

Methodological issues concerning the compilation of same-day trips in Austria

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ABSTRACT

In order to compile the "Travel Balance of Payments" (**TBoP**) on behalf of the Austrian Central Bank (OeNB) and the "Tourism Satellite Account" (**TSA**) on behalf of the Federal Ministry of Economics and Labor (BMWA), data on same-day visits is needed. Due to methodological issues and the lack of standardized definitions in this field the compilation of same-day visits is not unproblematic.

At Statistics Austria the information about **domestic** and **outbound same-day visits** is compiled by using a demand side approach. Every quarter 3 500 representatively chosen individuals living in Austria are questioned about their travel behavior. Regarding the domestic same-day visits only the number of trips for leisure and business purposes is collected, while a lot more information is surveyed concerning same-day visits abroad. For these, the profile of the traveler (socio-demographical information) and the profile of the trip (destination, purpose, transportation, accompanying household members and expenditures) are surveyed.

The main challenges concerning the compilation of same-day visits are the **recall problem** and the **coverage**. Another issue that has to be taken into consideration is the definition of same-day visits, since it is particularly difficult to define applicable and comparable distance and frequency thresholds concerning same-day trips when a person is to be considered outside of his/her usual environment.

The paper is intended to illustrate how data on same-day visits can be compiled, by presenting the **survey design** of the quarterly surveys carried out by Statistics Austria. This involves information about the sampling procedure, the interviewing phase, the plausibility checks and the imputation of missing values, as well as, the extrapolation. The focus will be to share experiences made and problems faced on one hand, and to provide solutions on how the challenges are dealt with and how the quality of the data is assured at Statistics Austria on the other hand.

METHODOLOGY

The approach is to describe the quarterly surveys on domestic and outbound leisure and business trips conducted at Statistics Austria with a particular view on same-day visits, taking into consideration methodological and conceptual issues, reliability, comparability, significance, as well as, the sample error of the data.

USER VALUE/APPLICATION CONTEXT

The information in the paper can encourage and support other countries in conducting similar surveys to gain information concerning same-day trips. The sharing of the experiences should support the compilation of reliable information in this field by keeping the challenges in mind.

1. PRELIMINARIES

The statistical observation of same-day visits is threatened by numerous challenges. But in order to be able to compile the Travel Balance of Payments (TBoP) on behalf of the Austrian Central Bank (OeNB) and the Tourism Satellite Account (TSA) on behalf of the Federal Ministry of Economics and Labor (BMWA), data on **same-day visits** is needed in Austria. Furthermore, the Statistical Office of the European Communities (EUROSTAT) has also recognized the need to improve the data availability concerning same-day visits and is planning to introduce variables regarding domestic and outbound same-day visits in the data collection program of the new regulation concerning tourism statistics (which will come into force in 2010); all member countries will therefore have to deal with the challenges soon.

This paper is intended to illustrate how Austria deals with the challenges. It will start out by describing how Austria copes with the main issues, which are the definition of the target phenomenon and the survey methodology used to depict it. The description of the Austrian survey design will be followed by an analysis of the quality of the data.

2. DEFINITION OF SAME-DAY TRIPS

The definition of same-day visits is linked to the concept of "**usual environment**". The "usual environment" should be the first criterion to distinguish tourism from other travel.¹

According to the "**International Recommendations for Tourism Statistics 2008**"² from the World Tourism Organization as approved by the United Nations Statistical Commission at its 39th session and submitted to the United Nations editors, "... the determination of usual environment should be based on the following criteria:

- "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."

Places which are frequently (on a **routine basis**) visited by a person are part of the "usual environment" of that person, even though these places may be located at a considerable distance. And in turn, places located **close to the place of residence** of a person are also part of the "usual environment", even though the actual sites are rarely visited. Therefore, the "usual environment" consists of a certain **area around the place of residence plus all places visited rather frequently**.

But concerning **same-day trips** it is particularly **difficult** to define applicable and comparable distance and frequency thresholds when a person is to be considered outside of his/her usual environment. Country specific situations, as well as, the subjective feeling of the respondent need to be considered.³ The Statistical Office of the European Communities (EUROSTAT), the Organization for Economic Co-operation and Development (OECD) and the World Tourism Organization (UNWTO) have not yet agreed on one definition. Due to deviating interests and geographical conditions there are many concepts of same-day tourism circulating.

In line with the recommendations by the UNWTO, there will also be no definition for the term "usual environment" in the new **EU regulation** concerning tourism statistics. But to achieve a better harmonization guidelines are provided. In the draft for the legal act the "usual environment" for same-day visits is delimited in a "cascade" system aimed at narrowing down one's "unusual environment" based on the following criteria:

¹ The concept of usual environment **does not replace the notion of residence**, but is an additional criterion, from which it is possible to derive whether the person is a visitor to that place or not, regardless of whether or not the person is a resident of the country or region in which the place visited is located.

² World Tourism Organization (UNWTO), International Recommendations for Tourism Statistics 2008, Series M No.83/Rev. 1, Madrid/New York 2008.

³ EUROSTAT, Doc. F6/TOUR-WG08/03, Luxemburg 2008.

1. Visit outside the municipality
2. Duration >3 hours and <24 hours
3. Frequency less than once a week
4. Purpose of the visit not in daily routine, not to maintain “daily living”⁴

At **Statistics Austria** a very broad definition of same-day visits is currently in use. This definition differs slightly from the criteria suggested in the draft for the new EU regulation, since the Austrian definition does not include a minimum duration threshold (yet) and the frequency threshold differs, in order not to overestimate the number of tourism same-day trips.

*“A **SAME-DAY TRIP** is defined as any trip outside the usual environment (municipality of residence) for leisure or business reasons without an overnight stay. Same-day trips for leisure reasons include excursions, visits and shopping tours (to shopping malls, duty-free shops, designer outlets or other bigger shopping trips) outside the municipality of residence (community area). Daily trips for vocational and/or business reasons are considered same-day trips for business purposes.”*

Please note:

- **ROUTINE** and **RECURRENT TRAVEL** (= i.e. every second week on average or more frequently) should be **EXCLUDED**.
- Travel activities to maintain normal life (doctor appointments, government authorities,...) should also be **EXCLUDED**.

Due to the definition in use, where **trips within the municipality of residence** are not same-day visits, trips by, for example, Viennese people to the famous “Schloss Schönbrunn”, with its gardens and zoo (which is located in Vienna) do not count as same-day visits.⁵

3. COMPILATION OF SAME-DAY TRIPS

In general, there are several ways to measure the flow of same-day tourists at the country of origin.⁶ Each of these methods has its own advantages and problems. Besides the advantages and problems of the various methods, the geographic circumstances of a country influence the decision on which method to use. Due to the simplification and elimination of border controls inside the European Community, for Austria, being a small continental country, border surveys are difficult to conduct.

