

Inbound Tourism Statistics in Turkey

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Inbound Tourism Departing Visitors Survey (Border Survey)

History

Conducted since 2001, Protocol with Ministry of Tourism
2003, Protocol with Central Bank

Reference Period

Quarterly surveys  Three month reference periods
(Monthly surveys since 2021 January for 6 region)

Legal Base

Statistics Law of Turkey numbered 5429 dated 10.11.2005

Departing Visitors Survey

Purpose

- To estimate Turkey's tourism income → How much visitors spent?
- Types of expenditures → What they spent for?
How much?
- Profiles of visitors → Who comes?
*nationality, age, gender,
income level*



Departing Visitors Survey

Purpose(cont)

- Travel characteristics  Why they come?
Where they visit?
How long they stay?

purpose of the travel,

place visited,

types of accommodation, number of overnights



Departing Visitors Survey

Frame

Monthly border figures of General Directorate of Security-departing foreigners-citizens(resident abroad)

- Number of departing visitors by nationality

Departing Visitors Survey

Scope

Departing visitors (foreign or citizen resident abroad) who visited Turkey above the age of 14.

Data Collection

Face to face Interview using paper based questionnaire
22 active border gates; 7 airports, 1 international railway,
7 ports, 7 land border gates

Sample Size

Annually 250 000 personal interviews

Departing Visitors Survey

Dissemination of Information

The results of the analysis and processing of the survey data are released by;

Press releases t+30 days (quarterly)

Web t+35 days (quarterly)

Statistical tables

Central dissemination system

Departing Visitors Survey

Variables recorded

- Country of Residence
- Nationality
- Gender
- Age
- Level of income
- Main purpose of the trip
- Visit type (overnight, same day)



Departing Visitors Survey

Variables recorded

- Types of accommodation
- Total duration of the visit
- Organization type of the trip
- Package tour expenditures
- Individual expenditures by types

Departing Visitors Survey

Survey application processes

- Regional offices of TurkStat operate in the border gates
- Sample interviews on tourists leaving Turkey using various routes of departure
- Questionnaire in 26 languages

- Field operation months  February, May, August, November
(Monthly survey for 6 region)

TURKISH STATISTICAL INSTITUTE



Airway



Seaway



Data collection



Roadway



Railway



Social Sector Statistics Department
Tourism Statistics Group

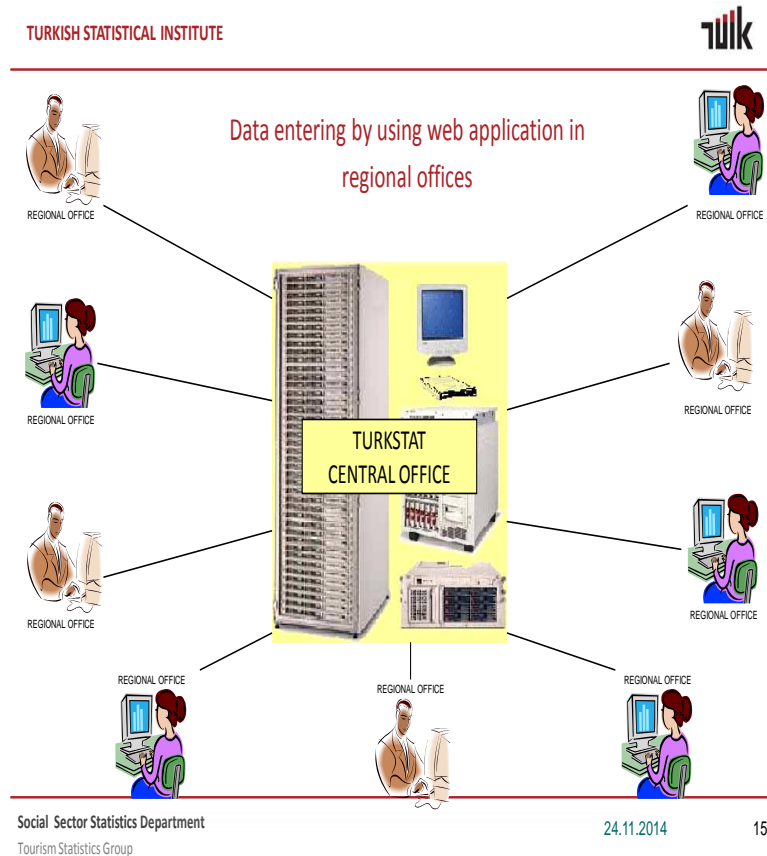
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Departing Visitors Survey

