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Estimating the domestic same-day visits in Italy through different sources

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ABSTRACT

In Italy same-day visits are collected by using a demand side approach, within the quarterly survey “Holidays and Trips”, which estimates the number of domestic same-day visits for leisure reasons (including relax, holiday, recreation, cultural, non regular trips to relatives and friends).

This survey can also give relevant information from a socio-demographic point of view, as collects information about the visitor profile.

With the purpose to identify other sources to estimate same-day visits, an attempt has been made in order to analyze data collected by the Italian “Time Use” Survey, carried out by Istat in 2002-2003. This survey has collected information about the organization of daily life that respondents had to report through a daily diary.

These data can provide punctual information about the allocation of time during the day, the subdivision of the various activities and the places where people carry out them. The sentences reported by the interviewed has been translated into codes, through an association text-code, referring to a wide dictionary of existing codes.

Using “Time Use” Survey to estimate same-day visits can give the opportunity to have additional information about other characteristics of same-day visits, such as the main purpose, the duration, the means of transport used; moreover, this survey allows to allocate same-day visits in the different times of the day, but it’s not always possible to identify the “respondent usual environment”; however, it gives information on same-day visits made for professional reasons and sometimes whether the respondent has maintained his usual day-to-day living.

This work reports the results of an experimental data collection of same-day visits made by Italian “Holidays and Trips” Survey in 2002-2003, and the initial results of an on-going study that wants to explore the potentiality of the Italian “Time Use” Survey to identify and estimate the domestic same-day visits.

1. Introduction¹

The interest in same-day visit phenomenon is on the increase in the tourism sector, since it completes the picture of tourism movements together with trips with overnight staying and it involves strong economic implications. To study it, it's important first to solve some difficulties, such as defining the concept of "usual environment" that has to be identified through the dimensions of "duration", "destination", "purpose" and "frequency" of the same-day visit. The ongoing debate in Europe, in view of the approval of the new Regulation on Tourism Statistics, is dealing with such aspects. Another important question regards the reliability of the estimates produced, in the absence of other statistical sources to validate the results. In Italy an experimentation has been made, during the years 2002-2003, in order to survey same-day visits of residents within the quarterly sample survey "Holidays and Trips". This survey examines the trips of residents, and produces statistics on tourism demand of the residents referring to national tourism (domestic and outbound tourism) with overnight staying; the data are directly obtained from persons who have travelled. Therefore an ad hoc section for same-day visits has been added. This paper will first present some aspects of same-day visits and same-day visitors obtained through the experimental section for same-day visits in "Holidays and Trips" survey 2002-2003. The need for describing other qualitative aspects of same-day visits, currently not object of the afore-mentioned survey, has led to using information on same-day visits from the five-yearly sample Italian household "Time Use" survey, which has been carried out in the same period. Next, the second part of this paper will present the modalities for comparing the data of both surveys as well as the qualitative characteristics of such same-day visits as described by Italians in the 2002-2003 "Time Use" survey².

2. Same-day visits in the "Holidays and trips" survey

The sample survey "Holidays and Trips"³ is carried out every three months on the tourism movements of people residing in Italy. It provides official estimates on the number of trips (and nights) for private/personal and business reasons, domestic and outbound. It examines the trip characteristics (destination, type of accommodation, means of transport, duration of the trip, etc) and the socio-demographic characteristics of persons who have or have not travelled. At the same time, during the years 2002-2003 it has also gathered data on same-day visits through an ad hoc section for every member of the household, therefore providing a full picture of the residents' tourism on demand side.

The sample covers 14.000 households per year (3.500 every quarter), that is, about 40.000 persons of every age. Same-day visits section has surveyed, for every member of the household if, during the last quarter, he has had the occasion to visit some Italian city or locality that is not in the municipality of residence without sleeping there, the name of the municipality (or province, or region) and, for each place indicated, how many times. The same-day visit that has been surveyed is a visit carried out for personal reasons, that is, for holiday, for leisure, for culture, to relax or to visiting relatives and friend (not usual), without overnight stays. It didn't include a visit for shopping, health, professional and educational reasons. The "Holidays and Trips" survey examines also the socio-demographic characteristics of the persons interviewed, hence making it possible to analyse in-depth the types of same-day visitors and the distribution of same-day visits per characteristics of the same-day visitor.

¹ The opinions here expressed are those of the authors and do not involve in any way the responsibility of Istat; the paper reflects the joint effort of the authors; nevertheless, in detail, the paragraphs 1,2,3 have been written by Mascia Di Torrice; paragraphs 4,5 by Patrizia Perini; paragraphs 6,7,8,9,10 by Tania Cappadozzi.

² For more details on the methods and contents of both surveys, see "Il sistema di indagini sociali Multiscopo", Istat, 2006.

³ Cfr. "Metodologia e organizzazione dell'indagine multiscopo sulla domanda turistica Viaggi e vacanze", Istat, 2003.

3. Same-day visits in the ‘Time Use’ survey

In 2002-2003 the Italian National Institute of Statistics carried out the “Time Use” survey on a sample of about 21.000 households, uniformly distributed over the year to gather the seasonal nature of some daily activities. The sample was equally divided into the three types of week days (working day, Saturday and Sunday) to represent the differences between the activities carried out in each one of these types of day. This survey uses a particular survey instrument, that is, a daily diary that surveys all the activities carried out by persons aged 3 and over during the day object of survey for the household. Every person of the sample must indeed write down on a specific day of the year, the activities carried out during the day, describing the main activity, any contemporaneous (or secondary) activity, the place in which the person is, the means of transport used to move over, and the presence of any other person. The power of such survey instrument is rather evident: it enables to reconstruct the activities of persons and social groups, as it reports the quantity of time dedicated and their places throughout the day. All textual descriptions provided by the respondents were codified in predefined and standardised codes from Eurostat. So, every same-day visit is described just as any other activity in the daily diary. The possibility to use the “Time Use” survey to analyse such kind of visits helps to considerably broaden our knowledge on the reasons and the characteristics of such visit. It indeed identifies the various activities carried out by same-day visitors, their duration, places and means of transport used; and it also places all information regarding same-day visits over time.

4. Same-day visits in the “Holidays and Trips” survey: same-day visitors

The following analysis has been carried out considering only persons aged 3 and over, to uniform the data from both surveys “Holidays and Trips” and “Time Use”, despite the “Holidays and Trips” survey covers all same-day visitors whatever their age.