In **Austria sample surveys** of the Austrian population proved to be the most efficient solution to gather information on **domestic and outbound same-day tourism**. At Statistics Austria information on same-day visits is therefore compiled by using a **demand side approach**. This is done by using a representative sample of the Austrian population who is asked about their travel behavior related to same-day trips. Since 2006 Statistics Austria compiles information on same-day trips with the help of **quarterly household surveys**.⁷

⁴ EUROSTAT, Doc. F6/TOUR-WG08/03, Luxemburg 2008.

⁵ Since the figures for same-day trips in Austria, therefore, indicate that residents of cities or big municipalities make fewer same-day trips than other Austrians, Statistics Austria is thinking about excluding the capital cities from being within the “usual environment” in general.

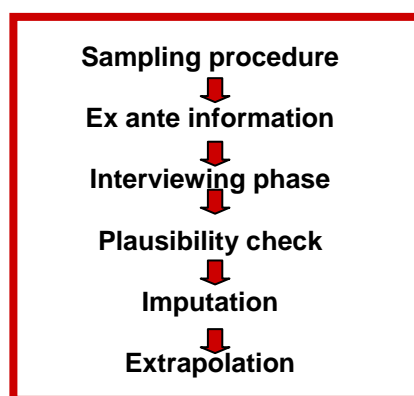
⁶ Data on outbound same-day visits can also be compiled at the destination country. For reasons of reliability and availability these statistics should, however, only be used secondarily.

⁷ On the basis of European requirements quarterly surveys on domestic and outbound holiday and business trips with at least one overnight stay – done by Austrians – are conducted by Statistics Austria since 2000 (between 2000 and 2004 by external market research institutes, since 2005 in Statistics Austria's telephone studio). Due to the growing data requirements concerning same-day trips, questions on same-day trips were simply added to this household survey. There were also some approaches to measure the volume of same-day trips in Austria before the quarterly surveys started. But the results of these studies (dating back to 1975) are only partly comparable, due to varying definitions and collection methods.

The major advantage of this method is that information on the basic population is available and **coverage of the whole volume** is possible since the sample is amenable for extrapolations. With the help of the surveys highly informative information that is open to all kinds of analysis can be gathered.

The major disadvantage, however, is that information is available only on the same-day visits of the Austrian population (domestic and outbound same-day visits) and not about non-residents' same-day visits to Austria (inbound same-day visits).⁸

The survey design is as follows:



3.1 SAMPLING PROCEDURE AND EX ANTE INFORMATION

As the first step it is crucial to identify the appropriate sample. The sampling takes place quarterly and excludes those persons already questioned in the three previous quarters. For reasons of representativeness the **gross sample (13 000 persons)** is drawn from the **Central Registration Register**⁹ of the Ministry of Interior which allows a **stratified random selection** (1st level: province, 2nd level: age, 3rd level: sex, 4th level: nationality). In general the survey considers persons 15 years and older in private households. The results therefore do not include data of people living in institutions (e.g. persons in retirement homes) and there is also no information available about the same-day travel habits of persons younger than 15.¹⁰

For the persons in the **gross sample**, telephone numbers are looked up in the **official telephone book**, by linking it concerning last name and address. Due to a growing number of confidential numbers (being registered in a telephone book is not required anymore in Austria) and the replacement of land lines by cell phone numbers not open to the public, no telephone numbers can be found for approximately 30 % of the persons in the gross sample.

Two weeks before the interviewing phase starts the persons to be questioned (approximately 9 000 persons) are informed by means of **letter** that they have been selected for this survey and are kindly requested to participate. The letter contains information about the survey purpose, data security, legal background, as well as, contact information for questions. This **service** is aimed at ensuring the quantity and quality of the answers.

Out of the data pool of 9 000 persons **3 500 interviews (net sample)** are carried out quarterly.

⁸ One approach to obtain information on inbound same-day visits is the use of "mirror statistics" from the neighbouring countries about their outbound same-day trips.

⁹ The Central Registration Register (CRR) is an official register; all persons with permanent or secondary residence in Austria are registered there. From the Central Registration Register data such as name, age, sex, address, province of residence, community size class, as well as, nationality are available.

¹⁰ In particular trips by children in primary schools would be of significant relevance. But including questions concerning the travel behavior of children would prolong the interview length considerably. It can also be expected that the parents, who would have to answer the questions, will have a problem remembering all of their children's trips.



3.2 INTERVIEWING PHASE

The interviews are compiled in the in-house telephone studio by means of **Computer Assisted Telephone Interviews (CATI)**. The software used is BLAISE. To reduce the recall problem, the interviewing phase starts in the month after the quarter in question is over. The average interview length lies at 15 to 20 minutes (since questions concerning domestic and outbound trips with overnight stays are asked in addition to the same-day trip questions). The **participation is voluntarily**. On average there is a response rate of about 50 – 60 %. Should a person show no interest in participating, a different person out of the household can be questioned if this person has information concerning the travel behavior of the person chosen (=proxy interviews).

The same-day trips **questionnaire** includes questions related to the number of **domestic same-day trips** (since 2007 separated for leisure and business reasons) and same-day trips abroad. In addition, for each **same-day trip** made **abroad** the purpose of trip, the month of travel, the destination, the means of transport, the size of the travel group (only household members), as well as, the expenditure are surveyed (see questionnaire in the [Annex](#)). The expenditure questions consider only the total travel expenses and the expenditures for airplane tickets. But in order to be in line with the new EU regulation concerning tourism statistics, the expenditure questions will soon have to be broken down into three components, namely transport, shopping and other.

3.3 PLAUSIBILITY CHECKS AND IMPUTATION OF MISSING VALUES

Due to the possibilities the software BLAISE offers, a **plausibility check** is integrated into the interview. These consistency checks make sure that most typos and outliers are identified and replaced immediately. Some **implausible** values are corrected after the interview. If individual expenditure answers, for example, are too low (the limit is specified with the help of the results of the Consumer Price Index), they have to be replaced after the interview.

In addition there are also often **missing** values. Because same-day visits are made rather frequently the same-day visits themselves are unfortunately often forgotten. There is also commonly a **recall problem** concerning the expenditures on same-day trips. Many respondents have no information on the expenditures, because they did not pay for themselves (often the case with business trips) or because they simply cannot remember. [Chart 1](#) provides an overview of how many questions the respondents could not answer. The first two questions listed concern the inbound same-day trips; the latter questions are related to outbound same-day trips. The high values concerning the question C2.6.2 in 2007 are due to the low number of cases.

