

FINAL REPORT

2009 HOUSEHOLD SURVEY ON DOMESTIC VISITORS



Republic of the Philippines
NATIONAL STATISTICS OFFICE
and
DEPARTMENT OF TOURISM



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Foreword

The 2009 Household Survey of Domestic Visitors (HSDV) is a nationwide undertaking designed to collect data on domestic travel and tourism in the country. The survey was jointly undertaken by the Department of Tourism (DOT) and the National Statistics Office (NSO).


The 2009 HSDV gathers data on the characteristics of domestic visitors and their travels. These are vital information in the formulation of policies and plans for the country's tourism industry. These information were gathered from a nationwide sample of about 25,000 households. As a rider to the Labor Force Survey (LFS), the enumeration of the sample households for the HSDV was conducted simultaneously with the October 2009 LFS.

It is hoped that the result of this survey will be useful not only to the DOT but also to other government and private agencies which provide products, infrastructure and support services to tourism industry.

With gratitude, we would like to express our thanks to the respondents who patiently answered the questions asked in this survey. We would like also to acknowledge with gratefulness the interviewers, and employees of NSO and DOT who acted as field supervisors. The survey would not have been successful without their hard work and dedication.



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Chapter I

INTRODUCTION

1.1 BACKGROUND

The 2009 Household Survey on Domestic Visitors (HSDV-Core Indicators) is a nationwide undertaking designed to collect data on core indicators of domestic travel and volume of domestic tourism in the country. This is the second survey conducted since 2005. In 2005, the first HSDV gathered a more comprehensive data on the profile, characteristics and travel pattern of domestic travelers throughout the country. This survey is a joint undertaking of the National Statistics Office (NSO) and the Department of Tourism (DOT).

1.2 OBJECTIVES OF THE SURVEY

The 2009 HSDV aims to gather data on household information on domestic tourism that are vital to the effective and efficient development and implementation of tourism plans and programs. The results provide core indicators on domestic tourism for policy-making purposes, such as:

1. Volume of domestic tourism;
2. Characteristics of domestic visitors or domestic travelers; and
3. Extent and economic contribution of domestic tourism in the country.

1.3 SAMPLING DESIGN

The 2009 HSDV, as a rider to the Labor Force Survey (LFS) adopts the sampling design of the 2003 Master Sample (MS) for household surveys.

The survey is designed to collect data on domestic travel and volume of domestic tourism. It covers a nationwide sample of about 25,500 households which was deemed sufficient to provide precise and reliable measure of levels and characteristics of domestic travelers at the national level.

The reporting unit is an individual person 15 years old and over who is a member of the sample household. Hence, statistics emanating from the survey refer to the characteristics of the population residing in private households. Persons who reside in institutions are outside the scope of the survey.

1.4 SURVEY QUESTIONNAIRES



The two sets of questionnaire used in this survey are: (1) HSDV Form 2A or Individual Questionnaire and (2) HSDV Form 3 or Household Control Form.

HSDV Form 2A or Individual Questionnaire

The HSDV Form 2A is a two-page questionnaire (including the front cover page) used to gather information from members of the household who are 15 years old and over, on the following:

1. Number of domestic trips made during the period April to September 2009
2. Details of all domestic trips and most recent trips
 - 2.1 Place of visit
 - 2.2 Month of travel
 - 2.3 Number of nights spent in the place visited
 - 2.4 Main purpose of visit
 - 2.5 Estimated cost of trip
 - 2.6 Number of travelers
3. Availment of domestic package tour in the most recent trip
 - 3.1 Expenses during the trip
 - 3.2 Number of persons paid for
4. Expenses during the most recent independent trip
5. Travels during long holiday week-ends

HSDV Form 3 or Household Control Form

The HSDV Form 3 was used as basis for determining the number of household members who are at least 15 years old, for whom individual questionnaires had to be accomplished. The form also identified the household members who travelled at any time during the period April to September 2009.

1.5 PRE-TEST OPERATION

One of the important activities undertaken before the actual survey was conduct of the pre-test of its survey questionnaires. This was undertaken to test the feasibility of the forms as capture instrument in collecting the required data relative to the survey objectives and to find out possible issues and other concerns that may arise during enumeration, among others. Specifically, each survey instrument was evaluated as to clarity of the questions, the appropriateness of the sequence of the questions and lay-out of the questionnaires.

On June 24 to 25, 2009, a group comprising of 10 NSO Central Office personnel and three staff from DOT Central Office, pre-tested the two survey questionnaires. This was conducted in the two barangays of San Antonio, Zambales, namely, Barangay San Gregorio, an urban barangay and Barangay Angeles, a rural barangay.

1.6 TRAINING AND FIELD WORK



Three levels of training were conducted for the survey. Each training level included discussion of the survey concepts and definition of terms, discussion of field operation procedures, and a mock interview. Field practice was required from the participants in the 2nd and 3rd levels of training.

The first level training or Task Force Training was conducted in Manila on September 22 to 24, 2009. The participants consisted of selected Central Office (CO) statisticians, Provincial Statistics Officers (PSOs), and regional/provincial staff. The selected CO statisticians who were involved in formulating the plans and design for the survey, together with the invited PSOs, acted as trainers.

The second level training conducted in Regional Offices on September 29 to October 1, 2009 was participated in by the PSOs and Provincial Statisticians who were assigned as trainers for the 3rd level training. Those who attended the Task Force Training were the trainers during the 2nd level training. Also, DOT personnel who visited selected regional training centers acted as resource persons.

The 3rd level training was conducted in each Provincial Office on October 5 to 6, 2009. This was attended by the DSOs, SCOs and hired enumerators who served as interviewers. The PSOs and Provincial Statisticians were the trainers during this training. Mock interview and field practice were done after the discussion of survey concepts, definitions and field operational procedures.

A total of 877 enumerators (ENs) were fielded to cover about 25,500 households in all provinces. The enumeration was completed in 21 days from October 8 to October 31, 2009, including Saturdays.

1.7 DATA PROCESSING

Verification of the questionnaires is an integral part of data collection, such that accomplished questionnaires were immediately checked for completeness and consistency of entries by the field supervisors. Further review and coding of some variables were done at the NSO Provincial Offices.

The machine processing of HSDV forms, from data encoding to tabulation, started in November 2009 and was completed in February 2010 using the Census and Survey Processing (CSPPro) software. The CSPPro is a menu-driven software package used for entering, editing, and tabulating data. Specifically, a system named Integrated Survey of Household Processing System (ISHIPS) was designed to integrate the machine data processing requirements of all the household-based surveys conducted by the office including HSDV. Preliminary tables were generated to evaluate the results of the data.

1.8 RESPONSE RATE

A total of 68,102 household members 15 years old and over were selected as samples for this survey. Of this number, 66,643 or 96.6 percent were successfully interviewed. The region with the highest response rate was Northern Mindanao (Region X) with 98.9 percent.

TABLE 1.1 Response Rate by Region: 2009

Region	Household members 15 years old and over		
	Eligible	Responding	Response Rate (%)
Philippines	68,102	66,643	96.6
N C R - National Capital Region	8,082	7,970	97.5
C A R - Cordillera Administrative Region	3,031	2,992	95.0
I - Ilocos Region	3,801	3,641	96.4
II - Cagayan Valley	3,218	3,097	97.0
III - Central Luzon	5,664	5,513	95.4
IV-A - CALABARZON	6,654	6,441	95.6
IV-B - MIMAROPA	2,747	2,703	98.6
V - Bicol Region	3,588	3,547	95.1
VI - Western Visayas	4,640	4,488	98.2
VII - Central Visayas	4,548	4,477	95.6
VIII - Eastern Visayas	3,533	3,460	97.7
IX - Zamboanga Peninsula	2,795	2,743	97.4
X - Northern Mindanao	3,047	3,024	98.9
XI - Davao Region	3,687	3,662	96.1
XII - SOCCSKSARGEN	3,370	3,289	95.9
Caraga	2,759	2,716	97.6
A R M M - Autonomous Region in Muslim Mindanao	2,938	2,880	94.7

Note: Details may not add up to totals due to rounding.

Source: NSO and DOT, 2009 HSDV

1.9 RELIABILITY OF ESTIMATES

The survey used only half of the total samples of the 2003 Master Sample, hence, the level of precision of the estimates of indicators on domestic tourism presented in this report is considered acceptable at the national level only. For regional estimates, the standard error (SE) and coefficient of variation (CV) should be examined first in order to determine the level of precision.

The SE can be used to calculate the confidence interval within which the true value of the estimates falls. The CV is a measure of relative variability that is commonly used to assess the precision of a survey estimate. It is defined as the ratio of the SE to the estimate. An estimate with a CV value of less than 10 percent is considered of high precision.

**Table 1.2 Standard Error, Coefficient of Variation and 95% Confidence Interval for Estimates
of the Number of Domestic Travelers by Region, Philippines: 2009
(Number in thousands)**

Region	Estimate	Standard Error	Coefficient of Variation	95% Confidence Interval	
				Lower Limit	Upper Limit
Philippines	22,772	761	3.3	21,300	24,300
N C R - National Capital Region	3,400	372	10.9	2,671	4,129
C A R - Cordillera Administrative Region	306	38	12.3	232	380
I - Ilocos Region	1,273	167	13.1	946	1,599
II - Cagayan Valley	750	82	11.0	588	911
III - Central Luzon	2,845	308	10.8	2,241	3,449
IV-A - CALABARZON	3,286	333	10.1	2,632	3,940
IV-B - MIMAROPA	468	60	12.8	350	586
V - Bicol Region	1,356	141	10.4	1,078	1,633
VI - Western Visayas	1,669	210	12.6	1,256	2,081
VII - Central Visayas	1,680	192	11.4	1,304	2,056
VIII - Eastern Visayas	1,084	133	12.3	822	1,345
IX - Zamboanga Peninsula	590	68	11.5	457	723
X - Northern Mindanao	1,060	143	13.5	779	1,340
XI - Davao Region	651	81	12.4	492	810
XII - SOCCSKSARGEN	828	93	11.2	645	1,011
Caraga	549	77	14.1	398	701
A R M M - Autonomous Region in Muslim Mindanao	977	122	12.5	738	1,216

Source: NSO and DOT, 2009 HSDV

Table 1.3 Standard Error, Coefficient of Variation and 95% Confidence Interval for Estimates of the Average Number of Trips Per Domestic Traveler During the Past Six Months, by Region, Philippines: 2009
(Number in thousands)