Survey application processes

- Data entry of questionnaires by regional offices → web based data entry programme
- Consistency checks and controls during data entry in web based program
- Data analysis by SAS queries both by regional offices and tourism statistics group



Tourism statistics revision

Taking into account the changes in the methodology of the tourism statistics by European Statistics Office (EUROSTAT) and United Nations World Tourism Organization (UNWTO), Turkish Statistical Institute (TURKSTAT) announced on February 14, 2013 with a Press Release that tourism statistics methodology was revised.

Tourism statistics revision

Main source for tourism income  departing visitors survey

In the context of the revision studies in 2012,

- international transportation expenditures of visitors realized by using domestic companies (question was added to the questionnaire of Departing Visitors Survey)
- Marina service charges collected form marina enterprises

Tourism statistics revision

In the context of the revision studies in 2012,

- GSM roaming incomes collected from GSM companies were added to the tourism income.
- The ratio of package tour expenditures remained in Turkey, which is used as 40% till 2012 was increased to 54 % in average according to Tour Operators Survey.

Outbound Tourism Statistics in Turkey

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1. Arriving Citizens Survey

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- Legal base
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- Scope

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- Data collection method
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2. Survey application process
 3. Tourism statistics revision

Outbound Tourism Arriving Citizens Survey

History

- conducted since 2003
- joint work of Turkish Statistical Institute with Central Bank and Ministry of Culture and Tourism

Reference Period

Quarterly surveys  Three month reference periods
(Monthly surveys since 2021 January for 6 region)

Legal Base

Statistics Law of Turkey numbered 5429 dated 10.11.2005

Arriving Citizens Survey

Purpose

- to collect the data on arriving citizen visitors resident in Turkey;
- profiles (province resident in, age, gender, educational status, working status, income level),
- travel characteristics (purpose of the travel, place visited, types of accommodation, number of overnights),
- amount of expenditure,
- and to estimate tourism expenditure.

Arriving Citizens Survey

Frame

Monthly border figures of General Directorate of Security – arriving citizens

“Determination of Residence of Arriving Citizens Survey” which includes a single question has been applied also with “Arriving Citizens Survey”

As a result, domestic residence rates of citizens having Turkish Passport arrived to our country

Numbers of person who reside in Turkey have been estimated by applying these rates to Directorate of Security.

Arriving Citizens Survey

Frame

As a result, domestic residence rates of citizens having Turkish Passport arrived to our country

Numbers of person who reside in Turkey have been estimated by applying these rates to Directorate of Security.

Arriving Citizens Survey

Scope

Citizen visitors (residents in Turkey) arrived to Turkey who made an overnight stay in **abroad** above the age of 14.

Data Collection

Face to face **Interview** using paper based questionnaire
22 active border gates; 5 airports, 1 international railway,
9 ports, 7 land border gates

Sample Size

Annually 14 000 personal interviews

Arriving Citizens Survey

Dissemination of Information

The results of the analysis and processing of the survey data are released by;

Press releases t+30 days (quarterly)

Web t+35 days (quarterly)

Statistical tables

Central dissemination system

Arriving Citizens Survey

Variables recorded

- Place of residence
- Gender
- Age
- Educational level
- Working status
- Level of income
- Main purpose of the trip
- Overnight visit

Arriving Citizens Survey

Variables recorded

- Types of accommodation
- Total duration of the visit
- The trip covers other countries or not
- Type of organization of the trip
- Package tour prices
- Individual expenditures by type of expenditures during the trip abroad.