Chart 1: Missing answers in % of answers available

| Question | Issue | Quarter 1 2007 | Quarter 2 2007 | Quarter 3 2007 | Quarter 4 2007 | Quarter 1 2008 | Quarter 2 2008 |
|----------|--------------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| C1.1.1 | Number of trips for leisure reasons | 0,2 | 0,2 | 0,2 | 0,3 | | 0,2 |
| C1.1.2 | Number of trips for business reasons | 0,1 | 0,3 | 0,1 | 0,1 | 0,1 | 0,1 |
| C2.2.1 | Main purpose of travel | 1,6 | | | | | |
| C2.2.2 | Month | 4,4 | 0,5 | 0,3 | 0,2 | | |
| C2.3 | Destination | 3,0 | | | | | |
| C2.4 | Main mode of transportation | 3,0 | | | | | |
| C2.6.1 | Total expenditures | 14,1 | 9,1 | 7,5 | 7,7 | 14,8 | 7,4 |
| C2.6.2 | Expenditures for airplane tickets | 45,5 | 43,5 | 55,0 | 10,0 | | 0,4 |

Source: Statistics Austria

Missing and implausible values on individual questions (**item-non-response**) are replaced after the interviews (**imputation**). Several imputation techniques have been elaborated with experts in order to simulate a complete data file:

- To replace **quantitative** values (e.g. expenditure) group means are used. The whole data file is grouped into classes of similar trips using the attributes: length of trip, number of accompanying household members, trip destination and type of trip; whose means are then used to replace missing values. This approach underlies the presumption that the quantitative values such as the expenditures are linked to other characters of the trip.
- **Qualitative** values are replaced by “donors”. To find adequate donors similarities need to be mathematically expressed by distance functions. The criteria used to find depend on the missing value. In general the criteria used are age, sex, province of residence, community size class, type of trip, destination, occupation and education.

3.4 EXTRAPOLATION

Out of the distribution of characteristics in the sample, the distribution of characteristics in the population is deduced in the next step. The basis for the calculation of the **weighting factors** which are used for the **extrapolation** is always the last available micro census survey conducted at Statistics Austria. The characteristics considered are age, province of residence and sex.

Every respondent receives his/her own **weighting factor** for grossing up, whereas the weights are calculated for each record depending on the stratum and adjusted in such a manner that the resulting distribution is in accordance with the population within the federal province.¹¹

3.5 ADJUSTMENTS RELATED TO TBoP REQUIREMENTS

To be of use for the Travel Balance of Payments (TBoP) the data on the **expenditure for transportation** (i.e. expenditures for airplane tickets) on same-day trips needs to be adjusted in such way that only the expenditures that actually flow abroad are considered. Therefore, a domestic share of approximately 10 % is presumed when a non-resident carrier is used (since the share for taxes, for example, remains in Austria). Likewise, a share of 80 % on average is presumed when a domestic carrier was used (based on ticket service charges, airport and security taxes).

4. QUALITY OF THE DATA

Due to the long experience with such surveys the quality of the data in Austria can, in general, be perceived as good. The know-how in conducting surveys on travel behavior has helped to learn and improve the survey design. But there are still problems that influence the quality of the data. In general there are **sampling-related effects** and **non-sampling-related effects**.

4.1 PROBLEMS CONCERNING THE DATA

4.1.1. Recall problem

One main problem constitutes the possible **low coverage** due to the **recall problem**, because of the **retrospective survey design**. This concerns particularly, as already mentioned, questions concerning the expenditures¹² and same-day visits themselves.¹³ In order to overcome this problem three possibilities were taken into consideration, namely

- to **shorten the time gap** between the reference period and the interviews,
- to let the respondents keep “**diaries**” on their same-day visits and/or
- to give the respondents **additional time** to think about the issues.

¹¹ Exceptions to this are the questions concerning the expenditures, which are not based on one person but on all accompanying household members. The expenditure questions are based on all accompanying household members in order to simplify them for the respondents. This underlies the presumption that most expenditures are made for the whole family. Therefore, the answers concerning the expenditures need to be broken down to one person before applying the weighting factor.

¹² Concerning the expenditures there is the problem that respondents sometimes have trouble stating them, because they did not pay for their own expenses. This is often the case when, for example, another family member paid for the trip or concerning business trips, when the company paid for the trip.

¹³ Another issue here is the proxy interview. In the case of proxy interviews it cannot be expected that the respondent really knows and can recall the precise number of same-day visits of another household member.

Since an analysis in 2005¹⁴ proved that there is no significant data improvement when the **reference period is shorter** and the time gap between the reference period and the interviews is kept shorter, it is not reasonable to shorten the time gap.

The other option to overcome the recall problem concerning expenditures on same-day trips considered by Statistics Austria, was to include the expenditure questions within the **household budget survey**, where a “diary survey method” is used. This option was, however, doomed to failure due to logistical challenges, as well as, problems in convincing respondents to provide information on the expenditures on same-day trips.

In order to **reduce the recall problem** the third possibility was therefore realized: Potential respondents are not approached all of a sudden but are given some time to think about the issue before the interview, which helps to reduce memory gaps. The respondents have the possibility to look at the questions that are asked in the interview in advance. This is realized by providing the **questions** on the Statistics Austria **website**. The respondents are informed about this opportunity in the information letter which they receive before the interviewing phase starts, as already mentioned. The letter does not only give a chance to state the reason for this survey, clarify confidentiality issues and the use of the results for decision makers in tourism policy, but it also gives the respondents time to think about the answers and, therefore, the possibility to be better prepared to provide more accurate answers for the interview.

4.1.2. Coverage and bias

Even though the coverage of the population is in general given due to the usage of the Central Registration Register, a problem remains on account of the linkage with the official telephone book. There could be a **bias** due to the fact that persons with cell **phone numbers withheld to the public** and individuals using mobile phones with **phone cards** are **not covered**.

Since the phenomenon of so called “silent numbers” is a rather new phenomenon, no steps have been taken by Statistics Austria so far to solve it. But because it was assumed that particularly young people have cell phone numbers not open to the public, while older people still have land lines, an analysis of the data from the year 2007 was undertaken to check whether there is a bias considering the age distribution before and after the sample is linked to telephone numbers. The analyses showed, however, that there is no bias concerning the age distribution. But this does not eliminate the problem that some other kind of bias might be hidden in the data.

An additional challenge that could cause a systematic bias is, for example, that **persons with high travel intensity are not easy to reach** even if a telephone number is available. Also employed people in single households and persons living in cities are more difficult to cover than those in provincial areas. On the other hand the tendency has become obvious that people that travel a lot, like to talk about their experiences whereas people that do not travel, tend to **refuse the interview**.

Statistics Austria also made the experience that young people between 15 and 18 or their parents often refuse the interview, because they think they are too young to be questioned. The situation concerning very **old people** is similar. They or their children often refuse the interview because they think they are too old to participate.

The only thing that can be done about this is to inform the respondents about the purpose and legal basis for this survey, which is realized with the help of the information letter already mentioned.

¹⁴ In 2005 Statistics Austria asked 1 000 respondents per month about their same-day trips in the last month, in order to get greater insight into this issue and to test if the reference period and the frequency of the survey cause serious recall problems and to analyze if a monthly survey would improve the data situation. A comparison with the data from the previous year showed, however, no significant difference between the monthly and quarterly compiled data.