Region	Estimate	Standard Error	Coefficient of Variation	95% Confidence Interval	
				Lower Limit	Upper Limit
Philippines	2.0	0.02	1.2	2	2
N C R - National Capital Region	2	0.04	2.4	2	2
C A R - Cordillera Administrative Region	2	0.08	4.4	2	2
I - Ilocos Region	2	0.07	3.8	2	2
II - Cagayan Valley	2	0.05	3.1	1	2
III - Central Luzon	2	0.07	3.5	2	2
IV-A - CALABARZON	2	0.07	3.5	2	2
IV-B - MIMAROPA	2	0.05	3.3	1	2
V - Bicol Region	2	0.05	3.1	2	2
VI - Western Visayas	2	0.06	3.5	2	2
VII - Central Visayas	2	0.07	3.5	2	2
VIII - Eastern Visayas	2	0.12	5.2	2	3
IX - Zamboanga Peninsula	2	0.08	4.5	2	2
X - Northern Mindanao	2	0.06	3.3	2	2
XI - Davao Region	2	0.05	3.3	2	2
XII - SOCCSKSARGEN	2	0.06	3.7	1	2
Caraga	2	0.14	7.5	2	2
A R M M - Autonomous Region in Muslim Mindanao	3	0.24	9.1	2	3

Source: NSO and DOT, 2009 HSDV

Table 1.4 Standard Error, Coefficient of Variation and 95% Confidence Interval for Estimates of the Number of Domestic Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation by Region, Philippines: 2009
(Number in thousands)

Region	Estimate	Standard Error	Coefficient of Variation	95% Confidence Interval	
				Lower Limit	Upper Limit
Philippines	7,819	310	4.0	7,211	8,427
N C R - National Capital Region	1,582	179	11.3	1,231	1,933
C A R - Cordillera Administrative Region	89	14	15.4	62	116
I - Ilocos Region	483	68	14.0	351	616
II - Cagayan Valley	187	26	13.7	137	238
III - Central Luzon	1,080	132	12.2	821	1,340
IV-A - CALABARZON	1,307	146	11.2	1,020	1,593
IV-B - MIMAROPA	93	12	13.2	69	117
V - Bicol Region	244	29	12.0	187	301
VI - Western Visayas	514	65	12.6	387	642
VII - Central Visayas	530	67	12.6	399	662
VIII - Eastern Visayas	315	46	14.5	225	405
IX - Zamboanga Peninsula	97	12	12.3	74	121
X - Northern Mindanao	336	46	13.6	247	426
XI - Davao Region	231	31	13.4	170	292
XII - SOCCSKSARGEN	233	38	16.1	159	307
Caraga	111	15	13.6	81	140
A R M M - Autonomous Region in Muslim Mindanao	386	57	14.8	273	498

Source: NSO and DOT, 2009 HSDV

1.10 DEFINITION OF TERMS

The 2009 HSDV followed the standard definition of terms in the Philippine Statistical System, as well as the recommended official tourism concepts and definitions. A clear understanding of the concepts was required of everyone involved in the survey, particularly those tasked with data collection. Adherence to the concepts ensures that the data collected were uniform and accurate.

Household. A group of persons, generally but not necessarily bound by ties of kinship, who sleep in the same dwelling unit and have common arrangements for the preparation and consumption of food.

According to this definition, a person who lives alone is considered a separate household; also a person who rents bed space but makes arrangements for his or her own food. However, a group of persons who share and take their meals together, and live in separate but adjacent living quarters for convenience, is considered as one household.

Respondent. A respondent is a responsible household member 15 years old and over, who can provide reliable answers to the survey questions.

Reference Period. The reference period covered by the survey is from April to September 2009 unless another reference period is specified.

Domestic Travel. The act of moving from usual place of environment/residence to another municipality in the Philippines by a person who is a resident of the Philippines (regardless of nationality), irrespective of the purpose of travel, length of stay and means of transport used.

Trip. Travel between two or more places (from point of origin to point of destination and back to the point of origin).

Place Visited. Refers to all places (municipalities) the traveler has visited.

Domestic Visitor. Any person residing in the Philippines regardless of nationality, who travels to a place (municipality) in the Philippines other than his usual place of environment for a period of not more than 365 days, whose main purpose of trip is other than the exercise of an activity remunerated from within the place visited.

Day Visitor. A visitor who arrived in the place visited during the day and left on or before 12:00 midnight of the same day.

Overnight Visitor. Refers to a visitor who arrived during the day and left 12:01 AM and onwards of the next day.

Package Tour. Refers to a set of products and services offered to the visitors that is composed of varieties of tourism characteristic products (such as transport, accommodation, food services and recreation). The component of a package tour might be pre-established, or can result from an “a la carte” procedure where the visitor decides the combination of products or services he or she wishes to acquire. This can be synonymously used with “package travel and/or package holiday”.

Chapter II

DOMESTIC TRAVELERS

For the purpose of this survey, domestic travelers refer to persons who traveled within the Philippines during the past six months from April to September 2009. They may either be foreign or local residents of the country. This chapter provides a glimpse of their profile. Information about their length of stay in places visited, expenses incurred during the most recent trip, main purpose of visit and travels during long holiday weekends are also included in this chapter.

2.1 PROFILE OF DOMESTIC TRAVELERS

About 22.8 million Filipinos 15 years old and over traveled to any place within the country, for any purpose, during the period April 1 to September 30, 2009 (Table 2.1). This number represented 36.9 percent of the estimated 61.7 million Filipinos aged 15 years old and over.

Of the 22.8 million domestic travelers during the past six months, 11.9 million or 52.4 percent were females while 10.8 million or 47.6 percent were males.

Travelers consisted mainly of young men and women in the age group 15 to 34 (Figure 2.1). Among male travelers, more than half were 15 to 34 years of age with those 15 to 24 years old comprising 26.7 percent of all male travelers, while those 25 to 34 years of age, 25.9 percent. Similarly, of the total female travelers, 26.2 percent were aged 15 to 24 years and 25.3 percent were 25 to 34 years old.

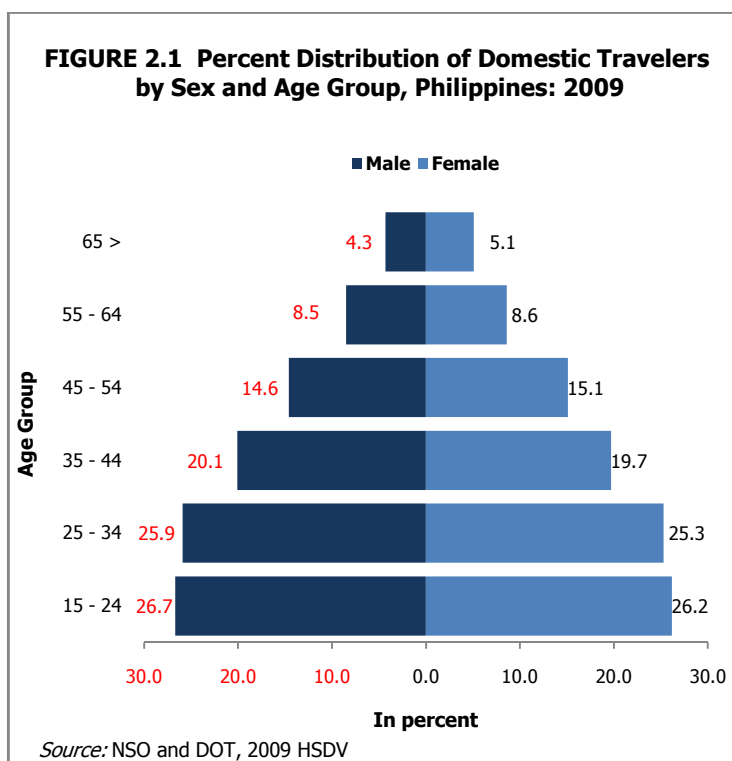


TABLE 2.1 Percent Distribution of Domestic Travelers During the Past Six Months, by Sex and by Age Group, Marital Status, Highest Grade Completed, Philippines: 2009

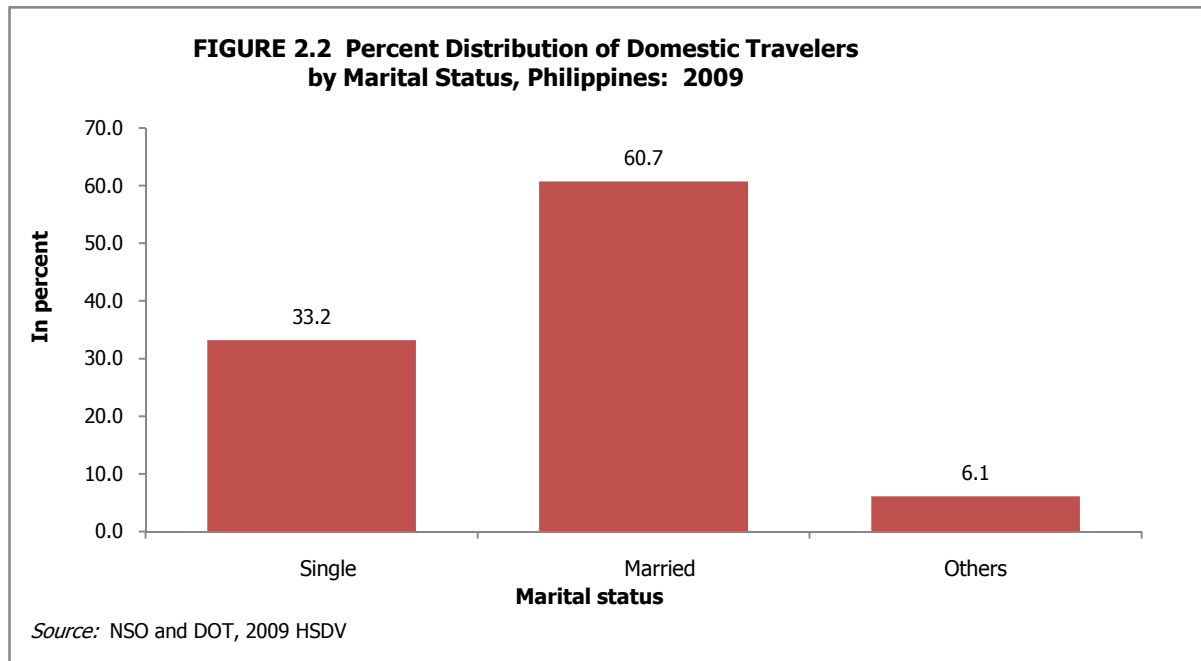
Age Group/Marital Status/Highest Grade Completed	Both Sexes	Male	Female
Population 15 years old and over Number (in thousands)	61,695	30,767	30,928
Total	100.0	100.0	100.0
Traveled within the country	36.9	35.2	38.6
Did not travel within the country	63.1	64.8	61.4
 Population 15 years old and over who traveled within the country Number (in thousands)	 22,772	 10,829	 11,942
Age group	100.0	100.0	100.0
15 to 24	26.4	26.7	26.2
25 to 34	25.6	25.9	25.3
35 to 44	19.9	20.1	19.7
45 to 54	14.8	14.6	15.1
55 to 64	8.6	8.5	8.6
65 and over	4.7	4.3	5.1
Marital status	100.0	100.0	100.0
Single	33.2	36.6	30.1
Married	60.7	60.0	61.3
Widowed	4.7	2.3	6.8
Divorced/Separated	1.4	1.0	1.7
Unknown	*	*	*
Highest grade completed	100.0	100.0	100.0
No grade completed	1.0	1.0	1.0
Elementary undergraduate	9.2	11.2	7.5
Elementary graduate	11.7	12.1	11.4
High school undergraduate	14.5	15.4	13.6
High school graduate	25.8	25.5	26.0
College undergraduate	19.6	19.4	19.8
College graduate	18.2	15.5	20.7

Notes: Details may not add up to totals due to rounding.