Arriving Citizens Survey

Survey application processes

- Regional offices of TurkStat operate in the border gates
- Sample interviews with arriving citizen tourists using various routes of arrival

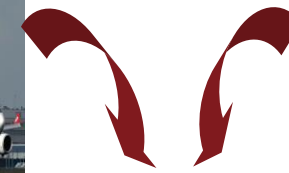
TURKISH STATISTICAL INSTITUTE



Airway



Seaway



Data collection



Roadway



Railway



Social Sector Statistics Department
Tourism Statistics Group

24.11.2014

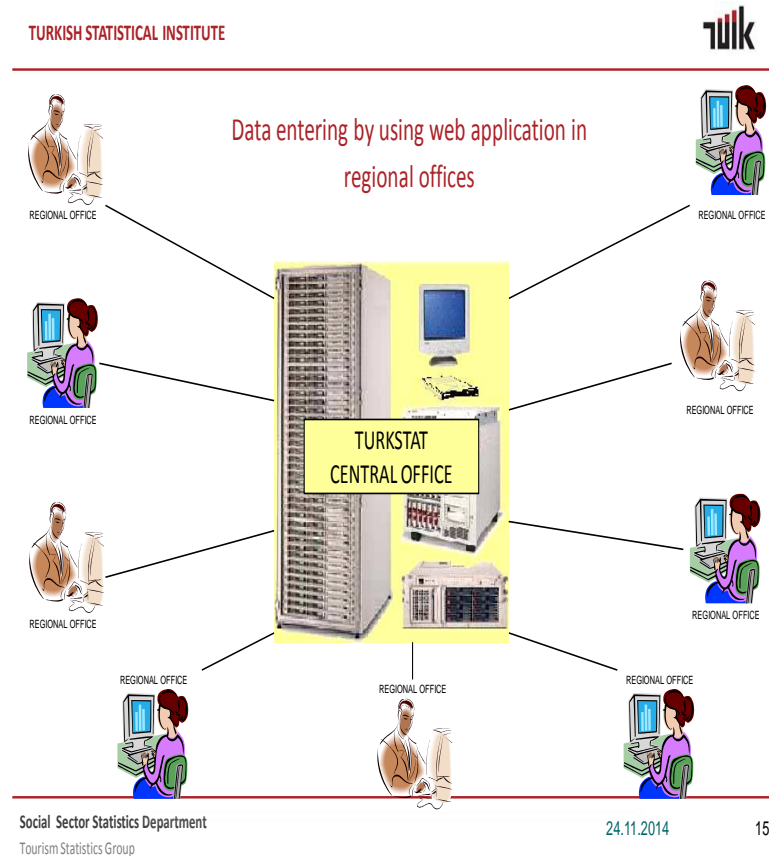
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- Field operation months February, May, August, November
(Monthly survey for 6 region)

Arriving Citizens Survey

Survey application processes

- Data entry of questionnaires by regional offices → web based data entry programme
- Consistency checks and controls during data entry in web based program
- Data analysis by SAS queries both by regional offices and tourism statistics group



Social Sector Statistics Department
Tourism Statistics Group

24.11.2014

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Tourism statistics revision

In the context of the revision studies in 2012,

- International transportation expenditures of Turkish citizens realized by using foreign companies,
- GSM roaming expenditures of Turkish citizens were added to the tourism expenditure.

Also the ratio (for expenditure account) of the amount of package tour expenditures remained abroad was revised

Determination of the number of persons resident in Turkey

- Population of Arriving Citizens Survey has been determined by applying domestic residence rates which are estimated from “Determination of Residence of Citizens Arrival Study” to the administrative registers of arrival of citizens visitors of General Directorate of Security.
- By this study, citizens having Turkish Passport arrived to Turkey have been asked where they reside in(Turkey or abroad).

Determination of the number of persons resident in Turkey

- Numbers of person who reside in Turkey have been estimated by applying these rates to citizen arrival border statistics of General Directorate of Security.
- Border statistics was registered according to the principle of nationality. Therefore information about residence address for citizen arrivals have not been found in registers of Directorate of National Security.