As for 2002-2003⁴, about 22.1% of the population residing in Italy took at least one same-day visit during the summer, 19% in the spring, 18.1% in autumn and only 16.9% in the winter to visit another Italian city or locality (Prospect 4.1). The propensity of men and women to take same-day visits is quite similar: 19.4% of men and 18.6% of women in the spring; 22.6% and 21.7% in the summer; 18.8% and 17.5% in the autumn and 18.1% and 15.8% in the winter.

Summer same-day visitors are mainly children aged 3-5 (35.3%), followed by children and young teenagers under 14 years of age (31.4%) and young adults aged 25-44 (25.8%). Elderly persons aged 65 and over presented the lowest share of same-day visitors (10.5%). Just like for the summer period, also the other quarters register a lower share of same-day visitors among persons aged 65 and over, that is, 8.9% in the autumn, 8.1% in the spring and 7.8% in the winter. In the spring and winter, the highest share is among children and young teenagers aged 6 to 13 (31.4% and 22.6%) while, in the autumn quarter, among young adults aged 25 to 44 (22.5%).

The propensity to take same-day visits varies according to the geographical area of residence and the different periods of the year. More than 23% of people resident living in the Centre-north of Italy (23.5% in the Northwest, 23.3% in the Centre and 23.1% in the Northeast) and slightly more than the 22% of the residents living in the South (22.2%) took at least one same-day visit between July and September, while only 15.2% of people living in Sicily and Sardinia visited during the same period a city or a locality outside their municipality of residence. Likewise, in the spring, the same-day visit phenomenon is more evident among people resident living in the Centre-north (20.7% in the Northeast, 20.2% in the Northwest and 19.5% in the Centre), while only 17.8% of

⁴ The “Time Use” survey took place between April 1, 2002 and March 31, 2003. Therefore, for the “Holidays and Trips” survey, it was decided to construct a year made up of the last three quarters of 2002 and the first quarter of 2003.

those residents living in the South and 15.2% in Sicily and Sardinia left their municipality of residence for a same-day visit.

In autumn, residents in the Northeast (24.1%) and in the winter, residents in the Centre (20.6%) are more inclined to take same-day visits than the rest of Italy. Persons resident who live in the South and on the Islands remain less inclined towards same-day visits: between October and December, only 14.7% of residents in the South and 13.7% of residents in Sicily and Sardinia took at least one same-day visit and in the winter, only 14.8% in the South and 12.5% on the Islands.

Prospect 4.1 – Persons aged 3 and over who took same-day visits per quarter distinguished per gender, age and geographical area of residence - April 2002-March 2003

CHARACTERISTICS	Quarters			
	April – June 2002	July – September 2002	October–December 2002	January – March 2003
FOR 100 RESIDENTS AGED 3 AND OVER WITH THE SAME CHARACTERISTICS				
GENDER				
Males	19.4	22.6	18.8	18.1
Females	18.6	21.7	17.5	15.8
Total	19.0	22.1	18.1	16.9
AGE CLASSES				
3-5 years of age	23.4	35.3	19.8	20.3
6-13 years of age	31.4	31.4	21.8	22.6
14-17 years of age	21.5	24.8	18.9	21.1
18-24 years of age	17.7	19.8	15.0	17.3
25-44 years of age	22.7	25.8	22.5	20.4
45-64 years of age	18.2	22.0	19.1	16.7
65 years of age and over	8.1	10.5	8.9	7.8
Total	19.0	22.1	18.1	16.9
GEOGRAPHICAL AREA OF RESIDENCE				
Northwest	20.2	23.5	18.3	16.8
Northeast	20.7	23.1	24.1	19.0
Centre	19.5	23.3	19.1	20.6
South	17.8	22.2	14.7	14.8
Islands	15.2	15.2	13.7	12.5
Italy	19.0	22.1	18.1	16.9

As for the employment status of residents aged 15 and over, persons in employment, followed by students, register a higher share of same-day visits in all quarters (Prospect 4.2). In the summer, 25.6% of persons in employment took at least one same-day visit, closely followed by students (22.3%), housewives (19.2%) and people searching for a new job (18.9%). All other professional categories register considerably lower shares.

With regard to persons in employment, during the half-year the April to September 2002, persons who have an intermediate job position registered a greater tendency towards same-day visits; while, during the half year the October to March 2002-2003, persons with a higher job position had a greater tendency towards same-day visits.

**Prospect 4.2 – Persons aged 15 and over who took same-day visits per quarter and employment status
April 2002-March 2003**

Employment status	Quarters			
	April – June 2002	July – September 2002	October–December 2002	January – March 2003
FOR 100 RESIDENTS AGED 15 AND MORE WITH THE SAME CHARACTERISTICS				
In employment	22.7	25.6	23.1	21.3
-Managers, entrepreneurs, professionals	23.4	26.7	31.8	25.7
-Directors, executives, clerks	24.0	27.7	24.8	24.9
-Workman	19.6	21.3	17.5	16.4
-Self-employed and family worker	23.7	25.2	20.5	14.5
Searching for a new job	12.3	18.9	14.5	15.4
Searching for a first job	17.9	14.5	14.7	12.8
Housewives	14.2	19.2	13.0	10.5
In education	19.9	22.3	17.2	19.5
In retirement	11.4	14.3	11.9	10.6
Other employment status	5.9	6.2	4.4	5.1
Total	17.7	20.8	17.6	16.3

5. Same-day visits in the “Holidays and Trips” survey: same-day visits

In 2002-2003, same-day visitors residing in Italy took on average 2.8 same-day visits per capita (totally, about 29.7 millions on the average quarter), with a peak of 3.1 same-day visits per capita between January and March and its lowest during the April to June period with 2.6 (Prospect 5.1).

The total of annual same-day visits is equally distributed among the four quarters, reaching its peak during the summer (27.7%) and its minimum in the spring (23.1%). Autumn and winter registered 24.5% and 24.7% respectively of the total of annual same-day visits.

Prospect 5.1 – Same-day visits per quarter - April 2002-March 2003

	Quarters				Total
	April – June 2002	July – September 2002	October–December 2002	January – March 2003	
PERCENTAGE COMPOSITIONS					
	23.1	27.7	24.5	24.7	100.0
AVERAGE NUMBER OF SAME-DAY VISITS PER SAME-DAY VISITOR					
	2.6	2.7	2.9	3.1	2.8

When analysing same-day visits according to some characteristics of the same-day visitor, the distinction into gender cannot be seen as a discriminating factor. Between April and September, men and women equally visited Italian cities and localities other than their municipality of residence, and with some very small differences between October and March: about 53% of men and 47% of women (Prospect 5.2).