* Less than 0.1 percent

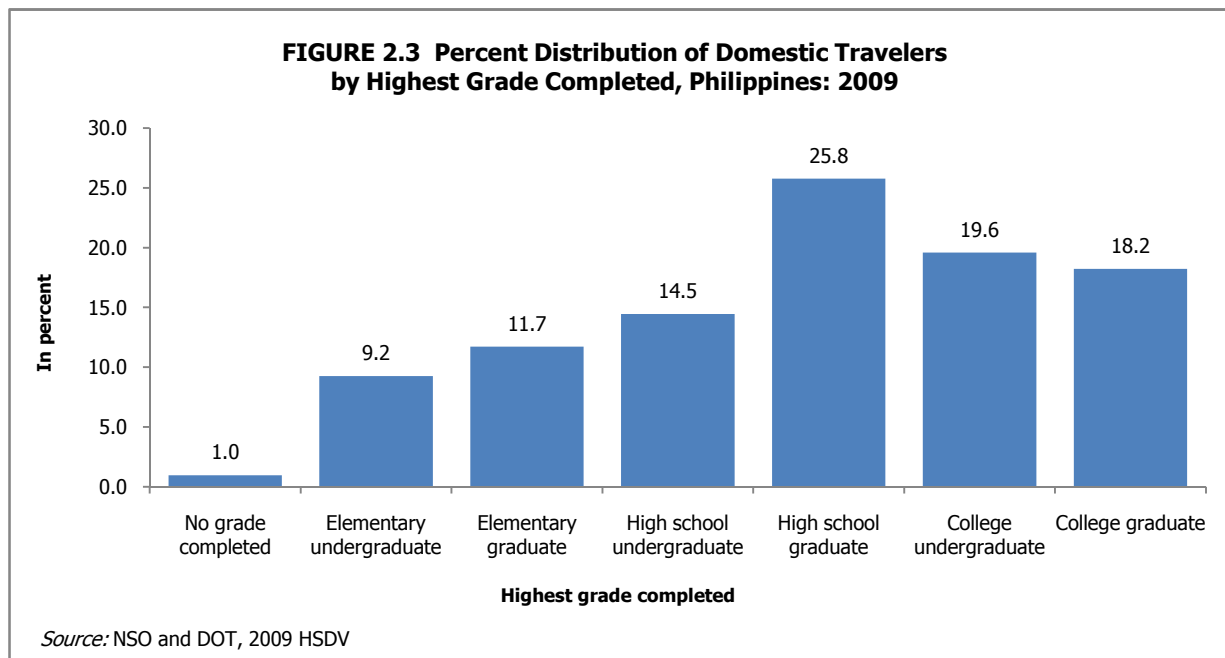
Source: NSO and DOT, 2009 HSDV

By marital status, out of the 22.8 million domestic travelers, 60.7 percent were married while 33.2 percent were single. The rest (6.1%) were widowed, divorced or separated (Figure 2.2).



About 38.0 percent of the total number of domestic travelers reached college level with the college graduates accounting for 18.2 percent of the total travelers (Figure 2.3).

The proportion of college graduates among female travelers (20.7%) was higher compared to their male counterpart (15.5%) [Table 2.1].



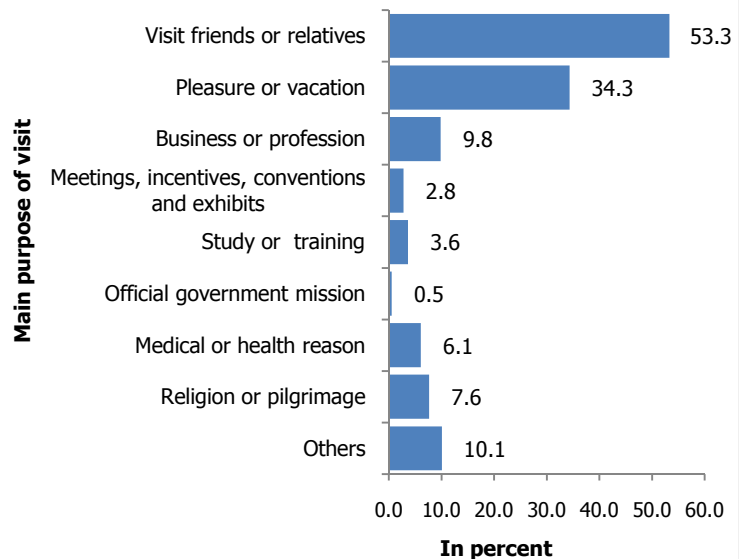
2.2 MAIN PURPOSE OF VISIT

Of the 22.8 million domestic travelers during the period April to September 2009, more than half (53.3%) reported that their purpose was to visit friends or relatives (Figure 2.4). These travelers include those who went to fiestas, and attended family gatherings like reunion, wedding, funeral, anniversary and birthday. More than one-third (34.3%) reported that their main purpose of visit was for pleasure or vacation, which included shopping, sightseeing, night clubbing, relaxation, engaging in sports, and going to fitness and wellness centers (such as spa, sauna, massage, and alternative medicine).

The same pattern was observed among male and female travelers with more than half (54.4% and 52.3%, respectively) of them reporting that their main purpose of visit was to visit friends or relatives. Meanwhile, a higher percentage among female domestic travelers (35.9%) than among males (32.7%) reported that their main reason of visit was for pleasure or for vacation (Figure 2.5 and Table 2.2).

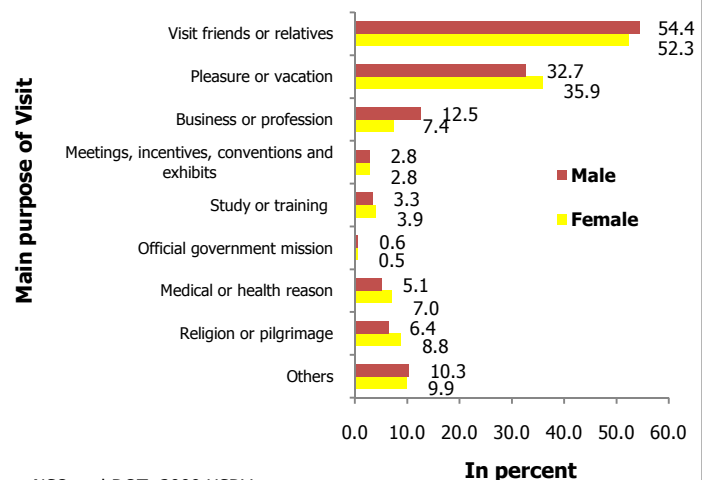
The other purposes of visit mentioned by the respondents were business or profession (9.8%), religion or pilgrimage (7.6%), medical or health reason (6.1%), study, training or exchange programs (3.6%), meetings, incentives, conventions and exhibits (2.8%), official government mission (0.5%), and reasons other than those specified (10.1%).

FIGURE 2.4 Percentage of Domestic Travelers by Main Purpose of Visit, Philippines: 2009



Source: NSO and DOT, 2009 HSDV

FIGURE 2.5 Percentage of Domestic Travelers by Main Purpose of Visit and by Sex, Philippines: 2009



Source: NSO and DOT, 2009 HSDV

A higher percentage among female travelers than among male travelers visited places for religion or pilgrimage. In contrast, a higher percentage among males than females traveled for business or profession.

To visit friends or relatives was cited by the majority of travelers, irrespective of age, as the main purpose of their visit (Table 2.3). For pleasure or vacation was the next most commonly cited reason by domestic travelers 15 years old and over. Four in ten (42.0%) domestic travelers in age group 15 to 24 years reported such purpose. Less than one percent of domestic travelers reported that their purpose of travel was for official government mission.

TABLE 2.2 Percentage of Domestic Travelers by Main Purpose of Visit and Sex, Philippines: 2009

Main Purpose of Visit	Both Sexes	Male	Female
Domestic travelers	22,772	10,829	11,942
Number (in thousands)			
Purpose of visit			
Visit friends or relatives	53.3	54.4	52.3
Pleasure or vacation	34.3	32.7	35.9
Business or profession	9.8	12.5	7.4
Meetings, incentives, conventions and exhibits	2.8	2.8	2.8
Study, training or exchange program	3.6	3.3	3.9
Official government mission	0.5	0.6	0.5
Medical or health reason	6.1	5.1	7.0
Religion or pilgrimage	7.6	6.4	8.8
Others	10.1	10.3	9.9

Note: A person may report more than one category for main purpose of visit.

Source: NSO and DOT, 2009 HSDV

TABLE 2.3 Percentage of Domestic Travelers by Main Purpose of Visit and Age Group, Philippines: 2009

Main Purpose of Visit	Total	Age group					
		15 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Domestic travelers	22,772	6,017	5,825	4,531	3,377	1,948	1,072
Number (in thousands)							
Purpose of visit							
Visit friends or relatives	53.3	49.4	52.5	54.1	56.7	58.0	57.0
Pleasure or vacation	34.3	42.0	37.1	32.3	27.4	26.3	21.4
Business or profession	9.8	5.4	10.9	13.1	12.4	10.1	6.5
Meetings, incentives, conventions and exhibits	2.8	1.4	2.3	3.6	4.4	3.7	2.6
Study, training or exchange program	3.6	7.8	2.4	2.2	2.3	2.0	0.8
Official government mission	0.5	0.2	0.3	0.8	1.1	1.0	0.3
Medical or health reason	6.1	2.9	5.3	6.5	7.3	9.5	16.7
Religion or Pilgrimage	7.6	7.4	7.5	6.9	8.0	9.5	8.8
Others	10.1	10.0	10.1	10.1	10.7	9.9	8.4

Note: A person may report more than one category for main purpose of visit.

Source: NSO and DOT, 2009 HSDV

2.3 AVAILMENT OF DOMESTIC PACKAGE TOUR

Package tour refers to a set of products and services offered to the visitors that is composed of varieties of tourism characteristic products (such as transport, accommodation, food services, recreation and others).

About 236 thousand domestic travelers availed of a package tour during their most recent trip (Table 2.4). Out of these travelers, 27.1 percent or 64 thousand traveled mainly for pleasure or vacation.

Among the travelers who availed of package tour regardless of purpose of visit, 48.9 percent were males and 51.1 percent were females.

2.4 LENGTH OF STAY OF DOMESTIC PACKAGE TOUR TRAVELERS IN A PLACE VISITED

A majority (63.4%) of the domestic travelers who availed of a package tour, stayed overnight in at least one place visited (Table 2.4), spending 4 nights in one place, on the average (Table 2.4A). Forty-seven percent of those who stayed overnight spent 2 to 3 nights in the place visited (Table 2.4A and Figure 2.6).