Tourism Satellite Accounts

Tourism Satellite Accounts

The Tourism Satellite Account (TSA) is a method of measuring the direct economic contributions of tourism consumption to a national economy. Its unique approach derives from employing the principles and structure of the internationally-adopted System of National Accounts (SNA) to measuring the direct economic impact of tourism.

Tourism Satellite Accounts

It comprises a unique set of inter-related tables that show the size and distribution of the different forms of tourism consumption in a country and contributions to gross domestic product (GDP), national income, employment and other macroeconomic measures of a national economy.

Tourism Satellite Accounts

What is the Purpose of the TSA?

TSA purpose is: to analyze in detail all the aspects of the demand for goods and services associated with the activity of visitors; to observe the operational interface with the supply of such goods and services within the economy; and describe how this supply interacts with other economic activities.

Tourism Satellite Accounts

Tourism industries

A tourism industry represents the grouping of those establishments whose main activity is the same tourism characteristic activity. In supply-side statistics, establishments are classified according to their main activity, which is determined by the activity that generates the most value added.

An establishment is an enterprise, or part of an enterprise, that is situated in a single location and in which only a single productive activity is carried out or in which the principal productive activity accounts for most of the value added.

Because establishments might have secondary activities, not all production of tourism characteristic products happens within tourism industries; on the other hand, tourism industries also have outputs that are not tourism characteristic products.

Tourism Satellite Accounts

List of categories of tourism characteristic consumption products and tourism characteristic activities (Tourism industries)

Products	Activities
1. Accommodation services for visitors	1. Accommodation for visitors
2. Food- and beverage-serving services	2. Food- and beverage-serving activities
3. Railway passenger transport services	3. Railway passenger transport
4. Road passenger transport services	4. Road passenger transport
5. Water passenger transport services	5. Water passenger transport
6. Air passenger transport services	6. Air passenger transport
7. Transport equipment rental services	7. Transport equipment rental
8. Travel agencies and other reservation services	8. Travel agencies and other reservation services activities
9. Cultural services	9. Cultural activities
10. Sports and recreational services	10. Sports and recreational activities
11. Country-specific tourism characteristic goods	11. Retail trade of country-specific tourism characteristic goods
12. Country-specific tourism characteristic services	12. Other country-specific tourism characteristic activities

Tourism Satellite Accounts

Tourism Satellite Account Tables Required for Estimating Macroeconomic Aggregates. These macroeconomic aggregates related to the national economic accounts are developed in a TSA to describe the size and economic contribution of tourism, specifically;

Internal Tourism Expenditure—the amount paid for the acquisition of goods and services for and during tourism trips, where “internal” means within the economy of reference, normally a country:

Tourism Satellite Accounts

Internal Tourism Consumption—the most inclusive measure of the acquisitions by visitors in an economy, equal to Internal Tourism Expenditure plus imputed consumption of vacation home accommodations, temporary exchange of dwellings for vacation purposes, net costs of hosts receiving visitors in their homes, subsidized transportation and lodging provided by employers, and government financing of certain non-market services for visitors such as education and recreation services

Tourism Satellite Accounts

Gross Value Added of the Tourism Industries—value of a productive activity's (i.e., industry's) output minus the value of inputs purchased from other productive activities for the collection of industries whose main activities are tourism characteristic activities (also called “tourism industries”)

Tourism Satellite Accounts

Tourism Direct Gross Value Added—in contrast to Gross Value Added of the Tourism Industries, this is the gross value added generated by all industries only in response to Tourism Internal Consumption

Tourism Gross Domestic Product—tourism activities' contribution to a country's GDP, or Tourism Direct Gross Value Added plus net taxes on products and imports at purchasers' prices

Tourism Satellite Accounts

These five aggregates are defined and measured to be comparable to the macroeconomic aggregates characterizing the overall economy.