4.1.3. Time restraint

A different issue is that there could be distortions due to the fact, that many abort the interview after a while because of the **long interview length**, and/or because they do not want to give information on the whole volume of their trips to shorten the interview (in particular they refuse providing detailed information on all trips made).

Another consequence here is that the **definition of same-day trips is only given when respondents ask for it** because of the time restraint. So in general it is left to the respondent to decide whether a trip taken qualifies as same-day trip. In most cases the respondents have a general idea of what they consider same-day visits to be. These considerations might, however, differ from the definition suggested by Statistics Austria.¹⁵

4.1.4. Comparability of the data

Another problem that cannot be left unconsidered is the **comparability of the data**. Special attention has to be paid when comparing the data **over time** or with data from **other countries**.

- When comparing the data **over time**, attention is necessary since data about the same-day travel behavior of the Austrian population is available since 1975. But due to different survey designs, methodologies and definitions in use the data comparability is limited.
- Further, special attention also has to be paid when comparing the data with **other countries** since the different definitions and survey instruments, as well as, the problems mentioned above, result in very different concepts and results. In general, the definitions used are as proposed in the international recommendations on tourism statistics. But since those definitions leave a margin for interpretation, inconsistencies still exist. Different definitions and collection methods result in very different concepts and results. The figures for same-day trips in Austria, for example, show that people in cities make fewer same-day trips. This, however, is only due to the definition in use, where trips within the community area do not count as same-day trips.

4.1.5. Sample error

Since the results are based on a sample, the extrapolated values are afflicted with a certain **sample error** which is rather high for results with a low number of cases. Due to the size of the sample, the number of cases doing same-day visits sometimes is rather low. The grossed up values therefore vary from quarter to quarter for answers which are based on a very small sample. Sometimes no significant conclusions can be drawn.

One option to reduce the sample error would be a substantial extension of the sample size; the higher the level of information detail wished, the greater the **random sample size** must be in order to be able to ensure reliable extrapolations. But such an extension of the sample size would increase the costs implied.

Chart 2 gives an overview of the sample error concerning the data from 2007. It shows that the sample error for the inbound same-day trips is lower than the sample error for the outbound trips which are not made as often as inbound trips. It also gives an idea regarding the problems with the expenditure data.

Chart 2: Sample error 2007

Inbound same-day trips 2007

| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
|------------------|------------|----------------|------------|-------------|---------------------|
| Leisure purpose | 77.436.782 | 1.294.770 | 74.898.850 | 79.974.714 | 3 |
| Business purpose | 16.898.540 | 837.288 | 15.257.337 | 18.539.742 | 10 |

¹⁵ The only way to overcome this would be to shorten the questionnaire by, for example, not asking all questions every quarter but only every year and to extrapolate the data for the individual quarters based on models.

Outbound same-day trips 2007

| Same-day trips by purpose | | | | | |
|--------------------------------------|-----------|----------------|------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| Beach holiday | 51.867 | 17.277 | 17.967 | 85.767 | 65 |
| Activity holiday | 346.608 | 54.147 | 240.362 | 452.853 | 31 |
| Recreation holiday | 417.000 | 45.917 | 326.902 | 507.097 | 22 |
| Wellness and beauty holiday | 128.660 | 29.446 | 70.882 | 186.437 | 45 |
| Health treatment or cure | 56.618 | 18.255 | 20.797 | 92.438 | 63 |
| Visits to friends/relatives | 416.973 | 52.087 | 314.769 | 519.178 | 24 |
| Training courses (non-vocational) | 23.316 | 17.584 | 11.187 | 57.818 | 148 |
| Cultural visit, city trip, excursion | 668.309 | 44.954 | 580.102 | 756.516 | 13 |
| Shopping | 1.364.244 | 96.184 | 1.175.513 | 1.552.975 | 14 |
| Events, festivals | 134.026 | 29.081 | 76.964 | 191.088 | 43 |
| Other leisure travel purposes | 86.952 | 23.881 | 40.094 | 133.811 | 54 |
| Congresses, conferences, ... | 246.630 | 46.734 | 154.930 | 338.329 | 37 |
| Other business travel purposes | 590.488 | 73.015 | 447.219 | 733.756 | 24 |
| Total | 4.531.689 | 133.285 | 4.270.160 | 4.793.219 | 6 |

| Same-day trips for leisure purposes by month | | | | | |
|--|-----------|----------------|------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| January | 177.321 | 22.450 | 133.269 | 221.372 | 25 |
| February | 252.637 | 27.207 | 199.253 | 306.021 | 21 |
| March | 291.381 | 30.001 | 232.514 | 350.249 | 20 |
| April | 266.712 | 30.054 | 207.741 | 325.684 | 22 |
| May | 385.550 | 34.198 | 318.447 | 452.652 | 17 |
| June | 353.302 | 34.395 | 285.813 | 420.790 | 19 |
| July | 344.163 | 37.559 | 270.465 | 417.861 | 21 |
| August | 444.105 | 44.830 | 356.141 | 532.069 | 20 |
| September | 377.502 | 41.092 | 296.871 | 458.133 | 21 |
| October | 311.921 | 32.464 | 248.221 | 375.621 | 20 |
| November | 226.149 | 24.913 | 177.265 | 275.034 | 22 |
| December | 263.829 | 28.403 | 208.096 | 319.562 | 21 |
| Total | 3.694.572 | 121.462 | 3.456.241 | 3.932.903 | 6 |

| Same-day trips for business purposes by month | | | | | |
|---|---------|----------------|------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| January | 67.989 | 18.516 | 31.657 | 104.321 | 53 |
| February | 89.296 | 27.177 | 35.970 | 142.622 | 60 |
| March | 60.615 | 17.582 | 26.116 | 95.115 | 57 |
| April | 76.290 | 15.990 | 44.914 | 107.666 | 41 |
| May | 93.503 | 20.291 | 53.688 | 133.317 | 43 |
| June | 104.991 | 20.432 | 64.898 | 145.083 | 38 |
| July | 40.957 | 11.755 | 17.892 | 64.021 | 56 |
| August | 40.083 | 12.419 | 15.714 | 64.451 | 61 |
| September | 62.875 | 16.341 | 30.810 | 94.940 | 51 |
| October | 82.136 | 19.811 | 43.263 | 121.009 | 47 |
| November | 74.874 | 16.150 | 43.186 | 106.563 | 42 |
| December | 43.509 | 11.582 | 20.784 | 66.234 | 52 |
| Total | 837.117 | 85.864 | 668.637 | 1.005.597 | 20 |