Among those who traveled mainly for pleasure and availed of a package tour, 79.0 percent stayed overnight in a place visited, spending 5 nights, on the average. Almost half (47.5%) of those who stayed overnight spent 2 to 3 nights, while one in four (24.6%) had spent 4 to 5 nights.

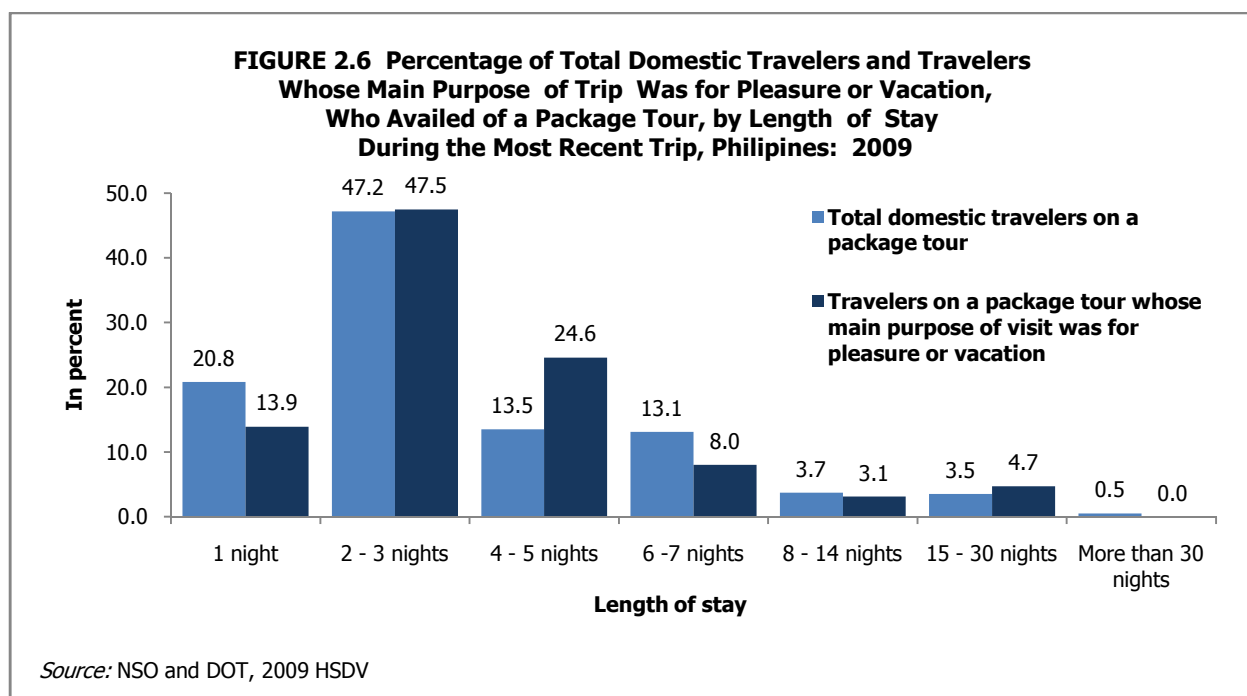


TABLE 2.4 Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation, Who Availed of a Package Tour, by Sex, and by Whether They Stayed Overnight in at Least One Place Visited During the Most Recent Trip, Philippines: 2009

Sex of Traveler/Whether Traveler Stayed Overnight	Total Domestic Travelers	Main Purpose of Visit Was for Pleasure or Vacation
Domestic travelers who availed of a package tour	236	64
Number (in thousands)		
Sex	100.0	100.0
Male	48.9	48.2
Female	51.1	51.8
Whether traveler stayed overnight	100.0	100.0
Stayed overnight	63.4	79.0
Did not stay overnight	36.6	21.0

Source: NSO and DOT, 2009 HSDV

TABLE 2.4A Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation, Who Availed of a Package Tour and Stayed Overnight in at Least One Place Visited During the Most Recent Trip, by Length of Stay, Philippines: 2009

Length of Stay	Total Domestic Travelers	Main Purpose of Visit Was for Pleasure or Vacation
Domestic travelers who availed of a package tour and stayed overnight in the place visited	150	50
Number (in thousands)		
Length of Stay		
1 night	20.8	13.9
2 to 3 nights	47.2	47.5
4 to 5 nights	13.5	24.6
6 to 7 nights	13.1	8.0
8 to 14 nights	3.7	3.1
15 to 30 nights	3.5	4.7
More than 30 nights	0.5	-
Average number of nights stayed in the place visited	4	4

Note: Percentages may not sum up to 100 due to rounding.

Source: NSO and DOT, 2009 HSDV

2.5 INDEPENDENT TRAVELERS

Independent travelers refer to all domestic visitors who arranged for their own trips. They usually plan their own itinerary and usually arrange their accommodation and transportation services directly from suppliers or through travel agents.

A total of 22.5 million individuals had an independent trip in their most recent domestic travel (Table 2.5). Of this number, more than a quarter (26.2%) or 5.9 million traveled for pleasure or vacation. More than half of independent travelers were females, that is, 55.3 percent among those who traveled for pleasure or vacation and 52.5 percent among those who traveled for any purpose.

Four in every ten (42.6%) of the independent travelers who traveled for any purpose had stayed overnight in at least one place visited during the reference period. Among those whose main purpose of visit was for pleasure or vacation, the proportion was lower at 30.6 percent (Table 2.5).

2.6 LENGTH OF STAY OF INDEPENDENT TRAVELERS

Of the independent domestic travelers who traveled for any purpose and who stayed overnight in at least one place visited, 34.0 percent stayed for one night, and 34.5 percent stayed 2 to 3 nights. Of those who traveled mainly for pleasure or vacation, 32.5 percent stayed one night, and 28.7 percent spent 2 to 3 nights (Table 2.5A and Figure 2.7). The average length of stay in a place visited by all independent travelers was 6 nights while those who traveled mainly for pleasure or vacation during their most recent trip was 8 nights.

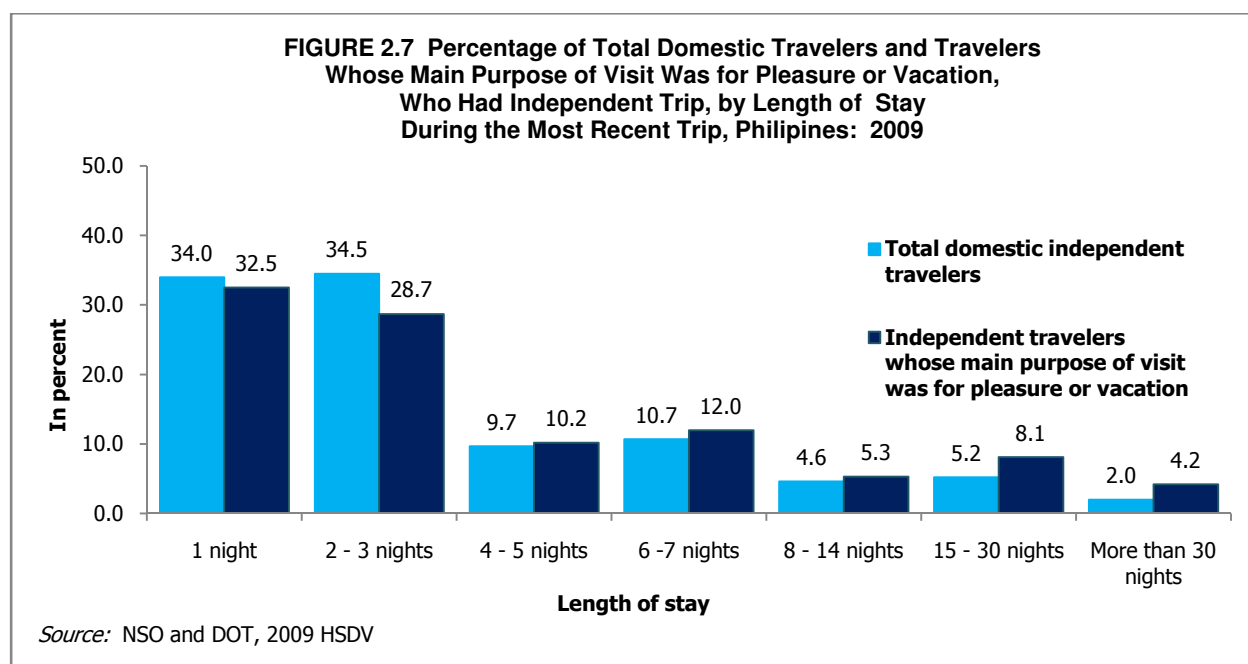


TABLE 2.5 Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation, Who Had Independent Trip, by Sex, and by Whether They Stayed Overnight in at Least One Place Visited During the Most Recent Trip, Philippines: 2009

Sex of Traveler/Whether Traveler Stayed Overnight	Total Domestic Travelers	Main Purpose of Visit Was for Pleasure or Vacation
Domestic travelers who had independent trip	22,536	5,914
Number (in thousands)		
Sex	100.0	100.0
Male	47.5	44.7
Female	52.5	55.3
Whether traveler stayed overnight	100.0	100.0
Stayed overnight	42.6	30.6
Did not stay overnight	57.4	69.4

Source: NSO and DOT, 2009 HSDV

TABLE 2.5A Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation, Who Had Independent Trip and Stayed Overnight in at Least One Place Visited During the Most Recent Trip, by Length of Stay, Philippines: 2009

Length of Stay	Total Domestic Travelers	Main Purpose of Visit Was for Pleasure or Vacation
Domestic travelers who had independent trip and stayed overnight in the place visited	9,604	1,807
Number (in thousands)		
Length of Stay		
1 night	34.0	32.5
2 to 3 nights	34.5	28.7
4 to 5 nights	9.7	10.2
6 to 7 nights	10.7	12.0
8 to 14 nights	4.6	5.3
15 to 30 nights	5.2	8.1
More than 30 nights	2.0	4.2
Average number of nights stayed in the place visited	6	8

Note: Percentages may not sum up to 100 due to rounding.

Source: NSO and DOT, 2009 HSDV

2.7 EXPENSES INCURRED DURING THE MOST RECENT TRIP

To get information about the spending pattern of domestic travelers on a package tour and on an independent trip during their most recent trip, each traveler was asked to identify the items bought or paid for, as well as the amount spent for during the trip.