The more conspicuous shares of same-day visits in the various quarters correspond to the young adults (aged between 25 and 44): 45.2% of the total in the autumn, 43.2% in the spring, 40.5% in

the winter and 33.5% in the summer.

About one fourth of the same-day visits by quarter was taken by adults (27.5% of persons aged 45 to 64 during the autumn, 26.9% in the spring, 24.9% in the summer and 23.8% in the winter). When grouping the age classes of children and young persons aged 3 to 13 and that of teenagers and young adults aged 14 to 24, it is possible to note how persons aged 65 and over have registered the lowest number of same-day visits taken in all quarters (between 7% in the spring and 7.7% in the winter).

Persons in employment present the highest share of same-day visits in the various quarters of the year: especially in the autumn (66.1%) and to a lower extent in the summer (55.9%). Among the employed, the “Directors, executives and clerks” differ from the other job positions as regards the number of same-day visits taken in each quarter: more during the winter (33.1%) and less in the summer (28.8%).

**Prospect 5.2 – Same-day visits per quarter, gender, age class, employment status of the same-day visitor-
April 2002-March 2003 (percentage compositions)**

CHARACTERISTICS OF THE SAME-DAY VISITOR	Quarters			
	April – June 2002	July – September 2002	October–December 2002	January – March 2003
GENDER (a)				
Males	49.5	50.1	52.7	52.4
Females	50.5	49.9	47.3	47.6
Total	100.0	100.0	100.0	100.0
AGE CLASSES (a)				
3-5 years of age	2.8	4.6	2.6	4.8
6-13 years of age	9.3	15.3	9.1	11.3
14-17 years of age	3.1	5.5	2.9	2.8
18-24 years of age	7.7	8.8	5.4	9.0
25-44 years of age	43.2	33.5	45.2	40.5
45-64 years of age	26.9	24.9	27.5	23.8
65 years of age and over	7.0	7.4	7.4	7.7
Total	100.0	100.0	100.0	100.0
EMPLOYMENT STATUS (b)				
In employment	62.5	55.9	66.1	63.1
-Managers, entrepreneurs, professionals	8.7	7.1	16.7	11.1
-Directors, executives, clerks	30.0	28.8	31.2	33.1
-Workman	17.3	12.0	14.1	14.6
-Self-employed and family worker	6.5	8.1	4.2	4.3
Searching for a new job	1.7	2.7	1.9	3.3
Searching for a first job	1.6	1.5	1.4	0.5
Housewives	13.0	11.7	9.0	8.8
In education	7.5	13.0	6.8	12.2
In retirement	12.3	14.0	14.0	11.2
Other employment status	1.4	1.2	0.8	0.8
Total	100.0	100.0	100.0	100.0

(a) Population aged 3 and over.

(b) Population aged 15 and over.

The choice to take same-day visits in the various periods of the year is particularly different in relation to the Italian areas (Prospect 5.3). Residents in the Northwest and in the Islands mainly took same-day visits in the spring (29.4% in the Northwest and 10.2% in the Islands respectively of the same-day visits of the quarter), residents in the Northeast in the autumn (24.4%), residents in the Centre mainly in the winter (26.6%), and residents in the South in the summer (26.1%).

The choice of destination also differs according to the geographical area when considering the period of the same-day visit. However, because it takes place in a day, the origin and destination of the same-day visit usually are within the same territorial area. In fact, the same areas have gathered and led to a higher share of same-day visits. The differences can be attributed to the closeness of the municipality of residence to another one territorial area, to the higher capacity of attraction and to the climate conditions. In the spring, the Northwest and the Islands have received 29.7% and 10.6% respectively of all same-day visits of the quarter, the Northeast 23.2% in the autumn, the Centre 31.4% in the winter and the South 24.9% in the summer.

Prospect 5.3 – Same-day visits per quarter and geographical area - April 2002-March 2003 (percentage compositions)

GEOGRAPHICAL AREA	Quarters							
	April - June 2002		July - September 2002		October - December 2002		January - March 2003	
	Origin	Destination	Origin	Destination	Origin	Destination	Origin	Destination
Northwest	29.4	29.7	26.3	20.8	27.3	28.9	24.2	23.5
Northeast	19.3	17.7	18.6	21.6	24.4	23.2	17.6	17.4
Centre	20.8	24.7	21.3	23.5	16.9	19.2	26.6	31.4
South	20.3	17.3	26.1	24.9	22.0	19.4	23.1	19.6
Islands	10.2	10.6	7.8	9.2	9.4	9.2	8.5	8.2
Italy	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

To conclude, as regards metropolitan cities, same-day visitors flows were registered during all year in Milan and Rome. Other cities that registered considerable movements include: towards Naples (11.6%), Florence (9.7%) and Turin (8.7%) in the spring; Venice (14.6%) Florence (9.6%) and Verona (9.3%) in the summer; Florence (9.8%), Venice (8%) and Naples (7.7%) in the autumn; and Naples (12.8%), Turin (8.9%) and Venice (8.1%) in the winter (Prospect 5.4).

Prospect 5.4 – Same-day visits per quarter and whose destination is a metropolitan area (a) - April 2002-March 2003 (percentage compositions)

	Quarters							
	April - June 2002		July - September 2002		October - December 2002		January - March 2003	
Milan	19.9	Milan	15.0	Milan	20.9	Rome	26.1	
Rome	15.1	Venice	14.6	Rome	19.9	Milan	16.9	
Naples	11.6	Rome	13.2	Florence	9.8	Naples	12.8	
Florence	9.7	Florence	9.6	Venice	8.0	Turin	8.9	
Turin	8.7	Verona	9.3	Naples	7.7	Venice	8.1	
Genoa	7.3	Naples	8.1	Verona	7.2	Florence	8.0	
Venice	5.9	Turin	6.7	Palermo	5.7	Catania	5.2	
Cagliari	5.8	Genoa	5.7	Genoa	5.6	Verona	4.5	
Verona	5.1	Bologna	5.1	Bologna	4.7	Genoa	3.7	
Bologna	4.8	Palermo	4.6	Catania	3.8	Bologna	2.7	
Catania	3.0	Cagliari	4.1	Turin	3.0	Palermo	1.5	
Bari	1.7	Catania	2.3	Bari	2.0	Cagliari	1.4	
Palermo	1.5	Bari	1.7	Cagliari	1.7	Bari	0.2	
Total	100.0	Total	100.0	Total	100.0	Total	100.0	

(a) Residents are excluded.

