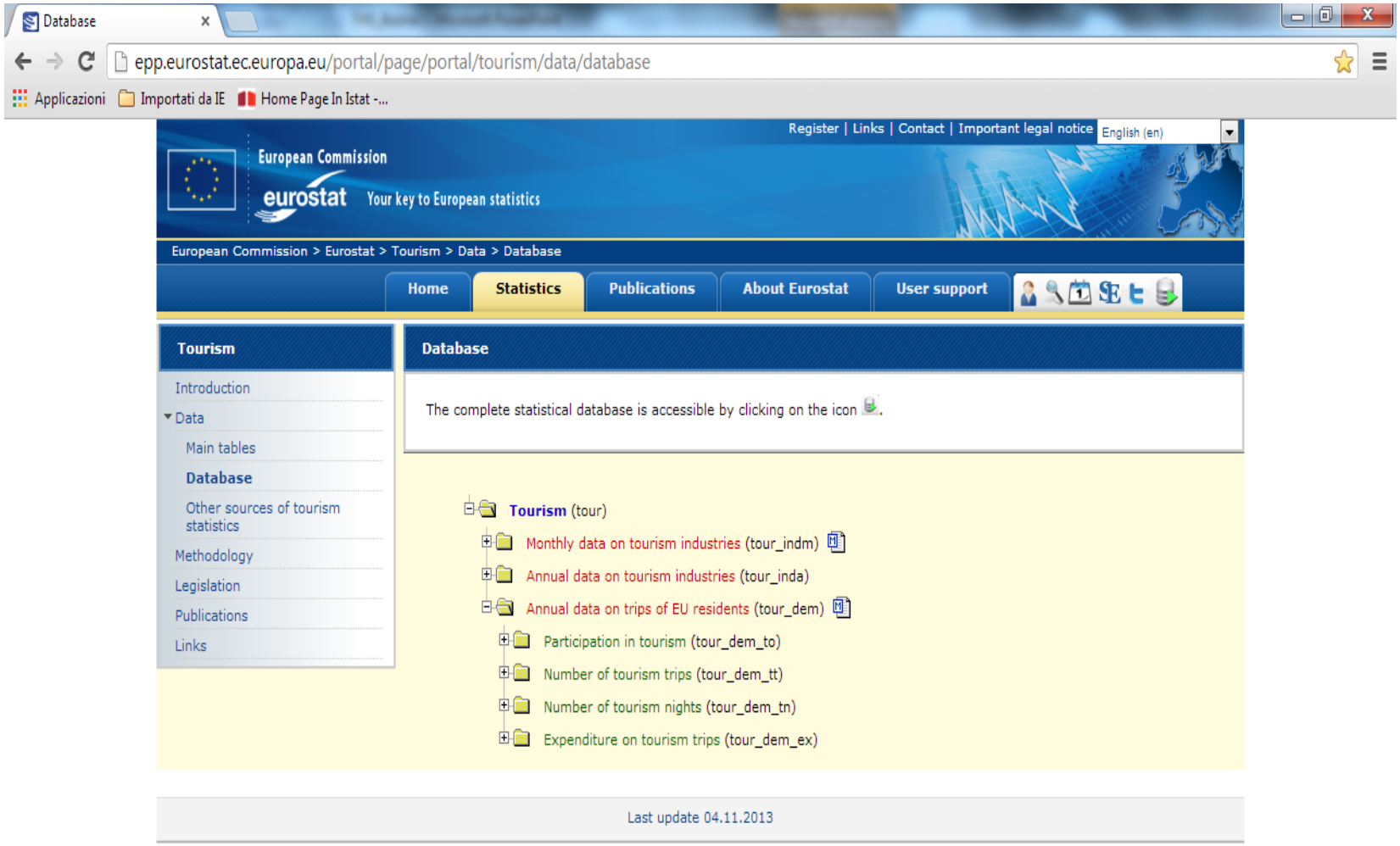
Section 1 PARTICIPATION IN TOURISM FOR PERSONAL PURPOSES (aggregated tables)

Section 2 TOURISM TRIPS AND VISITORS MAKING THE TRIPS (microdata)

Section 3 SAME-DAY VISITS (first reference 1 January 2014 for outbound, 1 January 2015 for domestic)

Quality Report → **9 months after the end of the reference period**

Transmission to Eurostat



…..Questions?