TABLE 2.6 Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation by Travel Arrangement and Whether With Expenses During the Most Recent Trip, Philippines: 2009

Travel Arrangement/Whether with Expenses During the Trip	Total Domestic Travelers	Main Purpose of Visit Was for Pleasure or Vacation
Domestic travelers Number (in thousands)	22,772	5,978
Package tour travelers Number (in thousands)	236	64
Total	100.0	100.0
With expenses during the most recent trip	81.2	87.7
Without expenses during the most recent trip	18.8	12.3
Independent travelers Number (in thousands)	22,536	5,914
Total	100.0	100.0
With expenses during the most recent trip	68.0	66.1
Without expenses during the most recent trip	32.0	33.9

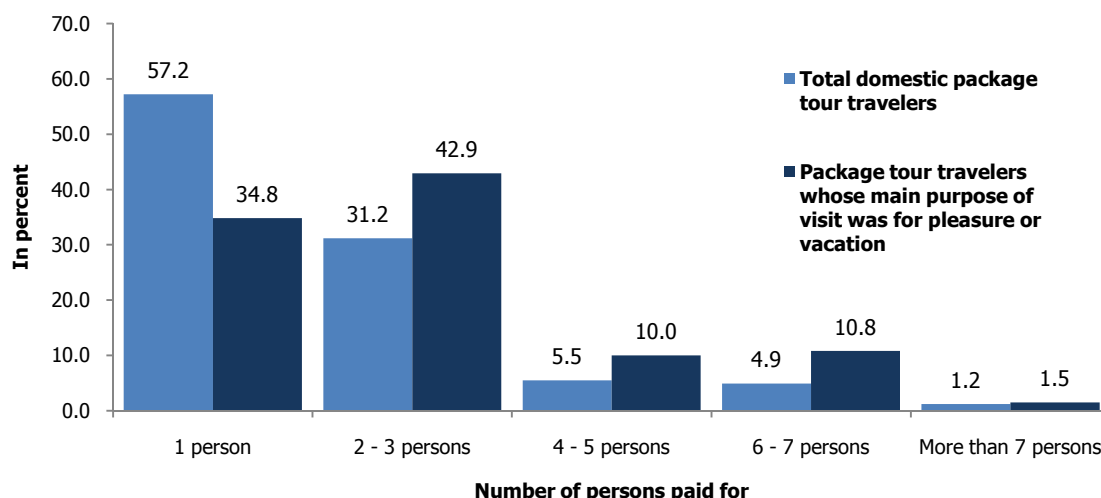
Source: NSO and DOT, 2009 HSDV

Of the total 22.8 million domestic travelers, one percent or 236 thousand availed of a package tour during their most recent domestic trip from April to September 2009 (Table 2.6). A majority of the domestic package tour travelers who traveled for any purpose and those who traveled for pleasure or vacation (81.2% and 87.7%, respectively) incurred expenses during the trip. These expenses included payment for the package tour itself, expenses for food and beverages, shopping and sightseeing. The proportion was lower among independent domestic travelers who traveled for any purpose (68.0% equivalent to 15.3 million persons), and among those who traveled for pleasure or vacation (66.1% equivalent to 3.9 million persons).

2.7.1 NUMBER OF PERSONS PAID FOR

Forty-seven percent of the total domestic travelers who availed of a package tour with reported expenses during the most recent trip paid for the package tour themselves (Table 2.7). Among those whose main purpose of visit was for pleasure or vacation, 62.7 percent paid for their package tour. Forty-three percent of those traveling for pleasure or vacation paid for 2 to 3 persons (Table 2.7 and Figure 2.8). On the average, travelers who availed of a package tour regardless of the purpose of visit paid for 2 persons during their most recent trip, while those whose main purpose of visit was for pleasure or vacation paid for 3 persons, on the average.

FIGURE 2.8 Percent Distribution of Total Domestic Package Tour Travelers and Travelers Whose Main Purpose of Trip Was for Pleasure or Vacation, Who Paid for the Most Recent Trip by Number of Persons Paid For, Philippines: 2009



Source: NSO and DOT, 2009 HSDV

TABLE 2.7 Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation Who Availed of a Package Tour and Who Had Expenses During the Most Recent Trip, by Whether They Paid For the Trip, and by Number of Persons Paid For, Philippines: 2009

Number of Persons Paid For	Total Domestic Travelers	Main Purpose of Visit Was for Pleasure or Vacation
Domestic travelers who availed of a package tour and had expenses during the most recent trip	192	56
Number (in thousands)		
Percent to Total	100.0	100.0
Paid for the most recent trip on a package tour	47.3	62.7
Did not pay for the most recent trip on a package tour	52.7	37.3
Travelers who paid for the most recent trip on a package tour	112	40
Number (in thousands)		
Number of persons paid for¹	100.0	100.0
One person	57.2	34.8
2 to 3 persons	31.2	42.9
4 to 5 persons	5.5	10.0
6 to 7 persons	4.9	10.8
8 to 9 persons	0.6	-
10 or more persons	0.6	1.5
Average number of persons paid for	2	3

Note: ¹ Includes own self

Source: NSO and DOT, 2009 HSDV

2.7.2 EXPENDITURE ITEMS AND AVERAGE EXPENSES

DOMESTIC PACKAGE TOUR TRAVELERS

Among the 64 thousand domestic package tour travelers whose main purpose of visit was for pleasure or vacation, 87.7 percent or 56 thousand had expenses in their most recent package tour trip (Table 2.6). Sixty-two percent of such travelers paid for the package tour or paid for other expenses (Table 2.7).

The average expenditure of package tour travelers who paid for the most recent trip was Php9,680. The amount paid by package tour travelers whose main purpose of visit was for pleasure or vacation was twice higher at Php20,469 (Table 2.7A).



About 74 percent of the package tour travelers who paid for the travel (Figure 2.9), spent an additional amount of Php1,062, on the average, for food and beverages (Table 2.7A). The percentage of travelers who spent for shopping was 58.5 percent with an average expense of Php1,687. Travelers whose main purpose of visit was for pleasure or vacation spent on the average, Php2,144 for shopping, Php1,353 for local transport, and Php1,395 for food and beverages during their most recent trip.

For those with sponsored trip, 69.4 percent spent on shopping with an average expense of Php1,336. Almost 46 percent of these travelers spent for food and beverages with an average expense of Php526, while 18.4 percent spent for local transport with an average expense of Php1,173 (Table 2.8). On the other hand, 86.1 percent of travelers who traveled for pleasure or vacation had an average expense of Php1,673 for shopping, Php828 for food and beverages and Php742 for local transport.

TABLE 2.7A Amount of Package Tour and Expenses by Expenditure Item Spent by Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was For Pleasure or Vacation, Who Availed of a Package Tour and Paid For the Most Recent Trip, Philippines: 2009

Amount of Package Tour/Expenditure Items Paid For	Total Domestic Travelers	Average Expense	Main Purpose of Travel Was for Pleasure or Vacation	Average Expense
Domestic package tour travelers who paid for the most recent trip Number (in thousands)	112	9,680	40	20,469
Amount of package tour	100.0		100.0	
Less than P5,000	71.7	1,451	55.8	1,669
P5,000 or more	28.3	30,553	44.2	44,181
Travelers with additional expenses during the trip Number (in thousands)	93	3,488	53	3,670
Expenditure items				
Food and beverages	73.5	1,062	64.8	1,395
Local transport (sea, air or land)	33.5	1,912	33.6	1,353
Shopping	58.5	1,687	73.9	2,144
Others ¹	33.4	3,228	27.9	2,604

Notes: A person may report more than one category for expenditure items.

¹ Includes accommodation, guided tour, entertainment and recreation expenses.

Source: NSO and DOT, 2009 HSDV

TABLE 2.8 Expenses by Total Domestic Travelers and Travelers Whose Main Purpose of Travel Was For Pleasure or Vacation, Who Were Sponsored in a Package Tour and Had Expenses During the Most Recent Sponsored Trip, by Expenditure Item, Philippines: 2009

Expenditure Item	Total Domestic Travelers	Average Expense	Main Purpose of Travel Was for Pleasure or Vacation	Average Expense
Domestic package tour travelers who had expenses during sponsored trip Number (in thousands)	80	1,503	16	2,121
Expenditure items				
Food and beverages	45.9	526	43.7	828
Local transport (sea, air or land)	18.4	1,173	25.8	742
Shopping	69.4	1,336	86.1	1,673
Others ¹	19.4	607	17.5	726

Notes: A person may report more than one category for expenditure items.

¹ Includes accommodation, guided tour, entertainment and recreation expenses.

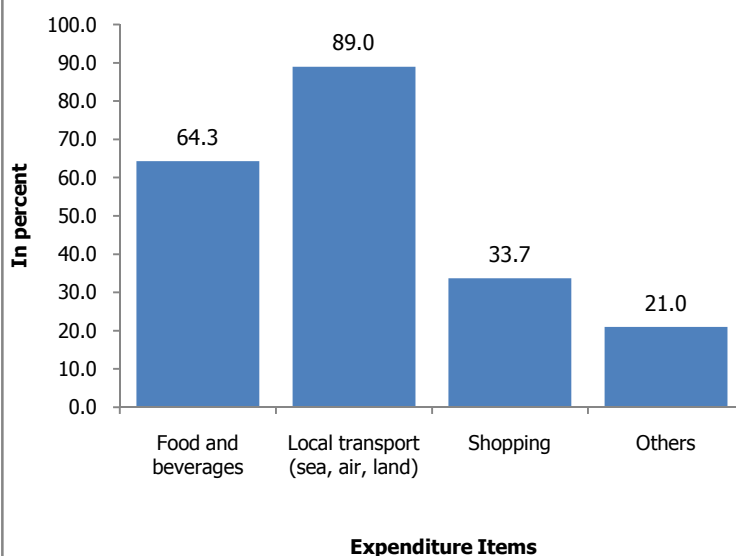
Source: NSO and DOT, 2009 HSDV

INDEPENDENT TRIP TRAVELERS

Of the 15.3 million independent travelers with expenses incurred during the most recent trip, 89.0 percent spent for transport (sea, air, land), 64.3 percent spent for food and beverages, 33.7 percent for shopping, and 21.0 percent for accommodation, guided tour, entertainment, recreation and other activities (Table 2.9 and Figure 2.10).

Meanwhile, of the 3.9 million independent trip travelers whose main purpose of visit was for pleasure or vacation and with expenses incurred during the most recent, 85.8 percent spent mostly on local transport, 75.5 percent on food and beverages, 59.8 percent on shopping and 20.8 percent on accommodation, guided tour, entertainment and recreation expenses.

FIGURE 2.10 Percentage of Independent Trip Travelers by Expenditure Items Paid For During the Most Recent Trip, Philippines: 2009



Source: NSO and DOT, 2009 HSDV

On the average, an independent trip traveler spent Php1,548 during the most recent trip. For those who spent on accommodation, entertainment and recreation, the average expense was Php1,664; while those who spent for shopping, the average expense was Php1,255 (Table 2.9).

Independent travelers whose main purpose of visit was for pleasure or vacation reported an average expenditure of Php1,902. Those who spent on shopping, their average expense was Php1,386 and those who spent on accommodation, guided tours, entertainment and recreation, Php1,123.

TABLE 2.9 Expenses of Total Independent Travelers and Independent Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation During the Most Recent Trip, by Expenditure Item, Philippines: 2009

Expenditure Item	Total Domestic Travelers	Average Expense	Main Purpose of Visit was for Pleasure or Vacation	Average Expense
Independent travelers	22,536		5,914	
Independent travelers with expenses during the trip	15,329	1,548	3,907	1,902
Number (in thousands)				
Expenditure items				
Food and beverages	64.3	490	75.5	528
Local transport (sea, air or land)	89.0	518	85.8	513
Shopping	33.7	1,255	59.8	1,386
Others ¹	21.0	1,664	20.8	1,123

Notes: A person may report more than one category for expenditure items.