6. Same-day visits in the “Time Use” survey: estimates and comparison

The main difficulty in using the “Time Use” survey data is the lack of direct information on the place of arrival and departure of the same-day visits. Hence, same-day visits were identified based on the integration of many criteria. The first step involved identifying the diaries that reported one of the following characteristics (Prospect 6.1):

1. The specific activity code “5.2.9 – Same-day visits, excursions and other specific activities linked with leisure or culture”, defined in the Activity coding list;
2. Day defined as “particular” for being on a trip but with return on the same day;
3. Day defined as “particular” for being on holiday or on leave (from work).

Days defined as “particular” were included as it was hypothesised that the respondent did not maintain his/her day-to-day living in those days and that the movement involved leaving the usual environment.

Subsequently, the start and end of the same-day visit were determined, identifying the movements that lasted the longest during the day described in the diary, and with the following characteristics:

1. own house as place of departure and return;
2. use of means of transport;
3. movement other than “Travel to/from work”, “Travel related to informal help”, “Driving for pleasure” and “Travel related to changing locality”, since the latter definition indicates trips that last more than one day.

Finally, the next step involved selecting the same-day visits based on their duration, which, according to the Eurostat proposal of definition, must exceed 6 hours. Hence, the minimum duration can be considered as a “proxy” indication for the distance, data we do not have.

When comparing the estimates on the number of same-day visits on the average quarter as obtained with those surveyed through the experimentation in the “Holidays and Trips” survey 2002-2003, it was possible to note an over-estimation of the “Time Use” survey. Therefore, it was decided to apply a further selection criterion linked with the duration of the outward and return movements. According to the analysis of the first estimates on the times, the duration of an outward and return movement equalled on average one third of the total duration of the same-day visit. Hence, having to decide a duration threshold, it was decided to select only same-day visits with outward and return movements of at least two hours (1/3 of the total same-day visits duration threshold equal to 6 hours).

Prospect 6.1 - Distribution of the same-day visits per criterion to be used for selection *(in percentage)*

SAME-DAY VISITS SELECTION CRITERION	%
Same-day visit for holidays or on leave	23.4
Same-day visits for daily trip and presence of code 529	17.6
Same-day visits for daily trip	49.9
Same-day visits due to presence of code 529	9.1
Total	100.0

When adopting the latter criterion, the estimate of the number of same-day visits on the average quarter is almost similar to that drawn from the “Holiday and Trips” survey (totally, about 29.7 millions).

After verifying the substantial conformity of the “Time Use” survey data with the “Holidays and Trips” survey in quantitative terms, we use this source to analyse the qualitative characteristics examined only through this survey.

7. Qualitative characteristics of TUS same-day visits

The average duration of same-day visits⁵ is 10 hours 34 minutes (Prospect 7.1). 61.3% of the time (6h28min) is dedicated to carrying out the same-day visit activities themselves (hereinafter net duration of the visit), while the remaining 38,7% (4h5min) is required to reach the same-day visit destination and return home.

Prospect 7.1 – Time spent for same day visits on an average day⁶ and breakdown of time between outward and return trip and net visit for some structural characteristics of same-day visitors - April 2002-March 2003 (average duration in hours and minutes and percentage of total time dedicated to the same-day visit).

CHARACTERISTICS OF SAME-DAY VISITORS	Average time for same-day visit (in hours and minutes)	Percentage of same-day visit dedicated to:	
		Net visit	Travelling
GENDER			
Male	10:40	61.6	38.4
Female	10:29	61.0	39.0
CONDITION			
Unemployed	10:47	61.3	38.7
Employed	10:16	61.3	38.7
TYPE OF MUNICIPALITY			
Metropolitan municipalities	10:44	60.4	39.6
Municipalities up to 10,000 inhabitants	10:21	61.4	38.6
Municipalities over 10,000 inhabitants	10:34	62.1	37.9
GEOGRAPHICAL AREA			
North	10:08	59.6	40.4
Centre	11:19	62.7	37.3
South	10:54	63.3	36.7
TOTAL	10:34	61.3	38.7

The structural characteristics of the same-day visitors does not seem to have much effect on the duration of the same-day visit and the portion of time dedicated to the net visit, which turns out to be pretty much stable. The most significant variations can be found in the territorial breakdown of the same-day visitors, which shows that on average same-day visits in the North are shorter than in the rest of Italy (10h8min), with a smaller portion being dedicated to the net visit (59.6% equal to about 6 hours), while the maximum duration (11h19min) is recorded for same-day visitors in the Centre, for whom the net visit reaches a duration of 7 hours. An intermediate situation is found for same-day visitors from the South, with 10h54 min same-day visits, of which 63.3% is dedicated to the net visit (6h53min).

⁵ The indicator used in this paper to calculate the duration is the general mean duration, calculated by relating the overall duration of the activities or visits in places to the entire reference population, that is all same-day visitors, who have carried out the activity or not, or visited the location analysed or not. This mean is used as it is possible to add the durations for the various activities or visits to various locations (all having the same denominator) and this means that it is possible to study time balances for same-day visits or to break down the overall duration into various segments on the basis of the activities or places visited.

⁶ The Time Use survey has some estimation domains of a temporal type and so provides the following types of estimates: by type of day of the week, broken down into weekdays (Monday to Friday), Saturday and Sunday, by average day, taken as the pondered mean of the estimates for the type of day, and per quarter.

Living in a metropolitan area compared to a small municipality has an effect on the overall duration of the same-day visit, which increases from 10h21 min for small municipalities to 10h44 min for metropolitan cities. This difference is entirely accounted by travelling time, which, for those living in large cities, takes up 39.6% of the time (4h15min), compared to the 38.6% for those residing in small municipalities.

Moving on to look at some characteristics of the same-day visits (Prospect 7.2) one finds an increase in average duration, from 10h8min on weekdays to 10h57min on Sunday. In addition the portion dedicated to travelling reduces (from 40.5% to 37.3%), resulting in an increase in the percentage of time dedicated to the net visit (from 59.5% to 62.7%). This means that the net visit is at a minimum on weekdays (6h2min) and a maximum on Sunday (6h51min).

On analysing the quarterly estimates one sees that during summer same-day visits are on average longer (11h17min), while autumn same-day visits are the shortest and have a net visit duration that is lower (56.2% equal to 5h39min).

Prospect 7.2 - Time spent for same-day visits and breakdown of time between outward and return travel and net visit for some structural characteristics of the same-day visit – April 2002-March 2003 (average duration in hours and minutes and percentage of total time dedicated to the same-day visit).