| Same-day trips for leisure purposes by destination | | | | | |
|--|-----------|----------------|------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| Germany | 1.447.811 | 88.077 | 1.274.988 | 1.620.634 | 12 |
| Italy | 608.325 | 50.096 | 510.027 | 706.624 | 16 |
| Switzerland, Liechtenstein | 246.801 | 38.202 | 171.842 | 321.760 | 30 |
| Croatia | 20.661 | 7.036 | 6.854 | 34.467 | 67 |
| Poland | 4.586 | 3.302 | 1.894 | 11.065 | 141 |
| Slovakia | 137.105 | 25.727 | 86.624 | 187.586 | 37 |
| Slovenia | 236.600 | 31.654 | 174.490 | 298.711 | 26 |
| Czech Republic | 411.869 | 39.603 | 334.160 | 489.577 | 19 |
| Hungary | 571.452 | 52.321 | 468.789 | 674.115 | 18 |
| Total | 3.685.210 | 121.462 | 3.456.241 | 3.932.903 | 6 |

| Same-day trips for business purposes by destination | | | | | |
|---|---------|----------------|------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| Belgium | 20.368 | 18.226 | 15.394 | 56.130 | 175 |
| Germany | 335.785 | 46.504 | 244.536 | 427.034 | 27 |
| Italy | 88.477 | 34.353 | 21.070 | 155.885 | 76 |
| Switzerland, Liechtenstein | 61.390 | 15.840 | 30.310 | 92.471 | 51 |
| Croatia | 33.138 | 18.694 | 3.542 | 69.818 | 111 |
| Slovakia | 34.038 | 10.877 | 12.695 | 55.381 | 63 |
| Slovenia | 58.127 | 16.159 | 26.420 | 89.834 | 54 |
| Czech Republic | 73.148 | 18.583 | 36.684 | 109.612 | 50 |
| Hungary | 121.635 | 32.453 | 57.957 | 185.313 | 52 |
| Total | 837.117 | 85.864 | 668.637 | 1.005.597 | 20 |

| Total expenditures from same-day trips for leisure purposes by month | | | | | |
|--|-------------|----------------|-------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| January | 17.079.959 | 4.641.394 | 7.972.702 | 26.187.216 | 53 |
| February | 25.044.960 | 4.515.990 | 16.183.768 | 33.906.152 | 35 |
| March | 21.952.643 | 3.675.964 | 14.739.734 | 29.165.552 | 33 |
| April | 21.785.043 | 3.170.230 | 15.564.477 | 28.005.609 | 29 |
| May | 35.306.116 | 6.563.030 | 22.428.260 | 48.183.973 | 36 |
| June | 42.164.468 | 19.239.763 | 4.412.561 | 79.916.374 | 89 |
| July | 28.123.918 | 6.503.126 | 15.363.605 | 40.884.231 | 45 |
| August | 40.396.988 | 8.678.754 | 23.367.699 | 57.426.277 | 42 |
| September | 29.149.916 | 5.335.161 | 18.681.363 | 39.618.470 | 36 |
| October | 31.222.435 | 7.225.001 | 17.045.672 | 45.399.199 | 45 |
| November | 25.475.004 | 6.892.908 | 11.949.868 | 39.000.141 | 53 |
| December | 27.041.042 | 7.027.733 | 13.251.355 | 40.830.729 | 51 |
| Total | 344.742.494 | 32.963.443 | 280.062.237 | 409.422.751 | 19 |

| Total expenditures from same-day trips for business purposes by month | | | | | |
|---|-------------|----------------|------------|-------------|---------------------|
| | Total | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| January | 11.314.952 | 3.785.245 | 3.887.615 | 18.742.289 | 66 |
| February | 10.134.793 | 3.915.747 | 2.451.388 | 17.818.199 | 76 |
| March | 8.025.161 | 3.063.200 | 2.014.607 | 14.035.715 | 75 |
| April | 13.166.956 | 3.884.636 | 5.544.595 | 20.789.318 | 58 |
| May | 20.288.720 | 5.835.494 | 8.838.422 | 31.739.018 | 56 |
| June | 18.640.952 | 7.317.654 | 4.282.387 | 32.999.518 | 77 |
| July | 5.959.520 | 1.988.737 | 2.057.257 | 9.861.783 | 65 |
| August | 7.585.220 | 2.885.619 | 1.923.113 | 13.247.328 | 75 |
| September | 9.442.555 | 3.155.701 | 3.250.497 | 15.634.613 | 66 |
| October | 34.407.339 | 24.011.041 | 12.706.680 | 81.521.359 | 137 |
| November | 9.896.174 | 2.894.253 | 4.217.123 | 15.575.224 | 57 |
| December | 8.028.891 | 3.235.849 | 1.679.567 | 14.378.214 | 79 |
| Total | 156.891.234 | 29.994.837 | 98.035.921 | 215.746.548 | 37 |

| Average expenditures on same-day trips for leisure purposes per person by month | | | | | |
|---|---------|----------------|------------|-------------|---------------------|
| | Average | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| January | 96 | 22 | 53 | 140 | 45 |
| February | 99 | 14 | 71 | 128 | 29 |
| March | 75 | 10 | 55 | 96 | 27 |
| April | 82 | 8 | 66 | 98 | 20 |
| May | 92 | 15 | 63 | 121 | 32 |
| June | 119 | 51 | 19 | 220 | 84 |
| July | 82 | 17 | 49 | 115 | 41 |
| August | 91 | 18 | 56 | 126 | 38 |
| September | 77 | 11 | 55 | 99 | 29 |
| October | 100 | 21 | 60 | 140 | 40 |
| November | 113 | 27 | 59 | 166 | 48 |
| December | 102 | 24 | 56 | 149 | 45 |
| Total | 93 | 9 | 77 | 110 | 18 |

| Average expenditures on same-day trips for business purposes per person by month | | | | | |
|--|---------|----------------|------------|-------------|---------------------|
| | Average | Standard error | CI 95% low | CI 95% high | Sampling error in % |
| January | 166 | 28 | 111 | 222 | 33 |
| February | 113 | 18 | 78 | 149 | 31 |
| March | 132 | 26 | 80 | 184 | 39 |
| April | 173 | 38 | 98 | 247 | 43 |
| May | 217 | 51 | 118 | 316 | 46 |
| June | 178 | 63 | 53 | 302 | 70 |
| July | 146 | 30 | 88 | 203 | 40 |
| August | 189 | 54 | 84 | 295 | 56 |
| September | 150 | 42 | 67 | 233 | 55 |
| October | 419 | 286 | -142 | 979 | 134 |
| November | 132 | 23 | 88 | 177 | 34 |
| December | 185 | 68 | 52 | 317 | 72 |
| Total | 187 | 32 | 124 | 251 | 34 |

Average expenditures = total expenditures per month divided by number of trips per month

Source: Statistics Austria

When **interpreting** same-day tourism results the sample error should always be taken into consideration.