¹ Includes accommodation, guided tour, entertainment and recreation expenses.

Source: NSO and DOT, 2009 HSDV

2.8 NUMBER OF TRIPS AND NUMBER OF PLACES VISITED

On the average, a Filipino domestic traveler had two trips during the period April to September 2009 (Table 2.10).

Fifty-seven percent of Filipino travelers traveled once, while more than one-third (33.4%) traveled twice or thrice. Those who had more than three trips accounted for 9.2 percent of the total domestic travelers. The number of female travelers who were reported to have more than three trips in the six months prior to survey was estimated at 1.1 million (9.5% of the total female travelers), while male domestic travelers, 975 thousand (9.0% of the total male travelers) [Figure 2.11].

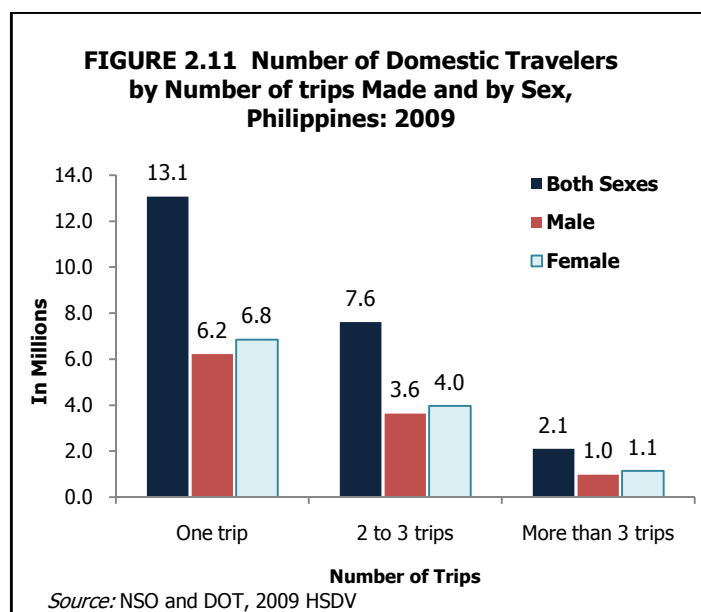


TABLE 2.10 Domestic Travelers by Number of Trips Made During the Past Six Months, by Sex and Age Group, Philippines: 2009

Sex/Total and Average Number of Trips	Total	Age group					
		15 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and over
Domestic Travelers	22,772	6,017	5,826	4,531	3,377	1,948	1,072
Number of trips							
One	57.4	59.9	56.5	56.6	56.0	54.6	60.2
2 to 3 trips	33.4	32.6	34.3	33.6	33.4	34.8	29.5
More than three trips	9.2	7.4	9.2	9.8	10.6	10.6	10.3
Total number of trips made during the past six months	41,887	10,496	10,750	8,438	6,488	3,739	1,976
Average number of trips per domestic traveler	2	2	2	2	2	2	2
Male (in thousands)	10,829	2,887	2,800	2,174	1,579	925	465
Number of trips							
One	57.5	60.1	57.8	56.9	54.5	54.7	58.0
2 to 3 trips	33.6	33.0	33.6	33.8	34.4	34.3	30.9
More than three trips	9.0	6.9	8.5	9.3	11.1	11.0	11.2
Total number of trips made during the past six months	19,830	4,982	5,071	4,019	3,075	1,798	886
Average number of trips per domestic traveler	2	2	2	2	2	2	2
Female (in thousands)	11,942	3,131	3,026	2,358	1,799	1,023	607
Number of trips							
One	57.3	59.8	55.4	56.5	57.4	54.5	61.9
2 to 3 trips	33.2	32.2	34.8	33.3	32.6	35.3	28.4
More than three trips	9.5	7.9	9.8	10.3	10.1	10.2	9.7
Total number of trips made during the past six months	22,057	5,514	5,679	4,420	3,414	1,940	1,090
Average number of trips per domestic traveler	2	2	2	2	2	2	2

Note: A person may report more than one trip and more than one place visited.

Source: NSO and DOT, 2009 HSDV

The National Capital Region (NCR) was the most frequently traveled place by domestic travelers, irrespective of their purpose of visit. Aside from NCR, the ten most frequently traveled provinces were Cavite, Laguna, Cebu, Pangasinan, Bulacan, Batangas, Pampanga, Nueva Ecija, Leyte and Lanao del Sur (Table 2.10A).

TABLE 2.10A Distribution of Domestic Travelers to Provinces Most Frequently Visited, by Main Purpose of Visit, Philippines: 2009

Provinces Most Frequently Visited	Total Domestic Travelers (in '000)	Purpose of Visit								
		Visit friends or relatives	Pleasure or vacation	Business or profession	Meetings, incentives, conventions and exhibits	Study, training or exchange program	Official government mission	Medical or health reason	Religion or pilgrimage	Others
Total number of travel	22,272	53.3	34.3	9.8	2.8	3.6	0.5	6.1	7.6	10.1
National Capital Region	4,355	43.9	33.5	9.0	2.1	4.1	0.5	4.7	5.2	11.1
Cavite	1,267	49.7	37.8	3.8	2.1	4.0	0.1	1.4	3.6	5.0
Laguna	1,258	44.3	37.5	6.0	2.1	5.0	0.3	3.2	6.1	4.9
Cebu	1,152	43.6	27.4	11.5	3.1	3.4	0.4	9.3	13.1	8.2
Pangasinan	1,130	37.9	38.2	7.3	0.7	2.3	0.1	3.2	17.8	7.1
Bulacan	1,000	55.8	32.1	6.5	2.6	2.9	0.2	6.2	3.7	3.5
Batangas	947	50.2	35.1	6.5	3.3	3.1	0.3	3.0	4.8	7.0
Pampanga	727	47.8	36.3	8.1	2.6	4.4	0.2	3.4	5.6	2.5
Nueva Ecija	708	56.8	33.1	7.7	2.8	4.0	0.5	9.0	1.7	7.6
Leyte	633	44.9	27.3	18.7	2.0	2.8	1.2	8.9	1.4	8.2
Lanao del Sur	324	81.1	40.3	17.5	1.2	0.3	0.5	3.0	4.1	2.8

Note: A person may travel to more than one province, and more than once to the same province.

Source: NSO and DOT, 2009 HSDV

Four in every five travelers (81.1%) who visited Lanao del Sur and more than half of the travelers who visited Nueva Ecija, Bulacan and Batangas mainly traveled to these provinces to visit their friends or relatives (Table 2.10A and Figure 2.12). Almost the same proportion of travelers to NCR (43.9%) and Cebu (43.6%) traveled with the same purpose of visit.

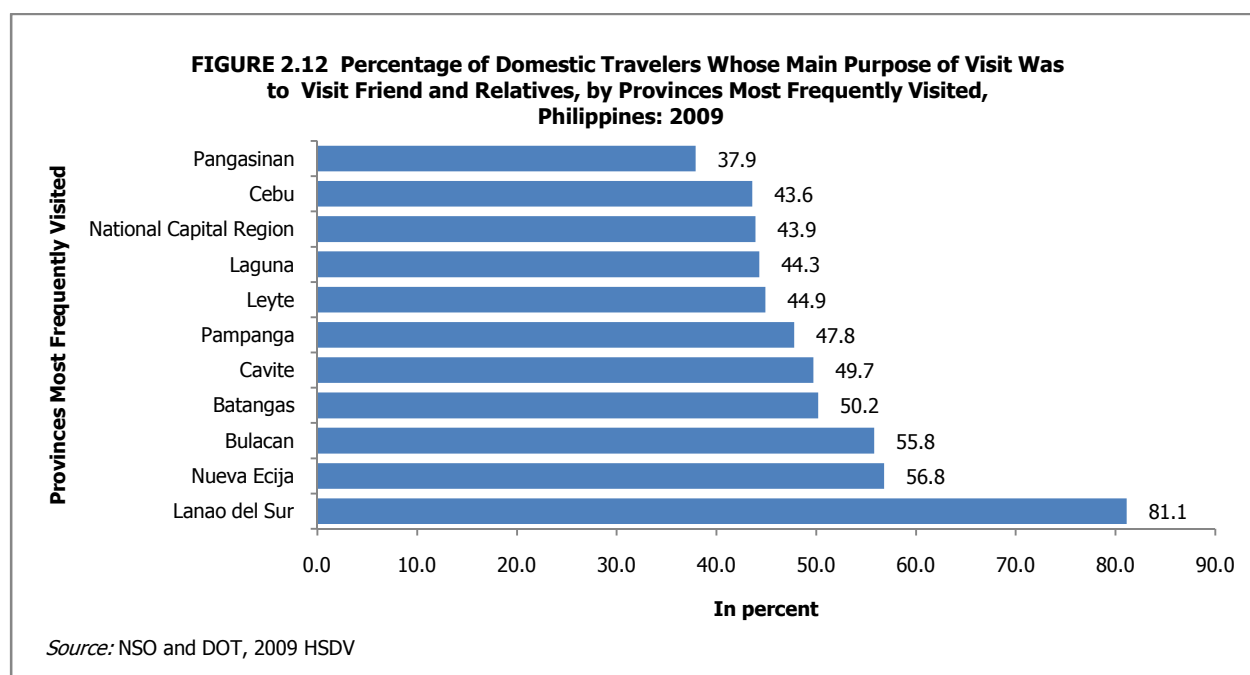


TABLE 2.10B Distribution of Domestic Travelers to Provinces Most Frequently Visited Whose Main Purpose of Visit Was for Pleasure or Vacation, Philippines: 2009

Provinces Most Frequently Visited	Number of travelers (in '000)	Percent to Total
Total number of travel	7,819	100.0
National Capital Region (NCR)	1,460	18.7
Cavite	478	6.1
Laguna	472	6.0
Pangasinan	432	5.5
Batangas	333	4.3
Bulacan	321	4.1
Benguet	320	4.1
Cebu	315	4.0
Pampanga	264	3.4
Nueva Ecija	234	3.0
Quezon	208	2.7

Note: A person may travel to more than one province, and more than once to the same province.

Source: NSO and DOT, 2009 HSDV

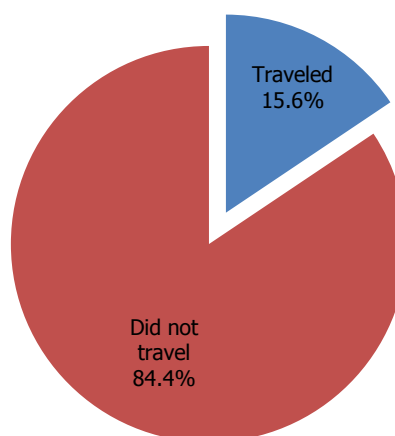
Similarly, NCR was the most frequently visited place by travelers whose main purpose of visit was for pleasure or vacation, with 1.5 million visitors during the six month period. Except Cebu, the other provinces most frequently visited for pleasure or vacation were in Luzon, and mostly adjacent provinces to the NCR (Table 2.10B).