Tourism Satellite Accounts

The Tourism Satellite Account comprises a set of ten interrelated tables. These tables are consistent with the general supply and use tables established by countries at the national level to describe the general economic balance of goods and services and the production accounts of the producers following the System of National Accounts (SNA)

Tourism Satellite Accounts

Content of the TSA

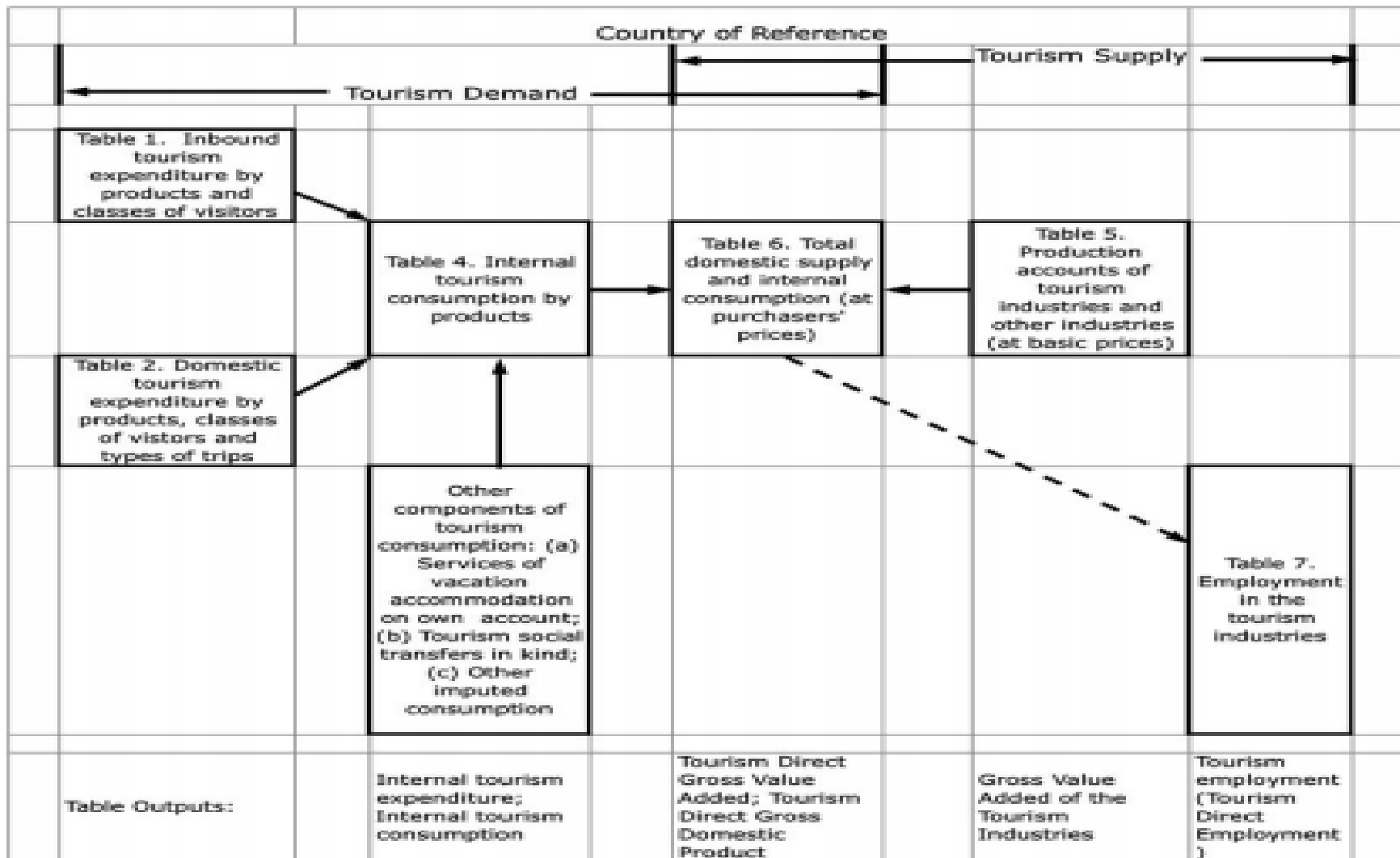
Presented 10 summary tables

- 1. Inbound Tourism Consumption by product
- 2. Domestic Tourism Consumption by product
- 3. Outbound tourism consumption by product
- 4a. Total tourism consumption by product
- 4b. Tourism consumption by products and forms of tourism
- 5. Production accounts of the tourism industries