4.2 QUALITY ASSURANCE

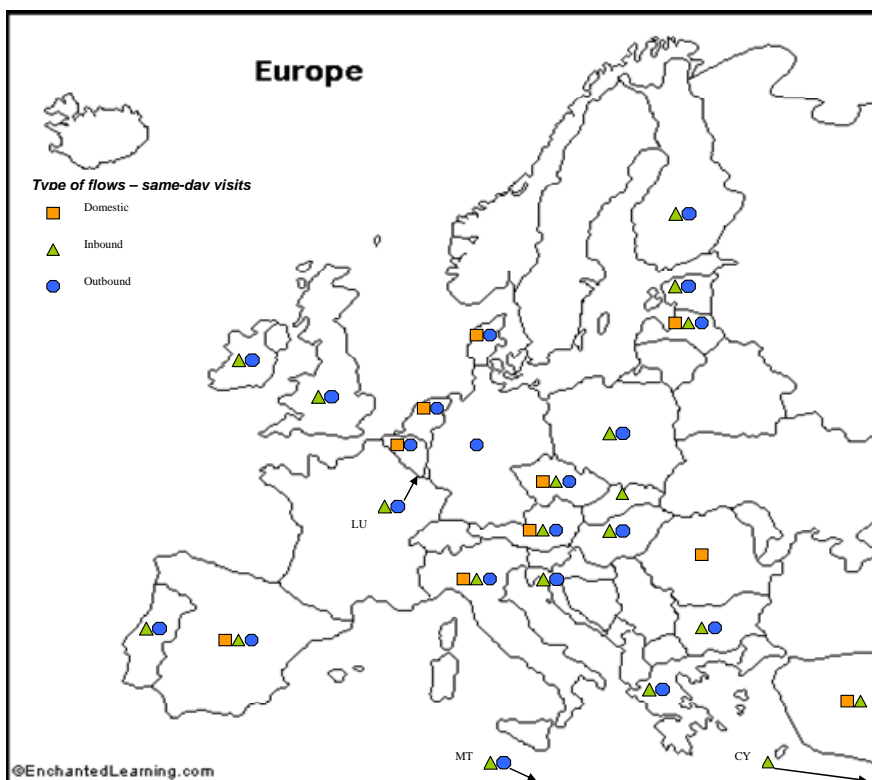
Statistics Austria constantly tries to improve the survey design. Several approaches are used to ensure the quality of the data on every level – when collecting the data, when processing the data and before publishing the results.

Some of the steps taken were already explained in the last chapters (for example: information letter, plausibility checks and imputation methods). In addition, in order to **ensure the quality** of the **data collection**, the interviewers are trained and supervised by Statistics Austria staff. A comprehensive compendium containing explanatory notes to the questionnaire is presented to the interviewers and updated when necessary. All questions in the questionnaire are pre-tested before they are included. In addition, the interviewers are regularly supervised and problems or obscurities can be corrected immediately. Immediate interaction is necessary to guarantee the quality of the data collected.

To also ensure the **quality of the results** themselves the data is always compared to the data from the previous year or quarter to check if the changes are plausible and in line with previous results. Also, additional data (such as information on the turnover of travel agencies, travel studies and similar) as well as business data in general is considered to check the plausibility of the results.

Another way of checking the plausibility of the results, which should not be left unmentioned, is the use of **mirror statistics**. [Chart 3](#) illustrates which kind of same-day data is available in Europe according to an analysis carried out by the Sub-group “Same-day visits” of the EUROSTAT Technical Group “Travel” in 2007.¹⁶

Chart 3: Same-day data availability 2007



Source: EUROSTAT, The collection of statistical information on same day travellers/visits, Luxembourg 2008

Based on the analysis the following countries have data available on inbound same-day trips: **Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Finland, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Slovakia, Spain, Turkey, United Kingdom**. Most of these countries collect the data at international arrival and departure points; almost all have information about expenditures (except for the United Kingdom and Croatia).

¹⁶ EUROSTAT, The Collection of Statistical Information on Same Day Travellers/Visits, Luxembourg 2008.

Still the **comparison** of the outgoing data according to the quarterly surveys and the incoming same-day tourism data in for Austria important destinations unfortunately does not provide meaningful results: The data is usually not available immediately and/or not available for the reference period required and the country breakdown is often not sufficient – often there is only the distinction between “domestic” and “foreign”. In some cases, there is no control over the quality of the data. In addition there is the problem already mentioned that the definition of same-day visitors is not comparable among different countries. Another issue that makes the mirror-comparison problematic is that there is no data available for Germany, which is the most important same-day trip destination for Austria.

5. CONCLUSION AND FUTURE OUTLOOK

At Statistics Austria several approaches are in use to ensure the quality of the data. However, if problems arise, which question the plausibility of the data, the sample error and additional sources - namely **business data** and **tourism expert opinions** - are taken into consideration before drawing any conclusions. If the data is not plausible due to these additional sources, it is not - or only on an aggregated level - published.

The survey design and therewith the quality of the data are **constantly being improved**. One idea which is currently taken into consideration is, for example, to analyze the roaming statistics from mobile phone companies to get a greater idea on the same-day flows, since a great share of the population in Austria has cell phones. Mobile phone companies could evaluate statistically when somebody entered a certain country and for how long a person stayed there. The roaming statistics would be a very good supplement to the survey data, which relies to a great extent on the cooperation and memory of the respondents. But data security and the cooperation of the mobile phone companies are challenges which have to be dealt with here.

To sum up it can be said that there are still several **statistical gaps between theory, practice and reality** regarding same-day tourism. At this point it can just be hoped that due to the growing importance of same-day visits and due to the greater attention paid to the problems concerning the statistical observation, more countries will provide meaningful statistics with solid facts about same-day trips in the future.

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ANNEX

1. SAME-DAY TRIPS IN AUSTRIA – RESULTS 2007

2. QUESTIONNAIRE - SAME DAY TRIPS FOR LEISURE AND BUSINESS PURPOSES

1. SAME-DAY TRIPS IN AUSTRIA – RESULTS 2007¹⁷

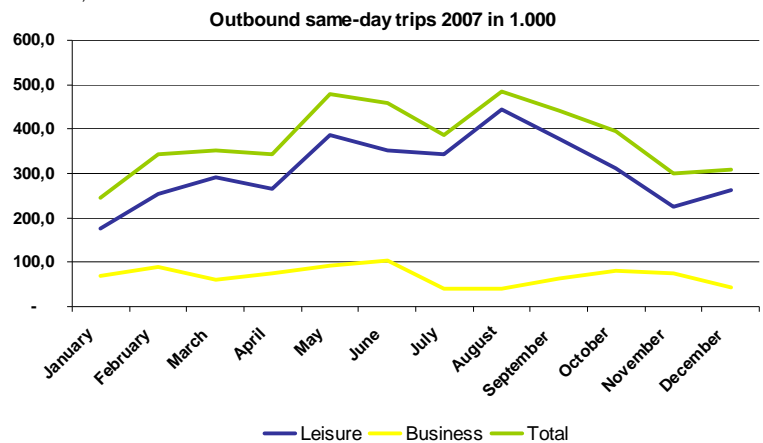
In the year 2007 **94.3 mn. domestic same-day trips** (16.9 mn. for business and 77.4 mn. for leisure purposes) were made by the Austrian population 15 years and older (2006: 77.7 mn.). In 2007 the number of **outbound same-day trips** accounted for about **4.5 mn.** (2006: 4.9 mn.).