2.9 LONG HOLIDAY WEEKENDS

Long holiday weekends are the regular national holidays and those declared as special non-working holidays by the government (Table 2.11).

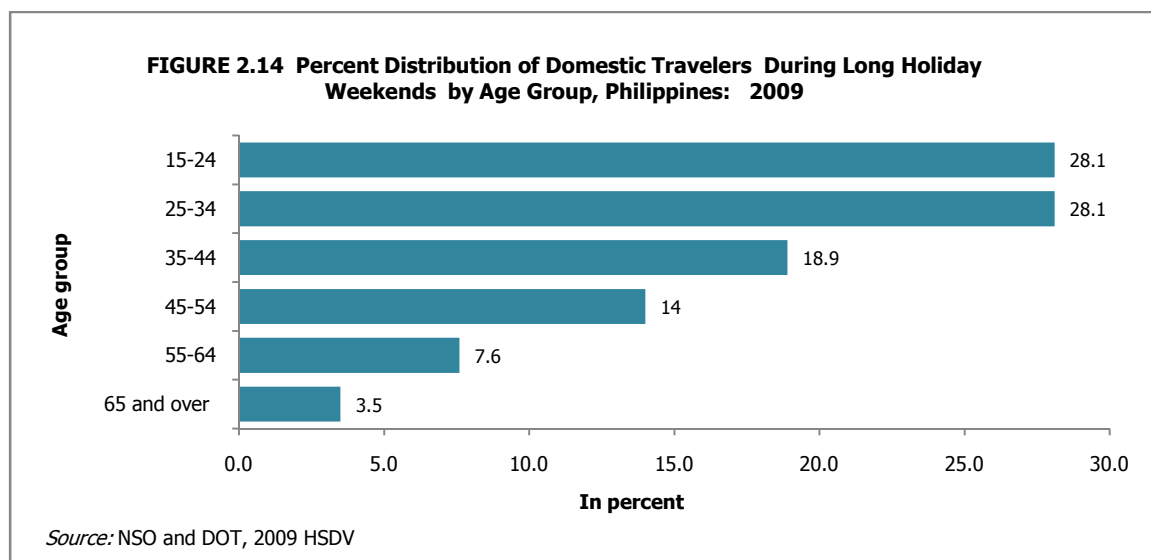
A total of 3.6 million individuals traveled on long holiday weekends during the period April to September 2009. They represented 15.6 percent of the total domestic travelers during the period (Figure 2.13). Nearly one-fourth (23.5%) of those who traveled mainly for pleasure or vacation traveled during long holiday weekends (Table 2.11).

FIGURE 2.13 Percent Distribution of Domestic Travelers Who Traveled During Long Holiday Weekends and Those Who Did Not Travel, Philippines: 2009

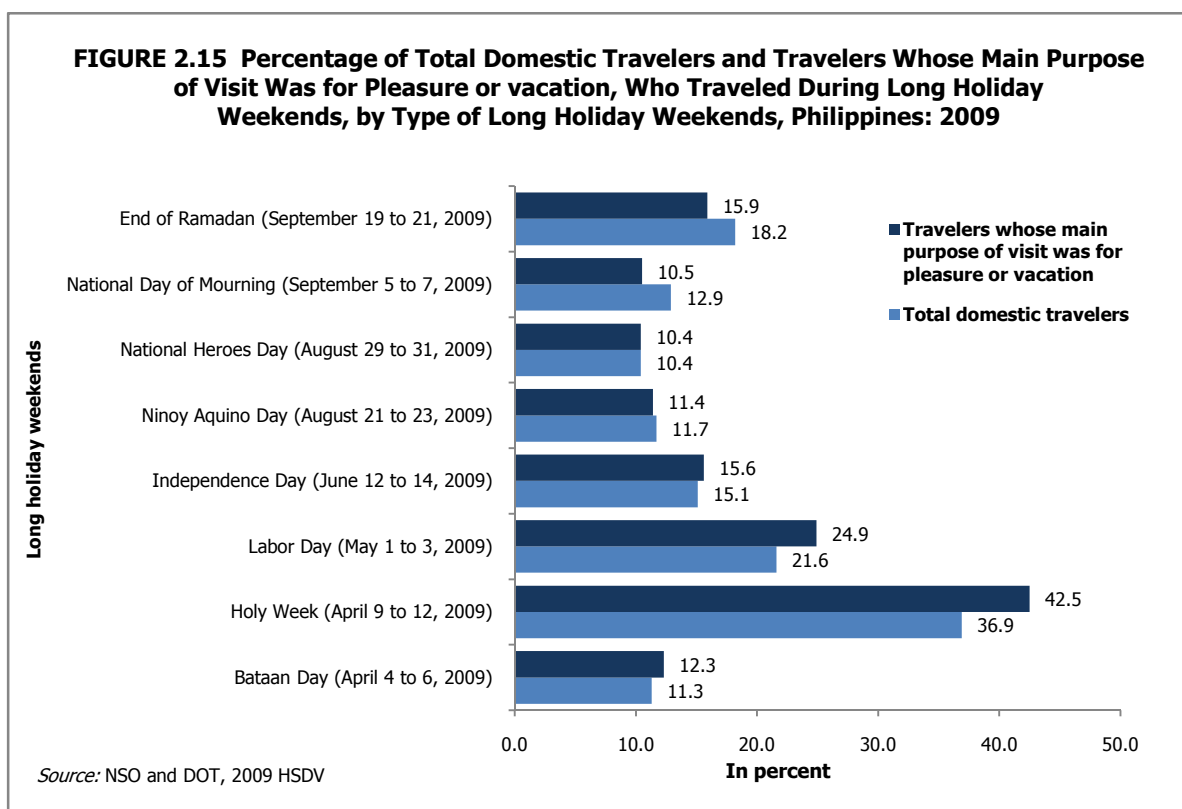


Source: NSO and DOT, 2009 HSDV

There were more females (53.0%) who traveled during long holiday weekends, irrespective of purpose of visit, than males (47.0%). A similar pattern was observed for travelers whose main purpose of visit was for pleasure with 54.7 percent of females traveling during long holiday weekends compared to 45.3 percent among males.



Travelers during long holiday weekends comprised mostly of young people in the age groups 15 to 24 (28.1% of all travelers) and 25 to 34 (28.1%) [Figure 2.14 and Table 2.11].



The largest percentage of long holiday weekend travelers traveled during Holy Week (36.9%) [Figure 2.15]. Labor Day was the second most preferred period for travel with more than one-fifth (21.6%) of the total long holiday weekend travelers and with almost a quarter (24.9%) of those who traveled mainly for pleasure or vacation. The National Heroes Day was the least preferred weekend to travel (10.4%).

TABLE 2.11 Total Domestic Travelers and Travelers Whose Main Purpose of Visit Was for Pleasure or Vacation, by Whether They Traveled During Long Holiday Weekends, and Travelers During Long Holiday Weekends by Sex, Age Group, and by Type of Long Holiday Weekends, Philippines: 2009

Sex/Age Group/Long Holiday Weekends	Total Domestic Travelers	Travelers Whose Main Purpose of Trip Was for Pleasure or Vacation
Domestic travelers	22,772	7,819
Number (in thousands)		
Total	100.0	100.0
Traveled during long holiday weekends	15.6	23.5
Did not travel during long holiday weekends	84.4	76.5
Travelers during long holiday weekends	3,552	1,841
Number (in thousands)		
Sex	100.0	100.0
Male	47.0	45.3
Female	53.0	54.7
Age group	100.0	100.0
15-24	28.1	32.6
25-34	28.1	28.9
35-44	18.9	17.8
45-54	14.0	11.6
55-64	7.6	6.9
65 and over	3.5	2.1
Long holiday weekends ¹ (in percent)		
Bataan Day (April 4 to 6, 2009)	11.3	12.3
Holy Week (April 9 to 12, 2009)	36.9	42.5
Labor Day (May 1 to 3, 2009)	21.6	24.9
Independence Day (June 12 to 14, 2009)	15.1	15.6
Ninoy Aquino Day (August 21 to 23, 2009)	11.7	11.4
National Heroes Day (August 29 to 31, 2009)	10.4	10.4
National Day of Mourning (September 5 to 7, 2009)	12.9	10.6
End of Ramadan (September 19 to 21, 2009)	18.2	15.9

Note: ¹ A person may report more than one category for long holiday weekends.

Source: NSO and DOT, 2009 HSDV

Appendices

APPENDIX A

2003 NEW MASTER SAMPLE SURVEY DESIGN

1.0 Sampling Design

The 2009 Household Survey on Domestic Visitors (HSDV), as a rider to the Labor Force Survey (LFS), used the sampling design of the 2003 Master Sample (MS) for household surveys.

1.1 Domain

The 2003 MS considers the country's 17 administrative regions as defined in Executive Orders (EO) 36 and 131 as the sampling domains. A domain is referred to as a subdivision of the country for which estimates with adequate level of precision are generated. It must be noted that while there is demand for data at the provincial level (and to some extent municipal and barangay levels); the provinces were not treated as sampling domains because there are more than 80 provinces which would entail a large resource requirement. The following are the 17 administrative regions of the country:

- National Capital Region (NCR)
- Cordillera Administrative Region (CAR)
- I – Ilocos Region
- II – Cagayan Valley
- III – Central Luzon
- IVA – CALABARZON
- IVB – MIMAROPA
- V – Bicol Region
- VI – Western Visayas
- VII – Central Visayas
- VIII – Eastern Visayas
- IX – Zamboanga Peninsula
- X – Northern Mindanao
- XI – Davao Region
- XII – SOCCSKSARGEN
- Caraga
- Autonomous Region in Muslim Mindanao (ARMM)

1.2 Sampling Frame

As in most household surveys, the 2003 MS made use of an area sample design. For this purpose, the Enumeration Area Reference File (EARF) of the 2000 Census of Population

and Housing (CPH) was utilized as sampling frame. The EARF contains the number of households by enumeration area (EA) in each barangay. This frame was used to form the primary sampling units (PSUs). With consideration of the period for which the 2003 MS will be in use, the PSUs were formed or defined as a barangay or a combination of barangays with at least 500 households.

1.3 Stratification

The 2003 MS considers the 17 regions of the country as the primary strata. Within each region, further stratification was performed using geographic groupings such as provinces, highly urbanized cities (HUCs), and independent component cities (ICCs). Within each of these substrata formed within regions, the PSUs were further stratified, to the extent possible, using the proportion of strong houses (PSTRONG), indicator of engagement in agriculture of the area (AGRI), and a measure of per capita income (PERCAPITA) as stratification factors.