CHARACTERISTICS OF THE SAME-DAY VISIT	Average time for same-day visit (in hours and minutes)	Percentage of same-day visit dedicated to:	
		Net visit	Travelling
QUARTER ^(a)			
April - June 2002	10:15	63.3	36.7
July - September 2002	11:17	63.0	37.0
October – December 2002	10:04	56.2	43.8
January – March 2003	10:16	61.3	38.7
DAY OF THE WEEK			
Monday – Friday	10:08	59.5	40.5
Saturday	10:42	61.8	38.2
Sunday	10:57	62.7	37.3
MEANS OF TRANSPORT USED FOR O/R TRAVEL ^(a)			
Car	10:27	62.6	37.4
Train	10:29	57.4	42.6
Bus	12:14	51.6	48.4

^(a) The duration per quarter and type of means of transport used for the outward / return travel is calculated for the average day.

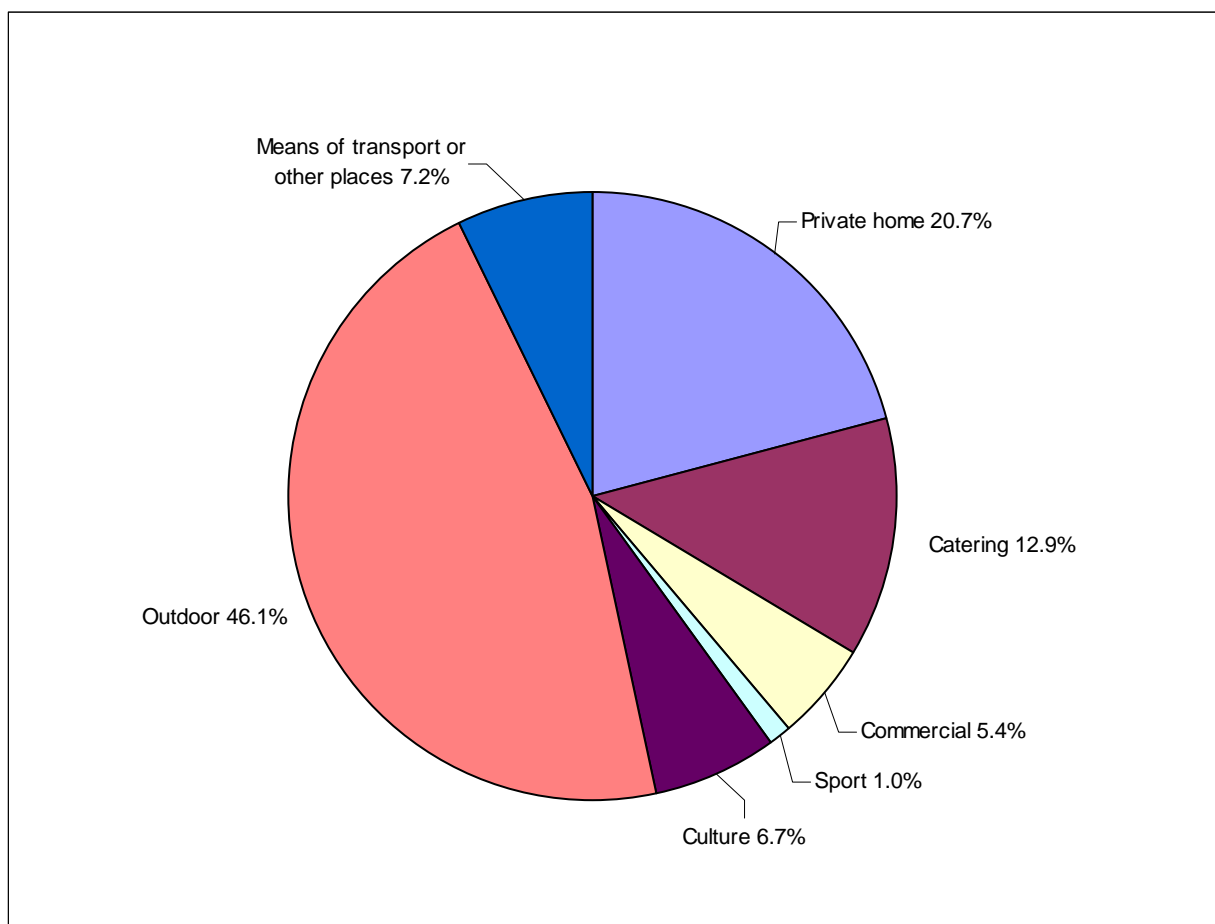
Looking at the means of transport used to reach the same-day visit destination, shows that the same-day visit for those travelling by car is shorter on average (10h27min) but, proportionately this makes it possible to dedicate more time to the net visit (62.6%, equal to 6h32min) rather than to travelling time. Those travelling by train have same-day visits with a duration that is almost identical to that of those travelling by car (10h29min), but proportionately this reduces the time dedicated to the net visit, which decreases to 57.4% (6h01min). Finally, those travelling by bus take same-day visits that have a very long average duration (12h14min), but with the worst breakdown of time between net visit and travelling. In fact, almost half the time is dedicated to travelling (48.4% equal to 5h55min) and only 51.6% of the total time (6h18min) to the net visit. Unfortunately, since no data is available on the distance travelled to reach the same-day visit destination, it is not possible to determine whether there is a link between the travelling time for each means of transport and the distance of the destinations (for example, those using cars to

destinations that are “closer” and opting for public transport for the others). However, the car is the means of transport most used (85.7%) followed by bus (7.6%) and train (6.4%).

8. Characteristics of the net visit

Same-day visitors spend 6h28min at the same-day visit destination (excluding outward and return travelling) (Graph 8.1).