Tourism Satellite Accounts

- 6. Supply of services and tourism consumption of services by products
- 7. Employment in the Tourism Industries
- 8. Tourism Gross Fixed Capital Formation
- 9. Tourism Collective consumption
- 10a Physical Indicators
- 10b. Number of establishment according to number employed

Tourism Satellite Accounts



Domestic Tourism Statistics in Turkey

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Household Domestic Tourism Survey

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Legal base

Purpose

Frame

Geographic scope

Population scope



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Household Domestic Tourism Survey

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Sample size

Dissemination of information

Variables

Survey application process



Household Domestic Tourism Survey

History

With the survey conducted by TurkStat and Ministry of Culture and Tourism, it is intended to see the domestic tourist profile, and to determine the domestic tourism expenditures of Turkey.



Household Domestic Tourism Survey

History

Conducted as *Household Domestic Tourism Survey*,
in 2007

Applied annually in 2007 and 2008

Since 2009, it has been carried out quarterly



Household Domestic Tourism Survey

Reference Period

Quarter I : January-February-March

Quarter II : April-May-June

Quarter III: July-August-September

Quarter IV: October-November-December

Applied

➔ April

➔ July

➔ October

➔ January

Legal Base

Statistics Law of Turkey numbered 5429 dated 10.11.2005

Household Domestic Tourism Survey

Purpose

To collect detailed information on domestic tourism for the demand side

To calculate the expenditures of domestic tourism

To get distribution of trips by types of accommodation

To get distribution of domestic visitors by regions



Household Domestic Tourism Survey

Frame

Recent frame is taken into account each year and independent sample selection method is followed on the registers that match with the ABPRS (Address-Based Population Registration System).

Sample selection method is done on the frame that is updated every 6 months. Since there are 4 periods, sample clusters and households selected for the first 2 of these 4 periods are based on the February frame and sample clusters and households selected for the last 2 of these 4 periods are based on the August frame.

Household Domestic Tourism Survey

Geographic Scope

Turkey total estimates were done quarterly and Turkey total and SR1 (12 Region) estimates were done annually.

Population Scope

The households which are formed by Turkish Citizens and foreigners who live in Turkey for at least 12 months.

Household Domestic Tourism Survey

Data Collection

Computer Assisted Personal Interviewing (CAPI)

Computer Assisted Telephone Interviewing (CATI)

Data entering interface was developed on HARZEMLI

Data analysing and evaluation is done by using SAS,
Access

Sample Size

Quarterly 7 836

Annually 31 344

Household Domestic Tourism Survey

Dissemination of Information

The results of the analysis and processing of the survey data are released in the following documents:

Press releases	t+4	Months (quarterly)
Web	t+4	Months (quarterly)

Household Domestic Tourism Survey

Variables collected

Characteristics of members of household

- Name, last name
- Gender
- Age
- Education level
- Marital status
- Employment status
- Monthly average income
- The reason for not traveling

Household Domestic Tourism Survey

Variables collected

- Month of trip
- Type of trip
- Main purpose of the trip
- Booking of the trip
- Type of transportation
- Main destination
- Type of accommodation
- Number of nights

Household Domestic Tourism Survey

Variables collected

Expenditure

- Package tour
- Eating and drinking
- Accommodation
- Health
- Transportation
- Sports, education, culture
- Other goods and services

Household Domestic Tourism Survey

Survey application processes

- Before field application, address list is sent by Sampling Department 15 days ago
- Address list is sent regional office (26) by Tourism Statistics Group
- Department of Data Collection inform Household with a mail
- Preparing interviewer's Handbook
- Updating data entering computer programme

Household Domestic Tourism Survey

Survey application processes

- Upload address list to domestic tourism database
- Give a training with teleconference to regional office
- Sample size 7836, quarterly
- Records approximately 23 000 persons, quarterly
- 4 weeks for field application and data analysing

THANK YOU FOR YOUR ATTENTION!

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