PSTRONG is defined to be the percentage of occupied housing units that are classified as made of strong materials for both the roof and outer walls, based on the data from the 2000 CPH. A roof is considered made of strong material if it is made of either galvanized iron, aluminum, concrete/clay tile, half galvanized-half concrete, or asbestos. The outer wall is considered made of strong materials if it is made of concrete, brick, stone, wood, half concrete-half wood, galvanized iron, asbestos or glass.

AGRI was determined in the following way: initially, an indicator variable was computed at the barangay level. That variable has the value one if more than 50 percent of the households in the barangay were engaged in agriculture or fisheries and zero otherwise, based on the 2000 CPH Barangay Schedule. To obtain a measure at the PSU level, a weighted average of the barangay indicator variable was computed for all the barangays within the PSU, weighted by the total number of households in the barangay. Thus, the value of AGRI at the PSU level lies between zero and one.

PERCAPITA is defined as the total income of the municipality divided by the total population in that municipality. Note that the PERCAPITA values of the PSUs are the same for all PSUs belonging to the same municipality. The data on municipal income refer to year 2000 and were taken from the Department of Finance. However, if the 2000 municipal income was not reported to the Bureau of Local Government Finance (BLGF), 2001 income was used. If no 2000 or 2001 municipal income was reported, the income classification from the BLGF for this municipality was obtained. Using the data on municipal income, which are presented in income intervals, the average of the lower and the upper values of the income interval for the municipal class to which this municipality belongs were determined.

1.4 Sample Selection

The 2003 MS consists of a sample of 2,835 PSUs. The entire MS was divided into four sub-samples or independent replicates, such as a quarter sample contains one fourth of the total PSUs; a half sample contains one-half of the four sub-samples or equivalent to all PSUs in two replicates.

The final number of sample PSUs for each domain was determined by first classifying PSUs as either self-representing (SR) or non-self-representing (NSR). In addition, to facilitate the selection of sub-samples, the total number of NSR PSUs in each region was adjusted to make it a multiple of four.

SR PSU refers to a very large PSU in the region/domain with a selection probability of approximately one or higher and is outright included in the MS; it is properly treated as a stratum; also known as certainty PSU. NSR PSU refers to a regular too small sized PSU in a region or domain; also known as non-certainty PSU. The 2003 MS consists of 330 certainty PSUs and 2,505 non-certainty PSUs.

To have some control over the sub-sample size, the PSUs were selected with probability proportional to some estimated measure of size. The size measure refers to the total number of households from the 2000 CPH. Because of the wide variation in PSU sizes, PSUs with selection probabilities greater than one were identified and were included in the sample as certainty selections.

At the second stage, enumeration areas (EAs) were selected within sampled PSUs, and at the third stage, housing units were selected within sampled EAs. Generally, all households in sampled housing units were enumerated, except for few cases when the number of households in a housing unit exceeds three. In which case, a sample of three households in a sampled housing unit was selected at random with equal probability.

An EA is defined as an area with discernible boundaries within barangays consisting of about 150 contiguous households. These EAs were identified during the 2000 CPH. A housing unit, on the other hand, is a structurally separate and independent place of abode which, by the way it has been constructed, converted, or arranged, is intended for habitation by a household.

1.5 Sample Size

The 2009 HSDV adopted the sampling design of the Labor Force Survey (LFS) of the NSO which uses the new master sample design. The multi-stage sampling design consisted of a nationwide sample of about 51,000 households. The HSDV used about 25,500 households which was deemed sufficient to measure the levels and pattern of domestic tourism at the national level.

The reporting unit was the household which means that the statistics emanating from this survey refer to the characteristics of the population residing in private households.

CONFIDENTIALITY This survey is authorized by Commonwealth Act 591. All information obtained will be strictly held confidential.				HSDV Form 2A NSCB Approval No.: NSO-0910-01 Expires: June 30, 2010							
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;"> Republic of the Philippines NATIONAL STATISTICS OFFICE and DEPARTMENT OF TOURISM 2009 HOUSEHOLD SURVEY ON DOMESTIC VISITORS (Core Indicators) <i>(Persons 15 years old and over)</i> </div> </div>											
GEOGRAPHIC IDENTIFICATION CODES Province _____ Mun/City _____ Barangay _____ EA SHSN HCN					<div style="display: flex; align-items: center;"> </div>			RESULTS OF VISIT <input style="float: right;" type="checkbox"/> 1 - Completed interview 2 - Refusal 3 - Not at home 4 - Respondent incapacitated 5 - Others, specify _____			
Name of Sample Household Member: _____					<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 20px; height: 20px; margin-right: 5px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px; margin-right: 5px;"></div> </div> Line No.			Address: _____			
Q1 Did you travel to any place in the Philippines during the period April to September 2009? <input style="float: right;" type="checkbox"/> <div style="display: flex; justify-content: space-around;"> 1 Yes (go to Q1a) 2 No (End Interview) </div>											
a. How many trips have you made within the country during the period April to September 2009? <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div> <div style="border: 1px solid black; width: 20px; height: 20px; display: inline-block;"></div>											
Q2 Details of Domestic Trip											
Trip No.	Place of Visit (Province/Municipality)	Code		Month of Travel	Number of Nights Spent in the Place of Visit	Main Purpose of Visit	Code	Did you pay for your trip? 1 Yes 2 No, GO TO NEXT PLACE VISITED, OTHERWISE, SKIP TO Q3	Estimated Cost (Per Place Visited)	Number of Travelers	
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Q3 Among the trips listed, which is the most recent?								Trip Number: _____			
Codes for Column 5 (Month of Travel) 04 - April 08 - August 05 - May 09 - September 06 - June 10 - October 07 - July				Codes for Column 7 (Main Purpose of Visit) 1 - Visit friends or relatives / Attend family gatherings 2 - Pleasure / Vacation 3 - Business / Profession 4 - Meetings, Incentives, Conventions and Exhibits				5 - Study / Training / Exchange Program 6 - Official government mission 7 - Medical / Health reason 8 - Religion/Pilgrimage 9 - Others, specify _____			

Q4	Did you avail of a domestic package tour in your most recent trip? <input type="checkbox"/> 1 Yes (GO TO Q5) 2 No																																								
	a. Did you avail of a domestic package tour during the reference period? <input type="checkbox"/> 1 Yes 2 No (GO TO Q8)																																								
Q5	Did you pay for your most recent domestic package tour? 1 Yes, how much? <table border="1" style="display: inline-table; width: 100px; height: 15px; vertical-align: middle;"></table> 2 No (GO TO Q7)																																								
Q6	How many persons did you pay for in your most recent domestic package tour? <table border="1" style="display: inline-table; width: 40px; height: 20px;"></table>																																								
Q7	How much did you spend in addition to the price paid for in your most recent package tour? <table style="width: 100%;"> <tr><td>a. Accommodation</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>b. Food and beverage</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>c. Guided tour</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>d. Entertainment and recreation</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>e. Transport (sea, air, land)</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>f. Shopping</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>g. Others, specify</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> </table>	a. Accommodation	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	b. Food and beverage	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	c. Guided tour	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	d. Entertainment and recreation	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	e. Transport (sea, air, land)	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	f. Shopping	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	g. Others, specify	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>																										
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Q8	How much did you spend during your most recent independent trip? <table style="width: 100%;"> <tr><td>a. Accommodation</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>b. Food and beverage</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>c. Guided tour</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>d. Entertainment and recreation</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>e. Transport (sea, air, land)</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>f. Shopping</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> <tr><td>g. Others, specify</td><td><table border="1" style="display: inline-table; width: 100px; height: 15px;"></table></td></tr> </table>	a. Accommodation	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	b. Food and beverage	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	c. Guided tour	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	d. Entertainment and recreation	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	e. Transport (sea, air, land)	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	f. Shopping	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>	g. Others, specify	<table border="1" style="display: inline-table; width: 100px; height: 15px;"></table>																										
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Q9	Have you traveled during the following dates? <i>(long holiday weekends from April 2009 - September 2009)</i> <table style="width: 100%;"> <tr> <td style="width: 35%;">a. April 4 to 6, 2009 <i>(Bataán Day)</i></td> <td style="width: 15%;">1 Yes, Overnight Visitor</td> <td style="width: 15%;">2 Yes, Day Visitor</td> <td style="width: 15%;">3 No</td> <td style="width: 10%; text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>b. April 9 to 12, 2009 <i>(Holy Week)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>c. May 1 to 3, 2009 <i>(Labor Day)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>d. June 12 to 14, 2009 <i>(Independence Day)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>e. August 21 to 23, 2009 <i>(Ninoy Aquino Day)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>f. August 29 to 31, 2009 <i>(National Heroes Day)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>g. September 5 to 7, 2009 <i>(National Day of Mourning)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>h. September 19 to 21, 2009 <i>(End of Ramadan)</i></td> <td>1 Yes, Overnight Visitor</td> <td>2 Yes, Day Visitor</td> <td>3 No</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </table>	a. April 4 to 6, 2009 <i>(Bataán Day)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	b. April 9 to 12, 2009 <i>(Holy Week)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	c. May 1 to 3, 2009 <i>(Labor Day)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	d. June 12 to 14, 2009 <i>(Independence Day)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	e. August 21 to 23, 2009 <i>(Ninoy Aquino Day)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	f. August 29 to 31, 2009 <i>(National Heroes Day)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	g. September 5 to 7, 2009 <i>(National Day of Mourning)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>	h. September 19 to 21, 2009 <i>(End of Ramadan)</i>	1 Yes, Overnight Visitor	2 Yes, Day Visitor	3 No	<input type="checkbox"/>
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I hereby certify that the data gathered in this questionnaire were obtained/reviewed by me personally and in accordance with instructions. <table style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"> <u>Signature Over Printed Name of Enumerator</u> <u>Date Accomplished</u> </td> <td style="width: 50%; text-align: center;"> <u>Signature Over Printed Name of Supervisor</u> <u>Date Accomplished</u> </td> </tr> </table>		<u>Signature Over Printed Name of Enumerator</u> <u>Date Accomplished</u>	<u>Signature Over Printed Name of Supervisor</u> <u>Date Accomplished</u>																																						
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HSDV FORM 3 - CONTROL FORM <i>Republic of the Philippines</i> NATIONAL STATISTICS OFFICE Manila 2009 HOUSEHOLD SURVEY ON DOMESTIC VISITORS (CORE INDICATORS)					CERTIFICATION I hereby certify under oath that the data set forth herein were personally obtained by me in accordance with instructions <hr/> Signature Over Printed Name of Enumerator <hr/> Date Accomplished		Sheet ____ of ____ Sheets GEOGRAPHIC IDENTIFICATION PROV _____ MUN/CITY _____ BGY _____ EA <div style="display: flex; align-items: center;"> <table border="1" style="border-collapse: collapse; text-align: center;"> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> <tr><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td><td style="width: 20px; height: 20px;"></td></tr> </table> </div>										

L i n e N u m b e r	SHSN	HCN	No. of HH member 15 years old and over	Line No. of HH member in ISH Form 2	Name of HH member 15 years old and over <i>(Last Name, First Name)</i>	Put (✓) if HH member travelled during April to September, 2009	REMARKS
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
01							
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