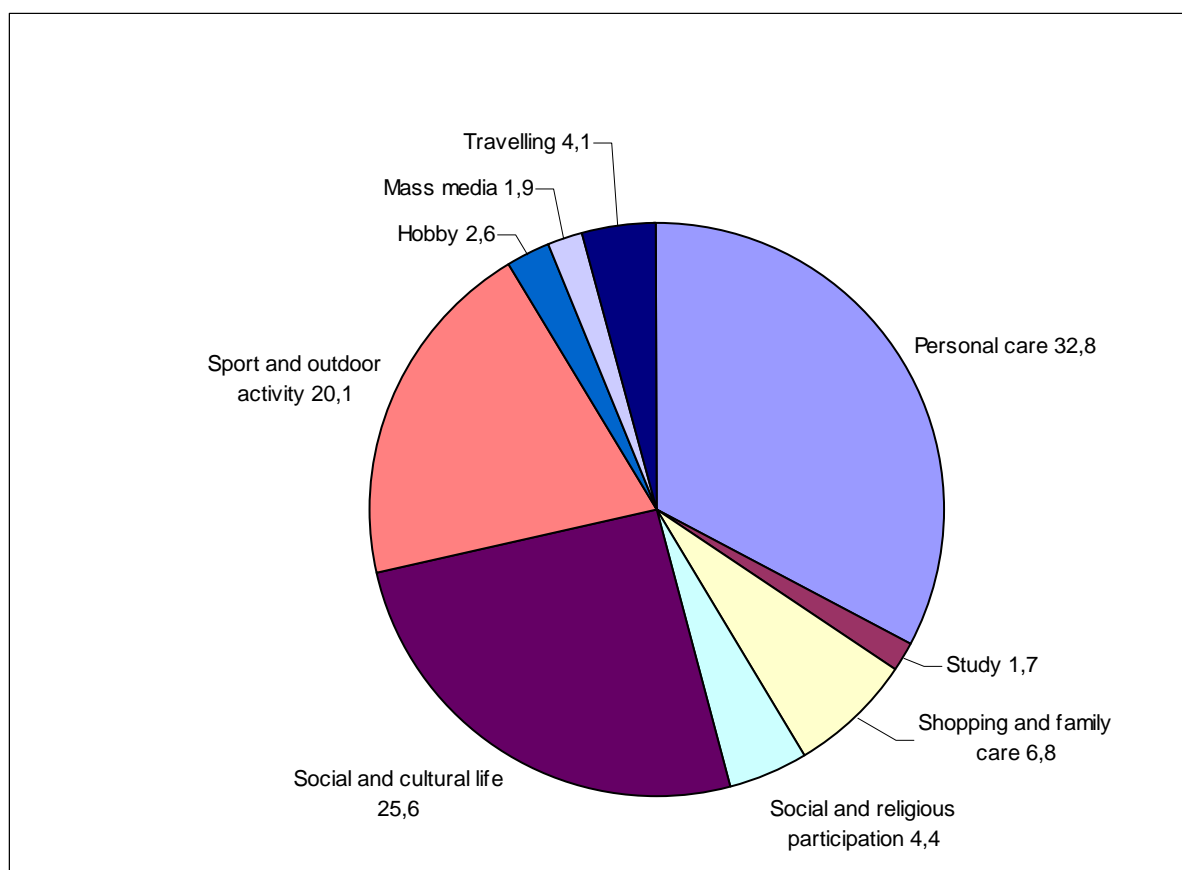
Graph 8.1 – Composition of time dedicated to visiting places – April 2002-March 2003 (as a percentage of the net visit: 6h28min).



Most of this time (46.1% equal to about 3 hours) is dedicated to visiting open spaces (walking around the streets of a city, hiking in the mountains, etc.). On average 20.7% of the time (1h20min) is dedicated to visiting private homes, while 12.9% of the time is spent in catering places (50 min). 5.4% of the time is spent in commercial places (about 20 min), while on average 26 min (6.7%) is spent in places like museums or exhibitions. In order to add information on general mean durations, it is useful to also analyse an indicator called “participation rate” for the various places on an average day, which stands at 73.5% for outdoor places, 47.5% for places dedicated to catering, 32.1% for visits to private homes, and 26.2% for commercial places, while only 15.5% of same-day visitors visited at least one place dedicated to culture (museum, exhibition, library, etc.).

Same-day visitors use 6h28 min of the net visit to carry out the various activities of daily life (Graph 8.2)⁷. Personal care (eating, resting, going to the bathroom, etc.) takes up 32.8% of the net visit (equal to 2h7min), followed by 25.6% dedicated to socialising and cultural activities (equal to 1h39min) and 20.1% dedicated to sport and outdoor activities like walking, hiking, cycling, etc. (equal to 1h17min). Finally, shopping and other activities related to family care are given 6.8% of the time (equal to 26 min). The remaining 57 minutes are dedicated to “residual activities” such as social and religious events (4.4%), travelling during the same-day visit (4.1%), hobbies (2.6%), using mass media (1.9%) and school-related activities⁸ (1.7%).

Graph 8.2 – Composition of time dedicated to activities – April 2002-March 2003 (as a percentage of the net visit: 6h28min).



It is useful to look at the percentage of same-day visitors that have effectively carried out the various activities: 89.1% have carried out activities related to personal care, 63.1% socialisation and cultural activities, 57.1% sporting and outdoor activities, 35.6% travelling activities, 35% shopping and other activities related to family care, and 21.6% for social and religious events. The “residual activities” play a small part in the average budget of net visits, both because they are short duration activities and because they are not frequent: only 9.9% of same-day visitors spend at least 10min of the same-day visit using mass media and 9.3% spend time on their own hobby, while, finally, only 3% are engaged in school-related activities.

⁷ The “Time Use” survey breaks down everyday activities into 10 macro categories, 9 of which are used here to classify the activities carried out during same-day visits. The “Working activity” category has been left out for the activities carried out during same-day visits – for more information see “Time Use” survey, Istat, Information N° 2, 2007.