Chart 4: Outbound same-day leisure and business trips 2007 by month

| Outbound same-day trips 2007 in 1.000 | | | |
|---------------------------------------|--------------|---------------|---------|
| | Leisure trip | Business trip | Total |
| January | 177,3 | 68,0 | 245,3 |
| February | 252,6 | 89,3 | 341,9 |
| March | 291,4 | 60,6 | 352,0 |
| April | 266,7 | 76,3 | 343,0 |
| May | 385,5 | 93,5 | 479,1 |
| June | 353,3 | 105,0 | 458,3 |
| July | 344,2 | 41,0 | 385,1 |
| August | 444,1 | 40,1 | 484,2 |
| September | 377,5 | 62,9 | 440,4 |
| October | 311,9 | 82,1 | 394,1 |
| November | 226,1 | 74,9 | 301,0 |
| December | 263,8 | 43,5 | 307,3 |
| Total | 3.694,6 | 837,1 | 4.531,7 |

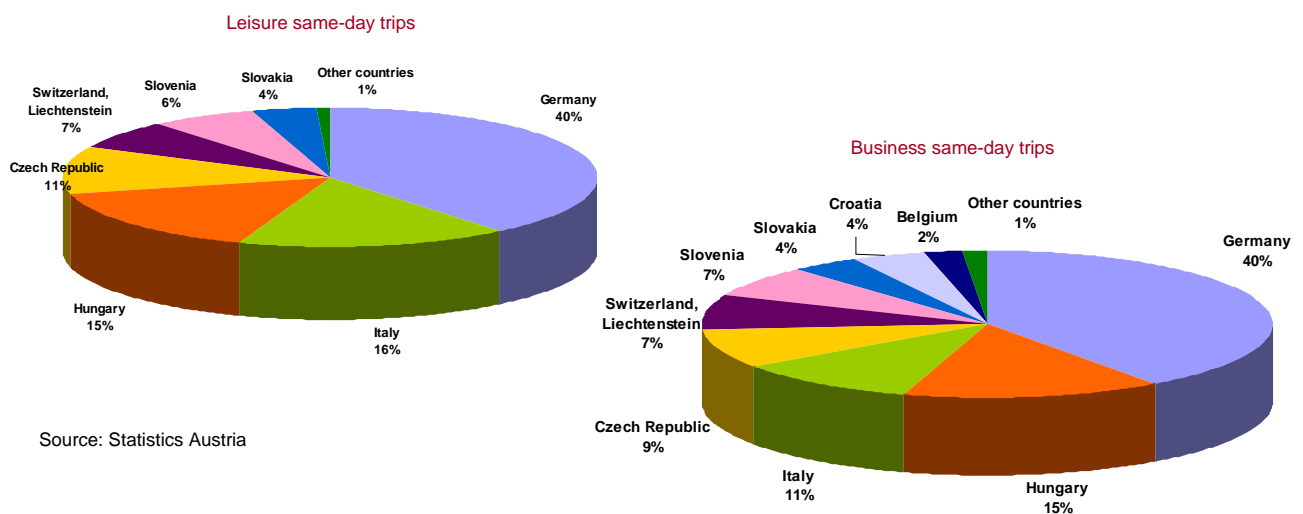
Source: Statistics Austria

Chart 4 shows that same-day trips take place all year round. In 2007 leisure same-day trips largely took place in the summer months, with a peak in August and May. For business same-day trips June and May were the most important travel months. The distribution of the business same-day trips is more even.



The most important outbound **destinations** are neighboring countries. The most important destination for leisure and business same-day trips is by far **Germany** (Chart 5).

Chart 5: Outbound same-day trips 2007 by destination



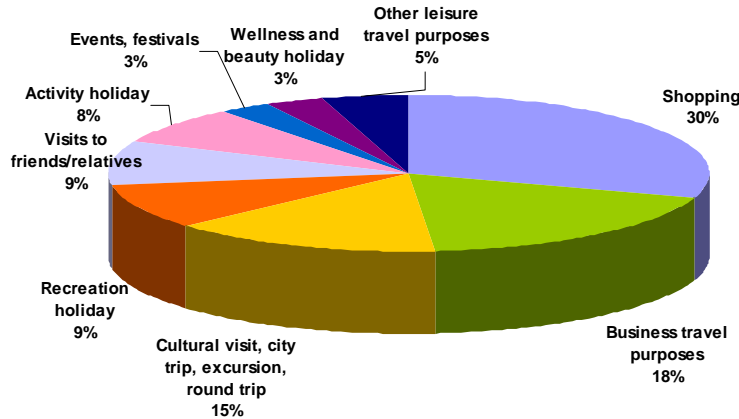
Source: Statistics Austria

¹⁷ Please consider the sample error (details see Chart 2) when interpreting the following results.

When going on a day trip abroad, most Austrians went **shopping** in 2007.

Almost one third of all outbound same-day trips were used for shopping, followed by outbound same-day trips for business reasons ranking second. About every 10th same-day visitor visited friends or relatives abroad ([Chart 6](#)).

Chart 6: Outbound same-day trips 2007 by purpose



Source: Statistics Austria

A very interesting but also, as mentioned, methodological problematic topic is the **expenditures** of the **outbound same-day visitors**. On average € 93 per person were spent on leisure same-day trips in 2007. Due to flying and hotel costs the expenditures for **business** trips are in general considerable higher. In 2007 € 187 per person were spent on average on business same-day trips. When considering the travel season, there are also differences. On leisure trips in the winter months in general more is spent than in the summer months ([Chart 7](#)).

Chart 7: Average expenditures per person on outbound same-day trips 2007 by month

| Average expenditures on outbound same-day trips 2007 | | | | |
|--|--------------|-----|---------------|-----|
| | Leisure trip | | Business trip | |
| January | € | 96 | € | 166 |
| February | € | 99 | € | 113 |
| March | € | 75 | € | 132 |
| April | € | 82 | € | 173 |
| May | € | 92 | € | 217 |
| June | € | 119 | € | 178 |
| July | € | 82 | € | 146 |
| August | € | 91 | € | 189 |
| September | € | 77 | € | 150 |
| October | € | 100 | € | 419 |
| November | € | 113 | € | 132 |
| December | € | 102 | € | 185 |

Source: Statistics Austria



2. QUESTIONNAIRE - SAME DAY TRIPS FOR LEISURE AND BUSINESS PURPOSES**Question 0.1**

What is the highest level of education completed?