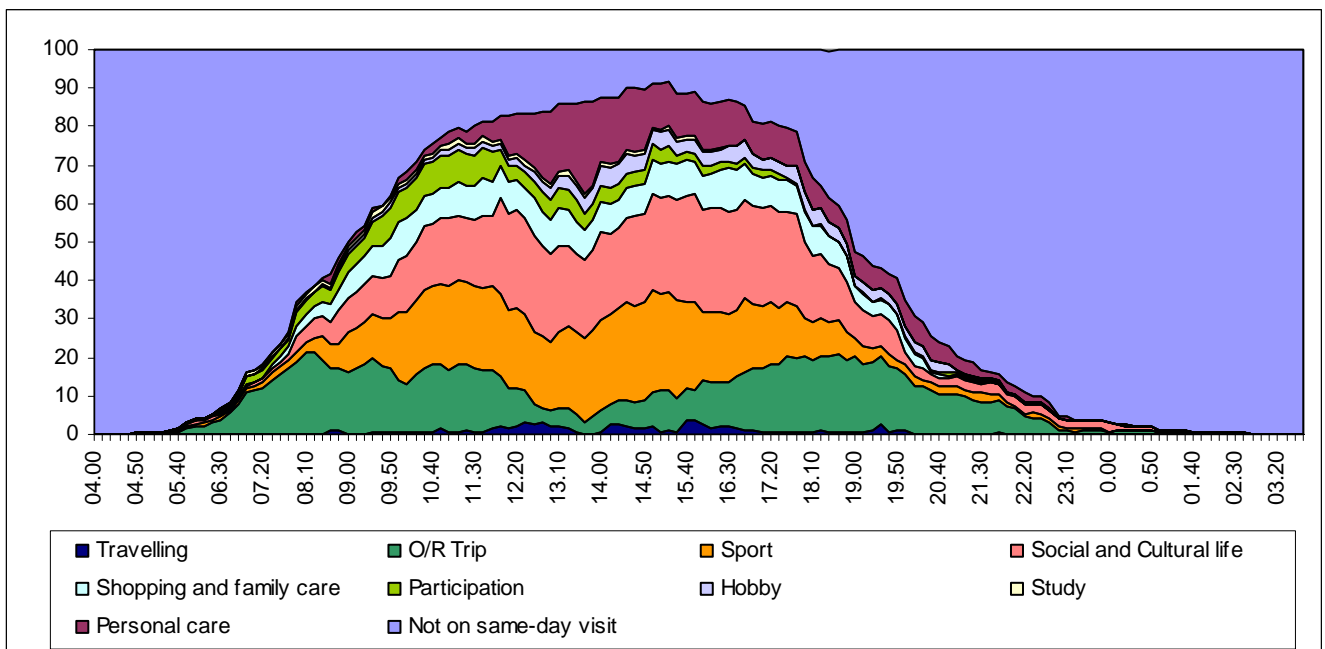
⁸ Same-day visits include school outings completed within one day.

9. What do people carry out and when during same-day visit?

By analysing the breakdown of time for the various activities engaged in during a same-day visit, it is possible to calculate the participation rate in the activities carried out during same-day visits (that is, the percentage of people engaged in them on average) for the various hours of the day (Graph 9.1)⁹.

The departure time for same-day visits is spread over the entire morning. Very few same-day visitors choose to set off before 7 a.m., while the departure peak is at 8 a.m. with more than 20% of travelling same-day visitors. The percentage of those on the outward or return trip decreases to a minimum in the central hours of the day (3% at 13:40), before starting to increase again to reach a peak for returning home at 18:40 (20.3%). From that time the departures decrease constantly and after 22:30 only 4% of same-day visitors are still travelling.

Graph 9.1 – Cumulated participation rate by same-day visitors in activities carried out on same-day visits at various times – April 2002-March 2003



The percentage of people engaged in sporting activities (ranging from simple walks to more demanding activities) increases over the morning to reach about 22% from 11:00 to 12:00, decreases over the central hours typically used for lunch (between 13:30 and 14:00 one sees a peak in personal care activities, which include lunch) and increases to go beyond a peak of 26% at 15:00. Same-day visitors involved in walking then begin to decrease slowly and at 18:00 only 10% are still engaged in that activity.

The number of people that carry out activities related to social and cultural life increases over the morning and reaches a maximum between 15:40 and 16:20, a time span during which more than 27% of same-day visitors are involved in these activities.

⁹ The cumulative graphs on the time use show all the activities carried out and the related cumulated participation rate for people considered, for each of the "time-points". In these graphs each group of activities is characterised by a bar the height of which, at the various "time-points", corresponds to the (percentage) frequency of carrying out the group of activities. Since the sum of the frequencies for each time is 100 and the frequencies in the graphs are cumulated, it is possible to arrive at the frequencies of each group of activities by the difference. The form of the time also makes it possible to establish how the group considered distributes the various activities over the hours of the day.

Shopping and other activities related to family care take up same-day visitors' time fairly evenly over the entire duration of the same-day visit (about 8%).

The participation, for example attending religious ceremonies or meetings, is mainly carried out during the morning: from 9:30 to 12:00 and involves about 8% of same-day visitors.

A greater number of same-day visitors (more than 5%) engages in some pastime or in the use of mass media (newspapers, TV, radio) after lunchtime - from 14:00 to 14:30.

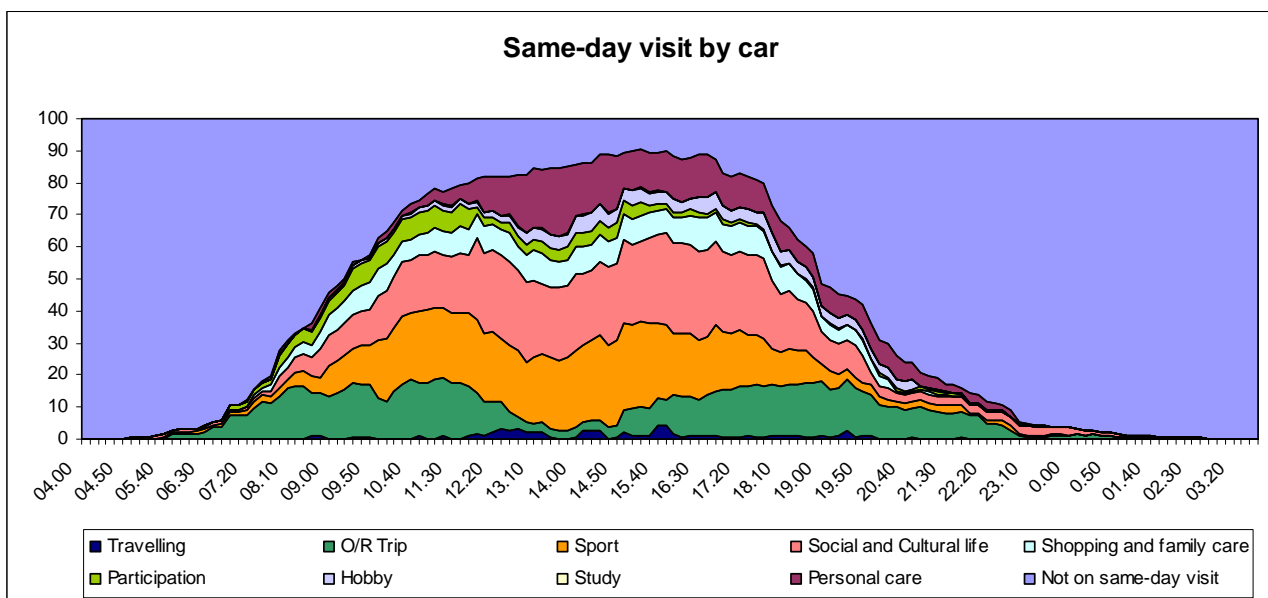
Activities of personal care like eating, going to the bathroom, etc. involve few same-day visitors during the morning, while the number increases rapidly from 12:00 on and especially between 13:30 and 14:00, when more than 20% of same-day visitors are involved in these activities. In the afternoon the participation percentages decrease. Dinner time is not characterised by a clear cut time span as is the case with lunch, probably because during same-day visits one takes dinner at various times.

Finally, school (study) outings reach a participation rate of 1% between 7:30 and 13:30, before finishing altogether by 16:30, the time at which there are no same-day visitors involved in that type of activity any more.

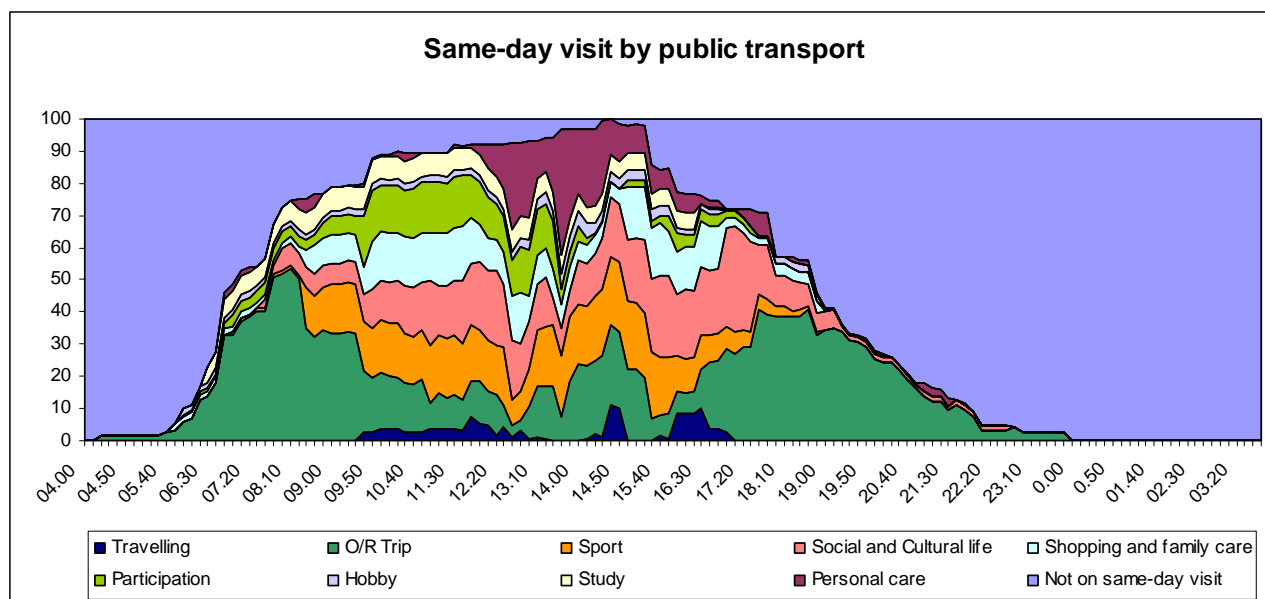
10. Organisation of the same-day visit according to the means used to reach the destination

The means used to reach the same-day visit destination is one of the characteristics that most influences the same-day visit itself, but how does the organisation of the same-day visit change when one uses one's own means (car) or public transport (bus or train)? (Graphs 10.1 and 10.2).

Graph 10.1 – Cumulated participation rate by same-day visitors travelling to the destination by car in activities carried out on same-day visits at various times – April 2002-March 2003



Graph 10.2 – Cumulated participation rate by same-day visitors travelling to the destination by public transport (bus/train) in activities carried out on same-day visits at various times – April 2002-March 2003



The various activities are carried out more “flexibly” when the same-day visit is organised using one’s own means, probably because same-day visitors decide what to do to suit their needs independently. In fact, all the activities show participation rate that are more evenly distributed over the time spent in the same-day visit destination. On the other hand, those travelling by bus or train are bound by the timetables of the means used and/or same-day visit organisers, and so one finds peaks in participation in various activities in more limited timeframes typically dedicated to departures, lunch, and returning home. The participation rate in the outward trip for those travelling by car to their destination exceed 10% from 7:30 to 12:10 and reach a maximum at 11:10 (18.7%), while those travelling by bus and train set out earlier (at 6:30 there are already 13.7% of same-day visitors on the move) and at 8:20 more than half are busy travelling. Similarly, for the return, those travelling by car are spread fairly evenly over the afternoon and into the evening, while those using public transport are concentrated in the early afternoon (25.4% at 14:30) and, to a greater extent, between 17:40 and 18:40 (more than 40% on the move). After that time the same-day visitors begin to diminish and at 22:30 only 3% of those using public transport are travelling, compared to almost 5% of those using cars.

Lunchtime is limited for same-day visitors using public transport, while it is less so for those travelling by car. In fact, 39.2% of “organised” same-day visitors are having lunch at 13:40 compared to the 21.2% of those with their own car. Given the differences in organising obligatory stages of a same-day visit (departure – lunch – return) the participation rates for the other activities carried out during the visit are more spread over the time for those travelling by car and more concentrated for those using public transport.

Finally, for some specific types of same-day visit, like school outings and trips to take part in social or religious events (such as coach trips to places of worship in Italy), public transport is prevalently used. In fact, study activities are not found in the case of same-day visits by car (Graph 10.1), while the number of same-day visitors involved in participation activities is constantly higher in the case of same-day visits using public transport (Graph 10.2).

11. Some final remarks

The first part of this work outlined the overall picture of the same-day visit phenomenon in Italy, based on the experimentation carried out by “Holidays and Trips” survey in 2002-2003, for the

first time providing information on the characteristics of same-day visitors and same-day visits. An analysis of the data gave rise to an indication of the consistency of same-day visiting in those years, and so this phenomenon needs to be studied ever more carefully to complete the picture of overall tourist movements.

The study carried out in the second part of the work is done with a view to filling the current information gap when it comes to the qualitative characteristics of the phenomenon, and it presents a series of explorative analyses into same-day visits, carried out using data from the “Time Use” Survey. The profusion of information available made it possible to describe the entire same-day visit phenomenon in terms of duration, the activities carried out, participants, and locations visited.

This work opens the way for perspective to extend the current information gathered via the “Holidays and Trips” survey, as has already begun in light of the Regulation on Tourism Statistics, and to bring about comparison between various sources from countries that carry out this type of survey.

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