- | | |
|---|---|
| 1 | Compulsory school incomplete |
| 2 | Compulsory school and/or pre-vocational year (polytechnic school, polytechnic year) |
| 3 | Vocational school |
| 4 | Intermediate technical and vocational school (without "Matura" – without exams qualifying for university entrance) |
| 5 | Academic secondary school (with "Matura" - with exams qualifying for university entrance) |
| 6 | Course, post-secondary course (university or university related institute – educational or medical – technical academies) |
| 7 | University, college, universities of applied science (incl. Bachelor Curriculum) |

Question 0.2

What was your occupation between January 1st and March 31st 2007?

- | | |
|----|--|
| 1 | Self employed: Agriculture or forestry |
| 2 | Self employed: Other sector |
| 3 | Worker |
| 4 | Employee |
| 5 | Civil servant, Vertragsbedienstete |
| 6 | Apprentice |
| 7 | Retiree |
| 8 | Household |
| 9 | Student |
| 10 | Unemployed |
| 11 | Other |

Question 0.3

How many persons, yourself included, are living in your household?

Value

Question 0.4

Among these, how many children, are younger than 15 years?

Value

Question C1

Did you go on a day trip for leisure or business reasons between January 1st and March 31st 2007?

- | | |
|---|-----|
| 1 | Yes |
| 2 | No |

Question C1.1

Did you go on a **DOMESTIC** day trip for leisure or business reasons between January 1st and March 31st 2007?

- | | |
|---|-----|
| 1 | Yes |
| 2 | No |

Question C1.1.1

Please indicate the number of domestic day trips for **leisure reasons**!

Value

Question C1.1.2

Please indicate the number of domestic day trips for **business reasons**!

Value

Question C2.1

Did you go on a day trip **ABROAD** for leisure or business reasons between January 1st and March 31st 2007?

- | | |
|---|-----|
| 1 | Yes |
| 2 | No |

Question C2.1.1

Please indicate the number of day trips abroad during the mentioned period of time!

Value

Now I would like to ask you some questions concerning each day trip abroad!

Please think of your first trip:

Question C2.2

Was it a leisure or business trip?

- | | |
|---|---------------|
| 1 | Leisure trip |
| 2 | Business trip |

Question C2.2.1

What was the main purpose of travel?

Read travel motives and let respondents decide.

- 1 Beach trip: Swimming and bathing
- 2 Activity trip: Hiking, mountain climbing, skiing, sailing, horse riding, other sport activities
- 3 Recreation trip: Relaxation, taking walks, enjoying the landscape, less sportive activities
- 4 Wellness and beauty holiday
- 5 Health treatment or cure: Cures, stays at health spas, stays in recovery and convalescent homes, other health and/or therapeutic treatments recommended by a medical doctor and **privately paid**¹⁸)
- 6 Visit to friends and/or relatives
- 7 Training courses (non-vocational): Language courses, study visits, other non-vocational courses
- 8 Cultural visit, city trip, excursion, round trip
- 9 Shopping
- 10 Events, festivals (sport, music, arts, film, carnival, etc) for leisure purposes
- 11 Other leisure travel purposes

- 12 Congresses, conferences, exhibitions, training courses,... for business purposes
- 13 Other business travel purposes

Question C2.2.2

What was the month of the day trip?

- 1 January 2007
- 2 February 2007
- 3 March 2007

Question C2.3

What was the country of destination?

EUROPE

- 1 Belgium
- 2 Denmark
- 3 Germany
- 4 Finland
- 5 France (incl. Monaco)
- 6 Greece
- 7 Great Britain (England, Scotland, Wales, Northern Ireland)
- 8 Ireland
- 9 Italy (incl. Vatican, San Marino)
- 10 Luxemburg
- 11 The Netherlands (Holland)
- 12 Portugal
- 13 Sweden
- 14 Spain (incl. Andorra, Gibraltar)
- 15 Iceland
- 16 Norway
- 17 Switzerland, Liechtenstein
- 18 Estonia
- 19 Croatia
- 20 Latvia
- 21 Lithuania
- 22 Malta

¹⁸ Cures and stays in health spas ordered by a medical doctor and paid for by a social insurance carrier are not considered "holiday trips" in the conceptual framework of this survey.

- 23 Poland
- 24 Romania
- 25 Slovakia
- 26 Slovenia
- 27 Turkey
- 28 Czech Republic
- 29 Hungary
- 30 Cyprus
- 43 Bulgaria
- 53 Russia
- 31 Other European countries (Albania, Bosnia-Herzegovina, Serbia, Montenegro, Macedonia, Moldova, other European GUS-countries Ukraine, Belarus etc.)

AFRICA

- 54 Egypt
- 55 Tunisia
- 56 Algeria, Morocco
- 57 South Africa
- 32 Other African countries (Libya, Kenya, Tanzania, Madagascar, Ghana, Senegal, Mauritius, Seychelles, etc.)

Question C2.4

What was the **MAIN** mode of transportation?

- 1 Plane
- 2 Ship
- 3 Train
- 4 Bus
- 5 Car
- 6 Other

Question C2.4.1

For persons who traveled by plane: Did you use an Austrian carrier? For example: Austrian Airlines Group: Austrian Airlines, Lauda Air, Tyrolean, Rheintalflug, ...?

If your ticket was issued by a foreign airline, but the flight was operated by a national carrier, the flight is considered to be national.

- 1 Yes
- 2 No

Question C2.5

How many members of your household, including yourself, were in the travel party?

Value

Question C2.5.1

Please indicate the number of children younger than 15 years in the travel party!

Value

Question C2.6

Now I would like to ask you some questions concerning your travel expenses. Please note, that they include **ALL expenses related to the trip, made for ALL household members in the travel party.**

Question C2.6.1

Please indicate the **total amount of your travel expenses.**

Please think of the following:

- *Food and groceries (supermarkets and/or restaurants)*
- *Transportation (to and from the destination, even if paid before departure)*
- *Goods for your personal use: Tobacco, cosmetics, clothes, sports goods, jewellery, pharmaceuticals, works of art, household articles, photographic equipment, building material, tools, furniture, electric appliances and other commodities*
- *Fuel (for the private car)*
- *Typical touristic expenses:*
 - *Cultural expenses: Entrance fees in museums, art galleries, historical buildings, sightseeing, tickets for musicals, operas, theatres, cabarets, concerts etc.*
 - *Courses: Especially language courses und sport courses incl. charges for rented equipment (skiing course, tennis course, diving course, golf course etc.)*
 - *Entrance fees to sports and other leisure facilities such as in- and outdoor pools, golf courses, tennis courts, amusement parks etc.*
- *Health services: Medical and therapeutical treatments/services, (dental treatment such as crowns, bridges, plastic surgery etc.), which were not refunded by a social insurance company*
- *Other services such as hair dresser, cosmetician, car repair services etc.*
- *Expenses for public transportation at the destination: Taxi, bus, train, tickets for ships and ferry boats, expenses for airline tickets bought at the destination (especially domestic flights)*
- *Other expenses at the destination*

Value

Question C2.6.2

Please indicate the amount you spent on your airline ticket from the total travel expenses mentioned above!

Value

Repeat from question C2.2 on, for each same-day trip abroad!